



Anna Ida D'Alessandro

Senior User Interface Designer

Nationality Italian
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Resume

I'm a **freelance designer** since 2012. In my career I've dealt with both traditional and digital design. In recent years I've been focused and I specialized in digital design especially on **user interface** and **user interaction** design of digital products like *web sites, e-commerce, landing pages, web applications* and native *mobile applications*. I also enjoy experimenting with **micro-interactions** and **animations** for prototyping purpose. I am a meticulous and detail-oriented person and I like to organize my work in an orderly and clean way. I like sharing my knowledge with all my teammates and absorbing new ideas and approaches from others.

Education

- Istituto Infobasic Pescara 2011**
Creative & Multimedia Design - 60/60
Web Design, Packaging, Communication
- Tech Lab Lanciano 2010**
Programmazione e Web Design
HTML, PHP, CSS, MySQL
- Istituto Professionale "P.De Giorgio" Lanciano 2007**
Tecnico Grafico Pubblicitario 100/100
Specializzazione in Promotore d'Immagine 60/60

Certifications

- European Computer Driving Licence 2010**
AICA & ECDL Foundation, Licenza IT 1568733
- Adobe Dreamweaver 8 2010**
Web Communication - Adobe Certified Associate
- Adobe Flash CS3 2011**
Rich Media Communication - Adobe Certified Associate

Work History

Alkemy enabling evolution Jan 2020 - Present

Senior User Interface Designer

MILAN

I deal with the design of User Interface components and layouts for different type of projects and industries, studying and consolidating graphic rationals. I produce assets and resources for the developer team, building and maintaining design systems libraries, and also visual guidelines for marketing and communication departments.

I create micro and macro animations and interactions, producing videos, interactive prototypes and specific assets for implementation (Lottie .json, GIF, tokens etc).

As a Senior Designer, I'm responsible for the UI deliverables and the planning of the day-by-day activities within the team in order to respect the roadmap. I also guide and give my support to Junior figures when needed.

EasyCoop A2A · Vodafone · Very Mobile · Edison · Sky Italia · Linkem · Gruppo Panini

Leroy Merlin Jan 2018 - Dec 2019

MILAN

UI Designer Consultant

As a member of the Digital Studio team I produced user interfaces, updated the design system, dealt with user interaction and small user experience activities of the italian e-commerce, focusing on interface and technological refactoring. I was able also to give support on the native mobile application of Leroy Merlin (Italian version), and I collaborated with the CRO (Conversion Rate Optimization) Team, designing and implementing A/B tests (Google Optimize/Optimizely)

Accenture Sep 2017 - Nov 2017

MILAN

User Interface Designer Consultant

I've collaborated as User Interface Designer consultant on some of the projects followed by the AMA (Accenture Media Agency) team.

UnipolSai | AlbaLeasing

Bloo Srl Dec 2016 - Aug 2017

PESCARA

Visual and Web Designer

I followed internal and external projects as a consultant in the fields of graphic design and web design. I also played the role of tutor as an expert reference for the youngest students, during training courses and internships promoted by the company, on site.

Jamgle Dec 2013 - Aug 2016

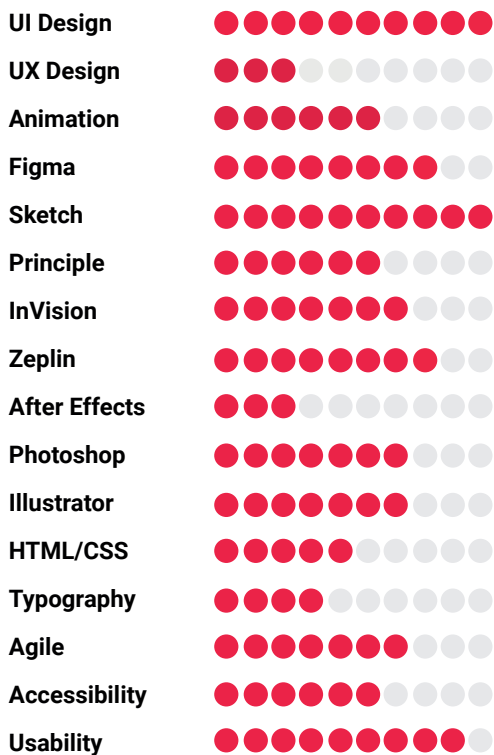
CHIETI

Visual & UI Designer - CSS/HTML Developer

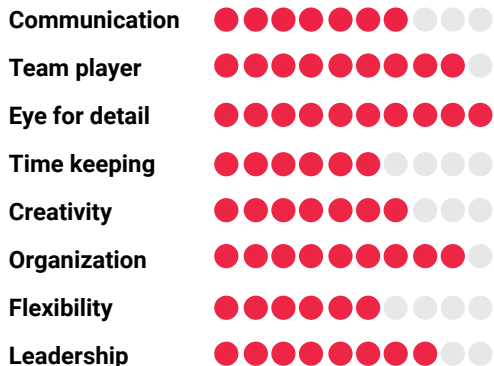
Jamgle was a revolutionary webapp that allowed users to produce collective and collaborative music videos. A platform where you could create content with friends directly online in a simple way and share them just like a post. As Product Designer I managed all aspects of visual identity and strategy through Graphic Design, Web Design, UI Design, UX Design, but also frontend development in CSS3 (with LESS precompiler) and HTML5, collaborating with the front-end developer to implement the webapp based on React technology. I produced icons sets, illustrations, infographics, materials for social media marketing, digital and traditional media supports for internal and external corporate communication.

JIRA · Agile · Kamba · Board · Git · Material Design

Hard Skills



Soft Skills



Languages



Go Infoteam Srl Oct 2011 - Jul 2014

📍 PESCARA

Web Designer

I dealt with full website design stream, from ideation to client proposal and also front-end development and maintenance, going through activities of Interface Design, mobile first and responsive development in HTML and CSS, integrated with Java Script libraries (eg. JQuery) and Bootstrap framework. All built on a proprietary CMS platform (GO CMS). I had also carried out activities of cross-browser tests, data entry, and customer training on autonomous use of the internal CMS.

Bloo Srl Dec 2007 - Mar 2008

📍 PESCARA

Content Editor

As a Content Editor I was responsible for updating and maintaining the web content of the main company portals and blogs, through the use of a CMS.

Extras

XVI Giochi del Mediterraneo 2009 Volunteering

Athlete Reception Area Volunteer at the games village in Chieti Scalo

Wi Lab Web Talent 2012 Design Festival

International event with agencies and professionals from all over the world. I've participated as a "talent", selected among 60 boys and girls from all over Italy. We had the opportunity to participate and take part in special training days with top professionals (ex.: Filippo Spiezia, Digital Design Days - Luisa Tatoli, Roll Studio etc.), workshops and speeches with many international companies in the digital design world (Active Theory, Ars Thanea, Second Story, Hello Monday, etc.).

Hobby & Interests

- **Psychology / Social psychology**
- **Music** (I can play the drums)
- **Cinema**
- **Tv Series**
- **Animals** (dogs and horses are my favourite)
- **Nature** (long walks with my dog)

I authorize the processing of personal data contained in my curriculum vitae based on art. 13 GDPR 679/16, for the obligations connected with this procedure. Pursuant to and for the purposes of DPR 445/00 e.s.m.i. I certify the truthfulness of the information contained.

Milan, 19 June 2022