



FRANCESCO MARETTI

WEB & GRAPHIC DESIGNER

FRANCESCOMARETTI.IT | HELLO@FRANCESCOMARETTI.IT

PERSONAL INFORMATION

NATIONALITY: Italian
BORN: June 13th 1987
MARITAL STATUS: married
ADDRESS: somewhere in Amersfoort, NL

EDUCATION

2006 - 2011
Università degli Studi di Milano
Degree in Communication

2000 - 2006
Liceo Scientifico Antonelli
Diploma

PROFESSIONAL SKILLS

HTML & CSS
WordPress & other CMS
Website management
Website optimization
Plesk & cPanel management
Adobe Suite (AI, PS, AE, XD)
Blender
Teamwork & leadership
Team training
Project management
Task management
Public speaking

MY PROFILE

I am a WordPress specialized **web designer** with experience in designing, creating, optimizing and maintaining websites. I am a **team player**, experienced in working in multicultural environments and prior **experience in team leading**.

WORKING EXPERIENCE

2019 - 2022
Froglab SRL, Novara, Italy
LEAD WEB DESIGNER

I was in charge of leading a team of internal and external resources in designing websites for the Company's clients.
As lead web designer I:

- trained new resources on the platforms in use, on CSS/HTML and on how to perform basic database and server-side operations;
- rewrote the design task pipeline, creating training documentation and a reference pool of tools, reducing the building process time and simplifying it;
- lead the migration of managed websites to a new hosting solution, improving uptime and Pagespeed score;
- improved the relationship with the customers by providing a bi-monthly report on the websites' status and performances, as well as suggestions and strategies on how to increase the visit count.

2016 - 2019
Spotzer, Amsterdam, Netherlands
QA TEAM LEADER & WEB DESIGNER

I lead the Quality Assurance team and designed websites for the Company's clients located in the UK and Italian markets.
As QA team leader and web designer I:

- successfully managed the platform migration of 300+ websites for an international Partner;
- provided training material and guidance to new members of the QA team located in the Amsterdam, Denver, Sofia and Manila offices and daily managed the team tasks;
- contributed to creating Company-wide training documentation regarding the standards to follow during the design and the QA process;
- created regular reports and compiled statistical information on the team's performances;
- provided design templates to the Company's partners located in the APAC market and training on how to use them.

COURSES

2022 - in progress
Udemy
Javascript & jQuery

2022 - in progress
Udemy
Dutch A1 - A2

2020 - 2021
Udemy
Blender 2.9 - 3.0

2020 - 2021
Udemy
After Effects CC

2019 - 2020
Google Digital Training
SEO

2018 - 2019
Code Academy
Bootstrap 4

LANGUAGES

ITALIAN: native
ENGLISH: fluent

2011 - 2016
Froglab SRL, Novara, Italy
WEB & GRAPHIC DESIGNER

I was part of a team in charge of creating assets for digital, printed advertising and social network content, as well as websites for the Company's clients.

Part of my duties were to:

- design brochures, posters, packaging, t-shirts and other promotional merchandise;
- create templates for other designers to be used to produce content for social media and online advertising;
- design websites and provide assistance on existing ones (maintenance, backups, optimization).

TECHNICAL SKILLS

I am proficient in using design and prototyping tools (Photoshop, Illustrator, Figma, Adobe XD), I am trained in using HTML and CSS and in adapting them to different browsers and OSs.

I have experience in building static websites and working on different CMSs (WordPress, Prestashop, Joomla) and web platforms (Duda, Mono, Webflow).

I can perform server-side operations (DNS management, cPanel/Plesk administration) and I can provide basic MySQL database management (search and replace, password administration, etc.).

I have experience in using task management platforms (Salesforce, Trello, Asana, ClickUp) and in providing time and efficiency reports.

PERSONAL SKILLS

I am a team player, passionate and driven, always trying to improve and develop my skills. I am used to adapting to a shifting working environment while being proactive and positive about evolving in new directions.

I easily communicate with management and teammates: I especially value ideas exchange and I like being challenged to find creative solutions to problems.

I am very punctual and able to manage my schedule autonomously, work around deadlines and push myself and other people to achieve a goal.

OTHER INTERESTS

I am a self-taught guitar, bass, and ukulele player. I'm very passionate about music and I have been in different bands since high school.

I am an avid book and comic reader and, in my spare time, I am taking drawing classes.