

# ADELE ROTELLA

## Product Designer

A qualified UX Designer with an extensive background in Industrial Design with a wide range of businesses. An excellent team player and problem solver, able to offer a blend of creative and technical skills to deliver market leading customer experiences. Believe that good design can make things better for people, businesses and the world.  
[www.linkedin.com/in/adelerotella/](http://www.linkedin.com/in/adelerotella/)

## Contacts

(+44) 07757 029 186  
[adele.rotella@hotmail.com](mailto:adele.rotella@hotmail.com)  
[www.adelerotella.com](http://www.adelerotella.com)

## Education

### Professional Diploma in UX Design

UX Design Institute  
Sep 2021 - Feb 2022

### BA (Hons) in Industrial Design

Seconda Universita' degli  
Studi di Napoli, Italy  
Sep 2001 - Mar 2004

## Key Skills

UX Research  
Survey  
Usability testing  
Analysis  
Affinity diagram  
Customer journey map  
Flow diagram  
Interaction design  
Prototyping  
Wireframing

## Software

Figma  
Miro  
Photoshop  
Illustrator  
Adobe XD  
Unigraphics NX  
Catia V5  
Solidworks  
Slack  
Teams

## User Experience Design

### Interaction designer

Capgemini, Telford, UK

May 2021 - present

- Working out the best way to let user interact with HMRC services, as to both overall flow and at the level of individual design elements.

### UX Design Project - Hotel Booking App

UX Design Institute

Sep 2021 - Jan 2022

- Conducted, planned and analysed user research and usability testing to identify pain points and map existing customer journeys.
- Re-defined the high level flow to make it shorter and smoother, with improved flow throughout the single Hotel page.
- Sketched new screens to validate the first design solution.
- Designed a Medium Fidelity Prototype with interactive elements and feedbacks, clear CTA's and effective copy.
- Completed annotated wireframe document with detailed notes on the information architecture and individual elements of the screens.

## Industrial Design

### Principal Design Engineer - Contractor

Tata Motors, Coventry, UK

Jan 2019 - Mar 2021

- Designed new components and solutions for R&D projects and power-train systems - air intake system, cooling system, exhaust system.
- Conducted research on competitors' components and technologies.
- Successfully delivered a design of a new intake manifold on time and going under the designated budget

### Product Designer

Triton Showers, Nuneaton, UK

Apr 2017 - Sep 2018

- Led new product designs of remote controls, electric showers and taps to complement and evolve the company portfolio.
- Designed a digital prototype of a new and improved inclusive version of the digital remote control.
- Conducted research on new trends and competitors' products.

## Soft Skills

Curiosity  
Creativity  
Adaptability  
Interpersonal skills  
Effective and clear communication

## Languages

Italian native  
English advanced

## Interests

Cooking  
Interior design  
Blogging

- Produced sketches, Colour&Trim boards, renders and physical prototypes.
- Liaised with multiple stakeholders: engineering, marketing, sales and customer service departments and occupational therapist as proxy user.

## Senior Design Engineer

Fiat Chrysler Automobiles

Mar 2006 - Jul 2016

- Designed powertrain components: high pressure die castings, forgings, sheet metal stampings and plastic injection mouldings.
- Conducted benchmarking research on competitors' components and technologies.
- Designed technical drawings with drawing standards and the maximum attention to details.
- Recruited suppliers, mentored and trained junior designers and contractors.
- Liaised with suppliers and manufacturing department on a daily basis from concept to production.
- Project management: planned, organized and managed resources for the successful achievement of specific project goals and budget.

## Freelance Activity

Product Designer

Jan 2007 - Jul 2016

- Designed bespoke homeware, including furniture, lamps and accessories with the highest attention to detail.
- Produced research on trends and technologies.
- Created original designs for clients and fairs, brochures and websites.
- Liaised with artisans and factories to deliver products with the highest quality.
- Featured in international magazines and books.