# FRANCESCO BERTOCCI
**Creative Director / Product/UX/UI Designer**

– Strategic designer with a passion for ideas,
  experiences, products and brands

– Key partner to C-Suite and Design, Tech, and Product Leaders

– Deep expertise in Design Systems, Design Automation,
  UX/UI Design and Prototyping, "0 to 1" product design lifecycle

– Experience in FinTech, Luxury & Fashion, Healthcare, and AdTech
  and with global Fortune 500 companies

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**Portfolio:**
francescobertocci.com/portfolio

## 0.1 EXPERIENCE

### 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
– 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 ones
– 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

## 0.2 SKILLS & EXPERTISE

User Experience
Interaction Design
Design Systems
Prototyping
Design Automation
Plugins Development
Design Sprints
Mentoring
Mobile Application Design
Resposnsive Design
Wireframing
Art Direction
Branding
Photography

## 0.3 TOOLS

Figma
Sketch
Adobe XD
Adobe Creative Suite
Photoshop
ProtoPie
InVision
Principle
Framer
HTML & CSS
Javascript
SwiftUI
Rails

## 0.4 EDUCATION

**Diploma in Art Direction & Copy Writing**
(Bachelor's degree equivalent)
**Istituto Superiore di Comunicazione**
(now IED)
– 1997 - 2000

**Computer Science Engineering**
Università degli Studi di Roma Tre
– 1995 - 1998

For more information about my career,
references, and qualifications
please refer to my LinkedIn profile:
linkedin.com/in/fbmore