Roberto Chiaveri

Curriculum vitæ | 2024

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As a digital experience designer with over 17 years of experience, I specialize in the banking and payments sector since 2014.

Throughout my career I've worked as a freelancer, collaborated with small and medium-sized creative agencies and contributed to large corporations: My design approach always prioritizes collaboration, teamwork, and empathy for the user point of view.

I have a strong front-end coding background and my design and I've found that project success lies in addressing both ends of the process: conducting thorough UX research and design, then maintaining constant and effective communication with development teams, with a continuous optimisation mindset.

WORK EXPERIENCE

2021-Present - Senior Service and UX designer / Innovation department at Intesa Sanpaolo bank

As a designer in the Innovation Department I contribute to various projects (both internal and customer facing) as an advocate of the user: from the UX research phase, to the UX requirements definition, from the UX/UI design to the collaboration with the IT department.

My responsibility is to ensure that every digital product and service is designed according to the company design system, policy and accessibility standards and specifications.

Being part of the Innovation department also allows me to experiment with new and emerging technologies, like VR and Metaverse applications, Chatbot agent design and generative AI.

PROJECTS: ▪ Chatbot conversational UX optimisation ▪ UX/UI Intranet portal evolution for HR ▪ Mortgages process digitalisation (both service design and ux/ui) ▪ Isybank mobile app ux/ui

2014-2021 - User experience Designer Team Lead at UBI Sistemi e Servizi (UBI Banca group)

I led the definition of the user experience up to the final visuals for the bank mobile apps, websites and internal applications, then I joined the developers for the actual implementation and fine tuning. I enjoyed being able to relate with many actors in the company, helping to shape the business requirements and finding the optimal execution.

Since 2019 I've led an exceptional design team in order to define the digital channels' design system and components library.

PROJECTS: ▪ UBI Banca mobile home banking app ▪ UBI PAY mobile payments app ▪ IW Bank mobile trading app ▪ "UBI Digital Work Space", "UBI Eventi": mobile apps for company employees ▪ UBI Arte: art collection valorization through digital media and web applications.

2013-2014 - Interface Developer for YOOX Group (ESIS Consultant)

As part of the web development team with agile methodology I've worked in conjunction with the creative department to build the UI prototype of YOOX e-commerce for Kartell.

2012-2013 - Project manager, web developer at Opera21 SpA
2011-2012 - Designer, web developer at Opera21 SpA

As a consultant my role changed in every project: from brand identity design, graphic design and social media strategy projects, but was mostly web development. After about a year I was promoted to a project management role.

2007-2011 - Art director and UX designer at Alphabeti Srl

I've been in charge of identity, graphic designs, products concept, design and development (Adobe Flash at first, than HTML5) of web applications focused on promotion of art, cultural heritage and tourism.

2005-2010 - Graphic designer, web designer and web developer freelance during the University years

During my university studies I also made my first work experiences as graphic designer (mainly websites and logotypes) and web designer/developer (mostly HTML and Flash).

EDUCATION

2008   **Master degree in Services Design** (107/110), Politecnico di Milano, Design Faculty

2005   **Bachelor degree in Communication design** (108/110), Politecnico di Milano, Design Faculty

CERTIFICATIONS

2022   **Design Thinking Certificate**, IDEO (online)

2021   **UX Design Certificate,** Google (online)

2021   **UX Design Specialization**, California Institute of the Arts (online)

2017   **Business Relationship Management Professional**, APMG International

LANGUAGES

Mother tongue: **ITALIAN** Other: **ENGLISH**

2009   **English ETS TOEIC** score: 955/990

2005   **English ETS TOEFL** score: 257/300

SKILLS

Service Design and UX Research

- Design thinking workshops for new products and services
- Online collaboration support for Innovation and digital transformation (using both Miro and Mural)
- User research interviews, analysis and reporting
- Service blueprinting and visualization of banking processes

Graphics and visualization skills

- UX/UI Design with mobile first, responsive, atomic approach with Sketch, Adobe XD and Figma;
- Quick interaction prototyping with InVision, Adobe XD and Figma;
- Brand Identity and logo design, realization of promotional or informative graphics;
- Illustration, both with pencil, ink and with mixed techniques;

Web development skills

- HTML CSS and Javascript coding with Mobile First, responsive UX interactive development;
- Accessibility advisory and support to the dev team;
- Progressive Enhancement approach;
- Code versioning tools: SVN, GIT.

INTERESTS, MOTIVATIONS AND OBJECTIVES

- My goal is to have a meaningful, positive impact on the world through my everyday work;

- I'm a geek, I love science ficition: I'm curious about technology and how to infuse it with a human touch;

- I see myself as a craftsman: I work passionately and I believe that every detail defines the quality of my work.

- I'm a team player, I enjoy sharing thoughts and brainstorming with colleagues and coworkers; I've been part of agile teams both as a graphic designer, as a developer and as team leader: I believe the most effective solutions to complex challenges always comes out of honest collaboration.

- In everything I try to keep an open mind.