

# Francesco Fraioli

fraiolinotes@gmail.com

<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

**Midem Net Lab** (Cannes 2011)  
**Sonar** (Barcelona 2010)  
**Music Week** (Berlin 2010)  
**Queen Mary Uni** (London 2010)  
**Music 4.5** (London 2010)  
**Venture Camp** (Milano 2009)

## PRESS

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

---

## EXPERIENCE

### SumAll

10/2014 - 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.i/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