



# ELIA ALBERTI

UI / UX & VISUAL DESIGNER

**Address** 324 Brettenham Road  
London, E17 5AU

**Phone** +44 (0) 7899 808 328

**Email** eliaalberti@gmail.com

**Linkedin** in/eliaalberti

**Portfolio** eliaalberti.com

## ABOUT ME

I am a highly driven and personable Product Designer with over twelve years of experience under my belt. I pride myself on my analytical approach and hybrid ability to be able to look at the bigger picture, gaining stakeholder approval as well as producing pixel perfect designs. I'm adept in wireframing, rapid prototyping, user flows and interface design. I have excellent organisational and communication skills, an outstanding work ethic and the ability to work well in both team-oriented and self-directed environments.

## EDUCATION

**2000-2004**

**ISIA Urbino Institute of Design**

First Class BA in Graphic Design  
Urbino, Italy

**1995-2000**

**Salesiani Professional Institute**

Diploma in Desktop Publishing and  
Graphic Design  
Bologna, Italy

## SOFTWARE

Sketch / Figma	<div style="width: 100%;"></div>
Principle / Flinto	<div style="width: 100%;"></div>
Adobe XD	<div style="width: 100%;"></div>
Adobe Suite (PS - AI - AE)	<div style="width: 100%;"></div>
ProtoPie	<div style="width: 100%;"></div>
Abstract / Zeplin	<div style="width: 100%;"></div>
Invision Studio	<div style="width: 100%;"></div>
Jira / Confluence	<div style="width: 100%;"></div>

## WORK EXPERIENCE

**APR 2022-PRESENT**

**UX / Product Design Lead**

Gala Games  
London, UK

Leading the design's quality assurance process of Web3 products and services to ensure pixel perfect execution across platforms and devices working alongside engineers, researchers and business leads.

**NOV 2021-MAR 2022**

**Product Design Lead**

Vodafone Smart Tech  
London, UK

Responsible for the design vision, strategy, principles and development of a global design system on Android and iOS devices as well as the development of design infrastructures and research ops.

**MAY 2021-OCT 2021**

**Product Designer**

Discovery  
London, UK

Ideation, strategy and design for user experience design projects across a full range of platforms including connected TVs (TVOS, Android TV, FireOS) responsive web and mobile.

**SEP 2020-APR 2021**

**Lead UI / UX Designer**

SYFT  
London, UK

Responsible for the UI / UX of the SYFT worker app on iOS and Android devices, understanding product specifications and user psychology, defining the right interaction model and evaluating success.

**SEP 2018-MAR 2020**

**Senior UI / UX Designer**

Sky  
London, UK

Ensuring the accountability of the product design process and final designs whilst gathering, evaluating and generating user requirements for products and services on both Sky Q and Sky Plus set top boxes.

**SEP 2017-AUG 2018**

**Product Designer**

Depop  
London, UK

Responsible and involved in the development of the video recording feature on Android and iOS devices closely following Google's Material Design guidelines as well as Apple HIG.

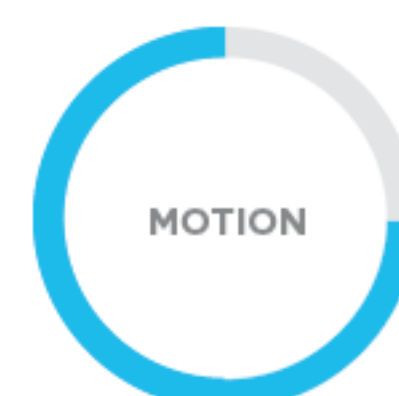
**JAN 2016-MAR 2017**

**Senior Visual UI Designer**

TalkTalk TV  
London, UK

Accountable for developing and executing interface digital solutions, including but not limited to the Android and iOS applications as well as the TalkTalk TV website and STB.

