

Pierre Colaco

pierrecolaco1@gmail.com | +44 7775 871592
[Portfolio](#) | [LinkedIn](#)

EXPERIENCE

ATOM CONNECT | UI/UX DESIGNER

Sep 2024 – Present

- Worked on the end to end design of a university social networking app, creating seamless experiences that connect students with clubs and events.
- Designed the complete user journey across 100+ screens and interactive flows.
- Conducted usability testing with 45 students, improving onboarding task success by 30%.
- Collected retention insights from 20 user studies to shape community engagement features.
- Collaborated with developers for smooth implementation & handoff.

WEB PROFESSIONALS | WEB DESIGNER

Jul 2021 – Aug 2023

- Worked on responsive website designs and UX improvements for diverse clients across e commerce, travel, SaaS, and B2B sectors.
- Delivered 65+ responsive websites with consistent brand and design.
- Led UX audits for 10+ high traffic sites, reducing bounce rates by 20% at about 25K monthly users.
- Directed the AWPC charity site redesign, tripling traffic and increasing monthly donors from 600 to 2,000 in six months.
- Introduced a modular UI system that streamlined delivery and improved brand consistency.

FREELANCE | DESIGN & MARKETING CONSULTANT

Jun 2019 – Jun 2021

- Worked with clients of all sizes to deliver design, branding, and marketing strategies focused on growth and measurable impact.
- Consulted 20+ businesses on UX, branding, and digital marketing.
- Managed 10+ campaigns and A/B tests, achieving an average 40% lift in conversions.
- Designed and launched high converting websites and landing pages optimised for SEO and performance.

PROJECTS

ATOM CONNECT | STUDENT NETWORKING APP

- Designed the end-to-end experience for a university social networking app, covering onboarding, event discovery, and student club engagement. Conducted user research and testing, iterating prototypes to improve task success rate by 30%. [Read Case Study](#)

GAMIFIED PROJECT MANAGER | PRODUCTIVITY TOOL

- Built a gamified project management platform where interactive challenges and rewards motivate users, increasing task completion rates and team engagement in testing. [Read Case Study](#)

EDUCATION

QUEEN MARY UNIVERSITY OF LONDON

MSc IN COMPUTER SCIENCE

Sep 2024 | London, UK

Relevant Coursework: User Research, UX Design, Human-Computer Interaction

SKILLS

UX & RESEARCH

User Research
Usability Testing
Journey Mapping
Persona Creation
Wireframing
Prototyping
Information Architecture
Interaction Design
Accessibility
Design Systems

UI & VISUAL DESIGN

Figma
Sketch
Adobe XD
Photoshop
Illustrator
Responsive Design
Product Design
Branding
Typography
Visual Hierarchy

PROGRAMMING & PLATFORMS

HTML/CSS
React.js
Flutter
Android Development
WordPress