Rafaella Nicoletti

UX & Product Designer

👤 Profile

- UX & Product Designer with a focus on research and visuals.
- Big eye on design, usability, client's needs/goals and revenue.
- Designed my own blog with more than 1M views at 15 years old.
- Good at Innovation and clean designs specially user centric design.
- Worked several years throughout my career with Adobe products (Illustrator, Photoshop, InDesign).

💼 Employment History

UX/UI Designer at Nicoletti Comunicaciones, Remote
October 2019 — February 2021

- Creating wireframes, high fidelity mockups using Figma and Sketch.
- Usability/tree tests to validate designs, use results from user research.
- Designed and collaborated in a team during the development and execution of web features using HTML/CSS.
- Worked with software engineers to identify and deliver user experience improvements to new features that brought more than $2M in revenue.

UX/UI Designer at PrensaClipp, Remote
October 2019 — February 2021

- Creating high/low fidelity wireframes and detailed and rapid prototypes.
- Implemented a responsive static site in HTML, CSS and JS.
- UI Design for web design and effectively addressed UX bugs.
- Responsible of designing branding and marketing/social media assets.

Real Estate Agent at Spire Group & Caliber Associates, New York
March 2017 — July 2019

- Design marketing plans for the properties in my portfolio.
- Provided advice about web design and Social Media branding for Caliber Associates.
- Came up with new advertising techniques online with Facebook Business.

🎓 Education

BS Bachelor of Science in Business, Colorado State University - Global Campus, New York
July 2020 — Present Expected Graduation September 2021

Full Stack Web Development Bootcamp, Columbia University, New York
April 2019 — October 2019

BA Bachelor of Arts Fashion Design, Universidad del Pacifico, SCL
March 2012 — May 2015

Marketing Summer Courses, Fashion Institute of Technology, New York
May 2015 — August 2015

🎓 Courses

UI/UX Design Specialization, CALARTS - Coursera
October 2020 — November 2020

Details

917-675-3074

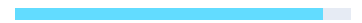Rafaella_np@hotmail.com

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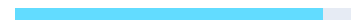
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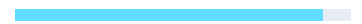
Skills

HTML5

CSS

JavaScript

InVision

Figma

Sketch

Rapid Prototyping

Adobe Creative Suite

A/B Testing

Adobe XD