

ANDREA MAIRONE

UX/UI Designer

Amsterdam, Netherlands

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" I'm a UX/UI Designer based in Amsterdam, Netherlands who believes in generating a positive impact on society to make a difference in our daily lives and bring innovation to people. "

AMdesign.



SKILLS

UX/UI Design

- User research / UI Design
- Visual Communication
- Design Thinking Process
- Information Architecture
- Interaction Design
- HTML | CSS

- Figma
- Sketch
- Invision
- Photoshop
- Illustrator
- Corel Draw

Soft Skills

- Proactive
- Innovative
- Team Player
- Brave
- Dynamic
- Organized

Languages

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



RELEVANT WORKING EXPERIENCE

GorillaSite

UX/UI Designer · Remote job

Amsterdam | June 2022 | Present

- **The company**

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
- Design and improve the internal website as well as the Gorilla Headless CMS for developers
- Some extra tasks: due to my graphic design background, I also work in the creation & improvement of logotypes, illustrations, color settings, icons and anything else needed or required in specific UI designs.

Clean & Eco App

UX/UI Designer · period of 4 months

Amsterdam | May 2021 | Oct 2021

- I work on a project of high complexity 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:** allow 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. I build a component library using Figma.

RELEVANT
WORKING
EXPERIENCE

AMdesing Website

Amsterdam | Feb 2021 | Present

UX/UI Designer · period of 2 months and ongoing

- I build my own website 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.

Digital Society School

Amsterdam | Sep 2020 | Jan 2021

UX/UI - Graphic & Service Designer

- **EdTech for Social Change Track - University of Amsterdam**
Together with my team, I 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.**
- Define the right **user-centered design** approach based on the project's goals and status quo (timelines, availability of skills, etc).

Any Image

Amsterdam | Nov 2016 | Nov 2019

Graphic & Service Designer

- **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.



EDUCATION

UX/UI Bootcamp

Amsterdam | Nov 2019 | Apr 2020

Ironhack institute - Amsterdam

3 months of pre-work training before the bootcamp + 9 weeks with over 400 hours of intense training in user research, wireframing, Sketch, Figma, design system, prototyping, Notion, Slack, HTML, CSS.

BA in Graphic Design

Argentina | Mar 2003 | Dec 2005

School of Applied Arts Lino Enea Spilimbergo - Córdoba, Argentina

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.