

# Alessio Bartolini

## Lead UX/UI & Product Manager



alessiobartolini.com

With a background in Computer Science, I began my career as a freelance developer and UX/UI designer. I've since grown into roles as Head of UX/UI and Product Manager, focusing on creating intuitive, scalable digital experiences that balance functionality and aesthetics. I'm passionate about game design and bring its principles into every product I work on.

## work experience

### Product manager | Babalù s.r.l.

Remote · Sep 2025 - Present

end-to-end product leadership across ux, development, and marketing, focusing on process optimization and scalable operations.

- defined company policies and workflows; built a centralized notion system with automations and knowledge management
- led ux/ui: designed scalable design system, mapped end-to-end user flows, conducted user interviews and market research, performed data analysis and usability testing, leveraging ai for insights, personalization, and continuous optimization
- coordinated operations, meetings, and post-meeting execution
- designed brand assets and institutional campaigns across digital and physical channels
- managed external vendors and cross-functional collaboration
- oversaw development planning, task management, and cost estimation
- prepared budgets and documentation for partnerships and public funding (e.g., tecnonidi)

### Head of UX/UI | NextAdv s.r.l.

Hybrid In Rome (Italy) · Feb 2023 - Sep 2025

full-time lead ux/ui designer at next adv, 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)
- designed mobile apps and websites in figma, creating flows, wireframes, and specs.
- collaborated with stakeholders to define priorities, features, and user goals.
- validated design solutions through testing, iteration, and user feedback.
- managed timelines, handoffs, and qa using jira, goodday, and other saas.

### 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 analysis.

### 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.

## education

### 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 certificate level "c1"

### Italian

native

## skills

**ux/ui design:** user flows, wireframes, visual design, prototyping, design systems & tokens, accessibility

**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)

**interests:** videogames, nintendo, movie making, electro music, my 2 cats, graphic novels, traveling

## contacts

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