



Manuela Misani



UX/UI Designer & Digital Art Director

14 years in web and communication sectors

My motto: Let your work speak for you.

My portfolio: www.manuelamisani.com/lovestory

Projects archive: www.manuelamisani.com

Contact

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Overview

I have a Degree in Fine Art from the Milan Fine Art Academy but ever since High School I have had a passion for computers and programming. I have worked for 14 years in the digital communication field as a UX/UI designer and art director. I also worked for 4 years in a traditional advertising agency, as art director, where I learnt the traditional methods of print and TV advertising. I have coordinated the communication team for the Milan based company Enter for 5 years. I was in charge of creating and promoting all of their brands. I designed UX and UI for traditional websites as well as interactive digital installations. I oversaw direct marketing campaigns and all aspects of their communication strategy. In June 2014 I started working in Gild, a San Francisco based company; I am in charge of designing the UX and UI for their innovative hiring platform. Every day it offers me a new challenge and every day I learn something new. To work in London will be the next natural step in my career. From a traditional artistic background I have become an adaptable and multiplatform designer of digital communication experiences and web apps.

Key skills

- Idea generation & Conceptual Art Direction
- Research and representation of UX requirements
- Fast and iterative prototyping (with softwares or from scratch)
- User Interface Design for cross platforms – including web, mobile, interactive installations, augmented reality, digital magazines...
- Branding and digital Styleguides design
- Coding (HTML, CSS, jQuery, Bootstrap)
- Coordinating work with developers team, producing technical specifications
- Following technological developments to create cutting-edge solutions
- Commissioning and managing external specialists (video companies, photographers, illustrators, etc.)

- Client Facing
- Presentations
- Pitching ideas and finished work to account teams and clients
- Analyzing briefs and giving analytical feedbacks

- Leading team
- Coordinating colleagues to produce work efficiently
- Helping to build a culture in which creativity is respected and valued
- Managing & Mentoring

- Working to tight deadlines

Technical skills

- Adobe Creative Suite (Photoshop, Illustrator, Indesign): Excellent
- Adobe Publishing Suite (iPad magazines): Excellent
- Prototyping programs (Azure, Balsamiq, Invision): Excellent
- Flash (animation and Actionscript): Excellent
- HTML, HAML, CSS, SASS: Excellent
- Bootstrap: Excellent
- jQuery: Very good
- Highly skilled in illustrating and storyboarding
- Thorough understanding of photography, typography and printing
- Technical knowledge of print and production

Personal skills

- Highly creative in terms of conceptual ability and visual composition
- Understanding of design history, current and future trends
- Ability to plan and work within budgets
- Time management
- Excellent interpersonal skills, including ability work in a creative team
- Ability to manage projects under pressure
- High level of motivation, eager for personal and team success
- Fluent in Italian, good spoken and written English
- Interest in wider social and cultural issues

Career

June 2014 to present - Gild (San Francisco)

Senior UX/UI Designer - Gild is recruiting company that uses big data to optimize the hiring process and is developing a revolutionary recruiting platform. I design and realize the apps that are part of this platform, introducing the best and most innovative solutions to design an immersive user experience.

2012- June 2014 - ENTER

Senior Art Director and UX/UI designer - Enter is a telecommunications company and internet service provider. My main task was to design the UX (user research, user flow, wireframing, prototyping, testing) and UI (design, styleguides and css) for the web platforms for direct sales, writing specifications for the developers team. I also produced branding, below and above the line communication and monthly online and offline campaigns for the company and all of its products.

In Enter I was the leader of a creative team of web designers and visual designer, but I also had a very operative part in all the projects.

2009-2012 - Y2K GROUP

UX/UI designer and Art Director - Leading the project team in approaching new clients and developing communication strategies. Structuring information and designing UX and UI, with maximum attention given to the user. We worked with all possible digital devices (interactive installations for digital signage, buildings covered with LED walls, digital magazines for iPad, mobile applications...) and also traditional communication means such as print and video.

Our clients included **Vodafone, H3G, Sanpellegrino, ROME Airports, ...**

2007-2010 - ICS ADV - Advertising and Digital Communication Agency

Digital Director - Projecting and designing web sites and digital contents for big luxury, design and financial brands such as **Adidas, Momodesign, IAME, ...**

I was also involved in traditional communication, realising many print campaigns, tv spots, radio spots as well as guerrilla strategies.

I was also involved in brand positioning and logo design.

2003-2007 - Technologie.net - Web and digital consulting company

Art Director - Projecting and designing complex digital solutions B2B and B2C with the main focus on usability and user flows. We developed e-learning and customer-care solutions for the main telecommunication companies of my country.

1999-2003 MNM - Multimedia and Web agency

Art Director and web designer - Head of the production team

Responsabilites: dealing with customers, designing layouts and developing projects. Also realising html and flash interfaces.

2001-2003 Brera Fine Art Academy

ViceTeacher and Researcher - HTML and Digital Creativity course in the digital Department.

2003 - ASEF - Tokyo Digital Communication Workshop

I have been chosen to represent Italy in the DIGITAL CREATIVE WORKSHOP Europe/Asia, that took place in Tokyo.

2002 - SSETI - European Space Agency Students Programme

I have taken part in the Students Programme Sseti, sponsored by the European Space Agency, to build a satellite. My role was to coordinate all the european teams to produce all the communication materials and the web platform.

1999-2005 - Milan Brera Academy of Fine Arts - Degree in Fine Arts 110/110 (Top Grade)

Studies

Personal info

Date of Birth: 28/12/1979

Nationality: Italian