



Eugenio Ciccale

 [linkedin.com/in/eugenioiciccale](https://www.linkedin.com/in/eugenioiciccale)

 <https://portfolioexpress.netlify.app/>

Summary

Main Design and Development Stack

Tools | Design:

- Figma, FigJam, Adobe XD, Illustrator, Photoshop

Communication | Marketing:

- Mailchimp, Hubspot, Google Analytics, Autopilot, Hotjar

Programming | Markup Languages:

- HTML5, CSS3, jQuery, Bootstrap, Javascript

Frameworks | Libraries (Front-end design):

- Sass-Lang, Webpack, npm, PUGJs, Tailwind

Tools | Methodologies:

- Visual Studio Code, Atom, Terminal, Git, Jira, Trello, Confluence, GitHub, GitLab, Netlify

Apart from the main stack, I have also had the chance to do some work related to the following in some projects:

Tools | Methodologies:

- WordPress, Joomla, Webflow, Shopify

Tools | Design:

- Invision, Balsamiq, Indesign

Programming | Markup Languages:

- React, Angular, Ionic

Experience

Senior Product Designer

AMBOSS

Apr 2022 – Present (1 yr 2 mos)

Author | UI/UX Designer & Web Developer

Plus UI Design

Mar 2021 – Present (2 yrs 3 mos)

<https://www.plusuidesign.com/>

The UI Designs I make to practice are now available to download on a website I made called Plus UI Design.

I created Plus UI Design to share Free with everyone who is interested in using them as inspiration or prototyping.

Technologies used:

- Illustrator, Adobe XD, Photoshop, PUGJs, Sass-Lang, Bootstrap, Webpack, Netlify, Gitlab, Netlify CMS, Serverless functions, Visual Studio Code

Founder

5 Vegan

Mar 2018 – Present (5 yrs 3 mos)

<https://www.5vegan.org/>

Project born off the necessity to share vegan facts and information in general about plant based foods and its benefits on our health & environment. This service is free.

Subscribe with your email and start receiving 5 vegan facts every week.

I did everything from design & brand to development

- Designed / Developed web page

Technologies used:

- Illustrator, Sketch, Adobe XD, Photoshop, PUGJs, Sass-Lang, Bootstrap, Webpack, Atom, Netlify, Gitlab

Product Designer

AMBOSS

Apr 2021 – Apr 2022 (1 yr 1 mo)

UI/UX Designer

HeavenHR

Mar 2020 – Mar 2021 (1 yr 1 mo)

Re-shaped the Corporate Identity and Re-designed the SaaS of this small but fast growing start-up.

Product Design

The goal was to create a new UI from scratch for the 2.0 version of HeavenHR's SaaS

- Created UI/UX Styleguide with global components for faster creation of new layouts and most importantly to keep consistency through out the design process.

- Created high fidelity click-through animated prototypes to meet stakeholders requirements

- Worked closely with the IT Team to develop the components, as well as providing them with code snippets to help them visualize how to create the complex but intuitive UI components.

Website Design

The challenge was to convey both traffic from small/medium sized companies and big corporations.

- Created UI Web Styleguide

- Re-design the company website and brand identity

- Created high fidelity click-through animated prototypes to meet stakeholders requirements

- Chose a semi-serif typography to help convey the idea of serious and sober but also keep an approachable look & feel to receive small customers as well with our flexible pricing.

- Photography selection

- Video creation for the home page showcasing the new version of the software

- Custom made SVG icons for the representation of our products and other features.

- Also involved in parts of the coding of the website, mainly optimizing it for mobile devices with the use of CSS media queries in a ReactJS environment and adjusting the components to match perfectly with the designs.

Marketing & HR

In collaboration with Marketing & HR team I supported them with designs for social media, email templates, blog posts and internal documents and presentations.

- Social Media images for Facebook, LinkedIn, Xing, Twitter, GotoWebinar, Instagram among others.

