Omar Amato
SENIOR UX DESIGNER

PRODUCT DESIGN PORTFOLIO

2020 / 2023

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Presentation letter

I am Antonino Omar Amato, a Product Designer with over a decade of experience in the field. My passion for design and innovation has guided me through various professional experiences, allowing me to contribute to impactful projects.

Currently, I am a Senior UX Designer Consultant at Movyon - Autostrade per l'Italia. In this role, I am responsible for providing insights on usability, accessibility, and design specifications for innovative solutions. I have conducted user research, developed wireframes and mockups, and ensured a smooth and intuitive experience for products related to IoT, OT, and management software.

Prior to this, I held the position of Senior UX Designer Consultant at Italiaonline. I led the design process for new features, from initial research to user interface (UI) design. I also created a Design System using an atomic design approach, ensuring design alignment and consistency.

In the past, I have had the opportunity to collaborate with companies such as nkoda and Yumpingo in the United Kingdom. At nkoda, I contributed to redesigning the experience of the world's largest sheet music database, resulting in increased user interaction. At Yumpingo, I worked on improving the customer experience in the restaurant industry by creating a smooth and engaging user experience for tableside payment.

My passion for design and attention to detail have led me to earn awards and recognition along the way. My education at IED in Rome has enriched my understanding of the interactions between users and technology.

I am an advocate for a user-centered approach and believe that design has the power to improve people's lives. In my portfolio, you will see projects that demonstrate my commitment to creating extraordinary and meaningful experiences.

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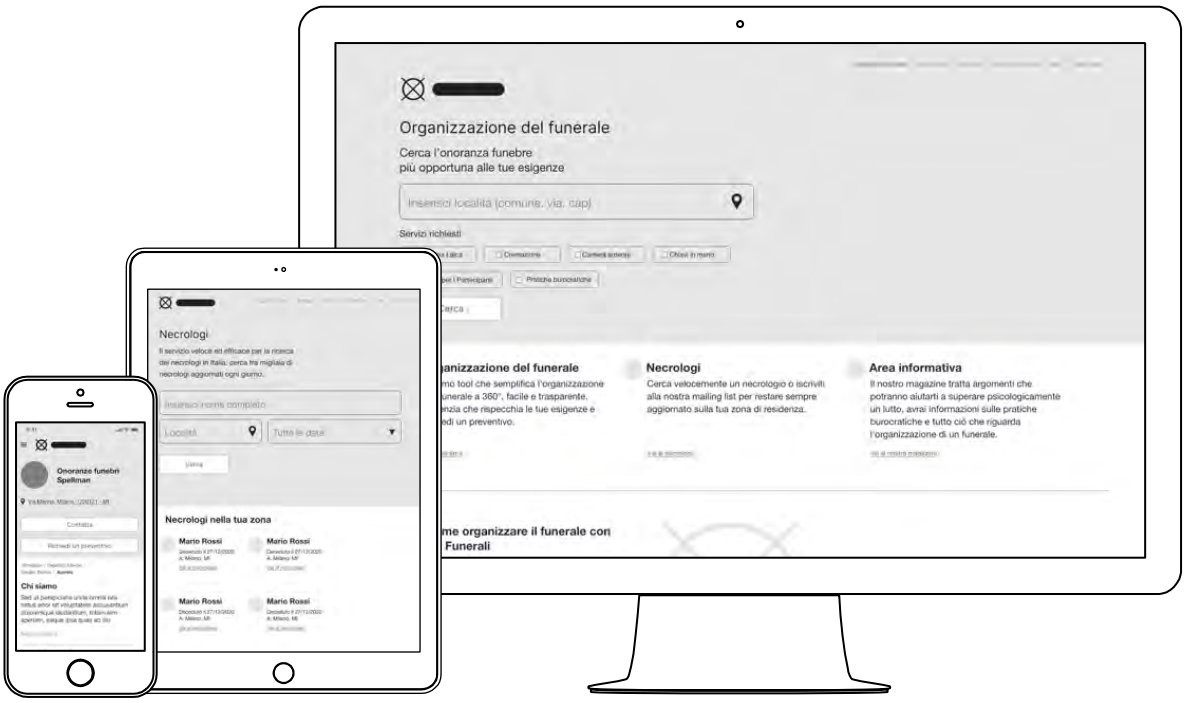
Italiaonline - Pagine Bianche in memoria

- Introduction
- Team collaboration
- Wireframing and Interaction Design
- User Testing and Optimization
- Style Definition and Design System



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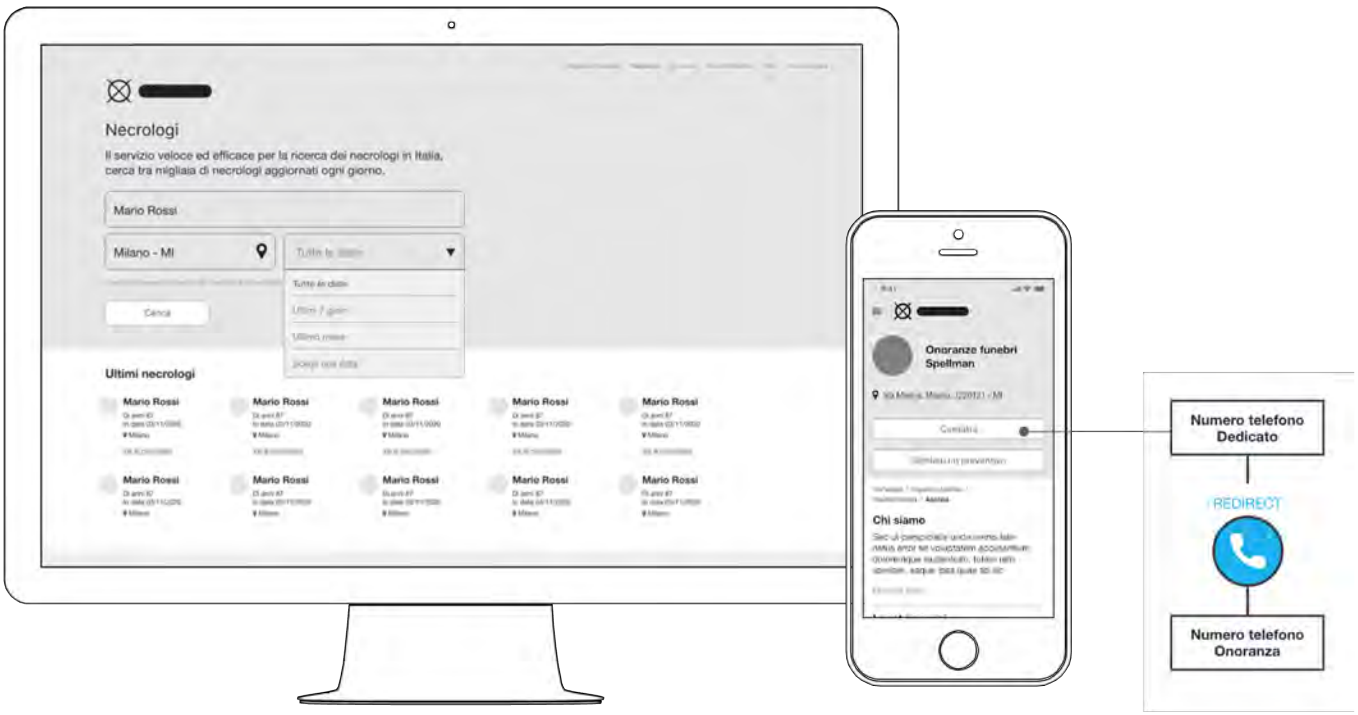
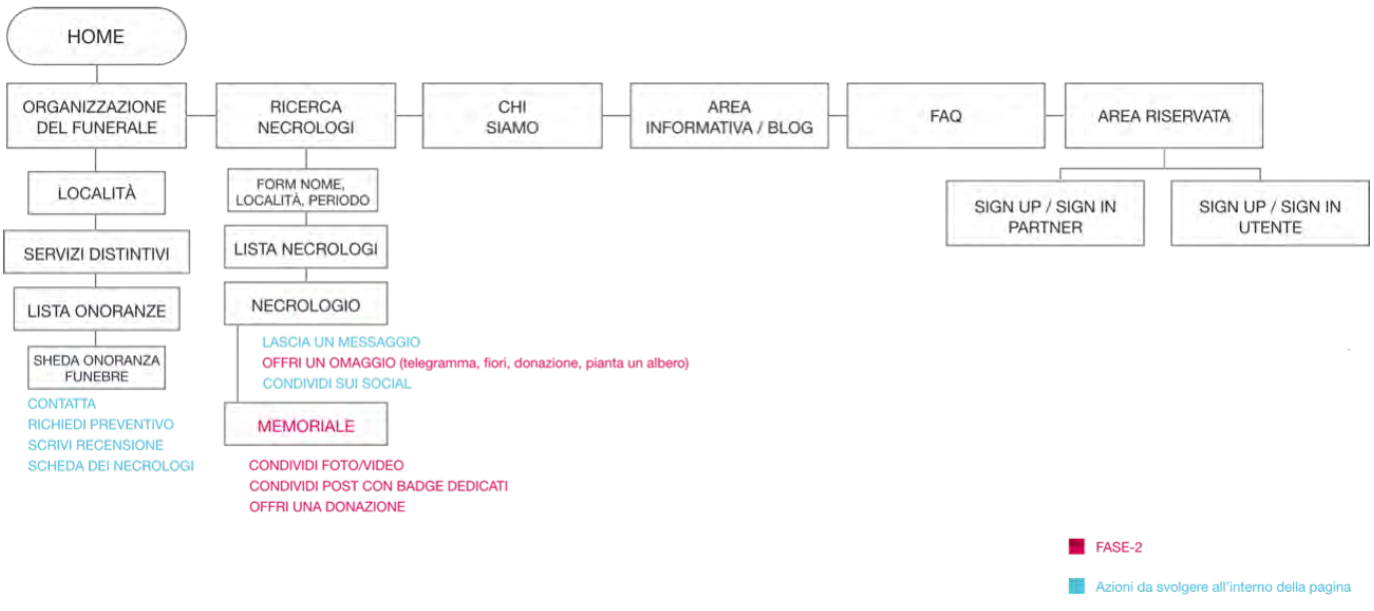
Pagine Bianche in memoria

Intro

During my tenure as a Senior UX Designer at Italiaonline, I had the opportunity to lead the design and development of the "Pagine Bianche In Memoria" project. The main objective was to create a meaningful and engaging experience for users, celebrating the memory of places and people through a captivating and intuitive web interface.





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Team collaboration

I worked closely with the team at Italiaonline, including the product managers, to clearly define the requirements and thoroughly understand the users' needs. This initial phase was crucial in establishing a solid foundation upon which to build the product design.