## MAIN SKILLS



## CLIENTS





# ELIA ALBERTI

UI / UX & VISUAL DESIGNER

**Address** 324 Brettenham Road  
London, E17 5AU

**Phone** +44 (0) 7899 808 328

**Email** eliaalberti@gmail.com

**Linkedin** in/eliaalberti

**Portfolio** eliaalberti.com

## WORK

---

### APR 2022 - PRESENT

#### UX / PRODUCT DESIGN LEAD

**Gala Games**, London, UK

- Leading the exploration, research, analysis, ideation and design development phases of Web3 products and services leveraging blockchain technologies whilst understanding their capabilities and limitations in order to achieve innovative design solutions.
- Designing pioneering services and user experiences to cater for very specific and unique challenges related to the nature of the blockchain infrastructures for a range of products such as NFTs marketplaces, exchanges and P2E website.
- Partnering with UX Designers, Engineers, Researchers and Product Managers to craft deliverables at the highest quality in service of an initiative, e.g. animations, user flows, prototypes, presentations, and design specifications.
- Working closely with cross-functional teams to identify and evaluate research topics, planning and implement user research strategies and methodologies.

*Skills: Concepts, Prototypes, UI / UX Design, Wireframes, User Research, Data Analysis*

### NOV 2021 - MAR 2022

#### PRODUCT DESIGN LEAD

**Vodafone Smart Tech**, London, UK

- Applying UX principles, extensive personal knowledge and user research data to build user interfaces and other user interactions that implement information designs, user workflows, wireframes, and prototypes for a broad range of smart devices.
- Designing and guiding the exploration and visual development of a range of services such as e-SIMs and IoT devices' interfaces for the UK as well as different major European markets (FR, DE, IT).
- Advocating, promoting and implementing the best design practices for specific areas of a product or service such as onboarding, subscriptions, payments and invoices making sure visual consistency is followed and the UX caters for specific regulatory country policies.
- Creating designs with an information architecture and navigation that anticipate user paths and logical process flows, gaining alignment and resolving UXD issues.

*Skills: Concepts, Prototypes, UI / UX Design, Wireframes, IoT service design*

### MAY 2021 - OCT 2021

#### PRODUCT DESIGNER

**Discovery**, London, UK • Contract

- Contributing to the ideation, strategy and design for user experience design projects across a full range of platforms including connected TVs (TVOS, Android TV, FireOS) responsive web and mobile, ensuring products embrace users values whilst meeting business goals.
- Collaborating with cross-functional product development teams across different locations to create, build and maintain the internal Discovery Design System as well as the Figma UI libraries, effectively owning and evolving the Product Design tech stack.
- Working within the UXD Team in collaboration with Business, Product and Engineering colleagues to define requirements and deliver innovative solutions through a User Centred design approach.
- Data gathering, user research and validation closely with UX Researchers to design products that meet both user and business needs, ensuring experiences are efficient and effective, reflecting users' needs and trends within a varied global context.

*Skills: Concepts, Prototypes, UI / UX Design, Visual Design, TV, Interactive*



# ELIA ALBERTI

UI / UX & VISUAL DESIGNER

**Address** 324 Brettenham Road  
London, E17 5AU

**Phone** +44 (0) 7899 808 328

**Email** eliaalberti@gmail.com

**Linkedin** in/eliaalberti

**Portfolio** eliaalberti.com

## WORK

---

SEP 2020 - APR 2021

### LEAD UI / UX DESIGNER

**SYFT**, London, UK

- Liaising with main contributors in order to investigate concept development to determine and forming a unified visual style and language for the pool of products.
- Working across projects to define, maintain and evolve processes and routes around best practices within the UI / UX paradigms on all the different platforms, closely following Google's Material Design guidelines, Apple HI guidelines and web best practices.
- Collaborating closely with the Engineering (front end / back end) team to guarantee that all experiences are of a high quality, consistent and in line with the company's ethos, mission and visual identity.
- Prepare clear and meaningful specification across a variety of platforms, solving different constraint and matching product requirements, focus primarily on users's feedback.

