

Antonio Predotti

UI/UX Product Designer

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QUALIFICATIONS PROFILE

With over 15 years of experience in **UI/UX design, branding, and digital product leadership**, I've had the privilege of working with top-tier brands like **UEFA, FC Barcelona, and Pagantis**, as well as leading my own venture, **Loving Football Trips**. My expertise spans user-centered design, cross-functional collaboration, and creative direction, making me a strong fit for your team.

Additionally, I recently earned my **Diploma in UX Design from the UX Design Institute of Dublin** (2024), further solidifying my skills in research-driven, human-centric design.

As the CEO of **Loving Football Trips**, I've built a platform delivering VIP football experiences in Spain—from stadium tours to player meetups. This role has sharpened my ability to merge design thinking with business strategy, ensuring seamless user experiences while driving growth.

I have spent last year studying **E-commerce and Shopify Platform** where I used A/B testing and purchase funnel analysis to continuously optimize conversion rates, developing and execute **email marketing campaigns using Klaviyo** and be coach for people that want start to use Shopify.

Previously, I led design at **Shasta (FinTech)**, crafting app flows and marketing visuals, and collaborated with UEFA on the Champions League and Europa League apps—enhancing engagement through intuitive UI and compelling social media assets. My work also includes **a brochure for FC Barcelona's New Camp Nou**, blending storytelling with sleek design.

In the **gaming and FinTech sectors**, I've designed for **Betway, NetBet, and Pagantis**, managing teams and creating high-conversion digital products. My adaptability across industries—from sports to finance—comes from a Master's in Infographics & Media Branding (IED Barcelona), where I developed campaigns for **FOX TV and Turner Broadcasting**.

PROFESSIONAL EXPERIENCE

Senior Visual Content Designer - UI/UX

October 2024 - Present

Remote.

LovingFootballTrips - Barcelona - ES

I work as a Visual Designer, proficient in Figma, Adobe Suite, and Canva, while also managing and optimizing multiple Shopify online stores (more than five). My focus is on improving user experience (UX/UI), managing product listings, implementing promotional strategies, and increasing conversions.

E-commerce Optimization & UX/UI Best Practices

Apply UX/UI best practices to enhance navigation and improve conversion rates. Utilize A/B testing and purchase funnel analysis to continuously optimize conversion rates. Test landing pages, product pages, and checkout processes to maximize sales performance.

Email Marketing & Automation

Develop and execute email marketing campaigns using **Klaviyo**, focusing on segmentation, automation, and customer journey optimization to boost conversions and customer loyalty. Design, implement, and optimize automated **email flows** (e.g., welcome sequences, abandoned cart recovery, post-purchase engagement, and reactivation campaigns) to enhance the customer experience and drive revenue.

Conduct A/B testing on subject lines, content, and send times to maximize open rates (OR), click-through rates (CTR), and conversion rates (CVR). Analyze key performance metrics (OR, CTR, CVR, churn rate) to continuously refine campaign performance and automation flows.

Skills & Expertise

Shopify · E-commerce · Klaviyo · UX/UI · A/B Testing · Conversion Rate Optimization · Email Marketing Automation · Dropshipping · Canva · Mentoring & Teaching

Product Designer - November 2022 - August 2024

Permanent. Remote.

UDG PIA - www.udg.de - Barcelona - ES

As part of a cross-functional team working with Porsche and Bosch, I contributed as a UI/UX Designer, collaborating closely with PMs and developers. My role focused on designing features inside the Porsche app related to electric vehicle charging equipment.

Tools used: Figma, Sketch, Adobe Suite, Miro

The challenge was to design an experience that communicated technical data (battery percentage, charging status, time remaining, and efficiency levels) in a way that was clear, elegant, and aligned with Porsche's premium identity.

Key contributions:

Designed intuitive dashboards to show battery levels and charging progress

Created user flows to monitor charging efficiency and car performance

Ensured visual consistency with Porsche's brand guidelines while keeping the interface modern and user-friendly

Worked iteratively with PMs and developers, gathering feedback and refining designs

The outcome was a sleek, functional solution that allowed drivers to understand and trust their car's data at a glance, while reinforcing Porsche's image as a leader in both performance and innovation.

Product Designer - June 2021 - October 2022

Permanent. Remote.

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

As a Product Designer for Medallia's Decibel brand, I worked closely with Product Managers in a B2B SaaS environment. Decibel provides companies with advanced tools to analyze and understand customer behavior on their websites, helping them optimize the digital experience.

Tools used: Figma, Sketch, Adobe Suite, Miro

Challenge:

The existing dashboard was functional but lacked clarity. The main challenge was to redesign the dashboard to make complex behavioral insights (heatmaps, session replays, engagement scores) more intuitive, actionable, and visually engaging.

My contributions included:

Redesigning the core dashboard for a cleaner and more intuitive user experience

Creating data visualizations that translate complex analytics into simple, actionable insights

Improving the information hierarchy, so users can find what they need faster

Working iteratively with PMs to ensure the design aligned with business requirements and client needs

Outcome:

The redesigned dashboard gave enterprise clients a clearer, more powerful overview of user behavior, empowering them to act quickly on insights and improve their customers' digital journeys.

Product and Lead Designer - July 2019 - June 2021

Permanent.

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

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

I was in charge of 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 I used are UXPIN, SKETCH, ADOBE SUITE, ASANA, JIRA y CONFLUENCE.

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 product, 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 I used 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 I used 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

Permanent.

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

Permanent.

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 GMBH - Berlin - Germany - www.td-berlin.com

Responsible for working on a range of projects, designing appealing websites and interacting on a daily basis with graphic 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, QUICKAR, SANOFI AVENTIS and many more other big international companies, banners and newsletters.

Graphic and Web Designer - March 2012 - August 2012

ZEHA-BERLIN GMBH - 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 vendor 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