Alessia Caruso

UI/UX Designer & UI Developer

With over a decade of experience, I specialize in creating user-centric designs that add value to products. My skills range from UX research to front-end development, allowing me to bridge the gap between design and functionality smoothly.
I'm dedicated to keeping up with design trends and using my technical abilities to provide innovative solutions that improve user experiences and exceed client expectations.

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

DESIGN SKILLS

Visual Design   Interaction Design
Design Strategy   Design Systems
Wireframing   Prototyping

TECHNICAL SKILLS

HTML / CSS   JS / jQuery   Bootstrap
UX Research

LANGUAGES

English   Spanish   Italian

PROFESSIONAL EXPERIENCES

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

- **Led complex design projects** from concept to delivery, ensuring smooth execution.
  Consistently delivered projects on time and under budget, boosting client satisfaction and securing repeat business.
- **Conducted comprehensive user research and analysis** to extract valuable insights that drove strategic design decisions. This approach led to a significant improvement in user satisfaction and an enhanced overall user experience.
- **Designed impactful marketing materials** including graphics and digital advertisements, which contributed to higher user engagement and strengthened brand recognition.
- **Developed responsive front-end web solutions** for CMS-based applications, merging aesthetics with functionality to deliver visually compelling and user-friendly digital experiences that perform well across devices.

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

- **Led the design and development** of user-centered solutions for web and mobile applications by creating wireframes, prototypes, and visual designs. This approach significantly improved usability and client satisfaction.
- **Enhanced teamwork with developers**, reducing iteration cycles and ensuring design consistency, which accelerated product development and delivery timelines.
- **Conducted in-depth user research** and task analysis, resulting in a substantial reduction in the testing phase and a marked improvement in user experience across projects.
- **Enhanced design processes** within the team, fostering continuous improvement and innovation, which contributed to more efficient workflows and higher-quality outcomes.

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

- **Integrated front-end development** with HTML, CSS, and JavaScript within CMS platforms to ensure smooth content management and visually appealing interfaces.
- **Collaborative approach** working closely with back-end developers and project managers to guarantee cohesive project delivery, reinforcing a strong team dynamic.
- **Continuous improvement** focused on enhancing website functionality through ongoing user feedback, significantly improving user experience and overall site performance.
- **Industry expertise** acting as a design expert at international e-commerce events, sharing insights on the latest trends and best practices in digital commerce.

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

- **Developed and refined UI elements**, including selecting fonts, typesetting, and establishing a cohesive style guide to ensure consistency and user familiarity across the application.
- **Collaborated closely with the Art Director** to design wireframes, user flows, mockups, and prototypes, contributing to a visually cohesive and functional user interface.