

# MICHELE PAOLINO

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Napoli, IT



## PRESENTATION

My name is Michele Paolino, I'm a web designer and front-end developer. My job involves designing and developing modern, lightweight, and high-performance web solutions. I apply to my works the knowledge I have gained from studying the processes that govern visual communication in its formal and functional aspects.

## WORK EXPERIENCES

### Dopolavoro

#### Web developer

Specialized in creating websites that are both visually stunning and functionally robust, maintaining the firm's reputation for design excellence. Continuously explored and implemented new web design trends, keeping the firm's offerings innovative and competitive. Integrated technical and design expertise to achieve cohesive and engaging user experiences.

### Sari Advertising

#### Web designer & developer

Integral member of a team dedicated to producing advanced web designs and strategic advertising solutions. Developed SEO-optimized websites to maximize client visibility and improve user engagement and conversion rates. Collaborated with cross-functional teams to ensure a unified and effective brand message.

### Becoming Lab

#### Web designer & developer

Led a team in creating innovative web applications and marketing solutions, with a focus on elevating clients' digital presence. Managed projects from concept to completion, emphasizing adherence to timelines without compromising quality. Built and maintained strong client relationships to ensure projects align with their business goals and brand identity.

## EXPERTISE AREAS

### Front-end Development

Vue.js, Bootstrap, Tailwind, Sass, PHP

### CMS

WordPress, PrestaShop

### Design & Prototyping

Figma, Adobe Photoshop, Adobe Illustrator

### UI design

UI design principles, typography, color theory

### Animation & Effects

GreenSock Animation Platform (GSAP)

### Version Control

Git, GitHub