



# Elisabetta Moscariello

Graphic and UX/UI Designer

 [Portfolio](#)

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Eager and passionate Graphic and UX/UI Designer skilled in research, prototyping, and design. Blend of creativity and analytical thinking. Seeking new opportunities to grow professionally and personally.

## Skills:

Product Design · UX and UI Design · User Personas & Journeys · Usability Testing · User Centred Design · Interaction Design · User Research · User flows · Competitor Analysis · Prototyping · Wireframes · Mock ups · Data analysis · A/B Testing · Detail oriented · Strategic thinking · Design Thinking · Design Systems · Style Guides · CSS · HTML

## Tools:

Figma · Adobe Illustrator · Adobe Photoshop · Sketch · Adobe XD · Webflow · Adobe After Effects · Adobe InDesign

## Languages:

English · French · Spanish · Italian

## Work Experience

### Metaguest

Graphic Designer

Dec 2023 – Present

- Designed graphics for social media campaigns, including banners, posts, and ads, to enhance brand presence and engagement.
- Created wireframes, mockups, and interactive prototypes to visualise user interfaces and user flows.
- Designed print materials such as business cards, posters, packaging, and magazine layouts, considering print production requirements.
- Generated engaging visual content for online and offline use, ensuring alignment with brand aesthetics and messaging.

### Litespace

Product/Webflow Designer

Jul 2023 – Sept 2023

- Designed user experiences from low-fidelity sketches to hi-fidelity interactive prototypes;
- Coordinated with other design team members to ensure accurate communication and efficiency in the design phase;
- Collaborating and communicating professionally with engineering teams;
- Created prototypes to validate design concepts with internal teams and leadership;
- Created user stories and understand users' requirements;
- Stayed abreast of UX trends and looking for creative ideas and inspiration in parallel analogous worlds.

### Truphle

Graphic/UI Designer

Apr 2023 – Jul 2023

- Actively improved app interface by identifying areas for enhancement and implementing necessary changes;
- Assisted with app updates and effectively managed push notifications to ensure users were informed of important information;
- Contributed to content design, creation, and research for the organization's social media platforms, resulting in increased engagement and brand awareness.

## Education

Feb 2023 - Apr 2023

UX/UI Design Certificate

**Brainstation**

Dec 2022 - Feb 2023

UX/UI Design Certificate

**UX Studio**

