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Designer, coder, and prototyper with an academic background in Computer Science and Music Technology – 10+ years of experience designing and implementing User Experiences for both digital and physical products. I have worked in companies of all sizes, from seed round startups to billion dollars enterprises, and have explored industries such as IT Software, Healthcare, Nonprofit, IoT, Hardware electronics and more. I contribute to projects e2e and specialize in Design Strategy, Discovery, and Stakeholder alignment. My time away from the screen is mostly spent turning knobs on self-built noise machines, or playing guitar in front of punk rock kids.

/ WORK EXPERIENCE

selected roles

2019 / present

Principal Product Designer at **Red Hat**, Barcelona, ES -- Design lead on the high-priority Secure Software Supply Chain project. Design strategy collaborator on the long term Red Hat Experience Vision. Design system collaborator and project lead.

Senior Product Designer at **Red Hat**, Barcelona, ES -- Design lead of the Red Hat API Management service (SaaS and On-prem).

2019

Senior Product Designer (contractor) at **Wikimedia Foundation**, Barcelona, ES -- User research and UX/UI design of web-based solutions to onboard and welcome new Wikipedia users, as part of the Growth team.

2016 / 2018

Lead Design Technologist at **WeMake**, Milan, IT -- Design strategy co-lead of the EU-funded project OpenCare, a design-driven research on prototyping open source hardware and software solutions for healthcare.
> opencare.cc

2015

Senior Interaction Designer (contractor) at **Relayr.io**, Berlin, DE -- UX / UI, research and prototyping of IoT products, apps and dashboards.
Clients: Bosch, Siemens, Cisco

2014 / 2015

Senior Design Technologist at **Arduino**, Turin, IT -- UX / UI design and front-end development of the projects: Arduino Create, Arduino.cc Website, Arduino Reference, Arduino TRE, Intel Galileo Starter Kit.
> create.arduino.cc

2009 / 2011

Interaction Designer at **Interaction Design Lab**, Milan, IT -- Research, design, and frontend development of web applications, interactive installations for museums and exhibitions, online and offline campaigns, audio / video production.
Clients: Barilla, Olivetti, Virginia Commonwealth University, Telecom Italia

/ EDUCATION AND TRAINING

2013	Hackership , Berlin, DE -- Self-directed, hands-on, full-time code learning programme and master-class for experienced coders, where I focused on learning AngularJS, D3.js and Github.
2011 / 2012	Design Technologist Intern at Eyebeam Art+Technology Center , NYC, USA -- Firmware and hardware prototyping of the project "S*OIL" a human-powered interactive art installation by M. Michails.
2010	BSc in Computer Science and Music Information Technology , University of Milan, IT -- Thesis project about the design and development of Synthuino , a hardware modular system for teaching the basics of electronics and digital sound synthesis to kids.
2009	Content Manager Intern at Nokia Music Italy, Milan, IT -- I helped the Nokia Music team develop practices to get the best music campaigns and in-store Experience for Nokia Music Store Italy.

/ SKILLS AND SPECIALTIES

METHODS

Design strategy, Outcome-driven Design, Continuous Discovery, Ethnographic and Guerrilla Research, Moderated and Unmoderated Usability Testing, Co-creation and stakeholder alignment, Defining measurable goals, Jobs to be done, Information Architecture, User journey mapping, User Flows, Wireframing, High-fidelity and Paper Prototyping, Storytelling, Audio and Video production, Physical Prototyping (Electronics, Laser cutting, 3D Printing).

SOFTWARE

Visual / Figma, Sketch, Photoshop, InDesign, Illustrator, Final Cut Pro, Premiere, After Effects, Isadora

Prototyping / InVision, Marvel, POP, Proto.io, Origami, Principle, Framer, Omnigraffle, Mockflow, Draw.io, Gliffy diagrams, Keynote

Audio / Logic Pro, Ableton Live, Reason, Reaktor, MaxMSP, Pure Data

CODING

Web / HTML5, CSS3, JS, AngularJS, D3.js, React Native, Three.js, jQuery, Bootstrap, Npm, Bower, Web Audio API, PHP, MySQL, Wordpress

Other / Arduino, Processing, C++ and Java (working knowledge)

Version control / Git, Github, Bitbucket, Sourcetree

PROJECT MANAGEMENT

Jira, Trello, Basecamp, Asana, Buffer, Jira, Confluence, Drive

LANGUAGES

Italian / Native speaker

English / Full Professional Proficiency

Spanish / Fluent

German / Working knowledge

/ ACHIEVEMENTS AND ACCOMPLISHMENTS

2014 / 2015	Co-founder and organizer of the Physical Computing Club -- A monthly gathering for makers, tinkerers and interaction designers at FabLab Berlin.
2012	Soundcloud prize at Audio Hack Day , Campus Party Berlin, I have created the concept of CLOUDSYNTH , the first Soundcloud based synthesizer smartphone app, and built the audio engine on Pure Data. > www.cloudsynthapp.com

Talk about Glitch Play, Codemotion Berlin -- Glitch Play is a web-based smartphone app for glitch performers. Based on the Web Audio API.
> www.cntlsn.com/dev/audio/glitchplay

2011 **First prize of the Arduino Camp Hackathon**, Milan, IT -- I have created the concept of "The John Cage Project: a robot that hates noise and looks for silence", and co-wrote the firmware.
> bit.ly/john_cage_project

2011 / 2012 **Interaction / Sound designer of the project "A field is to play"** -- Concept and prototyping of a sound art installation for the Mazama Residency program, Seattle - USA, exhibited at **Venice Biennale Architettura** in 2012.
> www.mazamaresidency.org

2010 **Co-Founder of the "Trade School Milan" project** -- An alternative, self-organized school that runs on barter.
> www.tradeschool.coop

External Collaborator at MIT, Boston, USA -- Hardware assistance on the interactive project "Flyfire" by **Senseable City Lab**.
> senseable.mit.edu/flyfire

/ TEACHING AND MENTORING

2017 / 2018 **Course leader at Fastweb Digital Academy**, Milan, IT -- Intensive Design Sprint courses for professionals about **UX / UI prototyping techniques**, Design methodologies and UX / UI best practices.

2015 / 2018 **Visiting lecturer at Domus Academy - Master of Interaction Design** (Laureate International Universities), Milan IT -- Intensive course "**From paper ideas to working prototype**", a UX / UI primer about paper prototyping techniques for designing mobile apps.

2015 / 2016 **Arduino official workshop leader** -- Ideated and led Arduino workshops about physical computing and IoT for international events and design schools: **Sónar Barcelona**, **Maker Faire Rome**, **Adhocracy Athens**, **Arduino Day**, **IoTCon Munich & Berlin**, **IUAV Venice**, **RETUNE14 Festival**,

2015 **"Touch the Sound" workshop leader at Tasmeeem Festival - VCU Qatar** -- Intensive physical computing workshop about objects and sounds and how we can create unexpected relationships between the two, powered by **Bare Conductive** Touch Board.

2013 / 2014 **Workshop leader and curator - Physical Computing track at OpenTechSchool**, Berlin, DE -- A distributed community initiative organizing welcoming and inclusive code learning happenings, I wrote a workshop curriculum to teach physical computing to beginners and ran some of the workshop sessions. With support from Fritzing.org

2011 **Visiting lecturer at Domus Academy - Master of Interaction design** (Laureate International Universities), Milan, IT -- Workshop "**FFF - Form Follows Fiction**", about video prototyping and basic videomaking techniques used as design prototyping tools.