



RODRIGO ANGELIM

UI/UX Designer

Valencia, Spain

28

Y/O

5+

Y/EXPERIENCE

70+

PROJECTS
DELIVERED



About Me



Education



Work Experience



Skills

Interested in working with me?

Awesome! I'm available for full-time or freelance opportunities. Get in touch:

✉ hi@rodaq.com

🏠 www.rodaq.com

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About Me

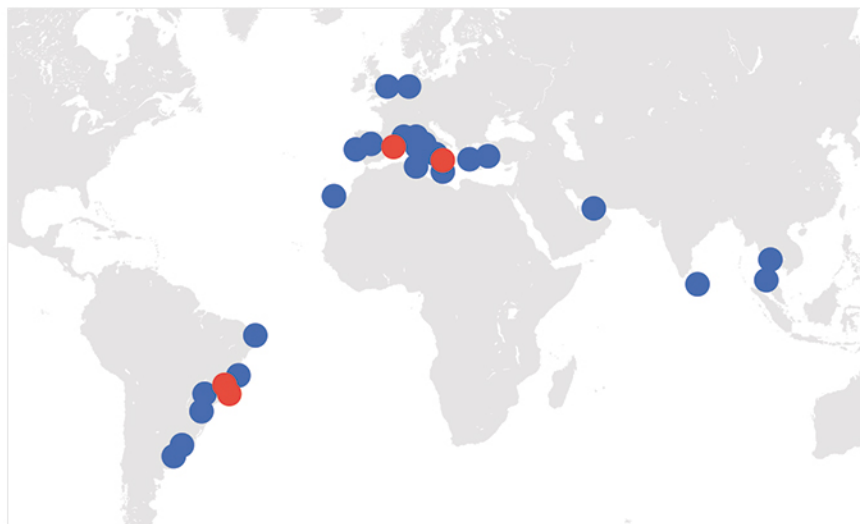
Hi there! I'm a global citizen passionate about people, stories and technology. You'll find me creating where they intersect, transforming ideas into digital products that people love to interact with. I'm focused on supporting entrepreneurs, startups and agencies around the world to achieve successful **interactive design** projects involving Web, Mobile and Responsive experiences. My designs are a mix of passion, expertise and experiences that I combine to deliver exceptional outcomes. I also love to research social media marketing, conversion ratio optimisation and psychological/emotional triggers. I'll always have interesting things to talk about over a cup of coffee. ;)

- ◆ Passion for building engaging user experiences;
- ◆ Ability to conceive and transform rough concepts into intuitive and beautiful interfaces;
- ◆ Perpetual student of clean UI/UX standards/best practices;
- ◆ User-centered approach.

Languages I speak



Places I've Been



● Living and Working

● Cultural Experience



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Education

Google University 2007 to always

While my education life has started through different institutions in Italy, I end up making my way in the world in the self-education by following the most influential people in the industry. I believe the web has made the self-taught option more accessible, but experience a combination of both was a great approach to consolidate my theory knowledge and build expertise not taught in colleges, be always up-to-date with the latest trends and develop the ability to process on the fly as well the instinct to step up to lead when it's necessary.

Work Experience

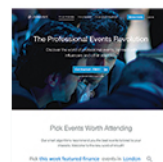
Pickevent.com 2013 to present

Founding Member and Lead UI/UX Designer

Pickevent is an events network focused on connecting attendees, speakers and event organisers. I've been working on this startup in collaboration with a small international team on all UX-related tasks that cover the whole product's life-cycle including business analysis, information architecture, content strategy, prototyping and usability test.

Main responsibilities also include:

- ◆ Manage product design, UX and branding;
- ◆ Building wireframes, mockups and UI elements;
- ◆ Track and analyse competitors, craft messaging and track product's positioning.



TamTam Srl. 2012 to 2013

Webdesigner

Contracting position for an advertising agency based in Catania Italy. In charge of conceptualizing and build unique digital pieces alongside fellow team members. During this time I had the opportunity to direct projects involving many facets of design including brand identity, stationery, print advertising, websites and e-commerces for leading italian brands.



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Main responsibilities included:

- ◆ Meeting client for brief, project presentation and retention;
- ◆ Organise brainstorming sessions and quick group trainings;
- ◆ Follow up and support developers and software engineers during the whole project life-cycle;
- ◆ Deliver projects to strict deadlines.



Freelance UX Designer & Consultant 2009 to present

Working mostly with worldwide entrepreneurs and startups. Running your own business requires not only a lot of self-motivation, commitment and discipline but also complementary abilities I had to master to stand out in a crowded market. Being a freelancer means wearing many different hats: from accounting and other administrative duties to marketing, business development, customer service... the list goes on.

Other positive aspects gained by being my own boss:

- ◆ Sharper communication skills and self-control;
- ◆ Sensibility to identify customer's real needs;
- ◆ Enhanced troubleshooting performance;
- ◆ Stronger entrepreneurial conduct.



Skills and Personal Attributes

Photoshop

Illustrator

UI & UX Design

Sketch3

Mobile and Responsive Design

Wireframing

Prototyping

HTML & CSS

Branding

Creative Direction

Startups

Social Media Marketing

Entrepreneurship

Leadership

Innovator

Team Work

Creative

Lean Strategist