

RAFFAELE GESULFO

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PROFILE

Eager to share my design, programming and marketing skills to help your company delight its users and beyond.

WORK EXPERIENCE

LEAD USER EXPERIENCE DESIGNER OPINIONAZER Paris, FRANCE March 2014 - January 2015

- Designed a B2B mobile and web platform that allows customers to zoom in and out seamlessly into a large amount of data collected through a network of tablets.
- Led corporate branding (logo, tagline, business cards and document templates).

USER EXPERIENCE DESIGNER SOLVAY ENTREPRENEURS Brussels, BELGIUM August 2013 - November 2014

- Built a government website to explain to PhD students how to start a business based on their research.
- Created *Start Lab*, the first accelerator program focused on mobile apps in Belgium.
- Developed an e-learning program for French-speaking entrepreneurs using video tutorials.

WEB DEVELOPER MEDIA BOOSTER Brussels, BELGIUM March 2013 - January 2015

- Designed and built more than 20 websites.
- Trained business owners to use Facebook as a marketing tool.
- Created various corporate identity suites (logos, business cards and document templates).

EDUCATION

MASTER of SCIENCES in BUSINESS ENGINEERING (CUM LAUDE)

SOLVAY BRUSSELS SCHOOL of ECONOMICS and MANAGEMENT Brussels, BELGIUM 2007 - 2013

- Major: Marketing Strategy
- Thesis: *Business Plan of an IT Startup: Opicrowd* (website that gathers opinions from around the world)
- Exchange student at the *Indian Institute of Management Calcutta* (India)

SKILLS

UX Research, Wireframes, Mockups, Prototyping and Testing.

DESIGN Adobe Creative Suite, Keynote, Sketch, Axure, Balsamiq and OmniGraffle.

CODE HTML5, CSS3, Javascript (jQuery), WordPress, Mobile and Responsive.

MARKETING SEO, SEM, ASO, Social Media, Google (AdWords, Analytics, Trends), Emailing and Blogging.

LANGUAGES English (full professional proficiency), French and Italian (native speaker).

INTERESTS

ENTREPRENEURSHIP Started several web and mobile app projects. Participated in many startup events such as *Startup Weekend* and *Microsoft's BoostCamp*.

VOLUNTEERING Boy Scouts; *Vacances Pour Tous* (taking underprivileged teenagers on holidays); *Suprava* (Indian NGO); Webmaster of *Les moulins de Saly* (ethic resort in Senegal).

MUSIC Guitar, drums, bass and keyboard. Certified Electronic Music Producer (*SAE institut*).

SPORTS Boxing, cycling, jogging (Brussels' 20km), sailing and snowboarding.