

**FEDERICO KRATTER THALER**

Product Designer

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*Hello*, I am Federico, a digital product designer focused on user experience, user interface and interaction. I have been creating mainly UX/UI design over the past 3 years, but my work spans across digital design to branding, as well as creative & art directions, graphics, interior design, photography and frontend development. I build experiences from screens, mobiles to physical spaces. No matter the mediums, through my work I aim to blur the line between design, art and technology while always pushing the boundaries of my creativity.

## Enough talk. Show me more but less.

### EXPERIENCE

#### Product Designer

*Octostar, from February 2023*

At Octostar I'm developing the next generation of investigative intelligence software

#### Judge

*CSSDA, from January 2023*

CSS Design Awards Official Judging Panel Member

#### Design Mentor

*adplist.org, from January 2023*

I'm mentoring designers on adplist.org

#### User Experience & Interaction Designer

*IT Value Partner, from September 2022 to February 2023*

At IT Value Partner I developed software as a service, taking care of all the design phases, from user research, to the definition of the user experience up to the delivery to the development of the user interface.

#### User Interface & Interaction Designer

*Value Partners, from April 2021 to september 2022*

At Value Partners I took part to various projects as User Interface Designer, as well as User Experience & Interaction Designer, collaborating with clients such as Juventus, UnipolSai, Zegna, Crif, Edison and OneofUs.

#### UX/UI Designer

*Freelancer, from July 2020 to April 2021*

As a freelancer I have collaborated with different brands, such as Finanz, MemoriesNow, Sponsor.smart, Take Eat Easy, The Language Grid, Dropshot and others, helping them to develop digital products with human-centered experiences and outstanding interfaces.

#### Visual & Brand Designer

*Freelancer, from from May 2019 to April 2021*

As a freelancer I have collaborated with different brands, such as OpenBeach Milano, Evodia, Gianluca Rossi Party&Events, Children in Crisis and others, helping them to develop coordinated visual&communication campaigns and digital contents.

#### Visual & Web Designer

*Liligutt, from September 2020 to February 2021*

At Liligutt I designed graphic concepts and web contents for Linda Meyer Henschel website.



EDUCATION

Workshop Light Verona

Politecnico di Milano, from April 2020 to May 2020

Urban installations of light for a city to be relaunched from a tourist point of view.

Interior design bachelor degree

Politecnico di Milano, from Semptember 2017 to July 2020

Thesis title: Otto e mezzo nello sguardo di Paul Ronald.

High school diploma

Liceo Scientifico Elio Vittorini, from Semptember 2012 to July 2017

Scientific high school diploma.

AWARDS

Honorable Mention

awwwards, February 2023

Special Kudos, Best UI, Best UX, Innovation Awards

CSS Design Awards, January 2023

Top 10 teams

Reply Creative Challenge 2022, June 2022

Recognized as one of the 10 best team in the Customer Experience category of the Reply Creative Challenge, with 962 participating teams.

CERTIFICATION

Gamification - How to Create Engaging User Experiences

The Interaction Design Foundation, August 2022

Agile Methods for UX Design

The Interaction Design Foundation, August 2022

Design for the 21st Century with Don Norman

The Interaction Design Foundation, August 2022

Journey Mapping

The Interaction Design Foundation, August 2022

Service Design: How to Design Integrated Service Experiences

The Interaction Design Foundation, August 2022

User Experience: The Beginner’s Guide

The Interaction Design Foundation, August 2022

Idea Booster Lab Program

Idea Booster Lab, May 2022

Training program designed to improve the entrepreneurial skills of early stage startups and newly founded companies.

Next.js & React

Udemy, April 2022

Frontend Next.js and React technologies course.

Toeic B2

Eas Milano, August 2020

Test of english for international communication, level B2.