

Web Design Engineer



Cristiano Oropesa
14 march 1979
Married

 info@rossorosso.com

 www.rossorosso.com

 [Linkedin](#)

You will not find any AI tools listed in this CV. I consider AI a cross-functional tool, implicit in today's work environment, and I find listing it as redundant as stating that I know how to navigate the internet.

In 1998, I started out in the advertising graphics industry as a layout designer for magazines such as **Al Volante**, **In Sella**, and **The Games Machine**. In 2000, I moved into the web world, specializing as a **Web Designer** and **Flash Developer**. I became particularly fascinated by **Drupal**, which is still my favorite **CMS** today. Back when **ready-made templates didn't exist**, every interface was born from a creative and logical process, evolving alongside Frontend frameworks. This **"tailor-made" approach** is what defined my current way of working.

Over the years, I've continued to work on traditional graphics projects while deepening my web skills, focusing on **responsive sites**, **e-commerce**, and **web/mobile apps**. I've worked for clients like **Axa**, **Logitech**, and **Microsoft**, as well as several major players in the fintech sector.

Today, I collaborate with teams using the **Agile** methodology, working as a **UX/UI Designer** and **Frontend Developer**.

Professional experience:

2021 - 2024

Faire.ai [Web Design Engineer]

- UI Design and animation development for the **Cream** app (Banca Progetto), focusing on improving fluidity and user interaction. Code optimization for the product landing page;
- UX/UI Design and Frontend development of the loan request dashboard for **Banca Avvera**, optimizing the entire operational workflow;
- Design and development of **Faicredit**, a 100% digital credit solution. Created the entire **product ecosystem**: website, blog, newsletters, email communications, video guides for YouTube, and display materials for points of sale.

2016 - 2020

Alchemy (Suisse) Technology [Lead UX / UI Designer, Frontend Developer]

- Technical Coordination and Management (Axa & Alchemy Suisse): collaboration for the UX/UI design and Frontend development of the **Axa/Axa MPS portals** (Confido, Pernoi, Polizza Auto, and Vita);
- Agents Dashboard: Design and Frontend development of a dashboard dedicated to optimizing the workflow and operations of the agent network;
- Axa Client Area Restyling: Participated in the pilot project for the redesign of the private area. I was a member of the **first cross-functional team** to adopt the **Agile** methodology at AXA, contributing to the definition of the platform's new User Experience standards.

2015 - 2016

Activart [Lead UX / UI Designer, Drupal Developer]

- Web Development and Maintenance: UX/UI design and Frontend implementation of landing pages and e-commerce platforms for the agency's client portfolio, ensuring **technical updates** and **visual optimization**.

2004 - 2014

Imageware [Graphic Designer, UX / UI Designer, Frontend Developer, Drupal Developer]

- Joined the creative team after an initial experience as an **InDesign** "power user" to lead the transition from **QuarkXPress** to Adobe. Supported the management of complex layout projects including brochures, catalogs, event materials (**SAP Forum**), and **interactive PDFs**;
- Design of DEM campaigns and banners; creation of the first landing pages based on **media queries** (right when they were first officialized by the W3C), actively participating in the birth of responsive web design for various brands;
- Creative and technical support for the Italian market launch of **Windows Vista**, **Microsoft Surface**, and **Windows "Mango"** (Windows Phone);
- Development of advanced business presentations (PowerPoint) and **video editing** for corporate and product communication.

I lived through the transition from fixed design to responsive firsthand: in a very short time, we went from designing for standard resolutions (800x600 or 1024x768) to the explosion of **smartphones** and **tablets**. From one month to the next, the complexity of the work practically tripled: it was no longer about designing a single interface, but about creating flexible systems capable of adapting to any screen.

Languages:

Italian

Native

English

Writing: *intermediate*

Speaking: *basic*

Listening: *intermediate*

Education:

Diploma in Advertising Graphics

Santa Caterina da Siena, Milan

Diploma in Illustration

Scuola del Fumetto, Milan

Experience Abroad

Mandarin Chinese Culture
University, Taipei
(Traditional Chinese)

2003

Career Break [Mandarin Chinese Culture University, Taipei]

- A year of study at the Mandarin Chinese Culture University in Taipei allowed me to combine language immersion with a reflection on design: I studied the **structure of Chinese characters** as precursors to **modern iconographic systems**. At the same time, being immersed in one of the world's leading tech hubs, I deepened my passion for hardware architecture and **PC building** a technical interest that continues to fuel my curiosity today.

2002

Xenia Edizioni [Layout Designer]

- I worked as a layout designer for the magazines **The Games Machine** and **Consolemania**, working closely with hardware testers and journalists. My role involved translating in-depth reviews into layouts, integrating complex visual assets such as game screenshots captured directly in the newsroom.

