

# Hello... I'm Irene Spalletti, nice to meet you!

I am a Senior Visual · Digital Designer  
and Front-End Developer  
with over twelve years experience.

I'm Irene Spalletti, a Visual Designer and Front-End Developer with more than 12 years of experience. My passion for Visual Communication spans across both print and digital media, and it has made me appreciate the physical feel and look of materials. This unique perspective gives me an edge when crafting designs for the digital realm, which constantly excites and inspires me with its endless possibilities.

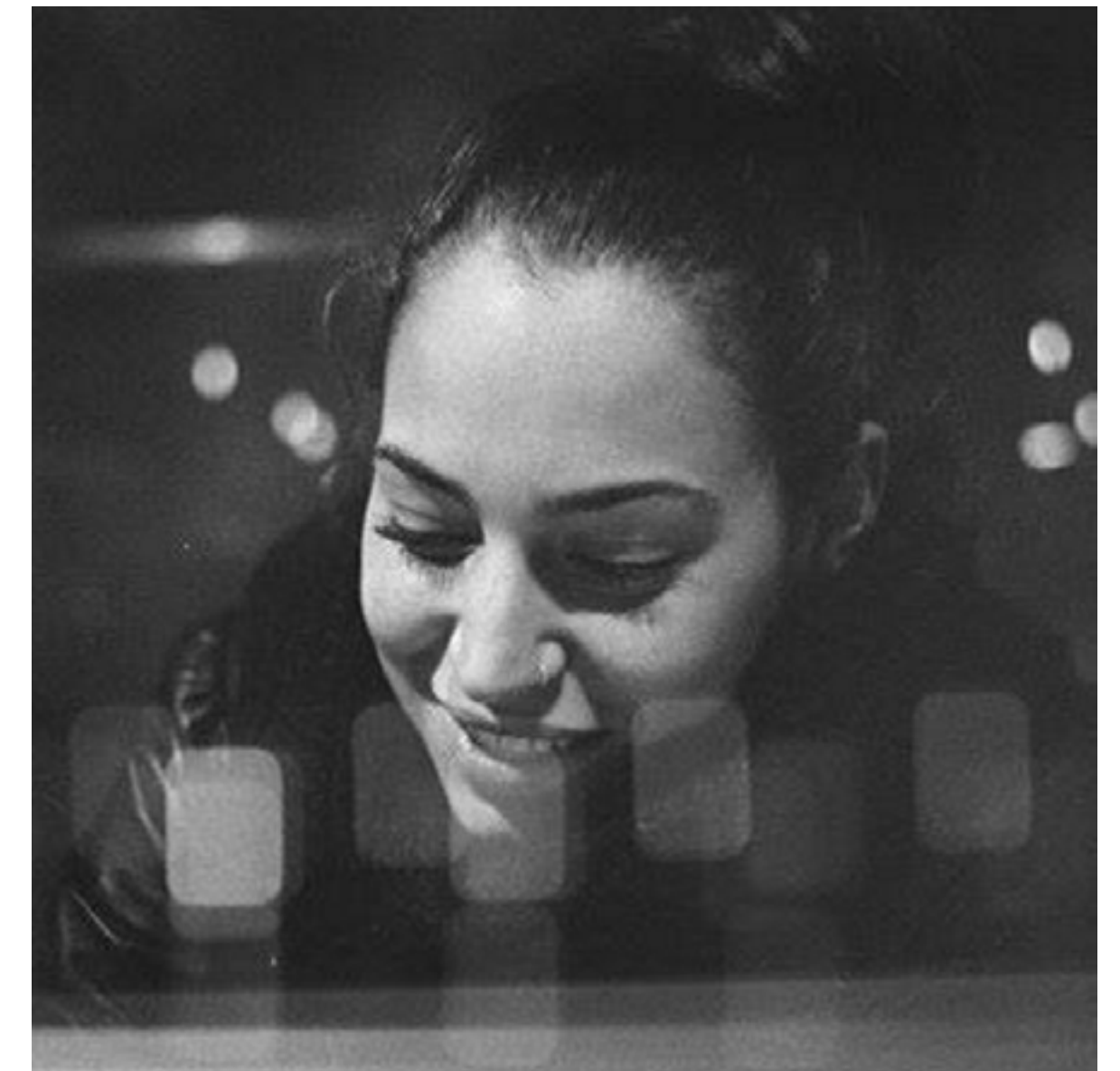
My journey has allowed me to grasp the fundamentals of traditional design principles, making it effortless for me to bring ideas to life across various platforms. My portfolio is all about attention to detail, offering a clean and timeless style. I'm all about putting typography at the forefront, creating designs that effortlessly blend elegance and functionality.

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[portfolio](#)

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Belvedere Vodka, The Body Shop  
Boots, Sonos, Capital Gardens, Christie's  
The East India Company, Elemis  
The Financial Times, L'oréal  
McArthurGlen, Pinzutu Films Production  
Pokerstars, Yves Saint Laurent

**Selected Clients**

# skills & languages

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## Technical Skills

- Visual Design
- Art Direction
- Design Research
- Design Strategy
- User Flows
- Wireframes & Mock Ups
- Prototyping
- Data Analysis
- Persona Hypothesis
- User Interface
- System Design
- Web Design & Front-End Development
- Usability Testing
- Marketing
- Social Media
- Newsletters Design & Build

## Soft skills

- Highly Organised
- Empathy
- Managing Remote Teams & Projects
- Work Well Under Pressure
- Problem Solving
- Analytical
- Attention to Detail
- Communication
- Deadline Management
- **Full EU Drivers Licence:** Car and Vespa owner

## Design

- **Adobe Creative Suite**  
Photoshop  
Illustrator  
inDesign  
XD  
Dreamweaver  
After Effects
- **Figma**
- **Sketch**
- **InVision**
- **Balsamiq**
- **Axure RP**
- **Framer**
- **Marvel**
- **UX Pin**
- **Front-End Development**
- **HTML · CSS**
- **Java Script**
- **JQuery**
- **GitHub**
- **MS Office Suite**  
Word  
Excel  
PowerPoint

## Multilingual

**Language Proficiency:** Fluent in **Italian, French** and **English**, enabling effective communication in multilingual settings.

