

Alessandro Senato

UX Designer, Entrepreneurial designer and Technologist

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Nationality: Italian

SUMMARY

In my 15 year career I have gained horizontal experience spanning the full spectrum of design and product development. Now visual communication and technology are my main interests.

My studies were in computer engineering, but I soon switched to design for my career; this allowed me to manage a team of 7 developers and designers in my creative agency.

As an entrepreneur, I ran my own company for 8 years, where my roles were Product Designer and Visual Designer. Among others, we worked for **Calvin Klein**, the **Italian Space Agency** and designed a 2.5M€ national TV campaign for the Calabria region.

I worked in Spain and the US several times and lived in San Francisco for 1 year, where my business awareness expanded significantly.

Now I'm focusing on **User Centered Design** to verticalize my experience on the topic.

WORK HISTORY

UX Consultant and Web Designer

Freelance Designer

Freelancing as UX Consultant. I helped more than 15 companies with UI design, User research and Competitors analysis.

Aug 2017 - Present

Digital Nomad

UX Designer

Bleat Inc - Taiko Labs - MindMyEducation

Freelancing on UX/UI for 3 of Startups in San Francisco. I was responsible for the whole UX process (Research, Visual Design, Prototyping and Testing) for their first release.

Jan 2015 - Dec 2015

San Francisco

CTO, Product Designer

Almost2

I analyzed the technological soundness of more than 20 Italian companies as CTO of an Internationalization firm working between Italy and California.

Mar 2012 - Oct 2014

Los Angeles

CEO, Senior UX Designer

Dynematica

I founded the company and in 2011 we were awarded as the most innovative startup in southern Italy. We developed an educational game for the Italian Space Agency and a 2.5M€ national television campaign for our region.

Sep 2006 - Aug 2014

Cosenza

EDUCATION

Google UX Design Professional Certificate

Apr 2021 - Jun 2021

Google Career Certificates

This course is a comprehensive path throughout the User Experience Design, passing from User Research, to Ideation, Wireframing, Prototyping and testing

Master's Degree - Web dev

Feb 2003 - Nov 2003

IFTS Tech institute

Back-end technologies, Front-End technologies, Database management, Web Design, User Interface design

Computer engineering - Computer Science

Nov 1996 - Jun 2006

University of Calabria

I've reached the last year of studies, but I didn't get the degree, because I started my own company

SKILLS

Hard skills

- | | | |
|---------------------------------|--------------|------|
| ● Product Design | Mid-Senior | 8/10 |
| ● Prototyping | Mid-Senior | 7/10 |
| ● User Research | Intermediate | 6/10 |
| ● Design Systems | Mid-Senior | 7/10 |
| ● Agile SCRUM | Intermediate | 6/10 |
| ● Technological Literacy | Senior | 9/10 |

Software proficiency

- | | |
|---------------------------|------|
| ● Adobe Illustrator | 8/10 |
| ● Figma | 8/10 |
| ● Adobe XD | 7/10 |
| ● Adobe Photoshop | 6/10 |
| ● Adobe Premiere | 8/10 |
| ● Adobe After Effects | 5/10 |
| ● InVision | 5/10 |
| ● Framer X | 4/10 |
| ● HTML / CSS / Javascript | 5/10 |

Soft skills

- Reliable and scrupulous in time management
- So methodical that I rename Photoshop layers
- American-Effective in ideas presentation
- Round-thinker
- Voracious learner and dedicated Mentor

Languages

- | | |
|-----------|-------|
| ● English | 9/10 |
| ● Spanish | 5/10 |
| ● Italian | 10/10 |

LICENSES & CERTIFICATIONS

Google UX Design Professional Certificate

Google Career Certificates

- Foundations of User Experience (UX) Design
- Start the UX Design Process: Empathize, Define, and Ideate
- Build Wireframes and Low-Fidelity Prototypes
- Conduct UX Research and Test Early Concepts
- Create High-Fidelity Designs and Prototypes in Figma
- Responsive Web Design in Adobe XD
- Design a User Experience for Social Good & Prepare for Jobs

VOLUNTEERING

Candidate for University Student Election 2000

President and Graphic designer of European Engineering student association 2003 - 2006

Founder of a local branch of a national Political Party 2007

Erasmus+ UX Designers (Wireframes, Prototypes, Mockups, Usability Testing) 2017-2018

EVENTS ORGANIZED

Global Game Jam Cosenza

Jan 2017

Organization, Visual design and Interaction Designer judge

International game dev hackathon with almost 100 desktop and mobile developers, game designer and UI artists, 20 teams, prestigious sponsors like Microsoft, media coverage and Developers and student associations involved.

Unity3D Conference

Jan 2011

Organizer, opening keynote and panelists relations

First Unity3D Italian conference with almost 800 participants full of passion and panelists from multiple Universities and Game companies.

Technology behind video-games

Jun 2005

Organizer, Graphic Design and Panelist

TBVG was a cycle of workshops for EESTEC (Electrical Engineering STudents' European), an international student association. I was a speaker for 3 seminars on Game Development, Agile Methodology and the workflow to develop interactive applications

LAST YEARS ACTIVITY

In the last 4 years I focused mainly on UX/UI Design, Design Thinking, Interaction design, User Research and typography. I improved my remote collaboration skill and my ability to prioritize.

I'm driven fast-paced, my attention to detail is very high and in my career abroad I've consolidated my English communication skills.