



# VITO SCANDOLO

UX/UI Designer Art Director

## PROFESSIONAL SUMMARY

I'm a UX/UI designer with a solid foundation in Art Direction within the advertising industry. My background equips me with a strategic mindset and a strong sense of aesthetics, enabling me to conceptualize and execute design solutions that align with brand identity and messaging. I consistently infuse each project I undertake with passion and a commitment to excellence, while also actively contributing to corporate growth goals.

## SELECTED PROJECTS

### Kin-up - A Wellness app

Personal Project - Mobile app [link](#)

Once started as a bootcamp assignment is now a fully fledged Hi-fi prototype. It's a wellness app project that leverages Artificial Intelligence integration with emphasis on micro interactions. The goal was finding a solution that retains client's customers while promoting healthier habits to reduce stress levels.

### DesignHotels.com - UX redesign

Bootcamp Project - Website [link](#)

A fast paced project with a focus on usability and iterative user testing. As a UX/UI designer I leveraged my skills to deliver fast iterations following user testing and a pixel perfect hi-fi prototype. The goal was to provide an alternative solution the hotel product pages in full respect of the branding, and by listening to user's feedback it's considered a dramatic improvement.

### 595° - rebranding

Heimat TBWA - Brand identity, communication strategy, website [link](#)

A complete rebrand to face the rapidly changing global market of automotive and aviation. From communication strategy to corporate identity, from brand imagery to booth design, I oversaw every aspect of the project to deliver a consistent online and offline presence.

## EDUCATION

### UX/UI Design

Nov 2024 - Feb 2025, 9 week Bootcamp @ Ironhack Berlin

### Advertising & Communication

2007 - 2009, Three Year Diploma @ IED Turin

## PROFESSIONAL EXPERIENCE

### Heimat TBWA

Berlin, Mar. 2017 - Mar. 2024 - Art Director / Designer

- Completed 3 seasonal campaigns launch for HORNBACK
- Shipped product-catalogue projects from conception through completion, (OPEL Grandland X, Combo Life Cargo, Insignia GSi, Zafira)
- Redesigned corporate identities for various German and International brands including 595°, OPEL, HORNBACK, SPAX

### Previously

2008-2016

Designer, Art director @ Jaceleroi, Italy - DELVERDE, ZONIN

Art Director at Leo Burnett, Italy - FIAT JEEP, TRENTINO

Art Director at Armando Testa, Italy - LANCIA FIAT ALFA .ROMEO



## PORTFOLIO

[www.vitoscandolo.eu](http://www.vitoscandolo.eu)

## LINKEDIN

[vscandolo](#)

## CONTACTS

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## SKILLS

UI Design  
Design systems  
User Experience  
User Interface  
Interaction Design  
Hi-fi Prototyping  
Atomic design  
Wireframing  
Storyboarding  
Corporate Identity  
Branding  
Animation  
Print Design  
User journey  
User research  
Video editing  
Prototyping

## TOOLS & TECHNOLOGIES

Figma Framer InDesign  
Illustrator Photoshop  
Premiere Pro

## OTHER SKILLS

HTML CSS

## LANGUAGES

English (advanced)  
Spanish (native)  
Italian (native) German (beginner)