

Portfolio 2010-2023

MATTEO BALOCCO

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

Experienced in UX/UI Design, Product Management, Advanced WordPress Theming.

Please, don't consider this document as a showcase or showreel, but rather as a conversation igniter.

UX Design

UX Design & Front-end

SYNCHRO

Client: UBIQUICOM

Deliverables

- Wireframes
- Style Tiles
- Prototypes

What I used

- Sketch - inVision
- React - Chart.js



2023

CATEGORY: DASHBOARD
INDUSTRY: LOGISTICS

UX Design & WordPress

DESIGN IN TOWN

Client: GOOD DESIGN

What I did

- WP Blocks Design
- Front-end
- Custom WP Theming

What I used

- HTML/CSS/JS
- WordPress CMS (Gutenberg)
- MailChimp



2023

CATEGORY: [WEBSITE](#)
INDUSTRY: [EDUCATION](#)

UX Design

myAGENCY
Client: GABETTI

What I did

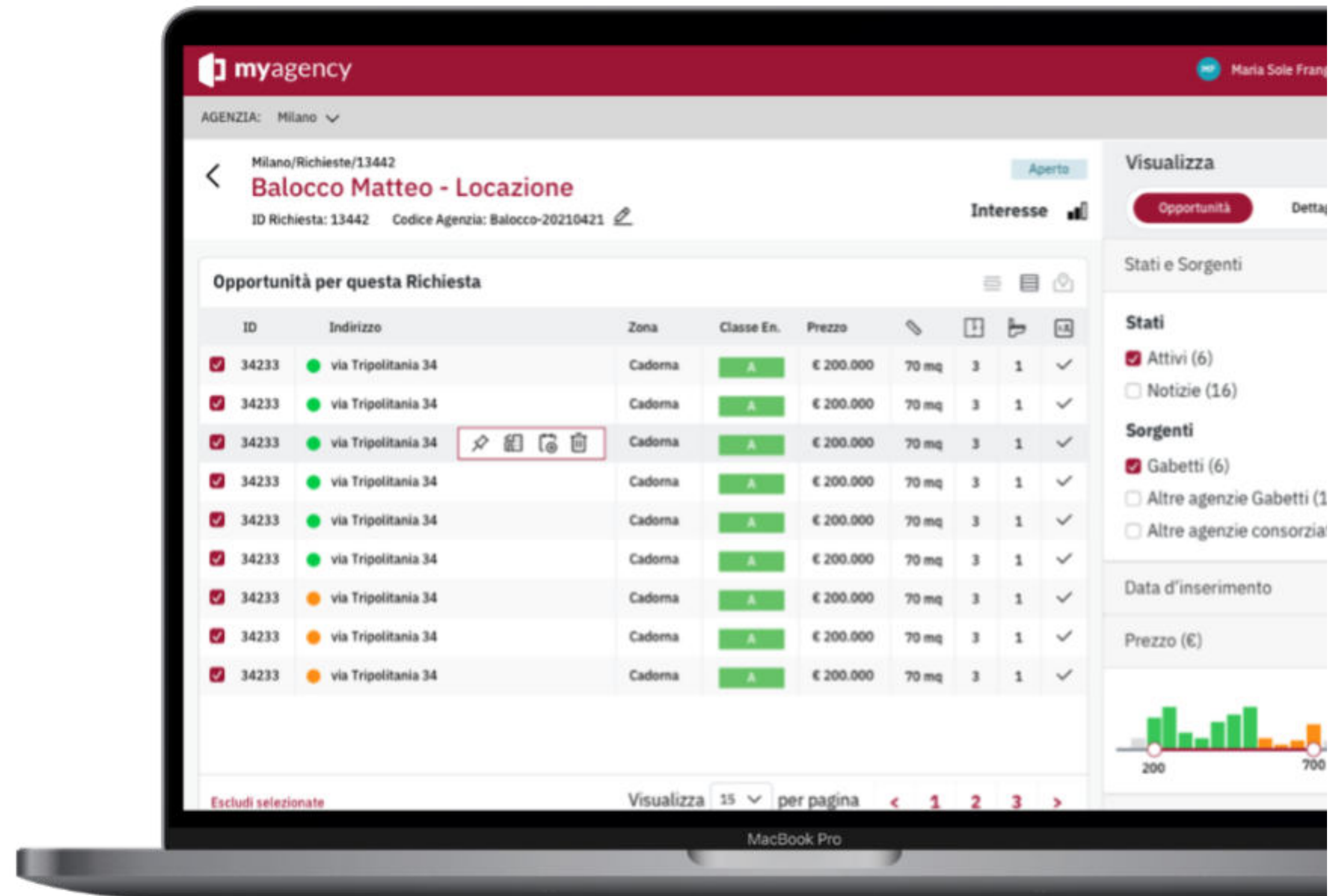
- Information Architecture
- Hand-off

Deliverables

- Wireframes
- Prototypes

What I used

- Sketch - Abstract - inVision
- Zeplin



2021

CATEGORY: BACK-END
INDUSTRY: REAL ESTATE

UX Design

IMEAS

Client: ENTE NAZIONALE ENERGIA ATOMICA

What I did

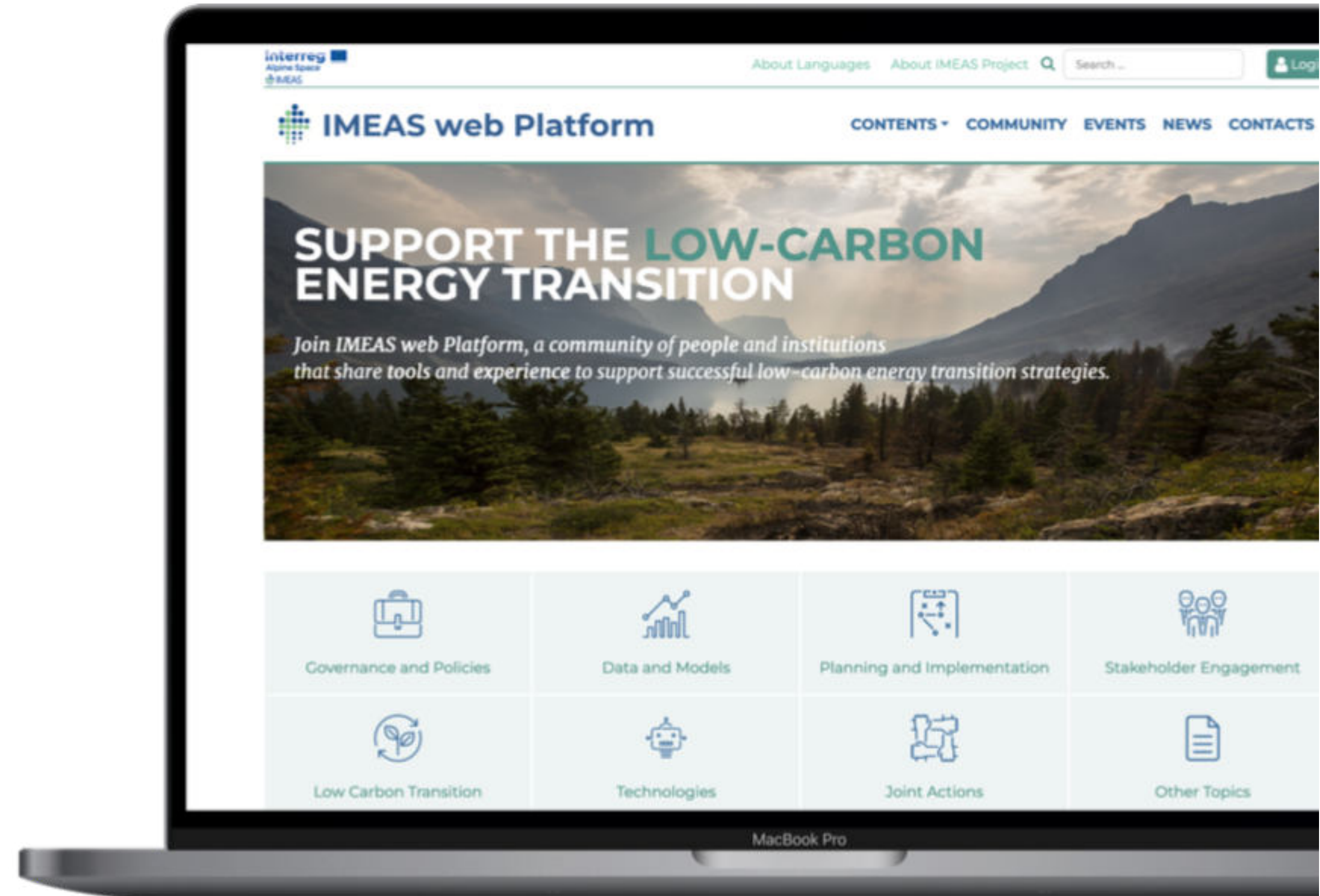
- Discovery Workshops - Surveys
- Information Architecture

Deliverables

- User Personas
- Wireframes - Prototypes

What I used

- Sketch - inVision
- Google Suite



2018 - 2021

CATEGORY: COMMUNITY

INDUSTRY: ENERGY

UX Design

HERA COMM – Contest winner

Client: BITMAMA

What I did

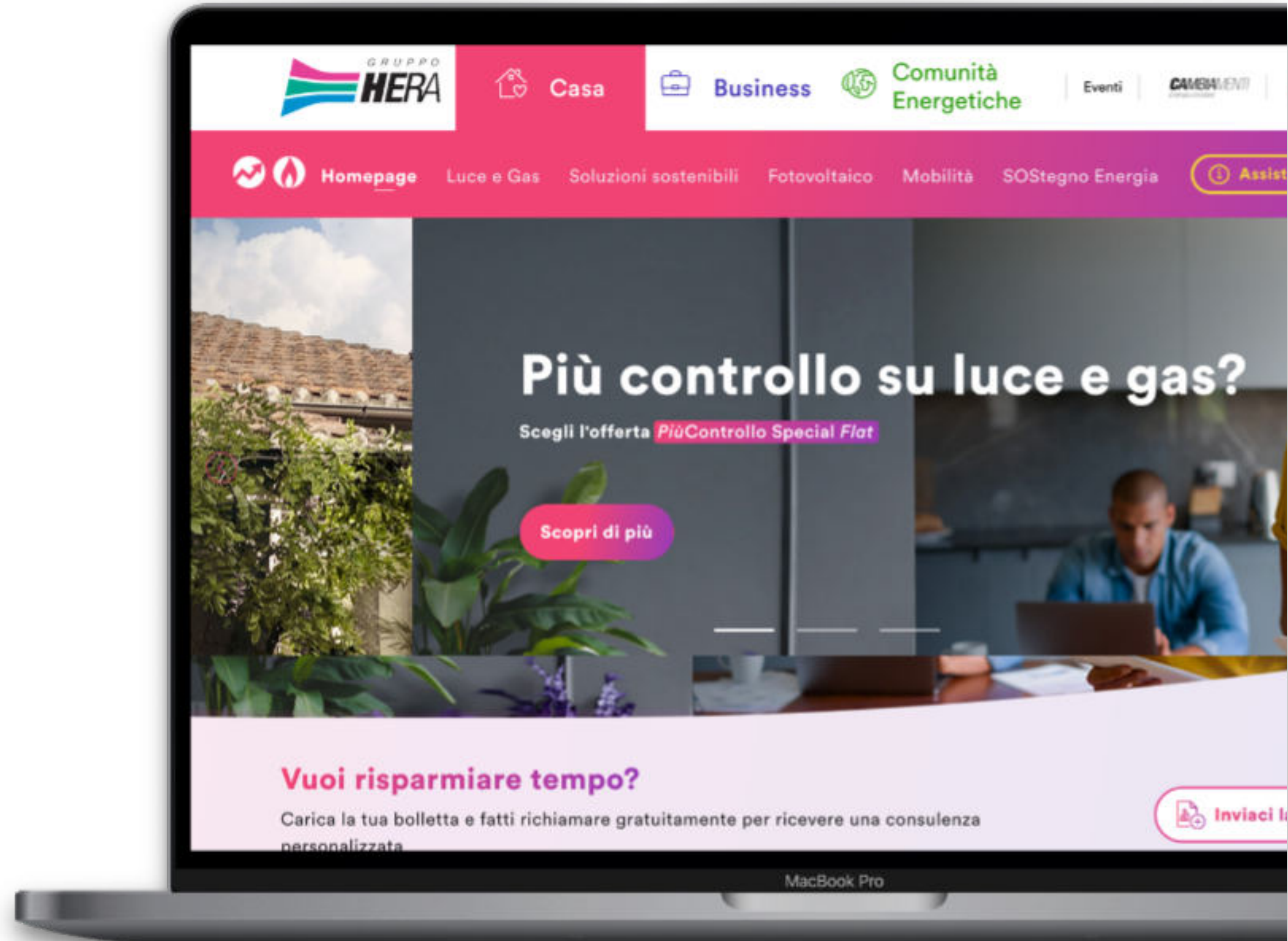
- Opportunity Mapping
- Information Architecture

