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. Currently, I am expanding my skill set by pursuing an Online Master's in AI for Creatives, enabling me to incorporate advanced AI technologies into my design processes.

EDUCATION

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

CERTIFICATIONS

User Interfaces & User Experience (UI & UX)
CIFO, Generalitat de Catalunya

Agile Software Projects: Software Design
Codecademy

Agile for Tech Leaders: UX Design & Agile
Codecademy

Reimagining CX with Generative AI
Skillsoft

Design Thinking
Udemy Certificate of Completion

Mind Mapping: Double your Productivity
Udemy Certificate of Completion

SOFTWARE SKILLS

DESIGN SKILLS

Visual Design   Interaction Design
User Research   UI Design
Wireframing   Prototyping
Responsive   Accessibility

TECHNICAL SKILLS

HTML5 / CSS3   Javascript   jQuery

LANGUAGES

English   Spanish   Italian

PROFESSIONAL EXPERIENCES

2009 - Present
Freelance UI/UX Designer & Web 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. Improved overall user experience and client engagement by designing user-centered interfaces.
- **Created responsive web designs** for a variety of industries, integrating aesthetics with functionality to produce visually compelling and user-friendly digital experiences that perform consistently across devices.
- **Developed front-end web solutions** for CMS-based applications, ensuring a responsive, accessible, and SEO-optimized user interface. Leveraged HTML, CSS, and JavaScript to create interactive and scalable web designs.

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.
- **Improved team design processes**, developing continuous innovation and driving more efficient workflows, leading to higher-quality outcomes.

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

- **Integrated front-end development** using HTML, CSS, and JavaScript within CMS platforms to ensure smooth content management and create visually appealing interfaces.
- **Collaborative approach** by 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.
- **Acted as a design specialist** at international e-commerce events, providing insights on the latest trends and best practices in digital commerce based on industry expertise.

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.