



Roberto Chiaveri

Service and UX/UI designer

EXPERIENCE

Intesa Sanpaolo Bank S.p.A. — Service & UX designer

MARCH 2021 — TODAY

Following the acquisition of UBI by Intesa Sanpaolo I joined the Service & UX Design, part of the company Innovation Department.

While still contributing to **mobile apps UX design** and **design systems**, I also cover a wide range of topics like **accessibility adoption**, **user research** and **benchmarking**, ideation and design thinking workshops.

Among the most recent projects: home banking mobile apps UX/UI, chatbot and voicebot agent design.

UBI Bank S.p.A. — UX/UI designer (Team leader)

FEBRUARY 2014 — MARCH 2021

User Experience Design for **UBI Banca home banking, trading, payments and corporate web and mobile apps** from the first requirements definition up to the final production design and implementation, in tight collaboration with both the product owners and the IT department.

In 2019 I've been given the opportunity to personally select and welcome two new designers, building and leading the company UX/UI design team.

YOOX S.p.A. — Senior web designer

SEPTEMBER 2013 — FEBRUARY 2014

User Interface prototyping and front-end web development for **Kartell** online store.

Opera 21 S.p.A — Designer, web developer, project manager

JUNE 2011 — SEPTEMBER 2013

Design and development of websites, on-line services and mobile applications for phones and tablets for clients as **Assogestioni, THUN, Pomellato, Accenture** and **OCTO Telematics**.

I've lead the team for the design and development of **SAME Deutz-Fahr international websites** presenting the winning concept to the client and leading the delivery as project manager.

I BELIEVE IN

User centered design

Agile methodology

Progressive enhancement

Open standards

Keeping an open mind

SKILLS

User Centered Design

Wireframing, Visual and

graphic design, Fast

Prototyping and User Test

HTML5, CSS3, Javascript

Interface web development

LANGUAGES

ITALIAN

Mother tongue

ENGLISH

ETS TOEIC Test: 955/990

ETS TOEFL Test: 257/300

CERTIFICATIONS

Business Relationship

Management Professional

APMG International, 2007

UI/UX Design Specialization

California Institute of Arts,

2020

UX Professional Certificate

Google, 2021

Alphabeti S.r.l. — Lead Designer

2008 — JUNE 2011

Digital Agency; most relevant projects: **Ambrosiana Library and Art Gallery** on-line virtual tour, **Leonardo's Codex Atlanticus** digital exhibitions and **Firenze's Accademia Gallery** virtual tour.

Freelance — Graphic and web design/development

2007 — 2009

While completing my university studies I've been working as a freelance, both in collaboration with web agencies and for my own clients.

EDUCATION

Politecnico di Milano, — Master Degree in Service Design

2005 - 2008 /// Score 107/110

Politecnico di Milano — Junior Degree in Industrial Design

2003 - 2005 /// Score 108/110

ABOUT ME

As a designer I believe in **understanding the user first**: observing interactions, looking at the data, interviewing users, and only then brainstorming, turning ideas into concepts and prototypes and iteratively testing, tweaking the designs in order to find the most effective solution.

I love to empathize with people and put the user at the center of my design process, I strive to create intuitive, effective solutions that are easy to understand and to use, but also that work well with business requirements and technical constraints.

My tools are first and foremost **pencil and paper (mostly post-it stacks)**; I love sketching and I'm a good storyboard illustrator. As most graphic designers, I am in love with typography, brand identity designs and I absolutely enjoy drawing user interface icons, sketch wireframes and often design the final visuals.

I also enjoy putting my ideas into practice with **interactive prototypes**, especially for mobile apps, which are often difficult to evaluate just by the visual design and benefit the most from actual interaction testing and frequent design iterations.

I believe that the best innovations come when empathy, experience and technology are intertwined to achieve **simple, scalable and sustainable solutions that actual users can enjoy**.

CONTACT

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