



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.