

ALICE MAZZUCHELLI

UX/UI Designer

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Milan, Italy

ABOUT

UX/UI Designer with 12+ years of experience creating intuitive digital experiences in the video game industry. Proactive and detail-oriented, with strong organizational and creative skills. Also experienced in producing game trailers, motion graphics and video content for game launches.

Known as **Laser** for my commitment to pixel-perfect design.

EDUCATION

Motion Graphics & Design | MASTER DEGREE
iMasterArt Torino 2013 - 2014

Design and Visual Communication | BACHELOR'S DEGREE
Politecnico di Torino 2010 - 2014

NUMBERS

10+ shipped titles
30+ trailers produced

EXPERTISE

UX/UI Design

Interaction Design

Wireframing & Prototyping

Design Systems

Motion Graphics

Video Editing

EXPERIENCE

UX/UI DESIGNER

Game interfaces & Motion

2014 - PRESENT

3DCLOUDS | MILAN

Designed engaging **user interfaces** for 10+ shipped video games, from wireframes and prototypes to final implementation-ready designs.

Produced 30+ **trailers and promotional videos** for game launches, managing motion graphics, editing and final delivery.

Created **animated logos and motion graphic assets** for video games.

Designed **visual assets and branding materials**, including logos and social media content.

Implemented UI assets **directly within game environments**, preparing and integrating interfaces prior to full implementation by developers.

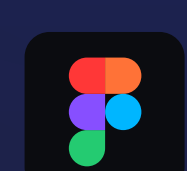
Collaborated with project managers and game designers to translate objectives into intuitive **user-centered design solutions**.

Worked closely with **cross-functional teams** to bring UI designs from concept to fully functional in-game implementation.

LANGUAGES

ITALIAN: Native
ENGLISH: Fluent

SKILLS



Figma



After Effects



Illustrator



Photoshop



InDesign



Media Encoder



Unreal Engine