

Alessandro Dallafina

Contact

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Summary

Passionate about openness, future, technology and digital media. I'm driven by innovative ways of translating products into superior user and customer experience. With 9+ years of experience in design, I was fortunate to have some of my work published in world-recognized books and magazines.

Education

Master's in Communication Design

Polytechnic University of Milan | Milan, IT
Oct 2008—Apr 2012
Thesis grade: 110/110

Graphic Design qualification

Riccardo Bauer Institute | Milan, IT
Dec 2007—Jun 2008

Bachelors in Digital Communication

University of Milan | Milan, IT
Oct 2004—Dec 2007
Thesis grade: 110/110 with distinction

Additional work experience

Visual & Web Designer | Mar 2008—Apr 2009
at **JDT** | Milan, IT

Additional info

I speak | English, Italian & Romanian
I do lots of | Biking, Hiking and Rock climbing
Watching | Billions, Homeland
Reading | Roadside picnic, The art of Learning, 10% Happier, Mindset: The Psychology of Success

Work Experience

Sr. Product Designer | May 2017—Apr 2018
at **Shopify** | Toronto, CA

- Released the beta version of the Marketing section (Web/Android), allowing 10K selected merchants to steadily increase their marketing daily activities.
- Successfully ran UX workshops to align tech, business and product stakeholders.
- Responsible for ideation, rapid prototyping, user journey mapping and detailed design specs for the Marketing Tech team.

Sr. User Experience Designer | Dec 2016—May 2017
at **Flipp** | Toronto, CA

- Driving User Experience Design for the Flipp white label retailer platform.
- Helping to shape product design strategies for Flipp App (iOS and Android).

Designer | Oct 2013—Dec 2016
at **500px** | Toronto, CA

- Successfully worked with a small agile tech team to build and release the 500px Marketplace MVP from the ground up, in only 4 months.
- Contributed to UX vision and product strategy, aligning tech and design stakeholders, operationalizing the strategy across different teams.
- Led Product Design for the 500px Marketplace focusing on both UX and UI.
- Created user flows, wireframes and mockups to support new functionalities across web and mobile devices. Supporting front-end devs with CSS and HTML.
- Helped grow the 500px Marketplace into a stable MRR product in just 6 months.

Visual & Web Designer | May 2012—Jun 2013
at **Getty Images** | Milan, IT

- Directly reported to the Marketing Director Europe regarding concept, creation and localization of digital and printed advertising campaigns.
- Improved User Experience of the Italian version of the corporate website, supporting the Sales and Marketing team to achieve 100% of the KPIs for the year.
- Designed wireframes and mockups for multiple product landing pages.
- Mentored marketing design intern and successfully worked with devs to find optimum solutions to deliver on-time and on-budget.

Interaction Designer | Dec 2011—May 2012
at **Glossom** | Milan, IT

- Created wireframes and designed pixel-perfect User Interfaces for iPad and iPhone apps for clients such as Absolut Vodka and Persol.

Information Designer Intern | Mar 2010—Feb 2011
at **Density Design** | Milan, IT

- Part of an interdisciplinary team tasked with researching, designing and developing visual tools to support decision-making in complex environments through Data, Information and Knowledge Visualization.
- Contributed to the creation of digital and print infographics (visually representing complex social phenomena), through the interpretation of Big Data.