



# Alessia Caruso

## UI/UX Designer & UI Developer

As an experienced UI/UX Designer with over a decade of expertise, my goal is to add value to products through a user-centered design approach.

I keep up with the latest design trends and have a deep understanding of front-end technologies, allowing me to bridge the gap between the visual and functional elements of a product.

### EDUCATION

Digital Communication, Informatics  
Bachelor's Degree, University of Milan

### CERTIFICATIONS

User interfaces & user experience (UI & UX)  
CIFO, Generalitat de Catalunya

Front-End Engineer  
Codecademy

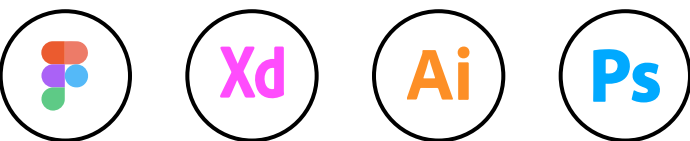
Mobile App Design  
Udemy Certificate of Completion

UX & Web Design  
Udemy Certificate of Completion

Design Thinking  
Udemy Certificate of Completion

Mind Mapping  
Udemy Certificate of Completion

### SOFTWARE SKILLS



### SKILLS

Design Strategy

Design Systems

Wireframing

Prototyping

Visual Design

Interaction Design

UX Research

HTML / CSS / JS

Trilingual ES / UK / IT

### LATEST EXPERIENCES

2009 - Present  
Freelance UI/UX Designer & Front-End Developer  
Freelance - Barcelona, Spain & Fully Remote

- Successfully led and directed several design projects, fulfilling the role of project manager for the most complex ones, acting as a primary point of reference for clients and other experts. Managed to complete projects on schedule and under budget, increasing client trust and satisfaction.
- Uncovered valuable insights from conducted in-depth user research and analysis that informed strategic design decisions, leading to a significant improvement in user satisfaction and overall user experience.
- Crafted appealing and impactful designs for a wide range of marketing materials, including graphic and digital advertisements, resulting in increased user engagement and brand recognition.
- Developed responsive front-end web solutions for CMS-based applications, blending design and functionality to create visually appealing and user-friendly digital experiences.

2016 - 2023  
Senior UI/UX Designer & UI Developer  
Oxatis S.L. - Fully Remote

- Developed comprehensive wireframes, prototypes, and visual designs to drive the creation of user-centered solutions for both web and mobile applications.
- Slashed interaction time with developers to enhance product development while ensuring consistency between design and implementation.
- Conducted in-depth user needs analysis and task performance assessments, resulting in a substantial reduction in the testing phase and an overall improved user experience.
- Actively contributed to the refinement and optimization of design processes and workflows within the team, fostering a culture of continuous improvement and innovation.

2012 - 2016  
Visual & Web Designer, E-Commerce Specialist Speaker  
ePages Southern Europe - Barcelona, Spain

- Proficient in Front-End Development with HTML, CSS, and JavaScript within Content Management System (CMS) platforms to ensure seamless content integration and management.
- Brings a strong team-player mindset to the table, effortlessly collaborating with back-end developers and project managers to ensure a cohesive and successful project delivery.
- Dedicated to refining and enhancing website functionality, I actively implement continuous improvements by incorporating user feedback to elevate the overall user experience.
- Engaged as an e-commerce design specialist in international events, contributing expertise and insights on emerging trends and best practices within the digital commerce space.

2011 - 2012  
UI & Visual Designer  
SIINE LTD - Barcelona, Spain

- Designed UI elements, choosing the correct fonts and typesetting, establishing a style guide to be used throughout the application, ensuring consistency and familiarity for the user.
- Work closely with the Art Director to create wireframes, flows, mockups and prototypes.