2001-2002

Human Touch Communications [Graphic Designer, Web Designer, Flash developer]

- I managed the entire visual identity and corporate communication for a high-profile commercial shooting location (working with clients such as **Armani Jeans**, **Chicco**, and **Mellin**). My role included designing the website, business forms, and brochures. At the same time, I was responsible for **hardware and software configuration**, as well as managing email accounts, printers, and LAN networks.

2000 - 2001

New! [Graphic Designer, Web Designer, Flash developer]

- I managed the shift from **traditional graphics** to the first **interactive content**, overseeing the transition from **CD-ROM** media (Macromedia Director) to the first Flash web interfaces. I also contributed to the development of e-commerce platforms, handling image processing and **managing JSON data architectures** to power product catalogs.

1998-2000

Casa Editrice C.A.F. [Layout Designer]

- I worked as a layout designer for the magazines **Al Volante** and **In Sella**, taking on the challenge of a weekly production cycle with extremely tight deadlines. The specific pocket-sized format required a high level of **space optimization** and **visual synthesis** skills.

1997-1998

Action Group Editore [Layout Designer]

- I began my professional journey while still studying, driven by the desire for independence. Following a seasonal experience in 1997, I was hired the following year as a layout designer for the monthly magazines **Calcio 2000** and **Armi Magazine**. In an era before the cloud, when CD burners were prohibitively expensive, I independently managed the entire archiving and backup workflow for prepress files (CMYK). I worked with "high-capacity" physical media such as **Zip 100** and **Jaz** drives to ensure the integrity and availability of editorial workflows for the photolithography process.

Technical Skills:

UX / UI Design

User research, Personas, Customer journeys, User flows, Wireframing, Prototyping, Design system, Usability testing.

Figma Sketch Adobe Xd Miro Office Jira Confluence

Web / Graphic Design

Websites, E-commerce / Configurators, Mobile Apps, Banner Campaigns, Infographics, Animations, Video Editing, DEM (Direct Email Marketing), PowerPoint Presentations.

Photoshop Illustrator InDesign After Effects Animate

Frontend Development

Custom Solutions, Showcase Websites, E-commerce / Configurators.

Html Css / Scss / Tailwind Php Typescript Vue React

Laravel Gsap Bootstrap Vuetify Material Design

React Admin Drupal Wordpress Webflow Contentful

Shopify Github Docker

Software & tools worth mentioning: Aldus Page Maker, Quark Xpress, Microsoft Expression Studio, Macromedia Suite, Lightwave 3D and Poser 3D.

The personal data provided in this curriculum vitae is intended solely for the purpose of evaluating my application and must be processed in compliance with EU Regulation 2016/679 (GDPR), Legislative Decree 196/2003, and current national legislation regarding the protection of personal data.

Key Strengths:

- **Web Design Engineer:** Bridging the gap between Design and Development. I optimize development workflows by eliminating bottlenecks, transforming complex concepts into functional interfaces and clean, production-ready code;
- **Design System Specialist:** Specialized in creating and maintaining code-ready design systems. I transform complex prototypes into reusable UI components, ensuring perfect consistency between visual design and the logical architecture of the codebase, while maintaining precision, scalability, and implementation speed.
- **Tech Stack & Competencies:**
 - Frontend & Animation: React, Vue.js, TypeScript, GSAP (advanced animations);
 - Tooling & Architecture: Docker, Git, State Management, Internationalization (i18n);
 - CMS & Enterprise: Drupal, WordPress (integration, custom development, and theming).

Interests:

Staying Updated: I enjoy keeping my skills aligned with current industry standards by studying emerging languages and software, as well as exploring the latest features and trends in the field.

Outdoor Activities: I enjoy keeping my skills aligned with current industry standards by studying emerging languages and software, as well as exploring the latest features and trends in the field.

Conviviality & Team Building: I strongly believe in the value of an informal atmosphere. I enjoy fostering team spirit by organizing outings and outdoor activities with colleagues, as I am convinced that the pleasure of spending time together also enhances professional collaboration.

Conclusion:

Throughout my career, I have collaborated with structured organizations such as **Axa** and **Microsoft**, learning to navigate **complex ecosystems** driven by rigorous guidelines and defined architectures. Managing standardized libraries and third-party specifications has allowed me to acquire a solid methodology for ensuring **consistency** and quality at scale.

These challenges have been fundamental to my growth, helping me develop a strong **ability to adapt** as both a Designer and a Developer. In my role as a Frontend Developer, this translates into a mindful approach: I do not seek to impose personal preferences; instead, I adapt to the existing codebase, **respecting the design patterns** and guidelines established by the team.

My philosophy is rooted in **collaboration and continuous feedback**. I am convinced that in this industry, learning never ends; for this reason, I constantly study and keep myself updated. I have learned that true value lies not in overhauling projects for the sake of change, but in knowing how to **optimize what already exists** with patience, precision, and respect for the work of others.

Web site and contacts:

 info@rossorosso.com  www.rossorosso.com  [Linkedin](#)

For optimal communication management, I prefer an initial contact via **Email** or **LinkedIn**.
I will then promptly share my phone number to arrange an introductory interview.