

Andrea **Clauser**

UX/UI Designer

User Research | Interaction Design | AI-Assisted Synthesis

UX/UI designer turning complex problems into clear digital experiences, with AI integrated from research to prototype. UX certifications from the Interaction Design Foundation; 10+ years in web and visual design across international teams; BSc in Computer Science and developer background.

clauserandrea@gmail.com

+39 3492146816

https://www.andreaclauser.com

Bari (Italy)
Open to remote work
or relocation

LANGUAGES

- Italian: Native
- English: C1
- Spanish: A2
- Portuguese: A2

TECHNICAL SKILLS

- **UX Research**
  Semi-structured interviews, Competitor analysis, Usability testing, A/B testing, Heuristic evaluation & UX audit
- **Design**
  Design Thinking, High-fidelity prototyping, Design systems, Wireframing, User flows, Information architecture, Visual design, UX writing
- **Tools & Software**
  Figma, HTML, CSS, Adobe CC, Google Analytics, Excel, Adobe XD, Miro, Notion, FigJam, CMS (WordPress), SQL, CRM (Salesforce)
- **AI**
  AI-Assisted Research Analysis, AI output evaluation, Generative AI
- **Industry Knowledge**
  Agile/Scrum, Complex B2B products, E-commerce setup & management, Fintech (trading platforms)

SOFT SKILLS

- Cross-functional collaboration, Stakeholder management, Team leadership, Problem solving, Cross-cultural communication, Disability awareness

WORK EXPERIENCE

- **UX/UI Designer**
  Freelance/Case Studies, Remote | Oct 2025 - Present
  Own complex digital products end to end, turning fragmented processes into clear flows through iterative Design Thinking.
  - Conduct user research (interviews, competitor analysis), synthesize qualitative and quantitative data with AI, and prioritize insights in Miro, FigJam and Excel (data visualization).
  - Design information architecture, multi-role user flows, wireframes and hi-fi prototypes for B2B and mobile-first platforms, balancing user needs and business goals. Build design systems in advanced Figma and validate solutions through usability testing before handoff.
  - Designed responsive trading interface for a fintech DEX, including component library for order book and candlestick charts. View project

- **UX/UI Designer - AI Trainer**
  micro1, Remote | May 2026 - Present
  Evaluate dozens of AI-generated apps through heuristic evaluation, UX audits and design QA to train generative AI systems that build software. Document bugs, usability issues and improvement opportunities in structured reports (data annotation) against shared rubrics.

- **Senior Digital Designer**
  CMC The Specialift, Bari | Sep 2024 - Dec 2025
  Owned corporate site (front/back end) and launch campaigns, doubling traffic and significantly growing inbound inquiries (KPIs tracked in Google Analytics). Defined brand guidelines (typography, color theory, iconography), led design across 4 international offices and created AI-generated content View site

- **Senior Digital Designer**
  CParity Events, Prague | Jan 2020 - Aug 2024
  Designed and built international B2B conference websites with Elementor, WooCommerce (including back end) and custom HTML/CSS. Optimized event registration through Google Analytics and UX writing, helping increase ticket sales. Defined brand guidelines and produced graphic and video content with multicultural teams. Prototyped in Figma and A/B tested pages and CTAs for Navigate Mobility conference, managing tasks and documentation remotely with PM in Notion. View event

- **E-commerce & Web Designer**
  Beltom, Bari | Jan 2019 - Dec 2019
  Set up and managed PrestaShop store end to end, from catalog to back end. Created visual and video campaigns, significantly boosting engagement.

- **Graphic & Web Designer**
  Sundera, Bari | May 2017 - Dec 2018
  Gathered requirements with clients and internal teams and built B2B websites in WordPress and Divi, from proposal to delivery. Presented and defended design decisions to clients.

- **Salesforce Developer**
  Deloitte, Milan | Jun 2016 - May 2017
  Developed Salesforce CRM solutions in Apex and Visualforce within Agile/Scrum teams. Analyzed user requirements, processes and workflows with business analysts, translating them into more efficient, usable features. Queried and analyzed data in SQL to inform development decisions, collaborating with business and technical stakeholders.

- **Graphic Designer & Copywriter**
  Freelance, Turin | Jan 2015 - Jun 2016
  Created websites, graphics and copy with Adobe CC and WordPress, managing clients directly and coordinating external contractors.

- **Videomaker**
  Freelance, Rome | Jan 2007 - Dec 2014
  Led video projects from pitch to budgeting, focusing on storytelling and audience.

- **Teacher**
  Training institutes, Turin | Jan 2010 - Nov 2014
  Taught filmmaking and IT, adapting complex content to students of varying levels and needs.

- **Community Worker**
  NGOs, Turin | Jan 2010 - Nov 2014
  Supported people with disabilities, at-risk youth, inmates and migrants, developing active listening, empathy and understanding of diverse needs.

EDUCATION & TRAINING

- **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 | Nov 2025 - Feb 2026

- **Salesforce Certified Platform Developer (Apex, Visualforce)**
  Enygen | Sep 2015 - Nov 2015

- **BSc in Computer Science and Digital Communication, 110/110 cum laude**
  University of Bari | Oct 2002 - Jul 2005

INTERESTS

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