

Antonio Predotti

Product & UX/UI Designer | Brand Builder | Sports Experience Designer

Location: Barcelona - Spain
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QUALIFICATIONS PROFILE

Creative Content Designer specialized in sports marketing, football tourism, digital branding, and premium fan experiences.

Experienced in creating high-impact visual campaigns, branded content, lead generation strategies, and social media marketing focused on customer engagement and conversion through Meta Ads and digital communication.

Currently developing creative and marketing content for football travel experiences, VIP hospitality campaigns, and international football events through Loving Football Trips. Strong background in graphic design, UX/UI, branding, social media campaigns, and digital storytelling, with experience working across sports, fintech, automotive, and digital product industries.

Passionate about combining football, travel, and design to create visually engaging experiences and performance-oriented marketing campaigns.

PROFESSIONAL EXPERIENCE

- UX / Product Design

User Research & Usability Testing,
User Flows, Wireframes & Prototyping (Low → High Fidelity)
Design Systems & Component Libraries,
Information Architecture & Interaction Design,
Data-driven & Research-based Design,
Accessibility & UX Best Practices

- UI / Visual Design

Interface Design (Web & Mobile), Dashboard & Data Visualization, Brand-aligned UI for Premium Products,
Marketing & Performance Design Assets - E-commerce & CRO
Shopify Store Management (Multi-store), Conversion Rate Optimization (CRO), A/B Testing & Funnel Analysis,
Checkout & Purchase Flow Optimization

- Email Marketing & Automation

Klaviyo Campaigns & Automated Flows, Segmentation & Customer Journeys, Performance Analysis (OR, CTR, CVR)

- Tools

Figma, Sketch, UXPin, Miro, Adobe Creative Suite, Shopify, Klaviyo, Jira, Confluence, Asana, Trello

- Leadership & Collaboration

Cross-functional teamwork (PMs, Devs, Marketing), Team Leadership & Mentoring, Stakeholder Communication, Agile & Product-led Environments

EXPERIENCE

UI-UX / Content Creative Designer & Marketing Specialist

Jun 2024 – Present – **Loving Football Trips** (B2B & B2C)

- Creating and managing visual campaigns for football travel and VIP hospitality experiences.
- Designing branded content and social media campaigns for Instagram, Facebook, LinkedIn.
- Developing Meta Ads campaigns focused on lead generation and customer acquisition.
- Creating landing pages and conversion-oriented digital content.
- Producing sponsorship presentations, partnership decks, and marketing materials.
- Developing storytelling strategies focused on football culture, fan engagement, and premium experiences.
- Managing creative communication for international football events and matchday experiences.

Key Areas:

Sports Marketing • Lead Generation • Graphic Design • Social Media Content • Facebook Ads • Branding • Creative Campaigns • Digital Marketing

UI-UX / Product Designer

Nov 2022 – Aug 2024– **UDG**

- Worked on digital design and UX projects for premium international brands like Porsche and Bosch
- Collaborated on automotive-related digital experiences including Porsche projects.
- Designed interfaces, visual systems, and communication assets for Porsche Mobile App Design EV Charging Equipment dpt.

UI-UX / Product DesignerProduct Designer

Jun 2021 – Oct 2022 – Medallia / Decibel (B2B SaaS)

- Worked on UX/UI design solutions and enterprise digital products.
- Designed user-centered experiences focused on usability and customer interaction.
- Collaborated within international product and development teams.

Product & Team Lead Designer

Jul 2019 – Jun 2021 – Shasta (FinTech)

- Led the design team for fintech-related digital products and communication projects.
- Coordinated visual direction and user experience strategies across different platforms.
- Managed branding consistency and digital product design workflows.
- Collaborated with development and marketing teams to improve digital experiences and customer engagement.

Various Freelance and permanent contract & Creative Projects

Barcelona - London - Berlin | 2011 – 2018

- Worked on branding, graphic design, and social media projects for small businesses and startups and **Betting Company like BetWay and NetBet in London and SportingBet in Barcelona**
- Developed visual identities, marketing materials, and digital communication campaigns.
- Collaborated with agencies and independent clients across travel, events, sports, and digital industries.
- Created promotional content, websites, presentations, and digital advertising assets.
- Founder / Creative Director

EDUCATION

Diploma in UX Design

UX Design Institute – Dublin | 2024
User-Centered Design · UX Research · Usability Testing · Information Architecture · Interaction Design · Wireframing & Prototyping · Human-Centric Design

Master in Infographics & Media Branding

IED Barcelona – Istituto Europeo di Design 2016/2017
Visual Communication · Infographics · Media Branding · Data Visualization · Storytelling · Editorial & Digital Design · Brand Identity Systems · Cross-Media Campaigns

SKILLS

- Graphic Design
- Sports Marketing
- Social Media Campaigns
- Meta Ads & Lead Generation
- UX/UI Design
- Branding & Visual Identity
- Creative Content Design
- Marketing Funnels
- Digital Storytelling
- Landing Page Design
- Corporate Presentations
- Video & Reel Strategy
- Community Engagement

LANGUAGES

- Italian – Native
- English – Fluent / Professional Working Proficiency
- Spanish – Fluent / Professional Working Proficiency
- German – A2