

Enzo Peri

Product Design
Digital Marketing
UX/UI



University of California, Irvine

Graduation: June 2025

Psychological Science;
Digital Information Systems



Skills

Research
UX Research
Design Thinking
Usability Testing
Competitive Analysis
Wireframing

Development

HTML
CSS
JavaScript
Python
Github

Tools

Wrike
WordPress
Figma
Wix
Adobe Creative Suite
AutoCAD/Solid Works



Principles

Digital Marketing
SEO/SEM
Data Analysis
Prototyping
Web Development
UX/UI Design
Visual Design
Interaction Design
Presentation Design
Design Systems

 www.enzoperi.com

 enzoperi09@gmail.com

EXPERIENCE

Digital Marketing & Web Design Intern

John's Hopkins Medicine – Baltimore, MD 07/2024 – 10/2024

- Planned, designed, built, and deployed the website for a SaaS product population health analytics startup – Illustra Health
- Worked with the CEO, CTO, and population health strategist to understand the product, audience, needs and decision drivers
- Designed intuitive concepts using corporate and product guidelines
- Organized the site content and defined the hierarchy of information (Information Architecture) using wireframes
- Leveraged AI and graphic design tools to create and modify platform assets (banners, buttons, videos)
- Developed and tested final design layout to ensure browser and device compatibility (responsive design)
- Fostered a collaborative relationship with a marketing agency to facilitate their go-to-market project plan and launch timelines

Product Development Lead

University of California – Irvine, CA (Remote) 04/2025 – Present

- Working with Dean to productize findings of their published research
- Translated complex academic material into accessible, engaging content for a younger audience
- Collaborated closely with faculty to align digital content to their academic and product goals
- Planned, designed, and deployed an online platform to deliver a UC Irvine professors' product on compassion
- Gained experience managing academic-client relationships and iterating based on feedback while improving the product
- Communicated with cross-functional stakeholders including University faculty and brand marketing teams
- Participated in scheduled status meetings to address potential issues, set weekly priorities, and provide status updates

Webmaster & Brand Developer

La Tasca Flamenca – Munich, Germany (Remote) 07/2023 – Present

- Improved the digital brand of this international restaurant chain
- Using UX/UI best practices, created wireframes and prototypes in Figma to showcase layout options that improved user experience
- Developed designs that focused on visualizing the dining experience versus textual descriptions of hours and locations
- Increased online reservations by 200% during the first month by repositioning and highlighting the Book a Table button

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- Added a Franchise page and info request form that generated inquiries for three new potential locations
- Integrated live social media feeds, ensuring real-time content updates while growing followers by 10%.
- Expanded market reach and inclusivity by enabling a multilingual feature on the website, catering to a diverse, global audience.

UX/UI Product Team Lead

Design at UCI – Irvine, CA 01/2024 – 06/2024

- Worked with a cross-functional team to design innovative products, including an award-winning, gamified protein tracker app
- Led the team to brainstorm product concepts, sketch wireframes, create prototypes, participate in design/product critiques, refine final direction based on user feedback, and finalize product details
- Used Figma to design user-centric, workable wireframes and product prototype iterations in a fast-paced environment
- Created surveys and conducted product usability tests to gain valuable feedback and improve areas negatively impacting user experience
- Identified team members' strength areas and delegated work accordingly to maximize project delivery efficiency

Web Development Intern

Roundtable6 – Troy, MI 06/2023 – 09/2023

- Collaborated with this marketing agency's team of experts in digital marketing, communications, technology, and engagement
- Acquired hands-on experience in WordPress and Elementor enhancing web development skills and team-based problem-solving
- Learned project planning and development, by working collaboratively with clients, designers, developers and account managers
- Acquired some familiarity in CSS, JavaScript, and HTML, through hands-on projects and continuous learning

Digital Marketing Intern

Market Ready International – Boca Raton, FL 05/2022 – 08/2022

- Reviewed the company's corporate website and recommended design and messaging edits based on their services and clients
- Transferred website to the new platform, incorporating Google Analytics, contact forms, and social media plug-ins
- Worked with marketing executives to identify opportunities for improved call-to-actions and include them throughout the site
- Increased user engagement by 27% after implementing the comprehensive website redesign, according to key analytics
- Worked with the digital marketing team to identify needs; lead to a 20% increase in campaign ROI and a 15% boost in lead conversion through data-driven decision-making and impact tracking
- Project managed rebranding, product launch, and sales campaigns for the company's health care clients across the U.S.