Fabio
Nucatolo

UX & Product designer - (b.1985)

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Contacts

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Briefly

I discover user goals and behaviors, conduct workshops that help better understand business objectives, identify opportunities during research phases, quickly create solutions and prototypes in line with the identified technology, and finally, test the created products.
Within the project timeline, but only if you let me drink coffee.

Education

2010/2013 - Iuav University of Venice.
Master's degree in Design, Interaction Design program, graduated with honors.

2005/2009 - University of Palermo.
Bachelor's degree in product design, graduated with honors.

Work experience

Senior Product designer – 2022 – Present – Oval money. Turin, Italy
I am in charge of the customer engagement and banking projects of the Oval app

Senior UX Designer - 2019 to 2022 - Domino. Turin, Italy
I worked as a UX designer starting from the definition of Personas and Buyer Journey.
I designed, prototyped and tested digital interfaces by conducting usability testing and expert analysis. I have worked on information architecture of complex systems in B2B field. I have organized and conducted Design Sprint sessions as a facilitator.

Senior UX Designer - 2017 to 2019 - Ibuildings. Turin, Italy.
I worked from defining goals and project requirements based on technological, business constraints and user needs. At Ibuildings I designed, prototyped and tested interfaces by conducting usability testing and expert analysis. I also worked in agile mode defining user stories and design deliverables. I prepared and conducted several webinars and workshops for designers, developers and managers on topics such as design systems and visual thinking.

Product Designer - from 2013 to 2017 - Mosaicoon Spa. Palermo, Italy.
I conducted user research, defined personas, scenarios and user journeys; I designed interfaces and prototypes at different levels of fidelity; I worked on internal service design, defining Service blueprints in relation to user journeys; I conducted Design Sprints and workshops to define, consolidate or evolve strategies.

Graphic Designer - 2013 - 3 months - DRT adv. Palermo, Italy.
Worked on visual design in the field of advertising and brand identity.

Product Designer - 2010 - 1 month - LEMA Spa. Como, Italy.
Worked as an industrial designer the goal of redesigning an existing product in full compliance with the company's production phases.

Product Designer - 2010 - Mediterranea Engineering. Palermo, Italy.
Made 3d Models and renderings of architecture, using rhinoceros and cinema 4D.

Product Designer - 2009 Internship - Acom. Palermo, Italy.

Presentations and workshops

Team up your design system - October 2018 - Talk and workshop on how designers and developers can build a team design system, from analysis to delivery.
With Andrea Mangano, Web Developer. Milan, Italy.

Design System: Setup and First Steps - May 2018 - How to build a design system from an existing interface. How to conduct an audit of the design patterns used, build a pattern library and design a library of modular and reusable UI components in sketch apps. Milan, Italy.

From idea to sketch - March 2018 - How to use sketching techniques to help stakeholdes and clients visualize and communicate lore ideas and intefaces.
With Ester Barbato. Milan, Italy.

Marketing Segmentation and Personas, complementary methods - Web Marketing Festival, June 2017- Why and how Marketing segmentation and Personas should be used together. With Diego Lavecchia, Rimini, Italy

WIAD 2017 Fruity or Dry? The Different Degrees of Experience - How can software, an environment or an interactive product, help in the experience of selecting a wine?
With Diego Lavecchia and Maurizio Schifano. Palermo, Italy.

Skills

User research, behavioral observation, personas, scenarios, user journeys;
Realization of high and low fidelity wireframes, service blueprints, information architecture;
Expert in Design system and Design pattern;
Realization of Visual and Functional prototypes.
Usability testing and reporting.

Work in Agile and Design Sprints methodologies;
Visual facilitator;

Advanced use of design software:
Figma, Sketch, Axure, Photoshop, Illustrator, Adobe XD, Keynote;

Advanced use of prototyping software:
InVision, Abstract, Zeplin.

Languages

Reasonable English
Native Italian