



Hi, I'm **Alessio Carone**

WEB / UI DESIGNER

I build website from scratch or redesign them.  
I code, design and improve usability & performance.

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

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Skype	alessiocarone
Twitter	@littlemad

### EDUCATION

Masters	European Institute of Design
Degree	Scientific High School

### WEB DESIGN TOOLBOX

Photoshop	██████████
Illustrator	██████████
Lightroom	██████████
HTML	██████████
CSS	██████████
Javascript / JQuery	██████████
Sass / Less	██████████
Twig / Volt	██████████

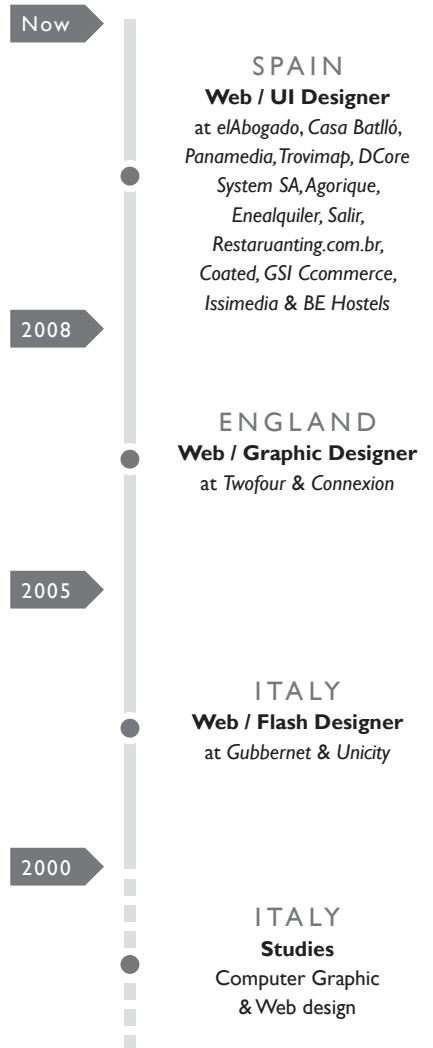
### USER EXPERIENCE TOOLBOX

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 a time.

### WORK TIMELINE 18+ years



### HIGHLIGHTS

- 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 time on the initial development process while keeping high quality results
- 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 conversion).
- Designed pixel perfect websites with adaptable content for 28+ languages and 15+ different currencies.
- Reduced by more than half the weight of website pages by code refactoring, and graphic improvements, increasing revenue and reducing speed loads & bouncing rates.
- Increased accessibility features in administrative and public websites, improving traffic flow and user satisfaction.
- Implemented SEO strategies to seamlessly match look & feel of websites without disrupting user navigation and improving Google ranking.
- Inserted emotional design practices in features like Captcha, 404 page and confirmation page, improving navigation flow.
- Increasing constantly revenues on mobile conversion, using focused a/b testing to simplify process and enhancing readability.
- Creating constantly responsive web designs across devices, refactoring code and testing periodically products to increase the quality of online services.

### PAST CLIENTS

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



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## PROGRAMMING

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- HTML/XHTML/HTML5
- CSS/CSS3
- SASS & LESS
- Javascript
- Framework JQuery & JQuery mobile
- Twig & Volt
- SVG
- XML
- PHP (nivel basico)
- Actionscript 1 & 2

## KNOW-HOW

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- Graphic Design
- Scrum, Lean & Agile approach
- Usability & User Experience
- Improving Performance of loading assets
- Responsive web design
- Mobile First approach
- Cross browser compatibility
- Coding for Accessibility (WAI standards)
- Microformats for SEO
- Progressive Enhancement
- Building design Framework (similar to Bootstrap)
- Cucumber approach
- Personalising Wordpress
- Service workers
- Building offline website
- User Testing
- Quality assurance
- Colour Theory
- Brainstorming/Lateral Thinking

## SOFTWARE

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Adobe Package:  
Photoshop, Illustrator, Dreamweaver, Lightroom, Indesign, Flash.

OS:  
I work with both Windows & Mac, and various mobile devices for testing.

Version control:  
Github, SVN Tortoise & Sourcetree.

Coding software:  
Sublime Text, Notepad++, Eclipse.

Browser inspector:  
Google developer for Chrome for desktop & mobile devices, Firebug for Firefox, Internet Explorer developer debugger.

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## WORKING PROCESS

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### 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.

## OTHER SKILLS

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Photographer  
Event Organiser  
Conference Speaker



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## RECOMMENDATIONS

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### CTO at elAbogado - Dani Luengo

Alessio ha sido un miembro importante, ha aportado su conocimiento y experiencia como FrontEnd buscando siempre que la Usabilidad, sea cual sea el reto, fuera excepcional. Ferviente valedor de las metodologías ágiles, las ha sabido utilizar como conducto para entregar valor al proyecto. Meticuloso en sus soluciones Front, pasional e implicado como compañero, disfruta ayudando, así como exprimiendo las posibilidades del AB Testing y del Diseño orientado a Conversión. También orientado a Performance: cada byte cuenta en la Experiencia de usuario.

### 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.

### 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 at 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!

### CEO Enrico Maria Governatori

Is craziness a value? Yes it is! And Alessio's creativity witnesses this truth. Every day he worked in Gubernet 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

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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 Adobe and how essentially the web works and how to make it more interesting.

My main focus at the moment is how make business have a better presence online, improving conversion, improving quality, keep consistent branding, but most important make website pleasurable and easy to use.

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 people love Mondays like I do.