



# Michele Pollastro

Lead UX / Digital Designer @ UBM Plc  
Italian Designer since 2006

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## Skills

### UX Research

Gathering records and Users' data  
Analysing heatmaps and funnels  
Heuristic Evaluation  
Benchmarking Competitors  
Studing User Journey  
Usability Testing (A/B test)

### UX Design

Persona, User Flow and Scenario  
Rapid Sketching and Wireframing  
Prototyping  
Defining UI-kits  
Testing (in Agile Methodology)

### Others

Creative Thought  
Brand and Design Strategies  
Front-end Development (HTML / CSS)  
Project Management  
Intuition and Empathy  
Acting and Public Speaking

### Tools

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Dreamweaver, XD and After Effects), InVision, Figma, Hotjar, Google Analytics, Lucidchart, Jira, Confluence, Trello and Slack

## Languages

Italian (mother tongue), English (fluent)

## About me

I'm a professional with more than 10 years experience in brand identity and user-centred design, working in agile methodology. I enjoy "Pixel-Perfect Designs" and I'm a reliable, enthusiastic person looking for new possibilities.

“ I'm interested not just in making things pretty, but in making things functional! ”

## Work experience

### Lead UX / Digital Designer @ UBM Plc

October 2018 - Present | London, United Kingdom

- Lead Designer for Chemist+Druggist, a UBM internal brand (coordinating and supervising external designers' projects).
- UX best practice (research and analysis, studying competitors, defining personas and user flows, conducting usability testing).
- UI best practice (developing and maintaining consistency with brand guide lines throughout all the Chemist+Druggist platforms and services, designing sketches, wireframes and prototypes).
- Marketing materials (designing banners and responsive ads for social networks - Facebook, Twitter and LinkedIn).
- Print materials (designing leaflets, ads and presentations).
- Front-end development (coding and testing in HTML / CSS for different devices - responsive and multi-browser templates).

### UI / Senior Graphic Designer @ Vectone Mobile

September 2017 - September 2018 | London, United Kingdom

- Improved UX and UI design skills (worked closely with UX Researchers and UX Designers on projects and tasks).
- Head of the Design Team (organised daily job, supervised projects and pending tasks for Junior Graphic Designers).
- Marketing materials (designed banners and responsive ads for social networks - Facebook, Twitter, LinkedIn and Google Plus).
- Designed new layout for company website inner pages and landing pages used for campaigns (improved the user journey and increased the traffic to the store area on the website).
- Crafted printing materials released in several countries (posters, flyers, leaflets and SIM card packaging).



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## Work experience

### Bartender & Graphic Designer @ The Italians Wine Food

June 2017 - August 2017 | London, United Kingdom

- Improved my English and built public relationships.
- Crafted printing and marketing materials (posters, Facebook ads).

### Graphic & Web Designer @ Monkey Trip Communication

January 2010 - May 2017 | Gallarate, Italy

- Created Branding materials for different clients (logos, business cards, letterheads, brochures, posters and leaflets).
- Created and maintained Wordpress web sites, (from scratch to publish, optimised with responsive structure and SEO strategy).
- Front-end development (Wordpress / Bootstrap / HTML / CSS).
- Marketing materials (designed static and animated banners for Google campaigns and responsive ads for social networks).

### Junior Graphic & Web Designer @ Caleidos

December 2006 - October 2009 | Gallarate, Italy

- Improved knowledge of Dreamweaver / Flash / InDesign.
- Created and managed different websites and Flash banners.
- Created Branding materials for different clients (logos, business cards, letterheads, brochures, posters and leaflets).
- Front-end development (HTML / CSS).

## Education

### UX Design: Introduction Training Course

April 2019 | Media Training Ltd - London, United Kingdom

### Theatrical Operator @ "Teatro Sociale" & "Teatro del Popolo"

October 2008 - June 2016 | Gallarate - Busto Arsizio, Italy

### Technical Graphics Advertising Diploma (result: 100/100)

September 2001 - July 2006 | IPC G. Falcone - Gallarate, Italy

## Interests

Creativity, Brand, Art, Design, Multimedia, Cinema and Theatre.

## References

Available upon request.