

# Alessio Marcone

## Digital Designer

I'm a 28 year's old with 6 years of experience, from Italy. I'm dedicated to crafting experiences that are not only visually appealing but also highly efficient and impactful.

- +100 websites and e-commerce platforms designed and developed, leading to significant improvements in usability, accessibility, and overall user satisfaction.
- Strong attention to detail, data-driven approach, and a focus on creating user-centered designs.

### Work experiences

#### Digital Designer / be2be

2021 - PRESENT, TURIN - IT

Worked in the creative department and my responsibilities included designing websites for various industries such as retail, event organization, art galleries, and haute cuisine.

- Crafted 20+ responsive websites and e-commerce platforms, focusing on UI, UX, and marketing materials.
- Developed an e-commerce platform for a top Italian board game distributor, resulting in a remarkable 280% sales increase in the first month, followed by 300% in the second.
- Enhanced efficiency by introducing GPT prompts, reducing task completion time by 50% while maintaining high quality.

#### Creative Developer / doppiozero

2020 - 2021, TURIN - IT

Collaborated as a front-end programmer, working with HTML, CSS, and JavaScript to build websites and e-commerce platforms. My collaboration with the backend team allowed us to deliver dynamic, advanced, and scalable solutions.

- Designed Spalding Italia's e-commerce platform, attracting 9k monthly visitors.
- Curated UI of Tuorlo website, Italy's first metaverse magazine, with 1150% user growth to 6k monthly users in two years.
- Enhanced agency website UI/UX, boosting leads by 45%.
- Employed advanced frameworks like p5.js and anime.js for motion and data visualization in modern web design.

#### Web Designer / Diamondweb

2019 - 2020, TURIN - IT

Played a key role in developing responsive websites. My responsibilities involved close collaboration with the marketing team and SEO specialists.

- Designed and optimized 60+ WordPress websites for seamless web and mobile use.
- Developed cost-effective PHP add-ons, saving the company around 30% and boosting platform performance.
- Uplifted website performance and SEO rankings through Web Core Vitals compliance, achieving a remarkable 250+ position improvement.
- Mentored and trained three junior web designers.

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### Education

#### Polytechnic of Turin

SEP 2017 - JAN 2019, TURIN - IT

Student of Design Degree Course

### Skills

- High fidelity prototypes
- Design System
- Wireframe
- Information Architecture
- Mock Ups
- Moodboards
- HTML, CSS and JavaScript
- Bootstrap, Tailwind

### Personal Projects

#### Designer / Octopusgarden

A self-initiated project focused on generating art prints. The project aims to serve as a cornerstone for the pen plotter artist community through the creation of courses and articles.

#### Art Director and Founder / PETS

A streetwear brand that has successfully sold over 100 wearable items in Europe.

### Awards

#### Print Club Awards @ Graphic Days

I was awarded the Print Club Award at Graphic Days 2023 in Turin, among 200 artists, for my work in motion design and mixed media arts.

### Languages

Italian: Native  
English: Intermediate