**Spanish** (conversational knowledge)

# work experience

UX / UI Consultant &amp; Lead Designer

03.2023 - now

## Greenfinch App

I am currently leading the user experience and interface design initiatives for a pioneering advanced decentralized file storage platform app, which is currently undergoing its upgrade. Conducting user research, developing user flows, crafting wireframes and creating interactive prototypes.

UX / UI Consultant

12.2020-06.2021

## Blocksize Unlimited

User-centric design strategies and solutions for various blockchain projects, ensuring seamless and intuitive user experiences across digital platforms. Executed comprehensive user research and developed cohesive user flows and interactive prototypes.

Creative Direction, UX / UI &amp; Digital Designer

2018 - 2020

## McArthurGlen

I drove the creative vision and digital strategy focusing on delivering innovative UX/UI designs and digital marketing campaigns. Led multifunctional teams in the conception and execution of digital designs and marketing initiatives, email campaigns and social media promotions.

Digital Designer

2014 - 2016

## Christie's

Creation and development of digital and newsletter designs. Leveraged advanced design principles and technologies to develop and deploy newsletters.

Art Director, Project Manager, Lead Designer

2021 - 2023

## Capital Gardens

Conceptualisation and implementation of a consistent brand identity across various platforms and locations to ensure brand coherence and recognisability. Design of branded marketing materials and advertising assets, including in-store visuals, promotional materials, and digital assets.

UX / UI Consultant, Web Designer &amp; Front-End Dev

2020

## Pinzutu

Collaboration with both front-end and back-end developers to ensure a seamless implementation of solutions to optimize the video preview on mobile devices such as video transcoding and optimization, adaptive streaming support, bandwidth management and using the content delivery network.

Digital Designer &amp; Digital Marketing

2016 - 2018

## Pokerstars

Conceptualisation and implementation of cutting-edge designs and marketing strategies to elevate the online presence and user engagement of the brand. Executed a range of marketing campaigns, including SEO-optimized content, Pay-Per-Click advertising, and social media promotions.

Print Designer

2012 - 2014

## Christie's

Departments rebranding, identity design for various world-wide sales and auctions. Conducted pre-press procedures and prepared files for print production. Developed and executed a variety of high-impact print materials and exhibition designs.

2015 – now

# selected clients

Industry sectors, consultancy projects,  
freelance collaborations

01.

## beauty & healthcare

Freelance Graphic Designer: **Boots, The Body Shop, Elemis** (Frontroom), **Bausch & Lomb** (AS&K)

Freelance Digital Designer & Front-End Dev: **L'Oréal, Lancôme, Yves Saint Laurent**

03.

## fashion & retail

Branding & Packaging Designer: **Blank**

Editorial Designer: **Mike Koedinger**

Creative Direction, UX / UI & Digital Design: **McArthurGlen**

05.

## luxury

Freelance Digital Designer: **Burberry, Lancôme, YSL**

Freelance Digital Designer & Front-End Developer: **Christie's**

Print Designer: **The East India Company**

07.

## real estate

Freelance Digital Designer & Front-End Developer: **Christie's Real Estate**

Freelance Pitch Designer: **Babylon (Socrates)**

02.

## economics & finance

UX / UI Consultant: **Greenfinch app, Blocksize Unlimited**

Freelance Graphic Designer: **FT Financial Times, ADA Economics**

04.

## food & hospitality

Freelance Graphic Designer: **Belvedere Vodka (Hue & Cry)**

Branding & Packaging Designer: **Ella, Karolina Manns**

Print Designer: **The East India Company**

06.

## media & technology

UX / UI Consultant: **Greenfinch app, Blocksize Unlimited, Pinzutu Films Production**

Freelance Digital Designer: **Pokerstars, Sonos (Sense Worldwide)**

08.

## sport & well-being

Digital Design Consultant: **England Rugby Football Union (RUF)**

Freelance Web Designer & Front-End Developer: **LP Workouts, Atma Yoga, Karolina Manns**

# education & current studies

British Academy of Garden Design

Ongoing

**Higher National Diploma (Horticulture)**

Google Design Certificate

Ongoing

**User Experience (UX) Design**

University of Michigan

Ongoing

**Web Development & Coding Specialisation**

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Visual Communication

PG Dip.

## London College of Communication

Screen-based design, traditional print, digital media, exhibition design, typography, data visualisation, cross-media, publication design and branding.

Art & Design Foundation Studies

BTEC Dip.

## Kent Institute of Art & Design

Creative interrogation, examination, questioning, fine art, product design, photography, fashion & textile design, illustration.

Fashion & Textile Design, Milan

BA (Hons).

## Nuova Accademia di Belle Arti

Fashion and textile design, theatre costume, performing techniques for visual arts, semiotics aesthetics, history of art history of cinema and video, cultural marketing.

European Baccalaureate

## European School of Luxembourg

Trilingual diploma in mathematics, sciences, humanities subjects with a focus on multiple language proficiency and an emphasis on European Union studies.