



Michele Pollastro

UX Designer @ clarity Ltd
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 (Audition, Dreamweaver, Illustrator, InDesign, Photoshop, Premiere Pro, XD), Figma, Hotjar, Google Analytics, Lucidchart, Jira, Confluence, Trello and Slack

Languages

Italian (mother tongue), English (fluent)

About me

I'm a competent, reliable and enthusiastic person with more than 15 years of experience in brand identity and user-centred design. I feel comfortable and confident to work with Agile Methodology, and I enjoy "Pixel-Perfect Designs".

“ I'm interested in making things functional as well as visually pleasing! ”

Work experience

UX Designer @ clarity Ltd

July 2021 - Present | Woking, United Kingdom

- Product Design x clarity's main digital products - fintech sector (supervising and coordinating developers' tasks, providing design assets and interactive prototypes).
- UX best practice (research and analysis of quantitative and qualitative data related to the audience, studying Competitors' products, defining personas and user flows, conducting usability A/B testing and 1-to-1 meetings with users).
- UI best practice (developing and maintaining consistency with brand guide lines, designing sketches and flows, creating B/W wireframes and high-fidelity prototypes).
- Documentation (designing graphic templates for internal and external documents - in line with the brand guidelines).
- Marketing campaigns (collaborating with the Marketing Team and providing design assets for social channels).
- Front-end supervise (coding in CSS3, and testing products on different browsers / devices - responsive design).
- Video Tutorial (recording examples of users sessions and post-producing videos / guided tours for the digital products, to help users gain familiarity and understanding of the main processes and the different platforms).
- Podcasting (supervising the recording sessions and editing the audio material in post-production).
- UX and Product Design x clarity Partners' digital products for both UK and US Markets - Fintech / IT Sectors (collaborating with external developers, supervising their tasks, creating design material and high-fidelity prototypes).



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Work experience

Lead UX / Digital Designer @ UBM Plc

October 2018 - June 2021 | 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).
- UX and Product Design x UBM Partners' digital products for the US Market - Healthcare Industry (collaborating with key stakeholders and external developers, supervising design tasks, creating design material and high-fidelity prototypes).

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).

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).



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Languages

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Work experience

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).
- 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.