

ALBERTO DE GENNARO

SENIOR VISUAL DESIGNER
DIGITAL DESIGN LEAD



CONTACTS

PORTFOLIO: itsalbie.com
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CERTIFICATIONS

-  Google UX Design
-  AI Essentials

INDUSTRIES

Ecommerce, SaaS, Fintech
Healthcare, Education, B2B, B2C
Marketing, Mobile Apps,
Enterprise Software

LANGUAGES

Italian: native
English: professional

PROFESSIONAL SUMMARY

Senior Visual Designer and Art Director with 12+ years of experience delivering branding, ecommerce, digital design and marketing solutions across B2B and B2C industries.

Experienced in visual design, creative direction, brand identity, website design, ecommerce, motion graphics and digital marketing. Proven track record leading multidisciplinary teams, managing stakeholders and developing successful direct-to-consumer brands.

Skilled in Figma, Adobe Creative Suite, Webflow, WooCommerce, Google Analytics and AI-assisted design workflows.

CORE SKILLS

VISUAL & BRAND DESIGN

- Creative Direction
- Art Direction
- Brand Strategy
- Brand Identity Design
- Marketing Design
- Campaign Development
- Visual Design
- Motion Design
- Packaging Design
- Typography

USER EXPERIENCE & OPTIMIZATION

- User Research
- Usability Testing
- Conversion Rate Optimization (CRO)
- A/B Testing

TOOLS

Design & Creative

- Figma
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Adobe Premiere
- Miro
- Maze
- Webflow

DIGITAL & PRODUCT DESIGN

- Web Design
- Ecommerce Design
- UI Design
- Design Systems
- Prototyping
- Accessibility (WCAG)

LEADERSHIP & BUSINESS

- Team Leadership
- Stakeholder Management
- Project Management
- Cross-functional Collaboration

Analytics & Optimization

- Google Analytics
- CRO Analysis
- A/B Testing

AI & Emerging Technologies

- Claude
- Higgsfield
- Generative AI Workflows
- AI-Assisted Design
- Prompt Engineering

PROFESSIONAL EXPERIENCE

Digital Makers

Head of design and art direction | 2021 – 2025 | Italy

Led and coordinated a multidisciplinary team of four designers across branding, marketing, ecommerce and digital projects.

- Led design projects from briefing to final delivery across multiple client accounts.
 - Defined creative direction, visual standards and brand consistency across digital and marketing outputs.
 - Managed stakeholder relationships, client communication and project reviews.
 - Oversaw resource planning, workflow management and quality assurance processes.
 - Collaborated with developers, marketers and business stakeholders to deliver effective digital experiences.
 - Designed websites, ecommerce platforms, landing pages, visual identities and marketing assets supporting client acquisition, brand growth and digital engagement.
 - Mentored designers and fostered a collaborative and performance-driven creative culture.
 - Led branding, ecommerce and digital experience projects across multiple industries, including Ecommerce, SaaS, Healthcare and Education.
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Blank Miles (Side Venture)

CO- Founder | 2020 – Present | Remote

Co-founded and developed a sustainable apparel brand focused on outdoor lifestyle, creativity and conscious production.

- Developed the brand strategy, positioning and visual identity from concept to market launch.
 - Designed and managed the ecommerce platform through WooCommerce and Instagram Shop, improving user experience, customer journeys and online conversion performance.
 - Created original apparel graphics, product collections, packaging systems and branded materials.
 - Managed supplier selection, production coordination and product development processes.
 - Led creative direction across photography, campaigns, content production and social media.
 - Planned and executed digital marketing initiatives, including Meta Ads campaigns
 - Successfully expanded brand reach across Europe and North America through direct-to-consumer ecommerce and digital marketing initiatives.
 - Achieved consistent year-over-year growth through brand development, ecommerce optimization and customer acquisition strategies.
 - Combined creative leadership, ecommerce management and business ownership to build and grow an independent international brand.
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Freelance Visual Designer

Remote | 2016 – 2020

Collaborated with startups, agencies and international clients delivering branding, digital design and ecommerce solutions.

- Developed brand identity systems and visual communication assets for emerging brands and established businesses.
- Designed websites, ecommerce experiences and conversion-focused landing pages.
- Created UI designs, digital product interfaces and responsive web experiences.
- Produced marketing campaigns, social media content, digital advertising assets and motion graphics.
- Delivered creative solutions that strengthened brand positioning, user engagement and online visibility.
- Supported creative strategy and art direction across branding, ecommerce and digital projects.

PROFESSIONAL EXPERIENCE

As.For.Seo

Graphic Design Tutor | 2014 – 2016 | Italy

Delivered graphic design and visual communication training to students aged 14–18, combining technical instruction with practical creative projects.

- Taught Adobe Photoshop, Adobe Illustrator and graphic design fundamentals.
 - Developed and delivered lessons focused on visual communication, design principles and creative problem-solving.
 - Adapted teaching methods and learning materials to different skill levels and learning styles.
 - Mentored students through practical projects, fostering creativity, critical thinking and technical skills.
 - Facilitated classroom activities and collaborative learning experiences, strengthening communication and presentation abilities.
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Arvio Technology

Visual Designer | 2013 – 2014 | Melbourne, Australia

Worked as part of the internal design team, contributing to digital assets, visual communication materials and brand initiatives.

- Designed marketing and communication materials across digital and print channels.
 - Created digital assets supporting promotional campaigns and business initiatives.
 - Designed and maintained website content, ensuring visual consistency and brand alignment.
 - Produced visual and motion graphics content for marketing and communication activities.
 - Contributed to a cohesive visual identity across customer-facing touchpoints.
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Mosaicoon

Visual Designer | 2012 – 2013 | Italy

Collaborated with designers and developers to create visual concepts, interface assets and digital experiences for web-based projects.

- Designed visual assets and layouts for websites, digital platforms and online campaigns.
- Produced interface components and supporting graphic materials for web experiences.
- Collaborated with developers to ensure design consistency and implementation quality.
- Supported the delivery of user-focused and visually engaging digital experiences.