


# Antonino Lattene

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## Summary

I am a UX/UI Designer and Front-end Developer, with 15 years of experience designing and developing responsive and accessible web apps and websites.

I am specialized in User Interface design and Layout Design using HTML, CSS, Sass (and CSS libraries). And I am also proficient in using Javascript and Front-end Frameworks like React and Angular.

My passion lies in creating intuitive and user-friendly interfaces that not only look great, but also provide a seamless and accesible user experience.

My background in design and development allows me to understand both the user's needs and technical requirements.

Continuous training (constantly updated section)

- Google UX Design Professional Certificate (@Coursera)
- React development (@Udemy)
- Switching from Adobe XD to Figma.

## SKILLS AND TOOLS

### UI Design #

- » Responsive web design
- » Interaction design
- » Accessibility and inclusive design.
- » Wireframes, sketches, mockups, prototypes
- » Applications: Adobe XD, Sketch, Figma, Photoshop, Illustrator, Indesign

### UX Research

- » UX Research according to the Double Diamond or Design Thinking design model:
  - Discover: needfinding, surveys, interviews, diary studies, observation
  - Define: personas, scenarios, user cases, journey maps, storyboards, sketches, stakeholder maps, card sorting
  - Develop: ideation, hierarchy, information architecture, wireframes, prototyping, digital mockups, user flows
  - Deliver: user interface, interaction design, visual design
  - Test: heuristic evaluation, user test

### Layout Design and Front-end Development #

- » Responsive Web Layout Design (HTML5, CSS3, Sass, BEM, Bootstrap 4, Material Design, CSS frameworks)
- » Accessibility & semantic markup.
- » Programming (Vanilla Javascript ES6, React, Gulp)
- » Version control software (Git)
- » Implementation in CMS (Wordpress)
- » IDE (Visual Studio, Sublime Text, SnippetsLab)

## Marketing SEO

- » Organic Search Engine Optimization
- » Markets and niches research and identification
- » Keywords research
- » Competitor analysis
- » Content strategy and creation
- » Content management
- » Linkbuilding
- » SEO on page & off page

## PORTFOLIO & PROJECTS

Portfolio » [www.antoninolattene.com](http://www.antoninolattene.com)

Github » [www.github.com/Stonino82](http://www.github.com/Stonino82)

Dribbble » [www.dribbble.com/antoninolattene](http://www.dribbble.com/antoninolattene)

Behance » [www.behance.net/antoninolattene](http://www.behance.net/antoninolattene)

I collaborate with » [www.cafecoders.es](http://www.cafecoders.es) & [www.katartika.com](http://www.katartika.com)

## Experience

### User Interface Designer & Developer

#### Freelance

Jan 2017 - Present (6 years 9 months)

I collaborate with marketing and advertising agencies to design and develop web applications for end clients.

Most used languages and tools:

- Adobe XD, Sketch, Figma
- Suite Adobe (Photoshop, Illustrator, Indesign)
- HTML5
- CSS3
- Sass
- BEM
- Bootstrap 4 (and others frameworks CSS)
- Vanilla Javascript
- React
- Gulp
- Git
- Wordpress (and others CMSs)
- Visual Studio Code

### UX/UI Designer & Front-end Developer

#### Chemotargets

Jul 2020 - Mar 2023 (2 years 9 months)

UX/UI Design and Front-end Development (layout design) of Clarity PV software, a translational platform for drug safety surveillance that connects safety findings across all phases of a drug's lifetime, from safety pharmacology, through preclinical toxicology and clinical safety, all the way up to postmarketing reports and real world data and evidence.

Some of the tasks performed during the development of the Clarity PV software:

- » Definition of objectives.
- » Development of the information architecture and user flows.
- » Development of the design system, ui kit and general visual design elements, with special attention to accessibility.
- » Design of the user interface of the various sections of the application and the interaction between elements and sections.
- » Responsive Web Layout Design taking into account accessibility best practices..

Clarity PV public page design and development.

Supervision of the design, technical development and accessibility of the Chemotargets corporate website.

### **Graphic & Editorial Designer - Web Designer**

Mecalux

Nov 2015 - Oct 2016 (1 year)

Design and layout of the magazine Best Practices and other technical manuals of the company.

Web design for the Logismarket.es and Mecalux.es portals

### **Digital Marketing & Online Content Management**

Mecalux

Apr 2015 - Nov 2015 (8 months)

Marketing and content management for the B2B and B2C industrial directory Logismarket.it.

