

JOHN SAPIANO

UI/UX Designer



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PERSONAL PROFILE

UX/UI Designer with previous experience in retail sales and client relationship management.

Aiming to help create products for clients that can evoke empathy and emotion whilst advocating harmonious aesthetics. Offering to utilise creativity focusing on delivering innovative and enjoyable experiences for users.

TOOLS

- Adobe XD
- Sketch
- Illustrator
- Photoshop
- InDesign
- Invision
- Flinto
- MS Office Suite
- Google Suites

SKILLS

- Wireframing
- Prototyping/Rapid Prototyping
- Data Analysis
- Competitive Analysis
- Usability Testing
- A/B & Preference Testing
- Market Research
- User Personas
- User Research and Flow
- Responsive Design
- Mood Boards

ACHIEVEMENTS

- Orchestrated a networking event which enabled the MTM department to gain new clientele, resulting in a 30% growth in sales
- Proposed an incentive for clients that had achieved a certain annual expenditure which led to domestic client retention rate to increase
- Assisted in building a training programme to teach existing staff from different departments how to conduct a MTM consultation and fitting. In turn this reduced the need to hire more employees for those roles

ACADEMIC BACKGROUND

UI Design Program

CareerFoundry | May 2020 - October 2020

- Extensive online course introducing design principles and theories, developing low to high fidelity wireframes to build a mobile app from scratch
 - Exploring key steps in UX design process; conducting research, drawing user flows, creating user personas and testing on real potential users
 - Understanding mobile design guidelines, patterns and layouts for iOS and Android
 - Design and create a responsive app and adapting designs for different breakpoints
- Front End Development - HTML and CSS (ongoing)

Advanced Exercise, Health and Fitness Instructor Level 3 Personal Trainer

Future Fit | September 2011 - December 2012

A Levels- Art & Design, Design Textiles, Psychology

St Bonaventure's 6th Form | September 2004 - June 2006

PROFESSIONAL CAREER

Senior Client Associate & MTM Specialist

Dolce&Gabbana, London | April 2015 - November 2019

- Managing client book, focusing on CRM to drive business
- Senior member of the Made to Measure team overseeing department and responsibilities including; coordinating MTM Consultations, orders and lead times
- S.W.O.T analysis of current collections and competitive analysis

Sales & MTM Executive

Emmett, London | March 2013 - April 2015

- Overseeing city store's MTM department; business development, regularly arranging client appointments
- In store visual merchandising; devising new strategies to drive product
- Assisted in the day to day operations including; key holder duties of opening and closing the store, cash and payment reconciliation

Sales Associate

Tommy Hilfiger, London | September 2011 - December 2012

- Sales & KPI focused ensuring monthly targets are achieved
- Delivered training for new starters on products and services
- Supporting management and senior members of staff with daily responsibilities
- Back of house duties; organisation of products and administration

Sales Associate & Visual Executive

Size, London | Feb 2010 - September 2011

- Visual Merchandising - Understanding consumer trends, product and brand knowledge for styling key areas
- Process deliveries, stock auditing and transfers
- Brand knowledge, in depth understanding of products and style advising