Deliverables

- Wireframes
- Prototypes

What I used

- Sketch
- inVision



2018

CATEGORY: WEBSITE
INDUSTRY: ENERGY

Client: CONFINDUSTRIA VERCELLI

What I did

- Desk Research
- Process Design

Deliverables

- User Flows
- Wireframes

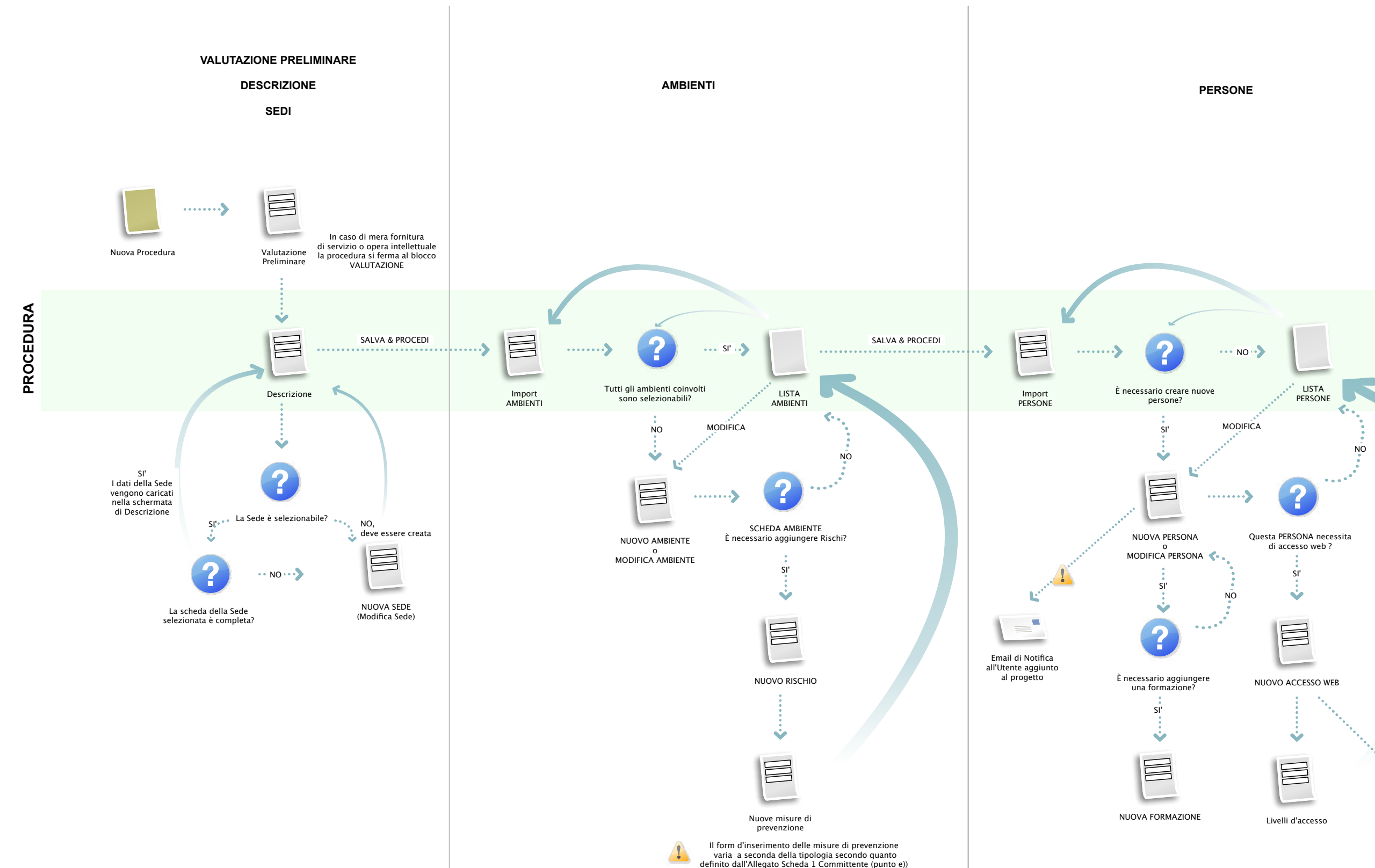
What I used

- inVision
- OmniGraffle

CATEGORY: APP

INDUSTRY: INSTITUTIONAL

DUVRI - Diagramma di flusso della procedura - COMMITTENTI



UX Design

AGOS DUCATO

Client: REPLY

What I did

- Grid layout
- Navigation

Deliverables

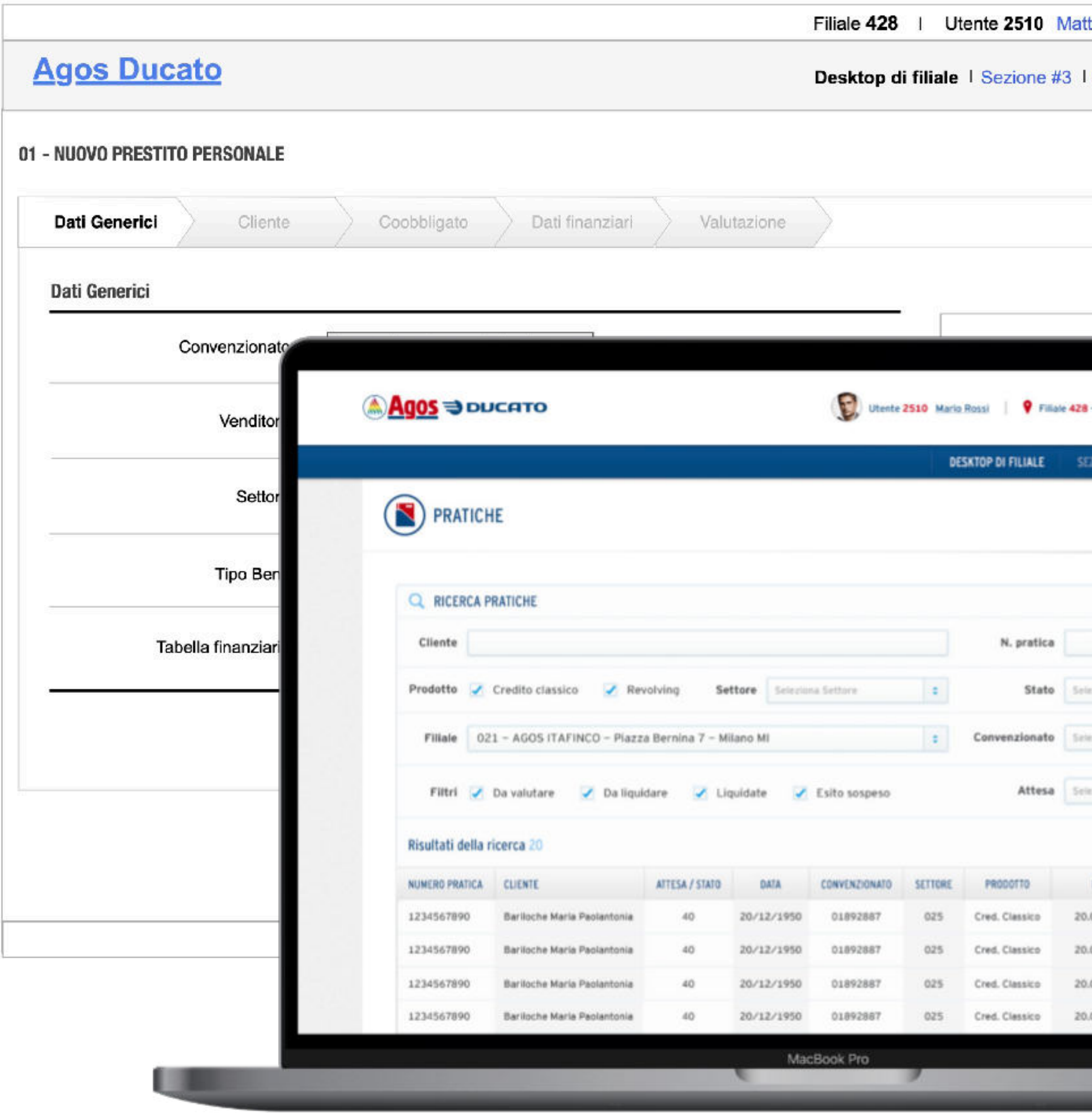
- Wireframes
- Pattern Library

What I used

- OmniGraffle
- Photoshop

2014

CATEGORY: BACK-END
INDUSTRY: FINANCE



UX Design

SORIN GROUP

Client: REPLY

What I did

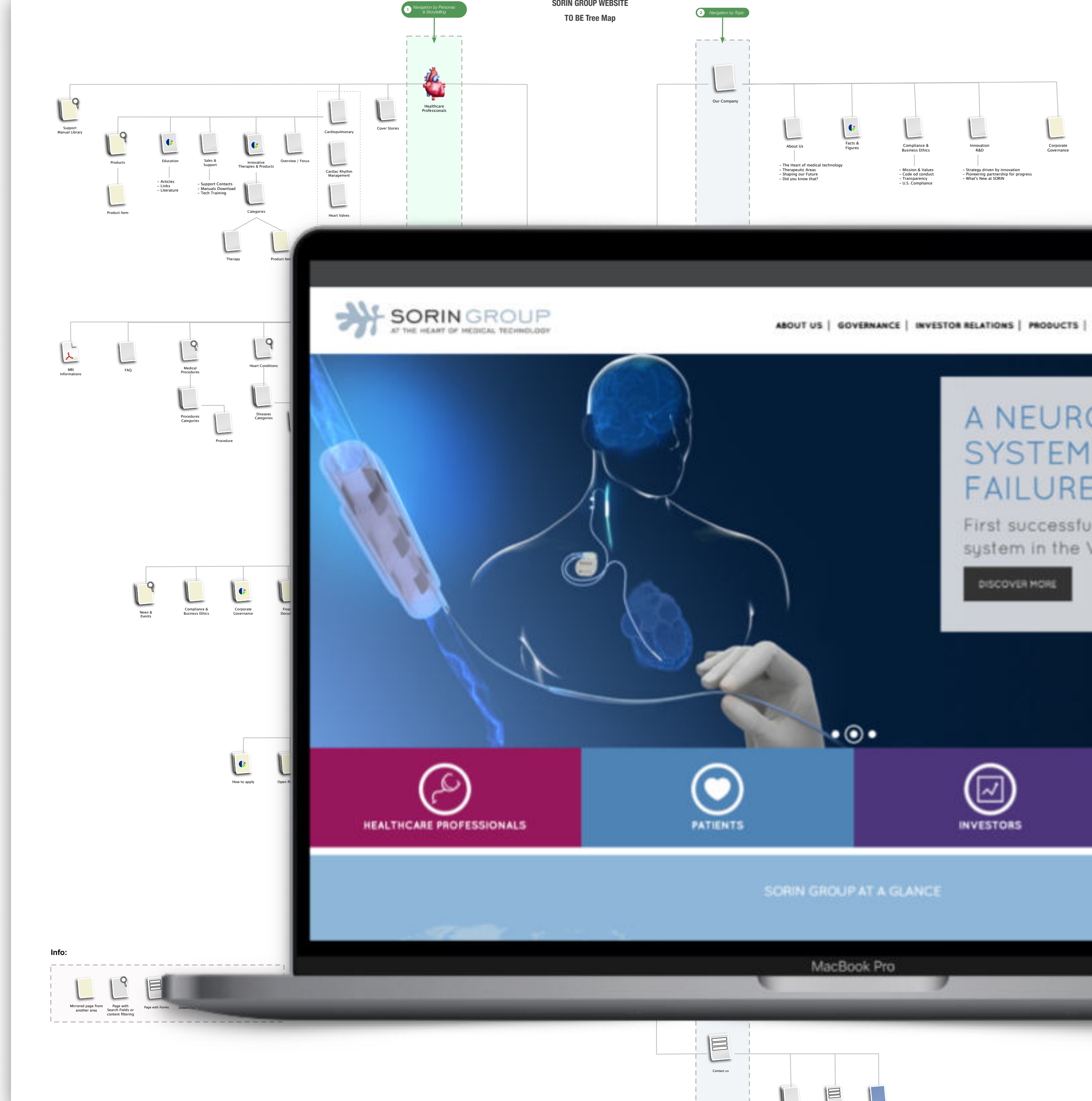
- Content Inventory - User Flows
- Information Architecture

Deliverables

- Wireframes
- Prototypes
- Style Tiles

What I used

- OmniGraffle
- Axure RP



2014