Content review in SEO optics, email marketing, newsletters and results analysis, categorization, SEM, attracting new clients and researching market niches.

### **SEO Consultant**

Intercom Empresas

Jun 2013 - Nov 2014 (1 year 6 months)

Search engine optimization for websites dedicated to different topics (cosmetic surgery, dentistry, catering, moving, psychology, lawyers etc.)

Market and niches research and identification.

Keywords research.

Competition study, identification and analysis.

Identification and assessment of the situation of the company portals and its ranking.

On-page SEO diagnosis and correction.

Content strategy and creation.

Content management for all the websites and blogs related to the main websites of the brands.

Tracking and measuring the performance of all of the content created.

Linkbuilding.

Carrying out display advertising campaigns.

SMO (promotion of social channels: Facebook, Twitter, YouTube, LinkedIn).

### **Graphic & Web Designer**

Subversiva

Sep 2012 - May 2013 (9 months)

Graphic Design: creativity design, landing pages, advertising campaigns, corporate images..

Web Design

: creation of web pages for clients.

Marketing: Social

Media Optimization for the website of the agency clients.

## **Graphic & Web Designer - SEO**

Adlmmagine

Feb 2012 - Aug 2012 (7 months)

Graphic design: creation of advertising campaigns, identities and corporate images, editorial design, layout, packaging, signage design etc.

Marketing and SEO (on-page and off-page): market research and analysis, study of competitors, assessment of customer websites, SEO diagnosis and correction (on-page), marketing strategy and content creation, customers websites layout and development.

## **Graphic & Web Designer - SEO**

Tripodart

Feb 2011 - Sep 2011 (8 months)

Graphic Design: photographic reportage, layout of photographic albums.

Web Design: conversion into HTML + CSS focusing on accessibility, and maintenance of the Tripodart.net portal. Clients web pages development.

Marketing & SEO: search engine optimization of the Tripodart.net portal.

## **Graphic & Web Designer - SEO**

Studio Boda

Feb 2011 - Sep 2011 (8 months)

Graphic design: photographic reportage, layout of photographic albums.

Web design: front-end development of the StudioBoda.com portal according to web design standards (HTML - CSS - JavaScript).

Marketing & SEO: company websites and customer websites maintenance and search engine optimization.

## **Part-time**

University of Messina

Jul 2007 - Sep 2007 (3 months)

Advisory and audit services (Faculty of Sciences of Education).

## **Part-time**

University of Messina

Sep 2006 - Dec 2006 (4 months)

Advisory and audit services (Faculty of Economics).

## **Education**

 **Universitat Oberta de Catalunya**

## Diploma de Extensión Universitaria, User Experience Design - UX

2018 - 2019

- Presentation of the course and introduction to the methodology: user-centered design and usability.
- Seminar: Methods and techniques of usability evaluation and design of experiences.
- Workshop: Application of evaluation methods without users.
- Project: Case study: evaluation of an application using methods without users.
- Workshop: UX UOC Conference Cátedra Telefónica.
- Seminar: Methods and techniques for evaluating usability with users, legal aspects and privacy.
- Workshop: Application of evaluation methods with users.
- Project: Case study: evaluation of an interactive system with users.
- Project: Evaluation report: data analysis; communication of results and reports.



### freeCodeCamp

Responsive Web Design Certificate, Ingeniería de software

2019 - 2019

Link to the certificate:

<https://www.freecodecamp.org/certification/antoninolattene/responsive-web-design>



### Coursera

Interaction Design

2017 - 2018



### CEI Escuela de Diseño y Marketing

Web Developer, Graphic Design - Web Design - Programming (back-end and front-end) - SEO

2011 - 2012

Master in Graphic Design, Web Design and Web Programming (php, mysql, xml, javascript)



### Università degli Studi di Messina

Graduation, Information technologies: Languages and Advertising Marketing

2006 - 2010



### Scientific High School G. Seguenza

Science Degree

## Licenses & Certifications



Excel Avanzado - AIP



Human-Centered Design: an Introduction - Coursera Course Certificates

T525A5G6LX2S

 **Diseño de Usabilidad** - Universitat Oberta de Catalunya

 **Responsive Web Design Certificate** - freeCodeCamp

 **User Experience: Research & Prototyping** - Coursera Course Certificates  
PVX2KE3TABHN

 **Learn React Development** - Scrimba

## **Skills**

User Experience Design • User Interface Design • Front-End Development • SEO • Logo Design • Editing • Usability • User Interface • Human-centered design • React.js