Manuel La Porta
Frontend Developer
& UX Designer

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COVER LETTER

Hey there!

I'm always eager to learn and grow, which makes me a great fit for a role that values innovation and personal development.

Throughout my career, I've been lucky enough to work in diverse teams where my energetic and proactive nature has helped me thrive. I'm a bit of a perfectionist, so I always approach my work with great attention to detail and dedication. I've developed my own creative process over time, and I strongly believe that staying organized is crucial for success.
Even though I studied economics, my passion for graphics and design never waned. I collaborated with various companies in my city, working on web and physical design projects. That's when I discovered my love for UX/UI design, and soon after, I dived into Frontend development to strengthen my skills in UI and web design.

I'm driven by curiosity and a determination to expand my skill set. I took a self-taught approach, reading books and taking courses to learn the fundamentals of User Experience (UX) and build a solid foundation in Frontend development. In a surprisingly short time, I gained a strong understanding of HTML, CSS, JavaScript, and even jQuery. Right now, I'm focused on enhancing my expertise in Advanced JavaScript and exploring frameworks like React. My ultimate goal is to become a master of Web design while also deepening my skills in Native app design.

My first experience at GameStop was truly transformative and taught me invaluable lessons. I was initially overwhelmed by the level of responsibility and the broad scope of the projects I was involved in. However, I quickly embraced the opportunity to showcase my efficiency and dedication. In the dynamic and fast-paced environment, I honed my project management skills, leading to a significant role where I excelled at meeting deadlines and exceeding expectations.
I learned the art of time management and prioritization, ensuring that projects were completed on time while upholding the high standards of the company. The experience also made me adaptable and resilient, allowing me to navigate changing circumstances and embrace new challenges with confidence.

Continuous learning and staying up-to-date with new technologies have always been a priority for me, especially since I don't have a specific degree. I'm confident that my passion for self-improvement and adaptability will make me a valuable asset to any company.

I strongly believe that taking a holistic approach is crucial for success in both UX design and Frontend development. As I continue to enhance my Frontend skills, I'll always keep UX design as a parallel interest. This way, I can create seamless experiences that truly connect with users.

Sincerely

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SKILLS

FrontEnd Development: Proficient in HTML, CSS, SASS, Bootstrap, JavaScript, jQuery, React.js.
UX/UI Design: Expertise in defining user needs, wireframing, and LOFI/HIFI prototyping.
Graphic Design: Advanced experience in Adobe Photoshop and Adobe Illustrator.
Programming Languages: Knowledgeable in Python, C#, and PHP.
Web Marketing: Familiarity with Google Analytics 4 and Google Tag Manager.
Productivity Tools: Proficient in Google Workspace and Microsoft Office (ICDL Certified).
Language Skills: C1 English Level (CEFR Certified).

EDUCATION

University of Pisa — Bachelor's Degree in Finance, Banking and Financial Markets
Sep, 2017 – Feb, 2021
110/110 cum Laude - Discussing a Thesis about Pricing Models and CDS Derivatives.

Google & Coursera — Google UX Design Certificate
Jun, 2021 – Sept, 2021
Course attended by Google through Coursera about the foundations of UX design, including empathizing with users, building wireframes and prototypes, and conducting research to test your designs.

John Hopkins University — HTML, CSS, And Javascript For Web Developers Certificate
Sep, 2021 – Oct, 2021
Course attended by the Johns Hopkins University through Coursera about Web development fundamentals HTML5, CSS3 and Javascript/Json as well as Ajax and DOM.

EXPERIENCE

GameStop Italy srl — Frontend Developer, UX Designer
Dec, 2021 – Present
Versatile professional experienced in all aspects of web development, including frontend and backend solutions. Skilled in designing interfaces, Websites and Apps, improving both performance and aesthetics, implementing new systems to enhance back office workflows. Collaborative approach in working closely with various departments to optimize customer operations. Additionally, actively involved both in web marketing and marketing strategies to drive business growth with right solutions. Successfully contributed to development and UX initiatives for both Italy and international markets, including Germany, Ireland, Switzerland, Austria and Canada.

Freelancer, Italy — Web Developer & Graphic Designer
Sep, 2018 – Present
Content creator for Small Businesses and already started Companies as well as non profit associations based in my City.

Starting Finance, Italy — Graphic Content Creator
Feb, 2021 – May 2023
Graphic Designer and content creator for Starting Finance Linkedin Page. Ideation, data visualization and content creation with Illustrator, Photoshop and Canva.

Talentika, Italy — High School Professor
Mar, 2021 – May 2021
Finance, Marketing and UX Professor, covering a broad spectrum of subjects as Game theory and Gamification, Personal Finance and Neuromarketing Strategies through advertising.