ARIEL SUCARY

FASHION BUSINESS STUDENT · UX & E-COMMERCE · BRAND STRATEGY

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Passionate third-year Fashion Business student at Polimoda, with professional experience in UX/UI, brand strategy, research, and brand building.

PROFESSIONAL EXPERIENCE

Brand Research & Concept Building Intern — Wonder Wild, USA — Oct 2026 – Present

- Research brands and build creative concepts for experiential events.

UX & E-Commerce Specialist (Shopify) — SAYURI Artisanal Matcha, London (Remote) — Jan 2026 – Oct 2026

- Redesigned the store's layout and added new pages (inspiration, brand storytelling, and more) to build a stronger, brand-aligned customer journey.
- Managed product pages, checkout flow, and site structure to improve conversion, keeping sales steady at around £4K/month through the overhaul.
- Led logistics as operations grew from 1 to 3 warehouses, covering inventory updates and international shipping across markets.
- Organized a golf club event in Florence with Range Rover, and supported campaigns with Alo Yoga and New York University Florence.

Psycho-Technical Interviewer — Compulsory National Service — 2021 – 2023

- Selected for the role through a competitive assessment process with an 8% acceptance rate.
- Completed a 6-month psychotechnical training program in behavioral analysis and communication.
- Conducted 700+ candidate interviews, assessing profiles and matching individuals to suitable roles.
- Awarded an Excellence Diploma among a cohort of 400 participants.

Freelance Interviewer & Journalist — Art Market Magazine & Lens Magazine — 2021 – Present · Occasional

- Conduct in-depth interviews with internationally influential artists and photographers, including Lucas Laminah and Patrizia Casagranda.
- Selected for full-fair press coverage (photography and articles) at the Florence Biennale. Hold an International Journalist Press ID.

UX & Social Marketing Program — Middle East Entrepreneurs of Tomorrow (MIT) — 2018 – 2021

- Completed a 4-year computer science and entrepreneurship program led by MIT students and lecturers, covering UX design and social marketing fundamentals.

EDUCATION

B.A. Fashion Business (3rd year) — Polimoda Fashion School, Florence — 2024 – Present

- Polimoda is consistently ranked among the top fashion schools in the world, known for its close industry ties and hands-on business education.

PROJECTS & INDUSTRY EXPERIENCE

Fear of God — Brand analysis & campaign proposal, Polimoda

- Analyzed the brand and proposed a campaign, including a collaboration recommendation that the brand later launched.

Brand Launch for a Graduate Designer — Polimoda

- Built the full brand DNA, distribution strategy, social media plan, collabs, and launch event. Designed the logos and typography and shot the campaign.

Showroom & Model Assistant — Pitti Bambino, Florence — 2026

- Worked 2 days in the showroom, assisting and dressing models at a leading international kidswear trade show.

SKILLS

E-Commerce & UX Shopify (store management, optimization, inventory & shipping ops), UX/customer journey design

Software SAP, HTML, CSS, Microsoft Office

Adobe Creative Suite Photoshop, InDesign, Illustrator

Languages Hebrew (Native), English (Advanced)