CATEGORY: WEBSITE
INDUSTRY: HEALTHCARE

UX/UI Design

IL BLOG DI IVAN SCALFAROTTO

Client: EDIZIONI PIEMME

What I did

- Grid Layout

Deliverables

- Wireframes

What I used

- OmniGraffle
- Photoshop

Il blog di Ivan Scalfarotto

IPOTESI 1 - HomePage - Distribuzione dei contenuti



1. Intestazione

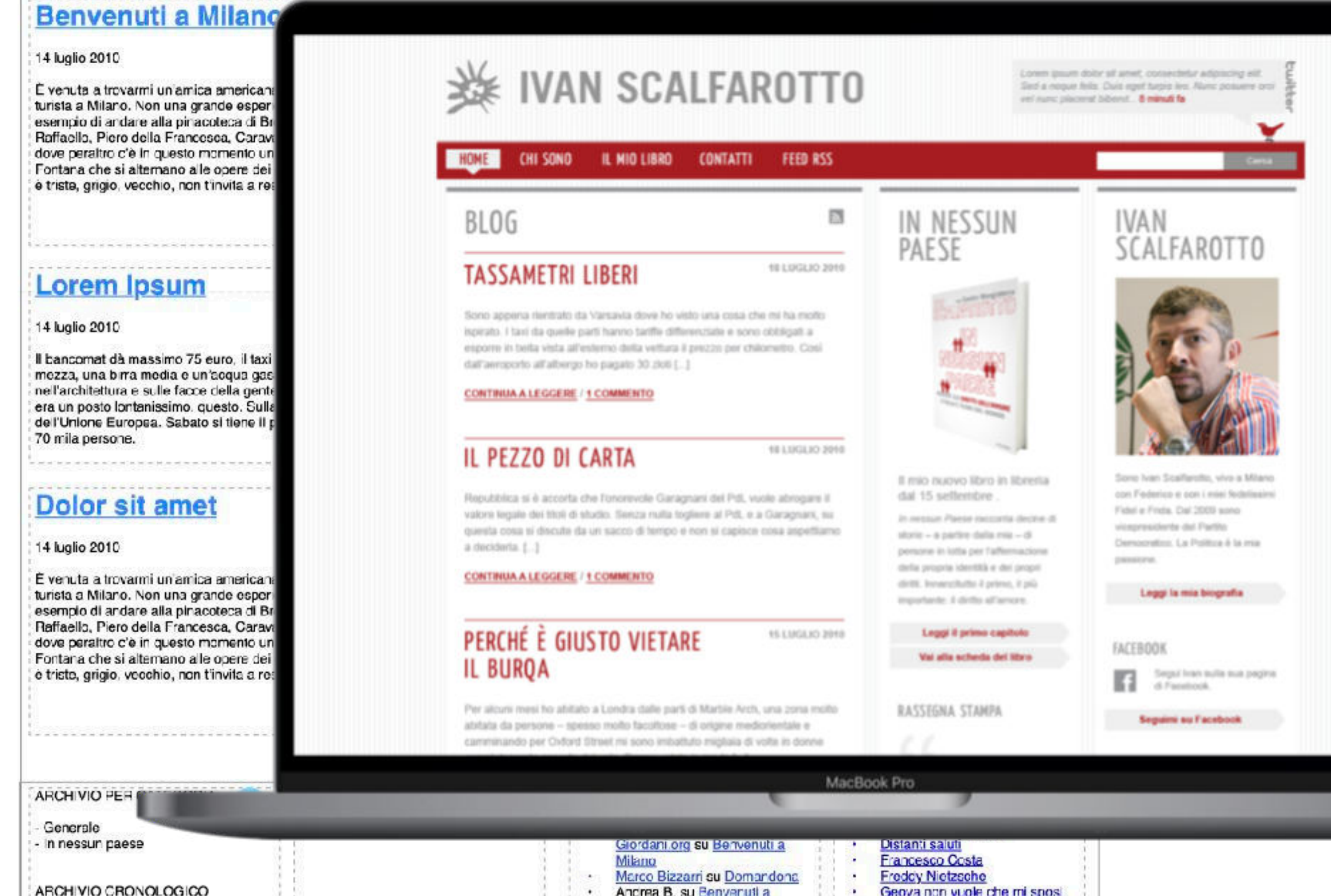
- 1.1 Navigazione principale
- 1.2 Intestazione e logo S

2. Blog

- 2.1 Blog post
- 2.2 Navigazione per Cate
- 2.3 Navigazione per Tag
- 2.4 Visualizzazione degli

3. Libro

- 3.1 Vetrinetta "In nessun paese" che consente la visita
- 3.2 Bottone che consente



CATEGORY: **WEBSITE**

INDUSTRY: **PUBLISHING**

2010

Product Management

Product Management

ZANICHELLI DESIGN SYSTEM

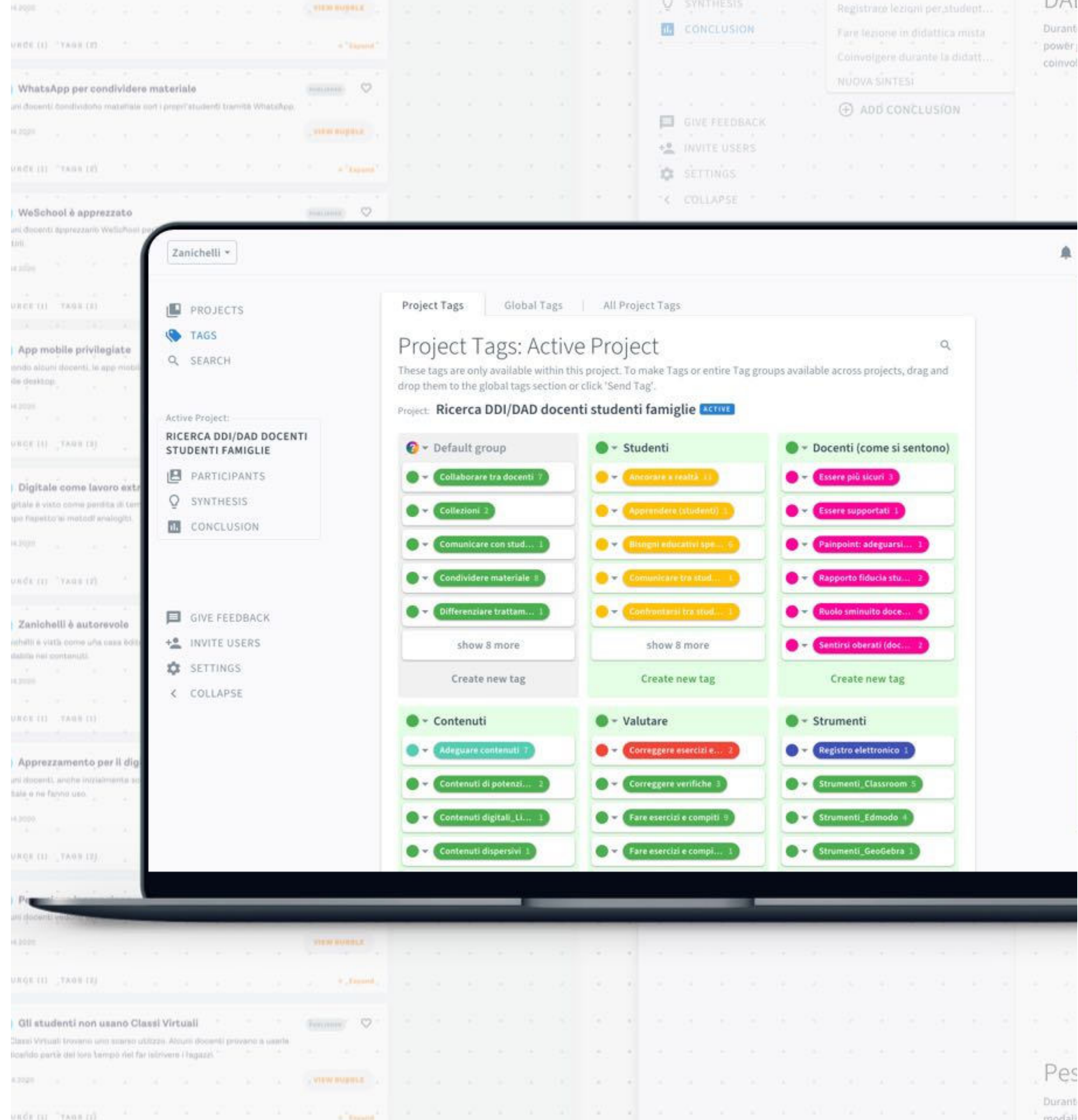
Client: FIFTH BEAT

What I did

- Governance & Process Design
- Design System Guidelines
- Cross-functional Team Management
- Design System Documentation

