

Alessandro Ielitto UX/UI Designer & Researcher

Berlin, Germany

Profile

Hi, I'm Alessandro – a UX/UI Designer & Researcher with 7 years background in Marketing and Branding. I offer a range of experience in managing projects, clients, and designers in a diverse range of industries. I have always been passionate about finding ways to improve people's experience, and developing strategical solutions that are tailored to specific audiences. Research, Strategy, and Interaction Design are at my core.

Education

CareerFoundry, Post-Graduate in UI Design

Jun 2021 - Oct 2021 | Berlin, Germany

- Hands-on program (600+ hours) in UI design focused on mobile apps for iOS and Android, Design Systems, and Animation

University of Virginia, Specialisation in Product Management

Jan 2021 - Jun 2021 | Remote

- Including Agile software development, Lean startup, innovation pipeline, and analytics

PwC, Specialisation in Data Analysis

Jan 2021 - Jun 2021 | Remote

- Including advanced Excel, data-informed decisions-making, data visualisation and virtualisation

CareerFoundry, Post-Graduate in UX Design

Jan 2020 - Jun 2020 | Berlin, Germany

- Intensive hands-on program (900+ hours) in UX design and research specialising in UX process, and Agile methods

Polytechnic of Milan, MA in Brand Management

Oct 2012 - Jul 2014 | Milan, Italy

- Including strategic design, neuromarketing, innovation management, and consumer psychology

University of Vilnius, Erasmus Exchange

Aug 2011 - Feb 2012 | Vilnius, Lithuania

- Including advanced business English

University of Messina, BA Marketing and Communication

Sep 2009 - Oct 2012 | Messina, Italy

- Including anthropology, communication psychology, sociology, cognitive processes, and quantitative research

Skills

User Research
Strategic Design
Agile Management
User Stories
Information Architecture
User Journey
Interaction Design
Prototyping
Usability Testing
User Interface Design
Project Management
Marketing & Branding

Tools

Figma
Adobe Creative Suite
Adobe Xd
Invision
Microsoft Office Suite
Confluence
Jira
Miro
Optimal Workshop
Hotjar
Google Analytics
Scrum

Interests

Tech-Innovation, Circular Economy,
Product Design, Creative Writing,
Photography, Gastronomy,
Traveling, Swimming, Cycling

Languages

Italian - Native
English - C2 Level
Spanish - C1 Level
German - B2 Level

Work Experience

Yumeda, UX Lead

Jan 2022 - Ongoing | Berlin, Germany

- Leading UX/UI projects and responsible for structuring the workflows
- Workshops conception, design, and facilitation with external clients
- Business development for UX/UI
- Defining yearly OKRs and ensuring that they are reached
- Participating in yumeda strategic decision-making

Earlybird Venture Capital, External Coach

Feb 2022 - Ongoing | Berlin, Germany

- Providing coaching and support on UX/UI related topics for the 8 startups part of the Vision Lab: Incubator and Impact Fund

Freelance, UX/UI Designer and Researcher

July 2020 - Ongoing | Berlin, Germany

Projects: GründerAtelier, HYPT, COESO (EU funded) UX research, Kitesurfing website, Recipe Native App, Spotify (Made for You hub) UX research plan

Bertelsmann Se & Co. KgaA, Content Strategist

Oct 2016 - Dec 2019 | Berlin, Germany

- Identified, developed, and managed the content strategy based on needs, trends, insights and opportunities for different customer groups and business segments
- Measured and created reports to keep track of customer behaviour and feedback
- Performed A/B, MVT and preference tests to measure user engagement and adjust tone of voice

Brain Propaganda (Trizma Neuro), Consumer Researcher & Strategist

July 2014 - July 2018 | Remote/Italy/Germany

- Led focus groups, neuroanalysis, and workshops
- Created the brand book concept and all the related guidelines based on business requirements and current trends in the industry
- Managed Banca Intesa product campaign, by improving their marketing content, resulting in an 18% increase in lead generation
- Developed proposals and pitch material for new business activities and sales by identifying business needs for new brands and products launches

Clients: Banca Intesa; Bata; Centro Italiano di Analisi Sensoriale; Poliarte Design School; Qatar National Bank

Brand Portal, Account & Digital Project Manager

Sept 2015 - Sept 2016 | Milan, Italy

- Built timelines for campaign/website/app execution, while factoring budget, team bandwidth, and backlog
- Increased Olivetti's sales by 12% within two quarters by establishing new partnerships with Education Institutions and Professional Academies
- Managed online/offline campaigns, from concept ideation, to implementation, to optimization
- Updated clients' website via CMS including UX design implementation and content writing

Clients: Autoscout24; Bianchi Industrial Group; Crai; Enel; Eni; Fidia Farmaceutici; Olivetti; Pioneer Investments; Telecom Italia

Landor Associates (WPP), Brand Strategy & Insights Intern

Jan 2014 - Jun 2014 | Hamburg, Germany

Clients: Adelhöfener; Barclays; BASF; BMW; Daimler AG; Gazprom; Johnson & Johnson; Land Rover; P&G; Telekom Germany; TUI Group

Mediacom (WPP), Consumer Insights & Analytics Intern

Jun 2013 - Dec 2013 | Milan, Italy

Clients: Braun; DeLonghi; Kenwood; Manfrotto; Unicredit

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