

# Alice Forestan

## UX/UI Designer

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### SKILLS

- User centered design
- Responsive design
- Mobile app design
- Information architecture
- User flows
- Rapid prototyping
- User testing
- Agile methodology
- HTML and CSS

### SOFTWARE

- Sketch
- Invision
- Marvel App
- Illustrator
- Photoshop
- After Effects
- Dreamweaver
- InDesign

### LANGUAGES

**ENGLISH**    Fluent  
**SPANISH**    Fluent  
**ITALIAN**    Native Speaker

### WORK EXPERIENCE

#### UX/UI DESIGNER

**Kerad Games, Barcelona, May 2017 / present**

I am responsible for the design of a new fantasy football app, working closely with backend and frontend developers in an Agile Scrum Environment. Some of my daily tasks include: competitive analysis, wireframing, prototyping, user testing, interactivity and animation.

#### DIGITAL DESIGNER

**Win Technologies (Betway), London, Aug 2015 / Apr 2017**

Creating and maintaining marketing campaigns sites, within a multicultural environment for Betway, Hippodrome, Dream Bingo and Spin Casino. Creating visual designs, from wireframes to mockups and prototypes, across all platforms, working closely with the UX Research Team, the Development Team and the Marketing Team.

#### UI DESIGNER

**Campaign Master, London, Feb 2015 / Jul 2015**

I was the main designer in the team, tasked with redesigning the user interface of the company's email marketing online platform. I was also designing and developing email campaigns and creating content images for the company's website.

#### JUNIOR DIGITAL DESIGNER

**Sportlobster, London, Sept 2014 / Feb 2015**

Creating exciting breaking news pictures and adverts primarily for daily sports related communications across digital platforms.

#### GRAPHIC DESIGN INTERN

**Anza (former Teach), London, Feb 2012 / Sept 2014**

Designing online and offline marketing materials to promote charity challenges and fundraising events.

### EDUCATION

**BA (HONS) PRODUCT DESIGN - Kingston University**

London, 2011 / 2014 First Class Honour

**USER EXPERIENCE DESIGN - General Assembly**

London, 2014

**WEB DESIGN WITH HTML AND CSS - London Academy of IT**

London, 2014