

Andrea Clauser



Creative Designer | UX/UI focused | Visual Storytelling, User-Centered design and Cross-Disciplinary Expertise

Specialized in UX/UI with strong expertise in graphic & web design, combining creativity, analytical thinking and curiosity to deliver innovative, scalable results.

Experienced in visual communication, from film (visual storytelling and complex project management) to digital design (international project coordination, Adobe CC, Figma, CMS, HTML and CSS).

Bachelor's degree in Computer Science & Digital Communication, UX certifications from IxDF, and Salesforce Developer CRM certification.



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Via M. Conenna, Bari (IT)



16/03/1983



Italy



[Linkedin profile](#)



[UX Designer Portfolio](#)



[Graphic Designer Portfolio](#)



[Youtube channel](#)

TECHNICAL SKILLS

- Photoshop, Illustrator, Indesign, After Effects, Premiere
- Prototyping & UI/UX Design (Figma, Adobe XD)
- AI Tool (Adobe Firefly, Midjourney Leonardo AI)
- HTML, CSS, CMS, WP, Divi, Elementor, Woocommerce
- Programming & Development (Java, C++, Visual Studio, Apex)

SOFT SKILLS & PROJECT MANAGEMENT

- Leadership and coordination of international teams
- Creative and data-driven problem solving
- Empathy and user understanding
- Organization and management of complex projects

LANGUAGES

- | | |
|--------------|--------------|
| • Italian | Native |
| • English | Fluent |
| • Spanish | Intermediate |
| • Portuguese | Intermediate |

WORK EXPERIENCE

Job title: **Senior Graphic, Web and UX/UI Designer**

Company: **CMC THE SPECIALIFT, Bari (IT)**

Date: **September 2024 - Now**

- Managed global teams across four international locations (Italy, USA, UK, and Germany), applying UX principles to align user needs with measurable business outcomes, resulting in a 3% reduction in the average order completion time on the corporate portal.
- Created graphic and video assets for promotional materials, the corporate website, and international exhibitions, utilizing Adobe CC, Figma, and AI to ensure effective visual and functional consistency.

Job title: **Senior Graphic, Web and UX/UI Designer**

Company: **CParity Events, Prague (CZ)**

Date: **January 2020 - August 2024**

- Created distinctive visual content (graphics and video) for international events, effectively reinforcing brand identity through collaboration with multicultural teams.
- Designed and implemented UX/UI optimized web strategies, successfully translating Figma prototypes into dynamic web experiences.

Job title: **Graphic, Web Designer**

Company: **Beltom, Bari (IT)**

Date: **January 2019 - December 2019**

- Managed the back-end and front-end of the e-commerce site (CMS and PrestaShop) to ensure system consistency and reliability.
- Developed visual marketing campaigns, increasing user engagement by 30%.

Job title: **Graphic, Web Designer**

Company: **Sundera, Bari (IT)**

Date: **May 2017 - December 2018**

- Developed front-end and back-end for B2B websites utilizing CMS platforms, WP, Elementor, Divi, and WooCommerce; planned marketing strategies through the creation of graphic and video content.
- Coordinated and collaborated with internal teams and clients for needs and workflow analysis, ensuring user-centric solutions while applying principles of project management, leadership, and strategic communication.

Job title: **Graphic and Web Designer, Copywriter**

Company: **Freelance, Turin (IT)**

Date: **June 2016 - May 2017**

- Created graphic solutions and websites utilizing Adobe CC, Figma, and CMS, maintaining an approach oriented toward user experience and performance metrics.
- Managed the complete project lifecycle, applying skills in project management, communication, and collaboration with external teams.

Job title: **Developer, Business Analyst**

Company: **Deloitte, Enygen, Milan (IT)**

Date: **January 2015 - June 2016**

- Developed Salesforce CRM in a team environment using Apex, working closely with business analysts to understand user requirements and translate them into functional solutions.
- Analyzed company workflows and user needs, increasing operational efficiency and usability.

Job title: **Videomaker**

Company: **Freelance, Rome (IT)**

Date: **January 2007 - December 2014**

- Managed film projects in both organizational roles (directing, production) and technical-artistic capacities (screenwriting, filming, editing) across features, commercials, video clips, and documentaries, applying storytelling and multilingual visual skills to create coherent and engaging narratives.
- Analyzed and understood heterogeneous audiences, utilizing anthropological observation and research methods, such as during the directing of the documentary "Radio Monte Gilè," filmed in Mozambique.

Job title: **Teacher**

Company: **Training institutes, Turin (IT)**

Date: **January 2010 - June 2016**

- Taught theory and practice in filmmaking and computer science at public and private institutions.
- Adapted teaching content and methods to meet diverse student needs using a user-centered approach.

Job title: **Social and Cultural Worker**

Company: **NGO, Turin (IT)**

Date: **January 2010 - December 2020**

- Participated in social and cultural projects supporting people with disabilities, at-risk youth, incarcerated individuals, and immigrants.
- Sourced targeted empirical solutions by analyzing extreme users and cultivating empathy.

EDUCATION AND TRAINING

School: **Interaction Design Foundation**

Date: **November 2025 - June 2025**

Qualification: **User Research – Methods and Best Practices**

Qualification: **UI Design Patterns for Successful Software**

Qualification: **Design Thinking: The Beginner's Guide**

Qualification: **Present Like a Pro: Communication Skills to Fast-Track Your Career**

Qualification: **Build a Standout UX/UI Portfolio: Land Your Dream Job**

School: **Enygen, Turin (IT)**

Date: **November 2015**

Qualification: **Salesforce Developer (Apex, Visualforce)**

School: **Libera università del cinema, Rome (IT)**

Date: **December 2006**

Qualification: **Cinema Direction**

School: **Università degli studi, Bari (IT)**

Date: **July 2005**

Qualification: **Degree in ITC and Digital Communication, 110/110 with honors**

HOBBIES AND PERSONAL INTERESTS

- Sports: Yoga, Swimming, Soccer, Volleyball, Basketball, Capoeira, Tennis, Squash.
- Culture and Entertainment: Traveling, Literature, Comics, Video Games, Board Games
- Music: Drums, Guitar.
- Psychology, to better understand human behavior and needs.
- Social commitment: Volunteering and social projects in Italy and Mozambique.