

**DETAILS**

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- **email:** alberto@albertoromani.com
- **url:** www.albertoromani.com

PROFILE

- I'm a details focused designer, specialized in the web industry, visual design, web trends, web 2.0, user experience design, usability for the web and information architecture. I have a background in graphic design with extensive knowledge of print techniques, materials and software. Concept driven throughout my work, I translate the client's needs into efficient and powerful design.

SKILLS

- **graphic design:** brand awareness, typography, colour management, animation, format optimisation, 3d, raster/vector layers.
- **information architecture:** sitemaps, wireframes, flow charts, functional & user interface specifications, screen mock ups, storyboards, paper prototypes, high and lo-fidelity prototypes, navigational systems, information classification and categorisation, technical writing and editing.
- **ui development:** x/html, css, php, browser issues, web 2.0 methodologies, w3c standards compliance, flash/actionscript, ui testing and quality assurance.
- **software:** ms visio, ms office, dreamweaver, flash, fireworks, freehand, photoshop, illustrator, indesign, quark Xpress.
- **project management:** set realistic project time-scale, details of resource requirements, identification of task slippage, early warning of problems, identify risk in projects, create an action plan to minimise the impact of these risks, progress reporting to ensure that people are kept informed
- **teamwork:** developed through co-operative project works in order to achieve high quality results.
- **languages:** italian: native, english: fluent, spanish: basic

SELECTED PORTFOLIO

- <http://www.visitlondon.com>
- <http://albertoromani.com/xmas-game>
- <http://www.mulryfineart.com/>
- <http://www.jamesrossadvertising.com/>
- <http://business.visitlondon.com>
- <http://albertoromani.com/buzz>
- <http://www.postoffice.co.uk>
- <http://www.ford.it/>

CAREER

- **DIGITAL ART DIRECTOR, YOUNG & RUBICAM, MILAN, IT — SEPTEMBER 2009 - PRESENT**
 - design & development of online marketing material (Microsoft, Unicredit, Land Rover, Ford).
 - update clients and dealing with client requests and queries.
- **FREELANCER WEB DESIGNER, LONDON, UK — FEBRUARY 2009 - SEPTEMBER 2009**
 - Royal Mail Group Ltd. (website creative assets, concepts scenario mock ups, online marketing)
 - Visit London Ltd. (London Restaurant Festival blog, Only in London campaign itineraries)
 - Mulry Fine Art (website maintenance)
 - Hotel Simius Playa (corporate identity, website design consultancy)
- **SENIOR WEB DESIGNER, VISIT LONDON, LONDON, UK — FEBRUARY 2008 - FEBRUARY 2009**
 - design & maintenance of the department website.
 - design & maintenance of sponsor microsities.
 - design, development & maintenance of interactive games.
 - co-ordination of online research projects, liaising with suppliers and clients.
 - setting up targets and schedules in order to meet objectives.
 - update clients and dealing with client requests and queries.
- **FREELANCE WEB DESIGNER, POST OFFICE, LONDON, UK — NOVEMBER 2007 - JANUARY 2008**
 - design & maintenance of the department website.
 - design & maintenance of the monthly newsletter.
 - design & maintenance of the affiliate online advertising.


FREELANCE WEB DESIGNER, DARE DIGITAL, LONDON, UK — OCTOBER 2007 - OCTOBER 2007

- design and develop online advertising and dealing with client requests and queries.

FREELANCE WEB DESIGNER, MRM WORLDWIDE, LONDON, UK — SEPTEMBER 2007 - SEPTEMBER 2007

- design & maintenance of Nestlé website.

FREELANCE WEB DESIGNER, SKYRON, LONDON, UK — AUGUST 2007 - AUGUST 2007

- design & maintenance of Metro photographic contest website.

FREELANCE WEB DESIGNER, DIGITAS, LONDON, UK — JULY 2007 - JULY 2007

- design & maintenance of Vauxhall Corsa website.

ART DIRECTOR MEDIA, JAMESROSS ADVERTISING, POMPANO BEACH, FL, USA — MARCH 2004 - JULY 2007

- design, development & maintenance of the department website
- enhance the user experience and customer engagement by improving usability, accessibility, new product development, site design to ultimately increase traffic.
- lead and manage ui design projects with internal and external resources.
- understanding of customer needs and competitive landscape that translates directly into practical, exciting solutions.
- translate business requirements into intuitive application interface solutions.
- significant experience with user experience design, including interaction design, visual design and user experience research.
- well-grounded sense of design to create simple, elegant, aesthetically pleasing interfaces based on user-centered design principles.
- identify and cater to user behaviours and interaction preferences by testing the usability of features, functionality and conceptual designs.
- responsible for all stages of user experience design throughout the product lifecycle, ensuring a compelling look and feel that meets branding, business and user needs.
- new product development that reflects user needs.
- produce, review and revise wire frame prototypes in order to achieve optimum user interface.
- manage all aspects of usability and accessibility according to best practice and industry standards.
- a comprehensive understanding of the current state of web technology and best practices, with a critical awareness of implications on user-centered design and functionality.
- maintain physicians database and managing the development/growth of respondent panel.
- co-ordination of online research projects, liaising with suppliers and clients.
- managing a team of 4 designers.
- setting up targets and schedules in order to meet objectives.
- providing regular feedback on progress of the team to line manager.
- organising project materials, writing recruitment instructions and invitation materials.
- update clients and dealing with client requests and queries.

GRAPHIC DESIGNER, ARTEMIS GROUP, FT. LAUDERDALE, FL, USA — SEPTEMBER 2003 - MARCH 2004

- create online and offline advertisement
- produce corporate identity material, brochures, logos, business cards, fliers and annual reports.
- update clients and dealing with client requests and queries.

GRAPHIC DESIGNER, COPYRIGHT SRL, MILAN, IT — JULY 2000 - SEPTEMBER 2000

- create online and offline advertisement
- produce corporate identity material, brochures, logos, business cards, fliers and annual reports.
- update clients and dealing with client requests and queries.

EDUCATION

2008	flash actionscript 3.0 course	adobe certified harlequin training
2000-2003	bachelor of science in graphic design	the art institute of fort lauderdale
2000-2003	aifl honours roll	the art institute of fort lauderdale
2000-2003	aifl dean's list	the art institute of fort lauderdale
1994-1998	diploma in classical education	liceo carducci, milan, italy

REFERRALS

Available on request