

Claudio Ronca UX/UI Designer



With 15+ years of experience in the digital industry, I have been into interface and interaction design delivering products that range from web pages to mobile apps, but also branding and advertising. I design experiences that reflect the project's goal, by taking into consideration the target and whichever device it would be enjoying, while following best practices and guidelines where required. By using the most up to date tools, I am able to build prototypes that show interfaces & interactions, and deliver code & assets that allow a correct interpretation to all the ones involved in the workflow.

♥ WEBSITES & MOBILE APPS

- USER EXPERIENCE** Build a structure that matches the needs and goals of a project, interacting with it's target behavior and habits.
- USER INTERFACE** Design of an interface with tools as Sketch following best practices & support it with software from Adobe's suite for images and animations.
- RESPONSIVE** Understanding the different devices' interactions, from traditional computers to touch interfaces.
- FRONT END** Background in HTML and CSS languages allow a correct understanding of Developer's needs, providing code & assets.
- ADVERTISING** Development of ADV material as landing pages, social media, banners and print elements.
- ALSO** Brand Identity Photography Wireframing Prototyping Team Coordination / Task Management Problem Solving

⚙ SKILLS

- TOOLBOX** Sketch Zeplin InVision Photoshop Illustrator AfterEffects Animate DreamWeaver
- SOME CODING** HTML5 & CSS3
- GENERIC** Mac OSX MS Windows MS Office Suite Google WebApps Wordpress BootStrap



EMPLOYMENT

2009 - Current

77AGENCY

UX/UI, Brand Identity, ADV

2006 - 2009

ZERO9

UI, FrontEnd, Digital designer

2001 - Current

FREELANCE

UX/UI, FrontEnd, Brand Identity, ADV



EDUCATION

2005

INDUSTRIAL DESIGN DIPLOMA

Politecnico di Milano, Product Design

2000

BACCALAUREAT SCIENTIFIQUE

French High School in US, UK, IT

2001 - Current

ECDL, TOEFL

1st aid course, driving license...



SPEAKING

Fluent

ITALIAN

Mothertongue

Fluent

ENGLISH

8 years in english countries

Fluent

FRENCH

Attended french schools



EXPATS

2001 - Current

MILAN, ITALY

1996 - 2001

ROME, ITALY

1992 - 1996

WASHINGTON D.C., US

1988 - 1992

LONDON, UK

1984 - 1988

ROME, ITALY

1981 - 1984

TRIPOLI, LYBIA

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