**Aniello Caiazza**

Baildon, Shipley - UK • +44 7576434004 • [nello.caiazza@gmail.com](mailto:nello.caiazza@gmail.com)

[LinkedIn](https://www.linkedin.com/in/nellocaiazza) • [Behance](https://www.behance.net/nello_caiazza) • [Facebook](https://www.facebook.com/nellocaiazzaSmp/) • [Instagram](https://www.instagram.com/nellocaiazza_smp/)

**UX/UI Designer / Graphic Designer**

Driven UX/UI and Graphic Designer with almost 20 years’ experience. Well proven in delivering creative design solutions with a strong technical background, developing projects from inception through production to final delivery. Ability to perform with the minimum of supervision. Team player thriving on creating engaging solutions to work with printers, copywriters, photographers, other designers, account executives, web developers, and marketing specialists. Capable to work and manage teams, obtaining results as an individual and a team player. Fluent in Italian and English. Licensed to drive cars in United Kingdom.

*Adobe Creative Suite | Illustration & Drawing | HTML & CSS*

*UX/UI Design | Email Design | Email Campaign Management | Mac/PC literate*

*CMS/E-Commerce Platforms |* *FTP Clients | Commercial Awareness*

**Professional Experience**

**Senior UX/UI Designer and Developer** (7/2017 – actually) Blacklight Software, Wakefield, UK

[www.blacklight-software.com/](http://www.blacklight-software.com/)

Developing UX/UI design for software solutions, both desktop and mobile using mockups, wireframing and HTML/CSS/SCSS/JS techniques. Working together with PMs and Developers to bring ideas from sketch to completion always using the best solutions. Producing digital and print design for every marketing aspect related to the projects.

* UX/UI techniques and principles.
* Fluent HTML/CSS/SCSS/JS workflow.
* Adobe suite excellent capabilities.
* Agile workflow principles

**Graphic Designer** (9/2016 – 6/2017) Dibor Ltd; Ravensthorpe, UK

http://www.dibor.co.uk

Developed both digital and print design for online campaigns, publications, and advertising. Produced short and long term projects from brief to fulfilment. Designed brochures, handouts, flyers, and print materials. Created graphic content for website elements (images, banners), page layouts, and e-mail designs. Oversaw fulfilment e-mail campaigns with Pure 360.

* Managed an entire e-commerce platform based on Magento; coordinated sales team, and marketing management.
* Achieved good standing from management in terms of rewards, and got promoted in three months.

**UX/UI Designer and Creative Director** (3/2009 – 2/2016) Advanced Systems s.r.l.; Naples, Italy

http://www.advancedsystems.it/

Managed projects from concept to completion, coordinated with clients to instil visions, conceive designs, and consistently meet requirements. Produced marketing and e-marketing materials for client presentation purposes, as well for colleagues and senior managers. Created original artwork working for advertisements, brochures, handouts, flyers, and online graphics. Designed pitches for management and sales teams. Developed new and existing websites, mobile and web apps trough the principles of UX/UI design. Implemented e-mail campaigns through Pure 360.

* Developed new fresh brand identity, and visibility for a company with more than 30 years in business.
* Introduced a new art-proofing system increasing quality of production, and improving customer satisfaction to 97%.
* Earned several awards for providing graphic design support to both headquarter employees and clients.
* Improved knowledge of job market dynamics and analysis tools like Google Analytics, and CMS frameworks like Joomla and Magento.
* Increased skills proficiency with tools like e-mail campaign Pure 360.

**UX/UI Designer and Creative Director** (1/2004 – 2/2010) Nemi Graphics s.r.l.; Caserta, Italy

http://www.nemigraphics.it/

Created original artwork for projects in need of advertising, academic publications, and events. Tutored professional studios in achieving proficiency on software design tools.

* Increased prestige by clients’ management in terms of trust and awards.
* Achieved expertise in tools like Adobe Photoshop, Illustrator, InDesign, and Premiere. Grew proficient in 3D Modelling and animation tools like Cinema4D, Modo, and AutoCAD.
* Improved skills in Invision, UX/UI design, mockups, web design, and HTML5, CSS, Bootstrap, and JQuery.

**UX/UI Designer** (10/2002 – 12/2003) Klain Studio s.r.l.; Naples, Italy

http://www.studioklain.it/

Created graphic design solutions from concept through to completion, for important fashion events, and advertising material for local brands.

* Utilised manual drawing skills and software tools (Adobe Creative Suite, Flash, and HTML/CSS) to develop proficiency in UX/UI design, mockups, and prototypes.

**Executive Graphic Designer** (10/1999 – 8/2001) Tecnolab s.r.l.; Salerno, Italy

http://www.tecnolabengineering.it/

Developed digital and print design concepts and artwork for a wide range of printed advertising and presentations of architectural and civil engineering projects.

* Increased proficiency with tools like AutoCAD, Cinema4D, and Sketch Up;
* Designed and produced advertising material for hospitality brands like Sol Melia Hotels.

**Education and Training**

**Architecture / Industrial Design Degree, “**L.Vanvitelli” S.U.N. University in Aversa (CE), Italy

**Scientific Diploma Degree in High School**, L.S.S. “F.Brunelleschi” / Afragola (NA), Italy