





# ALESSIO ANGELI

Graphic designer / Digital UX /  
Communication expert

 Via Palestro, 87  
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 abuelo.it/portfolio

## ABOUT ME

Made in Tuscany

Born in 1984

Italian (MT) + English & Spanish (B2)

Tech & Food addicted

Football lover

## EDUCATION

### HIGH SCHOOL

Istituto Tecnico Industriale

"G. Galilei" Livorno

Perito Capotecnico Meccanico

### UNIVERSITY

Università degli Studi di Firenze

*Design and management of events  
and businesses of art and  
entertainment*

## WORK EXPERIENCES

### COUNTRY E-COMMERCE SPECIALIST SENIOR

**IKEA** - Milan HQ  
feb 2020 > now

*Working in the E-commerce & Communication team in IKEA Italy providing the best omni-channel customer experience.*

*Responsible to create a visually stimulating and engaging digital experience that inspires product selection, convert more consumers to customers, stimulate life at home interest and drive the home furnishing movement in digital channels.*

*Data Analyst: Monitor IKEA.it performance, providing business and operational insights to maximize revenues and optimize customer experience.*

*Site and Traffic Performance, UX and experimentations (Analysis, Heatmap and A/B test program).*

### GRAPHIC COMMUNICATION DESIGNER & VISUAL MERCHANDISER SENIOR

**IKEA** - Milan HQ / Pisa Store / Catania Store  
mar 2014 > jan 2020

*Responsible for developing communications and shop design solutions for market specific needs and opportunities -also in retail expansion program- in line with local commercial priorities and common guidelines in strengthening the IKEA concept and key strategic and commercial messages.*

*Plan, create and implement graphic communication and create visual impact in all commercial, sales support and co-worker areas.*

### COMMUNICATION DESIGNER

#### Personal Company

jan 2010 > now

*Design and implementation of marketing strategies, communication campaigns, website development and e-commerce. Creative direction for AS Livorno Calcio. Social Media Strategist.*

## ACKNOWLEDGMENTS

### CONTENTSSQUARE CERTIFIED EXPERT

Credential ID:

zh9rn72szwdrID

### YOUNG DIGITAL ENTREPRENEURS

Winner of the contest called by  
Province di Livorno, 2011

## MY CLOUD OF SKILLS AND COMPETENCES

