

MARCELLO CANCEMI

Email: marcello88c@icloud.com

Mobile: +44 7428 040 854

Portfolio: <https://www.marcellocancemi.com>

UX Case Studies: <https://uxfol.io/marcello88c>

LinkedIn: uk.linkedin.com/in/marcellocancemi

Work in the EU: Yes (Settled Status)

CAREER PROFILE

Experienced and detail-oriented UI/UX designer with a strong passion for creating intuitive and visually appealing digital experiences. Skilled in user research, wire framing, prototyping, and user testing, I strive to understand user needs and translate them into engaging designs. Possesses strong analytical and User-Centered design skills to create holistic solutions that are functional and research-driven. Produces pixel-perfect visuals and includes usability heuristics in practice. Proficient in industry-standard design tools, I have successfully collaborated with cross-functional teams to deliver user-centric solutions. With a keen eye for detail and a user-centered mindset, I am dedicated to delivering high-quality, user-friendly interfaces that enhance user satisfaction and drive business goals.

AREAS OF EXPERTISE

- UX
- User Research
- Information Architecture
- Branding
- CSS3
- Conflict Resolution
- Design Tools
- Wire framing
- Prototyping
- Visual Design
- UX Designer
- MS Office
- Design Specialist
- HTML5
- WordPress
- Visual Design
- Multi-task Management
- Web Design
- UI Designer
- Strategic Planning
- Problem solving
- Team Development

SUMMARY OF CORE QUALIFICATIONS

- Expertise in creating visually appealing designs, including layout, typography, color theory, and iconography.
- Proficient in conducting user research methods, such as interviews, surveys, and usability testing, to gather insights and validate design decisions.
- Ability to design intuitive and seamless user interactions, including micro-interactions, animations, and transitions.
- Experience in planning and conducting usability tests to evaluate design effectiveness and gather feedback for iterative improvements.
- Proficiency in industry-standard design tools such as Sketch, Figma, Adobe Creative Suite, In Vision, or other similar software.
- Excellent organizational and time management skills, able to prioritize tasks and meet deadlines.
- Strong problem-solving abilities, able to identify and resolve discrepancies or issues in financial records.
- Efficient in decision making and a sense of responsibility.
- Highly skilled in Strong verbal and written communication.
- Capacity to work under pressure.

PROFESSIONAL EXPERIENCE

Lead Front End and UX Developer | Tempur Sealy International

Nov 2022 – Present

- Implementation of digital and promotional campaigns, including setting up product discounts, promotional messaging on the websites, and new landing pages.
- Developing highly modularized and advanced object-oriented (oop) design in JavaScript to ensure reusability, extensibility, and ease of maintenance.

- Advocate for the end-user by considering usability, accessibility, and user experience in all design and development decisions.
- Work with UX analyst and support UX research, analytics and A/B testing to improve user experience and conversion rates by leading the front end recommendations in this work stream.
- Implement front-end best practices and ensure cross-browser compatibility and mobile responsiveness.
- Functionalities include writing code in HTML, CSS, JavaScript, JQuery, and JSP making use of the bootstrap framework.
- Utilized HTML, CSS, and bootstrap within react framework to create a responsive user interface.
- Designed wireframes and designed prototype based on goals and needs for the organization.
- Implementation of conversion-driving solutions, including, but not limited to ratings & reviews and user generated content.
- Implemented Google analytics and Google tag manager into applications for event tracking.

Front End Developer | Tempur Sealy International

Aug 2019 – Nov 2022

- Develop and implement responsive web interfaces using HTML, CSS, and JavaScript.
- Managing and conducting the development of multiple ongoing projects.
- Responsible for building a new website for the small fleet clients and for the maintenance of the online new platform.
- Designed wireframes and designed prototype based on goals and needs for the organization.
- Generic content updates via Salesforce and Content Management System.
- Involved in resolving various operational issues that affect order flow to/from the interfacing systems.
- Provided timely turnaround and documentation of bug fixes during the test cycle.

