

ADELE ROTELLA

UX, Service and 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.

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Contacts

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www.adelerotella.com

Education

Service Design Masterclass

Royal College of Art
Feb 2024

Professional Diploma in UX Design

UX Design Institute
Sep 2021 - Feb 2022

BA (Hons) in Industrial Design

Seconda Università
degli Studi di Napoli,
Italy
Sep 2000 - Mar 2004

Key Skills

User Research
Survey
Usability testing
Analysis
Affinity diagram
Journey mapping
Flow diagram
Interaction design
Prototyping
Wireframing

Tools

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

User Experience Design

Interaction designer

Capgemini, Telford, UK

May 2022 – present

Working with HMRC and Live Services to deliver the best experience to all of our users

- Working in an Agile environment
- Iterating and developing user-centered design solutions, working alongside user researchers, content designers and accessibility experts
- Working towards making our services fully accessible in compliance with WCAG 2.2
- Using government prototype kit and building prototypes, using basic coding and GDS patterns and components
- Stakeholders management

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 powertrain 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.

Soft Skills

Curiosity
Creativity
Adaptability
Interpersonal skills
Effective and clear communication

Languages

Italian native
English advanced

Interests

Cooking
Interior design
Blogging

Product designer

Triton Showers, Nuneaton, UK

May 2017 - Oct 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.
- Produced sketches, Colour&Trim boards, computer generated images 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, Italy

Mar 2006 - Jul 2016

- Designed and developed powertrain components through various processes, including high-pressure die castings and plastic injection mouldings.
- Conducted competitor benchmarking, informing meticulous technical drawings with a keen eye for detail.
- Led end-to-end project management, from planning and resource allocation to successful goal achievement and budget adherence. Collaborated seamlessly with suppliers and manufacturing throughout the entire product development cycle.

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.

Awards

June 2023

1 prize winner in the global Google – Capgemini hackathon 2023 on GenAI