What I used

- Jira - Miro
- Sketch - Abstract => Figma
- ZeroHeight
- StoryBook



2020 - 2021

CATEGORY: **WEBSITE**
INDUSTRY: **EDUCATION**

Product Management

mySORGENIA

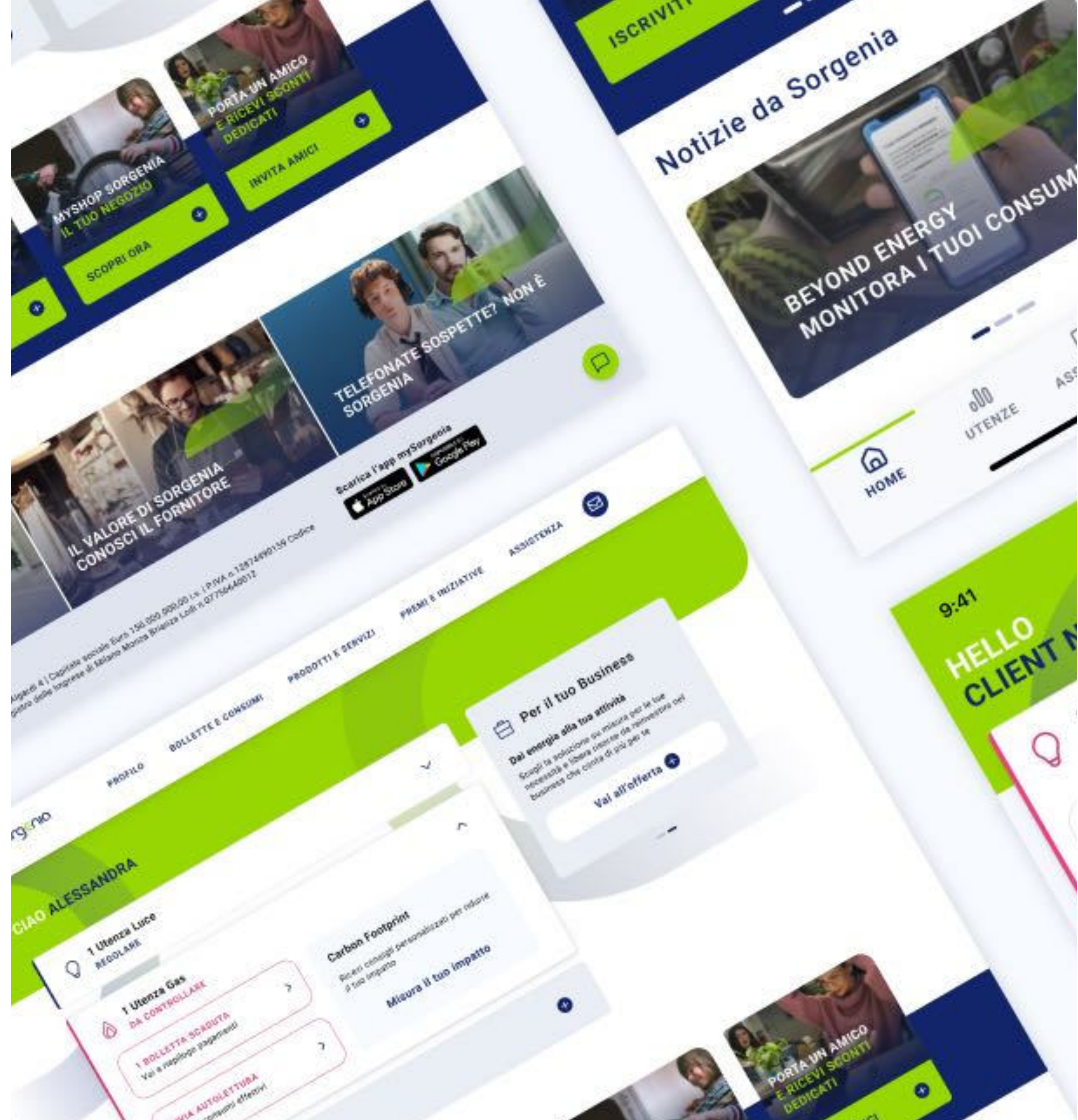
Client: FIFTH BEAT

What I did

- Cross-functional Team Management
- Product Roadmap
- KPI Analysis

What I used

- Jira - Confluence - BitBucket
- Miro
- inVision - Figma
- Zeplin



2020 - 2021

CATEGORY: WEBSITE & APP

INDUSTRY: ENERGY

Product Management

AC REAL MADRID (CHINA)

Client: TOK.tv

What I did

- Lean UX
- Team Management
- Product Roadmap

What I used

- Jira
- Confluence
- GitHub



2018

CATEGORY: APP
INDUSTRY: SPORT

Product Management

FC BARCELONA (CHINA)

