



Edoardo Francesco Liotta

GRAPHIC & UI/UX DESIGNER

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PROFESSIONAL PROFILE

Creative and detail-oriented Graphic Designer with 8+ 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 Marketing Team – R&D Team

09/2022 – 07/25

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

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

German: Beginner

WORK EXPERIENCE

Graphic Designer | FrontEnd Developer04/2018 – 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 Developer10/2017 – 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 (Intern)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

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

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

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

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

Productivity: Microsoft Office (Word, Excel, PowerPoint)

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.

SOFT SKILLS

- Creative Thinking
- Attention to Detail
- Client Relationship Management
- Effective Communication
- Problem-Solving
- Project Management
- Team Collaboration
- Strategic Planning
- Adaptability Time Management
- Leadership Potential