



Mario Passalacqua 17/11/2000

UX/UI Designer - Brand Designer - AI Artist
Rome, Italy | Open to relocation (Madrid) | Open to Remote/Hybrid

Multidisciplinary designer with a background in business and digital marketing, which means I think about why something needs to exist before I design how it looks. I work at the intersection of UX/UI, brand identity, and generative AI. Not because it's trendy. Because that's where the interesting problems are. My background doesn't make obvious sense: Economics → Digital Marketing → UX/UI Design. But it does if you think about it. Good design is just good thinking with better output. Currently open to freelance projects and full-time roles worldwide,remote or hybrid depending on the position. If you're building something that hasn't been built before, let's talk.

References:

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Social links:

Website

LinkedIn

Behance

Instagram

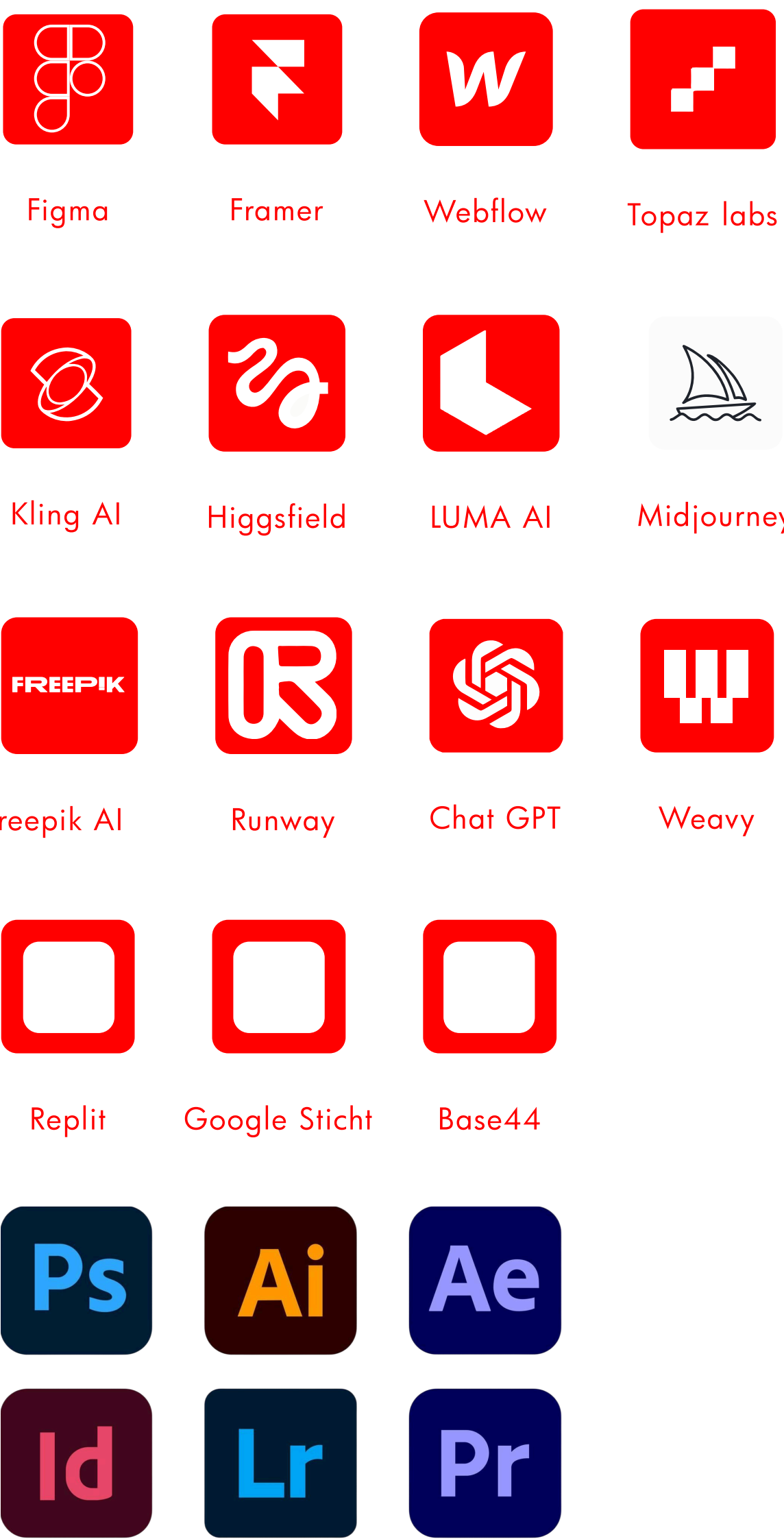
Professional experiences:

Present Aug 2025	Web Designer - FUTURA AI ACADEMY (Freelance - Remote) – Design and develop of the website using Framer and Framer library, ensuring a modern user-friendly interface and engaging experience. – Integrated Stripe for seamless payment processing, enhancing e-commerce functionality. – Implemented UX and UI best practices to improve website traffic and positioning. – Utilize of Google Analytics and Search Console to monitor performance and optimize strategies.
Present 2023	UI/Web/Brand Designer - Freelance (Remote) - Designing websites and brand identities for startups and business - Delivering complete solutions from high-fidelity interface to real prototype
May 2023 Mar 2022	Web Designer & SEO - CF INTERMEDIAZIONI (Italy - Hybrid) – Designed and developed the company website using WordPress, Elementor, Astra, and Yoast. – Applied UX/UI and SEO best practices to optimize site performance and user experience.
Jan 2023 Nov 2022	Marketing Intern - WILLIT (Dublin - half/hybrid) – Contributed to investor pitch decks for an innovative legal tech platform. – Supported content creation, competitive analysis, and market research.

Education:

Oct 2025 Nov 2024	Master in User Interface Design & AI IED – Istituto Europeo di Design, Rome
Nov 2024 Sep 2023	Master of UX/UI Design - Start2Impact
Nov 2023 Apr 2023	Master of Digital marketing management & E-commerce - Radar Academy
Oct 2022 Feb 2019	Bachelor of Business Administration - BBA Università Mercatorum

Softwares &AI:



Adobe Suite

Core skills:

- Design:
- UX/UI Design
 - Visual Design
 - Brand Design
 - Web Design
 - Logo Design
- Technical:
- Prototyping
 - Atomic Design
 - Motion & Interaction
- New technologies:
- AI for Design
 - AI for Filmmaking

Certifications:

- SEO Fundamentals – Semrush (2023)
- Social Media Strategy – PostPickr (2023)
- SEO Strategy – SEOZoom (2023)
- Excel for Business - (2023)
- Macquarie University
Credential ID: 5B2NR49SS2CK
- Marketing and Commons Intern – (2023)
The Intern Group
- The Fundamentals of Digital Marketing –
Google Digital Garage (2023)
Credential ID: DQZ WS3 TV6
- English Certificate (BI) – ALPT Language
Institute (2016)

Languages:

- Italian – Native
- English – Professional
- Spanish – Learning