

GIULIA CUCIJA

UI DESIGNER - GRAPHIC DESIGNER

CONTACT

- 📍 Berlin
- ☎ +49 152 05998313
- ✉ giuliacucija@gmail.com
- 💻 giuliacucija.com
- 🌐 linkedin.com/in/giuliacucija
- 📺 behance.net/queenmicisss
- 🎨 dribbble.com/queenmicisss

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.