

MARTA GERMANI

UI/UX Designer

Portfolio: www.martagermani.com/portfolio/



PROFILE



Marta Germani
March 1st, 1996



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Avezzano , AQ
Italy



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Linkedin



Portfolio

PERSONAL SKILLS

Creativity
Originality
Accuracy
Initiative
Problem solving
Leadership

RELATIONAL SKILLS

Empathy
Ability to work in team
Kindness
Loyalty
User-centered

ORGANIZATIONAL SKILLS

Multitasking
Time management
Organizational spirit

LANGUAGES

Italian (Native) ●●●●●●●●
English (B2) ●●●●○○
Spanish (A1) ●●○○○○

EDUCATION / TRAINING

- Computer passport, IRSAF education (2021)
- Certificate of Typing, IRSAF education (2021)
- University G. D'Annunzio, Pescara (2019) - Degree in Design
- Cinema 4D certificate "Level I", Samilo Lab - Pescara (2018) - digital representation of product design and photo-realistic rendering
- Rhinoceros certificate "Level I", Samilo Lab - Pescara (2018) - NURBS three-dimensional modeling
- High school IIS "Ettore Majorana", Italia (2014) - Technological scientist

PROFESSIONAL PROFILE

Graphic designer with over 5 years of experience in graphic design and managing the entire design process. Experience in UI/UX design. I worked in different functional areas such as digital product development, marketing and branding in various industries.

FULL TIME WORK EXPERIENCE

PROGETTISTA AUTOCAD

TecnoArt - Technical study | Ascoli Piceno, AP | 2021 - 2022

Acquisition of laser scanner surveys. Point cloud processing, merging, cleaning, and geolocation using Cyclone software. Return technical drawings in Autocad of plans, elevations, and sections. Data archiving and management on Excell and QGIS in engineering, architecture, cultural heritage, infrastructure, and construction fields.

DESIGNER LEAD

Professione Bellezza - Haircare company | Avezzano, AQ | Mag/Ott 2021

Project leader for renewing and restyling the company's website by turning it into an e-commerce platform, implementing new features such as online payments and a fresh user experience, and simplifying the user journey from product choice to buying. I worked closely with the team to identify and fix usability gaps and UI structural issues.

EXPERTISE

Typography	● ● ● ● ● ●
Branding	● ● ● ● ● ○
User Interface	● ● ● ● ● ○
User Experience	● ● ● ● ○ ○
Prototype	● ● ● ● ● ○
Motion Graphic	● ● ● ○ ○ ○
3D	● ● ● ○ ○ ○

TECHNICAL SKILLS

GRAPHIC

Sketch	● ● ● ● ● ○
Illustrator	● ● ● ● ● ●
InDesign	● ● ● ● ○ ○
Photoshop	● ● ● ● ● ●

3D, VIDEO & ANIMATION

After Effects	● ● ● ○ ○ ○
Cinema 4D	● ● ● ○ ○ ○
Rhinoceros	● ● ● ○ ○ ○

WEB DESIGN

Worpress	● ● ● ● ● ●
CSS	● ● ● ● ● ○
HTML	● ● ● ○ ○ ○

OTHER TOOLS

AutoCAD	● ● ● ● ● ●
Cyclone	● ● ● ● ● ○
QGIS	● ● ● ● ○ ○
Laser Scanner	● ● ● ● ○ ○
Photo Scan	● ● ● ● ● ○
Panotour Viewer	● ● ● ● ● ○
Taglio laser	● ● ● ● ● ○
Stampa 3D	● ● ● ● ○ ○

DESIGNER LEAD | SOCIAL MEDIA MENAGER

Donata D'Annunzio Lombardi - Soprano | Roma, RM/ New York, NY | 2019 - in corso

Responsible for the entire website renovation and restyling process.
Design and creation of advertising products and merchandising.
Strategy and management of social media content.

PRODUCT DESIGNER

Sferica3D - Laser cutting and printing 3D | Avezzano, AQ | 2019 - 2021

Vector graphics design for the creation of objects, gadgets and small furnishings in wood and plexiglass through laser cutting machinery.
Development through modeling and rendering software for the creation of prototypes through 3D printing.

GRAPHIC | UI DESIGNER

Senalfa - Topographic technical study | Scurcola Marsicana, AQ | 2018

Design management, overall visual identity and strategy.
Development of wireframe, website and animation in a dynamic way and responsive for various platforms such as desktop, tablet and mobile devices.

OTHER SELECTED PROJECTS

UI/UX - COLLABORATION (PRO BONO)

Tropical - StartUp | Italia | 2020

BRAND DESIGNER - COLLABORATION (PRO BONO)

Sartoria Faricelli - Tailoring | Italia | 2020

GRAPHIC DESIGNER - COLLABORATION (PRO BONO)

Immagine - Clothing store | Italia | 2020

DESIGNER VIRTUAL TOUR 360°

Borgo Universo - Cultural promotion | Aielli | 2021