



Mattia Besana
Product Designer

Hey there! I'm Mattia :)

I'm specialized in UI & UX Design and my work is empathy-driven. I care a lot about usability and I always try to find a compromise between the eye-catching design we can all see on Behance and a well-balanced Design System that allows users to find what they need immediately.. I've also experimented a little Front-end development myself so I can boast a good approach with the fellow developers too.

Experience

MARCH 2022 -

Product Designer

MailUp

As a Product Designer I dedicate myself to the evolution of the functionality of the Email Marketing platform and to the reduction of the frictions that users could incur. Based on user research and contextual tests, my primary objective is to generate retention of the current user base through constant updates of the platform that respond to the needs highlighted by feedbacks and tickets.

2021 - 2022

Product Designer

Lemonpie

As a Product Designer I was responsible for the digital products of partner companies, planning releases of improvements to previously developed apps and planning their future restyling, comparing myself with suppliers to make sure that the developing brand guidelines covered the spectrum of digital needs. When needed, I provided consultancy on projects developed by other companies within AB Energie Group.

2020 - 2021

User Experience Designer

Cobalto

As UX Designer I was the resource dedicated to designing digital products. I dealt with the research, analysis, design and prototyping of e-Commerce, WebApp and native App projects.



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Specialties

PRODUCT DESIGN

User Interface, User Experience, User Research, Service Design, Information Architecture, Design System, Conversion Rate Optimization

Technical skills

PROTOTYPING TOOLS

Sketch, Figma, Adobe Creative Cloud, Invision

RESEARCH & SURVEY TOOLS

HotJar, UserTesting, Ballpark, Pendo, Typeform, TIBCO

CODING (NEWBIE)

HTML, SCSS, PHP, JAVASCRIPT

Languages

ITALIAN

Mother tongue

ENGLISH

B1 - Trinity Exam 6th level

Education

CFP BAUER - BASIC DESIGN

2010 - 2011

CFP BAUER - WEB DESIGN

2011 - 2012





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2015 - 2020

Head of Design

Beprime

As Head of Design I was responsible for coordinating the creative division of the agency. In addition to supervising the work of the resources, I dedicated myself to operational work on high-profile customers for which I developed ad-hoc user experiences based on their buyer persona and taking as a starting point data provided by tools such as hotjar to optimize the customer journey.

I managed, if necessary, direct relations with them. At the beginning of my career in Beprime, I personally dealt with the development of the wordpress themes proposed to customers, following the entire development process, from concept to go-live.

2013 - 2015

Web & Graphic Designer

Activart Group

Covering the role of Web and Graphic Designer, I managed and updated the websites of numerous clients, including international ones, with whom I had direct correspondence. While still working as an editorial designer for Pfizer, I was the main resource for the development of websites and newsletters for other clients.

2013

Web & Graphic Designer

Human Value

As a Web and Graphic Designer I have dealt with numerous Employer Branding projects and with the design of websites and Intranets for numerous enterprise clients. Specifically I dedicated myself to projects commissioned by Accenture, Techint, Tenova, Roche.

2010 - 2012

Web & Graphic Designer

Dreams & Internships

Relational Skills

I define myself a good teamworker. I'm not into conflicts, but I enjoy constructive discussions. The respect is my primary value and I like to add some friendly flavour to the everyday conversations.

Organizational skills

Ability to manage and coordinate a team, to organize self and other people's work on the basis of established deadlines. Ability to coordinate activities related to the organization of simple events and exhibitionstions.