

# FRANCESCO BERTOCCI

UX/UI Designer & Entrepreneur

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Portfolio & Availability: [FreeAndWilling.com/fbmore](http://FreeAndWilling.com/fbmore) / [Linkedin.com/in/fbmore](https://www.linkedin.com/in/fbmore) / [Twitter: @fbmore](https://twitter.com/fbmore)

I am a well-rounded Italian-born strategic designer, with a passion for people, interactions, ideas and brands, and I am the founder of Free&Willing, a platform to empower talent and connect it with companies hiring. I've lived and worked in Rome, Milan and New York City where I have been working since 2004. I am on a mission to create experiences and products that improve people's lives. **I believe that considering people's context, their feelings, physical needs and goals is critical to successful design.**

Read more at [FreeAndWilling.com/fbmore](http://FreeAndWilling.com/fbmore)

## 0.1 **EXPERIENCE**

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### **Lead UX/UI Designer & Prototyper**

October 2011 – Present

#### **VARIOUS CLIENTS**

Over the years I have worked with a variety of clients from large agencies to lean startups. I like to take on design, UX and technology challenges. I have worked on streamlining processes like buying and selling diamonds online, designed and strategized a range of experiences from helping people save money while shopping via a mobile app, to physical in-store experiences for HP and Cartier.

From July to December 2017 I was a lead UX/UI Designer at Gartner, helping improve the key flows for end users and vendors of the Peer Insights platform, designing interactive map experiences for Gartner events, running design sprints, training the design team on how to be more efficient using design and collaboration tools (Sketch best practices, establishing the use of Pattern Libraries, collaboration via Abstract and picking the right prototyping tools for the task).

For the past couple of years I have collaborated as lead UX/UI designer and prototyper with Bionic Solution and Hackerati on a wide range of mobile and web projects, both consumer facing and b2b. In particular:

### – **Stealth Startup Realtime Ad Buying Platform** (2016-17)

While at Hackerati I strategized, designed and prototyped the UX for a realtime ad buying marketplace specialized in healthcare, with the goal of bringing more transparency and simplifying the ad buying process for all parties involved. NDA.

### – **Stealth Startup Personal Data Platform** (2016-17)

While at Hackerati I strategized, designed and prototyped the UX and UI for a consumer facing platform and mobile app. The aim was to empower users to own their personal data and to make it transparent and profitable for them to share it with specific brands while simultaneously unlocking revenue and insights for Energy Companies and Advertisers all in a trusted, mutually beneficial ecosystem. NDA.

## **UX/UI Designer, Developer & Founder**

December 2014 – Present

### **FREE&WILLING**

– In December 2014 I started Free&Willing to simplify the process of knowing who is available and when, within one's professional networks, for freelance and fulltime jobs.

– I envisioned the platform as the most efficient place to hire and be hired.

– I started working on Free&Willing in December 2014. The alpha of the product launched in March 2015. It focuses on solving the problem, that I had encountered as freelancer constantly looking for work, and as creative director needing to know who in my network was available.

– I am still working on it but I have since pivoted the initial concept and I am now exploring better ways for talent, not only to get noticed for their work, but also for their opinions, from what they curate to what they create (a lot of senior professionals including myself are not allowed to show their work publicly, most often because of NDAs, but their opinion can often make a difference in how their career can evolve).

– Overall it's been a great journey and since I am the only founder/designer/developer I have been able to learn a lot across the board, make a lot of mistakes and iterate. Because of this experience I have become proficient in technologies like CSS, JS and Ruby on Rails and continued to learn about iOS and cross-platform development stacks.

– Free&Willing has attracted more than 1,500 members and paying customers. [www.FreeAndWilling.com](http://www.FreeAndWilling.com)

## **Creative Director (Branding & Marketing, UX/UI)**

November 2013 – October 2014

### **GUST**

– I was hired to help re-launch and re-brand Gust (an 8 year-old startup that connects entrepreneurs and startups with investors around the world) and going through a complete tech overhaul. We launched a first MVP re-design of the new experience in three months.

– I oversaw a small team of designers and a copywriter, and actively collaborated with UX, Product and Tech using agile processes.

