



Roberto Falcone

Experience Designer

I have a hybrid background in technology, design, psychology and business.
I aim to simplify life complexity trough design.

During the years, I had the chance to be involved in strategic and international design projects and I have a formal and continuously updated training to be able to clearly understand trends, constraints and opportunities.

My on-line portfolio is available at robertofalcone.it

Age

32

Born:
September 10th, 1985

Work

10_y

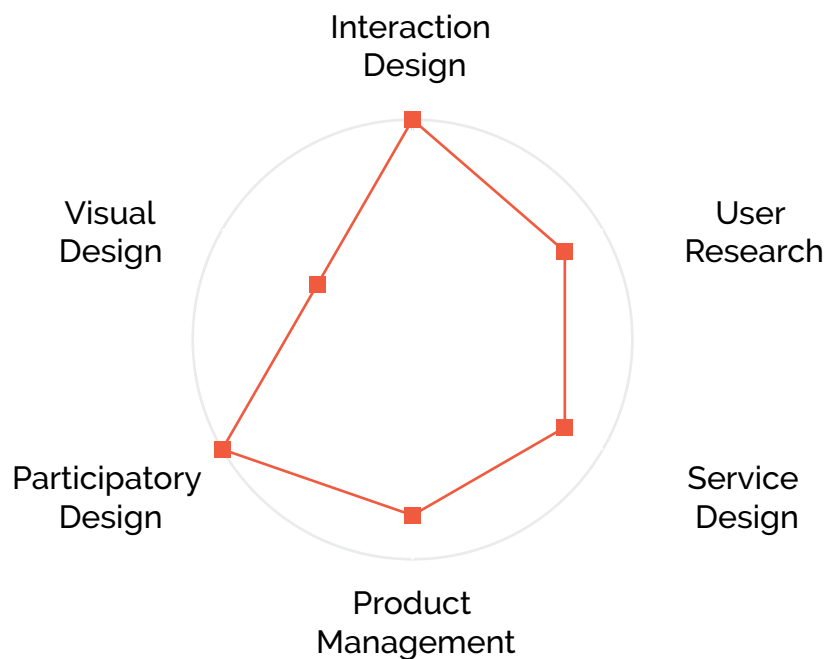
Currently:
Lead UX Designer
@ Musement

Education

5_y

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

Skills



Toolbox

Axure RP

Sketch

Illustrator

Adobe XD

Invision

Optimize

HTML/CSS

Javascript

Experience Design Capabilities

User Research

Interviews
Usability testing (local, remote or lab based)
Surveys and questionnaires
Contextual inquiries and ethnographic research

Analysis

Expert review
Data analysis
Personas
Scenarios
Customer journeys
Experience map

Information Design

Content inventory
Content types definition
Information architecture
Card sortings
Tree tests

Interaction Design

Navigation design
User flows
Sketches
High fidelity wireframes
Interactive prototypes

Implementation & Measuring

Functional specifications
User stories
User Testing
A/B Testing
KPI Monitoring

2018

2016 - present

Lead UX Designer

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 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.

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.

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.

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.

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.

2009 - 2010

Front-end Developer & Interaction Designer

Twister Communications Group (Milan, IT)

2008 - 2009

Front-end Developer & Interaction Designer

Red Point Communication (Milan, IT)

2007 - 2008

Front-end Developer

a3+ Media Agency (Milan, IT)

2007

Education

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 algorithms

Languages

Italian

Mother tongue

English

Work proficiency

Passions



Concerts



Traveling



Hiking



Basketball



Wine

Contacts



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Mobile



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E-mail

Social Networks



[linkedin.com/in/robertofalcone](https://www.linkedin.com/in/robertofalcone)

Complete resume



twitter.com/robertofalcone

Design contents