Titina Pignatelli

UX/UI Designer

Personal Details

Date of birth:
21.11.1987

Nationality:
Italy

Languages:
Italian (native)
English (fluent)

Contacts

Address:
Via L. Manara 3
70022 Altamura (BA)
Italy

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E-mail:
titina.pignatelli@gmail.com

Web:
titinapignatelli.com

Direct link

Portfolio   Linkedin

EMPLOYMENT

DATE OF BIRTH 21 Novembre 1987

PROFESSION   UI/UX Designer

Matera, IT — UX/UI Designer at 'Applica srl'
June 2022 - Current

Responsability area: **b2c and b2b - Design System**

- Planning and conducting workshops with clients and stakeholders for co-design activities;

- Knowledge of times for the research and design phases.
Ability of autonomy in the management of priorities with respect for deadlines and the calendar of colleagues, stakeholders and the customer;

- Understandings technology service constraints for better design-time development of interaction flows. Competence in involving internal or external technical figures, to create a constructive design/developer dialogue;

- Support to UI designers, front-end and back-end developers in the development and Quality Control phases, giving precise indications in the fine tuning, testing, testing and release phases.

Milan, IT — UX/UI Designer at 'My Cooking Box'
March 2021 - March 2022

Responsability area: **b2b and e-commerce platform**

- Identify new opportunities for new customers by developing operational marketing actions to be implemented in the territory in'order to provide support to the whole working group - team management;

- Ability to search for design solutions.
Autonomy in choosing the most suitable tools for the phase in which the project is located;

- Design, together with the team, of design solutions based on research, objectives and KPIs, involving the right people at the right time;

- Management and conduct of research (interviews, tests, a/b tests...).
with presentation of the results to the Customer to put him in a position to decide on the next steps;

- Management of defined KPIs and proactiveness in any corrective or improvement activities in team.

Bari, IT — Digital Art Director and UX/UI - Freelance
February 2016 - March 2022

Responsability area: **b2b and e-commerce platform and branding**

- Ability to define new branding lines and its online and off-line marketing strategy;

- Team Management;

- Management of CRM Marketing platforms.

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Bari, IT

Web Designer Senior at 'Elabora Next'
May 2018 - September 2019

Responsability area: **b2b e-commerce and app**

- Ability to define new branding lines and its online and off-line.

Tione di Trento, Trento - IT

Web Designer Senior at 'Kumbe srl'
June 2012 - August 2013

Responsability area: **Turism portal b2b**

- UI and mobile first management.

⠿ SKILLS AND EXPERTISE

Design: Figma, Adobe XD, Miro - After Effects - Keynote

IT Skills: Html5 - Wordpress - Woocommerce - Shopify - Hotjar

Marketing: Typeform - Google workspace - Active Campaign

Languages: Italian (Native) - English (Fluent)

⠿ TARGETS

- Taking advantage of the excellent preparation achieved in the training and work process, I hope to enter a stimulating environment that will allow me adequate professional growth.

  I would also like to add some of my peculiarities such as dynamism and ability to work as a team to what has already been set out in the curriculum.

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⠿ TRAINING

Milan, IT

UXD User Experience Design - higher training course at XDA by Politecnico di Milano - polidesign.net
October - November 2020
- Skills acquired: Design Of Services

Bologna, IT

Social Media Manager - Master at Europa Cube Innovation Business School - eurogiovani.it
February 2026
- Skiils acquired: Management os social media marleting

Rome, IT

Art Director - Master at ANNT - Accademia delle Arti e Nuove Tecnologie
July 2010
- Skiils acquired: Art direction online and off-line products

Rome, IT

Graphic Designer at ANNT - Accademia delle Arti e Nuove Tecnologie
2008 -2010
- Skiils acquired: Multimedia Graphics

⠿ HOBBIES

Passion for sports. I'm a pliates trainer.
I like art, calligrams and poetry.

I authorize the processing and communication of personal data pursuant to Ex Dlgs 196/2003

FIRMA   Concetta Pignatelli