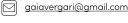# Gaia Artemisia Vergari

UX/UI & Web Designer

Nationality: Italian   Based in: Florence, Italy

Passionate about new digital trends for developing innovative solutions to complex problems. My approach to creating digital experiences is always human- and environment-centered, ensuring a responsible and sustainable mindset in every project.

gaiav.github.io
+39 3661585165
gaiavergari@gmail.com
Gaia Artemisia Vergari

WORKING EXPERIENCES

UX/UI Designer & Ecommerce Manager @Rifò, Prato

October 2022 – present

– Product owner and project manger for the redesign of current website together with the team and a digital agency.
– Managing Shopify website, creating landing pages, PLP, and PDP using Liquid, HTML, CSS, and JS.
– Conducting user research and testing to enhance digital customer experience.
– Using Agile methodologies for project management.
– Supporting AI and digital tools integration for improved workflows.

Digital Designer @Byphasse, Barcelona

February 2022 – October 2022

– Worked in a creative team as digital contents designer.
– Enhanced customer experience across digital platforms, developed new website, and created monthly newsletters.

Digital Communication Manager @Ristorante Sabatini and Ristorante Il Paiolo, Florence

March 2021 – January 2022

– Responsible for digital communication, website design, graphics for digital and print products.
– Brand strategy, content creation and social media manager
– Digital marketing through mail marketing, monthly newsletter, and Facebook Business Manager campaigns

Freelance UX/UI, Web & Digital Designer

January 2019 – January 2024

Development of websites from clients' brief and needs:
– Design of complete layout and structure;
– User flow, wireframes and information architecture;
– SEO strategy and implementation;
– Integration of Google Analytics and Facebook Pixel.

Project collaborations with different clients and companies for:
– Digital and print communication;
– UX/UI design for digital products;
– Graphic design, branding and visual identity;
– Content creation, social media management and strategy;
– Email marketing and advertising campaigns creation.

LANGUAGES

Italian	mother tongue
English	C1 (excellent written and spoken level)
Spanish	C1 (excellent written and spoken level)

HARD SKILLS

CERTIFICATIONS

Agile & Scrum Certification by **Code First Girls**   *2024*
Advanced course on artificial intelligence by **Google**   *2024*
Introduction to Javascript by **Code First Girls**   *2024*
Mobile Experience Certification by **Google Skillshop**   *2023*
Conversion Optimization Certification by **Google Skillshop**   *2023*
Fundamentals of Digital Marketing by **Grow with Google**   *2023*

EDUCATION

BAU Centro universitario de diseño, Barcelona, Spain
2021 – 2022
Master in Digital Experience Design – Customer Experience, Design Thinking, Agile & Scrum UX, UI, Digital Business, HTML, CSS, JS

ISIA Design Firenze, Florence, Italy
2017 – 2021
Bachelor's Degree in Communication Design – final thesis on a digital product promoting sustainable tourism in Florence – Grade: 110/110

Hochschule Augsburg, Germany
March – July 2020
Erasmus+ Study Exchange Program – focus on Communication Design

ESDi – Escuela Superior de Disenny, Sabadell, Spain
February – June 2019
Erasmus+ Study Exchange Program – focus on Graphic Design

Liceo Classico N. Machiavelli, Florence, Italy
2011 – 2016
High School Diploma in Classical languages – Grade: 100/100

COLLABORATIVE IMPACT PROJECTS

Co-founder of MMR Movimento Moda Responsabile
2023 – present
Project coordinator and part of the Communication Team & Organizational Team. Responsible for graphics and website.

Web designer @LCOY Italy
2020 – 2021
Part of the Communication Team as website developer for the Local Conference of Youth on Climate Change event in Italy (September 2021).

Creative Support @ECOSUM
2020 – 2021
Graphics and content creation, social media strategy, and web design for ECOSUM, an eco-merchandising brand for Italian schools and universities.

SOFT SKILLS

Proactive · Well organized · Self-motivated · Goal-oriented · Creativity · People and planet · Problem-solving · Adaptability · Diversity · Constructive communication · Empathy · Interpersonal skills · Team player · Collaboration · Task planning · Critical thinking · Attention to detail