

Federico Gatto

PRODUCT DESIGNER

AMSTERDAM, NL

I'm a Product Designer with 8+ years of experience in digital design and communication, with experience working in global and independent agencies, and both B2B and B2C products.

My passion for design all started with playing the drums. I studied music, which helped create the foundations of the basic design principles I still use today. I like to think of UX as the backbone to any perfectly composed orchestra.

EXPERIENCE

Harver - UX / Product Designer Feb 2018 - Present

Harver is a pre-hiring and pre-assessment software.

Created sketches, wireframes, mockups and prototypes working across both recruiter platform and candidate application journey.

Worked closely with POs, CEO, Designers and Engineers from conception to implementation.

Defined new design language, new product requirements/roadmap, new design principles and processes.

Created a new scalable design system for recruiter platform.

Designed a Google Chrome Extension to allow recruiters combining their ATS with Harver.

Designed a fully customizable new candidate application journey used by clients such as Netflix, Booking.com, Heineken.

Implemented feedback between crucial teams, such as Customer Support teams, to help aid future product features and improvements.

Sally - UX / Product Designer Jan 2017 - Jan 2018

Sally is a proposal tool to create, share, discuss, track and close deals.

Led the product design from conception to implementation.

Organized user research and user testings.

Created design language, design system and product requirements.

ELi5 - UX/UI Lead Jun 2016 - Jan 2018

Eli5 is a digital agency focussed on creating platforms for corporates and startups.

Led the design for multi-devices SaaS, native and hybrid apps and websites.

Organized workshops and scope-sessions with customers.

Established a design process.

Helped hiring new designers.

TBWA - Digital Art Director, UX/UI Designer Oct. 2012 - Feb. 2016

TBWA is an international advertising agency.

Responsible for art direction and design for social campaigns, websites, apps for global and local accounts.

EDUCATION

Post Grad in Digital Graphic

IED, European Design Institute - Milan, Italy

BA in Music and the Arts

University of Palermo, Italy

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SKILLS

User Experience Design, Interaction Design, User Interface Design, Sketches, Wireframes, Prototypes, Research, User testing, Information Architecture.

CERTIFICATIONS

UX Management,
The Interaction Design Foundation - 2018

User Research,
The Interaction Design Foundation - 2018

METHODOLOGIES

User-centred design, Design Thinking, Agile and Lean UX, Get Shit Done.

TOOLS

Sketch, Invision, Zeplin, HotJar, Google Analytics, Photoshop, Illustrator.

LANGUAGES

Italian (native)
English (fluent)

INTERESTS

Music (8+ years as pro drummer), Architecture, Photography, Art, Pizza (could go under Art).

CONTACTS

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