



# Raffaella Nicoletti

UX UI DESIGNER

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## PROFILE

My approach focuses on branding, modern UI/UX patterns and a holistic user-centric design. My coding background enables me to integrate responsive design from wireframes to prototype. My experience gives me insight into creating modern and accessible design that cater to user needs. I love to learn and I can usually be found reading on my kindle, about anything.

## 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 - Feb 2023

- Transformed the desktop platform into responsive screens, while ensuring design patterns and flow were maintained. I incorporated animation elements into the mobile screens, enhancing user interaction and engagement.
- Collaborated in the design system development, assets and components/variants.
- Designed prototypes for enterprise-level SaaS systems in the healthcare industry.
- Implemented modern and accessible design for mobile screens and was part of VQA process.

### 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.
- Collaborated with Marketing team to ensure consistent brand use across digital channels, developed and maintained digital standards and functional specs and participated in cross-functional digital initiatives.

### UX/UI DESIGNER

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

Oct 2019 - 2023

- Freelance for a marketing agency Feb 2023, currently leading 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.
- At Home On Call (02/21-04/21) I created an entire CRM dashboard (500 clients) from scratch with data visualization.
- Designed site maps to improve data organization.
- High fidelity prototype for desktop screen through iterative design process.
- At F&E Media (10/19-02/21), designed their website, UI elements and reports templates that had 10% increase conversion rate, customer engagement up 15% and client retention 100% 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.