

# Remo Colomba

Via Brentella, 35 - 35030 Selvazzano Dentro (PD) - Italy

+39 351 239 2926

getintouch@remocolomba.com

LINKEDIN: <https://www.linkedin.com/in/remo-colomba-02457925>

PORTFOLIO: [www.remocolomba.com](http://www.remocolomba.com)

## PROFESSIONAL SUMMARY

Senior Visual Designer & UI/UX Specialist with more than 20+ years delivering high-impact visual digital and press content and robust brand systems for B2B and automotive sectors. Fluent in Adobe CC, CMS integration, HTML, CSS, AI and multi-market brand governance (IT/PT/EN).

## CORE SKILLS

**DESIGN & UX:** logo creation, brand identity design and guides, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Acrobat, XD), UI/UX Design

**PROTOTYPING & SYSTEMS:** Adobe XD, Figma, VS Code, Sublime Text, Atom

**FRONT-END & CMS:** HTML, CSS, Bootstrap, JavaScript, JQuery, Wordpress, Joomla, Prestashop

**VIDEO/3D:** Adobe Creative Cloud (Premiere Pro, After Effects, Audition), Blender, VRed

**LANGUAGES:** English, Italian, Portuguese, Spanish

## PROFESSIONAL EXPERIENCE

### ALKE - Senior Visual Designer, Padua - Italy, Feb 2017 - Present

- Led end-to-end UI/UX and brand system updates across web and print, driving +30% user engagement and +35% Lighthouse KPIs (performance, accessibility and SEO).
- Redesigned responsive web components in Adobe XD and implemented CMS templates, improving mobile UX and dealer self-service adoption.
- Created AI-assisted image/video products assets, elevating content quality for a global dealer network.
- Established and maintained design system; audited dealer materials to ensure consistency across markets and channels.
- Partnered with marketing, product, and sales to prioritize backlog and run A/B tests on key pages, increasing lead conversions.

### BACK ITALY - Webmaster, Padua, Italy, Apr 2015 - Jan 2017

- Built, maintained, and improved websites and e-commerces, resulting in a 20% increase in online sales.
- UI/UX prototyping and usability testing for web apps.
- Collaborated with the marketing team to craft visually engaging email marketing short/medium term campaigns.

### VERBALISATION - Graphic Designer (Freelance), London, UK, Dec 2014

- Provided freelance design services, creating unique digital graphics for digital media and presentations.

### RDESIGN - Visual Designer (Freelance/Consultant), Rome and Padua, Italy, Nov 2011 - Present (concurrent with ALKÈ)

- Developed and put into action integrated communication plans and social media collaboration to raise awareness of the brand and attract followers.
- Deliver brand identity systems that included from brand systems to digital responsive design templates and print media.
- Produced UI/UX high-impact experiences on app and websites.
- High-quality multimedia content production standards, including photo and video editing.

### MERCEDES-BENZ - Senior Marketing & Communication Analyst, Sao Paulo, Brazil, Feb 2001 - Aug 2011

- Brand ambassador for Latin America from 2007 to 2011.
- Coordinated communication activities across Latin America and overseas markets, enhancing brand consistency and presence.
- Developed technical manuals and training materials, improving internal knowledge sharing.
- Annual media plan management, coordination and implementation of communication support program in collaboration with the dealernet.

## SELECTED PROJECTS

### ALKE WEBSITES - VISUAL ENHANCEMENTS

**Briefing:** Create and implemented website design strategies to increase the brand presence and boost user engagement.

**Technologies used:** Adobe Creative Suite, HTML, CSS, JavaScript.

**Outcomes:** 15% increase in user engagement and a 35% increase in mobile & desktop best practices, accessibility, performance, and SEO metrics.

### MERCEDES-BENZ LATIN AMERICA BRAND AMBASSADOR

**Briefing:** As the Mercedes-Benz Latin American brand ambassador, I managed marketing communications activities and developed an Annual Latin America Dealer Network Communications Program, from 2007 to 2011, and brand guidelines tailored for the diversity of the region as well.

**Technologies used:** Adobe Creative Suite, Intranet.

**Outcomes/impact:** Improved the Mercedes-Benz brand consistency in Latin American for digital media, advertising and events.

## EDUCATION

- **VISUAL DESIGNER** - Escola Panamericana de Artes, Sao Paulo, Brazil, 2007
- **BUSINESS MANAGEMENT** - Mackenzie University, Sao Paulo, Brazil, 2003

## LANGUAGES

- English (C1)
- Italian (C2)
- Portuguese (C2)
- Spanish (B1)