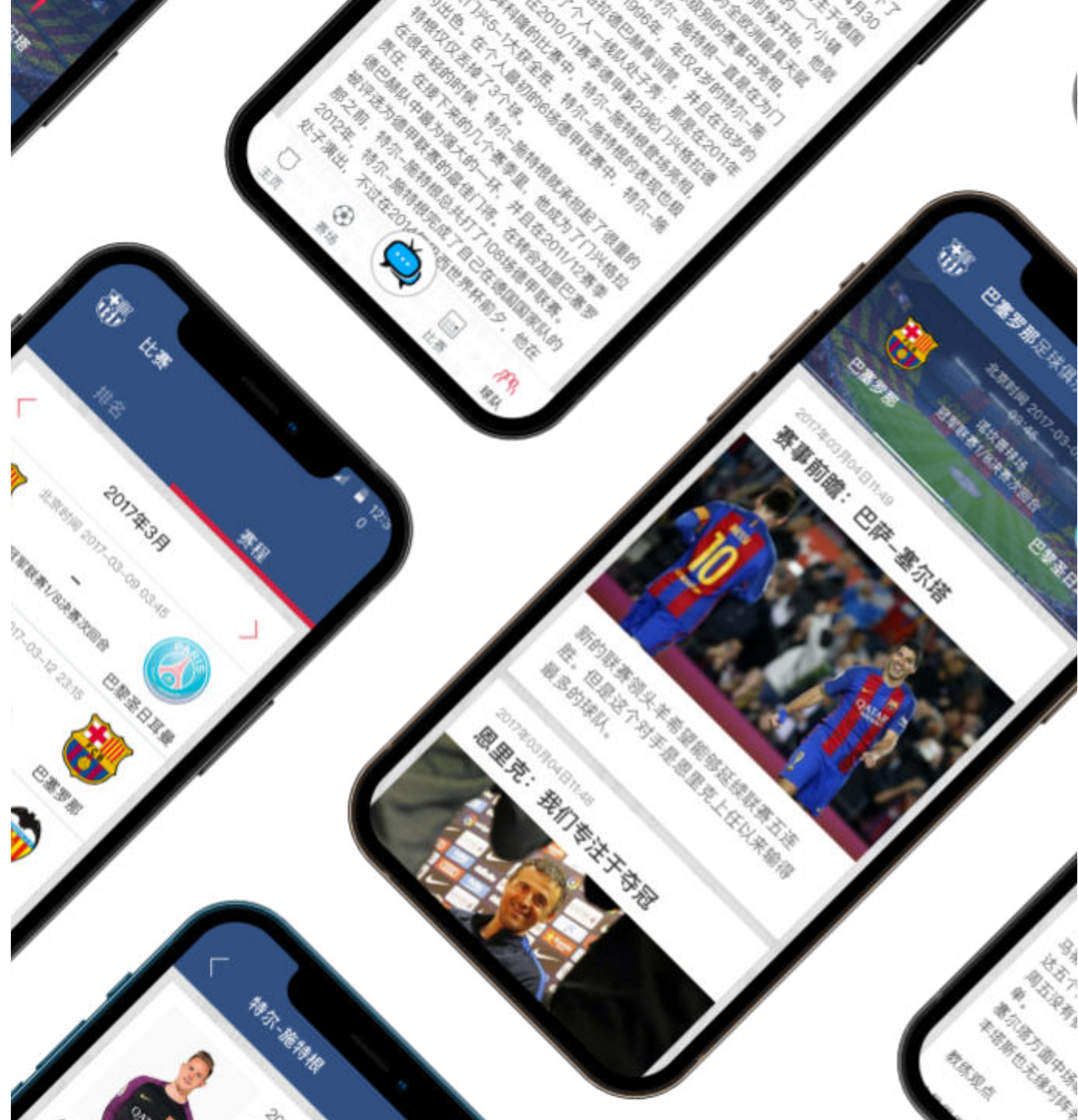
Client: TOK.tv

What I did

- Lean UX
- Team Management
- Product Roadmap

What I used

- Jira
- Confluence
- GitHub



2018

CATEGORY: APP
INDUSTRY: SPORT

WordPress

WordPress

DESIGN IN TOWN

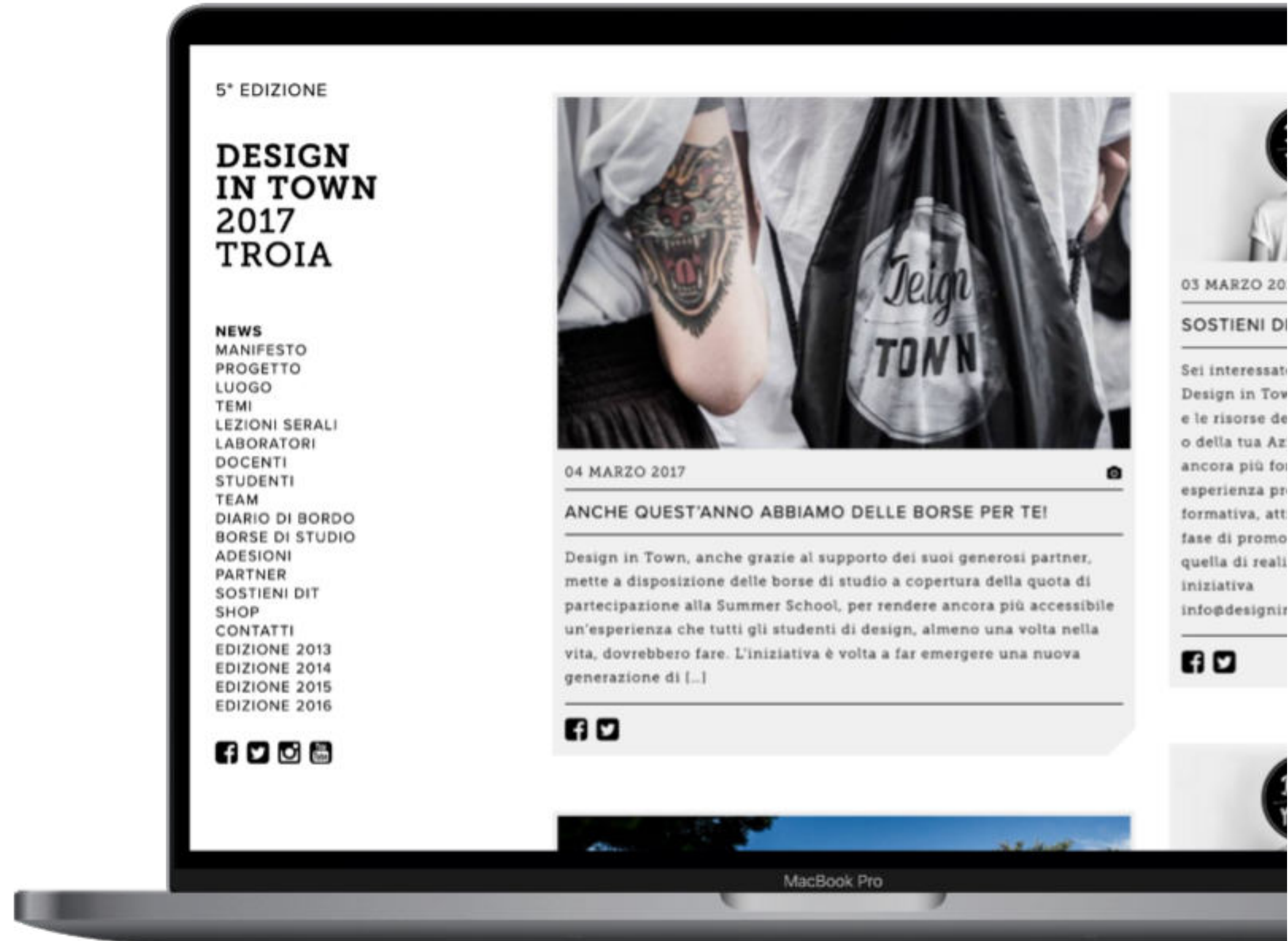
Client: GOOD DESIGN

What I did

- Front-end
- Custom WP Theming

What I used

- HTML/CSS/JS
- WordPress CMS
- Mailchimp



2013 - 2021

CATEGORY: **WEBSITE**
INDUSTRY: **EDUCATION**

WordPress

BORLETTI

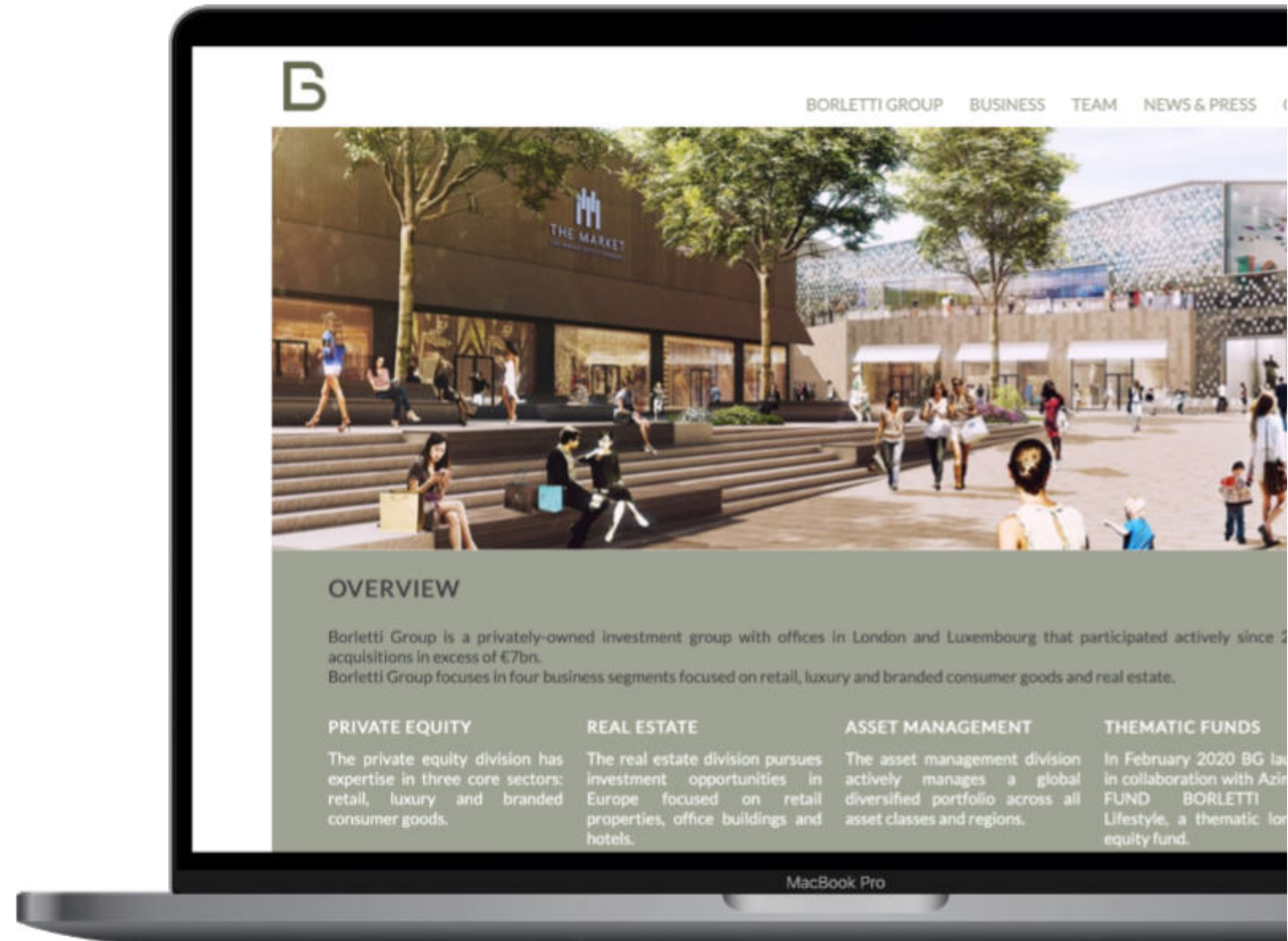
Client: BORLETTI GROUP

What I did

- Front-end
- Custom WP Theming

What I used

- HTML/CSS/JS
- WordPress CMS



2015 - 2020

CATEGORY: WEBSITE
INDUSTRY: FINANCE

WordPress

TOK.TV

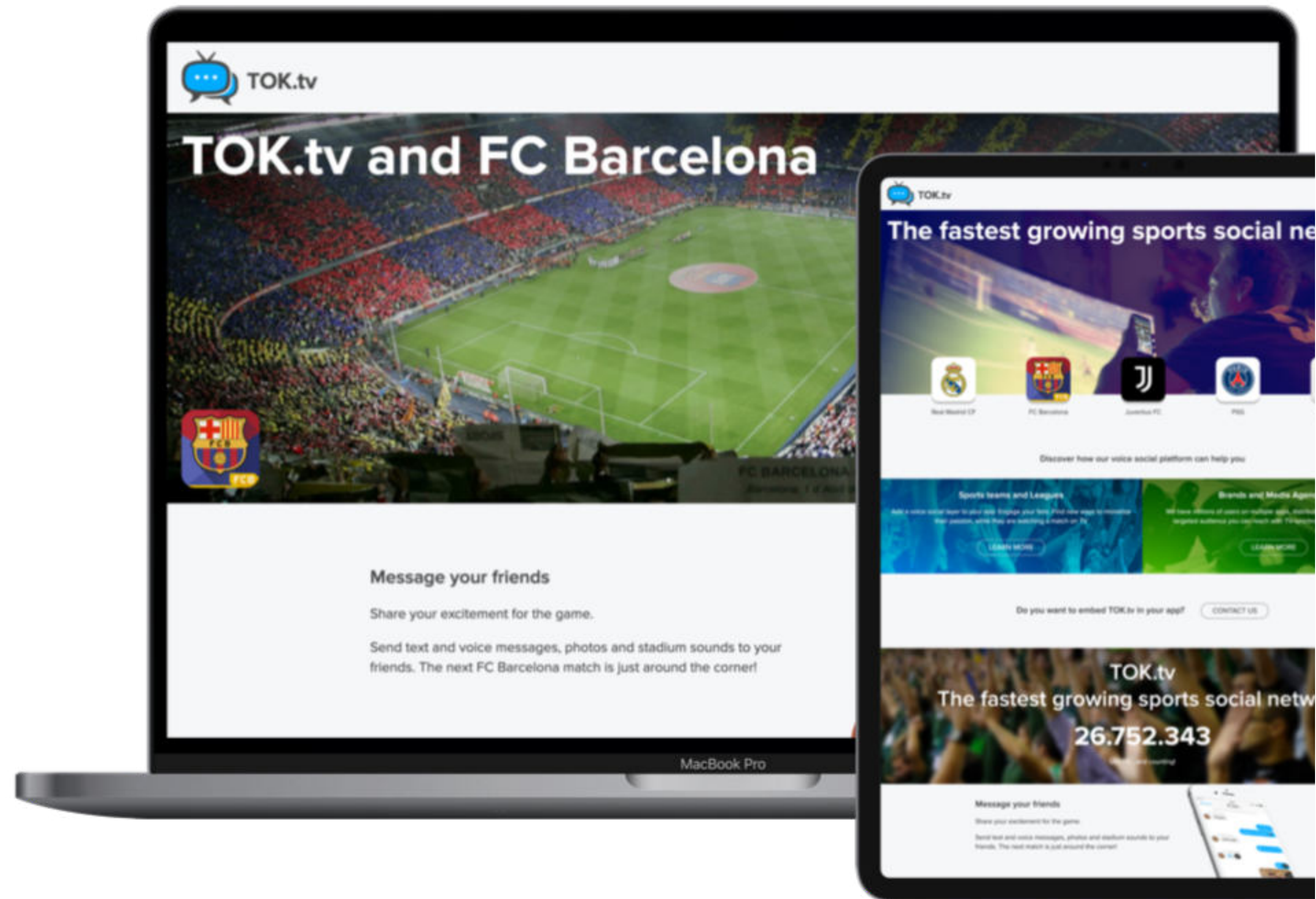
Client: TOK.tv

What I did

- Front-end
- Custom WP Theming

What I used

- HTML/CSS/JS
- WordPress CMS
- Mailchimp



2013 - 2018

CATEGORY: **WEBSITE**

INDUSTRY: **SOCIAL NETWORK**

WordPress

RAFFLES MILANO

Client: RAFFLES INSTITUTE

What I did

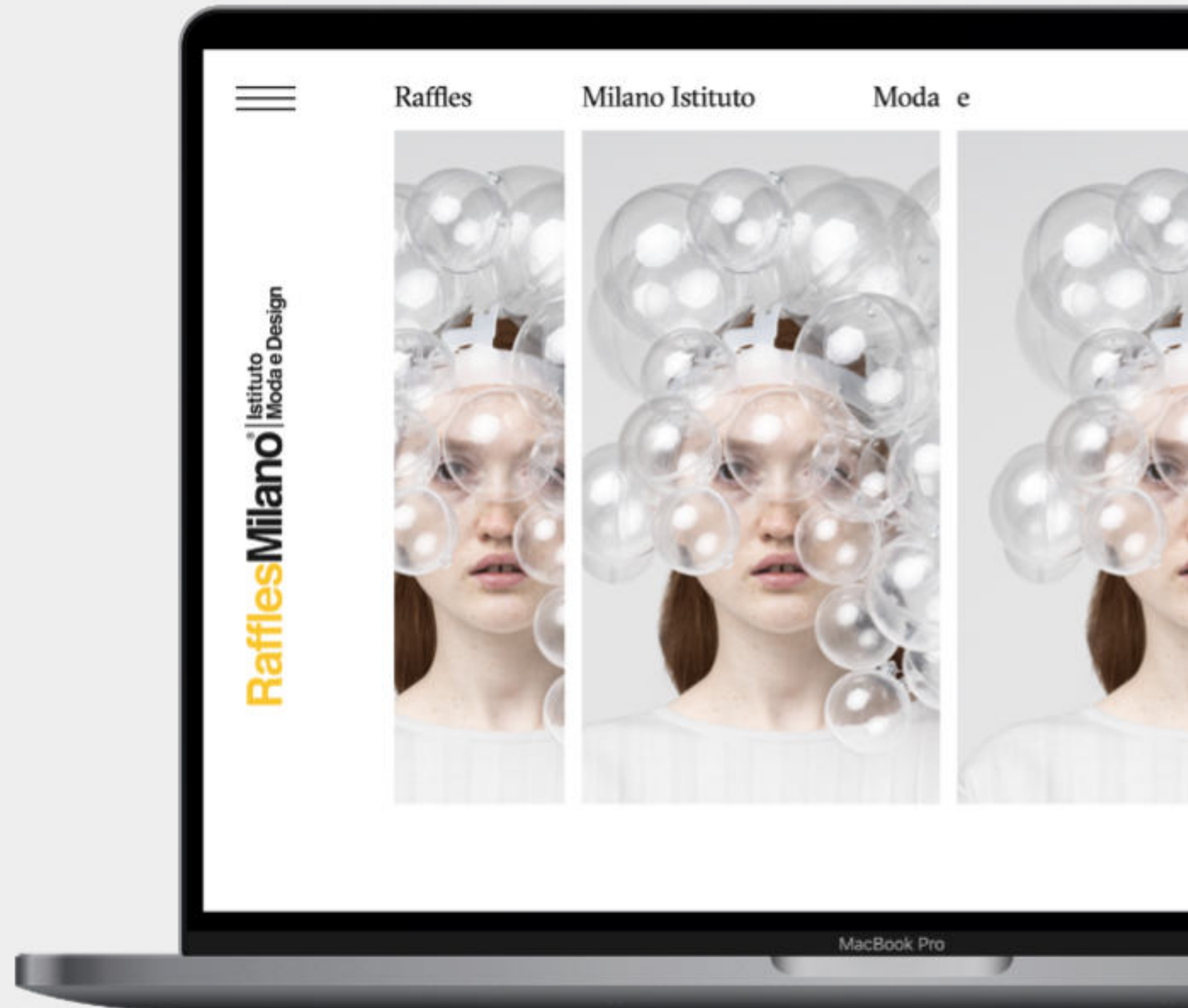
- Front-end
- Custom WP Theming

What I used

- HTML/CSS/JS
- WordPress CMS
- Mailchimp

2016 - 2018

CATEGORY: WEBSITE
INDUSTRY: EDUCATION



WordPress

MADE PROGRAM

Client: BELLE ARTI DI SIRACUSA

What I did

- Front-end
- Custom WP Theming

What I used

- HTML/CSS/JS
- WordPress CMS

2016

CATEGORY: **WEBSITE**
INDUSTRY: **EDUCATION**



WordPress

45 GRADI

Client: 45 GRADI

What I did

- Front-end
- Custom WP Theming

What I used

- HTML/CSS/JS
- WordPress CMS



2015

CATEGORY: [WEBSITE](#)

