

**Alejandro Pedroso**  
**UI/UX Designer | Art Director | Illustrator**  
www.alejandropedroso.com

**14+ years experience in design and multimedia.**  
**User Interface/User Experience, Information Architecture,**  
**Front-End development, Websites, Webapps and Mobile.**

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Born and raised in Caracas, with italian roots. I studied visual communication, arts & design in Milan, and now I'm based in Turin, Italy.

10+ years working as a designer in the finance sector.

Passionate about all things creative! Mad for simplicity. Hands-on (a little less conversation, a little more action). Problem solver and empathetic!

## Work Experience

**Engineering Ingengneria Informatica** - Turin, Italy. - www.eng.it  
2018 - Present

**Company profile:** IT services.

**Roles:** UI/UX and graphic design, rapid-prototyping.

**Description:** Not yet available. Engineering recently acquired Infogroup, reorganization in process.

**Infogroup (Gruppo Intesa Sanpaolo)** - Turin, Italy. - www.infogroup.it  
2011 - 2018

**Company profile:** IT services for finance, gas/petrol and public administration.

**Roles:** UI/UX and graphic design, rapid-prototyping, knowledge management.

**Description:** Front-end UI/UX design for intranet web-based portals and applications, mobile apps and webapps. Rapid-prototyping. Internal communication: video production, infographics.

### Highlights:

• Valuable usability contributions on Intesa Sanpaolo's Digital Factory "Estero Specialistico" (Trade banking) project, on how to make the most out of the *digital transformation* in relationship to the UI, meant that the revamped processes and applications have helped the branch personnel increase the sales of the products of around a 20%.

- Prototyping evangelist. Responsible for adding the prototyping phase to most of Infogroup's Delivery Office software development processes. Offered internal workshops and courses. Prototyping helps teams explore and test different solutions with the users and thus avoid costly modifications during the development phase.
- As design lead, success transforming Intesa Sanpaolo's top management ideas, reports and spreadsheets into a smart and usable interface that efficiently displayed the data needed (mostly KPIs) to better manage one of Italy's largest banks, all inside one handy iPad. A desktop version was also designed and developed. The CEO was happy, so everyone was happy!

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**SEP (Gruppo Intesa Sanpaolo)** - Turin, Italy. - [www.sep.net](http://www.sep.net)  
2009 - 2010

**Company profile:** IT services for financial institutions.

**Roles:** Flash developer, web and graphic design, knowledge management, video production.

**Description:** Front-end design for intranet web-based portals and applications.

Internal communication: video production, infographics.

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**Mercantil Banco Universal** - Caracas, Venezuela. - [www.bancomercantil.com](http://www.bancomercantil.com)  
2007 - 2008

**Company profile:** Financial institution. Banking / Insurance

**Roles:** Webdesign and webmaster

**Description:** Website design and maintenance. Content management.

**Highlights:**

- Design lead on "Proyecto Marca" (rebranding project) for the company's websites. Along with other offices and the marketing team we were able to modernize not just the company's brand, but also the websites' look and feel, pushing away from a dated 90s aesthetic and leveling the competition. Project was completed on time and the sites went live as scheduled.

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**Neoris** - Caracas, Venezuela. - [www.neoris.com](http://www.neoris.com)  
2006 - 2007

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**CVCorp Comunicaciones Integradas** - Caracas, Venezuela.  
2005 - 2006

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**Edunet** - Caracas, Venezuela.  
2003 - 2005

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## Freelancing

UI/UX design consultancy and heuristics evaluations. Brand design, web and graphi design. Illustration.

## Education

### Degrees:



#### **Analista in Grafica e Pubblicità (Junior Art Director)**

Score: 110 / 110

at "The International College of Arts and Sciences". Milan, Italy - June, 2002.



#### **Progettista Grafico (Visualizer)**

Score: 106 / 110

at "The International College of Arts and Sciences". Milan, Italy - February, 2002.

### Higher education:



#### **"Comunicazione Visiva"** (Visual Communication) at

"The International College of Arts and Sciences", Milan, Italy. 2000-2002.



**"Ilustración"** (Illustration) at "Instituto de Diseño de Caracas", Caracas, Venezuela. 1997-2000.

### Courses:



**"Progettazione Utente Centrica - User Centered Design"** at Intesa Sanpaolo - Turin, Italy. 2015

**"Sharepoint (Design & Admin)"** at Infogroup - Turin, Italy. 2014

**"Gestione del tempo"** (Time Management) at Infogroup - Turin, Italy. 2013

## Skills

### Languages:

- Italian (Excellent oral and written skills)
- Spanish (Mother tongue)
- English (Very good oral and written skills)
- French (Basic level)

### Technical:

- HTML, CSS, Javascript, Bootstrap, ActionScript, jQuery. Both desktop or mobile and responsive contexts.
- Adobe Creative Suite, Axure RP, general fast learner of other authoring tools and IDEs (*Integrated Development Environment*).
- Content Management Systems (CMS): WordPress, Sharepoint, Confluence.
- Microsoft Office or similar (Apple or Sun).

### Soft skills:

- Problem solving
- Creativity
- Empathy
- Team player
- Adaptability
- Flexibility
- Dynamism



## Hobbies and interests

- Drawing/Illustration
- Playing guitar
- T-Shirt design
- Motorcycling
- Hiking
- Snowboarding

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**Thanks for having taken the time to read my résumé.**