KARIN KAY CAPPELLO

Portfolio website | LinkedIn | Medium

Email: karin.kay9@gmail.com
Phone: +44 (0)7512070893

Hi there! Thanks for considering my candidacy. With a background in art and architecture, I blend creativity with technical proficiency. Through diverse experiences, I've learned empathy, resilience, effective communication (and also HTML and CSS along the way). Now, I'm eager to contribute to projects creating meaningful experiences for people.

Here's a sneak peek into my story:

- 🌍 I've lived in 4 countries
- 🏛️ I have 3 degrees in architecture
- 🎨 In high school I majored in Fine Arts
- ✈️ I've visited 22 countries (I love travelling!)
- 📖 Reading books is a favourite pastime of mine
- ☘️ You could find me jigging to Irish Dance

Skills

UI Design	UX Design	Figma
HTML	CSS	Photoshop
Indesign	Illustrator	Office Suite
Revit	ArchiCad	Sketchup
Blender	AutocCad	

Certificates

Visual Elements of User Interface Design / CalArts

Fundamentals of Graphic Design / CalArts

Languages

English	Full Professional Proficiency
Hebrew	Native Language
Italian	Full Conversational Proficiency

Other Activities

- Nov 2020 | Set Design for 'Smudge'. A short film directed by Dor Samara and produced by The Steve Tisch School of Film and Television.
- Oct 2018 | KEA International Charrette - Collaborative development of innovative solutions for "Connecting Communities - Inclusive Design in the Copenhagen Nordvest District". [Presentation to stakeholders]

Work Experience

Freelance Product Designer
Sep 2023 - Today

- Collaborated with a team to enhance the Onboarding Flow and Paywall of a photo editing app, focusing on improving **user engagement** and **conversion rates**.
  Conversion increase in non-US market: **New Onboarding 38.82%** ; **New Paywall 142.23%**.
- Conducted research, including usage data evaluation and competitive analysis, to inform design decisions.
- Proposed solutions to create an intuitive user experience by redesigning UI components.

Due Diligence Agent at Wise (formerly TransferWise)
Oct 2022 - Sep 2023

- Conducted Due Diligence for personal and business customers, reviewing documents in multiple languages from various countries.
- **Designed a new feature in an internal tool** for a new product, used for customer verification.
- Collaborated closely with compliance officers, product managers, and data analysts. I actively participated in testing new products and features, identified and addressed usability issues in the flow, improving user experience and **reducing support inquiries**.
- Assisted in cyber risk management, contributing to compliance mapping and readiness checklists.
- Coordinated with cross-functional teams to develop internal resources for making knowledge across teams more accessible, and translated technical and regulatory documents.

Architectural Designer at Fuzz Atelier
Apr 2021 - Jun 2021

Detailing and finalisation of public architectural projects.

Architectural Designer at AARCH-MI
Feb 2019 - Apr 2019

Team collaboration in competitions involving Urban Design.

Special Needs Assistant at Ossishkin Elementary School
Sep 2015 - Aug 2016

Supported the integration of a child with special needs into classroom environments, fostering empathy and understanding.

Teacher and Tutor at Smart Center
Apr 2015 - Nov 2015

Developed personalised lesson plans for students of various ages and learning styles, both individually and in groups.

Operation Sergeant at Israel Defence Forces (IDF) | Home Front Command
Mar 2013 - Mar 2015

Managed alarm systems in a high-pressure war room environment.
- Collaborative team work under a daily pressure
- Communication with high-ranked commanders
- Received an acknowledgement of excellence and a campaign medal awarded for my participation in Operation Protective Edge (Miv'tza Tzuk Eitan).

Education

MSc. in Architecture for Sustainability
Sep 2019 - Dec 2022

Politecnico di Torino | Grade: 110 / 110 cum laude

MSc. in Architecture - Built Environment - Interiors
Sep 2019 - Oct 2021

Politecnico di Milano | Grade: 110 / 110 cum laude [Thesis]
- Activities: Student representative [Interview for a promotion video]

BSc. in Architectural Design
Oct 2016 - Jul 2019

Politecnico di Milano | Grade: 110 / 110 cum laude
- Activities: Student representative

Alta Scuola Politecnica
Sep 2019 - Feb 2022

A multidisciplinary joint school where students are selected on the basis of merit.
- Project: Mars-Exos Virtual Reality for Astronauts Training