



DarioCrucitti

CREATIVE TECHNOLOGIST | WEB DESIGNER | WEB DEVELOPER

Contact Me

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References

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Sarah Wood
Managing Director - Slik
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Tao Zhang
Web Designer - Innocean Worldwide
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Education

June 2016 - September 2016
UX DESIGN
Tractor Design School

2012 - 2013
WEB DEVELOPMENT
A.N.F.E. Professional Institute

1998 - 2003
DIPLOMA
G. Galilei Math & Sciece Academy

About Me

With over **15 years of experience** at the intersection of design, technology, and data, I bring a uniquely holistic approach to crafting digital experiences that not only captivate but also deliver measurable results.

As a multidisciplinary designer and developer, I combine **strong visual craft with technical expertise** to deliver polished, high-performing digital experiences. With a broad foundation across **frontend technologies and creative tools**, I bridge design and development to create scalable interfaces and digital experiences that are consistent, purposeful and technically robust.
Personal Website: dariocrucitti.com

Job Experience

FRONTEND DEVELOPER
Digital Agency – Jaywing Australia

Jan 2026 – Jul 2026

At Jaywing, I contributed to enterprise digital projects within multidisciplinary teams, taking a product-focused approach to frontend engineering and building systems designed to scale and evolve with the product.
Using **React, JavaScript, Tailwind CSS, Vite** and **Storybook**, I developed reusable interfaces, UI systems and patterns that supported efficient delivery across complex digital products.
The collaborative engineering environment pushed me to think beyond the code, understanding the wider product, anticipating downstream impact and making pragmatic decisions that balance **quality, scalability** and **delivery**.

DIGITAL DESIGNER
Digital Marketing – Belle & Bloom

Nov 2024 – Oct 2025

Working at Belle & Bloom has reshaped my creative perspective. Here, design directly drives growth, and every visual decision carries commercial weight. This daily practice continues to reveal new dimensions at the intersection of creativity and commerce.
I've learned to speak the language of conversion metrics as fluently as visual principles, to see interfaces not just as compositions but as conversion pathways.
The **Shopify** ecosystem has become my laboratory, ensuring every touchpoint aligns with both brand identity and commercial goals.
This experience lifts my practice beyond aesthetics, positioning me as a strategic partner who shapes experiences that engage users and deliver measurable value.

Skills

DESIGN

Photoshop	●●●●○
Illustrator	●●●●○
InDesign	●●●○
After Effects	●●●○
Figma	●●●○

CODING

HTML	●●●●●
CSS	●●●●●
JavaScript	●●●●○
JQuery	●●●●○
Greensock	●●●●○
Node.js	●●●○

CMS & PLATFORMS

WordPress	●●●●○
Shopify	●●●●○
Klaviyo	●●●●○
Magento	●●●○
Google DoubleClick	●●●●○

Features

- 15+ Years of Experience.
- Transparency and Integrity.
- Understanding of Digital Strategy.
- Knowledge of Industry Standards.

Statement

"I am a true team player with a passion for inclusivity and a real hunger for innovation. My skill set covers a wide spectrum of technologies and platforms. I have deep knowledge of the Ad and Media Industry and I am proficient in both **front-end** and **back-end** coding, **API integration**, fully responsive **cross-device builds**, **animation**, **design** and **video editing**."

JAVASCRIPT DEVELOPER

Sep 2024 – Nov 2024

Advertising Agency – Slik

As a proud part-Indigenous-owned agency, SLIK provided me with the unique opportunity to deepen my understanding of Aboriginal culture. In my role, I managed the production of rich media banners for **Qantas**, contributed to video asset development for **Woolworths** and the **Australian Paralympics**, and assisted in building a micro website for The **Sydney Morning Herald**. It was a truly fulfilling experience blending creativity and technical expertise to deliver impactful and engaging projects.

GRAPHIC DESIGNER

Jul 2024 – Aug 2024

Healthcare Technology Provider - Butterfly Healthcare

I'm deeply grateful for the opportunity to contribute my skills toward something significant, helping Butterfly Healthcare improve surgical care through its innovative platform. Working alongside such a passionate team was inspiring. Together, we created campaigns and assets that amplified their mission in a specialised space.

