ANTONINO OMAR AMATO

Senior Product/UX Designer • Mobility & IoT Systems
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PROFILE

Senior Product/UX Designer with 12+ years delivering user-centered solutions for mobility, traffic management, and industrial IoT systems.

Led design initiatives at Movyon (Autostrade per l'Italia) for smart infrastructure and urban mobility dashboards. Expert in user research, design systems, agile workflows, and data-intensive operational tools.

Italian citizen, fluent English, immediate availability.

EXPERIENCE

Senior UX Designer Consultant
Movyon (Autostrade per l'Italia) • Florence
Oct 2021 – Current

• Principal designer for IoT/OT managerial software in smart mobility and traffic control systems
• Principal designer for Analytics Bike and Park in urban mobility Decision Support System
• Conducted user interviews, journey mapping, wireframe testing, mockups, and developer specifications
• Enhanced infrastructure safety and sustainability for national highway management systems

Fractional Lead Product Designer
Rekord AG • London (Remote)
Sept 2025 – Dec 2025

• Led UX/UI design for digital product passport system in wind turbine asset management
• Designed wireframes and workflows for real-time monitoring and data-driven decision-making
• Prepared strategic deliverables aligning stakeholders in industrial operational context

Senior UX Designer Consultant
Italiaonline • Milan
Dec 2020 – Sept 2021

• Led design vision and product direction for platform
• Created atomic Design System, user journey maps, wireframes, conducted focus groups
• Provided technical specifications ensuring design execution quality

Freelance Product Designer
Comqura (Healthcare) • Catania
June 2019 – Nov 2020
• Redesigned complete UX for healthcare e-commerce app, mapping customer journeys
• Collaborated with CEO/CTO on prototypes and user testing, improving engagement

Senior Product Designer
Yumpingo • London
Mar 2019 – June 2019

• Developed wireframes, design system for restaurant customer experience platform

Lead UX/UI Designer
nkoda (Music Tech) • London
Dec 2018 – Mar 2019

• Designed onboarding, search, annotation tools for 110K+ music scores database
• Led junior designers, established design process and component library

UX/UI Designer
ClearScore (FinTech) • London
May 2018 – June 2018

• Created interactive concepts and animations for corporate events

UX/UI Designer
Paradigma • Catania
2013 – 2018

• Designed apps and e-commerce for Telecom Italia, Orange Fiber, Moak Coffee

EDUCATION & CERTIFICATIONS

Interaction Design (Diploma) IED – Istituto Europeo di Design, Rome - 2009 – 2012

Agile Methods for UX Design (Certificate) Interaction Design Foundation - 2025

Design for a Better World with Don Norman (Certificate) Interaction Design Foundation - 2023

SKILLS & COMPETENCIES

Design Expertise Tools & Platforms Methodologies Languages
User Research • Journey Mapping • Wireframing • Prototyping • Design Systems • WCAG
Figma • v0/Claude (AI) • Adobe XD • Miro • InVision • Sketch
Agile/Scrum • User-Centered Design • Design Thinking • Iterative Testing
Italian (Native) • English (Fluent)