Alberto Conte

User Experience + Digital Product Designer

e-mail   alberto@albertoconte.com
web   www.albertoconte.com
mobile   +39 335 1282618
home   Torino, Italy

Summary

I am an User Experience designer and Digital Product designer who graduated from the Polytechnic University of Turin as an architect. I have more than 20 years of hand-on experience in digital design and web projects, on a wide range of platforms and devices, within highly complex and delivery-focused environments.

My background embraces several disciplines of the design industry: graphic, interaction and user experience on web sites, applications and digital tools, always focused on product design. I am an experienced leader of multidisciplinary AGILE teams and I constantly contribute bringing vision, stories, strategies and plans.

My expertise covers every step of the UX process: requirement gathering and discussion, business analysis, user research, product strategy, design solutions, information architecture, interaction and prototyping, design system, user testing, lean approach, product delivery within AGILE methodology.

My portfolio is visible on demand.

Specialties

- **Skills**
  Design thinking, lean UX, Agile methodologies, product design, product ownership, team leading, project leading, information architecture, interaction design, user centered design, usability, user research, design system, business analysis
- **Tools**
  Figma, Sketch, Adobe XD, Axure, Invision, Zeplin, Overflow; Atlassian Jira, Confluence, Microsoft DevOps, Basecamp; Trello, Favro; Miro
- **Deliverables**
  sitemap, wireframe, blueprint, flow map, user journeys, mockup, design system, interactive prototype, sketches, storyboard, user personas, test scripts, user research, keynote and presentations
- **Code**
  knowledge of capabilities and limitations of front-end and back-end web and app technologies such as HTML, JavaScript, CSS

Experience

User Experience Designer Lead
- **Sketchin**
Privately Held; Design agency
October 2018 – *today*

Sketchin is Swiss-Italian design firm, partner of BIP – Business Integration Partner. With more than 100 designers in Milano, Roma and Lugano, it's one of the most important and influential design studios in Europe. As senior design lead, I drive the design process around the Sketchin methodology, merging it with AGILE methodologies. My recent projects include the new website of the architect Michele de Lucchi's studio (**AMDL Circle**); the brand new **FieraMilano Disctrict** apps for visitors, exhibitors and employees; the brand-new **FLOWE**, personal banking and better being app for **Banca Mediolanum** (12 designers team); **Allianz** B2B and B2C digital platform and products; **Fastweb** B2C 5G Enterprise platform; **CRIF** B2C white label lending platform; **Nexi**, with a project about the new way of working in the headquarter, after the pandemic phase; in partnership with **Microsoft**, about the use of AI for improving the research capabilities in healthcare.

AMDL Circle was awarded with the iF WORLD DESIGN GUIDE Award - Winner, category: Corporate Identity & Design

FLOWE was awarded with the Product of the Year 2021 Award
category: Financial Services

User Experience Designer Principal
- **Deltatre**
Privately Held; Information Technology and Services industry
January 2011 – September 2018

Deltatre is one of the worldwide top digital companies specialized in sport-related multimedia services. As a Principal, I was part of UX process for different projects, such as internal products and RFPs, and main clients, focused to create high traffic web interfaces and multi-platform mobile apps for a real time consumption of sports events, with AGILE methodology.

My duties included product leadership, product design, requirement discussion, business and content analysis, strategy, leading UX/IA sessions both internally and client facing; planning and designing sitemaps, blueprints, wireframes, interactive prototypes for responsive websites and software user interfaces; usability testing; traffic data analysis; AGILE project and team leading, product ownership.

Some of my projects included: **NFL Game Pass International**; **FOX Match Pass**; **FIFA World Football Museum**'s website; **GOLF.tv**; **Tennistv.com**. I've been design lead in the **UEFA Euro 2016** website design team. Priviously I've been the

design leader of the **FIFA World Cup Brazil 2014** website, starting point for the redesign of the entire **FIFA** website.

Other clients was International Sport Federations such as **FIS – International Ski Federation**, **FINA** with FINA Pass; broadcasters such as **OBS - Olympic Broadcasting System**, **CBC - Canadian Broadcasting Corporation**, **Be-in Sport Al Jazeera**; **Juventus** with Juventus PASS (digital video channel) and other European major football clubs.

Some of the above projects have been awarded from The Webby Award, The Lovie Award and The Football Business Award.

Interaction Designer & Project Leader
- **Domino**
  Privately Held; Marketing and Advertising industry
  January 2007 – December 2010

  Domino is a web design agency that spans several fields of digital communication and advertising such as e-commerce, content management and corporate identity.

  My duties included requirement gathering, business analysis, design and product strategy, creative team leading, information architecture, interaction design, wireframing, prototyping; accounting, project leading, project management.

  Some clients: **Dolce & Gabbana**, **Swide**, **New Holland** Agriculture, New Holland Style, **Sagat** – Aeroporto di Torino, **Sparco**, **Fiat** Fleet, **Alfa Romeo**, DENSO, Heineken, Fastweb, IED, **Juventus**.

  As a team we have been awarded in Italy from Mediastars Key Interactive Awards for two different projects.

UX Design professor
- **IED - Istituto Europeo di Design**
  Public company; International Design School
  September 2007 – July 2018

  IED is the International Higher Educational Network in Design, Fashion, Visual Communication and Management of creative industries.
  I'm a professor at regular courses and master degrees, always about UX Design – Digital Communication.

- **Independent Communication Designer**
  January 2007 – December 2007

One year of intense networking as freelance designer.

Founder, CEO and Project Leader
- **BLEND - Progetti e Comunicazione**
Privately Held; Communication design, Marketing and Advertising industry
April 2001 – January 2007

In 2001 I founded my own design company (3 designers) based on previous experiences and passion for graphic design and digital communication: my first personal challenge as a designer. I was project leader and graphic designer for corporate identity and advertising projects, both printed and digital.
Some clients: **Piedmont Regional Council**, **City of Torino**, **Turin Architects Association**, Fondazione dell'Ordine degli Architetti di Torino, University of Turin, ING Car Lease.

Education & languages

2001	Architecture, University Degree - Polytechnic University of Turin; chartered Architect - National Architect's Register
1999	I designed and coded my first HTLM website.

Italian	native proficiency
English	professional working proficiency