



Roberto Falcone

Experience Designer

I aim to simplify life complexity through design.

I have a hybrid background in technology, design, psychology and business. During the years, I had the chance to be involved in strategic and international design projects.

I understand user needs and business requirements and I am skilled at creating thoughtful and engaging user experiences based on research outcomes.

My on-line portfolio is available at robertofalcone.it

Age

32

Born:
September 10th, 1985

Work

10_y

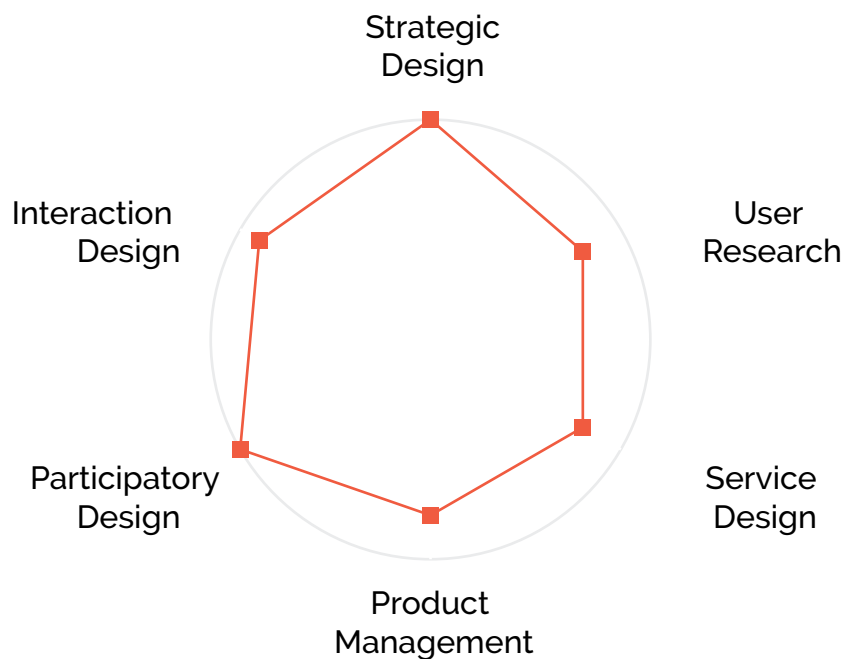
Currently:
UX Team Leader & Product Owner
@ Musement

Education

5_y

MA in **Interaction Design**
BA in **Computer Science**

Skills



Toolbox

Axure RP

Sketch

Illustrator

Adobe XD

Invision

Optimizely

HTML/CSS

Javascript

2018

2018 - present

Service Design Consultant

Talent Garden (Milano, IT)

Reporting directly to the CDO, I'm leading a project aimed to analyse customer's experience across physical and digital touchpoints and formulate both front office and back office strategies that meet customers' needs in the most relevant way.

2016 - present

Design Professor

POLI.Design, TAG Innovation School, UniPV

I'm helping aspiring designers to learn about user centred design process and techniques. Besides I'm involved in teaching and workshop activities for corporate trainings and digital transformation projects.

2015 - 2016

Senior Experience Designer

Sketchin (Manno, CH)

In one of the most appreciated south-European design studios, I used to work in a cross-functional lean/agile environment and I'm involved in strategic design projects for international high-profile clients and rising startups, which aimed to redesign their business through a new Customer Experience embracing both services and digital touchpoints.

2013 - 2014

User Experience Architect

Fullsix (Milan, IT)

As a consultant for a big Italian bank group, on behalf of a leading digital agency, I was part of a team involved in interaction design activities for complex systems on different desktop and mobile touchpoints.

2009 - 2010

Interaction Designer

Twister Communications Group (Milan, IT)

2007 - 2008

Front-end Developer

a3+ Media Agency (Milan, IT)

2007

2016 - present

UX Team Leader & Product Owner

Musement (Milano, IT)

For a rising startup in the travel sector, I'm leading a cross-functional team and I'm in charge of customer-centric and strategic design, user experience development, conversion funnel optimization, qualitative and quantitative analysis on website performances, research on new interaction and engagement models for prospects and customer base.

2014 - 2015

Senior Product Designer

Sailogy (Chiasso, CH)

For a vibrant web start-up company, leader in its market, I was responsible of the design of the overall user experience across different B2B and B2C digital touchpoints. Using a UX-Lean approach, I helped making Sailogy a design-driven company.

2010 - 2013

User Experience Designer

Digital Natives (Milan, IT)

Within a boutique firm focused on user experience design, I designed responsive sites, mobile apps and complex web systems for high profile clients, following a structured user-centered design process. I've managed a small design team, planned the activities, organised the work flow and liaised with the external stakeholders.

2008 - 2009

Front-end Developer & Interaction Designer

Red Point Communication (Milan, IT)

Education

2012 **Specialisation Course in Human-Computer Interaction**
Stanford University (Coursera)
Final mark: 97/100

2009 - 2011 **Master's Degree in Theory and Technology of Communication**
Università degli Studi di Milano - Bicocca
Final mark: 110/110 with honor

Fields of study: Interaction Design, UX Design, Ergonomy, Cognitive Psychology
Thesis topic: User Experience Design for a mobile augmented-reality app

2005 - 2009 **Bachelor's Degree in Digital Communication**
Università degli Studi di Milano
Final mark: 110/110

Fields of study: Programming, Databases, Usability, Graphic Design
Thesis topic: Search Engine Optimization alghoritms

Languages

Italian

Mother tongue

English

Work proficiency

Passions



Concerts



Traveling



Hiking



Basketball



Wine

Contacts



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E-mail

Social Networks



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Design contents