



Gianluca Boccia

Senior Visual Designer

Hard Skills

Illustrator, Photoshop,
Figma, web, mobile app,
prototypes, wireframing,
UI/UX — design stuff.

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terrific
unbelievable

"I am a fantastic designer, a really good friend
and a decent pianist."

Experiences

Scale Facilitation

Self

adplist.org

Revive

Eye Level

Bilogic

Designity

L'Arte del Gelato

ParkSocially

St Jean Baptiste Church

Soft Skills

Cheerful

Optimistic

Enthusiastic

Creative

Dreamer

Friendly

Fun

Good

Green

Italian

Senior Visual Designer at Scale Facilitation

July 2022 — Present

- Lead the design process for web and mobile applications, leveraging expertise in visual design.
- Conduct thorough research to understand user preferences, design trends, and brand requirements.
- Develop visually stunning and cohesive designs that align with the project goals and target audience.
- Create intuitive and engaging user interfaces (UI) that prioritize usability and accessibility standards.
- Collaborate closely with cross-functional teams to gather project requirements and ensure design alignment.
- Utilize prototyping tools to visualize design concepts and iterate on user feedback.
- Conduct design critiques and provide constructive feedback to team members for continuous improvement.
- Establish and maintain a comprehensive design system to ensure consistency and scalability across interfaces.
- Evaluate design metrics and user feedback to identify areas for improvement and propose iterative enhancements.
- Stay updated with the latest industry trends and emerging technologies in visual design and user experience.
- Foster leadership and mentorship to junior designers, fostering their professional growth and development.
- Effectively communicate design decisions and rationale to stakeholders, fostering a shared understanding.
- Showcase a portfolio of successful visual design projects that demonstrate creativity, innovation, and impact.

Senior Visual Designer Self Employed

January 2003 — Present

- Demonstrated expertise as a Senior Graphic Designer specialized in web, mobile app, prototyping with Figma, and digital design for over 20 years, delivering exceptional design solutions.
- Proficiently used industry-standard design software, including Adobe Creative Suite (Photoshop, Illustrator, InDesign), as well as Figma for prototyping, to create visually captivating designs across web and mobile platforms.
- Specialized in designing user interfaces (UI) and user experiences (UX) for websites and mobile applications, ensuring seamless navigation, optimal user flow, and engaging digital experiences.
- Created wireframes, mockups, and prototypes using Figma to visualize and communicate design concepts and interactions effectively.
- Collaborated closely with clients, developers, and stakeholders to understand project requirements and translate them into visually stunning and functional digital designs.
- Implemented best practices in information architecture, interaction design, and visual design to enhance the usability and user experience of web and mobile applications.
- Stayed updated with the latest trends, emerging technologies, and design patterns in web and mobile app UI/UX to deliver innovative and cutting-edge design solutions.
- Conducted usability testing, gathered user feedback, and iteratively refined designs to optimize user satisfaction and achieve project goals.
- Mentored and provided guidance to junior designers, fostering a collaborative and growth-oriented work environment while promoting best practices in web, mobile, and digital design.

Graphic Design Mentor at adplist.org

September 2022 — Present

- Personalized guidance and support tailored to individual design goals.
- Ability to maintain confidentiality and establish a trusted mentor-mentee relationship.
- Conducting one-to-one sessions focused on professional growth and development.
- Deep knowledge of industry trends and emerging technologies in digital design.
- Strong ability to provide constructive feedback and assist in refining design skills.
- Offering career advice and guidance for professional development.
- Encouraging creative exploration and pushing boundaries in design projects.
- Building a supportive partnership to overcome challenges and achieve design aspirations.

Graphic Design Mentor at Revive

October 2020 — Present

- Customized guidance for graphic design career advancement.
- Trustworthy mentorship fostering professional growth.
- Expert knowledge of graphic design principles and best practices.
- Proficiency in industry-standard design software and tools.
- Effective communication and collaboration skills.
- Strong problem-solving and critical thinking abilities.
- Attention to detail, ensuring high-quality design outcomes.
- Continuous learning to stay updated with design trends and technologies.
- Portfolio review and feedback to enhance design skills.
- Support in developing a unique design style and creative approach.

