| **Lucca Muchmore**  **UI/UX Designer** | London, United Kingdom |
| --- | --- |

| **CONTACT**  **Email:** muchmore.lucca@gmail.com **Phone:** 07541410185 **LinkedIn:**  [www.linkedin.com/in/lucca-muchmore](http://www.linkedin.com/in/lucca-muchmore)  **Website/portfolio:**  [luccamuchmore.com](https://luccamuchmore.com)  **SKILLS**  User Flows  User Research  User Experience Design  User Interface Design  Wireframing and Prototyping  User Testing  Usability Testing  User Interviews  3d modelling  **SOFTWARE TOOLS**  Figma (4 years)  Adobe XD (1 years)  Illustrator(3 years - Adobe certification 2024)  InDesign (4 years)  Photoshop(1 years - Adobe certification 2024)  Adobe Creative Suite  HTML/CSS (2 years)  After Effects (4 months)  Wix/Cargo/Squarespace/WordPress  VScode (2 years)  **AWARDS**  **Runner up in Belvoir packing design project**  06/2024  **100,000th Arts Award winner**  01/2023 | **WORK EXPERIENCE**  **Junior UX Designer**  Lavapepper - London, United Kingdom  10/2024 – present  In this role, I develop and enhance websites to attract customers and refresh existing sites. In addition, My role includes creating email marketing campaigns and designing and developing user-friendly applications to improve digital engagement and user experience.   * **UX and UI designer:** Delivered high-quality, user-centred wireframes to streamline developer handoff using **Figma**, enhancing usability and visual appeal while ensuring alignment with project goals and user needs. * **coding and developing:** Translating high-fidelity **Figma** designs into responsive, user-friendly web interfaces using **Angular, HTML, and CSS**. * **developing email campaigns:** Creating email campaigns for beauty brands using **Figma** as a tool for design and creation in **MailChimp.** * **App development:** Uses **Figma** and **Adobe** to design app interfaces and assets, leveraging my UX expertise to create intuitive and engaging user experiences. * **Creating digital assets:** creating digital assets for websites and email campaigns using **Adobe Illustrator** and **Adobe Photoshop**.   **UX/UI Designer (freelance)**  Webifidesigns - London, United Kingdom  05/2023 - present  in this role, I develop and enhance websites to attract customers and refresh existing sites. In addition, My role includes creating email marketing campaigns and designing and developing user-friendly applications to improve digital engagement and user experience.   * **Delivered High-Quality Website Designs:** Crafted visually appealing and highly functional websites for clients across various disciplines through **Adobe XD** and **Figma**, focusing on providing unique and engaging information. * **Strategic Website Redesigns:** Revamped existing websites to optimise user flow and boost engagement, employing data-driven insights from **Google Analytics** and **SEO optimisation** techniques to enhance User engagement. * **Email Design and Creation:** Designed/Created compelling email campaigns, ensuring alignment with branding and maximising user engagement, using **Figma** and creation through **MailChimp** or **HTML CSS** with the assistance of **AI.** * **Creating digital assets:** creating digital assets for websites and email campaigns using **Adobe Illustrator** and **Adobe Photoshop**. |
| --- | --- |

**EDUCATION**

| **Bachelor of Arts in User Experience Design**  Second Class Upper (2-1), University of the Arts London | **Foundation in Art and Design**  Distinction, University of the Arts London | **Double computer science, DT**  Double Distinction-C, Chestnut Grove Academy 6th form |
| --- | --- | --- |