



# Rafaella 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. Passionate about user-centric design best practices and design systems. Used to working remotely with different teams. 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

- Designed all responsive screens, ensuring design patterns and flow were maintained. Incorporated animation elements to enhance user interaction and communication with developers.
- Developed and implemented design system, ensuring consistency and scalability across products.
- Designed prototypes for enterprise-level SaaS systems implementing modern and accessible design for mobile screens.
- Ideation of new product features and improvements to develop a comprehensive design strategy.
- All designs were user-centric to ensure user retention and completion of tasks.

### UX/UI DESIGNER

*Freedom Mortgage*

Dec 2021 - May 2022

- Designed 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. Collaborated with stakeholders, product managers, engineers, content strategists to ensure products are aligned with business and user needs.

### 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, 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 static website using HTML & CSS, UI elements and report templates that had 10% increase conversion rate 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.