Senior Graphic Web Designer at EyeLevel Learning

July 2021 — July 2022

- Worked with clients to gather and define requirements, establish scopes and managing project milestones.
- Designed website layouts, templates and unique branded looks.
- Built corporate brands by designing cohesive looks between elements such as logos and letterheads.
- Created digital image files for use in digital and traditional printing methods. Applied creative expertise to present marketing concepts.
- Developed display, marketing and packaging materials to support product branding strategies.
- Designed creative digital displays used in on-line advertising for local businesses.
- Completed final touches for projects such as images sizes and font selection. Applied knowledge of production to create high-quality images.
- Developed creative design for print materials, brochures, banners and signs. Created designs and collaborated with technical team to complete projects.

Senior Graphic & Web Designer at Bilogic

February 2013 — March 2022

- Used Photoshop and Illustrator to create images and layouts for over 100 projects.
- Managed all phases of 100 new product developments, including conceptualizing designs, managing milestones and incorporating customer feedback.
- Developed collateral such as display, marketing and packaging materials to support product branding strategies.
- Worked with clients to gather and define requirements, establish scopes and managing project milestones.
- Coordinated, created and scheduled content, designs and periodic updates to company website.
- Used Photoshop to develop product mockups and prototype designs.
- Developed creative design for marketing packages, including print materials, brochures, banners and signs.
- Developed, implemented and managed marketing and design of Social Media items.
- Managed quality assurance program, including on-site evaluations, internal audits and customer surveys.
- Monitored social media and online sources for industry trends.
- Devoted special emphasis to punctuality and worked to maintain outstanding attendance record, consistently arriving to work ready to start immediately.
- Maintained excellent attendance record, consistently arriving to work on time.

Senior Graphic Designer at Designity

October 2020 — December 2021

- Developed, implemented and managed marketing and design of AD items.
- Conceptualized and developed graphics products for Social, Websites and AD
- Campaigns projects using Adobe Creative Suite.
- Developed collateral such as display, marketing and packaging materials to support product branding strategies.
- Developed creative design for marketing packages, including print materials, brochures, banners and signs.
- Designed website layouts, templates and unique branded looks.
- Created aesthetically-pleasing advertisements that complemented products.
- Designed graphics for websites, logos and promotions for marketing purposes.
- Created designs and collaborated with technical team to complete projects.

Senior Graphic Web Designer at L'Arte del Gelato

July 2019 — July 2020

- Develop and execute creative design concepts that align with our brand identity, effectively communicating our Italian heritage, artisanal approach, and the joy of gelato.
- Design and produce visually appealing materials for various platforms, including digital marketing campaigns, social media graphics, website visuals, packaging, menus, signage, and promotional materials.
- Collaborate closely with the marketing team to create engaging and innovative marketing campaigns that elevate our brand and drive customer engagement.
- Manage the complete design process, from conceptualization to execution, ensuring consistency and quality across all design deliverables.
- Maintain and update our website, ensuring a seamless and visually appealing user experience. Collaborate with developers to implement new features and functionalities.
- Stay updated on design trends, emerging technologies, and industry best practices to continuously enhance the visual impact and user experience of our brand.

Marketing Graphic Designer at ParkSocially

July 2019 — November 2019

- Designed and implemented graphic materials for digital and print campaigns for Parksocially, an app that facilitates the sharing of available parking spaces in NYC, creating a network of sharing and support.
- Developed questionnaires and A/B proposals for user feedback and conducted final testing phases to ensure optimal design solutions.
- Produced high-fidelity graphics ready for campaign deployment, maintaining consistency across various digital and print platforms.
- Collaborated closely with team members to align design strategies with marketing objectives and enhance user experience.
- Stayed abreast of industry trends and best practices in graphic design to deliver visually compelling and effective campaign materials.
- Contributed to the growth of Parksocially by creating engaging and visually appealing graphic content that resonated with target audiences.
- Actively participated in brainstorming sessions and provided creative insights to improve the overall user interface and visual identity of the app.

Senior Web Designer at St Jean Baptiste Church

January 2019 — July 2019

- Completed full redesigns of existing websites to improve navigation, enhance visuals and strengthen search engine rankings.
- Conducted unit testing to deliver optimal browser functionality.
- Designed, implemented and monitored web pages and sites for continuous improvement.
- Optimized and repaired corporate website based on Wordpress platform.
- Strengthened company brand and identity by creating distinctive website and logo.
- Took concepts and produced design mockups and prototypes to strengthen designs, enhance user experiences and improve site interactions.
- Implemented Google Campaigns and SEO for various types of websites.

Education

Mentors, books, the internet — self taught.