User Research and Needs Definition
I collaborated with the product managers to create targeted questionnaires that provided detailed insights from funeral directors and individuals aged between 38 and 58. These data helped us understand user expectations and define key needs.

User Journey Map and Personas Analysis
Based on the collected data, I created detailed user journey maps to model the users' path through the interface. I also conducted personas analysis to gain a clear understanding of users' characteristics, goals, and behaviors.

User Flow Definition and Wireframing
Using the user journey maps, I defined the complete user flow of the interface. Subsequently, I created detailed wireframes to ensure an intuitive and cohesive experience across desktop, tablet, and mobile devices.

User Testing and Optimization
I tested the wireframes with a group of 25 participants, gathering feedback and observing user interactions. This process allowed us to make significant optimizations based on real user experiences.

Metrics-Driven Decision Making
The final design choices were guided by the metrics collected during user testing. We adopted an evidence-based approach to ensure the effectiveness and usability of the interface.

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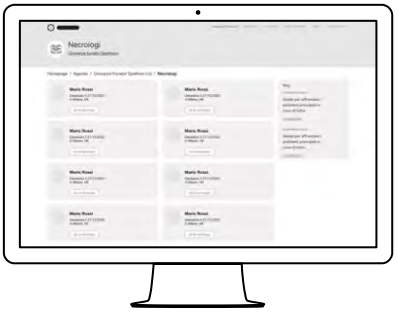
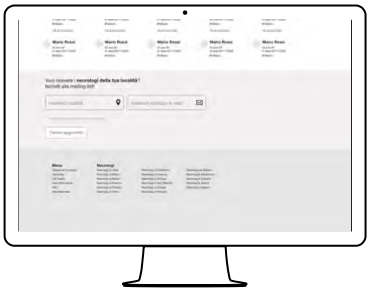
Wireframing

After the requirements definition phase, I developed detailed wireframes outlining the interface architecture and key user interactions. I paid particular attention to usability and ease of use, ensuring that each interaction was intuitive and met user expectations across desktop, tablet, and mobile devices.





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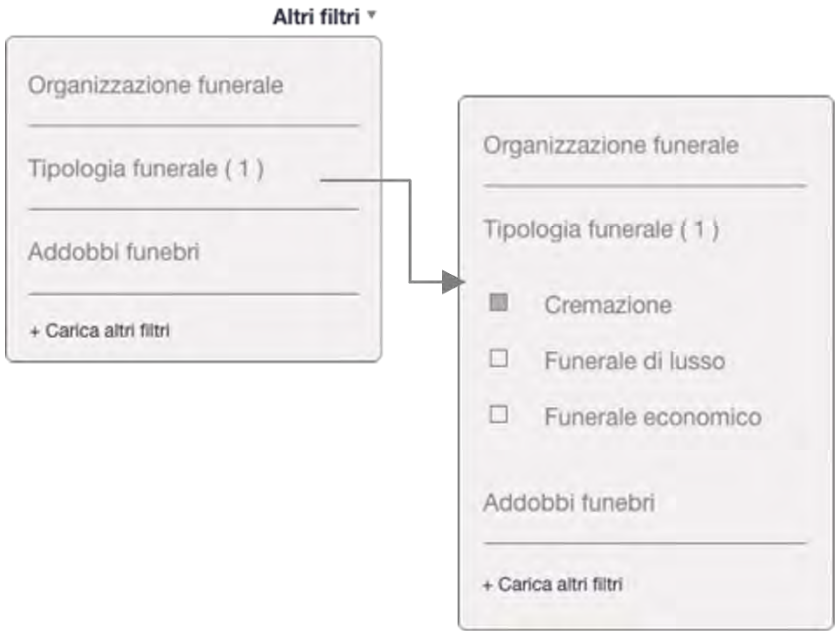
User Testing and Optimization

To ensure that the design met user needs across various platforms, I conducted thorough testing with real clients and users on all target devices. The feedback gathered during this phase was crucial for making enhancements and optimizations to the interface on each device. Each testing iteration contributed to refining the design, ensuring a high-quality experience on every screen.



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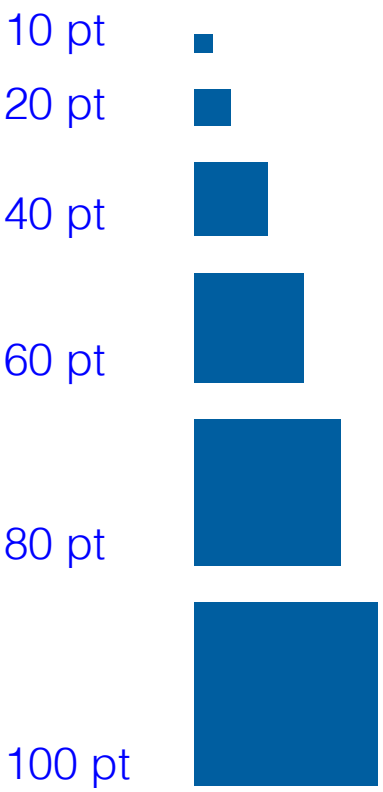
Style Definition and Design System

With the Design Team, we explored various conceptual solutions for the user interface to ensure seamless integration with existing Pagine Bianche products. After several iterations, we arrived at a cohesive visual style that best represented the brand and user expectations across all devices. This style was translated into a comprehensive Design System, replacing the final tested wireframes.

Colors

Athens Gray	Cod Gray	Endeavour	Malibu	Alto	Nobel
BG-color	Typography	Brand color	Secondary	Border and separator	Secondary text
#F5F5F6	#0D0D0D	#005EB8	#6AB2F7	#D0D0D0	#B2AEAE

Bounds



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Style Definition and Design System

Typography

Montserrat medium

18 16 14 12 11

Montserrat semibold

18 16 12

Montserrat Bold

44 38 22 18 16 12 11

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Style Definition and Design System

Pulsanti

MAIN

MAIN BUTTON

CERCA UN NECROLOGIO

SECONDARY ICONS [IN LISTING]

CHIAMA RICHIEDI CONTATTO SCHEDA

SECONDARY TEXT ONLY

CHIAMA THIS IS A BUTTON

TEXT CTA

MOSTRA ALTRI

CHECKBOX

This is a checkbox

RADIOBUTTON

This is a Radiobutton

ICONS

SHARE ICONS

Pulsante apri Mappa

VEDI SU MAPPA

FILTRI MOBILE

EDIT

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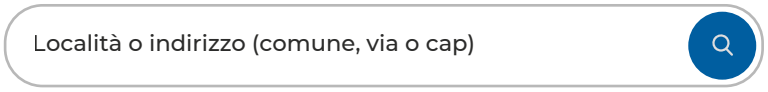
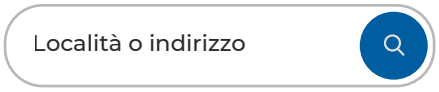
Style Definition and Design System

Searchbar

SEARCHBAR DESKTOP

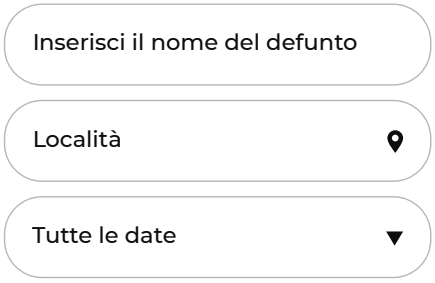


SEARCHBAR MOBILE



COMBO SEARCHBAR

COMBO SEARCHBAR MOBILE



Input fields

STANDARD FORM DESKTOP

STANDARD FORM MOBILE

MAILING LIST DESKTOP

MAILING LIST MOBILE

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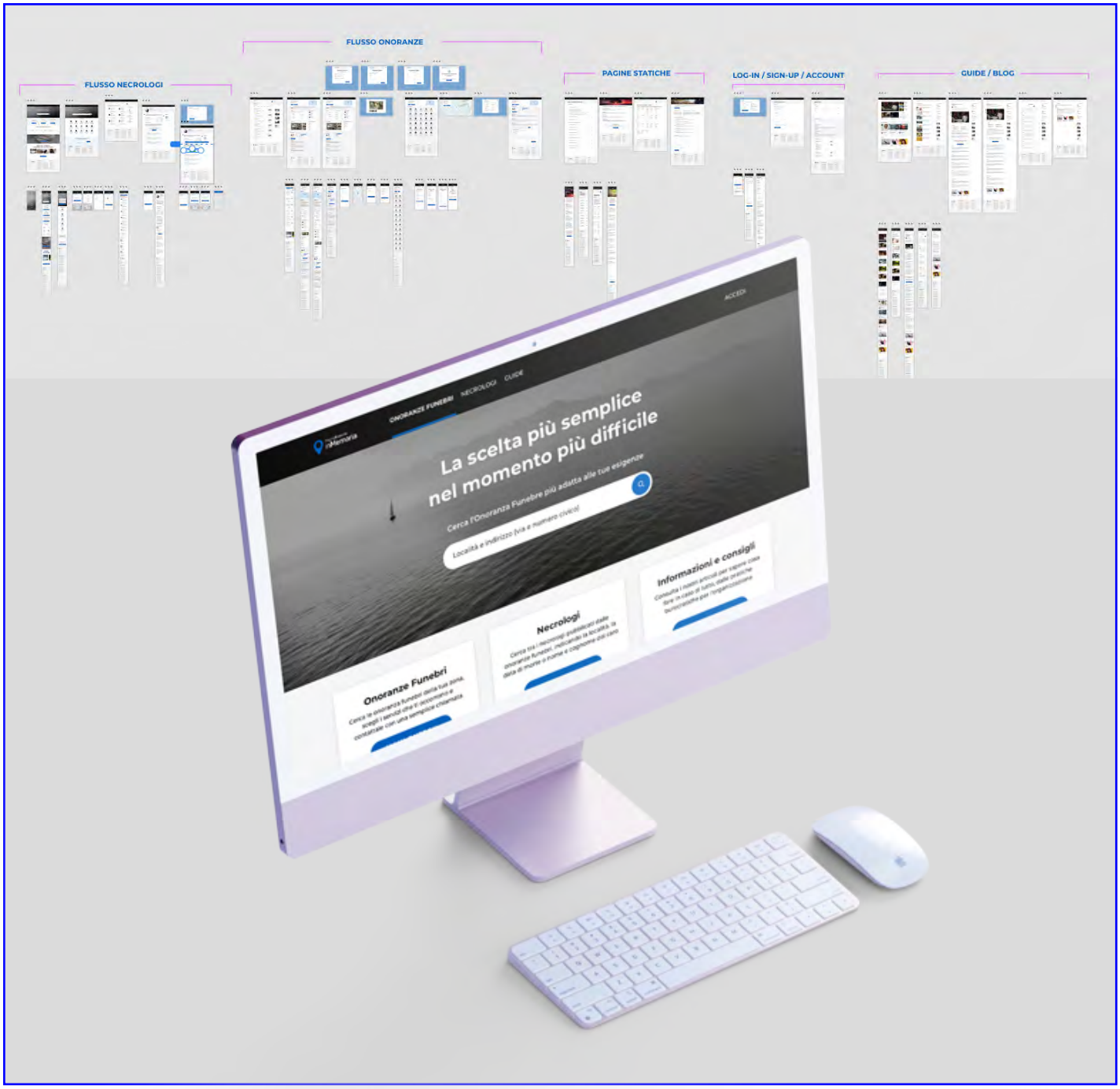
Collaboration with Front-end

I actively collaborated with front-end developers, providing detailed technical specifications and guidelines to ensure accurate implementation and interface consistency across desktop, tablet, and mobile devices. Accessibility was a priority during this phase, ensuring that the experience was usable for all users.



