



Rafaella Nicoletti

UX/ UI Designer

Profile

- UX/UI Designer with a focus on clean, simple user-centric interfaces.
- Big eye on clean design, usability, client's needs/goals and revenue.
- Solid understanding of Figma, Sketch and AdobeXD
- Strong visuals, typography, hierarchy and placement.

Employment History

UX/UI Designer at HomeOnCall

Freelance 2021

In charge of creating wireframes and High-fidelity mockups using Figma and sketch as well as animated prototypes for a better understanding of the functionality. Mostly used usability tests to validate designs after creating a sitemap and user journeys. Designed a lead management and campaign creation interface with UI elements.

UX/UI Designer at F&E Media.

October 2019 — February 2021

Designed the entire website and press reports to have better results in terms of customer retention. Low fidelity wireframes to provide stakeholders with an understanding of how the site would look and work. Detailed prototypes of the press reports so stakeholders could share them with their prospective clients. Because of this changes the conversion rate went up by 10% and engagement up 15%. Customer retention after reports were implemented was 100% for 2 years. Developed a static website in HTML, CSS and JS.

Real Estate Agent at Spire Group & Caliber Associates

March 2017 — July 2019

Renting and Selling in New York City for residential and investment opportunities with a YoY growth around 10%. Designed marketing plans for the properties in the portfolio as well as provided advice for web design and social media branding.

Education

BS Bachelor of Science in Business, Colorado State University - Global Campus, New York

September 2021

Full Stack Web Development Bootcamp, Columbia University, New York

October 2019

BA Bachelor of Arts Fashion Design, Universidad del Pacifico, SCL

May 2015

Courses

UI/UX Design Specialization, CALARTS - Coursera

November 2020

Marketing Summer Courses, Fashion Institute of Technology, New York

August 2015

Contact

917-675-3074

Rafaella_np@hotmail.com

Portfolio

<https://Rafaellanicoletti.com>

Skills

HTML5

CSS

JavaScript

InVision

Figma

Sketch

Rapid Prototyping

Adobe Creative Suite

A/B Testing

Adobe XD