ANDREA MAIRONE

AM design.

Graphic & UX/UI Designer —

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Graphic & UX/UI Design

- User research / UI Design
- Visual Communication
- Design Thinking Process
- Information Architecture
- Interaction Design
- Social Media Design
- Advertising Design
- Brand Design

Tools

- Figma
- Photoshop
- Illustrator
- After Effects
- Corel Draw
- Webflow

Soft Skills

- Proactive
- Innovative
- Team Player
- Responsible
- Organized

Languages

- Spanish - native speaker
- English - work proficiency
- French - advanced
- Italian - basic

Citizenships

- Argentinian
- Italian

WORKING EXPERIENCE

UX UI & Graphic Designer

Amsterdam | June 2022 | Present

GorillaSite Company · Remote job - fulltime

GorillaSite builds websites based on strong, concise and well organized rules for good UX/UI, applying knowledge in web marketing, SEO OnSite and good practices to generate conversions. In addition, the company offers a Headless CMS to facilitate content management for developers.

My tasks

- Exclusive designs of **responsive websites** & **apps.**
- Solid experience in the **creation** and **management** of **design systems.**
- Coordinate and communicate with teams and both internal & external stakeholders**.**
- **Solve problems** creatively and elegantly**.**
- Close **collaboration with developers** to create and implement each of the designs**.**
- Follow the whole **design process from end to end** in every project.
- **A/B testing**.
- Design and improve the internal website as well as the Gorilla Headless CMS for developers. SaaS.
- Some extra tasks: due to my graphic design background, I also work in the creation & improvement of **logotypes**, **illustrations**, **color** settings, **icons, typography** and anything else required in specific UI designs.
- **Blog site design.**
- **Storytelling**: understanding the user path to find opportunities for improvement.
- **User flow.**
- **Mockups** and **prototypes**.

Websites of the clients I worked with as designer

- www.gorillacms.com
- www.larivera.com
- www.menestystarinat.fi
- www.linkandbuild.net/en

UX UI Designer

Amsterdam | May 2021 | Oct 2021

Clean & Eco App · Freelance

Complex and strong challenge inspired on the **Global Goals for Sustainable Development**.
The proposal is to offer a service for clean energy, recycling and distribution of garbage in the city of Córdoba, Argentina.

My tasks:

- Follow the design process end to end.
- Performing user research.
- Gathering and analysing data.
- Creating user flows.
- Wireframes.
- Validating the designs with users and creating high fidelity screens, with great dedication, perseverance and attention to detail.
- Building a component library using Figma.

WORKING EXPERIENCE

UX UI Designer

AMdesign Website - Freelance
https://www.andreamairone.com/

- Built my own website in Webflow completely from the ground up: improve and develop my skills in **UX-UI HTML-CSS.**
- The experience of constantly growing in a professional and personal level is always one of my greatest satisfactions.

UX UI - Graphic & Service Designer

Amsterdam | Sep 2020 | Jan 2021

EdTech for Social Change Track - Hybrid fulltime

Digital Society School - University of Amsterdam
- Together with my team, work on a solution to solve educational disruption in Ghana, Africa, by using EdTech and constantly implementing the **Design thinking process** iteration in every sprint.
- Conduct **user research** to find **problematic areas** and **improve user experience**.
- Communicate findings using **personas, user requirements, user stories, workflows, user experience maps**.
- Create **low- and high-fidelity** (interactive) **mockups**.
- **A/B testing.**
- Define the right **user-centered design** approach based on the project's goals and status quo (timelines, availability of skills, etc).

Graphic & Service Designer

Amsterdam | Nov 2016 | Nov 2019

Any Image - Freelance 3 years

- **Coordinate work** with photographers, artists and other designers to create selections of images fitting a specific campaign theme through **Google Suite, Dropbox, Asset Bank, Trello.**
- **Partners:** Riviera Maison - Amazon - Wehkamp - Home 24 - Art Collection International - Wayfair - Westwing DE - FR - ES - IT - PL
- Digital enhancement of stock images using Adobe Photoshop and Illustrator.
- Product catalogue. **Mentoring** and **supervision** of junior designers.
- Communication, full administration, logistics and follow up of projects with business clients from all around Europe.

Graphic Designer

Amsterdam | Sep 2016 | Feb 2017

Cito Dartli - Volunteer 6 months
https://citodartli.nl/

- Creation of designs to be printed on bicycles baskets, pillows, banners, calendars, posters, frames, for individual customers and business.
- Design projects carried out in teams and sometimes with outsiders like photographers, artists and stylists.
- Photo editing.
- Experience printing on differentf kind of surfaces and materials.

WORKING EXPERIENCE

Graphic Designer
France | EEUU | Australia | Oct 2011 | Aug 2016

Self-employed

Traveling around the world, working with clients from wherever my home was at that time, improving my skills as a designer and learning languages.

Graphic Designer
Argentina | Sep 2004 | Sep 2011

Qrama S.A. Company - 7 years

- Visual Image of business to society.
- Monitoring customer portfolios.
- Team project management.
- Briefing and supervising creative production with photographers, artists and stylists.
- Developing creative offline and online concepts based on marketing strategy, product and target group.
- Monitoring progress and quality of ongoing concepts, making adjustments where necessary.
- Design and printing of banners, busines cards, brochures, prins, flayers, advertising in general in news papers and magazines.

EDUCATION

UX/UI Design
Amsterdam, Netherlands

Ironhack institute

3 months of pre-work training before the bootcamp + 9 weeks with over 400 hours of intense training focused on UCD process starting with User Research, Rapid wireframing, prototyping, design system in Sketch, Figma, and ending with User Testing & Developer Handover. Notion, Slack, HTML, CSS.
Projects:

- Online presence of local e-commerce business KillaCutz Vinyl Records.
- Wellness tracking - Emotional wellbeing for "staying motivated in diet and training".
- Add feature to ParkMobile "set automatic parking": Atom design and Material design system.
- Graduation project: Scent service company - simple, intuitive and organized portal that totally improves the communication and organization between the company and their clients.

BA in Graphic Design
Córdoba, Argentina

School of Applied Arts Lino Enea Spilimbergo

3 years of complete education in visual communication, which grants the ability to develop successful communication strategies, as well as technical skills and creative development that enable me to become a dynamic and key professional at every moment the visual communication of organizations is at stake. The axis, as in any design, is the process. As a graphic designer I'm able to:

- Design and collaborative in the implementation and evaluation of graphic pieces for the creation of corporate visual identity.
- Design signage, packaging, editorial and merchandising pieces consistent with the organization's visual identity.
- Develop interactive web design projects.
- Lead creative teams to provide solutions through visual communication.
- Participate in co-working with areas of communication and organizational marketing.
- Be part of work teams in the development of multimedia projects, web page design, digital applications, among others.