

# FRANCESCO BERTOCCI

Product/UX/UI Designer

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Portfolio: <https://francescobertocci.com/portfolio>

## Design Systems & Automation Expert / Design Advocate

**SKETCH** / Oct 2019 – Oct 2022

- Consulted teams at companies like IBM, Amazon, Apple, Target, LG, on best practices around Design Systems and Automation
- Implemented the Design Advocacy team and grew it to 6 people globally (Sketch tripled in size)
- Provided research insights, strategic POVs, and proof of concepts to the C-suite and product team on feature prioritization and user needs
- Designed and developed plugins that sped up design teams' productivity
- Created workflows to automate localizations, manage design tokens, improve prototyping, automatically generate assets, image libraries, and more
- Trained design teams worldwide and produced content, videos, and articles that have been used as a reference by thousands of designers

## Creative Director, Mobile & Platform

**ATMOSPHERE PROXIMITY** / May 2018 – Oct 2019

- Ran the Mobile & Platform projects for the NYC office of the Proximity network
- Trained our design team (6 designers) to be more efficient with design and prototyping tools and collaborate better
- Conducted UX research and collaborated closely with the CX Director to validate hypotheses and iterate on design solutions quickly
- Designed and oversaw the design and implementation of AXIS Capital's new website, visual search, and lead generation channels as well as their internal tools (desktop and mobile)
- Designed and oversaw the design and implementation of Global Worldpay digital properties experience, and their Design System

## Lead UX/UI/Product Designer (Consultant)

**VARIOUS COMPANIES** / Oct 2014 – May 2018

- Worked with a variety of clients from large agencies and corporate clients to lean startups.
- Conducted UX research and collaborated closely with other departments to validate hypotheses and iterate on design solutions quickly.
- Took on design, UX, and technology challenges.
- Streamlined 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, designing interactive map experiences to physical in-store experiences
- Ran Design Sprints and other workshops with stakeholders

## Creative Director, Brand & Product

**GUST** / Nov 2013 – Oct 2014

- Initiated the rebranding and revamping of Gust's global SaaS platform for founding, operating, and investing in startups
- Delivered successful MVP redesign within three months
- Developed tailored experiences for investors, enabling up-to-date tracking of their portfolios

## Associate Creative Director - Freelance

**ATMOSPHERE BBDO** / Nov 2012 – Oct 2013

- Pitched new digital and physical products as part of the HP Lab.
- Designed AR experiences, responsive websites, and video-heavy social media campaigns

## Interactive Creative Director

**LIPMAN** / Aug 2011 – Mar 2012

- Led all digital initiatives for the design and launch of the incubated e-commerce and lifestyle startup Archetypes.me (pivoted since).

## Associate Creative Director

**PUBLICIS MODEM** / Feb 2011 – Jun 2011

- Designed and oversaw the creation for Cartier a gestural interactive installation

## Skills & Expertise

Design Systems, Automation, Mobile Application Design, Sketch, Figma, Adobe XD, Adobe Creative Suite, Photoshop, InVision, Principle, ProtoPie, Framer, Plugins development, Prototyping, Wireframing, User Experience, Interaction Design, User Interface Design, Photography, Web Design, Art Direction, Branding & Identity, Typography, HTML 5, CSS, JS, Rails, Swift, Teaching & Mentoring.

## Education

ISC - Istituto Superiore di Comunicazione, Diploma in Art Direction & Copy Writing (Bachelor's degree equivalent) / 1997 - 2000

Università degli Studi di Roma Tre, Computer Science Engineering / 1995 - 1998

For more information about my career, references and qualifications please refer to my LinkedIn profile: [linkedin.com/in/fbmore](https://www.linkedin.com/in/fbmore)