

CONTACTS

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Lugano, Switzerland

EDUCATION

University of Trento

B.Sc. in Communication Interfaces & Technologies

Trento, Italy

03/2015

TOOLS & TECHNOLOGIES

Design & Marketing

Figma · Adobe Illustrator · Adobe Photoshop · Canva · Affinity · Wireframing · Prototyping · UX Research · SEO / SEM · Google Analytics · Hotjar · Mailchimp · Animation

Development & Platforms

HTML · CSS · JavaScript · WordPress · Shopify · Trello · Asana · Video Editing

AI Tools

ChatGPT · Perplexity · Claude · Midjourney

LANGUAGES

ITALIAN

Native

ALBANIAN

Native

ENGLISH

C1

GERMAN

A2

REFERENCES

Lara Kersbamer

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VOLUNTEERING

Associazione Amélie

10/2025

Supporting communication and online presence for the association, which promotes social inclusion for families, children, the elderly and people in need.

Kastriot Sula

Web & UX/UI Designer

PROFESSIONAL PROFILE

Designer with over 10 years of experience in the digital industry, currently based in Lugano. I specialise in web and UX/UI design with an approach that blends visual design, user-centred thinking, and results-driven execution. I have worked with startups, agencies, and companies across a variety of sectors, leading projects from concept through launch.

WORK EXPERIENCE

The Planet Wellness SA

Lugano, Switzerland

Web Designer

02/2025 - In corso

- Progettazione UI/UX di siti web, landing page e strumenti digitali con focus su coerenza visiva, conversione e ottimizzazione dei flussi utente.
- SEO-oriented web architecture leading to a 25% increase in organic traffic over 6 months through continuous monitoring and optimisation.
- Collaboration with marketing and development teams on digital campaigns and high-converting landing pages (Google Ads, Meta Ads), aligning creative strategy with business goals.
- Oversight of brand consistency across all digital touchpoints: corporate website, social media, newsletters, and promotional materials.

Alma Digital

Trento, IT

Web Designer

11/2019 - 02/2025

- Design and management of responsive websites, e-commerce platforms and mobile interfaces with a focus on usability, performance and conversions.
- SEO and technical performance optimisation achieving over 30% growth in organic traffic and improved engagement metrics.
- Collaboration with the marketing team on content strategy and digital campaigns, contributing to the development of conversion-focused funnels and user journeys.
- UX consulting, usability audits and implementation of data-driven design solutions to improve functionality, flow clarity and user satisfaction.

Freelance

Trento, Italia

UX/UI Designer

01/2015 - In corso

- Autonomous design and development of digital products for startups and organisations, from concept to validation, using a human-centred approach.
- Conduzione di UX research e test di usabilità per individuare aree di miglioramento, incrementando l'engagement e riducendo i tassi di abbandono.
- Digital content consulting for websites and newsletters, making the experience clearer, more intuitive and aligned with brand voice.

OpenMove

Trento, IT

UI/UX Designer

01/2014 - 12/2015

- First professional role undertaken alongside university studies: contribution to shaping the digital identity and UX of the main product (mobility sector).
- Collaboration with cross-functional teams (designers, developers, stakeholders) in an agile environment, from user research through to interactive prototyping.
- User interviews and usability testing to analyse behaviour, translating insights into wireframes, prototypes and high-fidelity layouts.

CORE COMPETENCIES

Problem solving

Quick identification of design issues and definition of concrete solutions, balancing user needs with business objectives.

AI tool integration

Thoughtful use of AI tools to optimise creative processes, content production and design workflows.

Operational autonomy

Independent management of projects from concept to delivery, balancing iterative execution with strategic vision.

Attention to detail

Consistent visual quality, usability and execution excellence across every phase of the project.