



# Vincenzo Vitiello

## Product & UX Design

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MAY 2024 / NOW | REMOTE 

### Deltatre Agency | Senior Product Designer

Delivering exceptional user experiences for **OOT sports** and media platforms. Conducting **user research**, creating intuitive **user flows**, and designing visually appealing **interfaces**. Agile methodologies and collaborating with cross-functional teams to improve the end-user experience in the navigation of **TV/ Native/Responsive Web** solutions.

APR 2019 / MAY 2024 | REMOTE 

### Capgemini Engineering | Senior UX/UI Designer

- **Senior Consultant @ Stellantis** (Dec 2020 - Apr 2024)  
Implementation & design for **on-board cars displays**, (**Alfa, Abarth, Jeep**).
- **Consultant @ WindTre** (Apr 2019 - Apr 2020)  
Led the design of the **website, e-commerce platform**, and user interface stack.  
Managed the **UX team (3 people)**, facilitating communication with the development team in a Scrum methodology. Collaborated closely with stakeholders to gather and refine product requirements.

NOV 2018 / APR 2019 | MILAN 

### OneDay Group | Senior Product Designer

Managing the UX unit (small team - 2 people), within the Tech team in an Agile working environment for the creation of the **corporate CRM**. Managing requests from inside stakeholders carrying on the design of several corporate products, **users analysis and interaction**, designing **flows/journeys** and finalizing the UI.

SEP 2013 / NOV 2018 | MILAN 

### BEWE Digital Agency | Senior UX/UI Designer & PM

- **Senior UX/UI Designer & PM** (Sep 2013 - Jan 2015)  
I elevated my role to lead designer, taking on greater **responsibility for managing projects**, clients, and teams. I successfully steered projects towards the development of intricate **app** and **gamification platforms**.
- **UX/UI Designer** (Sep 2013 - Jan 2015)  
Designer with a focus on **UX/UI for websites** and at the same time **art direction** for social & marketing content.

APR 2013 / DEC 2013 | ROME 

### Marketing Power Agency | UX/UI Designer

Focused on the conceptualization, **frontend design** and production of **web/interactive solutions**.



OCT 2011 / MAR 2013 SYDNEY

## Hopping Mad Designs | UI Designer

Develop the **design and branding**, from concept to finished products, for small businesses to high-profile clients.

NOV 2009 / AUG 2011 NAPLES

## E-Comunica Agency | Graphic Designer

Graphic projects, from the brief to the delivery (**logo design, typography, website design, css/html**).

DEC 2008 / AUG 2009 NAPLES

## Art-teca Agency | J. Graphic & Web Designer

First experience in Web design, **brand identity**, ATL and BTL & general graphic design.

DEC 2007 / APR 2008 SYDNEY

## Acquatico Design Studio | J. Graphic Designer

I dipped my hands into **graphic design**, branding, advertising and packaging.

DEC 2007 / APR 2008 SYDNEY

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JAN 2007 / APR 2008 SYDNEY

## CATC Design School | Diploma of Arts (Graphic Design & Advertising)

- **Subjects studied:** graphic design, corporate design, package design, typography, printing process, advanced advertising principle, photography, colour theory, illustration and photo media.
- **Final Thesis in Advertising** - Social Government Campaigns. Title: Not Pretty - advertising campaign against smoking, based on female sex, in order to show the side effects.

In my work experience, I have also worked since 2007 as a **freelancer** and **consultant** for projects related to UX/UI/Web, as well as more comprehensive projects in **marketing** and **communication**. Additionally, I have **taught** at several academies in Milan (**Ferrari Fashion School** - **Bewe Academy/Ifoa Milano**).

I am also a **small entrepreneur** in the **slow fashion** field, having founded two brands, and I collaborate with various entities in the sector as a consultant. Visit [my website](#) to learn more.