INDUSTRY: [DESIGN AGENCY](#)

WordPress

FRONTIERS OF INTERACTION

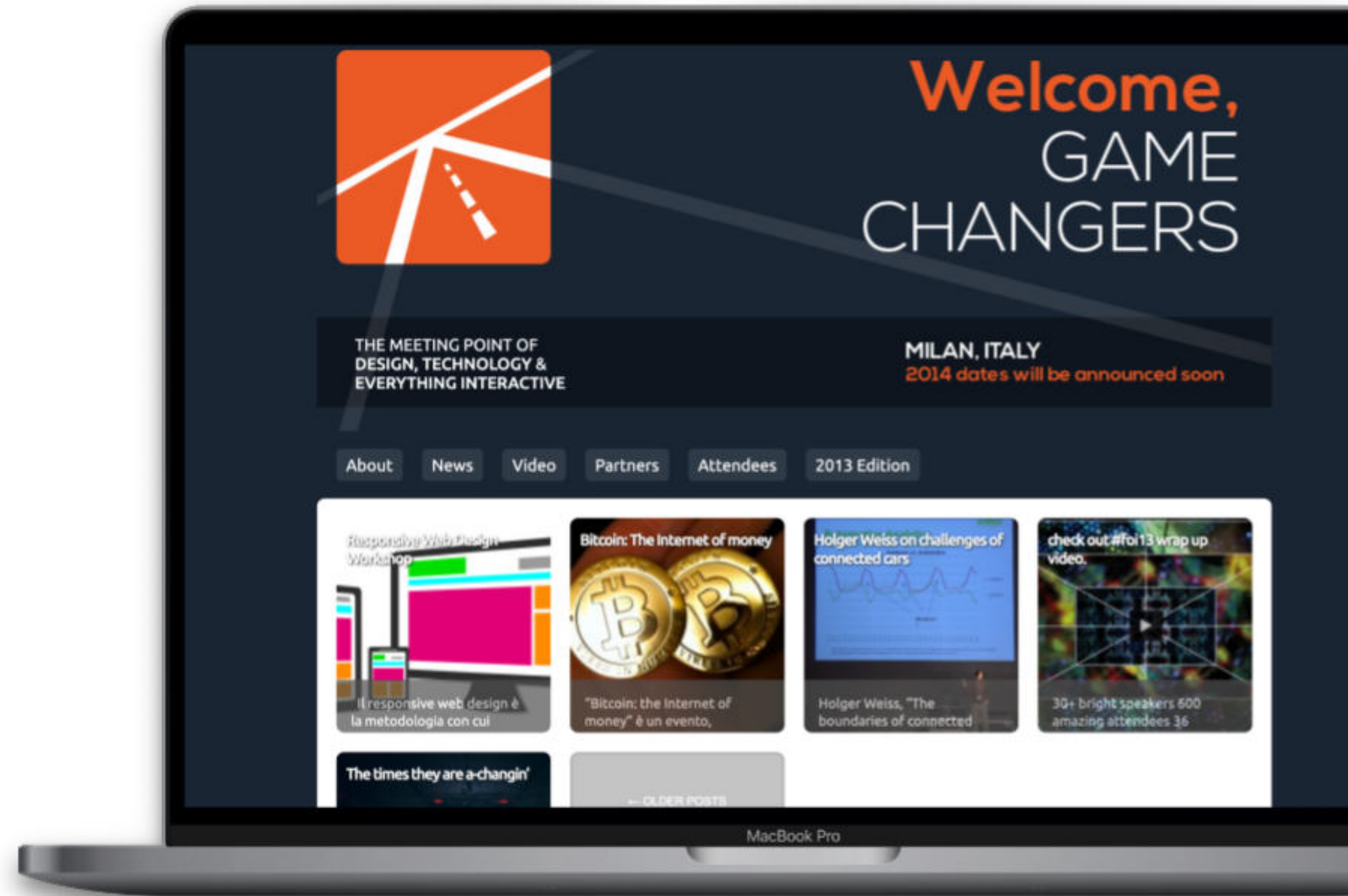
Client: FRONTIERS

What I did

- Front-end
- Custom WP Theming

What I used

- HTML/CSS/JS
- WordPress CMS



2014

CATEGORY: **WEBSITE**
INDUSTRY: **EVENTS**

WordPress

FRATELLI BONVINI

Client: FRATELLI BONVINI

What I did

- Front-end
- Custom WP Theming

What I used

- HTML/CSS/JS
- WordPress CMS



2014

CATEGORY: WEBSITE
INDUSTRY: RETAIL

WordPress

GOOD50x70

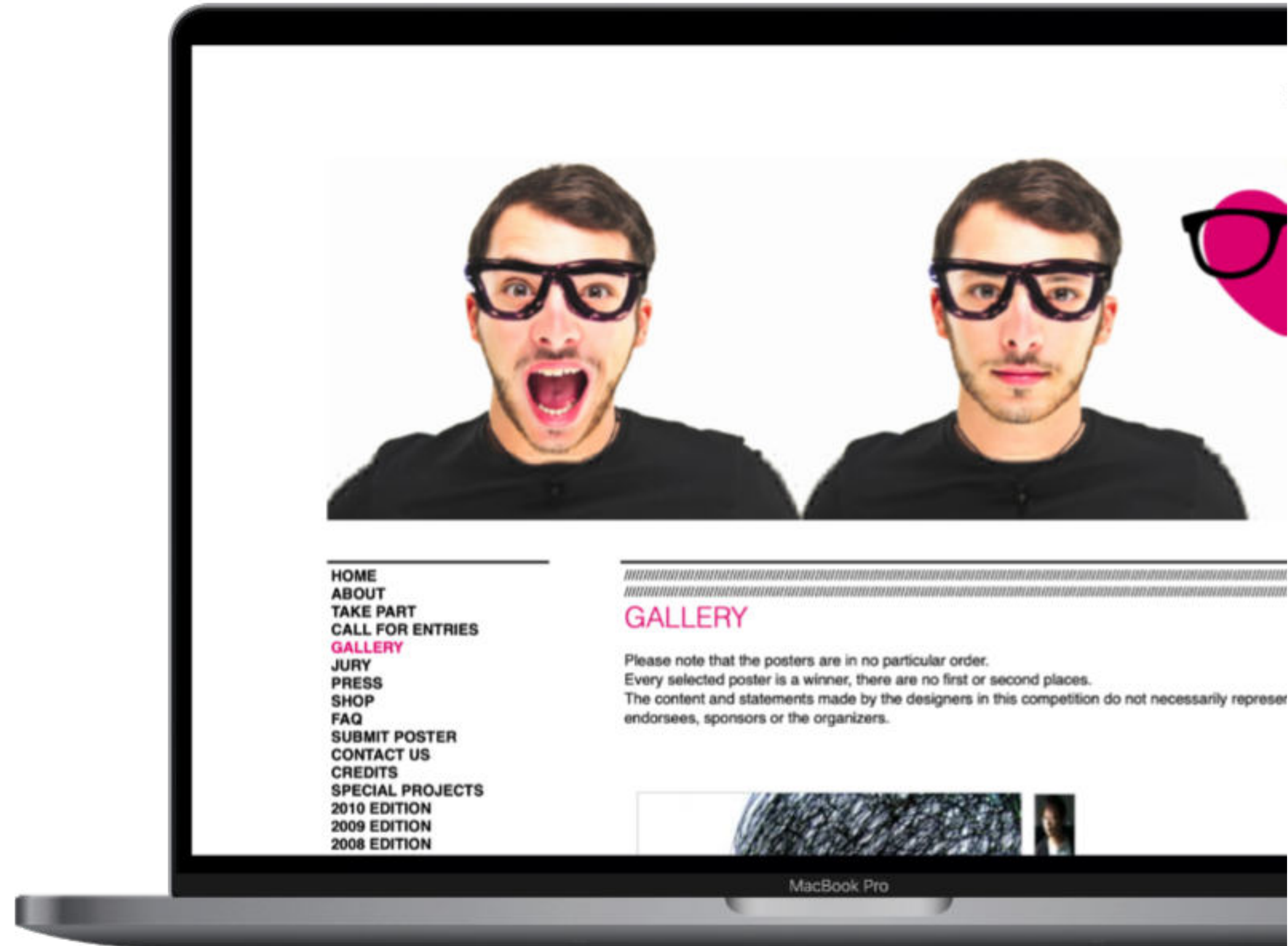
Client: GOOD DESIGN

What I did

- Front-end
- Custom WP Theming

What I used

- HTML/CSS/JS
- WordPress CMS



2011 - 2013

CATEGORY: WEBSITE

INDUSTRY: DESIGN

WordPress

THEPUSHER.CO

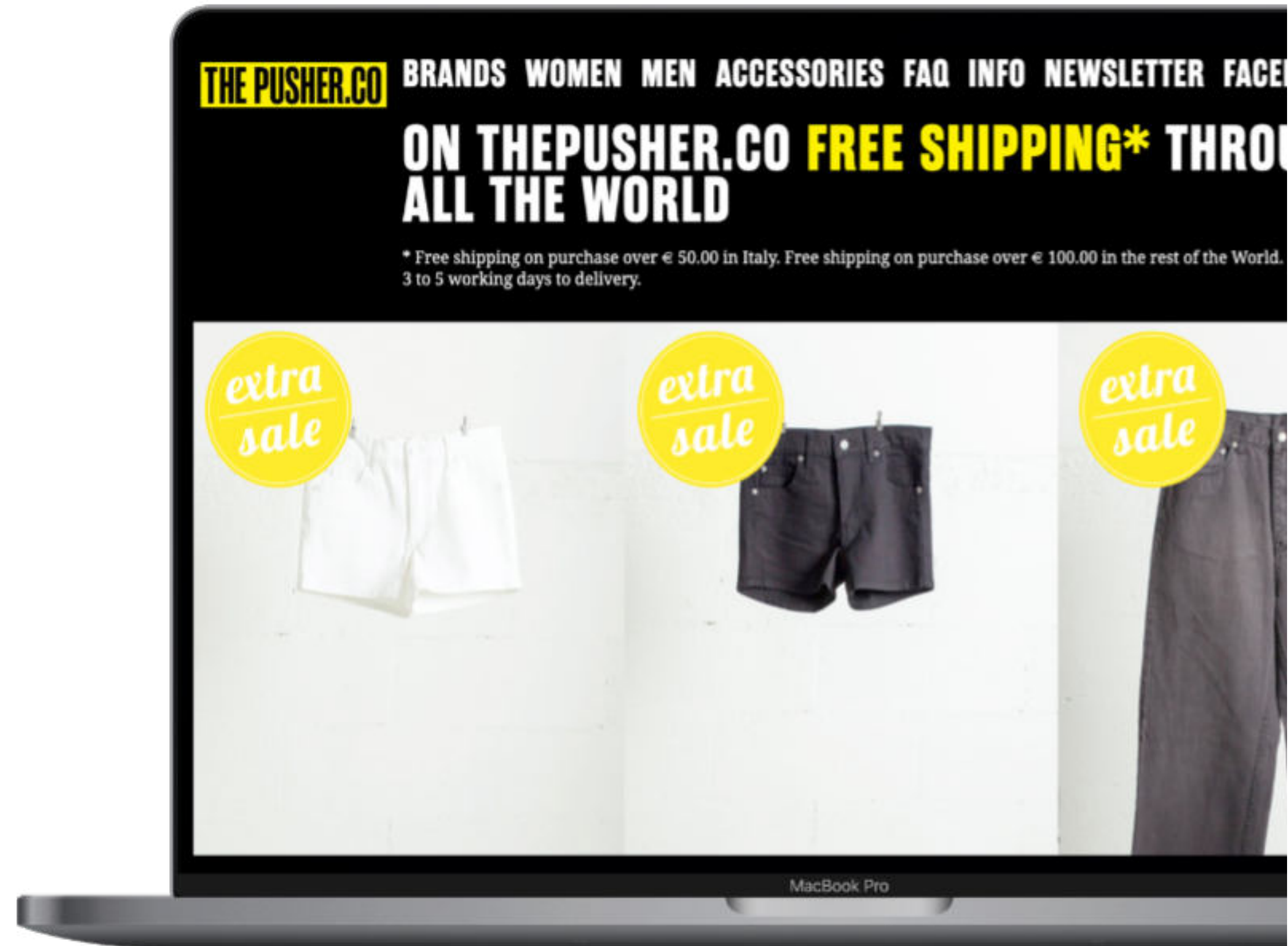
Client: BAD BOY

What I did

