William Benigno

UX/UI Designer based in Italy who creates authentic experiences in a logically creative way.

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Experience

App Designer, Pier Program
Apple Developer Academy @UNINA | July 2023 - June 2024

The Pier Program is an educational program based on real work experience. In my cross-functional and multicultural team, I was responsible for the design of 2 internal products already distributed and used by +350 students at the Academy.

- Led an entire rethinking of the app's main task flow by solving critical discrepancies.
- Conducted Usability Testings on over 10 participants proving the efficiency of new design solutions by reducing tasks' time execution by over 50%.
- Helped the system's code base changes by providing a complete products redesign to improve the entire system experience in iOS app and MacOS Dashboard.
- Presented design solutions realized in 16 sprints to clients and stakeholders emphasizing issues and solutions via data gathered through research and testing.
- Provided UI Styleguides and relative Design Documentation for future teams.

Brand & UX/UI Designer
Freelance | October 2023 - Present

Starting in 2023, I help brands with their image. From Branding to UX/UI Design, the goal is the same: creating authentic experiences.

- **Asternox - Digital Agency**: Visual Identity Redesign, including Logo Design and Animation, Typography, Color Palette, Illustrations, Business Card, Letterhead, and Website Redesign.

Help Desk - IT Technician
Nabacom srl | February 2022 - September 2022

I helped people solve the technical issues that occur in their everyday work life.

Junior Graphic Designer
nucleo.studio | January 2021 - July 2021

Nucleo.studio is a creative studio specialized in Branding, Social Media, and Events. As a Junior graphic designer, I curated Brand Identities and Social Media Graphics.

- Created +1000 graphics between social media posts, stories, covers, and profile pictures for over 10 clients.
- Defined and created Visual Identities and Branding for new nucleo.studio's clients.
- Supported Motion and Brand Design by providing Visual Assets like illustrations, layouts, and seamless patterns.
- Involved in Editorial design by creating physical and digital layouts for menù, brochures, presentations, catalogues.

Skills

Design
User Experience • User Interface • Wireframing • Visual Design • Prototyping • Low & High Fidelity Design • UI Style Guide • Design for Accessibility • Responsive Design • Logo Design • Icon Design • Illustration • Design Thinking

Research
User Interviews • Usability Testing • Information Architecture • A/B Testing • User Personas • User Flow • User Scenario • Affinity Mapping

Coding
HTML • CSS • SASS

Tools
Illustrator • Photoshop • InDesign • Figma • Adobe XD • Rive • Keynote • Procreate • Miro

Others
Italian • English • Cross-functional Collaboration and Communication • Public Speaking and Presentation

Education

Student (Design Focus)
Apple Developer Academy | September 2022 - June 2023

Experience based on app research, design, and development for the Apple ecosystem.

Accademia delle Belle Arti di Napoli - ABANA
Bachelor Degree in Communication Design | October 2017 - March 2021

Final Grade: 110/110 Cum Laude
Thesis: We are all Apprentices (orig. title: *Siamo tutti Apprendisti*)