Alberto Conte

Senior UX & Digital Product Design Lead

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Profile

UX and Digital Product design leader with more than 25 years of hands-on experience across web, mobile, and enterprise platforms. Graduated in Architecture from the Polytechnic University of Turin. I combine strategic vision with deep craft: from early-stage research and product strategy to design system definition and delivery in Agile environments. I have led multidisciplinary teams on complex, high-impact projects for global brands in fintech, sport media, telco, insurtech, healthcare, and public sector.

Skills and expertise

- **UX & Design**
  Design thinking · Lean UX · User research · Information architecture · Interaction design · Prototyping · Design systems · Usability testing · User-centered design · Accessibility · Service design

- **Leadership & Strategy**
  Team leading · Cross-functional collaboration · Product ownership · Agile methodologies · Business analysis · AI strategy · Design operations · Stakeholder management · Workshop design and facilitation · Product strategy

- **Tools & Technology**
  Expert fluency with the standard toolset of the profession (Figma, Miro, the Atlassian suite, etc.) · Hands-on experience with generative AI, prompt design, and conversational AI systems (Claude, ChatGPT, Gemini, Midjourney, etc.).
  Tools evolve and get replaced; what remains constant is the design thinking, the method, and the ability to lead teams through complexity.

Experience

User Experience Lead Designer
Sketchin / BIP RED / BIP
Privately Held; Design agency
October 2018 – *present*

Sketchin is a premier Swiss-Italian design firm, part of BIP RED and the BIP Group. As a Senior Design Lead, I drive the end-to-end design process by merging Sketchin's proprietary methodology with Agile delivery, AI-driven workflows, design operations, and a strong focus on accessibility. I lead multidisciplinary teams for enterprise clients across diverse sectors, while actively mentoring junior designers to foster their professional growth and to ensure design excellence.

- Lead UX and creative strategy for **Lenovo** global retail campaigns integrating AI-generated visual content and copy
- Lead UX for **Politecnico di Milano** new website, information architecture, digital brand guidelines, and design library. Project featured in the ADI Design Index 2025
- Lead UX for **ATM Milano** app and website redesign and accessibility.
- Partnered with **Microsoft** and **San Raffaele Hospital** to design an AI-powered platform that enables medical researchers to perform complex data queries without specialist support.
- End-to-end lead design for **Flowe** (Banca Mediolanum's banking app) team of 12 designers, 21 third-party integrations, from value proposition to UAT. Winner: Product of the Year 2021– Financial Services.
- Designed **FieraMilano District** apps for visitors, exhibitors, and employees (two distinct products).
- Lead UX for the new website for architect **Michele de Lucchi**'s studio (AMDL Circle). Winner: iF World Design Guide Award – Corporate Identity & Design.
- Architected and managed the **internal Knowledge Base** and Intranet for Sketchin and BIP RED, streamlining information design to foster cross-team collaboration and preserve institutional memory.
- Other notable projects and clients: **Allianz**, B2C platforms · **Lenovo**, Universe concept · **Nexi**, The New Way of Working · **Eataly**, e-commerce with accessible design system · **CRIF**, white-label lending platform · **Fastweb**, 5G Enterprise B2B platform

User Experience Design professor
IAAD - Istituto d'Arte Applicata e Design
Public company; International Design School
September 2025 – *present*

IAAD is a higher educational Institute in Design, Fashion, Visual Communication and Management of creative industries, based in Turin. I'm a professor at regular courses in UX Design – Communication.

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

Deltatre is a global leader in sport-related digital media services. As Principal, I was responsible for UX design and product leadership on internal products, RFPs, and major client platforms – high-traffic, multi-platform products built in Agile environments.

- Design lead for **FIFA World Cup Brazil 2014** official website (130m/day users; starting point for the full FIFA.com redesign) and **UEFA Euro 2016** website (9 languages).
- Led UX for **NFL Game Pass** International, the NFL OTT platform across web, mobile, smart TV, Xbox, PlayStation, Android TV, and Apple TV.
- Product owner and design lead for the **FIFA World Football Museum** (Zürich) website and digital strategy
- Other key projects: several UEFA.com websites (Champions League, Europa League) · **GOLF.tv** · **Tennistv.com** · **FOX Match Pass**.
- Clients included: **FIS** · **FINA** · **OBS** (Olympic Broadcasting System) · **CBC** · **beIN Sports** / Al Jazeera · **Juventus**.
- Led a major **Legacy Asset Transformation**, reorganizing 20 years of unstructured design data into a scalable, searchable infrastructure, significantly reducing retrieval time and improving operational continuity.

Selected projects recognised with 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**.

The team was recognised with Mediastars Key Interactive Awards for two different projects.

User Experience 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.
Taught UX Design and Digital Communication in regular courses and master degrees.

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 & certifications

2023	IDEO U Leading Complex Projects · Credential ID 21959-2951837
2023	Salesforce Certified User Experience Designer · Credential ID 3423969
2022	Nielsen Norman Group (NN/g) DesignOps: Scaling UX Design and User Research
2000	Polytechnic University of Turin Master's Degree in Architecture, and registered architect

Languages

Italian	native
English	professional working proficiency (C2)

Portfolio

Portfolio available on request and online at albertoconte.com