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### LATEST 3 YEARS ACHIEVEMENT (Betting industry):

**2 Sportsbook UI Design**  
(desktop/mobile) - Legolas.bet, GentingBet

**1 Trotting Platform UI Design**  
(desktop/mobile) - Legolas.bet

**1 Back-office UI Design for traders**  
(desktop) The Ear Platform

**1 Logo and Brand experience**  
B2B, The Ear Platform

### TOOLS

- Pen and Paper
- Photoshop
- Illustrator
- Indesign
- XD
- SketchApp
- Invision
- Zeplin
- Slack
- Jira
- Microsoft Office
- Understanding of HTML5 CSS3
- SEO basic knowledge

### LANGUAGES

English - Working proficiency  
Italian - Native speaking

### CERTIFICATION

**Web Design for Usability**  
Interaction Design Foundation  
Member since 2018  
Online course, UX UI Institute  
February 2019 / December 2019

## Alice Pieraccioni

UI/UX Designer • Visual Designer

Hi! I am a visual designer with experience in UI/UX design, online and offline design.

During the latest three years, I have helped companies evaluate web and mobile designs, improving them by creating clean and usable user interfaces, which facilitate user conversion. To achieve it, I apply analytical thinking, research, and UX UI best practices mixed to a collaborative communication, with both stakeholders and developers, to ensure requirements are met.

I also enjoyed creating brand identities, corporate and advertising materials to promote the business and its products, engaging the user through digital and print design as well. I experienced working with agile methodologies, collaborating with diverse teams (UX, Marketing, Development, Support) in international, fast-growing, digital Businesses and Start-Ups.

### MY SPECIALITIES

#### UI/UX Design

- Heuristic analysis
- Experimentation phase
- Low + high fidelity interface design
- Responsive Design
- Usability
- Collaboration and knowledge sharing

#### VISUAL Design

- Digital Design
- Print Design
- Layout/Template design
- Minimalistic style
- Photography - photomanipulation
- Collaboration and knowledge sharing

### EXPERIENCE

**UI/UX Designer at GentingBet** - Betting Company (Jul 2019 / Jan 2020 - Malta)

#### Main achievements (desktop/mobile)

New Sportsbook UI Design. Casino: UX/UI Design of in-play games bottom navigation bar, registration form, desktop carousel design, Casino game thumbnails' live feed design.

Team: Head of Customer Experience, UX manager, CRO Manager. I collaborated in overseeing and improving the overall UX and UI of the new casino website before and after the official launch (UX/UI Audit, QA), first through heuristic evaluation and then experimenting and creating solutions to the issues came out from user data analysis. I designed new UI components and pages based on Google Material Design, focusing on usability and user-centred design to engage new users and retain customers.

**UI/UX Design Manager at Editec** - Betting Company (Dec 2018 / Apr 2019 - Malta)

#### Main projects (desktop/mobile)

I worked on the UX/UI redesign of the Affiliate website doing market research, building a new Site Map, User Flow, and delivering wireframe for both desktop and mobile devices (responsive design). Deposit method UI design, based on user flow and low fidelity wireframe made by the Product Owner. We aimed to get a smooth and effective solution to acquire customers and their loyalty.

Start-Up department of Online Business. I was the only UX UI Designer at Editec, and I strived to educate colleagues in user-first thinking and UX/UI practices.

**UI/Graphic Designer at Legolas.bet** - Betting Company (Nov 2017 / Sept 2018 - Malta)


#### Main achievements (desktop/mobile)

I contributed to the new Sportsbook product launch, a sports betting platform, designing a large part of the UI, and obtaining a consistent, functional UI design.


It allowed me to get in my responsibilities the total UI design revamp of the Trotting Pool product. I also helped the Marketing Team designing artwork for social media, banners, merchandise, advertising pages (digital + print).

I have worked in a team of one Head of UX and Development and one Graphic Designer.

## UI/Graphic Designer at The Ear LTD - Betting Company (Jan 2017 / Oct 2017 - Malta)


 Start-up environment. Being the only Graphic Designer allowed me to lead with Stakeholders the **following projects from the beginning to end:**  
Logo Design, branding and advertising material (brochure, business cards, flyers, banners, Sigma 2017 Exhibition Stand), B2B website design and management (Joomla! CMS).UI Design of Back office for betting traders, customised on traders feedbacks, to efficiently manage customers' bets (desktop).

## Graphic Designer at Unilabel - Adhesive labels production (Nov 2015 / Dec 2015 - Italy)

 I worked in a team of two Senior Graphic Designers and the Head of Design. The business goal was to guarantee a qualitative press production, reducing time and materials waste, we had to check and fix labels' graphic design. We technically set the digital design document for print: a pre-press setting work, including plate making creation.

## Art Director at Joxit - Fashion Publisher (Feb 2014 /Jul 2015 - Italy)

↑ **Web and graphic designer** at Joxit - Fashion Publisher (Feb 2013 /Feb 2014 - Italy)

 **My main responsibilities included:**


- communication management between agencies, in-house and external staff (photographers, graphic designers, editorial staff, printing) to help organise the workflow
- renew magazines and covers' layout design (usually every six months, depending on the product)
- management of e-commerce website . Design of a new ecommerce homepage, to facilitate the user navigation between products and to improve cross-selling advertising.
- management of digital publishing platforms (Zinio, Magzter, Issuu)
- advertising design (print/digital)
- oversee all the products before the print step and the digital publication.

### Achievement:

- "in time" publishing of over 50 magazines and graphic books
- production time reducing and qualitative layout design

I worked closely with the Art director, the Editor in Chief and Fashion Designers to deliver high-quality fashion magazines and graphic books, always striving to optimise production times to publish and then sell our products before other competitors in the market.

## Graphic Designer at Modartech - School of Fashion and Communication (Sept 2010/ Sept 2012 - Italy)

 I joined the Marketing department, and my work focused on maintaining the website updated, on creating icons, refreshing the online imagery, advertising, brochure, graphic design for social media and newsletter design with Mailchimp software and HTML. Being passionate about photography, I proposed myself for school events' photo reportages. Doing so, I created a customised library of images to use for promotion designs.

## EDUCATION

### Web and Graphic Design/Video Editing

Modartech - Italy

School of fashion and Communication

September 2009 / October 2010

### Bachelor's Degree in Cinema and Electronic Image

University of Pisa - Italy

Discipline of Arts (Cinema, Music, Theatre)

2001/2007