

# Mario Carabotta / Digital Product Designer

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## LANGUAGES

Italian native proficiency,

English professional working proficiency - IELTS 8

## CORE COMPETENCIES

Business Analysis, Research, Interaction Design, Visual Design, Graphic Design

Facilitation, Product Leadership, Stakeholder Engagement,

Consulting Skills, Agile Ways of Working

## EXPERIENCE

### Senior, then Lead Design Consultant

**Cogent**, Digital Startups Consulting Agency 2019 - 2021

Working with Startups at various growth stages, Not For Profit and Government organisations to launch new products, improve digital services and coach in Design, Product Development and ways of working.

- Running early business discovery for 2 pre-seed Startups, with activities involving workshop facilitation, quantitative and qualitative research and hypothesis testing.
- Leading Design and Delivery for the most popular website of the City of Melbourne, increasing traffic to up to one million monthly sessions via a new interface and integrated campaigns.
- Participated in 4 internal strategic initiatives to support and improve Partners' acquisition, Employees' engagement and Company Vision.

### User Experience Designer, then Senior Business Analyst

**Outware Mobile**, Mobile Design & Development Company

acquired by **ARQ Group**, Technology Solutions Provider

2015 - 2019

Delivering usable and engaging native iOS and Android mobile apps for Clients in the Government, Banking, Insurance, Retail, Health and Transports industries.

- Participating in feasibility studies, estimation, planning, business analysis, design and development support for multiple agile projects, collaborating with Clients' stakeholders, internal team members and external contractors.
- Designed experiences for eight different apps, for an overall audience of more than 4 million users.
- Facilitated more than 80 interviews and user testing sessions utilizing ad-hoc designed prototypes and scenarios to validate and improve interfaces and interactions prior to development iterations

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### Web Designer & Web Marketing Manager

Mediana, Software Vendor 2014 - 2015

Working with both Clients and Mediana's Business Development Unit to identify business objectives and design solutions that meet the needs of both the Organisation and the Clients.

- Extensively contributed to four major iOS/Android apps and web portal's releases for electric utility service provider E.ON, through Business Analysis, Prototyping and UI Design.
- Increased number of prospect's web contacts by more than 200% since the launch of the redesigned Company's website.
- Redesigned the Corporate Image and Brand Identity, including logo, documents templates, software's UI framework and demos, marketing printed material and LinkedIn editorial strategy.

### Junior Graphic & Web Designer

Know-How, IT Company & Business Integrator 2012

Part of the team in charge of the Startup project 1Ring, Inbound Lead Generation SaaS platform, involved in the design of printed material and web marketing campaigns for national editorial brands.

- Generated more than 10.000 leads from 20+ marketing campaigns, involving posters, flyers, magazines advertisement and responsive web landing pages.
- Leading the design of a new survey platform for national newspaper *Corriere della Sera*, working across magazine integration, web widgets and the daily surveys management web app UI.

## EDUCATION

Industry User Experience Mentor Program at Tractor Design School in Melbourne, Australia	2015
Bachelor in Industrial Design at IUAV University in Venice, Italy	2012
Erasmus Exchange at Hochschule für Gestaltung in Schwäbisch Gmünd, Germany	2009

## CERTIFICATIONS

UX Certificate - Norman Nielsen Group  
Certified Scrum Product Owner® - Scrum Alliance