

GAIA ARMELLIN

**UX & Growth | Leader,
Consultant, Coach**

ABOUT

I asked ChatGPT to analyze my profile.
If it says it, it must be true!

- A highly accomplished UX designer and manager with a proven track record of success.
- Effectively resolved design escalations, mentored projects, and enhanced overall UX delivery.
- Demonstrated leadership by managing and developing a global team of UX designers.
- Contributed to the company's growth by streamlining onboarding processes, fostering strategic partnerships, and developing innovative initiatives.

ACHIEVEMENTS [2022-2023]

- ◇ Design Expertise: Proven ability to resolve design escalations and mentor fellow designers.
- ◇ Project Management and Delivery Excellence: Streamlined project management processes and fostered collaboration across teams.
- ◇ Knowledge Sharing and Learning: Developed and delivered educational resources to enhance CX team knowledge and expertise.
- ◇ Educational Initiatives: Spearheaded the development of a comprehensive UX learning path and onboarding program.
- ◇ Operational Efficiency and Cost Optimization: Introduced initiatives to streamline workflows and reduce operational costs.
- ◇ People Leadership and Development: Effectively managed and developed a team of UX designers, achieving significant results.
- ◇ Collaborative Partnerships: Established strong relationships with key stakeholders across the organization.

WORK EXPERIENCE

- 2019 - present** **UX Principal + Chapter Lead Europe**
Backbase, Amsterdam, NL
 - UX + Consulting: full lifecycle product implementation of mobile & online experiences in Agile teams, evangelizing UX best practices
 - Team Lead: Overseeing cross-team processes, practices, and tools with a continuous focus on improving efficiency and inclusion worldwide
 - People Management: Recruiting, onboarding, and managing UX & UI Design talents

- 2013 - present** **UX | Strategy | Career Coach**
flamingaia Design
 - Design: Creative concepts, strategy, user research, UX and service design, art direction
 - Consulting: Brand creation, business development online/offline, pro-bono for social enterprises
 - Coaching: pro-bono career and personal growth to help clients land their dream job

- 2017 - 2018** **UX Designer & Experience Analyst**
funct GmbH, Munich, DE
 - UX: storytelling, UX design, production, creation of customized Hype interactive graphics for the client's websites
 - Client Management: Client teams training on how autonomously develop correct UX for their future projects.

- 2016 - 2017** **Mentor/Co-Designer/Business Developer**
Makeright Academy & SociallyMadeInItaly, London, UK
 - Mentorship: HMP Thameside prison mentorship on design thinking skills and co-design of anti-theft bags with inmates;
 - Co-Design + Business Dev: Prison program co-design, Makeright & SociallyMadeInItaly marketing communication and local & international scaling-up.

- 2012 - 2016** **Digital Art Director & Strategist**
 - MRM//McCann, Düsseldorf, DE
 - Isobar, Düsseldorf, DE
 - Umbrella Kft., Budapest, HU
 - Piece of Cake, Hamburg, DE
 - OgilvyOne, Dubai, UAE
 - DraftFCB, Chicago, USA
 - DMG, Beijing, PRC

TESTIMONIALS

Gaia has been motivating and empowering me when I felt low and insecure and giving me the occasional kick in the butt when I needed it to get out of my comfort zone. I am so grateful for all the time she invested in helping me to overcome my fears and start my new career in UX Design.

Client | UX + Career Coach

The launch and migration all users to the new <Bank> platform built on Backbase is an important milestone. Thank you for your contribution, energy, engagement, collaboration, patience, hard work, and dedication that led us to this point! I am proud and extremely grateful that you are here to support <Bank> and each other on that challenging journey.

Client | Backbase

Thank you Gaia for your unwavering support and guidance and for always making time for all of my questions. You are the Oracle of UX and BB knowledge. I am so grateful and honoured to work with you.

Report | Backbase

Her dedication and proactiveness to the team have been a real support to me and a wonderful example to her colleagues. (...) Thanks to her, we now have a unified UX CS recruitment process! Gaia organized this across all hubs and now we have a streamlined, documented process.

Line-Manager | Backbase

CONTACTS

www.flamingaia.com

[LinkedIn: ux-gaiaarmellin](#)

gaia.armellin@gmail.com

Mobile: +31 62 97 32 019

Social: @flamingaia

VOLUNTEERING

2019 - present **UX + Career Coach**
flamingaia Design

Topics: UX and design thinking, high-converting portfolio creation, CV+cover letter creation, personal branding, communication strategy incl. social media, job-hunting strategy, interview preparation, career development, personal growth.

2019 - 2021 **Design Mentor**
Revive, Sisterhood, Ladies that UX

EDUCATION

2024 **Prompt Engineering Generative AI for Marketing & Advertising**
Coursera

2022 **Conversational Design**
CDI Amsterdam, NL

2016 **Service Design**
IED Barcelona, ES

2011 - 2013 **Art Direction**
Miami Ad School, DE

CORE STUFF

- Driven to optimize high-quality user experiences and processes
- Trained to thrive under pressure and address different stakeholders' concerns
- Proficient in coaching and creating partnerships

STUFF I'M GOOD AT

- User Research & Testing
- UX & IA Best Practices
- Holistic Design
- Stakeholder Management
- Strategic & Resilient Problem Solving
- Workshop Facilitation
- Effective Communication & Negotiation
- English and Italian