

# GIULIA CUCIJA

UI DESIGNER - GRAPHIC DESIGNER

## CONTACT

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## SKILLS

### UI DESIGN

- Experienced in developing a project from concept, to wireframing, to the finished product.

### GRAPHIC DESIGN

- For different media and different audiences.

### UX DESIGN

- User research, user personas, usability testing, competitive analysis.
- Crafting value proposition, creating a compelling experience for the users and optimizing usability.

### BRANDING

- Applying both visual and marketing techniques to make a brand stand among competitors.

### ILLUSTRATION

- From pencil and paper to digital illustration.

### MARKETING

- Definition and evaluation of KPIs.
- Ability to connect design decisions to desired business goals.

### TOOLS

- Adobe CC, Sketch, InVision, HTML/CSS, basic PHP, WordPress, Google Analytics, SEO tools (Sistrix, Majestic, Ahrefs).

## ABOUT ME

Versatile UI designer based in Berlin, bringing over 10 years of extensive, cross industry experience in design, branding and communication. A strong set of creative skills and a background in marketing allow me to offer beautiful, memorable and usable design solutions that delight people and solve complex problems.

## WORK EXPERIENCE

### Freelance

2005 - 2018

### Performics , Berlin DE

2015 - 2018

### Advantage, Udine IT

2014 - 2015

### Trudi SPA , Tarcento IT

2011 - 2014

### Refrion, Flumignano IT

2009 - 2011

### Rebus, Udine IT

Eve SRL, Trieste IT  
Simulware, Trieste IT

2006 - 2009

### UI Designer and Graphic Designer

- Intermittent and recurring assignments through various Italy based clients.

### Online Marketing Manager

- Recruited, trained and coordinated a team of 3 people.
- Managed all the Outreach projects for the Italian market, delivering high quality content and increasing monthly budget savings.
- Prepared updates, reports and forecasts for both internal and external stakeholders.

### Graphic Designer, Web Designer

- Design and development of websites, advertising material, social media content.
- Responsible for budget, editorial planning and direct contact with clients and contractors.

### Trade Marketing Manager, Visual Merchandiser

- Design and implementation the MyTrudi website and of the company's POP and POS material.
- Development of the MyTrudi concept store.
- Development of TrudiPad, a tablet for kids: executing research, user interviews, developing user personas, participating in the pre-production and testing phases.

### Web Designer, Marketing Designer

- Design, implementation and update of the corporate website and production of advertising material (brochures, leaflets, newsletters).

### Art Director, Multimedia Designer

- Design and development of advertising material, such as websites, catalogues, brochures, animations. Collaboration in the organization of international events and exhibitions.

## EDUCATION

### UI DESIGN COURSE - CareerFoundry - Berlin - 2018 (expected finish Sept. 2018)

- A 6-month intensive training program for UI Designers.
- Focus on UI process and methodology, data-driven approaches to strategy, prototyping, wireframing, researching, & user stories.

### BA in ADVERTISING - Università degli Studi di Trieste - 2002/2006

- Graphic design, marketing, sociology, psychology, web design.
- Dissertation on the use of fictional characters in the development of a branding strategy.