

ANDREA SIRONI

Birth Date **18-02-1983**
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SKILLS

Art direction	● ● ● ● ●
UI/UX design	● ● ● ● ●
Responsive design	● ● ● ● ●
HTML+CSS	● ● ● ● ●
Javascript	● ● ● ● ●
PHP / Wordpress	● ● ● ● ●
Wireframing	● ● ● ● ●

LANGUAGE SKILLS

Italian	Mother tongue
English	Advanced Level (TEOFL, 257/300, March 2005)

AWARDS

AWWWARDS

Honorable Mention	www.weedoo.energy
Nominee	www.braulio.it

Interactive Key Awards XI / XII

1° prize minisite	Christmas Card / Sony
1° prize minisite	Love Me Card / Sony

NC Digital Awards 2016

1° prize	
Corporate Website	www.weedoo.energy

UI/UX DESIGNER

As a communication designer I've always worked in the web/digital area, mixing my passion for graphic design with a strong interest for technology world and its continuous evolution.

In my 10 years experience I had the possibility to work on layouts and interfaces (from concept to graphic design) for a large variety of projects: from corporate websites to e-commerce, from games to web apps, from landing pages to minisites.

Some clients: Campari, Sony Italia, Monterosa Ski, Consorzio Mortadella Bologna.

Working together with developers has helped me to improve my front end development knowledge; something that I've found really useful for UI/UX design both for experimenting new solutions and for knowing the effects on user experience, always keeping in mind business goals.

WORK EXPERIENCE

Jun 2017 / today **Senior UI/UX Designer**
ProntoPro.it

Design System setup. New features definition and design for the website and the apps together with Product team.

Jan 2015 / Jun 2017 **Digital creative director**
True Company

Art direction and UI/UX design for websites and web apps as parts of integrated communication strategies (digital / traditional).
Clients: Amaro Braulio, Amaro Averna, Weedoo, Repower.

Jan 2009 / Jan 2015 **Digital art director**
Treeweb

Art direction and UI/UX for websites and web apps.
Clients: Sony, Cynar, Monterosa Ski.

Apr 2007 / Jun 2008 **Graphic designer / Flash animator**
Politecnico di Milano. HOC Lab.

Concept and development of educational animations for primary school children.

2004 / 2009 **Web designer**
Freelance

Websites UI/UX design and development.

EDUCATION

2005 / 2008 **Master's Degree - Communication Design.**
Design Faculty, Politecnico di Milano.

Jan 2006 / Jun 2006 **Erasmus/Socrates Program.**
DesignSkolen, Kolding, Danmark.

2002 / 2005 **Bachelor's Degree - Communication Design.**
Design Faculty, Politecnico di Milano.

1997 / 2002 **Science High School Diploma.**
Liceo Marie Curie di Meda (MB).