

Antonio Predotti

UI/UX Product Designer

Mobile:0034652657755

Portfolio: www.punto81.com

Email: Design@punto81.com

QUALIFICATIONS PROFILE

Creative and Graphic Designer with more than **12 years** of experience in print and web.

I am actually leading the design team of **Shasta - The Money APP** - a Fin-tech based in Barcelona. We are now evolving the company to an E-banking and I am in charge of all those changes, working with a great and collaborative team of other couple of designer, developers and product Owners.

In the past 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 some 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 work for 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

SHASTA - THE MONEY APP - BARCELONA - ES - WWW.SHASTA.ME

DESIGN LEAD - JULY 2019 - CURRENT

Permanent.

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

I am 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.

LOVINGFOOTBALL - BARCELONA - ES - WWW.LOVINGFOOTBALL.COM

CREATIVE DESIGNER FOR LOVINGFOOTBALL.COM SEPTEMBER 2016 - CURRENT

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)

UEFA - WWW.UEFA.COM - FREELANCE

UI/UX - DIGITAL PRODUCT DESIGNER JANUARY 2019 - MARCH 2019

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.

PAGANTIS - BARCELONA - ES - WWW.PAGANTIS.COM - EX DIGITALORIGIN

UI/UX DIGITAL DESIGNER FOR PAGANTIS NOVEMBER 2017 - DECEMBER 2018

Permanent.

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.

PROFESSIONAL EXPERIENCE

GVC GROUP - BARCELONA - ES - WWW.GVC-PLC.COM

UI/UX PRODUCT DESIGNER FOR SPORTINGBET AND BETBOO APRIL 2016 - SEPTEMBER 2016

Contract.

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.

GIMO - GLOBAL INTERACTIVE MARKETING ONLINE - LONDON - UK - WWW.GIMO.CO.UK

UI/UX AND DIGITAL PROJECT MANAGER FOR NETBET DECEMBER 2014 - MARCH 2016

Permanent.

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, 2 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.

WIN TECHNOLOGIES - LONDON - UK - WWW.WINTECHNOLOGIES.NET

UI/UX DESIGNER AT WWW.BETWAY.COM JUNE 2014 - DECEMBER 2014

Permanent.

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.

THEM LONDON - LONDON - UK - WWW.THEMLONDON.COM

UI/UX DESIGNER, APRIL 2014 - JULY 2014

Freelance.

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.

TD DIGITAL GMHB - BERLIN - GERMANY - WWW.TD-BERLIN.COM

WEB DESIGNER, AUGUST 2012 - MARCH 2013

Freelance.

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, QUICAR, SANOFI AVENTIS and many more other big international companies, banners and newsletters.

Also designed landing pages, APP, cover and presentation for powerpoint.

PROFESSIONAL EXPERIENCE

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

GRAPHIC AND WEB DESIGNER, MARCH 2012-AUGUST 2012

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.

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

GRAPHIC AND WEB DESIGNER, DECEMBER 2010-DECEMBER 2011

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.

GRAFITE ASSOCIATI - SALERNO - ITALY

GRAPHIC DESIGNER, SEPTEMBER 2008-NOVEMBER 2009

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.

ANDEROLI COMMUNICATION - SALERNO - ITALY

GRAPHIC DESIGNER, OCTOBER 2007-JUNE 2008

Corporate image design. Calendars, Brochures, Flyers.

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.

STUDIO SEGNO ASSOCIATI - SALERNO - ITALY

GRAPHIC DESIGNER, JUNE 2007- SEPTEMBER 2007

Calendars, Brochures, Flyers.

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

EDUCATION

MASTER IN INFOGRAPHIC AND MEDIA BRANDING, DECEMBER 2016 - AUGUST 2017- IED BARCELONA
WEB DESIGN COURSE AT MEDIADESIGN SCHULE MARCH 2012 - OCTOBER 2012 BERLIN
COURSE IN GRAPHIC DESIGN AND COMMUNICATION AT SDOA SCHOOL - 2007 - SALERNO
ACADEMY OF ARTS OF NAPLES (SCENOGRAPHY AND ART DEPARTMENT) 2001 - 2006 - NAPLES

SKILLS

ADOBE SUITE

- SKETCH
 - GRAPHIC ARTS & DESIGN
 - ADVERTISING ART
 - GRAPHIC PROJECT COORDINATION
 - COMPUTER-AIDED DESIGN & DRAFTING • DESIGN DEVELOPMENT
 - PRINTS PREPARATION
 - DOCUMENT IMAGING
 - CREATIVE MARKETING & PROMOTIONS
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LANGUAGES

ITALIAN (MOTHER TONGUE)

ENGLISH

SPANISH

GERMAN