



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 2025

ehemproject.eu

Concept and development of a website for Roma Tre University, the University of Tuscia, and other partner institutions in Cyprus and Catalonia, dedicated to the EHEM project (Enhancement of Heritage Experiences in the Middle Ages). The project aims to create layered digital models of medieval architecture and mural paintings that are as faithful as possible to the originals across different historical periods, providing both an enhanced public perception and experience and a valuable tool for researchers, conservators, and heritage curators.

For this project, I designed a structure that gives equal importance to the three locations involved and to the researchers associated with them. The narrative focus was placed on visual content—particularly the 3D renderings produced by the researchers—and on project updates, documented progressively over time.

**June 2024
- today**

fugenstone.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. The collaboration with them is ongoing. Over time, they have requested additional services such as the implementation of a chatbot, integration with a mailing list, an appointment booking form, and improvements to both SEO performance and website security.

November 2023

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
- today**

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. I continue to manage the website, overseeing its ongoing updates and implementing new features according to the client's requests.

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MAJOR PROJECTS COMPLETE

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

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.

MINOR PROJECTS

fondazioneitaliamessico.org

For Fondazione Italia-Messico, I designed and developed the institutional website with the goal of supporting and enhancing the organization's mission: to promote economic, cultural, and innovation-focused relations between Italy and Mexico through strategic consulting, project management, and institutional connections. The website structure was designed to facilitate access to information about the foundation's services, initiatives, and projects, with particular attention to clear communication and user experience. The result is a modern platform that reflects the organization's values of international openness and sustainable cooperation.

rogolino.com

For Giuseppe Rogolino, I designed and developed a website aimed at highlighting his artistic journey and the diversity of his expressive languages. The structure was conceived to give prominence to the artworks, featuring a clean interface and intuitive navigation that guides users through sculpture, visual research, and multimedia production. The site is designed as an evolving space, continuously updated with new content and developments in the artist's work.

musicarancio.com

For Musicarancio, I designed and developed the website for an agency specializing in musical entertainment for weddings, corporate events, and private parties. The site is structured to communicate the brand identity and the wide range of services offered clearly and effectively, with a focus on user experience and personalized musical solutions. Through intuitive navigation and targeted content, the platform supports the agency's mission of transforming every event into a memorable experience, placing the clients' needs and the desired atmosphere at the center.

tittybeautylab.it

The website for Titty Beauty Lab was conceived as a digital extension of the in-salon experience: a curated, welcoming, and continuously evolving space. I designed and developed a platform capable of conveying the lab's identity, connecting aesthetics, wellness, and professional training. Services, beauty treatments, and professional courses are presented through smooth navigation and evocative visuals, designed to reflect attention to detail and professionalism. The site thus becomes not only a showcase but a coherent narrative of Titty Beauty Lab's daily work and vision.

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