

Giulia Mummolo

mail@giuliamummolo.com | (+44) 07426490423 | London (UK) - Lisbon (PT)

Design professional with strong analytical skills, I have a passion for Front-End web development and interactive user interfaces. In the past year, I've been working with a remote team in Amsterdam, building and managing a web app in React that will help a group of volunteers in a second-hand clothes exchange program around the world.

I've studied fashion design in London while working part-time in retail, for stores including Harrods, where I was brand manager. Also, I briefly worked as an e-commerce executive, an experience which fuelled my interest in tech, particularly for Front-End development.

Find my work at giuliamummolo.com

WEB DEVELOPMENT EXPERIENCE

Freelancing - The Clothing Loop

UI designer and Front-End web developer

January 2021 • Present

Technologies : React, JavaScript, Typescript, Firebase, Sass, Material UI

Expertises: Payment Handling, Geolocation with Map Visualization, User authentication system

- Core Front-End tech stack includes HTML5, CSS3, JavaScript, ReactJS, Typescript.
- Development of React and Typescript web application to support a group of volunteers within the sustainable fashion space (view project [here](#))
- Implementing responsive designs and using CSS pre-processors such as Sass and use of Material UI components (View repository [here](#)).
- Work with RESTful APIs and data manipulation: knowledge of data interchange formats such as JSON.
- Basic working knowledge of Back-End technologies, Firebase database and deployment with Netlify
- Build tools and package managers used include NPM and YARN.

Freelancing - Other projects

Front-End web developer

- Designed and built responsive website using Wordpress custom template using PHP. (View repository [here](#))
- Designed and built a collection of personal websites using HTML, Sass
- Deployment with Vercel

FURTHER EXPERIENCE

Georgiana Scott

E-Commerce Executive

February 2019 • October 2020

Technologies: Shopify - Klaviyo Marketing - Mailchimp - Unleashed Management - Google Analytics - Facebook Ads - Google PPC Ads

Managed E-Commerce restructure projects across product, design, SEO and digital marketing and improved client engagement and retention strategy through site optimization and digital campaigns across different media channels such as digital marketing and social media advertising campaigns.

Developed strategic product planning and management of products cycle across the brand's website.

Managing third-party e-commerce partners and maintaining relations with international manufacturers and wholesale accounts, including independent retailers and department stores.

- Planned and executed marketing campaigns which doubled total page views
- Re-designed website, which improved bounce rate by 20%

Moncler

Sales and Product Major

January 2017 • February 2018

First point of contact for Moncler own products within the Harrods concession, managing product cycle including stock maintenance, movements across Europe, aftercare services and customers inquiries liaising with operations and sales teams to maximize business revenue and maintaining luxury service expectations and presence across the market.

Developed innovative merchandising approaches with Regional Visual Merchandisers and reporting implementations.

- Managed transition from wholesale to retail
- Managed a team of four providing mentoring and business training
- Consumer data collection and reporting to Buying and Merchandising teams for development of upcoming collections

Harrods

Brand Manager

May 2015 • January 2017

Part-Time role covered while completing my BA degree course and promoted to Full-Time after graduating.

Responsible for the overall performance within the luxury Childrenswear division with the main focus on outerwear products following the brand's vision and guidelines

Created a brand strategy following an in-depth market and competitors analysis: forecasting consumer's behaviour and accordingly, develop marketing campaigns, planning of consumer-focused events to drive sales across the department.

- Increased the revenue of the assigned department by 40% exceeding business KPIs expectations such as UPT and ATV
- Decreased stock loss across the department by 20% and responsible for loss prevention training.

Bottega Veneta

Private Client Advisor and Visual Merchandiser

September 2014 • April 2015

Part-Time role covered while completing my BA degree course.

Banana Republic

Store Supervisor

May 2012 • August 2014

Part-Time role covered while completing my BA degree course.

Supervised a team of 20 across several roles within a KPIs performance-based environment.

EDUCATION

CodersInHoods

Coding Bootcamp

March • June 2020

Technologies: HTML5 - CSS3 - SASS - JavaScript - ReactJS - Object-Oriented Programming - RESTful APIs - Git

Immersive front-end web development coding bootcamp.

Industry standards approach on web development technologies such as Javascript and practising algorithms for more in-depth understanding of a language and learning to problem-solve.

Developed responsive and interactive user interfaces using APIs and frameworks such as RactJS.

Kodiri

Coding Bootcamp

August • October 2019

Technologies: HTML5 - CSS3 - JavaScript - ReactJS - NodeJS - ExpressJS - MongoDB - Heroku - Git

Intensive full-stack course on programming on the most demanding stack in IT industry.

Development of professional grade web application with mobile UX and UI structure, front-end logic and back-end APIs.

Istituto Marangoni - London

BA (Hons) Fashion Design

2013 • 2016

The course focused on the technical development of womenswear collections from initial research to garment design and production following industry standards.

Study of form, colour, pattern drafting and draping, and accurate analysis of clothing manufacturing techniques as well as intensive market studies and principles of the fashion business, brand identity, positioning and marketing.

Through the course were explored techniques used within design and pattern making with a strong focus on sustainability and technology.

Following the personal interest in experimental design approaches and research on upcoming techniques, I have been involved in various in-house seminars as well as workshops to present relevant works to the university.

As part of the final year assessment, a personal capsule collection and brand was designed with experimental approaches on the intercultural juxtaposition of traditional fashion garments.

*The collection was showcased during the Graduate Fashion Week 2016 and published by ELLE (UK).

FURTHER COMPETENCES

Languages: Italian (native), English (fluent)

Platforms: Shopify, Klaviyo Marketing, Mailchimp, Unleashed Management, Google Analytics

Graphic Design: Adobe Creative Suite, Figma and open-source software including Inkscape and GIMP

References available upon request.