



Born in the beautiful Rome, I moved to London 8 years ago to boost my career in digital design.

Passionate about Experience Design, Sketch early adopter and compulsive Pinner, I've been living and breathing design since 2006.

I have been part of the Awwwards Jury 2016 and currently member of the CCS Design panel.

## ALESSIO FASCIOLO

Design Director  
UX/UI Designer

[www.alessiofasciolo.com](http://www.alessiofasciolo.com)  
Email: [hi@alessiofasciolo.com](mailto:hi@alessiofasciolo.com)  
Telephone: +44 7915459633  
Linkedin: [/alessio-fasciolo](#)

In the past 10 years I crafted digital experiences and designed products for brands like BP, Eastman, 3M, Corning, Samsung, Total, KFC, Jordans Cereals, Ryvita, Mars, Tata Motors, Zurich and many more.

I like to define myself a problem solver, I do believe design thinking can be the solution for most problems, whatever the context is.

I can lead design teams or be very hands-on in a wide variety of projects, from large scale web builds through to native apps, VR experiences and product interfaces.

In my career I also had the opportunity to work closely with teams of motion graphic designers and gained experience on multi-disciplinary projects.

## KEY SKILLS

- Creative team leadership
- Project costing and resourcing
- Setting up processes and workflows for multi-disciplinary projects
- Rationalising & presenting design concepts
- Comfortable in both Agile & Waterfall processes
- User Experience & Interface Design
- Strong focus on user-centered design
- Responsive design
- Proficiency in Adobe Creative Suite, Sketch + prototyping tools

## WORK EXPERIENCE

- Feb 2017 - Now                      **miDrive** / London, UK  
*Design Lead*  
miDrive is a marketplace for approved independent driving instructors and provides a range of mobile tools to support learning.
- Sep 2016 - Feb 2017                **W12 Studios** / London, UK  
*Digital Product Designer*  
W12 design experiences that integrate brand, product and services for the leading media companies around the globe.
- Jun 2011 - Sep 2016                **Uber Digital** / London, UK  
*Digital Designer > Creative Director*  
Uber is a creative agency with a strong background in digital design, from web to motion graphics and video editing.
- Feb 2010 - Apr 2011                **Brilliant UK (Pod1 Group, now Born)** / London, UK  
*Digital Designer*  
Strategy and Ecommerce solutions for global brands.
- May 2009 - Feb 2010                **T5M** / London, UK  
*Digital Designer*  
An independent producer and distributor of entertainment content for broadcast platforms.
- Sep 2006 - Jan 2009                **Meme Comunicazione** / Rome, Italy  
*Graphic & Web Designer*  
Branding, packaging design, web design and communication strategies.
- Sep 2005 - Sep 2006                **na3** / Rome, Italy  
*Graphic & Product Designer*  
Architecture firm.

## EDUCATION

- 2001 - 2005                            **Bachelor's Degree, Industrial Design** / Rome, Italy  
*La Sapienza University*
- 1996 - 2001                            **Science Diploma** / Rome, Italy  
*Liceo Scientifico Evangelista Torricelli*