Hi, I'm **Alessio Carone**

WEB / UX DESIGNER

Let's have a talk.
+34 657 208 095

PERSONAL

Name	Alessio Carone
Birthday	8th August 1979
Nationality	Italian
Languages	Italian, English, Spanish
Address	Poeta Cabanyes 21 08004, Barcelona, Spain

CONTACT

Mobile	+34 657 208 095
Email	littlemad@gmail.com
Skype	alessiocarone
Twitter	@littlemad

EDUCATION

Masters	European Institute of Design
Degree	Scientific High School

WEB DESIGN TOOLBOX

- Photoshop
- Illustrator
- Lightroom
- HTML
- CSS
- Javascript / React
- Sass / Less
- Twig / Volt

WORK TIMELINE   21+ years

Now

SPAIN
Web / Ux Designer
at *Crealogix, Travelport, Casa Batlló, Panamedia, Trovimap, DCore System SA, Agorique, Enealquiler, Salir, Restaruanting.com.br, Coated, GSI Ccommerce, Iss imedia & BE Hostels*

2008

ENGLAND
Web / Graphic Designer
at *Twofour & Connexion*

2005

ITALY
Web / Flash Designer
at *Gubbernet & Unicity*

2000

ITALY
Studies
Computer Graphic & Web design

HIGHLIGHTS

- Built & Mantained CSS Framework used in mobile software by external dev teams for high profile banks.

- Redesigned an e-commerce checkout process and improving with the first attempt 30% of its revenues.

- Created numerous low-fi prototypes, instead of a few high-quality to define functionality with the development team, saving half of the time of the initial development process.

- Created event-related menus for an aggregator of restaurants and easy selectable ready choices, creating a high level of satisfaction with restaurants and users (and therefore convertion).

- Designed pixel perfect websites with adaptable content for 28+ languages and 15+ different currencies.

- Reduced by 50% the weight of a home page by optimising images, & refactoring code, increasing revenue and reducing bouncing rate.

- Increased accessibility features in administrative and public websites, increasing traffic and user satisfaction.

- Implemented SEO strategies to seamlessly match look & feel of websites without disrupting user navigation and improving Alexa ranking.

- Improved team working processes by gamifying several interactions.

- Inserted emotional design practices in features like Captcha, 404 page and confirmation page, improving navigation flow.

PAST CLIENTS

European Parliament, UK Parliament, BBC, Volkswagen, Renault, RAI, Enel, Wind, Casa Batlló, A.S. Roma, Big Lottery Fund, Tiger of Sweden, Inwear.

OTHER SKILLS

Content Creator
Photographer
Event Organiser
Conference Speaker
Improv Actor
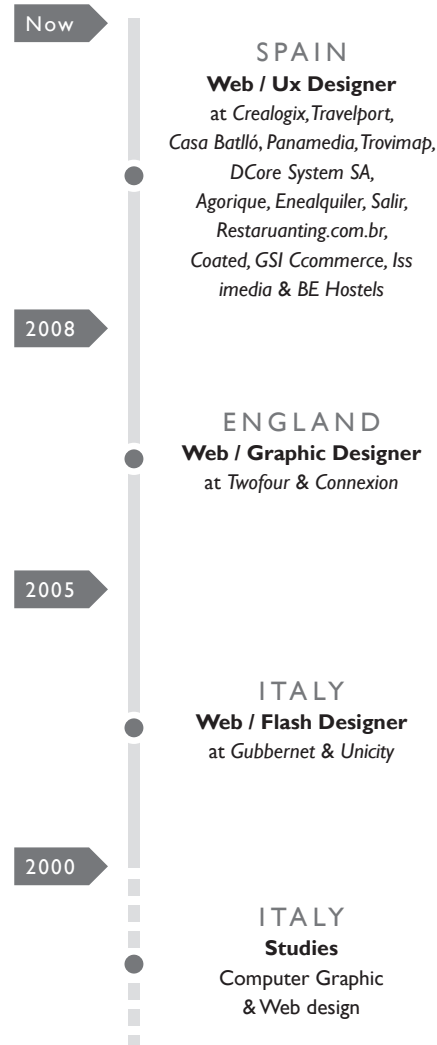Painter

USER EXPERIENCE TOOLBOX

A/B Testing, Accessibility, Agile development, Atomic design, Card sorting, Crossbrowsing Compability, Emotional design, Interviewing users, Low Fidelity & High Fidelity prototyping, Mobile first approach, Moodboards, Optimising for speed performance, Personas, Progressive enhancement, Quality assurance, Responsive web design, Sitemaps, Sketching, Usability testing, Wireframes, Workshops.

