

## Contact

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[portfolioexpress.netlify.app](https://portfolioexpress.netlify.app) (Portfolio)  
[www.5vegan.org/](https://www.5vegan.org/) (Personal)  
[www.plusuidesign.com/](https://www.plusuidesign.com/) (Personal)

## Top Skills

Basic Accounting  
Product Development  
Systems Design

## Languages

English (Full Professional)  
Español (Native or Bilingual)  
Português (Elementary)

## Certifications

Storytelling and influencing:  
Communicate with impact  
Learning How to Learn: Powerful  
mental tools to help you master  
tough subjects  
International General Certificate of  
Secondary Education  
Human-Computer Interaction - HCI

## Honors-Awards

HackCoworking Hackathon May-  
June 2020

# Eugenio Ciccale

Digital Product Designer • UI/UX • Design Systems • Web  
development  
Berlin, Berlin, Germany

## 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, NextJs

#### Tools | Methodologies:

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

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

#### Tools | Design:

- Invision, Balsamiq, Indesign

#### Programming | Markup Languages:

- React, Angular, Ionic

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## Experience

### AMBOSS

4 years 1 month

Senior Product Designer

April 2022 - Present (3 years 1 month)

Berlin, Germany

Product Designer

April 2021 - April 2022 (1 year 1 month)

Berlin, Germany

Plus UI Design

Business Owner

March 2021 - Present (4 years 2 months)

Berlin, Germany

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

Essential Figma Plugins for Design and Code Efficiency

Bridge the gap between Design and Development, improve workflows, automate documentation, enhance visual creative design and development process with a set of Figma plugins

5 Vegan

UI/UX Designer & Web Developer

March 2018 - Present (7 years 2 months)

<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

## HeavenHR

### UI/UX Designer

March 2020 - March 2021 (1 year 1 month)

Berlin, Germany

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

#### Zenfulfillment

##### UI/UX Designer & Web Developer

February 2018 - February 2020 (2 years 1 month)

Berlin Area, Germany

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

StartupBerlin.co

UI/UX Designer & Web Developer

September 2018 - January 2019 (5 months)

Berlin Area, Germany

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

FOL Agencia de Valores SpA

2 years 10 months

UI/UX Designer & Web Developer

November 2013 - August 2015 (1 year 10 months)

Santiago Province, Chile

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

November 2012 - November 2013 (1 year 1 month)

Santiago, Santiago Metropolitan, Chile

#### - 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.

### SonidosOcultos

## Graphic Web Designer

January 2013 - September 2013 (9 months)

Santiago Province, Chile

- 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

## SAP

1st Level IT Support Technician

June 2011 - June 2012 (1 year 1 month)

Buenos Aires, Argentina

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
- Helped 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.

## UOSOLUTIONS

Web Designer & Junior Web Developer

March 2010 - July 2010 (5 months)

Buenos Aires, Argentina

- Update websites contents
- Design layout and markup Newsletters
- Creation of animated banners
- Technologies used:
- Photoshop
- HTML
- CSS
- Flash
- Action Script

## Padre Comunicaciones

### Junior Web Developer

January 2006 - July 2007 (1 year 7 months)

Buenos Aires, Argentina

- 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

## Intech IT Consulting

### Junior Graphic Designer

January 2005 - August 2006 (1 year 8 months)

Buenos Aires, Argentina

- Freelance and par-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

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## 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 - 2005)