

Michele Palazzo

UX / UI Design Director

20+ years of experience as a designer with entrepreneurial background. Capable of engaging projects from global and granular perspectives, with the ability to meet client and company objectives for a wide range of platforms. Design thinking, systematic processes for solving complex design problems, balancing technical constraints and aesthetics, these kind of things are relevant for me today. I am specialized in Design Thinking & Strategic Design, Digital Product & Service Design, Early Stage Startup, Organization & System Design, Experience Design, Interaction & UI Design.

EXPERIENCE

• UX / UI Design Director at Indicative.com | Feb 2014 - Present

From the founders of MeetMoi, subsequently snapped up by Match.com, comes Indicative, a Simple, Powerful Business Intelligence & Analytics for Marketing, Product, and Business Teams.

Daily participation in shaping the entire product's user experience process; user research, heuristic evaluation, benchmarking, testing, information architecture, experience design and UI design. Analyzed competitors as well as monitor and incorporate industry trends and best practices into interface designs and data visualization. Create wireframes, interaction workflows, prototypes, low/high-fidelity mockups for all new products and features.

Managing a small team of designers and connect with Product and Project Managers and the C-level of the company.

• UX / UI Design Director at MeetMoi Ilc | 2013 – Feb 2014

I oversee and I'm responsible for visual design and user experience of MeetMoi's branded materials and products, working under the direction of the CEO and in collaboration with various departments, especially Product and Marketing. **MeetMoi.com** is a leading mobile dating service, available as an iPhone or Android app, and through the mobile web.

• Creative Director at Zindigo Inc. (www.zindigo.com) | 2012 – 2013

Responsible for the conception and design of digital visuals; Oversee the execution of design ideas for online advertising, digital marketing in the fashion world; Lead a group of designers on their technical implementation and creative process to create a unique experience for each brand; Collaborate with various departments such as Marketing and Client Services to achieve a whole new level of e-commerce while maintaining the uniqueness and feel of each of our brands.

Clients: **Kay Unger, Phoebe Couture, Ruffian, Be&D, Fenton, Bradley Scott, Isabella Fiore, Juliette Longuet, Kara Ross, Raoul, Rolando Santana, Tuleste, MCL, Nonoo, Lenny Swimwear**

• Freelance Art Director & UX Designer for Light of Day Ilc | 2011 – 2012

Responsible for the UX Design of both the website and the mobile applications (iphone, android and blackberry) of the startup project for **VYTL.com**

• Freelance (Art Direction, UX Design and Photography) | 2008 – 2011

Worked for Italian and international Clients like: **Starbucks, The One Group, Progresso, OSR (one source resource), 2NYC.us, Pomi, Ceccarelli Yacht Design, Le Scienze, ASI (Agenzia Spaziale Italiana), ESA (European Space Agency), Last Minute Market, IFP (Independent Filmmaker Project) New York**

• Freelance Digital Art Director at LDB Advertising - Marketing and Advertising industry | 2009 – 2011

Responsible for the creative output of LDB Advertising, with effective oversight of the digital creative department and overall creative processes within the company; Responsible for the creation, presentation and execution of digital branding and online marketing communications campaigns or websites for Italian and international clients such as: **Volvo Auto Italia, Porsche Italia, Sigma Supermercati, Uretek Group, i-DO**

• Freelance Digital Art Director & UX Designer at The AD Store Italia - Marketing and Advertising industry | 2009 – 2010

Responsible for recruiting and managing third party developer firms as well as internal design resources to build and run the digital department of AD Store Italia; Led creative sessions for project kick-offs and design; Managed multiple projects from inception to completion for Italian and international clients including: **Furla, A.Testoni, Barilla, Granarolo, A.Tipico, Tecnopoli Group, Jacuzzi**

• Founder, Partner and Senior Art Director in Officine Digitali srl, web and new media agency. | 1998 - 2008

Managed and coordinated with a team of graphic designers and software developers; Worked with the Account team, Strategy team, and copywriters to develop concepts and presented them to clients; Worked with internal teams to generate ideas of pitching and proposals; Managed team members and provided quality control over concepts and projects for Italian and international clients such as: **Tonino Lamborghini, Granarolo, Primissima, Intesa San Paolo Bank, Banca di Bologna, Meliconi, Camst, Tamburi Investment Partner, Furla, Presidenza del Consiglio dei Ministri, Istituto Superiore di Sanità, Ministero delle Comunicazioni, Provincia Autonoma di Trento, Regione Emilia-Romagna, Coca-Cola Italia**

EDUCATION

• Master Degree in Architecture at University of Architecture of Venice (IUAV)
with Arch. Albert Viaplana y Vea from Universitat Politècnica de Catalunya - Barcelona (Spain)

• Universidad Politécnica de Madrid - Erasmus interexchange scholarship program

• Domus Academy - Milano (Italy), "PIC NIC Your Communication Breakfast". interaction design Master degree

• ICP - International Center of Photography NYC - Lighting Foundation Course



CONTACTS

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IG: [@streetfauna](#)

SPECIALITIES

User Experience Design • Application UI • Creative Direction • Photography • Product Branding & Design • Digital Brand Identity

SKILL & DESIGN QUALITIES

- Strong communication, time management and interpersonal skills
- Strong conceptual thinking - both visual and interactive
- Ability to manage people and multiple projects simultaneously
- Excellent knowledge of design, typography & technology
- Thorough and meticulous
- Fast and able to work under pressure
- Capable of designing and handling a large variety of styles
- Ability to stick to the creative brief and other guidelines
- Strive to define the look and feel of large, industry-leading sites
- Superior knowledge of the Adobe Creative Suite

LANGUAGES

ITALIAN - Mother tongue

SPANISH - Fluent

ENGLISH - Very Fluent

FRENCH - Good understanding

AWARDS & EXHIBITIONS

2012: Artist in the world: never ending Art Trip - Exhibition Gowanus Loft, Brooklyn, NY

2012: Exhibition and silence auction for Brooklyn Family Defense Project - Children's Museum of the Arts, New York

2011: Grana Padano Award for Visual Arts - New York

2008: Message on the bottle - Exhibition Triennale di Milano

2007: Gruppo Hera - 6th place in the Halvarsson & Halvarsson Webranking

2004: Get@bility Award Giovanni Zanichelli by Asphi for the web Comune di Anzola dell'Emilia, as best accessibility website, Bardi Web Award

2003: 1st Prize for ERMES best italian site at Italian Web Awards

2003: Get@bility Award Giovanni Zanichelli by Asphi for Spazio Europa, best accessibility site - Bardi Web Award

JUDGE

2013-2018: WebAward - <http://www.webaward.org>