ANTONIO PREDOTTI

Product & UX/UI Designer | Visual & Brand Designer

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QUALIFICATION PROFILE

Senior Product & UX/UI Designer and Brand Builder with **15+ years of experience** leading end-to-end digital product design, visual identity, and growth strategies across sports, fintech, gaming, and e-commerce and football trevels.

Demonstrated track record crafting user-centered interfaces and scalable design systems for global brands including **UEFA, FC Barcelona, Porsche, Bosch, Betway, and Medallia.**

Expert in research-driven design, CRO, A/B testing, and cross-functional leadership, backed by a **Diploma in UX Design** (UX Design Institute) and a Master's in Infographics & Media Branding (IED Barcelona).

EXPERIENCE

June 2024 - Present
Barcelona

Senior Visual Content & UX/UI Designer - Loving Football Trips

- Lead end-to-end **UX/UI & product design** for a premium sports travel brand using Shopify, driving conversion through funnel analysis and CRO.
- Implement **A/B testing and Klaviyo email automations** to optimize customer journeys and increase retention.
- Developed a **consistent brand identity** and created website, social media and campaign content for Loving Football Trips, supporting the promotion of premium football experiences across multiple international destinations.

Nov 2022 - Aug 2024
Barcelona

Product Designer - UDG / Porsche / Bosch

- Designed digital interfaces and visual assets aligned with brand guidelines and business requirements.
- Created mobile app experiences, dashboards and electric vehicle charging flows.
- Developed and maintained design systems to support consistency across complex products.
- Collaborated with product managers and developers in Agile teams, using Figma for design and prototyping.

May 2021 - Oct 2022
Barcelona

Product Designer - Medallia / Decibel — B2B SaaS

- Architected **analytics dashboards and data visualizations** for B2B SaaS platform leveraging user behavior insights.
- Structured **information architecture and user flows** for complex SaaS workflows.
- Created **interfaces and prototypes in Figma** to communicate and refine design solutions.

July 2019 - May 2021
Barcelona

Product & Team Lead Designer - Shasta (FinTech)

- Provided **design leadership** across iOS, Android, and web applications while managing a design team.
- Developed component libraries and scalable **design systems** to accelerate multi-platform development.

Jan 2019–Apr 2019
Barcelona

Product Designer - UEFA — Champions League & Europa League

- Designed UI components, stats, and history UX features for high-traffic sports tech mobile & web apps.
- Collaborated closely with key stakeholders to align design solutions with brand requirements.

Nov 2017–Dec 2018
Barcelona

UX/UI Designer - Pagantis (FinTech)

- Executed **UX research and user flows** to optimize payment experiences and marketing landing pages.
- Drove **CRO through A/B testing** and interactive prototyping to improve checkout conversions.

2014–2016
London

UX/UI Designer — Betting & Gaming Projects - Betway, GVC & NetBet - L

- Designed landing pages and campaign assets supporting acquisition and marketing objectives.
- Applied visual hierarchy and conversion-focused design to digital customer journeys..

2007–2013
Salerno - Berlin

Graphic & Web Designer — Early Career

Created brand identities, websites, print materials and digital marketing assets.

EDUCATION

2024

Diploma in UX Design
UX Design Institute, Dublin | 2024

User-centred design, UX research, usability testing, information architecture, interaction design, wireframing and prototyping.

2016 -2017

Master's in Infographics & Media Branding
IED Barcelona — Istituto Europeo di Design

Visual communication, infographics, data visualisation, storytelling, editorial design and brand identity systems.

SKILLS

UX / Product Design	UX / Product Design, User Research & Usability Testing, User Flows, Wireframes & Prototyping (Low → High Fidelity), Design Systems & Component Libraries, Information Architecture & Interaction Design, Data-driven & Research-based Design, Accessibility & UX Best Practices
UI/ Visual design	Interface Design (Web & Mobile), Dashboard & Data Visualization, Brand-aligned UI for Premium Products, Marketing & Performance Design Assets - E-commerce & CRO, Shopify Store Management (Multi-store), Conversion Rate Optimization (CRO), A/B Testing & Funnel Analysis, Checkout & Purchase Flow Optimization, Presentations
Email Marketing & Automation	Klaviyo Campaigns & Automated Flows, Segmentation & Customer Journeys, Performance Analysis (OR, CTR, CVR)
Design Tools	Figma, Sketch, UXPin, Miro, Adobe Creative Suite, Shopify, Klaviyo, Jira, Confluence, Asana, Trello
Video editing Tools	CapCut, Adobe Premiere Pro, Short-form & Social Video (Reels, TikTok, Shorts), Matchday & Behind-the-Scenes Content, Promotional & Storytelling Video, Motion Graphics & Animated Assets, Content Direction & Platform Adaptation
Leadership & Collaboration	Cross-functional teamwork (PMs, Devs, Marketing), Team Leadership & Mentoring, Stakeholder Communication, Agile & Product-led Environments

LANGUAGES

italian	Native
English	Professional
Spanish	Professional
German	A2