Résumé

of Alessandro Di Tecco

tl;dr — Quick outline

Profile & skills

- **UI Designer & Entrepreneur**
  I'm a User Interface Designer with an entrepreneurial mindset. In the past 5 years I've been working on my own ventures, developing firsthand experience of what it means to build, sell, and maintain a product or service.

- **A designer who enjoys coding**
  My primary output is high-fidelity mockups designed in Adobe Photoshop; however, I can code basic HTML & CSS (for example, I hand-coded my responsive portfolio).

What I do today (2016)

- **2011 to present — Simplest**
  Simplest is my one-man-band User Interface Design studio: simplest.io

- **2013 to present — Geekville**
  I'm the creator of Geekville, a coworking space for digital & creative pros: geekville.it

Past work (2007–2013)

- **2012 - 2013 — The Collective**
  I created The Collective, the first authentic coworking space in Verona: thecollective.it

- **2011 - 2013 — The Digital League**
  I created The Digital League, a local community for tech enthusiasts: thedigitaleague.org

- **01–06/2011 — Ninja Marketing**

I wrote for Ninja Marketing, one of the leading Italian marketing blogs, both as a contributor for the Startup section, and as an editor for the Design section: My posts on Ninja Marketing

- ## 2010 - 2011 — Clab Comunicazione
  I worked as a Copywriter & designer for digital projects at Clab Comunicazione

- ## 2007 - 2009 — BCF
  I worked as a Copywriter at [BCF](BCF)

Other experiences (2012–2014)

- ### 03–05/2014 — Behance Portfolio Reviews Verona
  I was the lead organizer for Behance Portfolio Reviews Verona 2014: BPR Verona 2014

- ### 10–12/2012 — Startup Weekend Verona
  I was 1/3 of the organizing team for Startup Weekend Verona 2012: SW Verona 2012

Contact info

The best way to get in touch with me is via good-old e-mail.

- If you're interested in hiring me for design work, please write to: hello@simplest.io

- For any other matter, my e-mail is: alessandro@ditecco.me

The full story*

(*) This isn't exactly a résumé; it's more of a story of my professional path so far. However, those who don't have the time to read all this stuff will appreciate the previous "Quick Outline" section.

2011 - 2016 — Simplest
Freelance User Interface Designer

I've been designing interfaces as a freelancer since 2011; starting from 2015, I decided to create my solo User Interface Design studio: I called it Simplest, to remind myself that the simplest user interfaces & interactions are the building blocks of the best digital experiences.

Over the past 5 years I designed a diverse range of digital products, often taking care of the full product image, from identity to marketing visuals: subscription e-commerce sites, highly detailed web apps, multi-platform apps, & more. → Check out my works

Moreover, given my current entrepreneurial experience in building and managing a coworking space, I developed an understanding of what it means to build a product: from design (both in the physical and digital realm) to marketing & sales, pricing, admin, client acquisition, client retention, customer care, and all the daily problem-solving founders are accustomed to.

2013 - 2016 — Geekville
Creator, Co-Founder, All-around Designer

Founded in oct. 2013, Geekville is a coworking space for digital and creative professionals operating in the Verona area. → Visit the website

Inspired by the coolest startup HQs, Geekville is no ordinary workplace; while providing state-of-the-art office facilities, its friendly and creative vibe encourages socializing and knowledge sharing among coworkers.

Geekville also creates courses and workshops with its learning branch → Geekville Learning

Credits: Geekville has been founded and built with the help of my business associate Francesco Adami, with whom I'm running the company today.

2012 - 2013 — The Collective
Creator, Co-Founder, All-around Designer

In 2012 in Verona there weren't any significant coworking spaces; sure, there were plenty of professionals & companies with more office space than they needed, who rented their spare rooms making some cash in the process: but I call this subletting, not coworking.

So, there wasn't any company whose only focus was offering young professionals & startups a place to work, for a reasonable price. The Collective was built around this exact need, and effectively filled this void as the first authentic, state-of-the-art coworking space in Verona.

During its life span The Collective brought a lot of people together: some of them became business partners, others just good friends. Some people elected the space as a second house, some others realized it was the right place to work on those projects they kept in a closet for too long. Others were so inspired they decided to try and build a coworking space on their own. Either way, The Collective made a lasting impact.

