Matteo Balocco

Senior Digital Consultant

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PROFILE

I am a Senior Consultant with a 20y+ experience in IT and a solid background at the intersection of design and development.

WORK EXPERIENCE

Fifth Beat, Rome — *UX Tech Lead - Full Remote*

SEPTEMBER 2019 - PRESENT

Fifth Beat (https://fifthbeat.com) is a design consultancy based in Rome.

My role: my role was to lead and manage the technical aspects of the projects.

- Reported directly to the CEO.
- Managed the front-end dev team (3 people).
- Managed 2 cross-functional teams of 4-6 people (UX Researchers, React Developers, UI Designers).
- Managed relationship with customers' top management.

Reference information available on request (CEO, COO, Head of Discovery).

Sorgenia, Milan — *Software Product Manager (Freelance) - Hybrid*

MARCH 2020 - JUNE 2021

Sorgenia (https://www.sorgenia.it) is an fast-growing Italian energy supplier.

My role: I managed the design roadmap for mySorgenia, the brand's consumer app.

- Reported directly to the Head of Business Innovation & Customer Experience.
- Yearly project budget increased by 45% from 2020 to 2021 (275k€ => 400k€).
- Facilitated the work of multiple suppliers (Design, Dev, Mktg)
- Cross-channel design (Web, Android, iOS)
- User-centered approach and research
- Agile (SCRUM) with Atlassian Jira

Reference information available on request (Head of Business Innovation & Customer Experience).

Zanichelli, Bologna — *Product Manager (Freelance) - Full Remote*

MARCH 2020 - NOVEMBER 2021

Zanichelli (https://www.zanichelli.it) is an Italian publishing house specialized in school, university, and science texts.

My role: I defined the governance and managed the roadmap of Albe, the company's Design System.

- Reported directly to the Head of Digital Products
- Yearly project budget: 300k€;
- Coordinated a cross-functional team of 5 different suppliers.
- Agile (SCRUM) with Atlassian Jira, ZeroHeight, Storybook

Reference information available on request (Head of Digital Products).

Design in Town, Milan — *Technical Lead (Freelance) - Full Remote*

2013 - PRESENT

Design in Town (https://www.designintown.org) is an ADI Design Index awarded initiative dedicated to high school students.

My role: I am responsible for both digital presence and user experience.

- Reporting directly to the Director
- WordPress custom theme
- SendGrid and Mailchimp integration

Reference information available on request (Director)

Design&Dev Studio — *Owner*

JANUARY 2011 - PRESENT

I mainly worked as UX/UI designer or Front-end and WordPress developer on a contract basis for various clients and agencies.

UX/UI
Agos Ducato (Finance), Sorin (Healthcare), Gabetti (Real Estate), Hera (Energy), ENEA/IMEAS (Government), TOK.tv, TamTamy (Social Network)

DEVELOPMENT
DeAgostini (Vue.js), Certilogo (Ember.js), Ubiquicom, Fifth Beat (React), ProfessioneCasa, Grimaldi (Angular), RSI RadioTelevisione Svizzera Italiana (Handlebars)

WORDPRESS
Good50x70, Design in Town (Non Profit), Istituto Marangoni, Raffles (Education), ENEA/IMEAS (Government), Bonvini (eCommerce), 45Gradi (Agency), Borletti Group (Finance), InterSer (Supply Chain)

Bluestudio, Vercelli — *UX Designer (Employee)*

2007 - 2011

Bluestudio, Vercelli — *Project Manager (Employee)*

2004 - 2007

Domino Interactive, Turin — *Web Developer (Employee)*

2001 - 2004

DidaEl, Milan — *Web Developer (Employee)*

2000 - 2001

NaturaBella, Milan — *Web Developer (Freelance)*

1999 - 2000

TEACHING EXPERIENCE

Raffles Institute, Milan — *3-years course of Visual Design*
2018 – 2020
Lecturer of Design and Development for the Web

Istituto Marangoni, Milan — *3-years course of Visual Design*
2016 – 2018
Lecturer of Introduction to Web Programming

AWARDS

Interactive Media Key 2004 – *FieraLibro.it (Salone del libro di Torino)* – Best front-end website

Interactive Media Key 2004 – *noMartiniNoParty.com* – Best interactive website

LANGUAGES

Italian (mother tongue)
English (fluent)

EDUCATION

Università del Piemonte Orientale, Vercelli
1999 – *Laurea in Lettere Moderne – Tecnologie Umanistiche (110/110)*

Liceo Scientifico "Amedeo Avogadro", Vercelli
Maturità Scientifica

TOOLS

Agile Tools	Knowledge Base	Code Versioning	UX Tools
Jira	Confluence	GitHub	InVision
Trello	Notion	BitBucket	Axure RP
Pivotal Tracker	Obsidian	GitLab	Balsamiq
Redmine	ZeroHeight		OmniGraffle
Wrike	StoryBook		

Coding	SpreadSheet	UI/Graphics	Other
Visual Studio Code	MS Excel	Sketch	Miro
SublimeText	Google Spreadsheets	Figma	Postman
TextMate	AirTable	Adobe	Google Analytics
CodeKit	ClickUp	Affinity	

TECHNOLOGIES

CMS	eCommerce	JS	Other
WordPress (PHP)	WooCommerce	React	MailChimp
Jekyll (Ruby)	Shopify	Vue.js	HubSpot
Django (Python)		Angular	
		Ember.js	
		WebComponents	
		Handlebars	

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