

LUCA CARROZZO

Front-End Developer | UX & Product Focus

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Front-End Developer with 10+ years of experience working on digital products in startup and product environments. I combine UX thinking with modern frontend technologies like React, Next.js and TypeScript to build structured, maintainable interfaces. I enjoy translating product requirements into clear user flows and consistent UI components.

WORK EXPERIENCE

UI/UX & Front End Developer

BeSafe Group

Rome (Italy) • 10/2023 - 09/2025

Insurtech / Hospitality SaaS

- Translated business requirements into user flows and high-fidelity mockups, designing a multi-step insurance quotation experience before implementing it in Next.js and TypeScript.
- Defined interaction logic and managed state complexity for a structured user journey leading to checkout.
- Built reusable, component-based UI patterns using Tailwind CSS to ensure long-term scalability and consistency.
- Collaborated within a cross-functional team in an iterative environment to deliver structured, high-performance user interfaces integrated with REST APIs.

UI/UX & Front End Developer

Pemcards

Tuscany (Italy) • 10/2022 - 05/2023

B2B HR / Digital Rewards Platform

- Led the redesign of an embeddable JavaScript widget, improving structure, clarity and consistency across devices.
- Defined user flows and high-fidelity mockups for a CRM feature enabling automated widget configuration through a logically structured form-based interface.
- Designed and developed complex configuration views (create, edit, listing) in React and Next.js, organising grouped form sections to ensure usability and clarity.
- Ensured alignment between CRM configuration logic and generated widget output, collaborating closely with the technical team to maintain functional consistency.

SKILLS

Front-End Engineering

- React
- Next.js
- TypeScript
- JavaScript (ES6+)
- GraphQL (Apollo Client)
- REST APIs
- Component-Based Architecture
- State Management
- Performance Optimization

Styling & UI Architecture

- Tailwind CSS
- SCSS / SASS
- Modern CSS (Flexbox, Grid)
- Responsive Design
- Design Systems
- Reusable Component Patterns

UX & Product

- Figma
- UX Design
- UI Design
- User Flows & Wireframing
- Accessibility

Ecosystem & Platforms

- Astro JS
- Shopify
- WordPress
- Headless CMS (Strapi, Keystatic)
- Git

UI/UX & Front End Developer

GAMS Platform

Milan (Italy) • 02/2021 - 07/2022

EdTech SaaS

- Led UX definition for new features by creating user flows, low-fidelity wireframes and high-fidelity mockups before implementing them in React.
- Developed data-driven interfaces using React and GraphQL (Apollo Client), managing UI states within a scalable architecture.
- Built reusable components supporting long-term scalability across platform areas (courses, CRM tools, email editor).
- Optimized frontend performance and ensured cross-device and cross-browser consistency.

Front-End Developer

Hoselink

Sydney (Australia) • 07/2018 - 06/2020

Retail / E-commerce

- Developed and maintained front-end features within a structured e-commerce environment.
- Contributed to the migration of the company's e-commerce platform to Shopify, ensuring continuity of user experience and core functionality.
- Implemented UI components aligned with the company's evolving design system to improve visual consistency across the platform.
- Delivered maintainable and performance-oriented front-end solutions in collaboration with the project team.

Front End / WordPress Developer

Infomedia Ltd

Sydney (Australia) • 03/2018 - 06/2018

Global automotive data & software provider

- Contributed to the implementation of an informational e-learning platform built on WordPress within a structured software company environment.
- Delivered front-end features and UI components aligned with usability and content structure requirements.

Digital Designer

BMF

Sydney (Australia) • 01/2018 - 01/2018

Marketing & Advertising

- Contributed to the design of an informational website for a live event within a fast-paced creative agency environment.

EDUCATION

Wells International College

Diploma of Software Development (ICT50718)

Sydney (Australia)

04/2019 - 03/2020

Australian nationally recognised qualification covering application design, programming fundamentals, database concepts, and software development practices.

JTO training

Web Designer 2.0 & Multimedia

Communication

Lecce (Italy)

11/2011 - 05/2012

Foundational training in web communication, UX principles, and HTML/CSS.

- Supported user flows, wireframes, and visual mockups through to production delivery.

Front End Developer

Iaki

Milano (Italy) • 01/2015 - 01/2017

Brand Engagement Agency

- Developed front-end features for multiple web projects within a structured agency environment.
- Contributed to the front-end development of a mobile application using Angular and Ionic framework.
- Implemented UI updates and restyling for client websites, ensuring consistency and responsive behavior across devices.

Web Developer

Koinomia

Martano (LE) • 09/2014 - 09/2015

Creative Lab & Consulting

- Developed WordPress-based websites from scratch and supported the refactoring of the agency website, ensuring responsive and consistent user interfaces.