

Michelangelo Zampogna

DIGITAL ART DIRECTOR - UX/UI/IX DESIGNER

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PROFILE:

I'm Michelangelo, a professional and enthusiastic 360° Digital Art Director from Rome, based in London. I have more than 12 years experience, latterly at a senior level in Digital Design and Digital Advertising. Please get in touch if you'd like to find out more about me or if you'd like to know how I think I could help your business. My goal is simply to create great work that has measurable commercial value. **Find out more >**

EXPERIENCE:

Jun 2015 – Present • UX&D Lead

Entertainment - Football digital media company.

Squawka Ltd • London, UK

- Translating Business needs and user goals into elegant, intuitive, and engaging user experiences
- Working across web (mobile & desktop), social, video, mobile app of key products
- Working alongside Product, Content, Social & Sales to show Squawka in its best light
- Develop and define the Squawka brand guidelines for all activity

Jun 2014 – Mar 2015 • Senior User Experience Designer "Freelance"

Entertainment - British Broadcasting Corporation.

BBC - Future Media - iPlayer • London, UK

- Concepts, Wireframe, UX/UI/IX Design, Prototype, Mockup, MVT and AB User Testing;
- Lead UX/UI iPlayer Download Manager App.
- RESPONSIVE iPlayer TV Guide, TV Home Page.
- Working alongside Creative Direction, Product Managers and Developers.

Aug 2013 – May 2014 • Digital Art Director "Freelance"

Fashion Retail - Multi-national men's clothing retailer.

The Savile Row Company Ltd • London, UK

- Design concepts, Wireframe, UI/UX Design - RESPONSIVE eCommerce site;
- Leading Multiplatform Fashion Retail Projects;
- Banner & Email Campaign;
- HTML5 - CSS3 Front end;
- Project's Style Guide and Brand Guideline.

Dec 2012 – May 2013 • Senior Mobile UI Designer "Freelance"

Marketing and Advertising - Branding Agency

Hutchison Whampoa Ltd (WHAM) • London, UK

- Leading Project to ensure the highest pixel perfect output;
- Mobile Design concepts, UI Design;
- Design Multiplatform large scale eCommerce site;
- Support maintenance of Project's Style Guide;
- Adobe Fireworks Guru - WorkFlow Optimization.

May 2012 – Nov 2012 • Senior E-Commerce Digital Designer

Fashion Retail - Multi-national men's clothing retailer.

The Savile Row Company Ltd • London, UK

- UX/UI Design / CSS3 HTML Front End CMS;
- Web, Email and Banner Advertising Design;
- Product Catalogue Design

Apr 2012 – May 2012 • Digital Designer “Freelance”

Marketing and Advertising - Digital Agency

Schawk UK Ltd (UNTITLED) • London, UK

- Logo Design;
- UI Design;
- Email and Banner Advertising Design.

Jul 2011 – Oct 2011 • Senior Digital Designer “Freelance”

Charity - Third sector

Localgiving.com • London, UK

- User Map Interface;
- Stylized icons representing various Charitable Causes;
- Stylized map with Google Maps API.

Jan 2008 – Jul 2011 • Creative Director / Digital Art Director

Marketing and Advertising - Multimedia Digital Agency

Effetti Reali, Progetti Multimediali S.n.c • Rome, Italy

- Digital Campaigns and Communication strategies;
- Branding, Interactive Multimedia, web design;
- Leading the creative department of 3 in developing advertising projects;
- Branding, packaging design, Print, Interactive Multimedia;
- Flash Design, Web/Mobile UI Design, HTML, CSS;

Jan 2004 – Dec 2007 • Creative Director / Digital Art Director

Marketing and Advertising, Image and Communication

Esperienze Visive S.r.l. • Rome, Italy

- Managing communication project;
- Branding, packaging design, Multimedia, Interaction Design & communication strategies;
- Leading the creative department of more than 6 in developing advertising projects;
- Problem setting and problem solving;

Sep 2002 – Dec 2005 • Teacher of Computer Graphics / Video Designer

Education & New Media

Academy of Arts and New Technologies • Rome, Italy

- Teacher of Full Adobe Creative Suite and Apple Final Cut;
- Promotional Spot Video Designer.

KEY SKILLS:

Managing and presentation of a Design and Communication project; Problem setting and problem solving .
Master level: Adobe CC - Photoshop, Illustrator, Fireworks, Edge Animate, After Effects, HTML/5 - CSS/3
Final Cut Studio Pro, Apple Motion, DVD Studio Pro, Quark X-Press, Acrobat Professional, Logic Pro, 3DS Max
Local network and web protocol. Macintosh & PC use.

PERSONAL INTERESTS:

Art, design, architecture, Social Network, Documentaries on new technologies, animation, music, photography, literature, comics, video games, Creative Cooking and everything that gives me emotions.

LANGUAGES:

English: speaking: good; writing: good. - Italian: mother language.

EDUCATION:

2002 • Bachelor Degree in Graphic Design, Academy of Arts and New Technologies in Rome, Italy.
2001 • Professional Certificate, Institute of Cinematography - Ministry of Education. CineCittà, Rome, Italy.
2000 • Certificate The Art of Book-Making, Biennial International Artist Book, Rome, Italy.
1999 • Graduation, Experimental Art School “graphic”, A. Caravillani Fourth Art School in Rome, Italy.