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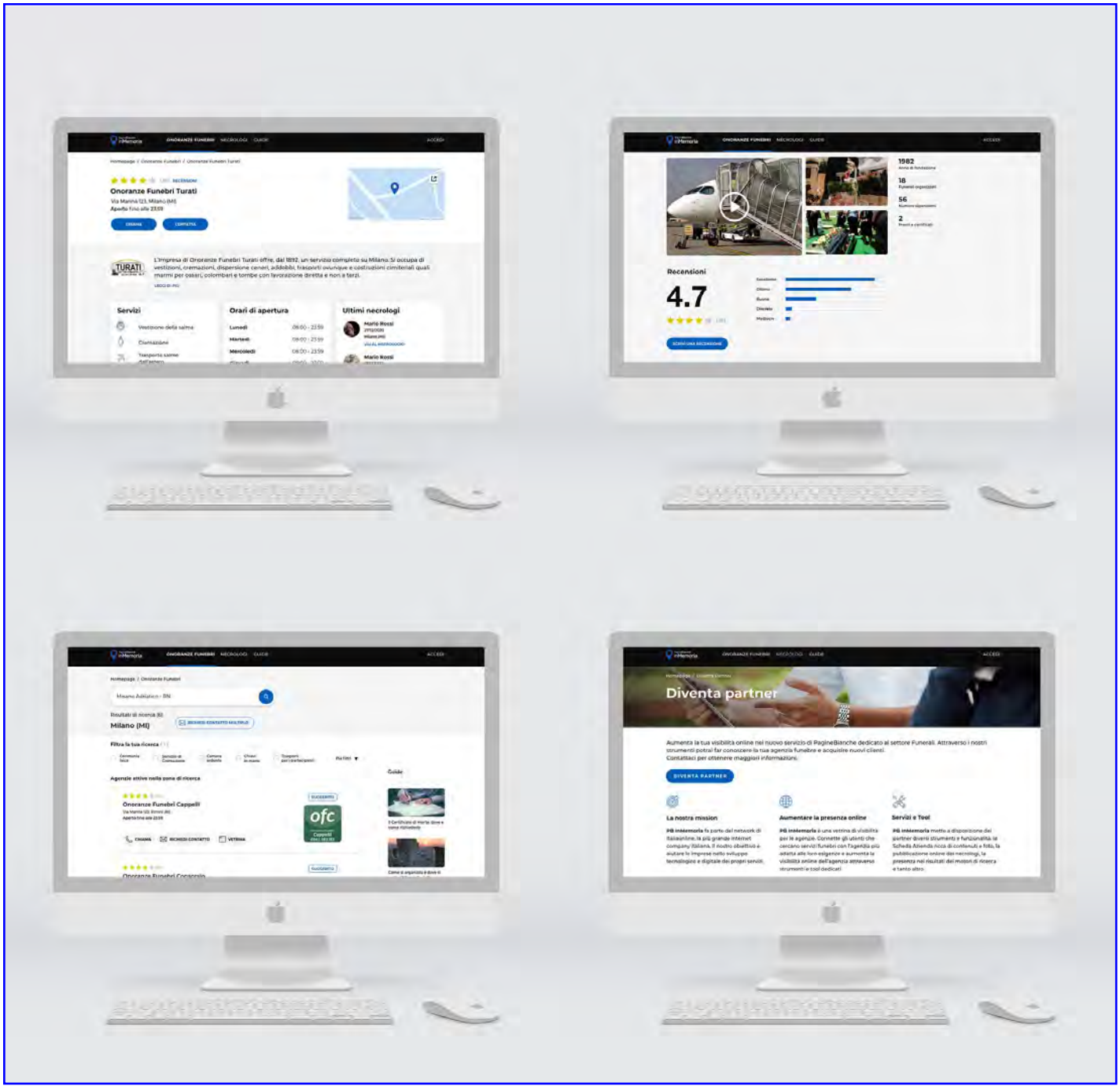
Results and metrics

The user-centered approach has led to tangible results across various platforms. Usability metrics have significantly improved compared to previous iterations, with a notable increase in conversion rates on desktop, tablet, and mobile devices. These results confirm the effectiveness of the design in optimizing the user experience on every screen and achieving project goals.



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MOVYON - Autostrade per l'Italia
BSB Video Management

