

# ALBERTO JANNARONE

UX / UI DESIGNER, VIDEO &  
ART DIRECTION

# 517, 43 Hanna Avenue, Toronto,  
Ontario, M6K 1X1

☎ 416-274-3076

✉ alberto.jannarone@gmail.com

🌐 www.alberto.jannarone.com

## PROFESSIONAL STATEMENT

My background in product design, photography and video production give me a unique perspective to problem solving that allows me to create products and experiences that people love. Persistence, passion and attention to detail are just some of the qualities I possess.

## WORK EXPERIENCE

### UX Designer / OneMethod - February - March 2020

Website re-design for the Haagen Dazs Canada website.

Sketching, wireframing and prototyping.

Iterating ideas based on feedback from the team and the clients.

Create responsive UX ideal for both desktop and mobile.

Performed Heuristic Analysis and presented to client.

### UX & UI Designer / Crowdfunder - September - November 2019

Sketching and prototyping ideas to test viability and how interactions feel.

Iterating ideas based on feedback from the team and the clients.

Create responsive UI ideal for both desktop and mobile.

See the products from conception through production

### UX & UI Designer / Freelance - 2019 - Present

#### Porrada Brazilian Jiu-Jitsu Fitness App:

Created a mobile app used to augment the training process for BJJ practitioners.

Researched and identified problems through stakeholder meetings and user research.

Lead for creative direction and client communication.

Created hi-fidelity prototypes, animations, splash and onboarding pages.

#### EduTravel For Credit Website:

Creating a better experience for the user by simplifying the content hierarchy, navigation flow and feature accessibility.

Designed and implemented a responsive strategy to handle dynamic content.

### Video Director & Creative Director & Photographer / Freelance - 2013-2019

Responsible for creative direction, development of concepts and pitching to clients.

Production of photo and video branded content – digital and broadcast.

Managed pre, principle and post production for video and photography campaigns.

Conceptualized and designed storyboards and shot lists.

Camera operator – specialized with Sony and Canon cameras and work flows.

Experienced with continuous and strobe lighting such as Kino Flo, Pixel Tube, Profoto.

Directed models and actors for video and photography productions.

Worked with clients such as Chevrolet, Nestea and Dr. Scholl's.

### Marketing & Events Coordinator / Vix Systems Inc. - 2009-2012

Designed marketing materials and PowerPoint presentations to support the Investor Relations and Sales Departments.

Created front end design for media player graphic user interfaces.

Managed trade show logistics, budgeting and booth design.

Coordinated communications between sales teams, engineering teams and executive officers.

## EDUCATION

User Experience Professional / RED Academy Toronto 2019

Film Studies / Chang School Ryerson Toronto 2013

Marketing Administration Diploma / Seneca College Toronto 2001 - 2003

Creative Photography / Humber College Toronto 1999 - 2001

## SKILLS

Sketching, Wireframing, UI Design  
Responsive Web Design, Prototyping,  
Scrum, User Journeys, Storyboards,  
Mental Models, Usability Testing,  
User Research, Scenarios,  
Competitive Analysis, Client Relations,  
Photography, Director of Photography,  
Creative Direction, Video Direction  
Photography and Video Editing,  
Production Management,  
Italian oral and written.

## TOOLS

Sketch	Figma	XD
Principle	Invision	Photoshop
Illustrator	Lightroom	Premiere Pro
Excel	Powerpoint	