Andreas Gugliotta

UI/UX Designer

Phone: +31 6 27376087

Website www.gugli.nl

Email: angugliotta@gmail.com

Projects Pass: Reveal13

Work Experience

Ux/Ui Designer - Basic Fit Mobile App   Basic-Fit B.V | Amsterdam, The Netherlands

June 2024 - Present

- Designing projects from discovery to implementation that impact over 4M users in 6 different countries
- Using Data to guide me through my design decisions
- Collaborating with key stakeholders
- Increasing active users in the app
- Increasing average engagement time with the app

Ui Designer - Basic Fit Mobile App   Basic-Fit B.V | Amsterdam, The Netherlands

January 2023 - June 2024

- Created user-friendly and visually appealing interfaces following brand guidelines.
- Developed interactive prototypes using Figma to showcase functionality and gather feedback.
- Conducted usability testing and user interviews to identify and address user pain points.
- Maintained and expanded the design system to ensure consistency across the app.

Visual Designer   Hub Creations | Amstelveen, The Netherlands

July 2019 – August 2022

- Designed engaging animated content to enhance brand storytelling and user engagement.
- Created interactive e-learning modules, blending education and usability.
- Developed unique characters and storyboards for animation and branding projects.
- Produced editorial designs for print and digital platforms.

Design Skills

User Interface Design - User Experience Design - Wireframes - Prototyping - Usability Testing - Interaction Design - Design Thinking

Tools

Figma - Figjam - Figma Make - Google Analytics - Confluence - Jira - Loveable - Lottie

Education

CareerFoundry   Diploma of Education, UI/UX Design

Mar 2021- Jan. 2022

Middlesex University   BA in Graphic Design

Nov 2010- Sept. 2014