

DANIELE  
FRANCHI

## UX & UI Designer

Delivering impactful user experiences  
through a holistic approach

franchi.creative@gmail.com



### SKILLS

#### Design

UX research  
Wireframing  
Prototyping  
Des. system  
Animation  
Interaction

#### Comms.

Consulting  
Training  
Teamwork  
Project  
Management  
Feedback

#### Software

Adobe CC  
Figma  
Sketch  
Miro  
Slack  
Webflow

### EXPERIENCE

#### Freelance . . . . . UX & UI designer

Developing visual identities, tone of voice and communication strategy through static and animated visuals. Collaborating with startups & agencies, developing responsive websites and delivering large scale projects. Dedicated to providing a holistic product which encompasses UX optimisation.

Jan 2021 . . . . . International

#### TBWA\Italy . . . . . Art Director Jr.\*

Delivered Art Direction for a wide range of social media and web projects at a large international agency. Attained an excellent understanding of multifunctional team dynamics and time management skills. Provided support as a Motion Designer and worked with priority clients to meet their expectations.

Nov 2018 - Apr 2019 . . . . . Milan, Italy  
\*internship

### CLIENTS

Spinamp, Linework, Blockinvest, DeSci (web3), Liqi (finance management), Lygiai (NGO), TravelEco (ospitality), Dual (creative agency), Mango Media (media agency), ENI (oil & gas).

### EDUCATION

#### Start2impact . . . . . UX/UI design

Dec 2021 - Dec 2022 . . . . . Online

#### N.A.B.A. . . . . Bachelor of Art\*

Art Direction & Graphic Design

Oct 2015 - Oct 2018 . . . . . Milan, Italy  
\*110/110 with honors

#### The Millennial . . . . . Author

Created content for a popular online magazine. Conducted in depth research, continually staying up to date with emerging trends and market activity. Developed a keen eye for detail and panoramic perspective. Produced predictive journalism and generational analysis which identified market opportunities.

Oct 2017 . . . . . Milan, Italy

### LANGUAGES

Italian native . . . . . English IELTS 7/B2

#### Fotomobil . . . . . Graphic Designer\*

Jul - Aug 2016 . . . . . Fethiye, Turkey  
\*internship