



# Alessandro Amato

# Designer & Developer

Designer and developer with 5+ years experience in e-commerce and creative industries. Passionate about combining creative design and web innovations to deliver meaningful products and experiences.

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Amsterdam, The Netherlands

## SKILLS

### Advanced

HTML, CSS, JavaScript, Illustrator, Figma, WordPress Development, SFCC/SFRA, Page Designer, Responsys, Emarsys

### Intermediate

GSAP, Anime.js, Photoshop, After Effects, Premiere Pro, Sketch.

### Basic+

React JS, Ajax, PHP.

### Languages:

Italian (Native)  
English (Fluent)  
German (Basic)  
French (Basic)

## EXPERIENCE

### May 2019 - Present

#### New Balance Europe Digital Content Developer

Consulting and supporting New Balance's e-commerce on digital products and tools (UX/UI design, development for site and emails, A/B testing). Responsible for the design and development of several features and experiences in the EMEA region:

- NB Launches, sneaker release calendar with sign-up functionality.
- New CRM platform, new marketing email templates, personalized campaigns and automations.
- New Website platform (SFCC -> SFRA), new content page templates and revamped styles.
- Made in UK seasonal experience pages.
- Sale & promotions content hubs.

### 2019 - Present

#### Freelance Web Designer & Developer

Designing and developing digital identities and websites for small clients focusing on creative content solutions. Using a mix of pure JavaScript, PHP, HTML + CSS and animation libraries like GSAP, Anime.js, Barba.js. Expert in developing custom themes for WordPress, but also more contemporary CMS platforms (Shopify, Salesforce). The site [tomderegt.com](http://tomderegt.com) has been selected for the SuperHi Academy Hall of Fame for its features and animations.

Visit [amatoalessandro.com](https://www.amatoalessandro.com) for more projects and details

### November 2017 - April 2019

#### DuPont

#### Digital Specialist

Digital creative services, agency-style. Website migrations (to and from Adobe, Typo3, WordPress). Designed and developed templates for pages and emails. UI & UX: designed and developed several site features and supported A/B testing.

## INTERSHIPS & EDUCATION

### August 2016 - March 2017

#### Elsevier

#### Internship - Digital Creative

Digital creative services for advertising initiatives.

### August 2014 - February 2015

#### VICE Media Inc. - Milan

#### Internship - Site Editorial

Production and content management for VICE Italy's site.

### 2017 - Present

#### SuperHi Academy

Courses: HTML/CSS foundations, Visual Branding and Design, UX design, Advanced CSS and JavaScript, React JS, JavaScript for designers, WordPress Development, Animation for the Web.

### 2017

#### University of Amsterdam

#### Aarhus University

Journalism and Media MA

### 2014

#### Università degli Studi di Milano

Mediazione linguistica e culturale (BA)