

# ALESSANDRO PANICHI

Open to new opportunities

Portfolio: alexpanichi.com

## CONTACTS

**Email:** alexuidesign@gmail.com

**Phone:** +34 650 114 978

**Li:** linkedin.com/in/alepanichi/

**Location:** Mallorca, Spain

## SKILLSET

- User Interface Design
- Web Design
- Product Design
- Visual Design
- Design Systems
- Iconography
- Project Management
- Remote Experience

## SOFTWARES

- Figma
- Slack
- Jira
- Adobe Suite
- Affinity Suite
- Sketch

## EDUCATION

**Mass Media Communication**

Bachelors Degree

University of Perugia, Italy

2002 - 2006

## LANGUAGES

- **English:** Fluent
- **Italian:** Native
- **Spanish:** Basic

## SUMMARY

I strongly believe design should always have a purpose and solve problems. Design should not only be beautiful, simple and easy to use but it should also sell and delight the end user through an amazing journey. Keeping an eye on business goals and objectives, my job is to make sure that each project is effective for my client and gets a positive response from their customers.

## WORK EXPERIENCE

### Product Designer

**Webtalk - Full-time - Remote - Oct 2019 (currently working here)**

- Working as lead UI designer
- Main focus on the platform UI
- Started the company Design System
- Handover designs guidelines to developer team
- Deliver pixel-perfect solutions
- Frontend reviews
- Managing design tasks

### Web & UI Designer

**Various Freelance Projects - Remote - Apr 2017 to present**

Making websites and UI for private clients. I helped small businesses, startups and solo entrepreneurs with their design projects.

- Taking project briefs to final launch
- UI and web design done in Figma
- Building websites using WordPress and Elementor as visual builder

### Digital Designer

**William Hill - Freelance Contract - London, UK - Sep to Oct 2018**

Worked on the design of landing pages created to support online campaigns related to sport events.

### UX Designer

**Researcher App - Freelance Contract - London, UK - Aug 2018**

I created a series of wireframes to start a new flow for the onboarding of new students, creation of feeds based on filed of study, creation of folder to save papers of interest, search and filter features to browse papers, add new content, layout for paper reading page.

### UI Designer

**We Accelerate Growth - Freelance Contract - London, UK - May to Jul 2018**

I helped the team with the creation of an internal digital calendar for one of their main clients, Philipp Morris International. My job was to create visual designs for the calendar to be working at different screens sizes.

### Web Designer

**Wizzard - Freelance Contract - London, UK - Mar to Apr 2018**

I was hired to redesign the corporate website for a pharmaceutical client, Eisai. Live site [www.eisai.eu](http://www.eisai.eu)

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## WORK EXPERIENCE

### Web Designer

**Hugo & Cat - Freelance Contract - London, UK - Oct 2017 to Jan 2018**

Worked on the Sony account. Under the supervision of the agency art director, I designed landing pages of various Sony product directly using the internal visual builder tool.

### Digital Designer

**We Accelerate Growth - Freelance Contract - London, UK - Sep 2017**

Helped the creative team to fill ups various creative tasks in different accounts. Mainly work done with Adobe Creative Suite.

### UI Designer

**Pianogroove - Freelance Project - Remote - Aug to Sep 2017**

Redesign of the pianogroove.com website:

- UX improvements to the website structure
- Design of various landing pages for courses, shop, promotions and pricing
- Designed the signup form
- Provided web style guides for developers

### UI Designer

**Awesome Motive - Freelance Contract - Remote - May to Jul 2017**

Worked on the following projects:

- Product landing pages for WPForms
- UI design for MonsterInsights
- Internal communication platform

### Senior Digital Designer

**Accelerate Digital - Full-time - London, UK - Dec 2014 to Apr 2017**

- Design and creative execution of responsive websites and web applications
- Visual design: fluid grids, typography, imagery and iconography
- User Experience, User Interface and Interaction design
- Wireframes and prototypes
- Agile environment
- Liaising with internal and external clients
- Working within brand guidelines
- Print design

### Senior Web Designer

**Kleo Digital - Full-time - London, UK - Nov 2013 to Nov 2014**

- Concept design of websites, e-commerce and web applications
- Responsive Web Design
- User Experience and User Interface
- Website navigation, wireframes and prototypes
- Managing digital / web projects, working on budget
- Liaising with clients and meeting deadlines
- Developing new brand identities and working with guidelines
- Print design

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## WORK EXPERIENCE

### Digital Designer

**OnBrand Group - Full-time - London, UK - Mar 2012 to Nov 2013**

- Responsible of the online and offline output across web and print
- Implementing company brand identity across all media channels
- Design, build and maintain company and clients websites via CMS
- Designing and coding of emails and web graphics for online marketing

### Graphic & Web Designer

**The KS Agency - Full-time - London, UK - Oct 2010 to Mar 2012**

- Design concepts on a wide variety of design fields ranging from corporate identity, brochures to DVD packaging and websites
- Design of press advertising, poster campaigns and web banner
- Designing and developing websites in Wordpress
- Designing and coding emails
- Artworking and preparing print-ready files
- Managing workload and time, ensuring deadlines are met, liaising with clients, printers and suppliers

### Freelance Graphic & Web Designer

**London, UK and Italy - Jun 2006 to Sep 2010**

After I finished my bachelors degree in Italy, I started to practice graphic design and got involved with time with small businesses to help them out with their graphic and web design. Over this period of time I had the opportunity to learn the job and build my portfolio. Here a list of the tasks accomplished:

- Retouching images in Photoshop
- Designing catalogues and brochures for print
- Designing and producing stationary, signage, large print format and display
- Designing websites and web TV interfaces with Photoshop
- Designing print and online advertisement
- Creation and production of design for CD case, artworks for CD printers and distributors, artworks for digital releases, press advertisement, fliers and web graphics for music industry