



Stefania Desogus

WEB DEVELOPER & UX/UI PRODUCT DESIGNER

Portfolio

stefolio.netlify.app

github.com/stef-ania

ABOUT ME

Web Developer with a strong foundation in **UX/UI Product Design** and **Web Design**. I bring excellent **versatility** and a **solution-oriented mindset**, along with a passion for continue learning **best practices** in programming and design.

Contact

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LinkedIn: [in/stefania-desogus](https://in.linkedin.com/in/stefania-desogus)

EXPERIENCE



Full Stack Web Developer

Dating Lab | March 2024 - June 2024

- Improved user interface and user experience using **React, Tailwind CSS, Next** and **Laravel**.
- Developed and integrated **REST APIs**, ensuring reliable communication between services.
- Implemented **responsive web components, debugging** and **testing** to ensure quality.



UX/UI Product Designer

Drinks&Co Marketplace | January 2020 - July 2023

- Redesigned key website sections, **improving CTR by over 2%** in checkout steps, and creation and maintenance of the **Design System** using the **Atomic Design** methodology in **Figma**.
- Full ownership of the design process for the Shopping Funnel, including **UX research, wireframing, prototyping**, benchmark, user flow, and QA testing.



Lead Web Designer

Drinks&Co Marketplace | July 2018 - January 2020

- **Led a design team of 3 designers**, responsible for creating all necessary materials for marketing campaigns (landing pages, newsletters, banners for ads, etc., using **HTML, CSS, JavaScript** and Adobe Creative Cloud.
- Improved the landing page creation process and optimized newsletter campaign management, **doubling the delivery speed** of assets..



Web Designer & UX/UI Designer

FloraQueen | September 2015 - July 2018

- **Played a key role in the rebranding project** for the FloraQueen brand and the overhaul of the online store across various domains. This restyling resulted in a **60% increase in sales** during peak season.
- Responsible for creating all necessary materials for marketing campaigns using **HTML, CSS, JavaScript, jQuery** and Adobe Creative Cloud.
- Configuration of **A/B testing** in several sections of the online store with Convert and Optimizely.



Web Designer

YouMobile | August 2011 - January 2014

- Development of an online store on **Prestashop** for mobile accessories.
- Customization of corporate websites built on **WordPress** (layout, styling, plugin creation, etc.).
- Design and development of responsive landing pages using **HTML, CSS, JavaScript** and **Bootstrap**.

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EDUCATION



Full-Stack Web Development Course

Factoria F5 | October 2023 - April 2024



Graphic Design Course

IED Barcelona | October 2009 - June 2011



Bachelor's Degree in Economics and Business Management

Università degli Studi di Cagliari (Italy) | 2004 - 2008

SOFT SKILLS

- **Collaboration** in cross-functional teams
- **Adaptability** in fast-changing environments
- **Openness to feedback** and continuous improvement
- **Attention to detail**
- **Resolute attitude**

HARD SKILLS

- **Frontend:** HTML, CSS, JavaScript, React, Next.js, Styled-Components, Tailwind CSS
- **Design:** Figma, Data-Driven Design, UX Research, Adobe Creative Cloud
- **Backend:** PHP, Laravel, REST APIs, MySQL
- **Development Methodologies & Tools:** Agile, Git, Gitflow, GitHub, Atomic Design, BEM, OOP, SOLID, Clean Code

LANGUAGES

- **Spanish** (C1 - Full professional competence)
- **English** (B2 - Upper-intermediate competence)
- **Catalan** (B2 - Upper-intermediate competence)
- **Italian** (Native)