

Antonino Omar Amato - Curriculum Vitae

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Work Experience

Fractional Lead Product Designer

Rekord AG, London, UK, Remote

Sept 2025 – Dec 2025

Rekord is a digital innovation company which, for this project, supported AMRC in advancing industrial asset management.

As UX/UI Design Consultant, my responsibilities included:

- Leading the design and prototyping of a digital product passport system for wind turbine components, focusing on user-centered wireframes and workflows.
- Designing functional layouts to support real-time monitoring, data-driven decision-making, and traceability of operational processes for engineers and managers.
- Preparing and presenting strategic deliverables for client meetings, ensuring alignment across stakeholders and enhancing usability in an industrial context.

Senior UX Designer Consultant

Movyon, Florence, Tuscany

October 2021 – Today

MOVYON is a professional team within "Autostrade per l'Italia" specializing in designing, integrating, and implementing innovative solutions to make mobility more accessible, cities smarter, and infrastructure safer and more sustainable. As the principal designer, my responsibilities include:

- Providing information on usability, accessibility, and design specifications for IoT, OT, and managerial software.
- Conducting user interviews, analyzing scenarios, creating journey maps, developing hypotheses with the product team.
- Sketching wireframes, testing wireframes, creating mockups, and providing developer specifications.

Senior UX Designer Consultant
Italiaonline, Milan, Lombardy
December 2020 – September 2021

Italiaonline is a major web company offering a wide range of products and services used by 29.8 million unique users per month. As a design lead, I:

- Led the design vision and product direction.
- Oversaw the design process for new features, conducting surveys, creating user journey maps, developing wireframes, conducting focus groups, and testing.
- Designed the user interface (UI) and visual design of the product, creating a Design System using an atomic design approach.
- Provided technical specifications to developers to ensure the design was executed as intended.

Freelance Product Designer
Comqura, Catania, Sicily
June 2019 – November 2020

Comqura is a healthcare e-commerce app for the Italian market, allowing the delivery of medicines, including prescription one-off or repeat orders. As a UX designer, I:

- Redesigned all interactions and user experience (UX) of the app for the next upgrade.
- Collaborated closely with the CEO and CTO to map customer journeys, create wireframes, develop prototypes, and conduct user testing sessions.
- Improved the app's overall usability, enhancing user engagement and satisfaction.

Senior Product Designer
Yumpingo, London, Greater London
March 2019 – June 2019

Yumpingo is a Customer Experience service for the restaurant industry, enabling customers to view a digital bill on an Android device, leave a review, and pay at the table. As a Senior Product Designer, I:

- Collaborated with the Product Manager to understand business and user needs.
- Developed wireframes, conducted user testing sessions, and created a design system and style guide.
- Designed a seamless user experience, improving customer satisfaction and engagement.

Lead UX/UI Designer
nkoda, London, Greater London
December 2018 – March 2019

nkoda is the largest database of original music scores, featuring 110,000 pieces of music available through a subscription-based model. As a Lead UX/UI Designer, I focused on:

- The onboarding process, SERP, and annotation tools.
- Leading a team of Junior Designers and establishing a design process, creating user journey maps, defining user needs, developing user flows, designing wireframes, and conducting testing using InVision or paper prototyping.
- Creating styles, the Design System, and providing specifications to developers, enhancing the overall user experience.

UX/UI Designer
ClearScore, London, Greater London
May 2018 – June 2018

ClearScore is a prominent FinTech company in the UK, focused on revolutionizing personal finance management. As a designer, I:

- Contributed to the company's growth by working on numerous concepts for private Keynote events.
- Created interactive screens, animations, and graphic assets for booths, effectively communicating the company's brand and message.

UX/UI Designer
Paradigma, Catania, Sicily
2013 – 2018

Paradigma is a dynamic team specializing in designing and developing digital products for startups and companies. As a designer, I:

- Worked closely with product owners and the scrum master, establishing a flexible process.
- Contributed to the development of diverse products, such as apps, web apps, and e-commerce platforms for well-known brands like Orange Fiber, Telecom Italia, and Moak Coffee.
- Focused on the UX and UI of products, creating engaging and effective user interactions.

Education

Design for a Better World with Don Norman

The Interaction Design Foundation

2023

Certificate

Agile Methods for UX Design

The Interaction Design Foundation

2025

Certificate

Interaction Design

IED – Istituto Europeo di Design, Rome

2009 – 2012

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