

David Vailati

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SENIOR WEB DESIGNER & WORDPRESS SPECIALIST

WordPress · WooCommerce · UX/UI Design · Front-end Development

Professional summary

Senior Web Designer & WordPress Specialist with 8+ years of experience across agencies, in-house teams and freelance projects. I design and build responsive websites, high-converting landing pages, CMS solutions and e-commerce platforms, managing delivery from initial concept and UX/UI design through development, launch and ongoing maintenance.

My core stack includes WordPress and WooCommerce, combined with UX/UI Design, Figma prototyping, front-end development and CMS content management. I customise themes and plugins, deliver PHP enhancements, integrate HTML5, CSS3 and JavaScript, and build gated areas, custom forms and ecommerce features. Every project is developed with a mobile-first mindset, on-page SEO, Core Web Vitals and performance optimisation in mind.

With a background in Graphic Design and Art Direction, I also produce visual identities, digital assets, social media content, motion graphics and video. I use generative AI and Prompt Design to accelerate research, content production and repeatable design workflows.

Tools & software

CMS ed e-commerce

WordPress, WooCommerce, Shopify, Elementor, ACF1

Design e prototipazione

Figma, Adobe XD, Photoshop, Illustrator, InDesign

Web development

HTML5, CSS3, JavaScript, PHP

SEO e analytics

Yoast SEO, Rank Math, Google Analytics 4 & Tag Manager

Motion, video e live production

After Effects, Premiere Pro, Wirecast

Photo editing

Camera Raw, Lightroom, Snapseed

E-mail marketing

Mailchimp, MailWizz

Core skills

WordPress e WooCommerce

WordPress Development · WooCommerce · Elementor · Gutenberg Block Editor · Advanced Custom Fields (ACF) · Theme Customization · Plugin Customization · CMS Management · Gated Areas · Custom Forms · E-commerce Functionality · Website Maintenance

Front-end Development

HTML5 · CSS3 · JavaScript · PHP · Responsive Web Design · Mobile-first Design · Cross-browser Compatibility · Third-party Script & Service Integrations

UX/UI e Web Design

UX/UI Design · Figma · Wireframing · User Flow · Interactive Prototyping · Landing Page Design · E-commerce Design · Brand Consistency

Performance, SEO e Analytics

Website Performance Optimization · PageSpeed Optimization · Core Web Vitals · SEO on-page · Yoast SEO · Rank Math · Google Analytics 4 · Google Tag Manager · Conversion Rate Optimization

Digital Content, Motion & Video

Graphic Design · Art Direction · Digital & Social Assets · Motion Graphics · Video Editing · Contenuti short-form · AI generativa · Prompt Design

Languages

Italian

Native

English

C1

Spanish

B1

Location

Available for on-site or hybrid opportunities in Rome and the surrounding area, as well as remote roles.

Own vehicle; driving licences A and B

Professional experience

Web & Digital Designer

SFEERA SRL - Milano

Feb 2023 – Jul 2026

Designed and developed websites, landing pages, CMS and e-commerce projects, alongside digital content, motion graphics and video editing. Managed projects from concept to go-live.

- Web design, development and management of CMS and e-commerce projects
- Implementation and customisation of WordPress and WooCommerce websites
- UI layouts, wireframes, user flows and interactive prototypes in Figma
- Theme and plugin customisation using PHP
- HTML5, CSS3, JavaScript and third-party script integrations
- Gated areas, custom forms and e-commerce functionality
- Graphic assets, social media content, motion graphics and video editing, supported by generative AI
- Domain and business email configuration, deployment, maintenance and technical support

Web Specialist / Front-end Developer

MINIMALS - Lodi

Feb 2021 – Dec 2022

Designed and managed websites, CMS solutions and e-commerce platforms, covering visual design, content, front-end development and technical implementation.

- Web design, front-end development and CMS administration
- Implementation and customisation of WordPress and WooCommerce websites
- UI layouts, page structures, user flows and Figma prototypes
- Theme and web component customisation
- HTML5, CSS3, JavaScript and external script integrations
- Gated areas, custom forms and e-commerce functionality
- Graphic assets, social content, motion graphics and digital content
- Domain and business email configuration, updates and technical support

Front-end Developer

BS Informatica - Chiari

May 2020 – Feb 2021

Front-end development and content management for client websites, mainly built with WordPress and other CMS platforms.

- WordPress website development and configuration
- Responsive theme and layout customisation
- Front-end implementation with HTML5 and CSS3
- CMS content management and updates
- Form integrations, gated areas and e-commerce functionality
- Digital assets, social media content and motion graphics
- Domain and business email configuration, updates and technical support

Additional experience

Graphic Designer / Web Developer

SIAMOCREATIVI

May 2018 – Aug 2018

Designed and built WordPress websites, managed website content, developed brand identities, and produced layouts for catalogues, flyers and brochures.

Graphic Designer / Web Developer

FORMAT

Dec 2015 – Jan 2017

Developed and managed a WordPress e-commerce website, updated social media content, and designed flyers, brochures and other promotional materials. Supported print production and paper-based packaging.

Print Production & Installation Technician

DIGITAL GROUND IBIZA

May 2015 – Oct 2015

Graphic design, print-ready artwork preparation, printing and finishing. Cutting, collating, creasing, folding and gluing, plus display installations for exhibition stands and window graphics.

Graphic Designer & Junior Art

SGA GROUP

Apr 2013 – May 2015

Junior Art Direction, graphic design and client/supplier coordination. Delivered editorial layouts, branding, HTML newsletters, food packaging, advertising and still-life photography.

Education

Bachelor's Degree in Graphic Design & Art Direction

NABA – Nuova Accademia di Belle Arti, Milano
2007 – 2011

High School Diploma in Graphic Design & Communication

I.P. P.SRAFFA - Crema
2002 - 2007

Complementary Education

Digital Marketing: Social Media & Strategy

Centro Formazione Avanzata — CFA · Giugno 2026
Digital Marketing · Social Media · Strategie digitali

Prompt Design

PromptDesign.it · 2024
Progettazione e ottimizzazione dei prompt per l'AI generativa

Autorizzo il trattamento dei dati personali contenuti nel presente CV ai sensi del Regolamento UE 2016/679.