

# DIEGO BELTRAMINI

User Experience Designer

Barcelona  
www.diegobeltramini.com  
hello@diegobeltramini.com  
+34 691 194 474

## PROFILE

**User Experience Designer** with a strong visual and graphic design background.

I'm able to collaborate with stakeholders in order to **identify business goals and establish a complete product experience** through journey maps and user flows. I can **investigate different product directions** and create low, mid or high fidelity wireframes depending on the needs of the project. I have a **complete knowledge and understanding of visual design principles** like hierarchy, alignment, composition, grids, balance, layout.

I'm able to **understand and evaluating research findings** to improve the overall experience and to collaborate with visual designers and developers to ensure that the intended experience is achieved once design and code are translated to the final output, **establishing design guidelines, style guides and design systems**.

I'm capable to create **interactive prototypes** to model crucial parts of the product experience and **present and justify design decisions**, helping stakeholders understand and contribute to the design process.

## EXPERIENCE

2017 - Now

### USER EXPERIENCE DESIGN SPECIALIST

Payment Innovation Hub - Barcelona

I'm currently working as User Experience Design Specialist at Payment Innovation Hub, a joint venture of CaixaBank, Global Payments, Samsung, Visa and Arval. I'm in charge of the user experience and design development of projects focused on different research lines such as IoT, machine learning, AI and biometric technologies. The main purpose is to improving the customer experience in the world of payments promoting R&D&I projects to achieve the best and most innovative solutions to society.

2016 - 2017

### USER EXPERIENCE DESIGNER & DIGITAL CONSULTANT

Multiple Clients - Barcelona / Dubai / London / Milan

Freelance User Experience Designer for multiple clients. My main role concerned the design of user flows, information architectures, pixel-perfect wireframes, prototypes and the development of functional documentation for responsive websites, native apps and big data management platforms.

2014 - 2016

### USER EXPERIENCE DESIGNER

OgilvyOne Worldwide - Milan

During my time at Ogilvy, I've had the opportunity to work on big digital projects for national and international clients like Galbani, Zuegg, Nestlé Group, BAT and many others. I've dealt mostly with the user experience design taking care of the production of web trees, user flows and wireframes for multi-country websites, e-commerce and native applications.

2014

### UI/UX DESIGNER

NiEW Design Studio - Milan

Digital benchmarks, heuristic evaluations, taxonomies, flows, navigation maps and wireframing with a strong approach of usability and findability concepts for designing, structuring, organizing and labeling information, focused on desktop and mobile websites.

2012

### INFORMATION ARCHITECT

Ogilvy Interactive - Milan

Digital benchmarks and functional analysis, taxonomies and interface design for a better user experience.

2012

### ART DIRECTOR

Esseblu Studio - Milan

Editorial production, logo and brand design.

2007 - 2015

### GRAPHIC DESIGNER & LIVE SHOW ORGANIZER

VRHC Collective - Verona

Live shows organizer, booking and shows planning. Brand design and creation of artworks for custom merchandise

## EDUCATION

2015

### CHOICE ARCHITECTURE

Training IESGUM @Ogilvy  
Milan

2015

### MOBILE BRANDING AND FORMATS

Workshop @Google Mobile Academy  
Milan

2014

### ADOBE MUSE

Training @Ogilvy  
Milan

2006 - 2009

### COMMUNICATION DESIGN

Bachelor Degree @Politecnico di Milano  
Milan

2004 - 2006

### EXPERT TECHNICIAN IN GRAPHIC ARTS

Diploma @ITI San Zeno  
Verona

## LANGUAGES



## PRIZES & PUBLICATIONS

2006

### POLLICIONE D'ARGENTO EX ÆQUO AWARD

Professional Graphic Teacher Training College  
Arese (Milan)

## SKILLS SUMMARY