- Updated look & feel of internal documents with new corporate identity to keep the design consistent

- Also created video for homepage

Technologies used:

- Adobe XD, Adobe Illustrator, Adobe Photoshop, Adobe Premiere

UI/UX Designer & Web Developer

Zenfulfillment

Feb 2018 – Feb 2020 (2 yrs 1 mo)

First German tech-driven fulfillment startup in the logistics market.

As an early stage startup I got the opportunity to work closely with the founders. (CEO & CTO)

I've lead the following aspects:

- Brand design & Website development

My expertise brought the necessary skills at this early-stage startup to quickly iterate and find a brand definition that suits best.

Including all brand materials from roll-up displays for the warehousing facilities, business cards, presentations, web site design, web application interface design and social media care.

- Marketing decisions

Key strategic thinking while designing landing pages and other visual material that would be used for marketing or customer acquisition.

- App Development (Front-End)

Involved in the deployment cycle from mockups to real production applications.

UI components development on the main customer facing Web App manipulating Javascript (Angular) and SASS.

Daily use of Git via command-line interface and making pull-requests and participating on Code Reviews

Technologies used:

- HTML, CSS, PUGJs, Sass, Bootstrap, Photoshop, Illustrator, Scketch, Adobe XD, Webflow, Git, Atom, Webpack, Github, Gulp, Angular, npm

UI/UX Designer & Web Developer

StartupBerlin.co

Sep 2018 – Jan 2019 (5 mos)

Startup Berlin Chat Group - 5000+ Members Slack-Chat for Berlin Startup People.

Sign up now: <https://startupberlin.co/>

- Design & Developed landing page

These are some of the technologies I've used:

Webpack, PUGJs, Sass-Lang, Bootstrap, Atom, Netlify, Gitlab

UI/UX Designer & Web Developer

FOL - Agencia de Valores SpA

Nov 2013 – Aug 2015 (1 yr 10 mos)

FinTech Startup: First Online Investment Platform in Mutual Funds in Chile.

Proactive collaboration with Founders and other team members to re-define the brand, successfully launch a series of Marketing campaigns and refactor the Web Application UX & UI.

On a team of 30, I was involved on the following:

- Direct collaboration with IT team to develop new in-app features

Initially our Web App was utterly complex for a user to interact.

I closely re-defined the UX of every app section to make it easier for customer interaction, reducing significantly the time spent on page and increasing conversion.

I also worked implementing several UI components to provide a consistent look & feel throughout the app.

This experience allowed me to learn and implement some backend changes myself using ASP.NET C#, also using the templating language.

- Recruitment

As one of the first designers, while the team was growing I helped on the recruitment process.

Technologies used:

- ASP.NET C#, Visual Studio, HTML, CSS, jQuery, Flash, Photoshop, Illustrator, Indesign, Premiere, Audition, SVN

Graphic Web Designer

FOL - Agencia de Valores SpA

Nov 2012 – Nov 2013 (1 yr 1 mo)

- Brand

Re-definition of brand design and creation of style guidelines.

- Printed and online material (Retractable Banners, Posters, E-books)

For event stands, or other public presentations.

- Marketing campaigns (Adwords, Display, Retargeting, Email Marketing)

Also deployed a series of banners on the main Metro stations of the capital Santiago de Chile.

- Social media management (Facebook, Twitter, YouTube, LinkedIn, Pinterest, Blog)

Revived and boosted social presence by expanding their social networks reach, implementing a standard brand as well as together with the team making sure content was actively shared across all channels and start measuring impact.

- Video Editing

We had several video material to showcase the business as well as customer presentations.

My skills would be useful to adapt and re-create new material in video format for marketing and internal use.

Graphic Web Designer

SonidosOcultos

Jan 2013 – Sep 2013 (9 mos)

Designed printed and online material (Banners, Posters) for various social media channels:

- Facebook, Twitter, YouTube and Pinterest

- Design of music compilations artwork

- Web Development for music compilations launches

- Creation and design of Bandcamp site

Technologies used:

- Photoshop

- Illustrator

- HTML

- CSS

- Bootstrap

- Wordpress

1st Level IT Support Technician

SAP

Jun 2011 – Jun 2012 (1 yr 1 mo)

SAP First Level IT Support provided over the phone to users on US and Canada.

