

Antonio Predotti

UI/UX Product Designer

Mobile:0034652657755

Portfolio: www.punto81.com

Linkedin: www.linkedin.com/in/antonio-predotti/

Email: antonio.predotti@gmail.com

QUALIFICATIONS PROFILE

Creative and Graphic Designer with more than **15 years** of experience in print and web. Since 2014 I have transitioned into Product Design and cover all aspects of UX and UI Design.

I am actually working as **Product Designer at Decibel** a product analytic platform from **Medallia**, an US based Company.

I am working really close with a great and collaborative team of other designer, developers and product owners.

In the past I have been working as lead the design team of Shasta - **The Money APP** - a Fin-tech based in Barcelona design the APP, flows and images for RRSS for the marketing department.

I also have the chance to work as Designer Freelance for **UEFA**, where I was in charge of the UCL, Champions league, and UEL, Europa League. I also have been working on the APP of these 2 products and create images for RRSS.

This project was running 3 months, from January 2019 to March 2019.

In my spare time I am working as Creative Designer for LovingFootball.com, my own project, where I collaborate with influential football bloggers, who are interested in my graphics and want to share them in their own blogs, creating players and sport images composition.

One of the last work was a brochure presentation for the **New camp Nou of FCBarcelona**.

Before the work at Uefa, I have been Senior UI/UX for the **Marketing department of Pagantis**, a Fintech Company based in Barcelona with 2 products, Quebueno.es y Pagamastarde.com for more than a year.

I also have worked for 3 Gambling companies 1 in Barcelona and 2 in London, **BetWay** as UI/UX, and **NetBet**, where as Project Manager I had the opportunity to manage a team of 7 people, 2 designers 2 developers creating all the marketing collateral designs for affiliate's team

NetBet, for Sport and Casino and 6 Months in Barcelona, as Senior UI/UX Designer for **GVC Group** on their products, **SportingBet and Bwin**.

From December 2016 to July 2017, I have been studying a **Master's degree in Infographic and Media Branding** here in Barcelona at IED, where I learned the last tendencies in UI/UX DESIGN and BRAND DESIGN and INFOGRAPHIC, and created projects for FOX TV, TURNER BROADCASTING and TNT SPORT.

PROFESSIONAL EXPERIENCE

Product Designer - June 2021 - Current

Permanent. Remote.

Decibel - decibel.com - portal.decibel.com - **Medallia** - www.medallia.com - Barcelona - ES

I am in charge of the design of the product of Decibel a platform where customer experience drives loyalty and sales.

Decibel scores every online customer experience to expose what's really happening on your website, and provides the most advanced tools available to understand why.

Customers have access to unrivaled experience data, can discover optimization opportunities and improve experiences.

Essential tools that I am used to use, are MIRO, FIGMA, JIRA y CONFLUENCE.

Product and Lead Designer - July 2019 - June 2021

Permanent.

Shasta - THE MONEY APP - Barcelona - ES - www.shasta.me

I lead the design process through the creation of a component library from scratch, working with an agile, cross functional team.

I Lead the Design department of Shasta, working along a junior designer to improve our products, Apps (iOS & Android) Web products and Clients of Shasta.

I designed our website, the APP, our debit card, the folder of the debit card and other collateral material, collaborating with PO and Marketing dept.

As a part of the Product Design Team, I work with an interdisciplinary team of product owners and developers.

I'm in charge of designing all interfaces, operations portals and dashboards, both for company stakeholders as well as for our customers.

I am also supporting Product Owners in project specifications.

Essential tools that I am used to use, are, UXPIN, SKETCH, ADOBE SUITE, ASANA, JIRA y CONFLUENCE.

CREATIVE DESIGNER - September 2016 - CURRENT

www.lovingfootball.com

My own project.

Create marketing material for all football events. Loving Football is a creative project to help small and big betting and sport companies to improve their design and their offers with a smart and creative editing pictures. Follow principles of good print and web design, ensuring that design layouts are compliant to the latest Web standards and mobile too. Social media Image creator.

Some samples here <https://www.instagram.com/lovingfootballdotcom>

After the Master's Degree at IEDBarcelona, Loving Football has been converted in a football magazine, football news website, live football TV, football livescore APP. (only designed project)

Essential tools that I am used to use, ar, SKETCH, ADOBE SUITE.

Product Designer - January 2019 - March 2019

Freelance. Remote.

www.Uefa.com - Barcelona - ES

I worked for a this huge Football organisation for a few months, but I had the chance to renovate the design of a couple of web pages inside the 2 products, UCL and UEL, Stats and History, plus other few works related to that proproduct, create the new Line Ups Card, other adjustment of the the App of those 2 products. I have been working with web platforms, applications, information systems and digital marketing solutions as well as development websites, preparing and present mockups/wireframes/concepts to internal teams and key stakeholders and work really close with the Product Owners.

Essential tools that I am used to use, are, UXPIN, SKETCH, ADOBE SUITE, INVISION, JIRA y CONFLUENCE.