- Front-end
- Custom WP Theming

What I used

- HTML/CSS/JS
- WordPress CMS
- JigoShop



2012

CATEGORY: WEBSITE

INDUSTRY: RETAIL

Front-end

Front-end

OWNERS

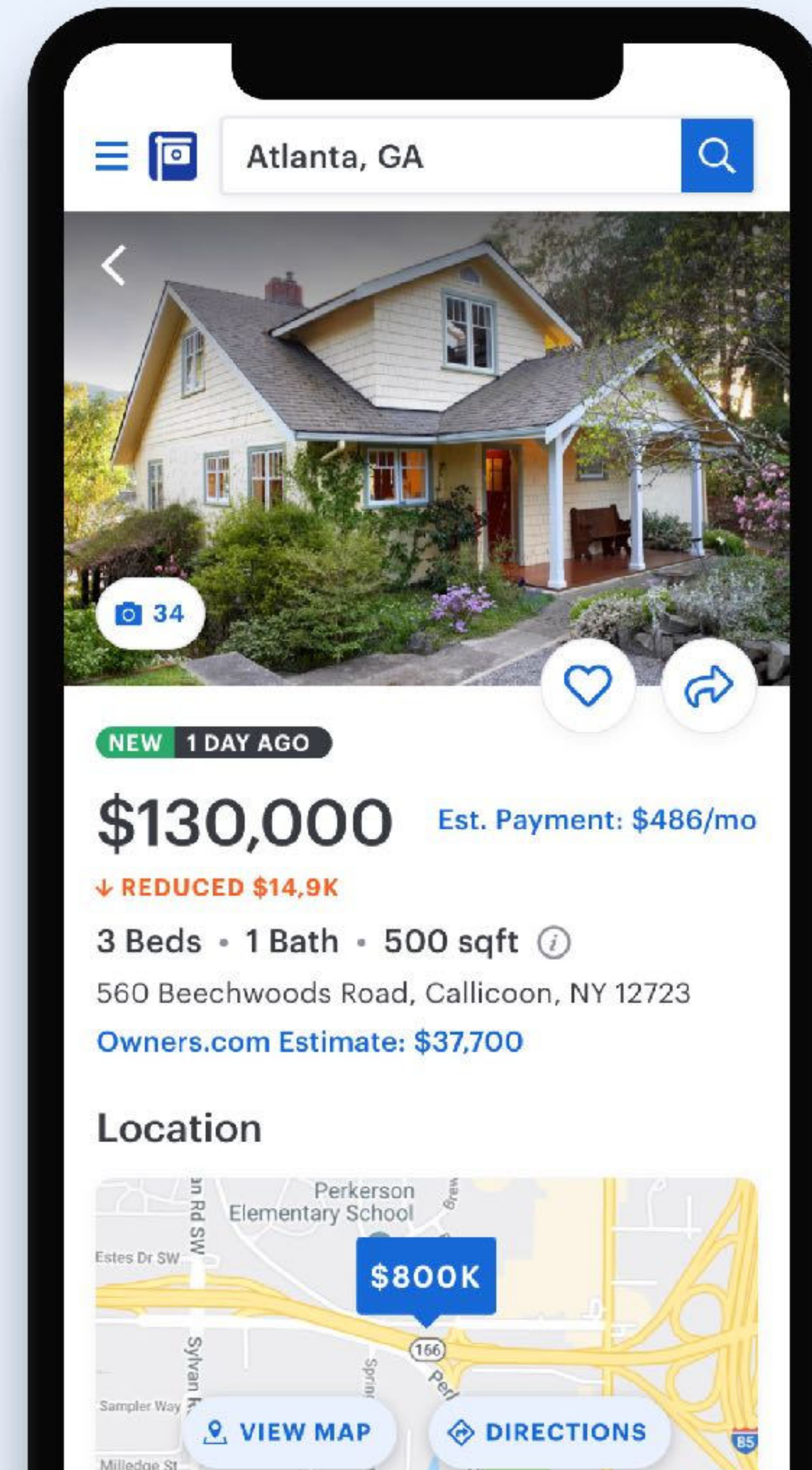
Client: FIFTH BEAT

What I did

- Front-end
- Responsive Web Design

What I used

- MJML
- BitBucket



CATEGORY: EMAIL
INDUSTRY: REAL ESTATE

2019

Front-end

CERTILOGO

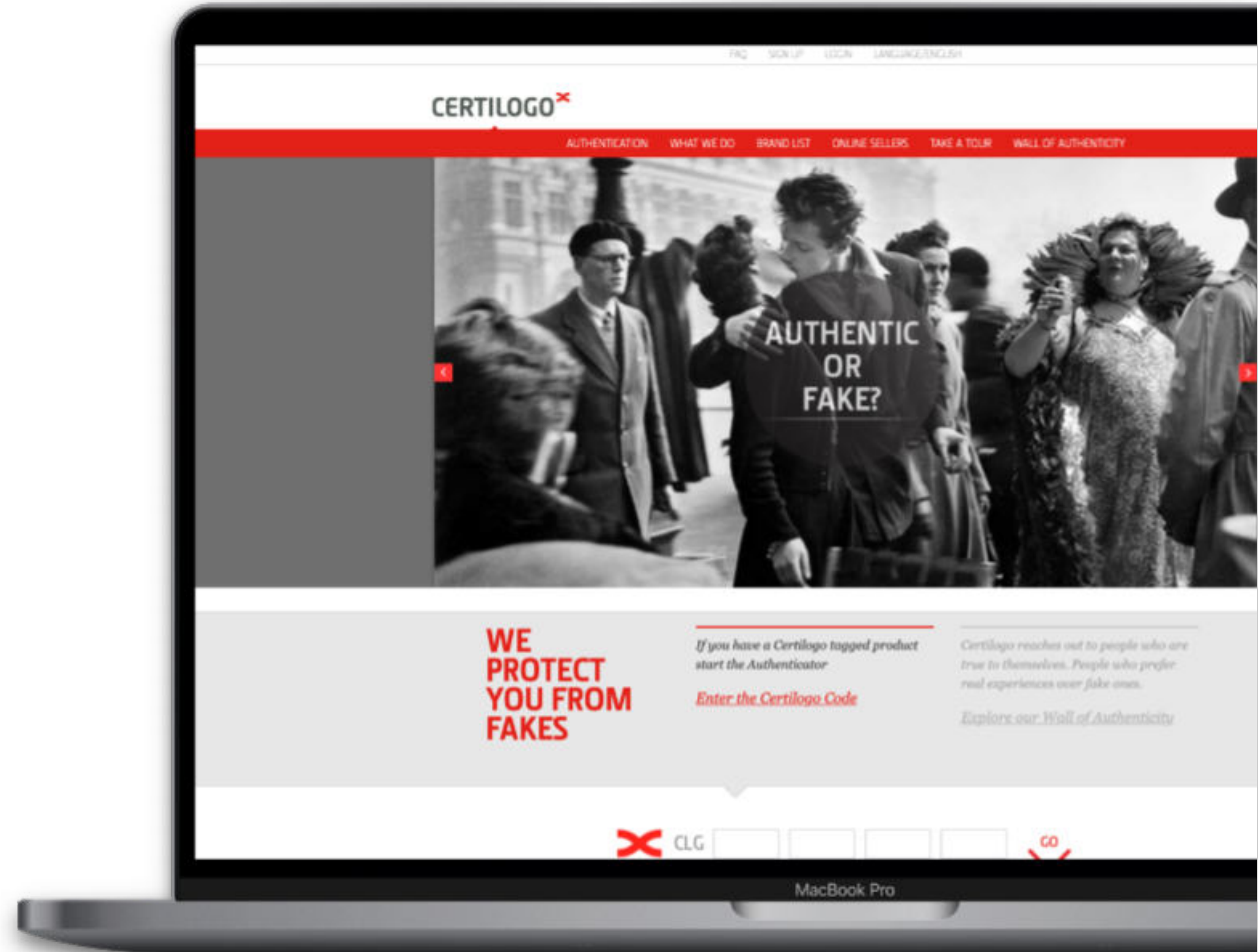
Client: CERTILOGO

What I did

- Front-end
- Responsive Web Design

What I used

- HTML/JS/CSS
- Grails
- Ember.js



2013 - 2018

CATEGORY: WEBSITE - APP
INDUSTRY: SECURITY

Front-end

TVSVIZZERA

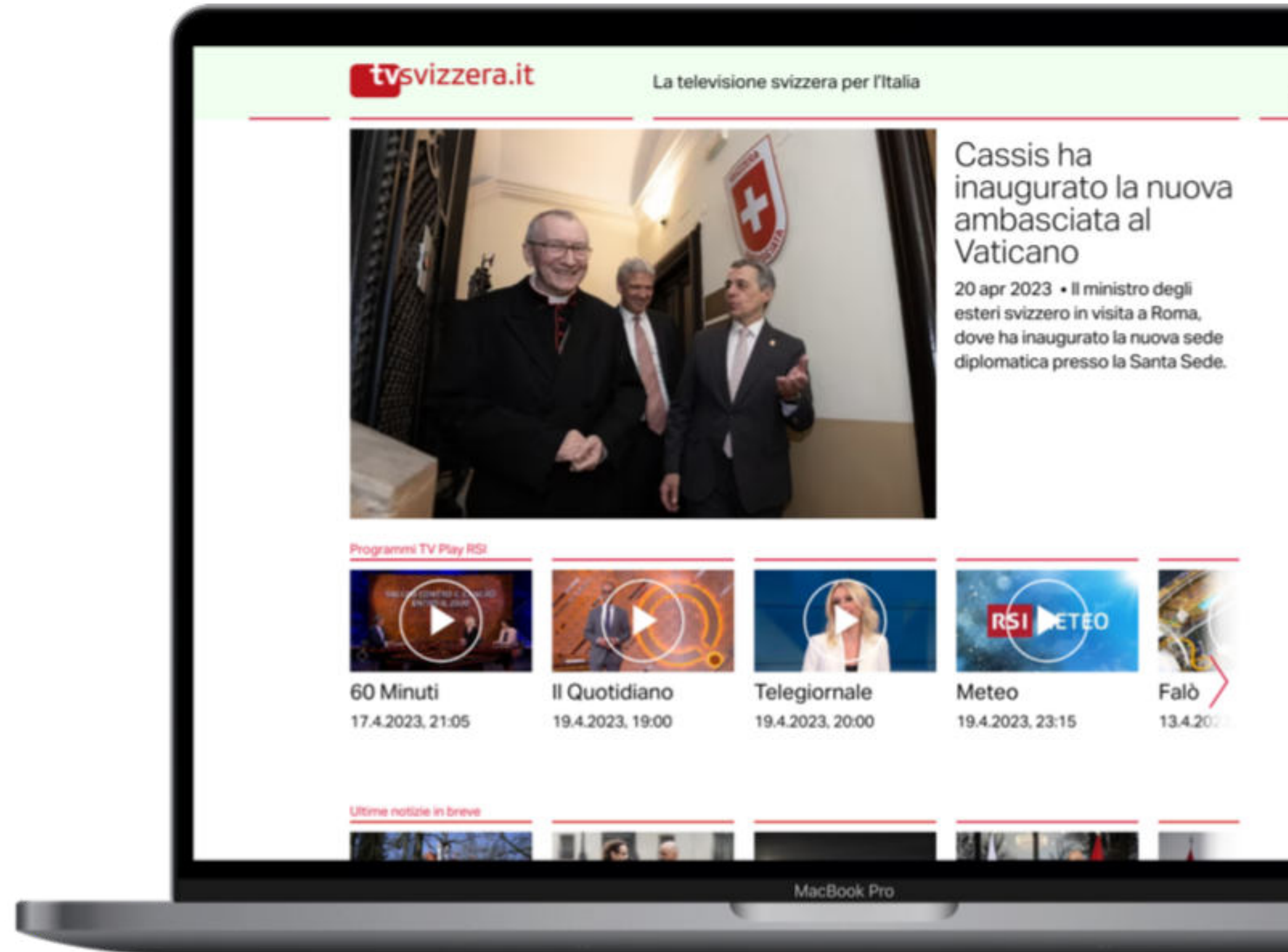
Client: RSI - RADIOTELEVISIONE SVIZZERA

What I did

- Front-end
- Responsive Web Design

What I used

- HTML/JS/CSS