Providing remote support on NetMeeting or Windows Desktop Sharing.

Support on the following topics:

- Windows OS

- Microsoft Office

- Networking

- VPN

- Citrix

- Outlook

- Templates, providing assistance on a large scale infrastructure project:

- SAP migration to Windows 7 globally

- Monitoring and resolution of tickets on CSS SAP Logon system

- Technical and functional support over SAP Modules to internal users.

Web Designer & Junior Web Developer

UO Solutions

Mar 2010 – Jul 2010 (5 mos)

- Update websites contents

- Design layout and markup Newsletters

- Creation of animated banners

- Technologies used:

- Photoshop

- HTML

- CSS

- Flash

- Action Script

Junior Web Developer

Padre Comunicaciones

Jan 2006 – Jul 2007 (1 yr 7 mos)

- Update of websites

- Creation of animated banners for online advertising in Flash with AS2 libraries

- Design and development of websites and newsletters

- Contributed on designs for printed magazines

- Technologies used:

- Photoshop

- Illustrator

- HTML

- CSS

- PHP

- Flash

- Action Script

Junior Graphic Designer

Intech IT Consulting

Jan 2005 – Aug 2006 (1 yr 8 mos)

- Freelance and part-time office

- Web developer

- Brand design for clients (Logos, Business Cards, Flyers, and various Institutional stationery design)

- Technologies used:

- Photoshop

- Illustrator

- HTML

- CSS

- PHP

- Flash

- Action Script

Education

Del Viso Day School

School Diploma in Natural Science

1992 – 2005

Del Viso Day School

IGCSE, English as first language, Portuguese, Art, Maths, Literature, World History, Biology

2005

As part of a school program I did the IGCSE exams:

- English as first language

- Portuguese

- Art

- Maths

- Literature

- World History

- Biology

Licenses & certifications

International General Certificate of Secondary Education - University of Cambridge

Issued Sep 2005

Human-Computer Interaction - HCI - The Interaction Design Foundation

Issued Feb 2022

Credential ID 121236-2022-691128

Storytelling and influencing: Communicate with impact - Coursera

Issued Jun 2022

Credential ID WEXESUKJ7N7P

Learning How to Learn: Powerful mental tools to help you master tough subjects - Coursera

Issued Nov 2022

Credential ID NM2V8KMN7VF3

Skills

Vector Illustration • HTML • Web Development • CSS3 • User Interface Design • User Experience •

Digital Strategy • Web Design • Typography • PUGJs

Honors & awards

HackCoworking Hackathon May-June 2020 - Welcomr

May 2020

Participated in the first online 3 day Live Hackathon organised by Hack Coworking:

<https://hackcoworking.com/>

Among the companies in the event we chose to participate on Welcomr challenge.

Welcomr is an utmost flexible, interoperable and secured cloud-based access control system for office space operators

Challenge

In the aftermath of COVID-19, what kind of new access services can we expect from coworking spaces?

Their 5 judging criteria were:

1/ Creativity, imagination, boldness

2/ Relevance and short-/mid-/long-term usefulness for the coworking industry

3/ 'Wow effect' during the team's 3-minute live demo

4/ How access control data via our API has been used

5/ The potential value that gets created for coworking spaces &/or coworkers, ie suggested unit economics when this service is marketed

Prize: €250

The idea presented:

Lockr APP

Reception Package Delivery

Problem

In a Coworking space with potentially hundreds of people working, it is usually a big mess to receive packages/ letters for everyone that is buying online and putting the Coworking address.

The receptionist ends up having a huge pile of things in a room, without organisation, and also having to manually notify the person to come and get the package.

Solution

A mobile app to open/close lockers to deposit the letter/packages of people.

With the technology of Welcomr used for the opening & close of locker doors, the idea is to provide different Locker sizes that are operable through Welcomr's API.

<https://docs.google.com/presentation/d/1RsckHDh27Or7mbMVYUqY95BeM4WetsUjeGkKIhpEHyU/edit?usp=sharing>

<http://lockrapp.com/>