**Skills:** Material Design, Android, Apple HIG, Concepts, Wireframes, UI / UX Design, Visual Design

SEP 2018 - MAR 2020

### SENIOR UI / UX DESIGNER

**Sky**, London, UK • Contract

- Ensuring the accountability of the product design process and the final designs, leading by example in the creation of high-fidelity work products in both, UX and UI.
- Ideating, wireframing, designing and prototyping next-generation interactive TV user services, interfaces and experiences on both Sky Q and Sky Plus STBs.
- Gathering, evaluate and generate user requirements for products and services in collaboration with product managers, developers and other stakeholders.
- Evaluation, research and explorative design of an intuitive Voice interface and on-screen BOT assistant prototypes on Sky Q STB.
- Taking part to remote and on-site user research, interpreting results to ensure the end-product design provides users with the optimum experience.
- Facilitating of workshops with stakeholders, identifying and analysing needs, writing briefs and ensuring those insights inform or evolve products.

**Skills:** Concepts, Prototypes, UI / UX Design, Visual Design, TV, Interactive

SEP 2017 - AUG 2018

### PRODUCT DESIGNER

**Depop**, London, UK • Contract

- Adhering to the Google's Material Design guidelines to make sure the Android application reflects and represent the operating environment without alienating the users.
- Partnering with Product Managers, engineers and researchers to oversee the user experience of a product from conception until launch and then onwards.
- Participating in user research sessions to understand the motivations of users and to use that insight to design better experiences.
- Producing sketches and prototypes of potential features to help understand the complexity or impact of a given idea.

**Skills:** Material Design, Android, Apple HIG, Concepts, Wireframes, UI / UX Design, Visual Design



# ELIA ALBERTI

UI / UX & VISUAL DESIGNER

**Address** 324 Brettenham Road  
London, E17 5AU

**Phone** +44 (0) 7899 808 328

**Email** eliaalberti@gmail.com

**Linkedin** in/elialberti

**Portfolio** eliaalberti.com

## WORK

---

**JAN 2016 - MAR 2017**

### SENIOR UI / VISUAL DESIGNER

**TalkTalk TV**, London, UK

- Driving and executing the development of the Android and iOS applications following closely Google's Material Design guidelines as well as Apple HI guidelines.
- Wireframing, designing and prototyping next-generation digital TV user interfaces and experiences that engage and inspire our passionate users.
- Executing and driving TalkTalk TV's product vision, working in close alignment with other teams, product managers and external partners.
- Ingesting product requirements and translate them into wireframes, visual designs and prototypes with behaviour/interaction annotations for engineers and designers.
- Collaborating with analytics teams and use data insights to develop a UX/UI that drives continuous innovation and refinement of our applications.

*Skills: Material Design, Android, Concepts, Wireframes, UI / UX Design, Visual Design, STB, TV*

**SEPT 2013 - JULY 2015**

### SENIOR INTERACTIVE DESIGNER

**XBOX Live Microsoft**, London, UK

- Responsible for leading the integrity of the design of the user experience on significant concurrent projects. Planning, leading, organising, controlling and performing the architectural direction of an assignment.
- Providing guidance, direction and leadership regarding design activity on various aspects of a project on XBOX 360 and XBOX 1 but not only.
- Participating in the creation of design deliverables such as wireframes, page flow diagrams, and design mockups. Driving process to generate and understand user and business requirements. Directing product design specification documentation for a product release or a group of products.
- Driving improvements and changes in designs and giving professional appraisal on implementation of the design as planned and/or executed.
- Frequently presenting design concepts and deliverables to the project team, as well as internal and external stakeholders. Leading design reviews, and presenting design concepts to senior management when needed.
- Providing UX solutions for usability issues identified through customer research. Gaining familiarity with user experience research methodologies and best practices.

*Skills: Visual Design, Art Direction, UI / UX Design, Interaction Design*

**SEPT 2012 - JULY 2013**

### SENIOR UI / VISUAL DESIGNER

**JustGo Music**, London, UK • Contract

- Ownership of the evolution of site UI kit, and ownership of the re-branding of global site and development of site content and graphics by coordinating with copywriting team and developers.
- Liaising with developers to create a pipeline for website modifications and improvements, working with and inputting into the business roadmap.
- Ownership of all digital design resource and process, including prioritisation, expectation management and communication of deadlines and ETAs across departments.

