

# Marcello Cancemi

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Webflow Designer/ Developer/ UX/UI Designer

London, UK | Work in EU: Yes (Settled Status)

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## PROFESSIONAL SUMMARY

UX/UI Designer and Front-End Developer with 10+ years of experience crafting user-centered web experiences across global e-commerce brands and internal tools. Passionate about turning insights into elegant, intuitive designs that balance user needs with business goals. certified in UX Design with hands-on expertise in Figma, wireframing, journey mapping, and design systems. Skilled in bridging the gap between design and development, with a strong foundation in HTML, CSS, and JavaScript.

## CORE COMPETENCIES

**Design & Research:** interaction Design | User Research & Usability Testing | Wireframing & Prototyping | Accessibility (WCAG 2.1)

**Tools & Platforms:** Figma | Sketch | Adobe XD | Miro | Adobe Suite | Visual Studio Code | Microsoft Office | Shopify | Jira | Asana | GitHub

**Front-End Development:** HTML5 & CSS3 | JavaScript (ES6+) | React.js integration | Responsive & Mobile-First Design

**Process & Collaboration:** A/B Testing & Analytics | Design Systems & Component Libraries | Agile & Scrum | Cross-Functional Team Collaboration

## PROFESSIONAL EXPERIENCE

### Webflow Designer/Developer– [shemed.co.uk](http://shemed.co.uk) - London, UK

Sep 2025 – Present

- Designed and developed high-conversion marketing pages and product experiences in Webflow, supporting the launch and growth of the digital women's health platform.
- Collaborated with product, marketing and growth teams to translate campaign and product requirements into scalable, responsive web experiences.
- Built and maintained a modular Webflow component system, enabling a faster landing page creation and consistent design across web experiences.
- Implemented performance optimisations and conversion-focused improvements, enhancing page speed, usability, and user acquisition funnels.

## **Freelance UX/UI Designer & Developer – marcellocancemi.com - London, UK**

Jan 2025 – Sep 2025

- Delivered user-centred websites for SMEs, focusing on usability, performance, and brand alignment
- Designed wireframes, prototypes, and final UIs using Figma and Adobe XD
- Implemented responsive layouts with HTML, CSS, JavaScript, and Bootstrap
- Integrated e-commerce functionality with Shopify and custom forms to enhance user conversion
- Tested new features and deployed websites with analytics integration to monitor user behaviour

## **Lead UX/UI & Front-End Developer – Tempur Sealy International - London, UK**

Nov 2022 – Jan 2025

- Led UX design for internal tools and B2C sites across 20+ international markets
- Created wireframes, interactive prototypes, and responsive mockups using Figma
- Conducted user research and defined personas to improve usability and engagement
- Built scalable components using Bootstrap, and collaborated with dev teams on implementation
- Standardised design systems to reduce inconsistencies and speed up design cycles by 30%

## **Front-End Developer – Tempur Sealy International**

Aug 2019 – Nov 2022

- Designed and implemented responsive layouts and reusable components
- Trained global teams on Salesforce and web tools to increase autonomy in content updates
- Ensured brand and UX consistency across markets through shared UI libraries
- Migrated legacy pages to modern frameworks improving site speed and SEO scores

## **UX/UI Designer | Shopify Developer – justcatalyst.com (Contract) - London, UK**

May 2019 – July 2019

- Customised Shopify themes and implemented dynamic functionality using Liquid
- Delivered fast, responsive storefronts optimised for conversion and retention
- Supported UX research through analytics and feedback-driven iterations

## **UX/UI Designer – Currys - London, UK**

Jul 2018 – Mar 2019

- Worked with stakeholders and developers to refine the digital customer journey
- Delivered wireframes and prototypes for customer support and retail functions
- Supported cross-functional design initiatives aligned with brand refresh

## **UX/UI Designer & Developer – Eye Emporium Ltd - London, UK**

Nov 2017 – Jun 2018

- Optimised UX for marketing campaigns, social media, and e-commerce presence
- Designed email templates and digital assets using Adobe Creative Suite
- Enhanced accessibility and UX performance of existing online platforms

### **UX/UI Designer & Developer – Vitabiotics Ltd - London, UK**

May 2014 – Oct 2017

- Redesigned websites with improved accessibility and customer journey flows
- Created HTML5 interactive banners and dynamic content features
- Established UI standards and collaborated with developers on implementation

### **EDUCATION & CERTIFICATIONS**

Professional Diploma in UX Design – **UX Design Institute** (2023)

Professional Certificate in UI Design – **UX Design Institute** (2022)

BSc Multimedia Solutions – **London Metropolitan University** (2010–2013)