

Alessandro Senato

UX Designer and Technologist

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Nationality: Italian

SUMMARY

I have over 15 years of experience in design and product development with a strong focus on visual communication and technology.

After studying computer engineering, I transitioned to design and managed a team of developers and designers at my creative agency. As an entrepreneur, I served as both Product Designer and Visual Designer at my own company for 8 years, working with high-profile clients such as Calvin Klein and the Italian Space Agency.

I worked in Spain and the US, including a year-long stint in San Francisco that significantly expanded my business awareness.

My current focus is on User-Centered Design, and I have a particular expertise in gamification due to my work as a game designer for my own company.

WORK HISTORY

Product Designer **April 2022 - Present**
Tree-Nation *Barcelona*
Responsible for the UX department

UX Consultant and Web Designer **Aug 2016 - April 2022**
Freelance Designer *Digital Nomad*
Freelancing as UX Consultant. I helped more than 15 companies with UI design, User research and Competitors analysis.

UX Designer **Jan 2015 - Dec 2015**
Bleat Inc - Taiko Labs - MindMyEducation *San Francisco*
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.

CEO, Graphic Designer, and Product Designer **Sep 2006 - Aug 2014**
Dynematica *Italy*
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.

EDUCATION

Google UX Design Professional Certificate

Apr 2021 - Jun 2021

Google Career Certificates

This course is a comprehensive User Experience Design course, moving 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 made it to my senior year, but I did not graduate 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	Intermediate	6/10
● Technological Literacy	Senior	9/10

Software proficiency

● Figma	10/10
● Adobe Illustrator	8/10
● Adobe Photoshop	7/10
● Adobe Premiere	8/10
● HTML / CSS / Javascript	5/10

Soft skills

- Reliable and methodical in time management
- Effective in ideas presentation
- Design-thinker
- Voracious learner and dedicated Mentor

Languages

● English	9/10
● Spanish	8/10
● 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, Mockup)	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