UI/UX Product Designer - November 2017 - December 2018

Permanent.

www.pagantis.com - Barcelona - ES

I have been in charge of all Marketing and Product aspects of Quebueno.es y Pagamastarde.com and leading the Design and UX Marketing areas, creating low ad high fidelity prototypes and wireframes, defining user flows, interviews with users, heuristic evaluation, A/B testing, card sorting.

As UI I also create websites, landing pages, mockups, banners, gifs, logos, newsletters and display campaigns and where I design visibility presentations for merchant partners too.

I am collaborating with developers implementing new designs within Development Sprints when necessary and assist the copywriter with content strategy.

Essential tools that I am used to use, are, UXPIN, SKETCH, ADOBE, INVISION, JIRA y CONFLUENCE.

UI/UX Product Designer - April 2016 - September 2016

Contract.

www.GVC-PLC.com - Barcelona - ES

Create marketing material for our Marketing and Promotions departments for LATAM Market which includes Mailer

images, Banners, Printed Products, Offline Material, Website updates, Landing Pages.

Furthermore working with Exacttarget to create newsletter and Trello to manage the projects.

As UX I create low ad high fidelity prototypes and wireframes and interviews with users.

Follow principles of good print and web design, ensuring that design layouts are compliant to the latest Web standards and mobile too.

Essential tools that I am used to use, are, SKETCH, ADOBE, INVISION, JIRA.

UI/UX Product Designer - December 2014 - March 2016

Permantent

www.gimo.co.uk - London - UK

Create marketing material for our Marketing and Promotions departments which includes Mailer images, Banners, Printed Products, Offline Material, Website updates, Landing Pages, Splash

pages, Managing a team of 2 designers, 4 developers, a PPC guy, a Media Buyer and 5 affiliates manager for 7 countries. As UX I create low ad high fidelity

prototypes and wireframes and interviews with users, surveys.

Work closely with the affiliates manager to establish project guidelines that consistently support branding and messaging initiatives. Follow principles of good print and web design, ensuring that design layouts are compliant to the latest Web standards and mobile too.

UI/UX Product Designer - June 2014 - December 2014

Permantent

www.betway.com - London - UK

Create marketing material for our Marketing and Promotions departments which includes Mailer images, Banners, Printed Products, Offline Material, Website updates, Landing Pages, Mockup and RMMs.

Work closely with key stakeholders to establish project guidelines that consistently support branding and messaging initiatives. Follow principles of good print and web design, ensuring that design layouts are compliant to the latest Web standards.

UI/UX Designer - June 2014 - December 2014

Freelance

www.liw3.com - London - UK

In charge of the website project LIW - OLA. (www.liw3.com)

Design all the pages and work with developers to adapt the different pages for mobile version too.

UI/UX Designer - August 2012 - March 2013

Freelance

TD DIGITAL GMHB - Berlin - Germany - www.td-berlin.com

Responsible for working on a range of projects, designing appealing websites and interacting on a daily basis withgraphic designers, back-end developers and marketers.

Created professional, concept-based designs within framework of corporate branding standards.

In charge of the design the timeline on Facebook for QUICKCAR HANNOVER.

Designed Flyers, Brochures, Dashboard for COCA COLA and VOLKSWAGEN, webpages and internal projects for DHL, QUICAR, SANOFI AVENTIS and many more other big international

companies, banners and newsletters.

Graphic and Web Designer - March 2012 - August 2012

ZEHA-BERLIN GMHB - BERLIN - GERMANY - WWW.ZEHA-BERLIN.DE

Responsible for working in-house projects.

In charge of Corporate image design.

Graphic design for websites, landing pages and flyers.

Marketing graphic material for Facebook landing pages, ads, banners, twitter, newsletters, etc. Image and photographic retouching.

Graphic and Web Designer - December 2010 - December 2011

CITYILIKE BERLIN - BERLIN - GERMANY - BERLIN.CITYILIKE.COM

Responsible for working in-house project, interacting on a daily basis with graphic designers, back-end developers and marketers.

In charge of Corporate image design. Designed Home page, Corporate images and icons. Image and photographic retouching.

Corporate image design. Calendars, Brochures, Flyers.

Graphic and Web Designer - September 2008 - November 2009

GRAFITE ASSOCIATI - SALERNO - ITALY

Corporate image design. Calendars, Brochures, Flyers.

Delivered top-quality graphic design support for various companies to meet objectives and deadlines. Contributed to catalog production, page layout development, and private label product packaging while adhering to specified style / brand / identity standards and applying photo manipulation techniques.

Graphic and Web Designer - October 2007 - June 2008

Andreoli communication - SALERNO - ITALY

Created professional, concept-based designs within framework of corporate branding standards. Produced marketing collateral and catalogs for Salerno City Council. Collaborated with print

requirements on printing techniques, press runs, and costs to achieve quality control and budget

requirements.

Graphic and Web Designer - June 2007 - September 2007

Studio Segno Associati - SALERNO - ITALY

Calendars, Brochures, Flyers.

Page layout development, private label product packaging and applying photo manipulation techniques