PHILOSOPHY

I love to cook, preparation is everything to make a timely and tasty meal. It's the same with web design. Understanding what are the right ingredients and how to mix them to create a delicious presentation is my job as designer. Even so, the job isn't finished with a masterfully crafted visual design, it's the experience of a website that will bring to life the product or service that you want to communicate.
That experience is, and must be, the main course of your website. Finding the right journey for your user by working with your team with agile methodologies and my design sense, that's my secret recipe to a successful product. Websites shouldn't be just usable, they should be pleasurable to use.
Let me help you with my expertise in making them so. One *byte* at time.

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RECOMMENDATIONS

CTO at Panamedia - Antonio Hernández
Alessio is very detail-oriented and a perfectionist, and while he is a really good graphic and UX designer, his html/css coding skills are equally great. He likes to innovate and investigate better ways of working constantly, always in search for the perfect look and implementation on the designs he produces. It's been a pleasure to work with him.

Senior PHP & JS Developer en Trovimap Websites S.L. - Jesús Rodríguez
Alessio es una persona creativa y dinámica que no duda en poner al servicio de la empresa su dilatada experiencia profesional.

Managing Director, Connexion Ltd - James Stratton
Alessio worked as web developer at Connexion for about 18 months. Alessio is an inspiring team player who always has masses to contribute to projects in terms of creativity and passion. Technically he is an excellent front end developer with a great all round skillset. Alessio was an absolute pleasure to work with and I recommend him highly.

Product Manager at Stella & Dot - Alexa Buffum
Alessio worked as a designer and front end developer at AGORIQUE. He was an excellent addition to the team. Alessio was enthusiastic and really took the time to get to know our product. He is creative thinker and problem solver who really likes to get into the mind of the user. He was also a great team player and always offered to help his colleagues. Alessio is a pleasure to work with and I would highly recommend him.

Web Applications Developer @ Agorique - Christian Fuertes Garcia
Alessio es un buen diseñador con muchas buenas ideas y vision de los detalles. En tiempo que hemos trabajado juntos ha sido capaz de mejorar notablemente la experiencia de usuario de Agorique.
Ha sabido adaptarse perfectamente las tecnologías, metodología de trabajo y sobretodo al equipo. Su energía y entusiasmo se contagia a todo el mundo, lo cual siempre es de agradecer en una oficina pequeña.

CEO at Salir.com - Jordi Salvat i Alabart
Alessio is not only a nice guy and excellent professional. He also gets greatly involved in any project in which he participates. Alessio goes well beyond the obligations of his position because he cares about the products to which he contributes. In countless occasions he undertook, on his own initiative, annoying tasks in quality control, and he has energetically advocated for the quality of the product and for a better user experience. Thanks to his attention to detail and his perfectionism our products (Salir.com and Restauranting.com.br) are now much better than when he joined.

Freelancer at Zoë Appleby - Zoë Appleby
Alessio's enthusiasm and knowledge of both existing and developing web technologies made him an important member of the Twofour Digital team. Through his interesting ideas and thorough work, Alessio proved he is a talented and creative individual. A great guy to work with!

Pre-Sales, Sales, Web Project Manager at Freelance - Enrico Maria Governatori
Is craziness a value? Yes it is! And Alessio's creativity witnesses this truth. Every day he worked in Gubbernet he did it creating and inventing ideas, in most of the cases thinking out of the box... OK, OK, sometimes this "feature" can go also out of control, but if you can give discipline to his "volcano-brain" then you'll get great value.

ABOUT ME

I enjoy turning complex problems into simple, beautiful and intuitive interface designs. In short, I am a one man army : I design, I code and I improve usability experiences. Hire me if you need someone who helps you to plan from zero new web interface or if you need help to improve your existing one.

I started my career as flash designer, quickly realising that what I wanted to do in life is create better ways to communicate on the web. So I self taught myself how to code, how to design with Photoshop and how essentially the web works and how to make it more interesting.

My main focus at the moment is to create tools to help me to jumpstart projects, like reusable design libraries (twitter bootstrap style), to generate moodboards to help clients to decide the art direction, how to re-introduce in the web subtle animations with svg and css, and refining a simple set of design principles for everything.

My aspiration is to be a creative director able to help others in transforming their ideas into reality; to find clever solutions to complex problems that feel simple; to inspire people to do better, to be a teamworker and to make them love Mondays like I do.

WORKING PROCESS

Discovery
Purpose, Goals, Target Audience, Content, Understanding Client Desires, Writing a Brief, Defining Desirable Style.

Planning
Brainstorming, Sketching, Moodboards, Prototyping.

Working Cycle
Design, Developing, Testing, Design, Developing, Testing, Design, Developing, Testing...

Deploy / Delivery
Resolving Bugs, Collecting Better Data, Monitoring Traffic, A/B Testing, Code Refactoring.