Freelance Shopify Developer | (<https://justcatalyst.com>)

May 2019 – Jul 2019

- Integrate and configure Shopify apps and extensions to enhance website functionality, such as payment gateways, shipping options, and marketing tools.
- Build and customize Shopify websites, themes, and templates based on client requirements.
- Managed various websites using Shopify.
- Conduct thorough testing and debugging to identify and resolve any issues or bugs.
- Implement Shopify Liquid template language to develop custom functionalities and enhance the back-end capabilities of Shopify stores.

Freelance Web Designer | (marcellocancemi.com)

Mar 2019 - Jul 2019

- Led designer and graphic designer for web sites and promotional media for small businesses.
- Designed email newsletters for site launches, real estate sales and event announcements.
- Utilized contemporary design to create concise web sites for specific client needs.
- Used FTP to upload websites on the web.
- Tested new technologies for inclusion in web site design.
- Determined all coding requirements for site creation including e-commerce capability, forms, and specialized scripts.

Web Designer | Carphone Warehouse

Jul 2018 – Mar 2019

- Produced Visio navigation flow charts and Balsamiq wireframes with focus on user experience for initial web portal design.
- Coordinate and lead pending projects in the absence of the Marketing Director.
- Work to set briefs whilst being prepared to challenge stakeholders based on design best practice and customer experience.
- Assisted in the development of graphic web designs for Internet Marketing projects.
- Support the wider design team during busy periods on a reactive basis.
- Provide reports through Google Analytics and Silver pop.

Web Designer (Contract) | Eye Emporium Ltd

Nov 2017 – Jun 2018

- Assisted in developing content and print design using Photoshop, Illustrator, and InDesign.
- Responsible for content design & maintenance of all web presence, social media, e-commerce and email marketing.
- Worked in a team environment with writers, editors, graphic designers, video producers and code developers.
- Managed and grew social media channels and general administration duties.
- Creating and maintain documentation that supports our current systems and procedural processes.

Web Designer | User Interface (UI) Designer | Vitabiotics Ltd

May 2014 – Oct 2017

- Prepared JavaScript's for Navigation, Folder Tree Structures and other Java Scripts.
- Performed website overhaul according to the Web Design and usability standards.

- Prepared UI guidelines /Standards for the developers for the consistency across the application.
- Improved user experience by designing and creating new web components and features.
- Created HTML5 animated banners using Adobe Animate CC and Google Web Designer.
- Gathered requirements via client interviews to meet corporate website guidelines.

Web Designer & Marketing | Business Link Training Consultancy

Apr 2014 – May 2014

- Took part in this new intuition that opened recently and be involved in business start-up.
- Planed, designed, developed, tested, edited, maintained, and documented look and flow of websites, social media accounts and email campaigns.
- Developed designs and content that aligned with and enhanced Rhema's image, branding and message.
- Light HTML/CSS coding and making sure online presence complies with applicable standards and is compatible with all major browsers.
- Responsible for implementation of full website build outs & mockups.
- Managed a website using Shopify.

EDUCATION

- Sep 2010 – Jul 2013 BSc Multimedia Solutions | **London Metropolitan University**
- Jun 2009 – Jun 2010 Foundation Programme in Computing | **London Metropolitan University**

PROFESSIONAL CERTIFICATIONS AND JOB-RELATED TRAINING

- May 2022 – Nov 2022 Professional Certificate in UI Design | **UX Design Institute**
- Feb 2019 – Mar 2019 Sketch 5 Course | Design Apps & Websites | **Udemy (Online)**
- Nov 2017 – Dec 2017 HTML5 & CSS3 | **Training Square (Course)**
- Sep 2016 – Nov 2016 Advanced Diploma in Web Design | **Shaw Academy (Online)**
- Sep 2016 – Oct 2016 Introduction to Web Development Course | **Shaw Academy (Online)**
- Sep 2016 – Oct 2016 Introduction to Web Design Course | **Shaw Academy (Online)**
- Aug 2016 – Sep 2016 Diploma in Photoshop | **Shaw Academy (Online)**
- Dec 2013 – Jan 2014 Graphic Design Photoshop & Flash | **Training Square (Course)**

REFERENCES

- On request