Knowing our work helped hospitals operate more efficiently made every moment worthwhile. It was a powerful reminder of how creativity and technology, when aligned with purpose, can make a real difference in people's lives.

CREATIVE TECHNOLOGIST

Jun 2022 – Jun 2024

Creative Agency – PlaygroundXYZ

In this role, I specialised in designing and developing interactive advertisements across diverse industries and client portfolios. My role emphasised the creation of compelling narratives that effectively engaged audiences, measured engagement metrics, and optimised message impact. From initial concepts to final product delivery, I utilised a blend of **Photoshop**, **Illustrator**, **HTML**, **CSS**, and **JavaScript** to craft immersive and interactive advertising solutions.

Feel free to check out my [Digital Playlist](#) for examples of creatives I have crafted for different brands.

FULL STACK DEVELOPER / DESIGNER

Jan 2021 – Jun 2022

Creative Agency – Wellcom Worldwide

At Wellcom Worldwide, I provided comprehensive oversight in managing and updating a portfolio of websites. I actively contributed to the integration of **EDMS** for newsletter campaigns and participated in crafting **animated digital catalogues** for prestigious shopping chains, leveraging **After Effects**. I also crafted banners using **HTML**, **CSS**, **JavaScript**, and **GreenSock**, ensuring seamless deployment via **Google DoubleClick**.

LEAD DEVELOPER

Aug 2015 – Jun 2022

Hyundai's Global Creative Partner – Innocean Worldwide

As Lead Developer, I partnered closely with art directors and designers to coordinate multiplatform campaigns, predominantly in the digital sphere. My duties included translating concepts into digital assets, specifically crafting dynamic banners tailored for optimal performance on **Google DoubleClick**. This involved proficient use of **Photoshop**, **Illustrator**, **HTML**, **CSS**, **JavaScript**, and **GreenSock** to enhance campaign effectiveness and user engagement, aligned with client expectations, deadlines, and business objectives.

Some examples of digital banners, EDM and interactive **YouTube MastHead**: [Hyundai Kona Campaign example](#)

Additional Skills

- Knowledge of web standards, accessibility, and best practices.
- Skilled at managing multiple high-quality digital projects.
- Quick to learn new tools, frameworks, and technologies.
- Strategic, innovative, and user-focused thinker.
- Advanced in design, development, and integrations.
- Strong analytical and problem-solving mindset.

Summary

I transform complex challenges into elegant, user-focused solutions.

My work bridges visionary design with technical execution, crafting high-performance solutions that engage audiences and deliver measurable results.

KEY SKILLS

Proficient in the **Adobe Creative Suite**, with advanced skills in **Photoshop**, **Illustrator**, and **After Effects**.

Expert in **HTML**, **CSS**, **JavaScript frameworks**, and **DoubleClick Studio**.

Strong project management skills, ensuring timely, high-quality delivery across multiple projects.

Extensive knowledge of **UX design**, with a focus on creating engaging and user-centric digital experiences.

PROFESSIONAL HIGHLIGHTS:

Designed and developed digital solutions for global and local brands including **Hyundai**, **Peugeot**, **Stockland**, **Woolworths**, **Coles**, **Amazon**, **McDonald's**, **Nike**, **Netflix** any others.

Led multiple high-profile projects from concept to launch, maintaining alignment with client goals and user needs.

Recognised for delivering innovative, results-driven design solutions that strengthen brand identity and enhance user engagement.

My commitment to excellence and continuous learning has equipped me with the skills to stay ahead in the ever-evolving digital landscape. I thrive in collaborative environments and am passionate about creating impactful web experiences that resonate with users.

Side Project

Over time, my approach condensed to a simple mantra: "**Prototype, Reiterate, Scale.**" In that spirit, I launched a one-click EDM builder that compresses production time and unlocks extensive, audience-level customisation at previously unreachable scale.

Introducing EDM Espresso - [Click here to test](#)