- Led whiteboarding sessions, sketched and created visual mocks for our web and mobile apps.
- Presented internally to all stakeholders and board members.
- Shared prototypes with our users, collected feedback and iterated on design and usability issues and opportunities and was in charge of establishing the company's first Live Styleguide. Pairing with front- and back-end developers.
- I led marketing, event related and social media efforts partnering with the marketing and biz dev departments and the re-branding efforts for Gust. I also oversaw the launch communications from printed materials to videos and demos of our portal for the City of New York, a hub for tech and startups Digital (Digital.NYC)

## **Associate Creative Director - Freelance**

November 2012 – October 2013

**ATMOSPHERE BBDO**

Designed responsive websites, social media campaigns, and pitched new digital and physical products as part of the HP Lab.

Clients: VISA, HP, J&J

## **Interactive Creative Director**

August 2011 – March 2012

**LIPMAN**

Oversaw UX/UI design, digital advertising from YouTube channel and social media campaigns to shoppable video experiences across all clients. Led the digital initiatives for the design and launch of the incubated e-commerce and lifestyle startup Archetypes.me (pivoted since). I collaborated with the team at large and stakeholders. I wish we had conducted more user interviews on the project and that we had applied leaner methodologies at the time.

Clients: David Yurman, Talisker/Canyons Resort, 7 for all mankind (VF Corporation), Dior, LIPMAN, Archetypes.me (Internal Startup)

## **Associate Creative Director**

February 2011 – June 2011

**PUBLICIS MODEM**

Contributed to the redesign, UX and UI, of LG appliances web properties, advertising campaigns for LensCrafters and Cartier. In particular we designed and created for Cartier a gestural experience in collaboration with some very talented MIT Alumni. The goal was to be able to make the luxurious Cartier watches come to life in a way that could impress the high-tech and high net worth audience at a Fast Company's Most Creative People event. The watches had amazing mechanics that could make any geek fall in love with them but they were "trapped" inside tiny metal bodies. The interactive experience was designed so that even a short interaction would leave a lasting experience of the craftsmanship and technology included in every watch model (since they could not be taken apart).

Clients: LG, LensCrafters, Cartier

The previous years of my career were mostly in the digital marketing and advertising space, with some experience in print and TV.

**Associate Creative Director**

February 2010 – January 2011

**HEARTBEAT IDEAS**

Clients: AMGEN, Sanofi-Aventis, Heartbeat Ideas

**Sr. Art Director**

November 2008 – February 2010

**DIGITAS HEALTH**

Client: Pfizer

**Sr. Interactive Art Director**

May 2006 – October 2008

**T3 - THE THINK TANK**

Clients: WSJ, Marriott International, Ritz-Carlton, DELL

**Interactive Art Director**

February 2005 – May 2006

**ATMOSPHERE BBDO**

Clients: Cingular (now AT&T), eTrade, HBO

**Interactive Art Director**

September 2000 – September 2004

**LEO BURNETT ITALIA**

Clients: Nintendo, Telecom Italia, Blu (Cellular provider), Intesa Bci (Bank), Fiat, Merloni (Household appliances), McDonald's, Albacom (ICT company), Procter & Gamble, Philip Morris, Astra Zeneca, Heineken, Leo Burnett, iLeo.

0.2 **SKILLS & EXPERTISE**

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Mobile Application Design, Design Systems, User Interface, Wireframing, User Experience, Creative Direction, Interaction Design, User Interface Design, Creative Strategy, Digital Strategy, Concept Development, Photography, Web Design, Art Direction, Branding & Identity, Typography, Adobe Creative Suite, Photoshop, Sketch, InVision, Principle, Protopie, Atomic, Framer, HTML 5, CSS, JS, Rails, Swift, Teaching and Mentoring.

0.3 **EDUCATION**

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**ISC - Istituto Superiore di Comunicazione**

1997 - 2000

**DIPLOMA IN ART DIRECTION & COPY WRITING (BACHELOR'S DEGREE EQUIVALENT)**

**Università degli Studi di Roma Tre**

1995 - 1998

**COMPUTER SCIENCE ENGINEERING**

0.4 **INTERESTS**

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I love to create useful products and services using the most interesting/advanced technologies, mentoring and teaching, photography, learning and speaking new languages, basketball, volleyball, traveling, movies, cooking and eating.

I run the Design&Prototype User Experiences and Hakers4Good Meetups in New York City.