

Gaspare Frazzitta

Senior UI/UX Designer

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Professional profile

About me

I'm a product designer based in London with many years of experience on creating stunning **visual interfaces** and intuitive **UX designs** across iOS, Android, Windows and web. I'm also specialised in digital illustrations and motion design.

Skills and programs

UI: Sketch 3, Adobe CC Suite, Motion design tools (AE, Principle, Invision) Zeplin.
UX: Affinity map process, competitors research and analysis, User interviews, sketching, prototyping, wireframing.
Management: Sprint planning, Jira, Basecamp, Trello, Monday. Html, CSS, Wordpress.

Experience

2016- today

Head of Design at TouchNote

Touchnote is the world's most popular postcard sending service, since 2008 millions of personalised cards have been sent worldwide and our apps were featured in the leading press, iTunes, Google Play as well as on grandparents' fridges. I'm the **manager of the Design studio**, mentoring 3 graphic designers and squads. My main role is to take care and sign off every visual aspect of the company. Recently I've been focused on the redesign of the TouchNote's iOS and Android apps, aiming to build a stunning brand-new visual style and provide its million users the best experience.

2014-2016

Senior Product Designer Touchnote

2014

Senior Product Designer at Wayra

Wayra UK is a world-leading start-up accelerator programme. Since 2012, it has helped more than 160 British and Irish start-ups take their businesses to the next level, helping them raise over \$150m in third-party funding. My role was to define the **brand guidelines** as well as design the **website** and **iOS app** for a startup called **Busk**.

2010-2014

Freelance Visual and UI/UX designer

I worked for several freelance projects. Especially on building **visual interfaces** for iOS, Android and Windows apps, mobile games, illustrations, packaging design and layouts for online magazines.

Awards

TouchNote
Major Influencer Campaign - The Major Players 2018
TouchNote Studio team

TouchNote
Technology Fast 50 Deloitte UK, Everline future 50 2016, BMA platinum nominee
10 millions postcards sent worldwide milestone.

Clippy Notes
3rd prize app at Microsoft UK, Publish 2015 in London.

House Finder
Most innovative app from AppCampus.fi at MWC Barcelona 2015

More about me

Education
2017 - Media Training London, UK
Motion Design | After Effects CC.

2016 - General Assembly London School, UK
User Experience design campus.

2010 - 2013 Academy of Fine Arts, Florence, Italy
Bachelor of Arts: Graphic Design and Traditional techniques.

Languages
Italian (native), English, Spanish (basic).

Hobbies
I love **cooking** and I'm a tea addicted. I also enjoy cycling and spend my spare time outdoors, sometimes painting and teaching art. I've also a huge passion for **history**, collecting coins, Interior Design and everything about the **80s** and **90s**.