



Antonino Lattene

PRODUCT DESIGNER - UX/UI DESIGNER

& Front-end Developer

I am passionate about crafting user-centered solutions, leveraging design thinking to translate user needs into intuitive, accessible interfaces. I emphasize user research, ensuring beautiful designs solve real problems. Oh.. then I convert them into code.

Product Designer/UI Designer & Layout Developer

Freelance - Jan 2017/Jun 2020 & Mar 2023/Present

- » Partnered with marketing & design agencies to deliver user-centered designs and translate them into user-friendly web applications for diverse projects.
- » Utilized layout development skills to bridge the gap between design and development, ensuring intuitive interfaces and seamless user experiences.
- » Leveraged user research methodologies to understand user needs and translate them into effective design solutions.

Product Designer & Front-end Developer

Chemotargets - Jun 2020/Mar 2023

- » Designed and developed Clarity PV, a translational platform for drug safety surveillance, improving user experience and information flow across all phases of drug development.
- » Led the UX/UI process for Clarity PV, encompassing goal definition, information architecture, user flows, visual design, design system creation, and interaction.
- » Developed responsive web layouts for optimal user experience across devices.
- » Designed and developed the Clarity PV public webpage.
- » Oversaw the design and development of the Chemotargets corporate website.

Web Designer - Graphic & Editorial Designer

Mecalux - Nov 2015/Oct 2016

- » Contributed to the design of user interfaces for Logismarket.es and Mecalux.es websites, focusing on usability and user engagement.
- » Designed layouts and graphics for the Best Practices magazine and manuals.

SEO Consultant - Digital Marketing

Intercom - Jun 2013/Nov 2014 & Mecalux - Apr 2015/Nov 2015

- » Gained practical SEO experience in a consultancy role, implementing on-page and off-page optimization strategies to improve website visibility for important B2B and B2C portals across diverse industries: Logismarket.it (Mecalux), GuidaEstetica.it and GuidaCatering.it (Intercom)
- » Leveraged this experience to refine digital marketing skills and fuel the development of successful personal projects.

Web & Graphic Designer

Marketing & Design Agencies - Feb 2011/May 2013

- » Launched career in web & graphic design collaborating with established agencies like Studio Boda, Tripodart, Adlmmagine, and Subversiva.
- » Gained a strong foundation in user-centered design principles and cross-functional collaboration.

Based in Barcelona (Spain)

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Education

Google UX Design

Google Career, Certificate, 2024

User Experience:

Research & Prototyping

UC San Diego, Certificate, 2020

User Experience Design

Universitat Oberta de Catalunya,

Certificate, 2018-2019

Human-Centered Design

UC San Diego, Certificate, 2017

Graphic Design - Web Design

Web Development

CEI, Certificate, 2010-2011

Information Technologies:

advertising language and

marketing.

Università di Messina,

Bachelor Degree, 2006-2010

Skills

Frameworks: Centered Design,

Design Thinking, Iterative Design, Agile

Design: »User Profiles »Empathy Maps

»Personas »User Stories »Journey

Maps »Problem Statement »Hypothesis

Statement »Value Proposition »Goal

Statement »Crazy Eights/Rapid

Sketching »Competitive Audit »User

Flows »Storyboards »Information

Architecture »Site Maps »Card Sorting

»Paper Wireframes »Digital Wireframes

»Low-fidelity Prototypes »High-fidelity

Prototypes »Mockups »Visual Design

»Design Systems »UI Kit »Interactions

»Quantitative & Qualitative Research

»User Interviews »Surveys »User

Diaries »Participant observation »User

Journey »Usability Testing »A/B Testing

»Heuristic Evaluations »Figma »Adobe

XD »Adobe Suite

Front-end Development: »HTML5 »CSS3

»SASS »Bootstrap »Material Design

»Tailwind CSS »Javascript »React

Languages: Italian native, Spanish C2,

English B2