

# FABIO BERNARDI

UI & UX designer

I'm an enthusiastic UI/UX designer. I've spent the last 12+ years helping various companies create the smooth user experience and design beautiful digital products. I have gained valuable experience building products from scratch, dealing with different departments, working side by side with developers, helping to code (HTML & CSS), and analysing users' interactions.

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## Work Experience

### *Freelance fabiobernardi.com: Oct 2013 - present*

UI & UX DESIGNER

- **Cognitionx.io: Nov 2016 - May 2017**, Working as freelance UI - UX, shaping the future of AI research.
- **Zest Media: March - Oct 2016**, Working as freelance UI - UX & Product designer - building new online magazine websites.
- **RedBox: Dec 2015 - Feb 2016**, Working as freelance UI designer - re-designing an eCommerce website.
- **Livity: November 2015**, Working as freelance UI designer on a new app for a big brand. Projects include: UI design, Mockups and Branding.
- **Emocial: Oct - Nov 2015**, Working as freelance UI & UX designer - re-designing **SpottedonCeleb.com** a fashion eCommerce website.
- **BrandFuel: Feb - October 2015**, Working as Freelance UI & UX designer on a wide range of graphic and digital design projects for various clients such as **Twitter, Google, Goldman Sachs, Durex, Cocoon Networks, Affidea and Good Wolf**.
- **MBA&Co: June 2015**, Working as Freelance UI designer on their new responsive website.
- **Quarterre: January 2015**, working as UI designer & front-end dev on their new responsive website, built with wordpress.
- **TM Lewin: Sep - Dec 2014**, working as UI & UX designer on responsive Email design and code and responsive web assets for the eCommerce website: **tmlewin.co.uk**.
- **Football Association: August 2014**, working as UI designer on responsive Email design and code and responsive web assets for their website.
- **Ogilvy One: August 2014**, working on design projects for BlackRock Ads, leaflets, brochures and pitch presentations.
- **GreenLight: June - July 2014**, working as UI & UX designer on a wide range of digital projects for various clients such as Bgo, **Giff Gaff**, Millennium Hotels.
- **Instinctif: May 2014**, working as UI & UX designer on website mock-up projects.
- **Ogilvy & Mother: April 2014**, working as Integrated designer on design projects for Helmann's pitch presentation and website mock-ups.
- **FireDog: Feb - Mar 2014**, working as Integrated designer on newsletters, infographics, leaflets, brochures, corporate literature, pitch presentations design for various clients such as **Lidl, Bouygues, Tryzens**.
- **Chandler Chicco: Oct - Dec 2013**, working as Integrated designer on logo design, corporate identities, leaflets, brochures, corporate literature, website mock-ups projects for various clients such as **Roche, Pfizer, Allergan and Novartis**.

### *Apple&Pear appleandpear.co.uk: Feb 2012 - present*

Co-founder, UI & UX DESIGNER

Joined forces with my wife, at Apple&Pear studio we provide brand identity and design services for our clients, speciality businesses in the creative sector and food brands.

My responsibilities include:

- UI design and development for the website;
- Designing marketing materials to promote the brand;
- Managing and designing projects from concept to completion for our clients, including logo, visual identity design, packaging and graphic design for print.

### *Picame picamemag.com: July 2010 - Feb 2012*

FREELANCE UI DESIGNER & AUTHOR

Collaborating with a team of designers on UI design projects for their website and online magazine.

### *RomanoFirenze romanofirenze.com: Aug 2007 - Aug 2010*

UI/UX DESIGNER

Employed as creative designer at RomanoFirenze, a Florence-based and online shoes store.

My responsibilities were:

- UI design for the eCommerce website, UX sitemap, wireframe and mockup development;
- Website maintenance, analysing online user behaviour, conversion data, the whole customer journey and increase conversion rates;
- Designing marketing materials to promote the brand;
- Product photography and photo retouching.

### *Freelance fabiobernardi.com: July 2004 - Aug 2007*

UI & UX DESIGNER

Freelance UI & UX designer for my own range of clients, such as La Città Ecologica, VisNaturæ, Weekend in Florence, Caffè Italiano Restaurant, Alle Murate Restaurant.

## Personal Projects

### *TADA tadanotebooks.co.uk: May 2013 - present*

Co-founder, UI & UX DESIGNER & MAKER

Joined forces with my wife, at TADA we expressed our passion for printmaking and bookbinding, designing & crafting luxury handmade letterpress notebooks and paper goods.

My responsibilities include:

- UI design and development for the eCommerce website;
- Website maintenance, analysing online user behaviour, conversion data, the whole customer journey and increase conversion rates;
- Designing, managing and manufacturing the collection;
- Designing and creating packaging and printed marketing materials to promote the brand.

### *CreativeMug creative-mug.com: Nov 2011 - present*

Co-founder, UI & UX DESIGNER & BLOG AUTHOR

CreativeMug is an inspiration blog focusing on graphics, visual arts, design and creativity.

My responsibilities include:

- Website maintenance, new content production and UI design for the website and newsletters;
- Researching, writing copy and producing content for the blog.

## Education

### *IED ied.com: Mar 2010 - Aug 2011*

BA in Editorial Design  
[with honours]

### *Sole Costa Studio: Sep 2003 - Jun 2004*

Web Design Studies

## Short Courses

### *DesignPer by aiap.it: Bologna, Oct 2010*

Packaging Design course

### *Letterpress by artcalligrafiche.it: Arezzo, Apr 2010*

Letterpress printing course

### *Canon Academy by canon.it: Florence, Apr - Nov 2009*

Photography course

## Skills & Capabilities

### Software

SketchApp, Photoshop, Illustrator, Experience Design Indesign, Wordpress, Magento, Joomla, Adwords, Analytics.

### Knowledge

Wireframe, Prototype, UI, UX, Html, Css, Mysql, Printing methods, Photography, Printmaking, Bookbinding.