



Marco Di Cesare

UX / Motion / Graphic Designer

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Digital Product Designer, I help organizations transform user problems into delightful and seamless experiences for everyone. Experienced in e-commerce systems, communication tools, TV interfaces, brand identity, and projects requiring a high degree of vision, problem-solving, and attention to detail.

EXPERIENCE

Junior UX designer - Freelance

May 2023 - Present

Wireframing, user research, app design, website and landing page design.

Recently, I designed the website for Fugenstone, a UK leader in the sale of quartz and granite materials for domestic use. The client wanted to revamp the old site to make it more modern and competitive. Through competitor analysis and careful UX research, I managed to bring in 80% more visitors and a 30% increase in customers.

Web Designer - Freelance

December 2013 - Present

I design and build websites and landing pages with WordPress and Elementor Pro.

Recently, I redesigned the website for the hotel/restaurant La Placette, in Val D'Aosta (laplacette.it). The problem was to effectively showcase all the hotel's services, and I solved it by creatively including them all on the homepage.

I also offer online consulting services for WordPress and SEO optimization.

Motion Designer - Freelance

February 2020 - Present

I imagine and create, through storytelling, 2D and 3D animations for social media and TV.

I was part of the Coderstrust Academy (now Learnio) team for whom I created a video presentation with animated characters and video tutorials for motion design students.

Motion Designer for Rai

January 2000 - Present

Infographics and animation videomaker for Rainews24, RAI's all-news channel.

As team leader of a group of 4 designers, I have achieved significant goals such as the design of a new user interface for the Rainews24 channel and the restyling of all the channel's spots and graphics.

References available upon request.

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TOOLS

FIGMA
ADOBE SUITE
PROTOPIE
CINEMA 4D
WORDPRESS
ELEMENTOR PRO

CODING

CSS (intermediate)
HTML 5 (intermediate)
JAVASCRIPT (basic)
PHP (basic)
MYSQL (basic)

LANGUAGES

ITALIANO (mothertongue)
INGLESE (fluent)

STUDIES

IED ROMA

Bachelor's degree
in Motion Design (1992-1995)

CERTIFICATES

Adobe After Effects
Adobe Photoshop
Adobe Illustrator
Google UX Design certificate





MAJOR PROJECTS COMPLETE

June 2024

www.fungenstone.co.uk

Restyling of the Fungenstone website, a UK leader in the sale of quartz and granite materials for domestic use.

The client wanted a more modern site that would generate more leads and a dedicated section for ordering product samples.

After conducting a competitive audit and fully understanding the client's needs, I created an initial wireframe draft, modifying it until I reached an interactive mockup in Figma.

Once design approval was obtained, I moved on to the production phase in WordPress. The biggest challenge was creating a system that would allow the client to independently insert articles and products. I solved this by creating video tutorials that exhaustively explained the entire process.

The result led to an 80% increase in leads and a 30% increase in actual customers.

November 2023

www.nuchallenge.it

Conception and creation of the website for NuChallenge, a family-run sports activity that has been operating in the sector for several years. For them, I restyled the website and brand, also designing the company's new logo. I applied User Experience principles to the site, prioritizing ease of navigation and consultation of pages over the purely aesthetic elements of the previous version. The result was a greater visibility of the site and greater satisfaction of users who were also able to benefit from a modern online booking system.

September 2023

laboratory.vjhomeconcept.com

Conception and creation of a website for the promotion and dissemination of online courses on home staging in the Russian language. Home staging is a relatively new discipline in Europe and even more innovative in Russia. The purpose of the website is to promote, sell and disseminate through video tutorials via paid access to the site. Despite the difficulties of working on a language I don't know, I was able to interpret and fully satisfy the client's wishes. Since the launch, there have been more than 50 subscribers and the numbers are set to rise thanks to the publication of new content.

May 2023

diazchamorro.it

Conception and creation of the website of the artist Diaz Chamorro, a master of watercolor. For her, I created a product that reflected her eclectic nature but at the same time could help her publicize and sell her online and live courses. The increase in notoriety was immediate even without publicizing the site on various social media. Thanks to word of mouth, site visitors increased, playing the role of promoters of the artist themselves.

December 2022

www.laplacette.it

Restyling of the La Placette website, a hotel and restaurant company located in Usseaux in the Aosta Valley. The previous site was literally divided into two parts, one for the hotel part and one for the restaurant. In the new version, I managed to combine all aspects of the business, including the mini spa which would otherwise have had its own dedicated section. I designed a section for promotions that can be easily updated by the client without the help of a webmaster or an expert in the field. The whole thing is correlated with a booking system for both the hotel and restaurant and events.

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