Product & Graphic Designer

Alessandro Cardarelli

Born in 1997, I've been designing digital interfaces and experiences for over 4 years. I'm passionate about studying interaction design problems (applying cognitive and social psychology principles) for which I love proposing ethical solutions that can help people improve their relationship with products and platforms.

Contacts

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LinkedIn Profile

[Visit Portfolio]

Relevant work experiences

(most recents first)

UX/UI Designer - *Spindox S.p.A. (Milan)*
Starting from December 2022, I design assets, pages and components of WindTre **e-commerce website**, as well as monitoring other touchpoints manned by various designers from the internal team. I work closely with partners, UX Managers, POs, PMs and Developers to optimize the B2C world's user experience and evangelize best practices related to digital product design, also through workshops and presentations.

Head of UX/UI - *SmartCreative S.r.l. (Milan)*
Since 2020 I've been responsible for designing the entire user experience and visual style of SmartCreative's flagship product, a **gamification mobile app** called *thefaculty*. In this role, I introduced and developed the app's Design System and designed and validated low and high fidelity prototypes through **user research and testing**. In addition to internal projects, I worked on web platforms and portals for SmartCreative's main international partners (such as Intesa Sanpaolo, Dubai Turism Office, McFIT, Edison and Università Vita-Salute San Raffaele).

Graphic Designer - *Freelance*
From 2019 to 2023 I helped small businesses e startups developing their visual identity, delivering a whide range of **graphic and motion graphic assets** (logos, animations, packaging, layouts ...) and personally taking care of both research and design processes.

Education

Master's degree in Theory and Technology of Communication
University of Milano-Bicocca

From Oct 2019 to Oct 2021 final score: 110L/110 - With honors

Key takeaways
- Product Design e prototyping (UX & UI)
- Research process and methodologies
- Visual Design
- Code developement basics

Bachelor's degree in Psychological Sciences and Techniques
University of Milano-Bicocca

From Oct 2016 to Oct 2019 final score: 100/110

Key takeaways
- Understanding of Social and Cognitive Psychology
- How to work with Attention, Memory and Perception
- Human reasoning, heuristics and biases

Courses & Certifications
Data-Driven Design: Quantitative Research for UX by Interaction Design Foundation

Product Psychology Masterclass by Growth.Design

Full Stack Marketing Bootcamp by OneDay

UI/UX Design Foundations by Uxcel

Typography 01 by thefutur

After Effects CC Masterclass by Udemy

iBicocca Platinum by University of Milano-Bicocca

ESOL International English language certification: level B2

Tools

Design of web & mobile interfaces
Complete knowledge of Figma design software (past experience with InVision tools and Sketch).
Solid knowledge of HTML / CSS languages and Wordpress.

Graphic Design
Complete knowledge of Adobe suite's main tools (Illustrator, Photoshop, InDesign, After Effects).