

Daniele Angeli Ph.D. –Lead Product UI UX Designer

Curriculum Vitae

<https://www.danieleangeli.com>

<https://www.behance.net/gallery/28960711/Digital-Tuscany>

UI/UX Designer with strong product design skills. I have creative eye and passion for art and design.

I like to create wireframes and sketches from tasks and scenarios and turn them into fine pieces of design work. I have coding skills and important experience in web animation. I worked in the academic field before moving into corporate business where I've always been involved in projects of international relevance.

My work has been appreciated and noticed for its originality and the clever use of technology.

Main Competences & Interests

UX/UI Design, Art Direction

Digital Art

Art and Design History

Software and Design Skills:

Graphics: Adobe Photoshop / Illustrator / InDesign / Animate. Inkscape

UX / UI: Axure, Sketch/Invision, Figma, LucidChart, UX Pressia

3D: Vue Esprit, Mol 3d, Blender

Development: HTML5, CSS3, jQuery (Greensock JS), JavaScript (Basics)

Education and Degrees:

Interaction Design Foundation (UX). My Credentials:

<https://www.interaction-design.org/daniele-angeli/certificate/course/3ec5abd4-267b-4c47-af83-2bd90a4a9ce2>

<https://www.interaction-design.org/daniele-angeli/certificate/course/4a444fe4-9c8a-4bf8-bd97-c0db1290cbe3>

<https://www.interaction-design.org/daniele-angeli/certificate/course/fltqnHSHvW45N8G6PJ>

<https://www.interaction-design.org/daniele-angeli/certificate/course/fltqnHSHvW34RdT60V>

<https://www.interaction-design.org/daniele-angeli/certificate/course/47aa2516-c621-40d8-b980-807ace4fad30>

<https://www.interaction-design.org/daniele-angeli/certificate/course/d25a39ea-eef1-49b0-9d0e-ab267d8185e1>

(2004) Ph.D. in Media Studies. Siena University.

Doctoral dissertation: Virtual Culture and Virtualization of Culture (Cultura Virtuale e Virtualizzazione della cultura).

Academic Fields: Graphic Design, New Media Sociology, Contemporary Art History, Aesthetics.

Tutor: Prof. Michele Rak

(2004) Master in TV Journalism. The language of Television. Milan – Formass Mediaset www.formass.com

(2001) Master in Graphic Design. Ars NOVA Digital Arts Academy. (Siena). www.arsnovasiena.org

(2000) M.A. in Communication Studies, Siena University.

Work Experience (15+ years)

August21-Present – Callsign ltd - <https://www.callsign.com/> – UX/UI Lead Designer

Key Achievements: UI issues of the old product found and described. New UI system re-designed, visualised in Sketch and partially prototyped in Axure. Started the UI re-development in storybook.

Few major Usability issues found and documented.

Activities: Documenting end-to-end customer to understand the experience debt of the existing product / feature. Setting design and experience vision using design thinking. Working with Product Owners to define functional requirements and non-functional requirements. Working with the Head of Brand and Design to help define and maintain the Product Design System to be used across the organization. Defining standards for usability. Defining standards for accessibility and ethical design principles. Creating high fidelity mock-ups for prototyping & usability testing. Designing for mobile applications and web applications. Creating, maintaining and extending a Component Library & Style Guide to be used across the organization. Creating digital assets for product delivery.

June20-July21 – Fonix Mobile - <https://www.fonix.com/> – Senior Product Designer

Key Achievements: I looked after the design of Fonix mobile software for a better user experience and look and feel. It finally got more effective user journeys, wireframes and a cleaner UI. I created new design guidelines and strongly improved the mobile payment screens.

Activities: Usability testing sessions, task analysis, wireframes, user journeys. Prototyping, UI design. Design of imagery and vectors. I worked with major clients, internal stakeholders, and the development team.

Jan19-June20 – Open Destinations – <https://www.opendestinations.com> – Senior UI Designer

Key Achievements: I led the design of Open Destinations main products to achieve a better user experience and graphic user interface. I changed the style guidelines of the main software. I also applied important UX and UI changes to the mobile app Tineri.

My focus has been mainly on the booking tasks and data visualisation and the dashboard redesign.

Activities: Task analysis, user journeys, wireframes. Prototyping, UI design. Design of imagery, vectors and icons. I worked with Clients, BAs, and the implementation and development teams.

Apr17-Dec18 – Amalytics Software Ltd - UX UI Designer

Key Achievements: I moved Amalytics software to the next level in terms of graphic user interface. I also changed the company's style guidelines.

Activities: UX interviews and personas, task analysis, user journeys, wireframing. UI design. I worked with the BAs and the development team.

Apr16-Apr17 - Kindred Group PLC – <https://www.kindredplc.com> - Creative Developer

Key Achievements: I ensured top quality design and improved CTR of gambling related products such as Landing Pages, Banners, Microsites.

Activities: Graphic and UI Design. Desktop and Mobile HTML5 CSS3 Development. jQuery (Greensock library) experimental animation projects.

Oct13-Apr16 - Inskin media – <https://www.inskinmedia.com>- Digital Designer

Key Achievements: I created multi-screen, rich-media display advertising products. I worked on their screen animation and GUI, imagery, and user interaction.

Activities: Desktop, Tablet and Mobile Development. HTML5 CSS3 jQuery Greensock coding.

Mar12-Oct13- Ladbrokes PLC - <https://www.ladbrokes.com/home/en>

International Web - Graphic UI Designer

Key Achievements: I looked after the design of the Ladbrokes digital products across the company's international branches. I created landing pages, banners and printed material. I also worked around the UI for the Casino home page and internal sections and other areas of the portal.

Activities: Graphic and UI Design. HTML5 CSS3 Development. Print Design