| **Lucca Muchmore** **UI/UX Designer** | London, United Kingdom  |
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| **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 ResearchUser 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 SuiteHTML/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 Kingdom10/2024 – presentIn 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**.
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**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  |
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