

Francesco Fraioli

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<http://twitter.com/pinakes>

<http://francescofraioli.it>



UX/UI designer

Product designer

I am an interaction designer from Venice, Italy and currently live in Brooklyn, NY where I design user experiences for screens. I'm passionate about projects that are collaborations between people and user-generated content. Collaboration through the web is what made me fall in love with the internet in the first place.

I'm constantly prototyping. But even when I'm throwing together an impromptu hackathon in my living room, I care a lot about going deep into the details and finding the right way to publish and present work.

SKILLS

Product design and Strategy
User journey design
Quick prototyping
Scenario storytelling
HTML CSS and JS
Data visualization

DESIGNING TOOLS

Paper, pencils and post-it
Sketch App, Keynote
Sublime, Chrome inspector
Invision, Flinto
Adobe Illustrator, Photoshop
and After Effects

TALKS

Design Driven (NYC 2017)
Midem Net Lab (Cannes 2011)
Sonar (Barcelona 2010)
Music Week (Berlin 2010)
Queen Mary Uni (London 2010)
Music 4.5 (London 2010)

PRESS

A3 New TV (Feb 2011)
LA7 TV Innovation (Feb 2010)
Wired Italia (Aug 2009)

EXPERIENCE

Bluecore

06/2016 - 09/2018

Senior Product designer

Bluecore is a Retail Marketing Platform that specializes in email. Hundreds of brands and retailers use Bluecore to drive increased revenue with less effort by connecting customers to products they'll love.

SumAll

10/2014 - 04/2016
10/2018 - present

Senior Product designer

SumAll is a democratic analytics tool that allows users to view all of their data across platforms, in one simple, easy-to-use visualization. Understanding and shaping that data in order to create an intelligible result for users was my first task at SumAll. <http://francescofraioli.it/sumall.html>

Freelance

02/2012 - 10/2014

Interaction designer

- Meme Coworking founder / Venice, Italy
- Product designer at SHADO SRL / Venice, Italy
- Consultant Product Designer / Italy

Thounds

02/2009 - 02/2012

Co-founder

Product manager

I founded Thounds in 2009. The start-up was incubated by H-Farm Ventures. In three years reached over thirty thousand users. Its seed funding exhausted, in 2012 it started to look for alternative sources of funding. <http://francescofraioli.it/thounds.html>

EDUCATION

MA Degree

2005 - 2008

Visual and Multimedia MA degree at Iuav University of Venice

BA Degree

2002 - 2005

Visual and Performing Arts BA degree at Iuav University of Venice