



Alessandro Senato

Product Designer / Technologist

Experienced Product Designer with over 15 years in visual communication and technology. Proven track record with high-profile clients such as **Calvin Klein**, the **Italian Space Agency** and **Volkswagen**. Experienced in leading design teams. International experience in Italy, Spain and USA, including a year in San Francisco.

I see UX design as the art of helping humans and machines understand each other, making technology a natural partner in daily life.

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SKILLS

Design Skills: Design thinking, Heuristic evaluation, Usability Testing, Narrative use cases, Data Driven Design

Technical Skills: Figma (Prototyping, wireframing, High-fidelity mockups), Design System

Soft Skills: Strategic Product Development, Cross-functional Collaboration, Stakeholder Communication, Design Process Leadership

EDUCATION

End to end Product Design

GeeksHubs Academy 04/2023

Google UX Design Professional Certificate

Google Career Certificates 06/2021

Computer engineering

University of Calabria 06/2006

Web dev specialist

IFTTS Tech institute 11/2003

EXPERIENCES

- Product Designer** 04/2023 - 12/2024
Hexad Spain Barcelona
 - Implemented a Figma-based design-system library adopted by 3 squads, cutting QA defects by 30%.
 - Led UX research sprint for Volkswagen's VFL Wolfsburg app; raised weekly active users +18 % after usability-driven redesign.
 - Championed cross-functional design-review cadence, reducing dev hand-off cycle time from 5→3 days.
- UX Designer** 04/2022 - 02/2023
Tree-Nation Barcelona
 - Enhanced User Experience of the existing platform resulting in a measured increase of the user engagement on multiple pages of the platform.
 - I used gamification to design new services for the platform.
 - Maintained and evolved the existing Design System.
- UX Consultant and Web Designer** 08/2016 - 04/2022
Freelance Designer Digital Nomad
 - Developed UI mockups and prototypes that clearly illustrate how sites function and look like.
 - Analyzed customer feedbacks from surveys, polls and focus groups in order to identify areas for improvement in the product design process.
 - Worked closely with developers to implement interactive elements within web pages using HTML5, CSS3, JavaScript.

CERTIFICATIONS

- **END-TO-END Product Design**,
GeeksHubs Academy
- **Google UX Design Professional Certificate**,
Google Career Certificates
- **Design Thinking: Implementing the Process**
- **Human-Centered Design for AI**, Interaction Design Foundation
- **Mobile UX Strategy**,
Interaction Design Foundation
- **Regenerative visions - beyond sustainability: Founders of Tomorrow 2021**

PROFESSIONAL INVOLVEMENT



INTERACTION DESIGN
FOUNDATION

Barcelona Community Co-Organizer
Design Thinking evangelist

LANGUAGES

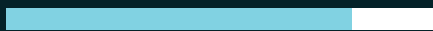
Italian: First Language Native



English: Proficient C2



Spanish: Advanced C1



- **UI Designer** 01/2015 - 06/2016
Bleat Inc - Taiko Labs - MindMyEducation San Francisco
 - Freelanced on UI for 3 startups in San Francisco.
 - I was in charge of managing the User Interface design for first release, encompassing visual design and prototyping
- **Founder, CEO and Product Designer** 09/2006 - 08/2014
Dynameca Italy
 - Founded and led Dynameca, achieving recognition as most innovative startup in Southern Italy in 2011.
 - Developed an educational game for the Italian Space Agency and executed a €2.5M national television campaign for our region.
 - Represented the organization at conferences, events, and networking activities.

FAILURES AND LESSONS LEARNED

Dynameca: EdTech Venture

- **Objective:** Develop innovative software for education.
- **Failure:** Lack of market research led to creating a product that schools were not ready to adopt due to technological constraints.
- **Lesson Learned:** Importance of thorough research and understanding user needs before product development.

San Francisco Startup Attempt

- **Objective:** Establish a startup in the competitive environment of San Francisco.
- **Failure:** Struggled with networking and adapting to the high standards of the American business culture. Eventually had to return to Europe after one year without launching a successful business.
- **Lesson Learned:** Recognized the importance of networking skills, cultural adaptability

First UX Design Role in Taiko Labs

- **Objective:** Lead the design of a major project in a new company.
- **Failure:** Misjudged the scope of the project and underestimated the importance of stakeholder communication, resulting in missed deadlines and a product that didn't meet the user needs.
- **Lesson Learned:** The necessity of clear communication with stakeholders, realistic project planning, and continuous user feedback throughout the design process.