Introduction and context

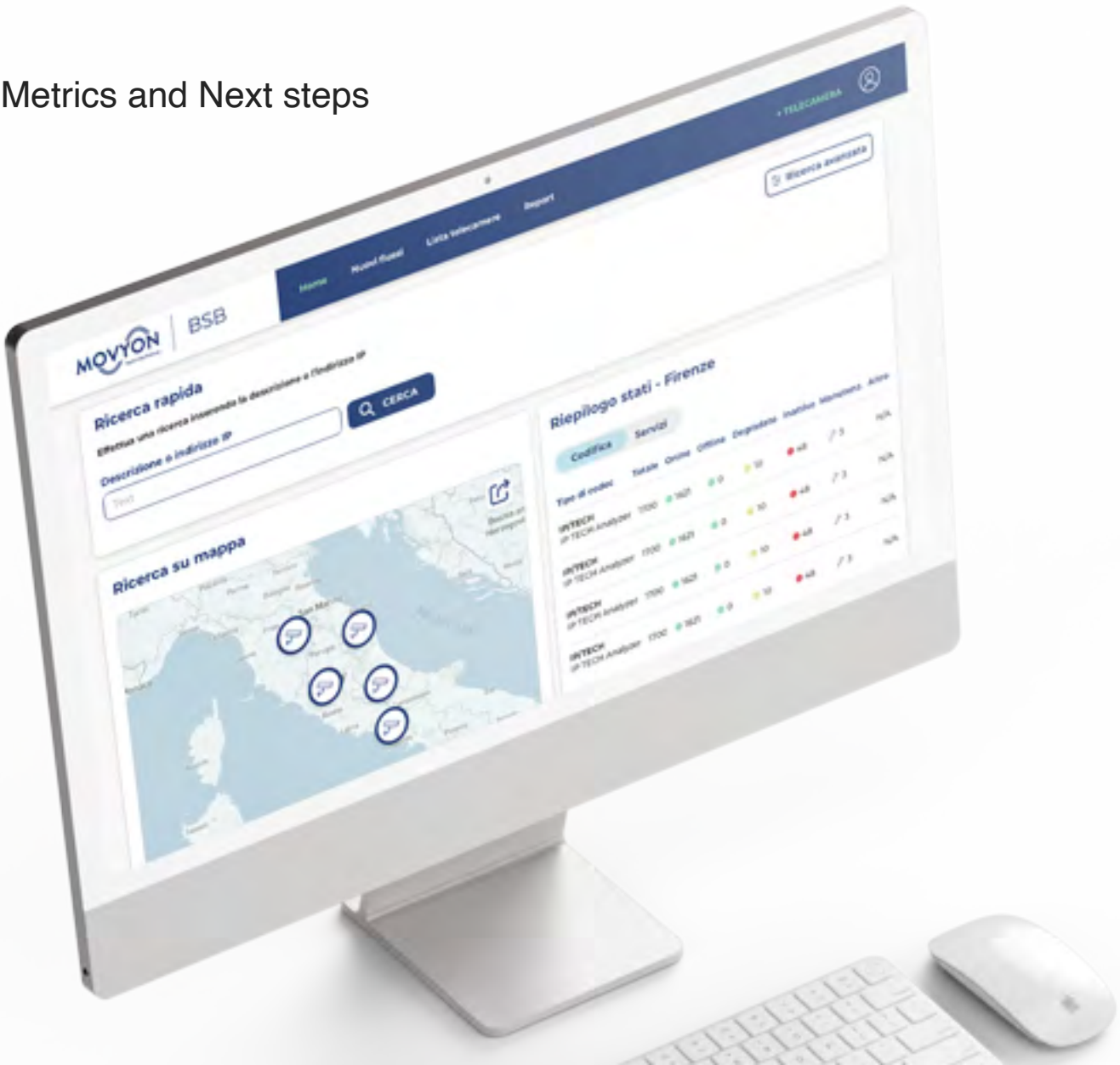
Team collaboration

Business and users need

User flow optimization

Dark mode

Metrics and Next steps



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SENIOR UX DESIGNER

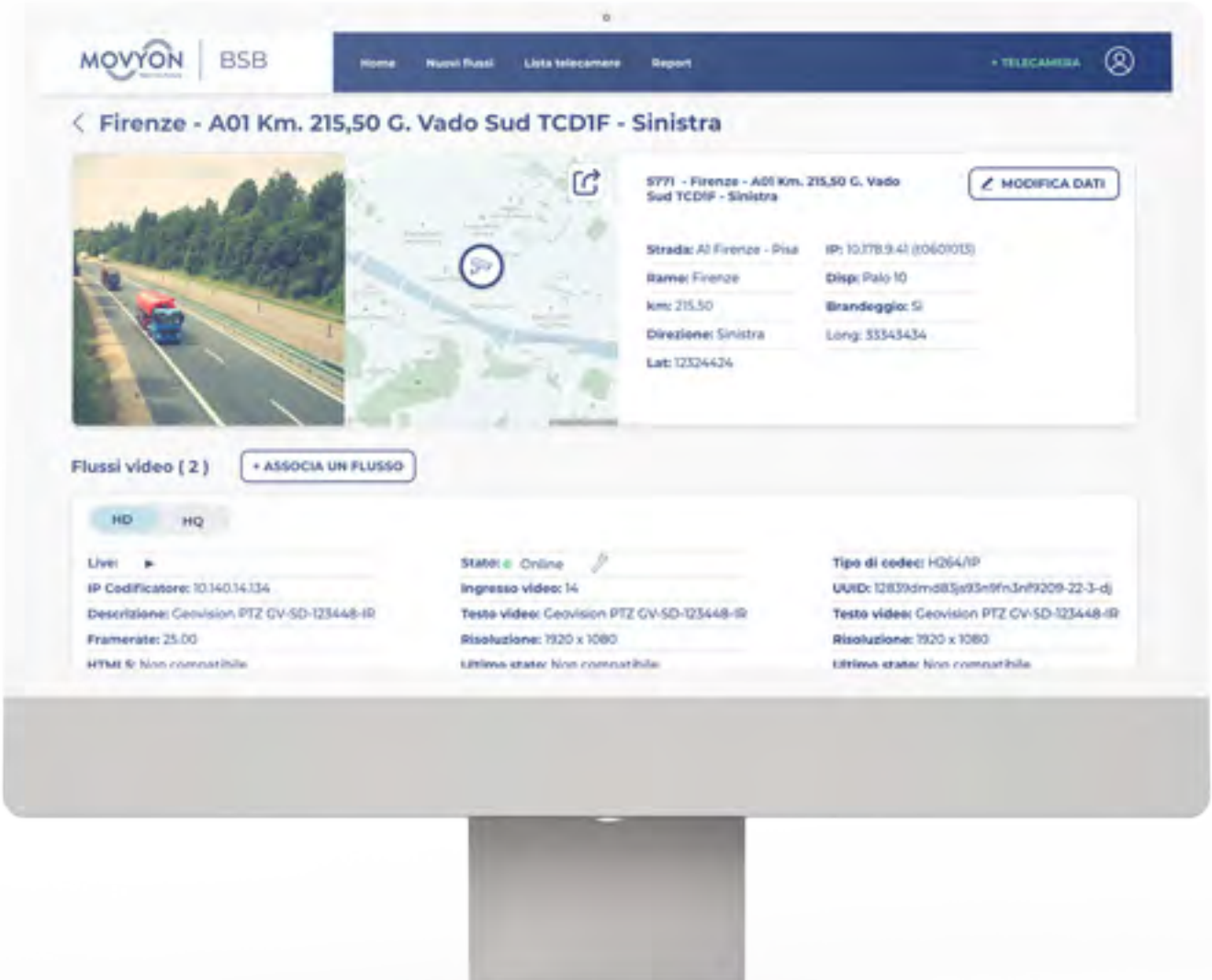
MOVYON - Autostrade per l'Italia
BSB Video Management

Introduction

I had the privilege of contributing as a Product Designer to the 'BSB Video Management' project at MOVYON. Initially led by Michele Baldini and later by Giovanni Bonini and Alessandro Braccini, I collaborated with the product team to address usability challenges and improve the user experience of this application.

Context

The project's goal was to renovate an outdated application responsible for managing cameras installed on highways, stations, and toll booths. The existing application not only lacked alignment with the MOVYON brand but also failed to provide utility to operators, imposing generic and complicated data on them. The underlying technology was equally outdated, motivating the decision to rebuild the entire infrastructure using cutting-edge technologies like Angular.



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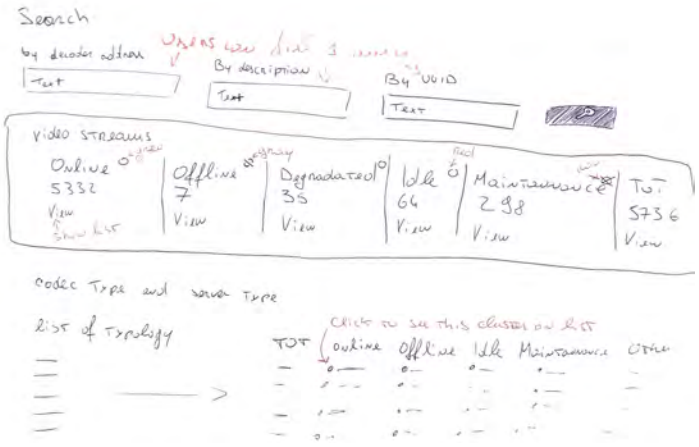
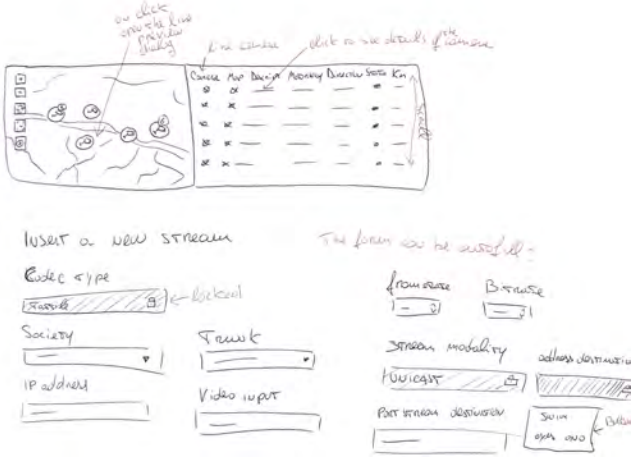
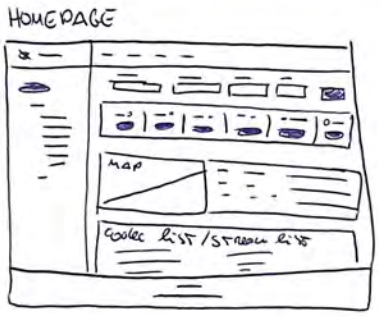
BSB Video Management

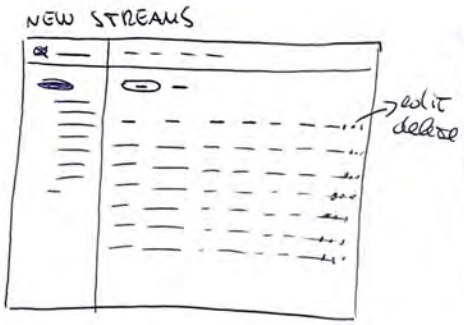
Team collaboration

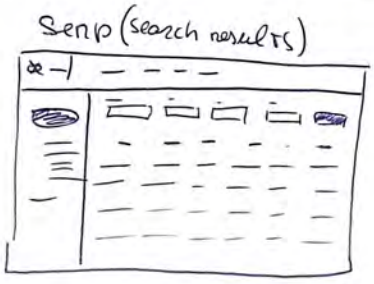
In collaboration with the team, we conducted regular working sessions during which we explored hypotheses, showcased, and tested low-fidelity wireframes and mockups. Additionally, I collaborated with a colleague during the Question and Answer (QA) process to address complex usability challenges and improve the user experience.

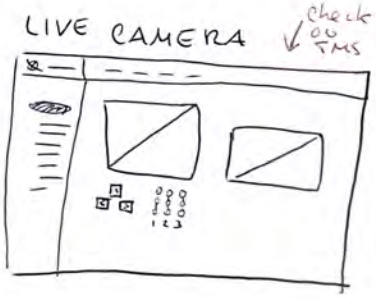












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BSB Video Management

Business and Users need

The application targets technicians responsible for installing, inspecting, and troubleshooting the extensive network of cameras. Radio room operators need to install new cameras, configure streaming and video servers, manage requests, and troubleshoot issues. Our hypothesis was that the current application provided poor support to operators due to the lack of shortcuts for quickly identifying problems. Consequently, we worked on a component to display all cameras in a selected area, organized by status (online, offline, degraded, etc.) and equipped with shortcuts for individual cameras.

Trovare le Telecamere Offline a Firenze

1. Effettua il login nell'area utente.
2. Fai clic su "Firenze" nella lista laterale o sulla mappa.
3. Fai clic su "Visualizza" sotto l'etichetta "Offline".
4. Visualizza i risultati delle telecamere offline.

Modificare le Informazioni di una Telecamera

1. Effettua il login nell'area utente.
2. Scegli il tronco dalla lista laterale o dalla mappa.
3. Utilizza il componente di ricerca.
4. Fai clic sul titolo del risultato.
5. Fai clic su "Modifica informazioni".

Creare un Nuovo Stream

1. Effettua il login nell'area utente.
2. Scegli il tronco dalla lista laterale o dalla mappa.
3. Nella barra di navigazione, fai clic su "Nuovi stream".
4. Utilizza le schede per navigare su "Inserisci manualmente" e compila il modulo.
5. Inserisci la Società.
6. Inserisci il Tronco (autocompletamento).
7. Inserisci l'Indirizzo IP.
8. Inserisci l'Input Video.
9. Inserisci Framerate e Bitrate.
10. Inserisci la Porta.
11. Fai clic su "Conferma".

Vedere una Telecamera in Tempo Reale dalla Mappa

1. Effettua il login nell'area utente.
2. Seleziona l'area dalla mappa.
3. Naviga sulla mappa per individuare la telecamera di interesse.
4. Fai clic sulla telecamera per vedere l'anteprima in tempo reale.
5. Fai clic su "Dettagli" per aprire le informazioni della telecamera.
6. Fai clic su "In diretta" per guardare la telecamera in tempo reale.

Vedere una Telecamera in Tempo Reale Senza Usare la Mappa

1. Effettua il login nell'area utente.
2. Filtra i tronchi dalla lista laterale.
3. Usa il componente di ricerca per trovare la telecamera.
4. Nella lista dei risultati, fai clic sull'icona "In diretta" per
vedere la telecamera in tempo reale.

Creare un Preset dell'Arrangiamento Corrente

1. Effettua il login nell'area utente.
2. Scegli il tronco dalla lista o dalla mappa.
3. Scegli la stazione radio (se ce ne sono più di una).
4. Scegli la sala.
5. Fai clic su "Preset".
6. Fai clic su "Salva l'arrangiamento corrente"

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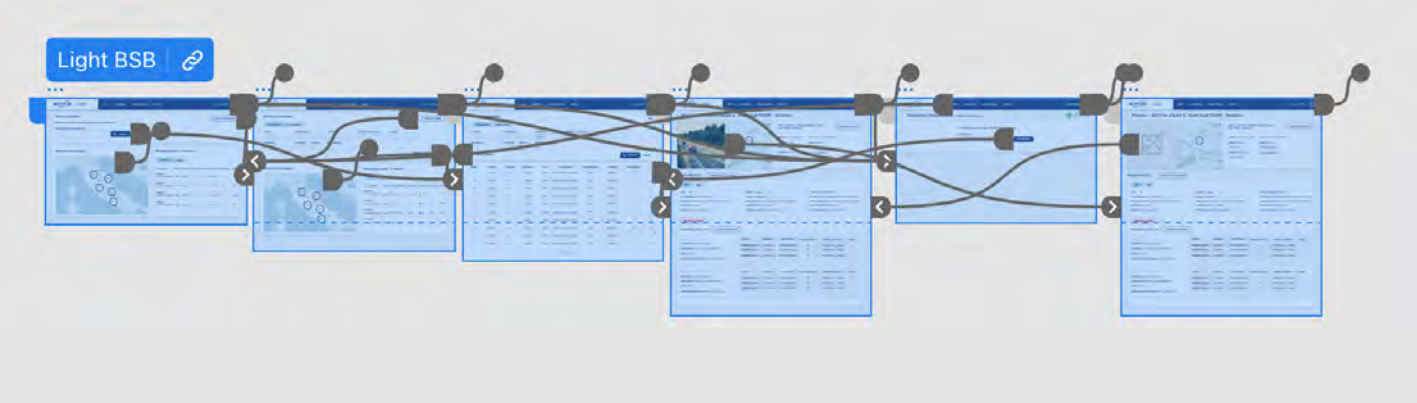
BSB Video Management

User flow optimization

Utilizing the insights gained from our working sessions, I defined user flows to guide operators through key tasks. Addressing challenges related to consistency and accessibility, particularly within the Requester component, was crucial. I focused on improving the user experience in this component, aligning it with the MOVYON design system and creating a more accessible and intuitive interface.