Credits: a big help in building and running The Collective came from my business associate Francesco Adami, with whom I'm currently running Geekville.

2011 - 2013 — The Digital League
Founder, All-around Designer

The coolest tech events in Italy, both big or small, are usually held only in major cities like Milan or Rome. I've been thinking of a way to bring them to Verona, my city, since 2009. It was only after 2 years, in 2011, that I founded The Digital League: a non-profit association aiming to bring the best national/international tech & digital events to Verona . By gathering people around topics such as internet culture, tehnology, startup & entrepreneurship, TDL aimed to create a local digital community.

In its 2 years of existence TDL accomplished a number of remarkable things:

- Founded The Collective, the first authentic coworking space in Verona;

- Created DigitalDrink, a networking event that gave several startups the opportunity to pitch their product to a selected audience;

- Created connections and relationships, in the form of media partnerships, with many tech conferences in Italy and abroad;

- Contributed to Startup Weekend Verona 2012 with a paid sponsorship.

01–06/2011 — Ninja Marketing
Contributing writer

Ninja Marketing is one of the leading Italian marketing blogs, with a focus on unconventional & social media marketing.

As a contributor for the Startup section I wrote news and features, interviews and analysis about the Italian startup scene. → Read my posts on Ninja Marketing (in Italian)

04–06/2011 — Ninja Marketing
Editor

The Design Section introduced a big change in NM's marketing-centric tradition; as an editor I was given the task of launching the new section, establishing an editorial line, and recruiting a team of contributors. → Read my post for the launch of Ninja Marketing Design (in Italian)

2010 - 2011 — Clab Comunicazione
Copywriter

Clab Comunicazione is an ad agency. I worked mainly as a Copywriter, but I was also in charge of everything digital (websites, online adv, et al) both from a design & management standpoint.

2007 - 2009 — BCF
Copywriter

BCF is an advertising agency & industrial design studio with 30+ years of experience. I worked mainly as a Copywriter, but also did a number of other things such as pitching creative projects to top agency clients and managing digital projects.

Other experiences

03–05/2014 — Behance Portfolio Reviews
Organizer

I was the lead organizer of Behance Portfolio Reviews Verona 2014, for the first time ever in the city: → Behance Portfolio Reviews Verona 2014

Behance Portfolio Review is a networking event aimed specifically at creatives, with the purpose of promoting the practice of design critique.

As an organizer, I took care of:

- Marketing the event;
- Selling tickets;
- Preparing the event location (before & after the event);
- Running the event;

- Communicating with Behance HQ in US.

Credits: a big help for recruiting Special Guests and Review Leaders came from Stefano Torregrossa & Matteo Cuccato, who leveraged their personal and professional network for the cause.

04/2013 — Startup Weekend
Coach

In april 2013, H-Farm (one of the top italian startup accelerators) organized and hosted Startup Weekend Venice; I was invited to join the event as a Coach: → Startup Weekend Venice 2013

The role of Coaches in Startup Weekend's formula is an important one: a Coach is basically an expert in his field — in my case, UI Design & Logo Design — who follows each team and contributes with his knowledge.

10–12/2012 — Startup Weekend
Organizer

I was one of the 3-people-team who organized Startup Weekend Verona 2012, for the first time ever in the city: → Startup Weekend Verona 2012

Organizing a Startup Weekend is no easy task: it involves a lot of planning and the ability to wear many different hats:

1. Finding sponsors;

2. Recruiting Coaches and Jury members;

3. Marketing the event;

4. Doing PR for the event;

5. Selling tickets and providing customer service;

6. Preparing the event location (before & after the event);

7. Running the event, & making sure it follows the planned schedule;

8. Assigning prizes, and communicating with the sponsors who make them available;

9. Doing admin work (collecting payments, invoicing, etc);

10. Constantly communicating with Startup Weekend HQ in US.

I worked mostly in areas 02, 03, 05, 06, 08. I also created the event identity: → Startup Weekend Verona 2012 on Simplest

Thanks to the work of everyone involved the event was a great success, with 120+ attendees.