



Federico Gatto

UX / PRODUCT DESIGNER

📍 Amsterdam, The Netherlands

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PROFILE

I'm a UX/UI Designer with 7+ years experience in digital design and communication with experience working in both global and independent agencies.

I believe good design is useful, usable, and beautiful. Former Digital Art Director / UI Designer, I quickly learned working on the entire design process, understanding user's needs, creating flows, wireframes, and prototypes that would make the product experience smooth and meaningful.

I love working in a collaborative environment, with researchers, designers and developers teams, in order to encourage clarity and simplicity.

WORK EXPERIENCE

Product Designer @ Sally (SaaS) 2017

UX/UI Designer @ Eli5 Amsterdam 2016 - 2017

UI/UX Designer @ Freelance 2016

Digital Art Director - UI/UX Designer @ TBWA\Italia 2012 - 2016

Graphic Designer Freelance 2010 - 2012

Artistic Director - Project Manager @ Officine Festival 2008 - 2011

EXPERTISE

- Creating actionable and intuitive design flows by developing a site-map and high-fidelity wireframes;
- Helping define MVP and product features;
- Delivering design docs: sketches, AI, sitemap, user flows, wireframes, mockups, and UI foundation;
- Working with developers, project managers and teams of designers;
- Developing creative concepts according to creative brief requirements;
- Communicating design visions and rationale clearly to clients and design teams;
- User-centered design;
- Agile/Lean inspired process.

EDUCATION

Post Grad in Digital Graphic
IED, European Design Institute - Milan, Italy

BA in Music and the Arts
Università degli studi di Palermo, Italy

SKILLS

Time management, workshops, user research, ideation sessions, interviews, surveys, task models, card sorting, affinity diagrams, user journeys, information architecture, storyboards, wireframing, sketching, interactive prototypes, UI, moodboard, art direction.

SOFTWARE

Sketch, InVision, HotJar, Google Analytics, Illustrator, Photoshop, Indesign.

LANGUAGES

Italian, mother tongue
English, high level working proficiency

INTERESTS

Music (8+ years as pro drummer), Architecture, Photography, Art, Technology, Pizza (yes it's an interest).

DETAILS

09/06/1984 - Palermo, Italy

GET IN TOUCH

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