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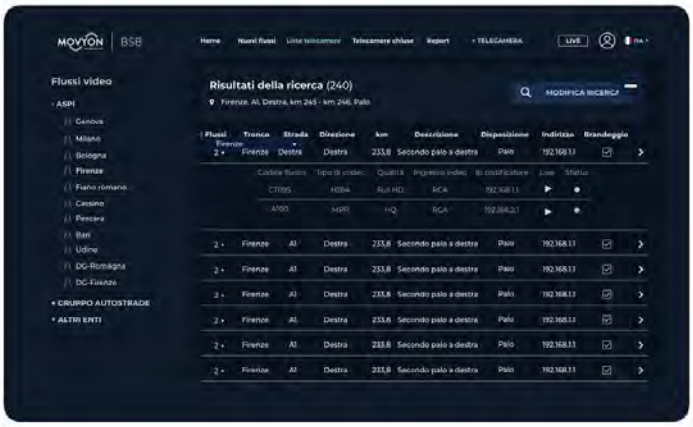
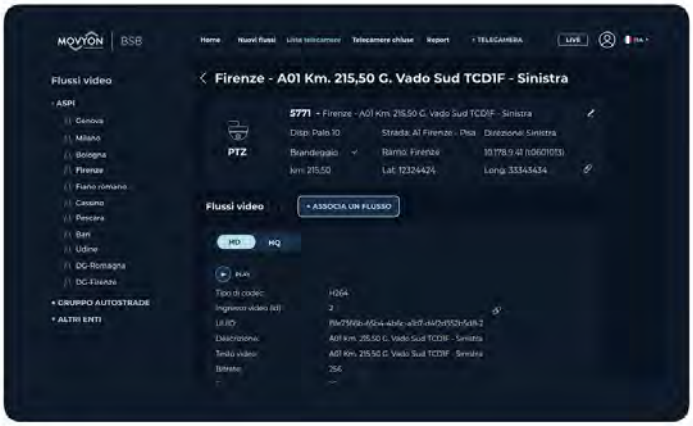
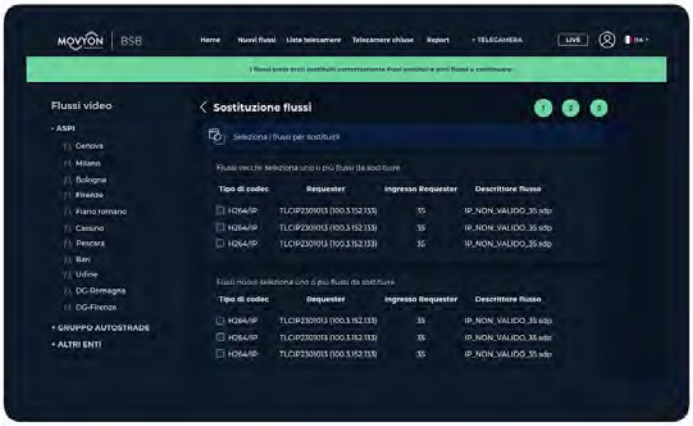
BSB Video Management

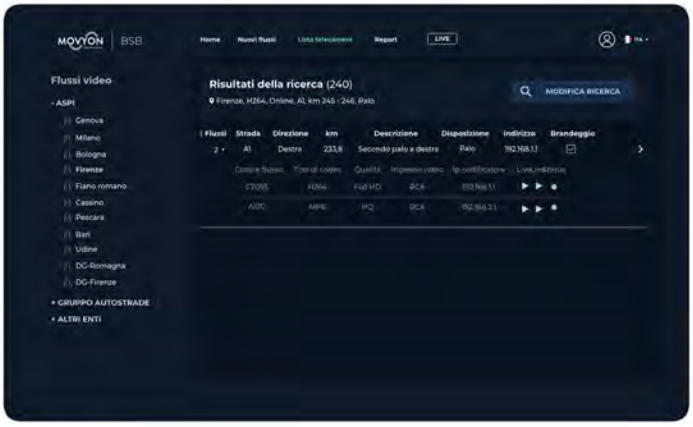
Dark mode

During the research phase, we recognized that operators often work in low-light environments. To enhance the visual experience when viewing videos, we introduced a Dark Mode in the "BSB Video Management" application. This option provides a dark background that reduces visual fatigue, improves contrast, and saves energy on OLED screens. The Dark Mode was implemented while maintaining high readability of text and interface consistency.









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BSB Video Management

Results and future steps

Team collaboration and an evidence-based approach have led to a comprehensive understanding of operators' needs and the identification of critical points in the application. After prototyping and testing the UI, the next steps involve translating these mockups into an MVP and subjecting the interactions to testing with real users.

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C2 RTM-4 - Device Monitoring

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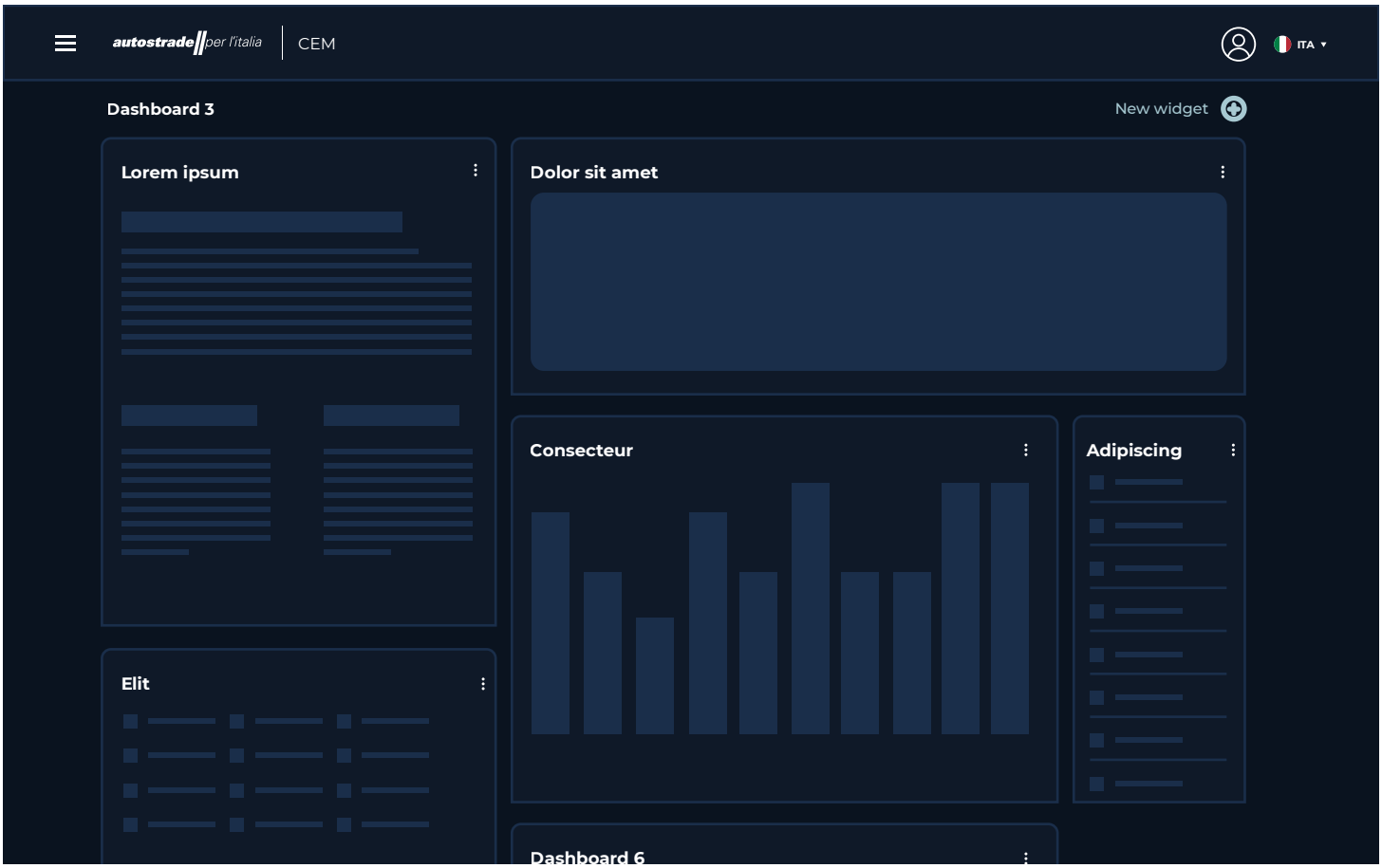
C2 RTM-4 - Device Monitoring

Introduction

As Lead of Product Design, I led a team of 4 designers and actively collaborated with the front-end and back-end development teams on the "C2 RTM-4" project. The C2 RTM-4 application is intended for operators in the control room of Autostrade per l'Italia and aims to improve monitoring of devices installed on highways, lanes, tunnels, and variable message signs.

Concept wirframe



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C2 RTM-4 - Device Monitoring

Initial Challenges and Engagement

At the beginning of the project, I noticed a lack of cohesion in the design and dissatisfaction from the Product Managers due to the fragmented approach. In coordination with product managers Alice Bisirri and Sara Luti, I took on the role of coordinating the design team. My focus was on validating designs and creating the track synoptic, working with both the design and development teams.

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C2 RTM-4 - Device Monitoring

Purpose and Functionality of the Application

The C2 RTM-4 application allows control room operators to create customized dashboards to visualize the status of devices in real-time. These dashboards, including route synoptics, 2D sites, 3D sites, and geographic maps, are projected directly onto videowalls and managed through the application.

