



MARTINA VACCARO

PROFILE

I'm Martina Vaccaro, a Senior Designer with over 10 years of experience.

Passionate about graphic design, illustration, and photography, I specialize in UI/UX and web design. I have been working as a freelancer since 2016, leading end-to-end projects and collaborating with web agencies and companies to build intuitive digital experiences and WordPress websites.

PASSIONS



Eating too much pizza



Trying to stay alive while snowboarding



Taking pics of new places



Hanging out and have nice chats

SKILLS

UI/UX & WEB

- Figma
- Adobe XD
- WordPress
- Elementor

GRAPHIC & PHOTO

- Adobe Illustrator
- Adobe Photoshop
- Adobe Lightroom
- Camera Raw
- Illustration
- AI Image Generation

CODE

- HTML/CSS
- AI-Assisted Coding (Claude / ChatGPT)

EDUCATION

Advanced Course - 2016

Web Design

IED, Roma

Bachelor's degree - 2013

Tecnica Pubblicitaria

Università di Palermo

CONTACT INFO

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EXPERIENCE

ROMI

2025 - Present | Freelance Designer

- Developing brand identity systems and creating visual assets for social media campaigns.
- Designing intuitive UI/UX and responsive websites aligned with client strategy.

Dojo srl

2021 - 2024 | Freelance UX/UI Designer

- Designed user interfaces (UI) for web apps, mobile apps, e-commerce, and SaaS platforms.
- Created wireframes, user flow diagrams, and prototypes to optimize interface navigation and usability.

Pingpongstars

2019 - 2020 | UX/UI Designer

- Designed interfaces for microsites, high-converting landing pages, DEMs, and digital ad campaigns.
- Defined user flows, wireframes, and prototypes for desktop and mobile devices.

BBADV

2018 - 2019 | Web & Visual Designer

- Designed website user interfaces and graphic assets for social media marketing.
- Built and customized WordPress websites using page builders (Elementor, Salient, BeTheme).

Freelance

2016 - Present | Graphic & web designer

- End-to-end UI/UX, branding, illustration, and custom WordPress sites.

LANGUAGES

Italian

Native speaker

English

B2