



# Raffaella Nicoletti

UX UI DESIGNER

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## PROFILE

Passionate Designer with expertise in modern UI/UX patterns and a user-centric approach. Skilled in integrating responsive design from wireframes to prototypes. Enthusiastic learner and traveler. Ready to collaborate and turn product vision into design strategy for any team's success.

## SKILLS

Project Design



Figma & Sketch



Mobile Design



Design Systems



ADA & WCAG Guidelines



Adobe Creative Suite



Interactive Design



CSS, HTML, JS



## WORK EXPERIENCE

### EXPERIENCE DESIGNER

*Foxgroove Interactive*

May 2022 - Jun 2023

- Transformed the desktop platform into responsive screens, while ensuring design patterns and flow were maintained. I incorporated animation elements into mobile screens to enhance user interaction and communication with developers.
- Collaborated on developing and implementing the design system, ensuring consistency and scalability across products.
- Designed prototypes for enterprise-level SaaS systems implementing modern and accessible design for mobile screens. Conducted usability testing to validate design decisions.
- Ideation of new product features and improvements to develop a comprehensive design strategy.

### UX/UI DESIGNER

*Freedom Mortgage*

Dec 2021 - May 2022

- Created wireframes, high fidelity mockups using inVision and Sketch.
- Usability testing to validate designs with usertesting.com.
- Worked in Agile environment using Jira, Confluence and designed with ADA & WCAG guidelines.
- Cross-functional work to ensure consistent brand use across digital channels, developed and maintained digital standards and functional specs.

### UX/UI DESIGNER - FREELANCE

*Truelio / Home On Call / F&E Media*

Oct 2019 - 2023

- Truelio (02/23-03/23)
  - Led the design of a mobile onboarding process from user flows to UI design and journey maps while developing a comprehensive design system to ensure the scalability for future use by other enterprises.
- Home On Call (02/21-04/21)
  - Led end-to-end UX design for a CRM dashboard, applying data visualization best practices for 500 clients.
  - Optimized data organization with strategic site map designs, improving user interactions and navigation.
  - Utilized A/B testing to validate designs and address user pain points, resulting in an intuitive, high-fidelity desktop prototype.
- F&E Media (10/19-02/21),
  - Designed their website, UI elements and report templates that had 10% increase conversion rate, customer engagement up 15% and 100% client retention for 2 years.

## EDUCATION HISTORY

### BS Business Management

Colorado State University Global

### Fullstack Development Bootcamp

Columbia University, NY.

### UX/UI Specialization

CALARTS - Coursera

### Marketing summer courses

Fashion Institute of Technology, NY.