

Graphic &
UX/UI Designer

Carolina di Lello

www.carodilello.com

(info)

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Address: District 20th, Wien, AT

in Bē

(education)

Figma Course 2023

UX/UI Design at CoderHouse
2020, Arg

Graphic Design at Escuela DaVinci
2018, Arg

(languages)

Spanish ●●●●●

English ●●●●●

French ●●●●●

German ●●●●●

(work experience)

Content Strategist & UX Designer - Hostel Ruthensteiner

Since 07.2024 | Wien

Freelance position.

- Optimized information architecture to enhance site navigation and improve user experience.
- Refined website layouts for better information flow and visual consistency.
- Updated and managed content to ensure accuracy, relevance, and engagement.
- Authored blog posts to strengthen the brand's online presence and drive audience engagement.
- Conducted research to identify opportunities for improvement beyond the digital space, contributing to overall brand strategy.
- Collaborated closely with the Social Media Manager to create and improve content.

PM and UX/UI Designer - Agrego Since 2019 | Argentina

Freelance position.

- Implemented Agile and Sprint methodologies to optimize project timelines and deliverables.
- Facilitated and moderated Retrospective meetings, ensuring continuous improvement and team alignment.
- Developed and enhanced workflows for efficient project management and execution.
- Led project management meetings, coordinating cross-functional teams and managing project milestones.
- Conducted client meetings to present and refine design concepts, ensuring alignment with client expectations.
- Designed and developed responsive websites with a focus on user experience and accessibility.
- Developed logos and branding materials that communicated client identities.
- Designed comprehensive design systems to maintain consistency across digital platforms.

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(tools)



Figma



Whimsical



ChatGPT



Jira



Trello



Illustrator



Photoshop



InDesign



After Effects

(skills)

Hard skills

Brand Identity / Design System
Interactive Prototyping / Wireframe /
Usability Testing / UCD / Agile & Scrum
Personas Development / Benchmarking
Responsive Design / Basic HTML/CSS
Information Architecture

Soft skills

Adaptability / Goal driven / Creativity
Observant / Collaboration / Empathy
Curiosity Resilience / Problem-Solving
/ Time Management

(work experience)

UX/UI Designer - LiteFarm 08.2022 - 08.2023 | Canada

- Conducted benchmarking and user research to inform design decisions and validate concepts.
- Designed wireframes and interactive prototypes, translating user needs into intuitive interfaces.
- Optimized and refined existing Figma files, ensuring design consistency and improving efficiency.
- Collaborated closely with the development team and Farm Success Coordinator to drive feature development and implement updates.
- Proposed innovative features based on user insights and market trends, contributing to product evolution.
- Co-led user feedback sessions to gather insights, refine designs, and improve overall user satisfaction.
- Undertook various design tasks, including redesigning and maintaining the LiteFarm website, creating marketing collateral (flyers, banners), and designing merchandise.

Digital Analyst & UX/UI Designer - Oliver Marketing

Feb 2020 - Feb 2022 | Argentina

- Conducted in-depth analysis of Unilever brand websites and user behavior, identifying opportunities for optimization.
- Researched market trends and competitor strategies to inform brand positioning and digital strategy.
- Analyzed upcoming marketing campaigns and aligned design efforts with the brand's annual goals.
- Authored comprehensive review reports and annual sprint summaries, providing actionable insights for stakeholders.
- Developed high-fidelity prototypes to present design concepts and improvements to brand teams.
- Created and refined wireframes to establish clear, user-friendly interfaces.
- Designed landing pages and campaign assets that aligned with brand guidelines and maximized user engagement.
- Provided creative support across teams by designing landing pages, data capture forms, banners, storyboards, and other promotional materials.