

Michele Dal Santo

Web Marketing & SEO | Prompt Engineering | Frontend & UX/UI

micheledalsanto.dev@gmail.com +39 3472849496 linkedin.com/in/michele-dal-santo
github.com/micheledalsanto figma.com/@micheledalsanto Como, Italy

• I authorize the processing of personal data pursuant to GDPR (EU 2016/679)

ABOUT

I've been working in digital for 9 years. Started with social media and web design, then moved towards interface design and frontend development. In recent years I've focused on integrating AI into work processes — not just as a trend, but as a concrete tool to improve efficiency and quality. I'm interested in building digital products that actually work, that people understand and enjoy using.

EXPERIENCE

UX/UI & Marketing Consultant

2017 – present

Touch Multimedia S.r.l, Sarcedo

Interface design for business software, mobile apps and websites. SEO, social campaigns, direct customer support. Introduction of AI tools to optimize internal workflows. Selection and onboarding of junior marketing roles.

Social Media Manager & Digital Designer

2016 – present

Freelance

Social media management, visual content creation and communication strategies for local and national clients. Interface design with Figma, React prototype development, integration of AI tools for automation and content generation. End-to-end project management: briefs, estimates, execution, reporting.

Web Designer

2015 – 2016

Indaweb

WordPress websites, preparation of graphic material for training courses, advertising materials. Social media management for SMEs.

SELECTED PROJECTS

Portfolio Case Study Builder
Figma plugin to create professional portfolio case studies with customizable templates.

X01E Next-Gen Football Boots
E-commerce landing page for next-generation football boots with immersive design.

Prompt Playground — Documentation
Repo with practical prompt engineering exercises on ChatGPT, Claude and Gemini. Best practices and comparative tests.

React Learning Hub
E-learning platform prototype for learning React with teacher and student access.

AI IN MY WORKFLOW

I use ChatGPT, Claude and Gemini daily. For user research, copywriting, generating variants, automating repetitive tasks. It allows me to iterate faster without sacrificing quality.

SKILLS

Design
UI/UX, Prototyping, Design Systems, User Research, Wireframing, Figma, Photoshop, Affinity

Development
React.js, JavaScript, HTML/CSS, Tailwind, Node.js, Python, Git, WordPress

AI & Automation
Prompt Engineering, OpenAI API, Claude API, Gemini API, Generative AI

Business
Project Management, SEO, Social Media Strategy, Content Marketing

EDUCATION

IBM UI/UX Design
IBM, 2025

IBM AI Developer
IBM, 2025

AI Fluency
Anthropic, 2025

Prompt Engineering
Google, 2025

Google UX Design
Google, 2024

Meta Frontend Developer
Meta, 2024