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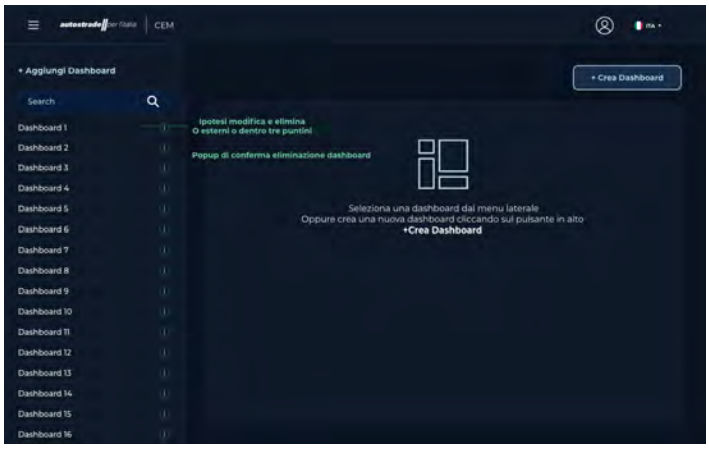
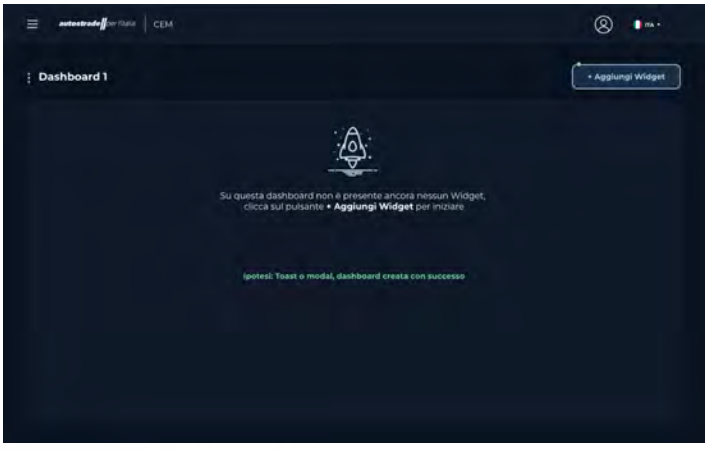
C2 RTM-4 - Device Monitoring

Hypothesis-Based Testing Method

I introduced a hypothesis-driven methodology to guide the design process. Before starting the design, we engaged in discussions and wrote designer hypotheses. These hypotheses were then tested and developed based on the metrics obtained. This approach allowed us to focus on the most effective solutions and improve the overall effectiveness of the application.

The hypotheses are discussed within the team and written (in green) on the interface. Changes are then applied to the prototype for testing in the Control Room.





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C2 RTM-4 - Device Monitoring

Design System: Consistency and Efficiency

UI Consistency

To overcome consistency challenges in the interface, I introduced a design system into the C2 RTM-4 project. The goal was to create a unified visual language, linked to MOVYON's new products, to enhance the user experience.

Standardized Components

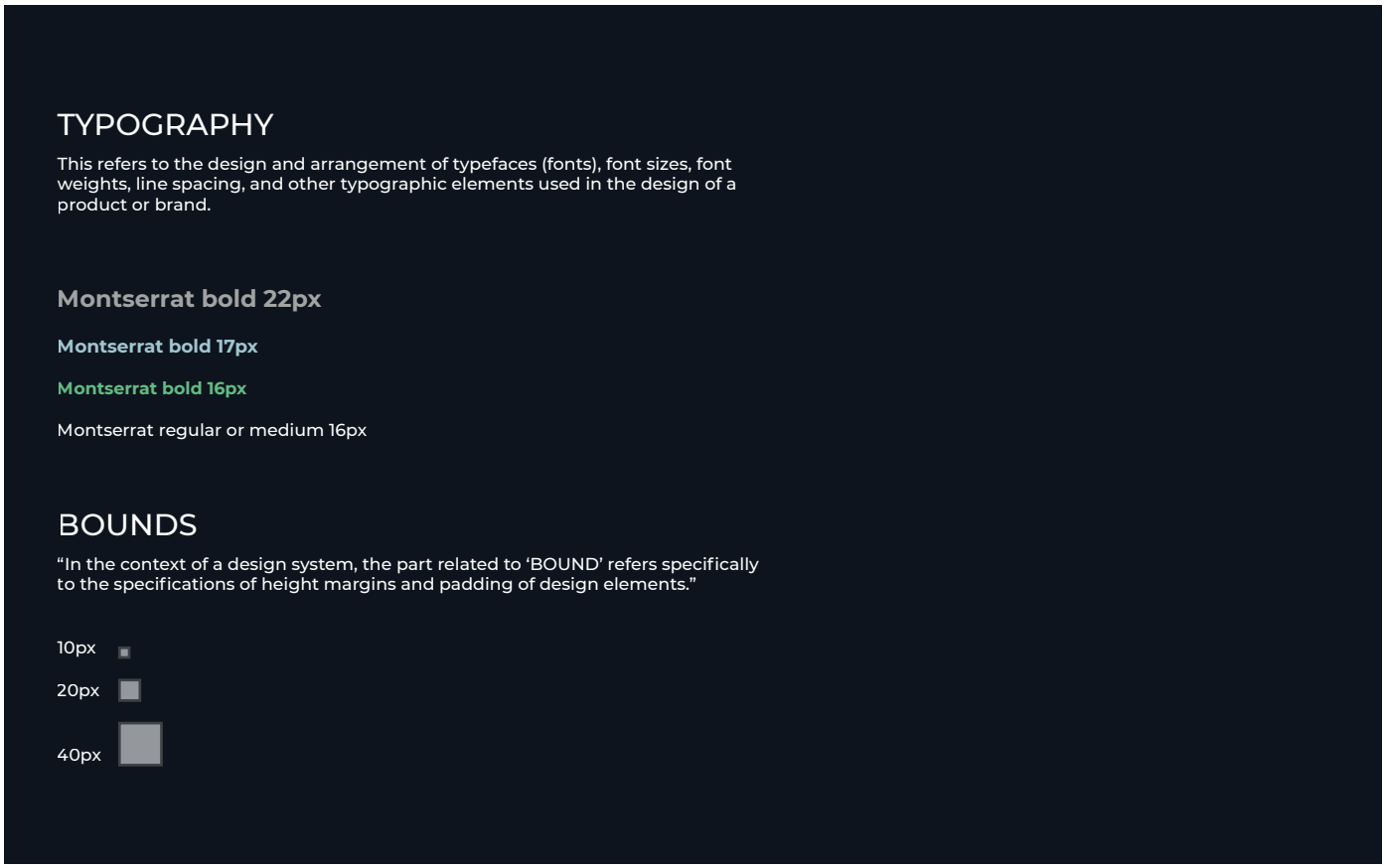
The design system included components, styles, and guidelines for the interface. These elements were collaboratively developed with the development team to ensure visual consistency..

Smooth integration

The design system streamlined the design process, allowing designers to use standardized components and seamlessly integrate them into the existing workflow.

Tangible Benefits

The adoption of the design system improved visual consistency, accelerated development, and fostered collaboration between designers and developers.



Omar Amato

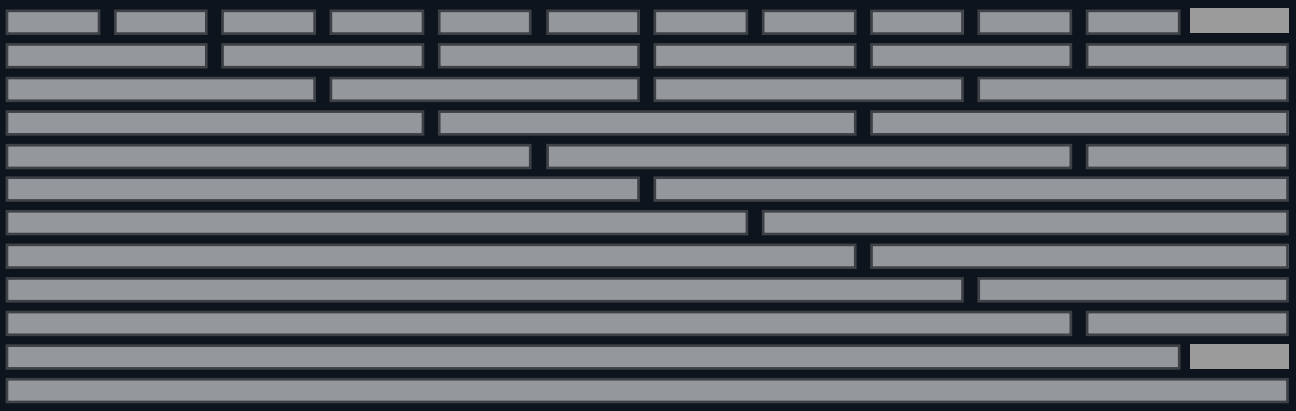
SENIOR UX DESIGNER

MOVYON - Autostrade per l'Italia
C2 RTM-4 - Device Monitoring

Design System

GRID SYSTEM

This is a system used for creating a visual structure for the layout of a design. It involves dividing the design area into a grid of columns and rows, which can then be used to align and position design elements consistently throughout the design.



For the header and sidebar, use a 12-column grid system.
The width of the grid container is **16 units**.
Each column should be **97 units wide**.
The left and right margins of the grid container should be set to **50 units**.
Use a consistent gutter width (the space between columns) throughout the grid system.

For the central part of the body, (inside the widget area) we could use the "gridster 2" library for Angular, which allows for more advanced and flexible grid layouts. This library enables designers and developers to create dynamic, draggable grid layouts that can adapt to different screen sizes and device orientations. However, it's important to ensure that the design remains consistent with the header and sidebar grid system, and that the overall layout is optimized for usability and accessibility.

INPUT FIELDS

These are UI elements that allow users to input information into a form or application. Input fields may include text fields, checkboxes, radio buttons, dropdown menus, and other interactive elements. In a design system, guidelines for input fields may include specifications for spacing, sizing, labeling, and error handling, as well as guidelines for designing accessible input fields that can be used by users with disabilities.

Dashboard name

Text

Select role

Select

Search

Omar Amato

SENIOR UX DESIGNER

MOVYON - Autostrade per l'Italia
C2 RTM-4 - Device Monitoring

Design System

Omar Amato

SENIOR UX DESIGNER

MOVYON - Autostrade per l'Italia
C2 RTM-4 - Device Monitoring

Design System

Dark / Light mode

Omar Amato

SENIOR UX DESIGNER

MOVYON - Autostrade per l’Italia
C2 RTM-4 - Device Monitoring

Conclusions

Il progetto C2 RTM-4 è stato un esempio di collaborazione interfunzionale per creare un'applicazione coesa e funzionale. Attraverso la guida di un design system e un processo basato su ipotesi, siamo riusciti a unificare il linguaggio visivo, migliorare l'esperienza utente e ottenere risultati concreti nel monitoraggio delle periferiche autostradali.

