Alessio Bartolini

Head of UX/UI & Product Manager

I'm a forward-thinking UX/UI leader with over a decade of experience in design and front-end development. Starting as a freelancer and evolving into the role of Head of UX/UI at Next Adv, I specialize in crafting user-centric, innovative solutions that bridge functionality and aesthetics. My expertise lies in understanding complex user journeys and transforming them into seamless digital experiences.

alessiobartolini.com

work experience

Head of UX/UI ⎪ NextAdv s.r.l.

Hybrid In Rome (Italy) · Feb 2023 - Present

full-time ux/ui designer at next adv startup, leading discovery and design phases.
- i've worked with high-profile clients such as accenture on high-end ai projects.
- 30+ projects, +60% dept. revenue (2 yrs), +32% client conversion lift
- design mobile apps and websites in figma, creating flows, wireframes, and specs.
- collaborate with clients to define priorities, features, and user goals.
- validate design solutions through testing, iteration, and user feedback.
- manage timelines, handoffs, and qa using jira, confluence, and cloud tools.

UX/UI Designer & Developer ⎪ Freelance

Remote · Jan 2015 - Feb 2023

supported 100+ small businesses in building their digital platforms and presence.
- designed websites and apps with figma and adobe xd, handling both ui and ux.
- built front-end interfaces using html, css, javascript, php, and wordpress.
- created brand assets, graphics, and visuals with illustrator and photoshop.
- produced multimedia content: photography, video editing, and motion graphics.
- managed digital campaigns and social channels, plus skills in python and data tools.

Co-founder & COO ⎪ Kinda

Hybrid In Rome (Italy) · Jan 2019 - Jan 2022

created kinda, the first dating app using a game-as-a-service model for ios and android.
- led full product lifecycle, from concept to launch and ongoing iterations.
- designed and developed the app using flutter, covering ux, ui, and cross-platform needs.
- created brand and marketing assets: videos, social content, decks, and more.
- ran user testing, tracked kpis, and improved ux based on real behavior.
- synced product design with marketing goals using tools like git, jira, and firebase.

contacts

E-Mail Address
alessio.bartolini4@gmail.com

Mobile Phone
+39 328 422 00 22

education & langs

Google's UX/UI Professional Certificate

Sept 2022 - Dec 2022
specialized certificate issued by google.

Bachelor's degree in Computer Science

Oct 2011 - Oct 2015
university of rome "tor vergata".

English

Cambridge Advanced Certificate Level "C1"

Italian

Mother Tongue

skills & interests

ux/ui design: user flows, wireframes, visual design, prototyping, design systems & tokens, accessibility (wcag 2.2)

ux research: interviews, usability tests, surveys, data insights for design validation

front-end & handoff: html, css, flutter, wordpress + smooth delivery via jira, git

branding & media: graphic, video & motion design (illustrator, photoshop, premiere, after effects)

interests: videogames, movie making, electro music, my 2 cats, graphic novels, japanese culture, traveling