*Skills: Visual Design, Art Direction, UI / UX Design, Interaction Design*



# ELIA ALBERTI

UI / UX & VISUAL DESIGNER

**Address** 324 Brettenham Road  
London, E17 5AU

**Phone** +44 (0) 7899 808 328

**Email** eliaalberti@gmail.com

**Linkedin** in/eliaalberti

**Portfolio** eliaalberti.com

## WORK

---

### MAR 2012 - JUNE 2012

#### LEAD UI / UX DESIGNER

**Base79**, London, UK

- High Level definition of process flows – defining user roles, goals and tasks in order to scope project and identify related activities.
- Hands on interaction design deliverables, including sitemaps, user journeys, scenarios, detailed task flows and wireframe production.
- Overseeing the interaction design. Defining rich interactive experiences taking into account all possible states, views of the UI.
- Providing input into user research activities and overseeing the consistency of the design.

*Skills: Visual Design, Art Direction, UI / UX Design, Interaction Design, Wireframes*

### OCT 2011 - FEB 2012

#### SENIOR UI / UX DESIGNER

**MusixMatch**, London, UK • Contract

- Gathering user requirements and discussing visual capabilities in proposal/brainstorm meetings. Idea generation at both proposal and production stages.
- Providing the development team with assets and style sheets to aid in the app build.
- Participating in visual design testing of the app during the build stages.
- Contribute to best practice, creating and communicating principles, guidelines, style-guides, etc.

*Skills: Visual Design, UI / UX Design, Interaction Design*

### JULY 2010 - AUG 2011

#### SENIOR DESIGNER

**Adconion Media Group / Red Lever**, London, UK

- Conceiving and designing network print and online materials including marketing collateral, logos, presentations, social marketing assets, event and press kits.
- Consistently provide innovative and creative ideas, putting forward imaginative alternatives and questioning traditional approaches.
- Delivering high-quality design, artwork and layouts within firm guidelines taking projects from concept to deliverable.

*Skills: UI / UX Design, Visual Design, Wireframes*

### FEB 2007 - MAY 2010

#### VISUAL DESIGNER

**Bebo.com**, London, UK

- Accountable for developing and executing interface design solutions, including site layouts, site maps, navigation design, content inventories and information organization models.
- Helping the team to develop a higher level of creativity working on a number of initiatives (including PHP blogs, widgets, flash applications, etc). Web design and customization of the home page, profile pages (HTML/CSS) and correlative graphic material.

*Skills: Graphic Design, Visual Design, Wireframes*



# ELIA ALBERTI

UI / UX & VISUAL DESIGNER

**Address** 324 Brettenham Road  
London, E17 5AU

**Phone** +44 (0) 7899 808 328

**Email** eliaalberti@gmail.com

**Linkedin** in/eliaalberti

**Portfolio** eliaalberti.com

## HOBBIES

---

I like to exercise in my free time, mostly running. I'm interested in motion design and vr interfaces and I'm always on the lookout for the latest online tutorials about video editing or animation software. I like to travel and I am very keen on learning new languages, especially Mandarin and Arabic. I'm also a photographer, I took part to the Noise Festival back in 2006, which is Europe's biggest open community for the best up and coming talents who wants to break into the creative industries and my photographs were selected and used across the city of Manchester to promote the event, as I was officially nominated an emerging artist for that year.

## REFERENCES

---

**Ben Pearson**  
**Android Staff Engineer**  
SYFT  
Mobile 07875224731  
ben.pearson@syftapp.com

**Maria Valiji**  
**Design Lead iTV**  
Sky  
Mobile 07865959170  
maria.valiji@sky.uk

**Chris Wilkinson**  
**Director of People**  
Depop  
Mobile 07749446722  
chris@depop.com