

FRANCESCO BERTOCCI

Product/UX/UI/Designer & Entrepreneur

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

0.1 EXPERIENCE

Creative Director, Mobile & Platform

May 2018 – Present

ATMOSPHERE PROXIMITY

I was hired to design and run the Mobile & Platform projects for the NYC office of the Proximity network. I have trained our design team (6 designers) to be more efficient with Sketch & Libraries and collaborating better using Abstract and Zeplin. Over the last year I have designed and overseen 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). I have also been working on the redesign of the global Worldpay digital properties experience, their digital style guide and pattern libraries. I have also been conducting UX research and collaborating closely with the CX Director to validate hypothesis and iterate on design solutions quickly. I love to be hands-on and to inspire others to be constantly learning new things to become a more efficient team, and in general I am ver

Clients: AXIS Capital, Worldpay, WeMake

Lead UX/UI/Product Designer & Prototyper

October 2011 – Present

VARIOUS CLIENTS

Over the years I have worked with a variety of clients from large agencies and corporate clients 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, bringing Sketch best practices to the table, establishing the use of Pattern Libraries, as well as collaborating 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—mostly stealth projects.

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 network, for freelance and fulltime jobs. I envisioned the platform as the most efficient place to hire and be hired. I have pivoted a couple of times and I am about to release a set of tools for designers and studios to help them present their work.

Creative Director

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.

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 I designed and created for Cartier a gestural experience in collaboration with some very talented MIT Alumni.

Clients: LG, LensCrafters, Cartier

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**

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

0.3 **EDUCATION**

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**

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 am a Sketch Ambassador and I run the Design&Prototype User Experiences and Hackers4Good Meetups in New York City.