Omar Amato
SENIOR UX DESIGNER

MOVYON - Autostrade per l'Italia
DESIGN SYSTEM - FRONT END COMMONS

Omar Amato

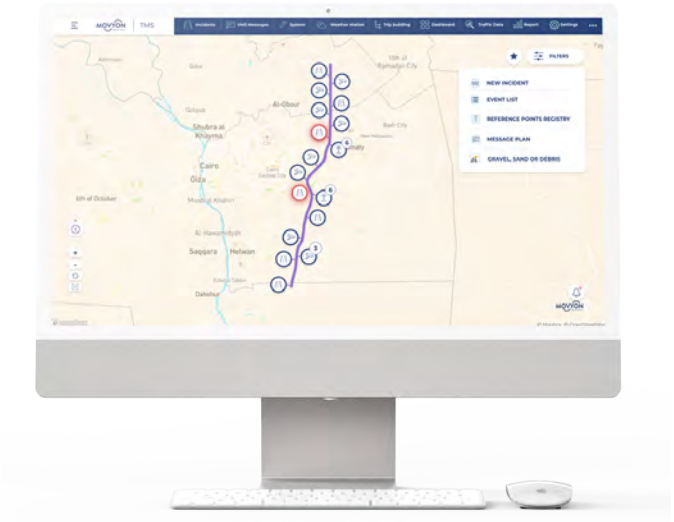
SENIOR UX DESIGNER

MOVYON - Autostrade per l'Italia
DESIGN SYSTEM - FRONT END COMMONS

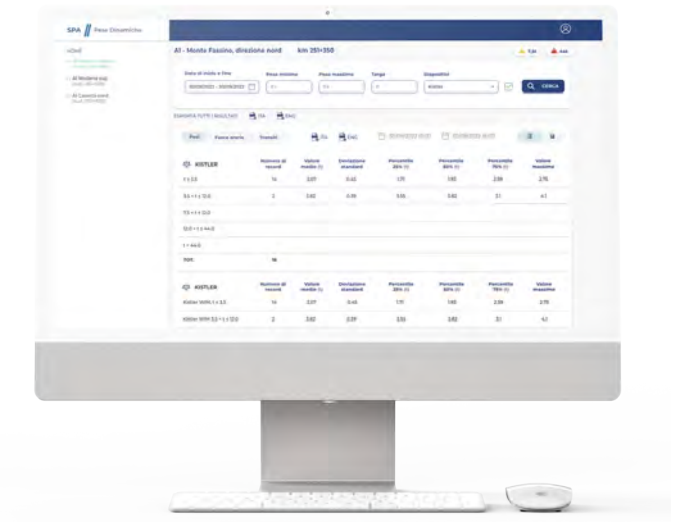
Introduction

During my collaboration with Movyon, I developed a design system that addressed the needs for consistency and standardization. This system, known as Front End Commons, provides components valid for both light and dark modes, ensuring optimal interface usage in any context.

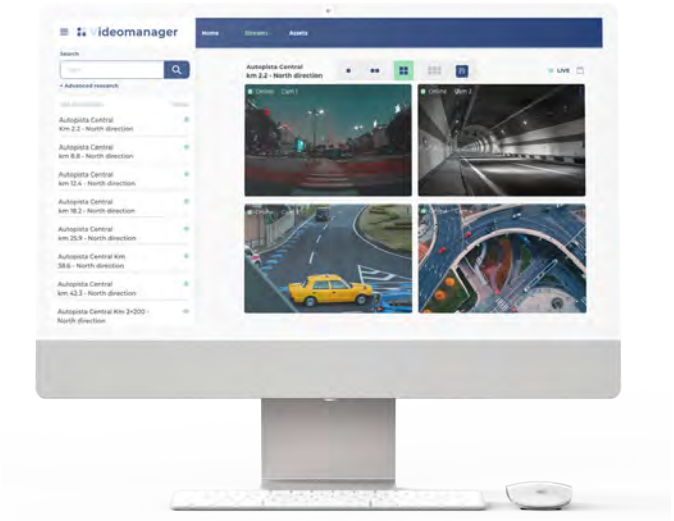
Several applications
sharing the same Design System:



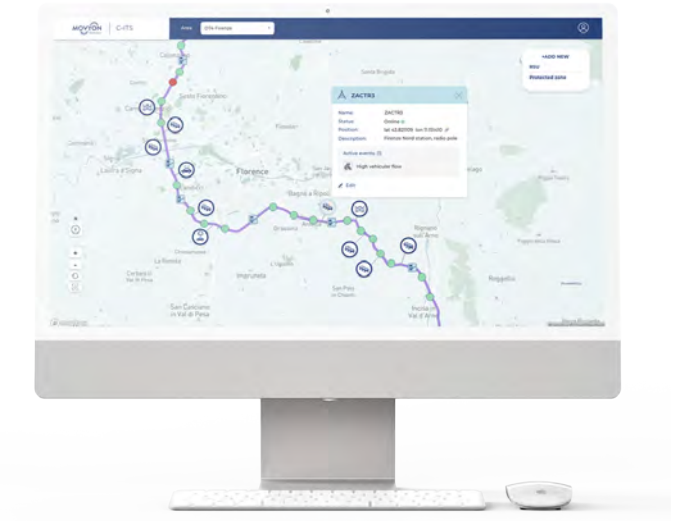
TMS - Gestione viabilità e traffico



SPA - Pese dinamiche per mezzi pesanti



Mini WTR - Gestione telecamere da remoto



I-ICT - Connessione RSU a Veicoli a guida autonoma

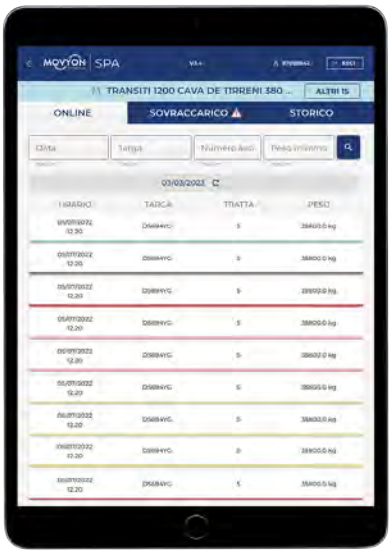
Omar Amato

SENIOR UX DESIGNER

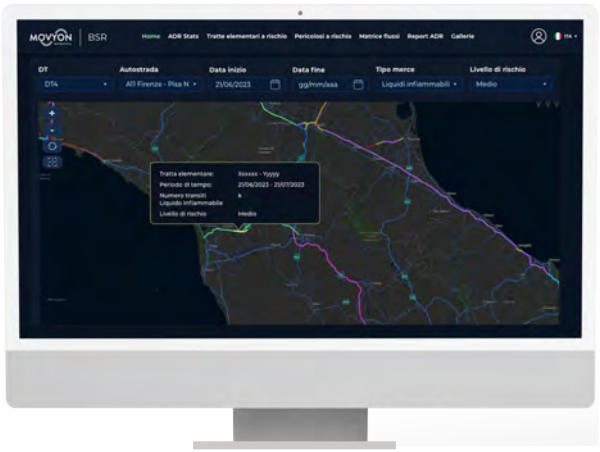
MOVYON - Autostrade per l'Italia
DESIGN SYSTEM - FRONT END COMMONS

Several applications
sharing the same Design System::

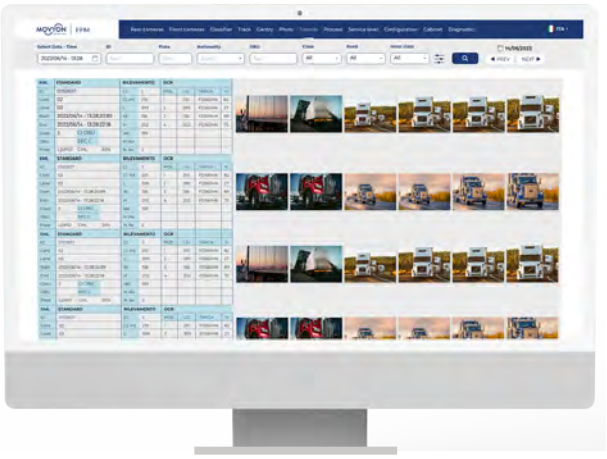
RTM RSE - Cronotachigrafo Polizia stradale



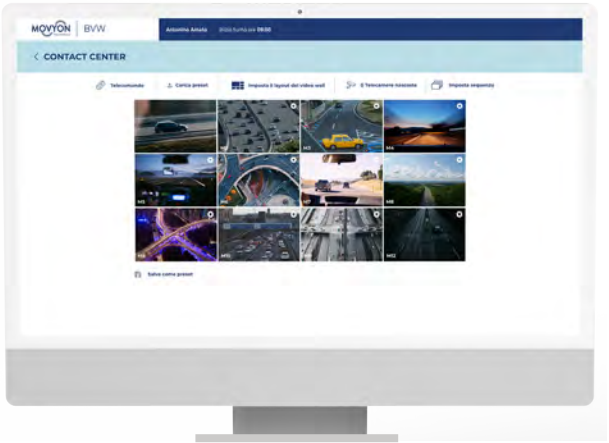
SPA - Controllo Polizia Stradale pese dinamiche



BSR - Tratte mezzi pericolosi



FFM - Webmonitor



BVW - Gestione del videowall di sala radio

Tangenziale di Napoli - Gestione illuminazione

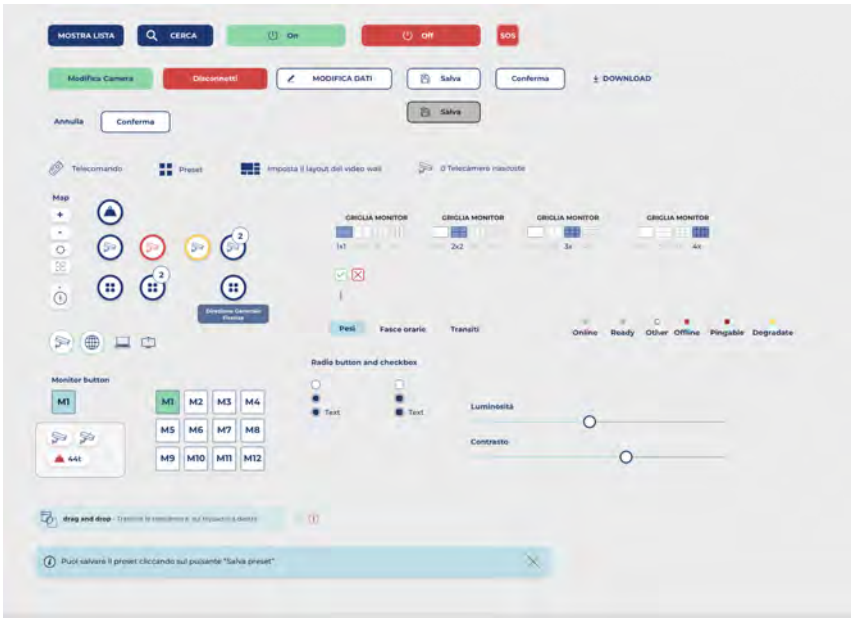
Omar Amato

SENIOR UX DESIGNER

MOVYON - Autostrade per l'Italia
DESIGN SYSTEM - FRONT END COMMONS

Light mode / Dark Mode

A crucial aspect of implementing the design system was its adaptability to the preferences of radio room operators. The Front End Commons library was developed to support both Light Mode and Dark Mode, offering a consistent and comfortable visual choice for users.



