



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 2005.

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

## ALESSIO FASCIOLO

Product Designer  
Creative Director

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In the past 10 years I crafted digital experiences and designed products for brands like Barclays, FC Barcelona, Jaguar Land Rover, Heathrow Airport, BP, Samsung, KFC, Tata Motors 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 motion graphic teams and 3D artists 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

- December 2018 - Now  
**Publicis Sapient** / London, UK  
*Associate Creative Director*  
As a digital business transformation partner, Publicis Sapient helps established organizations get to their future, digitally-enabled state, both in the way they work and serve their customers.
- October 2017 - December 2018  
**Eight Inc** / London, UK  
*Interactive Design Director*  
Eight Inc designs experiences for global brands with a strong focus on customer-centric design and a truly multidisciplinary approach.
- July 2017 - October 2017  
(contract)  
**SAM Labs** / London, UK  
*Product Designer*  
SAM Labs provides schools with physical and digital tools to introduce STEAM programmes into classrooms.
- Feb 2017 - June 2017  
(contract)  
**miDrive** / London, UK  
*Design Lead / Digital Product Designer*  
miDrive is a marketplace for approved independent driving instructors and provides a range of mobile tools to support learning.
- Sep 2016 - Feb 2017  
(contract)  
**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  
**Cell 48 (former 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*