

Andrea Clauser

UX/UI Designer

User-Centered Design, Visual Storytelling,
Cross-Disciplinary Expertise



Senior multidisciplinary designer with expertise in graphic and web design, visual storytelling and software development. I create scalable, user-centered digital experiences through a creative, analytical approach shaped by 20 years in communication across film and digital design, complex projects and international teams. Guided by Design Thinking, I work across the end-to-end UX process, from user research and insight synthesis to personas, journey mapping, user flows, information architecture, wireframing, prototyping, usability testing and design handoff for accessible interfaces. I use Figma for design and prototyping, Adobe CC for visual communication and HTML/CSS and CMS platforms to collaborate with developers and support implementation. I hold a degree in Computer Science and Digital Communication along with UX certifications from the Interaction Design Foundation and a Salesforce Developer certification.



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Via M. Conenna, Bari (IT)



16/03/1983



Italy



[Linkedin profile](#)



[UX Designer Portfolio](#)



[Graphic Designer Portfolio](#)

LANGUAGES

- | | |
|--------------|--------|
| • Italian | Native |
| • English | C1 |
| • Spanish | B1 |
| • Portuguese | B1 |

TECHNICAL SKILLS

- UX/UI Design & Prototyping (Figma, Adobe XD, wireframing, user flows, sitemaps, information architecture, interaction design, design systems)
- UX Research & Validation (user research, UX writing, usability testing, personas, journey mapping, heuristic evaluation, A/B testing)
- Web & Graphic Design (Adobe CC Suite; HTML, CSS, WordPress, Elementor, Divi, WooCommerce)
- Development & CRM (Salesforce, Apex, Visualforce)
- AI Tools (OpenAI, Claude, Adobe Firefly, Midjourney)

CORE COMPETENCIES

- Leadership and coordination of international teams
- Stakeholder management, requirements gathering, and strategic communication
- Project management, Agile/Scrum, and complex project delivery
- Creative problem-solving and data-informed decision-making
- Empathy, active listening, and user understanding
- Cross-functional collaboration across design, development, and business teams

WORK EXPERIENCE

- **UX Design Expert | AI Trainer**
micro1, Remote (US) | May 2026 – Present
Contribute as a UX/UI subject-matter expert to the training and evaluation of next-generation AI systems, applying user-centered design principles to improve output quality, consistency and relevance.
Working in an international environment has strengthened my hands-on understanding of AI in design, particularly the relationship between human expertise, generative systems and critical evaluation of AI outputs.
- **Senior Digital Designer | UX/UI Design**
CMC The Specialift, Bari (IT) | September 2024 – April 2026
Designed and optimized the corporate portal through user research, user flows, information architecture, prototyping and usability testing, collaborating with stakeholders and developers through design handoff.
Led graphic and web design activities across four international offices in Italy, the US, the UK and Germany, overseeing the corporate website, visual communication and brand consistency across digital and promotional touchpoints.
- **Senior Digital Designer | UX/UI Design**
CParity Events, Prague (CZ) | January 2020 – August 2024
Designed web experiences for international events, from user flows and information architecture to Figma prototyping and implementation, focusing on interaction design and responsive design.
Developed visual communication and brand identity across graphic and video content, collaborating with multicultural teams and aligning communication and business needs.

- **Web & Visual Designer**
Beltom, Bari (IT) | January 2019 - December 2019
Managed the e-commerce website across front-end, back-end, CMS and PrestaShop, ensuring a clear and reliable digital experience. Developed visual campaigns and graphic/video content, contributing to a 30% increase in engagement.
- **Graphic & Web Designer**
Sundera, Bari (IT) | May 2017 - December 2018
Designed and developed B2B websites using WordPress, Elementor, Divi and WooCommerce, covering structure, content and front-end/back-end implementation with a focus on usability.
Collaborated with clients and internal teams to gather requirements, organize workflows and translate business and communication needs into digital solutions, applying project management, leadership and strategic communication.
- **Graphic & Web Designer | Copywriter**
Self-Employed, Turin (IT) | June 2016 - May 2017
Designed websites, digital content and visual assets using Adobe CC, Figma and CMS platforms, focusing on usability, consistency and digital performance. Managed projects end to end, from client discussions to delivery, coordinating activities and external professionals.
- **Salesforce Developer & Business Analyst**
Deloitte, Enygen, Milan (IT) | January 2015 - June 2016
Developed Salesforce CRM solutions in Apex, translating user requirements into functional solutions with business analysts. Analyzed processes and workflows to improve efficiency and usability while balancing user needs, business logic and technical constraints.

ADDITIONAL EXPERIENCE

- **Videomaker | Visual Storyteller**
Self-Employed, Rome (IT) | January 2007 - December 2014
Managed audiovisual projects, including pitching and budget planning, applying an audience-centered approach and research methods closely aligned with user research.
- **Teacher**
Training institutes, Turin (IT) | January 2010 - June 2016
Taught both theory and hands-on practice in filmmaking and computer science, adapting content, language, and teaching methods to audiences with different needs and levels of experience.
- **Social & Community Service Worker**
NGO, Turin (IT) | January 2010 - December 2020
Worked on social and community projects supporting people with disabilities, at-risk youth, incarcerated individuals and migrants, developing strong skills in active listening, empathy and understanding diverse needs.

EDUCATION & CERTIFICATIONS

- **User Research – Methods and Best Practices, UI Design Patterns for Successful Software, Design Thinking: The Beginner's Guide, Present Like a Pro: Communication Skills to Fast-Track Your Career, Build a Standout UX/UI Portfolio: Land Your Dream Job**
Interaction Design Foundation | November 2025 - February 2026
- **Salesforce Developer (Apex, Visualforce)**
Enygen, Turin (IT) | September 2015 - November 2015
- **Cinema Direction**
Libera università del cinema, Rome (IT) | September 2005 - December 2006
- **Degree in Computer Science and Digital Communication, 110/110 with honors**
Università degli studi, Bari (IT) | October 2002 - July 2005

PERSONAL INTERESTS

- Sports: yoga, swimming, football, volleyball, basketball, capoeira, tennis, and squash.
- Culture & Creativity: travel, literature, comics, video games, board games, drums, and guitar.