

Riccardo Polato

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SENIOR UX/UI DESIGNER & DIGITAL ART DIRECTOR

I'm a senior ux/ui designer specializing in website and digital interface for more than 10 years with a desire to create or improve every project assigned to me. Over these years, I have learned to manage, coordinate and direct my team always seeking the finest result with the best teamwork.

My hard interest in web design and digital graphics makes me highly creative and competitive, always ready to take on new projects, either in a team or management role. I work on projects independently, meeting deadlines and proposing solutions in line with client requirements. The continuous desire to put myself out there leads me to keep up to date regarding the latest graphic and user interface trends.

I have been studying the user experience in websites and ecommerce for years, trying to bring improvements to every work I design.

PROFESSIONAL EXPERIENCE

Senior Ui Design & Art Director **GROWERS srl, Padova IT** **Oct 2020 – Present**

Growers is a digital marketing agency with a results-oriented approach. It uses marketing and all innovative tools while never forgetting to put people at the center. In just two years, it has grown by more than 300 percent in terms of both turnover and employees.

I joined Growers as head of all corporate communications and as art director in charge of projects and clients. I coordinate a team of 6 people and with them we manage ecommerce development and improvement and consulting projects. For each project we create unique solutions with the main goal of creating or increasing sales and acquisition of new leads.

- Art direction and team management
- Ecommerce designer with wordpress
- Workflow study and improvement
- Website design and marketing workflow creation
- CMS coordinator with ActiveCampaign focused in lead generation

Senior Ui/Ux Designer **Adviva srl, Padova IT** **Apr 2020 – Oct 2020**

Adviva is a web agency that deals with corporate site development, lead generation and e-commerce. It studies user behavior and designs unhindered paths based on respect for online automation and behavior.

In Adviva, my focus was in the study and improvement of ecommerce platforms. Through the analysis of user navigation in fact I would understand the critical points of the projects and then design the improvements through wireframes and later the graphical part

- User behavior analysis with tool (Trueconversion, Hotjar)
- Workflow and Wireframe design
- Creating digital prototypes to make the customer better understand
- Graphic interfaces design by following digital trends

Ui/Ux Designer & Art Director**Boscolo spa, Padova IT****Mar 2018 – Apr 2020**

Boscolo is one of Italy's largest luxury travel agencies. It has been in the luxury travel business for over 40 years and in the last 3 years alone has taken over 18000 travelers to the most beautiful places in the world.

During this time I deepened my knowledge of all offline graphics, following suppliers, printing processes, layouts and physical production of the product. I also followed all the design of b2b and corporate material for travel agencies and retailers.

A year later I was assigned to the art direction of Boscolo Gift, coordinating the communications team.

- Offline print, packaging and typography
- User experience analysis and improvement
- User interface of Boscolo website
- Study and improvement of purchasing processes
- Manage assigned team and resources to achieve assigned results

Web designer**NOONIC srl****Dec 2013 – Mar 2018**

Noonic is a digital agency that focuses on developing digital products and performance marketing campaigns to turn insights into results. The agency helps businesses sell, retain, and grow in digital.

My first job as a web designer was in an agency. In 5 years I really learned a lot, both about web graphics and the client/vendor relationship, eventually becoming responsible for the agency's wordpress department.

- Web Design and Ui/ux Design
- Wordpress, Landing page and Ecommerce
- Html and css languages
- Team management

EDUCATION & PROFESSIONAL DEVELOPMENT

Degree in Industrial Design, IUAV University. GPA: 101/110.

2010 – 2013

Modules included: Graphic Design, Typography, User Interface, User Experience, Semiotics.

Main project: We studied how to approach to the project and a client commission, how to do a benchmark and brainstorm very helpful. We studied all the steps in a graphic design process and how to improve it. Also, in all three years of study we learned how to work as a team, which I believe is essential in this work.

I've developed a critical eye in graphics and the basics of digital usability. I learned the fundamental of typography and how to apply it to online and offline projects. I studied the meaning, psychology and application of individual colors and a color palette.

Something Interesting, National trainer of rescue dogs for the fire department

2013 – Now

I have been a rescue dog trainer for the fire department for 10 years. I do this as a volunteer and it is a passion for me. I have learned many technical skills and "unfortunately" have taken part in the biggest disasters that happened in Italy. With my team we train dogs and rescuers all over the country. We train dogs for earthquakes and missing persons.

Courses:

- English Class level B2
- User Experience Class

Software skills:

- Adobe XD
- Adobe Indesign
- Adobe Illustrator
- Adobe Photoshop
- Figma
- Wordpress
- Woocommerce (for ecommerce)
- Semrush
- Sketch
- ActiveCampaign
- Mailchimp
- Trueconversion
- Google analytics
- Google merchant
- Clickup
- Microsoft Office

Hobbies & Interests: I spend many weekends hiking in the Dolomites and work out weekly at the gym. I have a passion for volunteering as a dog trainer and rescuer. I love cooking, learning about new foods related to peoples and traditions, and thanks to the passion of traveling I can keep discovering something new every time. Last but not least perhaps also out of "professional strain" I love contemporary art, photography and digital art. I try to stay updated on these things even if the only limit is time.