- Grails



2017

CATEGORY: EMAIL

INDUSTRY: ICT

Front-end

MAKE MEANINGFUL WORK

Client: APOGEE

What I did

- Front-end
- Responsive Web Design

What I used

- HTML/JS/CSS
- Jekyll



2017

CATEGORY: WEBSITE
INDUSTRY: EVENTS

Front-end

IMMOBILIARE SANTANDREA

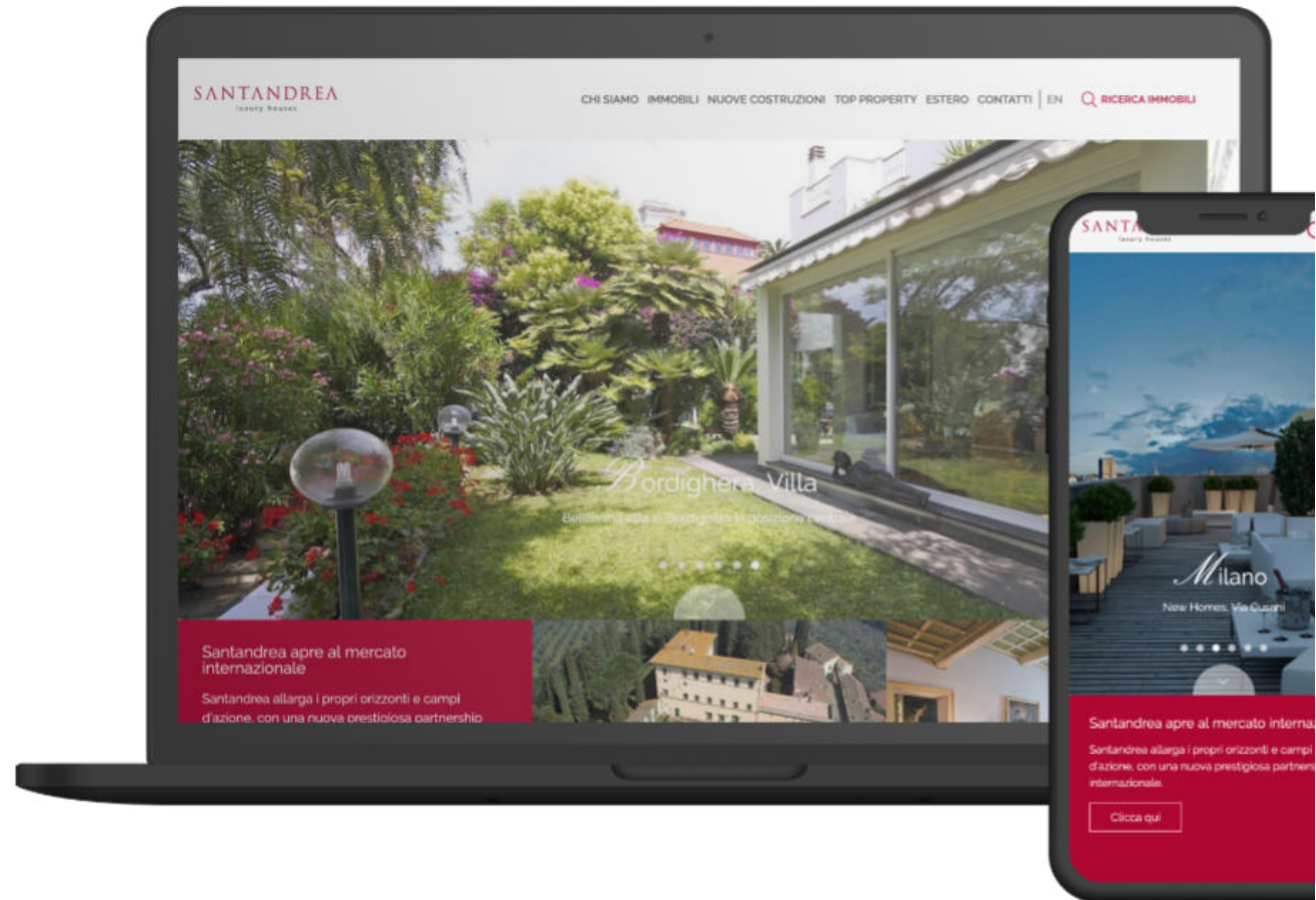
Client: GABETTI

What I did

- Front-end
- Responsive Web Design

What I used

- HTML/JS/CSS
- Velocity



2016

CATEGORY: **WEBSITE**
INDUSTRY: **REAL ESTATE**

Front-end

KERNING CONFERENCE

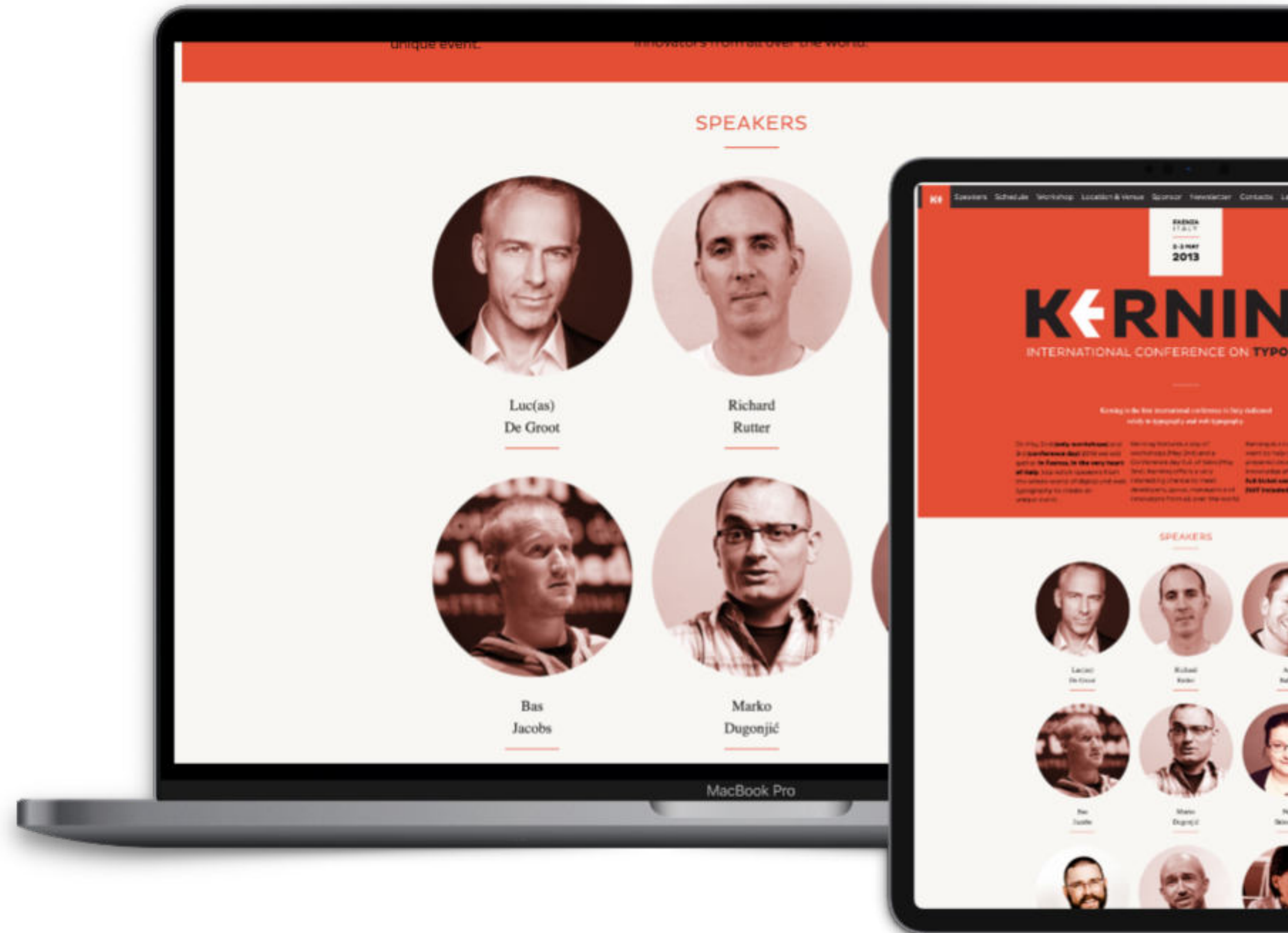
Client: KERNING COMMITTEE

What I did

- Front-end
- Responsive Web Design

What I used

- HTML/JS/CSS
- Jekyll



2013 - 2014

CATEGORY: WEBSITE
INDUSTRY: EVENTS

MATTEO BALOCCO

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