RAFFAELE DI MEO
USER EXPERIENCE DESIGNER

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PROFILE

I have over eight years experience in the digital industry across multiple sector working in public sector, corporate companies and agencies.

I use a collaborative approach that is rooted in Design Thinking and UCD methodologies which brings people together into a shared vision.

I strive to apply data-driven design choices to bridge the gap between business aims and user needs.

SKILLS

- Facilitation (Design Sprint and design workshops)
- Presentation
- Project Management
- Wireframe
  Figma, Sketch, Adobe XD, Balsamiq
- Prototype
  Figma, InVision, Marvel, Just in Mind
- Visual Design
  Figma, Sketch, *Adobe CC*
- Optimisation
  Google Optimize, Optimizely
- Data Analysis
  Google Analytics, HotJar, Excel
- HTML5 and CSS

INTERESTS

I am passionate about travelling as it challenges me in new situations. In 2017 I took the opportunity to travel for six months. I visited over ten countries while also volunteering for Thriveseed - an amazing organisation that provides education to children in the slums of New Delhi City.

I play volleyball in the English league and I volunteer at Akwaaba - a migrants and refugees charity.

EXPERIENCE

UX LEAD | DAM Digital
August 2018 - To date

I started as a UX Designer and I got promoted to UX Lead after 6 months. I strive to represent the user perspective in every decision we make.

Achievements:
- Designed and implemented a brand new optimisation programme for McArthurGlen (the leading design outlet in Europe) across over 20 websites which helped growing areas of the website up to 120%
- Reinvented one of the biggest Christmas product in the charity sector in just 2 months by running a series of Design Sprint

I regularly:
- Meet clients to gather requirements and challenge briefs
- Create information architecture and content strategy
- Run Design Sprints and workshop with clients and with the design team
- Conduct formative research, gather insights, analysed data and create research reports
- Wireframes, visual design and prototypes
- Work iteratively in an agile environment and product squad
- Create documentation for the design team and establish processes
- Write pitches and represent the UX department for the agency

UX DESIGNER | Freelance
Dec 2017 - August 2018

Balloon Ventures | Tech Start-up
- Worked on a SaaS product aimed to universities that grew 80% of the company growth and tripled the overall user engagement on the platform
- Ran stakeholders workshops and created a clear digital strategy
- Established an iterative design practice, user interviews and guerilla testing
- Visual design using Sketch and data rich prototype using Just in Mind

Jellifish Lava | Tech Start-up
- Content strategy and content writing
- Wireframes, user journeys and user flows
- Created processes and documentation for the design team

Ridgeons | Retail
- Gathered business requirement
- Wireframes and visual design
- Created user stories and liaised with developers

UX DESIGNER (eLearning) | Ladbrokes Coral plc
April 2015 - December 2016 | Career Break | July 2017 - December 2017

- Ethnographic research
- Design presentations
- Wireframes at different level of fidelity
- Prototype