

Laura Lei

Bologna, Italy
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[Portfolio](#)
[LinkedIn](#)

Education

ITS McLuhan

Multimedia Graphics and
Communication
2012 - 2013

Istituto d'Arte Venturi

High School Diploma
Graphic Design and
Photography
2007 - 2012

Languages

Italian

Native speaker

English

Fluent

German

Currently learning

Skills

Design & Brand

Visual Design, Branding,
Marketing Design,
Typography

Front-End

HTML, CSS, JS, Tailwind,
Responsive Design ·
Performance Optimization

Tools

Figma, Adobe Creative
Suite, After Effects
(basic), Balsamiq, Canva,
Customer.io, PostHog

Other

Collaboration, Cross-
functional work, Problem
solving, AI tools
(ChatGPT, Claude etc.)

Brand Designer & Front-end Developer

I'm a hybrid designer with 12+ years of experience across visual design, branding, and front-end development. I currently work on both design and implementation, turning ideas into real, consistent web experiences. I enjoy learning new tools and approaches along the way. I bring energy, curiosity, and a lot of enthusiasm to whatever I'm working on.

Work experience

Brand Design Lead & Front-end Developer at Balsamiq

Remote | Jun 2018 - Present

- Own and develop the company website, covering both design and front-end in a custom-coded environment
- Translate brand into consistent digital experiences across marketing and product communication
- Collaborate with marketing on campaigns, landing pages, and visual assets
- Create graphics and motion assets (GIFs, animations) to support product storytelling
- Ensure brand consistency and high visual/UX standards across all touchpoints
- Improve design-development workflows, bridging concept and implementation
- Help bring product features and ideas to life through clear, consistent, and well-crafted web experiences

Front-End Developer at YOOX NET-A-PORTER GROUP

On-site | Apr 2017 - Jun 2018

- Developed responsive e-commerce interfaces for brands like Armani Exchange and Kartell
- Collaborated with design and product teams to ensure pixel-perfect implementation
- Improved performance and usability across multiple platforms
- Maintained consistency with brand guidelines across large-scale e-commerce systems

Front-End Developer & Graphic Designer at Krescendo Multimedia

On-site | Apr 2015 - Mar 2017

- Designed and developed websites for clients across different industries
- Managed both visual design and technical implementation of e-commerce platforms
- Worked with CMS platforms such as WordPress and Magento

Front-End Developer & Graphic Designer at Area9

On-site | Mar 2014 - Dec 2014

- Designed and developed websites for clients across different industries
- Managed both visual design and technical implementation of e-commerce platforms
- Worked with CMS platforms such as WordPress and Magento