



Edoardo Francesco Liotta

GRAPHIC & UI/UX DESIGNER

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Date of Birth: 26 August 1990

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EDUCATION & CERTIFICATIONS

2025
Enterprise Design Thinking – Team Essentials for AI
IBM

2025
Enterprise Design Thinking Co-Creator
IBM

2025
Enterprise Design Thinking Practitioner
IBM

2019
UI Design Master
Talent Garden, Milan

2014 / 17
Master's Degree – Graphic Design & Multimedia
Libera Accademia di Belle Arti, Brescia

2009 / 14
Bachelor's Degree – Graphic Design and Business Communication
Accademia di Belle Arti, Catania

LANGUAGES

Italian: Native

English: Fluent B2 Upper Intermediate (EF SET 57/100)

KEY SKILLS

- **Graphic Design:** Branding, logo design, marketing collateral, and packaging.
- **Typography & Layout:** Expertise in editorial design and visual composition.
- **Adobe Creative Suite:** Photoshop, Illustrator, InDesign, Premiere Pro, After Effects.
- **UI/UX Design:** Intuitive web and mobile interfaces with tools like Figma and XD.
- **Photography & Video:** Professional editing, production, and post-production.
- **Front-End Development:** Proficiency in HTML5, CSS3, and WordPress.
- **AI-Driven Design:** Leveraging AI tools to enhance and accelerate the creative process.

PROFESSIONAL PROFILE

Creative and detail-oriented Graphic Designer with 7+ years of experience in graphic design, web development, and multimedia.

Proficient in creating impactful visual designs across print and digital media, branding, and marketing campaigns. Adept at combining technical expertise with creative vision to deliver compelling visual experiences.

WORK EXPERIENCE

Senior Graphic Designer 07/25 - Current
Swandoo GmbH – Premium child car seats and safety solutions, Vienna (AT)

- Visual and video content creation for social media channels
- Design of artwork for product labels and stickers integrated into commercial products, in collaboration with the R&D department
- Creation of illustrations for user manuals
- Management and maintenance of the corporate website built on WordPress
- Design of printed materials, including brochures and branded promotional items

Graphic Designer | UI/UX Designer 09/2022 - 07/25
Marketing Team – R&D Team

BaxEnergy, a Yokogawa company – Software solution for renewable energy optimization and automation services for industries, Acireale (IT)

- UI/UX design for corporate websites within the Massaro Group (BaxEnergy, Free Mind Foundry, Intellisync, Wisnam)
- UI/UX design for some BaxEnergy software products in collaboration with the R&D team (Farsight & Datalogger)
- Definition of User Personas and Customer Journey mapping
- Prototyping of software solutions using Figma
- Video and photo production, including post-production
- Creation of graphic assets for social media, whitepapers, interviews, podcasts, webinars, and international marketing materials

UI/UX designer | Graphic Designer 01/2020 - 08/2022
Freelance (IT)

- UI/UX Design
- FrontEnd Development
- Maintenance and technical assistance for WordPress websites
- Video/Photo Production and Post-production
- Blog and social media management
- Graphic design for social media, packaging and digital marketing material

SOFT SKILLS

- **Project Management:** Strong organizational skills to prioritize tasks, manage deadlines, and ensure project completion.
- **Team Collaboration:** Ability to work effectively in cross-functional teams and support colleagues to achieve common goals.
- **Effective Communication:** Clear verbal and written communication tailored to diverse audiences.
- **Time Management:** Proficient in managing multiple projects simultaneously while meeting tight deadlines.
- **Creative Thinking:** Skilled in transforming abstract ideas into visually compelling designs.
- **Strategic Planning:** Goal-oriented mindset with the ability to align creative outputs with business objectives.
- **Problem-Solving:** Analytical approach to identifying challenges and implementing practical, innovative solutions.
- **Attention to Detail:** Meticulous in ensuring high-quality and error-free deliverables.
- **Adaptability:** Agile in responding to feedback and navigating dynamic work environments.
- **Client Relationship Management:** Experienced in understanding client needs and delivering tailored solutions.
- **Leadership Potential:** Taking initiative and leading creative projects or team brainstorming sessions.
- **Emotional Intelligence:** Building strong relationships through empathy and active listening.
- **Conflict Resolution:** Effectively mediating and resolving workplace or project disputes.

WORK EXPERIENCE

Graphic Designer | FrontEnd Developer

04/2018 – 09/2019

Henable SCS ONLUS – Specializes in website development and marketing services, Brescia (IT)

- UI/UX Design
- FrontEnd Development
- Video/Photo Production and Post-production
- Blog and social media management
- Graphic design for social media, packaging and digital marketing materials

Graphic Designer | FrontEnd Developer

10/2017 – 03/2018

D-namic® s.r.l. – certified incubator and accelerator, Brescia (IT)

- UI/UX Design
- FrontEnd Development
- Video/Photo Production and Post-production
- Blog and social media management
- Graphic design for social media, packaging and digital marketing material

Web designer (stage)

10/2016 – 01/2017

Incode Snc di Bravo L. e Molinari A. – Creative studio specialising in full-stack development, Cremona (IT)

- UI/UX Design
- FrontEnd development
- Video/Photo Production and Post-production
- Blog and social media management

TOOLS & TECHNOLOGIES

Product & UX Design: Figma, Adobe XD, Sketch, Principle

Visual & Motion Design: Photoshop, Illustrator, InDesign, Premiere Pro, After Effects

Web & Implementation: WordPress, HTML5, CSS3, SCSS (basic), JavaScript (basic), PHP (basic), GitHub

Collaboration & Agile Workflows: Jira, Trello, Basecamp, Slack

AI for Creative Production: Midjourney, ChatGPT, Gemini, Claude, HeyGen, ElevenLabs

Productivity: Microsoft Office (Word, Excel, PowerPoint)