

SILVIA CHIAPPALONE

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SUMMARY

Deepen my design skills and experience through innovative and cutting edge projects. I usually pursue my goals with determination and enthusiasm. I'm a very curious person, always up to date about design, user experience and communication trends and technologies.

SKILLS

- **UI design**
- **UX design**
- **Interaction design**
- **Art Direction**
- **Digital Illustration**
- **Prototyping**
- **Team Leading**
- **Project management**
- **Project Coordination**

SOFTWARE SKILLS

- MAC OS and WINDOWS (up to the latest versions of both).
- **Strong knowledge of Adobe Creative Suite (up to the latest versions) in particular Photoshop, Illustrator and Indesign.**
- **Strong knowledge of Axure. Marvel, inVision, Sketch**
- MS Office, Keynote
- Basic knowledge of video editing tools

SOFT SKILLS

- Strategic and Creative thinking, time management, prioritizing, problem solving, attention to detail, deadline management, working independently and collaboratively, teamwork, team leading

WORK EXPERIENCE

• UX/UI DESIGNER

Sn-ap Travel Technology Ltd - London, UK

January 2018 to present

Description

- Working in Tech team
- Re-design the platform with a brand new look and feel
- Design the UX

Achievements

- Creating ways of work, involving the team and all the stakeholders in the UX process
- Creating UI consistency across the platform
- Introducing user testing with customer to validate the UX

• EMEA ECOMMERCE MANAGER - GRAPHICS & PHOTOGRAPHY

Newell Brands - London, UK

October 2016 to January 2018

Description

- Working in digital shelf across brands as Sharpie, Papermate, Waterman, Parker, Graco, Dymo
- Working on images assets for Amazon Vendor Central
- Creating Banner and web design assets for web pages (Graco - Dymo)

Achievements

- Defining best practice and naming convention for sharing materials
- Creating flow to help Brand Teams to follow the design process
- Creating consistency across all the brands in the way they are presented on Amazon

- **SENIOR UI DESIGNER**
TUI UK & IRELAND - London, UK
May 2016 to October 2016

Description

- UI Design focused on "Destination" section of **www.thomson.co.uk** website - Design of new Country and Region Page
- Design Exercise on TUI.co.uk
- Banner production for **www.thomson.co.uk** and design study for "multicenter" new section
- Working closely with UX researchers and UX designers from the beginning of the process

Achievements

- Creating a new way of working - UI and UX team

- **LEAD UI/UX DESIGNER (2011-2016) AND SENIOR DESIGNER (2008-2011)**
ECRM Italia S.r.L. - Consulting and marketing company - Milan, Italy
June 2008 - April 2016

Clients: Sephora, Mont Blanc, Guess, Heineken, Salmoiraghi & Vigano, Volkswagen Italia, Seat, Elena Mirò, Coccinelle, Quattroruote, Coca Cola Hellenic S.p.A., Acqua di Parma, Illy, Trussardi

Description

- Design and creation of web sites, mobile app, newsletters, banner and communications
- Writing Project Documents, wireframe, prototyping - coordination project step
- Managing web team and junior graphic designers

Achievements

- I strengthened the team building
- I mentored 4 junior designers, helping them to develop their professional skills and following their talent
- I created ways of working in order to be as flexible as possible and to always deliver projects on time

- **SENIOR GRAPHIC AND WEB DESIGNER**
Logotel S.p.A. - Consulting company - Milan, Italy
June 2005 - May 2008

Clients: TIM, Telecom Italia S.p.A.

Description

- Design and creation of web sites communities, newsletters, banners
- Managed marketing and advertising, design for print

- **GRAPHIC AND WEB DESIGNER - Iovorrei, Gruppo Rinascente - E-commerce website - Milan, Italy**
October 2003 - December 2004
- **JUNIOR ART DIRECTOR AND WEB DESIGNER - Metazoo- Advertising and communication company - Milan, Italy**
May 2003 - December 2003
- **GRAPHIC AND WEB DESIGNER - Espin S.P.A. - Web communication company - Milan, Italy**
May 2003 - December 2003
- **GRAPHIC AND WEB DESIGNER - Magneti Marelli S.p.A. - Turin, Italy**
May 2000 - November 2000
- **GRAPHIC AND WEB DESIGNER - Politecnico di Milano - Laboratorio HOC - Milan, Italy**
May 1999 - December 2000

WORK AS A FREE LANCE

Graphic Designer for Business events
MMS - Communication Company - Milan, Italy
October 2014 - January 2015

Art Director
Enjoy in - Publishing house - Milan, Italy
September 2006 - December 2007

Graphic Designer for Business events
Gattinoni Communication -Communication Company - Milan, Italy

January 2013 - July 2013

Graphic Designer
Ogilvy & Mather Italia - Health division Advertising and Communication Company - Milan, Italy

March 2013 - September 2014

Graphic and flash Designer
Altrimedia - Advertising and Communication Company - Milan, Italy

2011 - 2012

Journalist and blogger
Edizioni Master -Publishing house - Rende (CS), Italy

November 2007 - October 2010

Graphic Designer
Give Me a Chance -Publishing web house - Milan, Italy

November 2008 - October 2012

Art Director and Web Designer
Network italia - Advertising and Communication Company - Milan, Italy

February 2005 - April 2005

Art Director
Health Advertising - Advertising and Communication Company- Milan, Italy

February 2004

Software Teacher
Photoshop, Dreamweaver, Quark Xpress Many Service Agencies - Milan, Italy

October 2002 - December 2003

Graphic and Web Designer
Cristall S.R.L. (internship)- Milan, Italy

September 2002 - October 2002

AWARDS, PRESENCE AND PUBLICATION

- **Donna è Web 2008 - Viareggio il 29 marzo 2008.**
Presence as jury member of competition (<http://www.donnaeweb.it>) and speech about "Design & top blog in rosa" during the meeting "Donne attorno a un tavolo"
- **A tribute to celebrities 2007**
Presence on the illustration book managed by Pedro Guitton.
Illustrations on pages 236-237 (Willie Wonka) and page 538 (Manga Sick Boy).
- **Web Music Award 2005, Italian DJ**
2nd placing ex aequo for the website www.djringo.com (online until December 2005)

AWARDS, PRESENCE AND PUBLICATION

- **October 2001 - Graduated at Politecnico di Milano - Milan, Italy**
Faculty of Design (Master degree equivalent) - Full score
Specialization in **Visual and Multimedial Communications.**
Thesis title: Designing a multiaccess system of services for the mobility: On-board computer.
- **October 2002 - Web Manager - Milan, Italy**
Post-degree Course and Internship

LANGUAGES

Italian - mother tongue.

French - intermediate both spoken and written

English - fluent both spoken and written

Visa Status

Visa status: EU citizen fully authorized to work in all European Community