

# Caro. di Lello

Born in Argentina with italian citizenship

## .Education

Graphic Design at Escuela DaVinci  
Graduated in 2018

UX/UI Design at CoderHouse  
Graduated in 2020

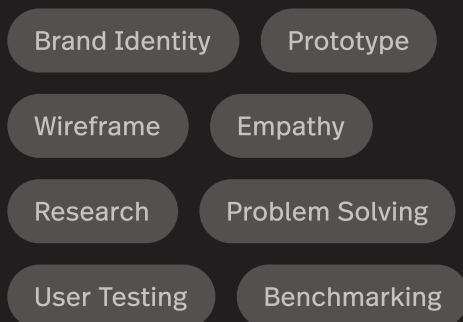
## .Tools



## Languages

Spanish Native  
English Bilingual

## .Skills



# .Work experience

## Mid-UX/UI Designer - LiteFarm

Aug 2022 - Aug 2023 | Canada

- Building new features.
- Benchmarking and user research. Design wireframes and prototypes.
- Optimization of current Figma files
- Worked closely with the development team and the Farm Success Coordinator for the development of the new features and current updates.
- Proposal of new features
- Co-lead feedback sessions with users
- Other tasks; such as redesigning and updating LiteFarm's website, creating flyers and banners for events, designing merch, etc.

## Jr UX/UI Designer - Oliver Marketing

Feb 2020 - Feb 2022 | Argentina

UX Analysis:

- Analysis of Unilever's brand's websites and their users to detect and suggest improvements. Research different markets and competition.
- Analyze upcoming campaigns and the brand's goals for the year
- Write review reports and annual sprint reports.

UI and Graphic Design:

- Create prototypes to present to the brands.
- Landing and campaign assets designs.
- Create and design wireframes
- Forms design

Support other teams by creating landings, data captures, banners, storyboards, and other creative material.

## Graphic and UX/UI Designer - Agrego

Since 2019 | Argentina

Freelance position. Working with a variety of clients, mostly designing websites and apps, but also creating logos, brand books, social media styling & content, etc.