We introduced Dark Mode into the design system to enhance the user experience within the radio rooms.

Radio room operators and highway technicians often work in low-light environments. Dark Mode has been specifically designed to improve video resolution and reduce visual fatigue in these specific conditions. This choice was driven by the desire to provide an optimal interface that meets the needs of our users.

Omar Amato

SENIOR UX DESIGNER

MOVYON - Autostrade per l'Italia
DESIGN SYSTEM - FRONT END COMMONS

Investment and collaboration

The results achieved by the Front End Commons team have demonstrated the effectiveness of the design system in optimizing operations and user experience. These successes have prompted the company to further invest in the development of the design system, highlighting its strategic importance. Movyon has initiated a collaboration with **Studio Volpi**, a renowned design studio, to contribute to future developments of the design system.

The collaboration with Studio Volpi represents a significant step towards the further evolution of the design system. The experience and innovative perspective of Studio Volpi will enrich the design system with new ideas and solutions, ensuring a continuous improvement in user interface and alignment with the highest design standards..

Omar Amato
SENIOR UX DESIGNER

MOVYON - Autostrade per l'Ital ia
DESIGN SYSTEM - FRONT END COMMONS

Conclusion

The creation and success of the design system through Front End Commons have demonstrated the value of a cohesive and standardized design approach. The implementation of both Light Mode and Dark Mode has further enhanced the flexibility of the interface. The ongoing investment and collaboration with Studio Volpi confirm the strategic importance of the design system for the future of Movyon, promoting exceptional user experience and continuous company growth.

Omar Amato

SENIOR UX DESIGNER

Other products

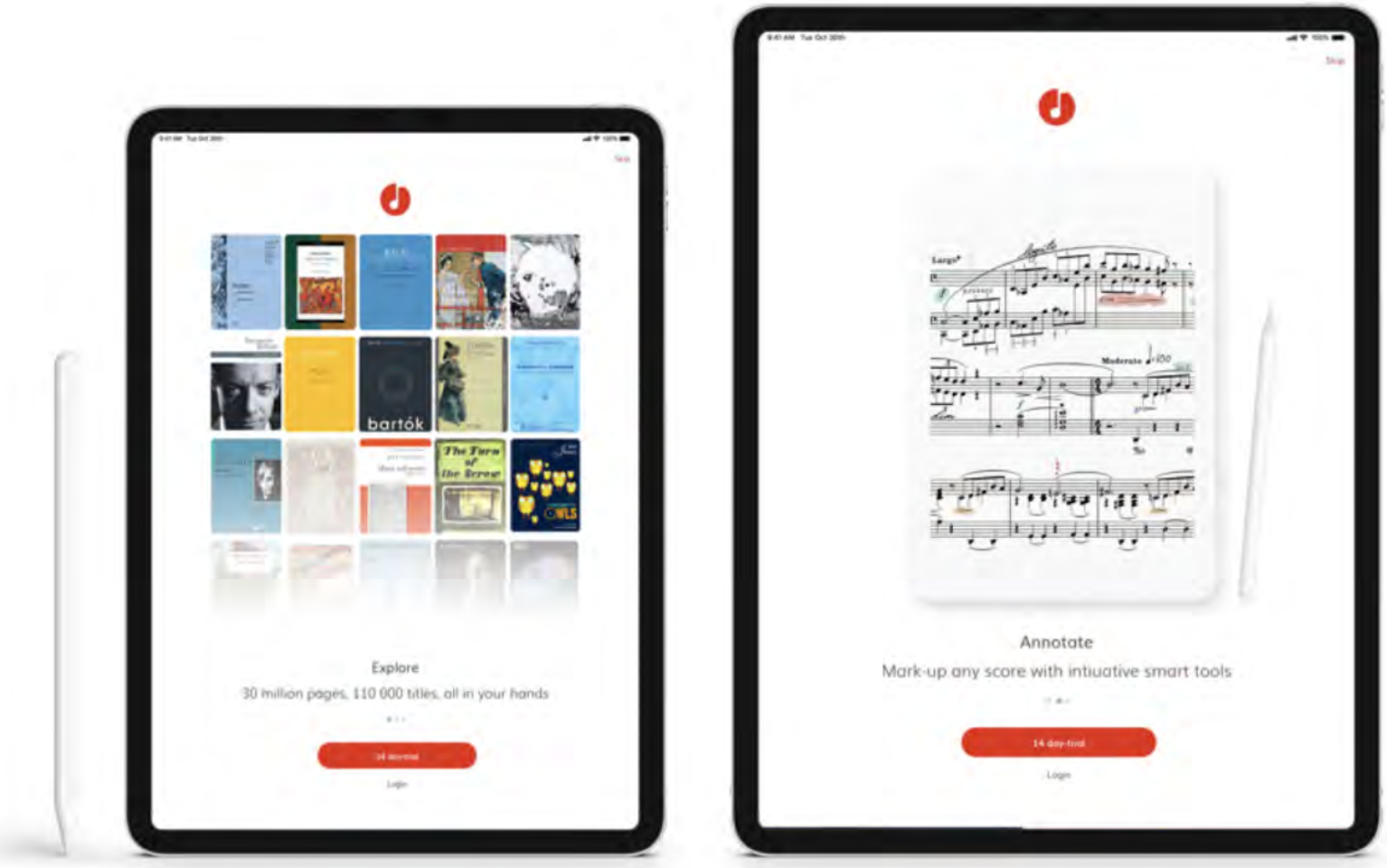
ClearScore
UI Designer
UK, 2017

Omar Amato

SENIOR UX DESIGNER

Other products

nkoda
Lead UX/UI DesignerLondra
UK, 2018

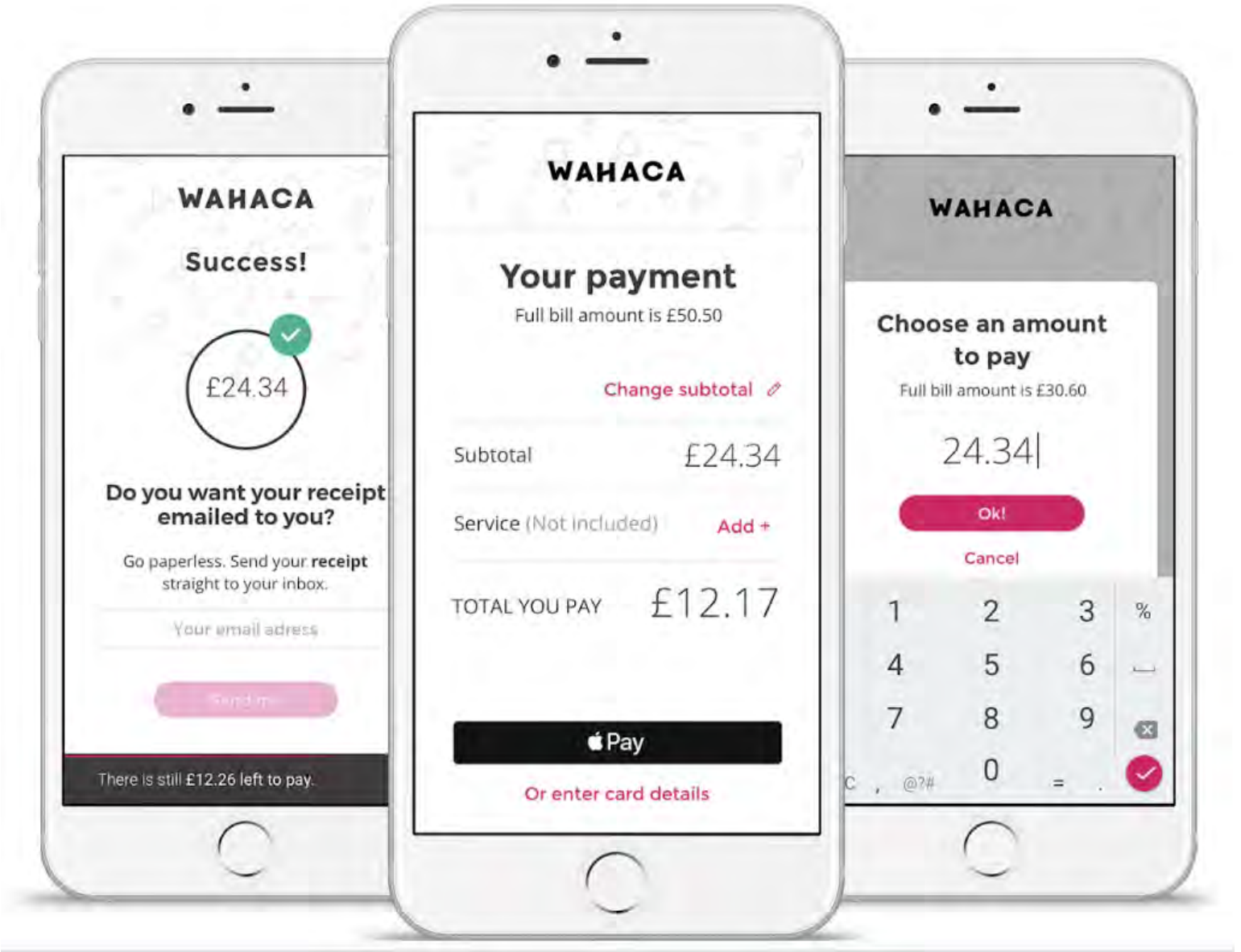


Omar Amato

SENIOR UX DESIGNER

Other products

yumpingo
Senior Product Designer
UK, 2019

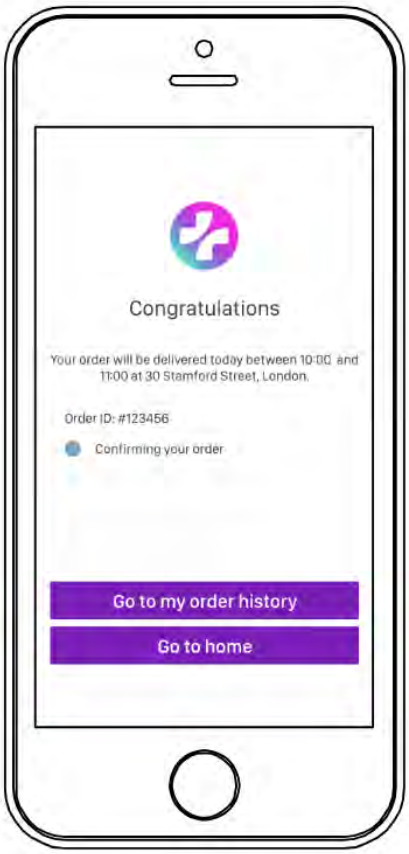


Omar Amato

SENIOR UX DESIGNER

Other products

Comqura
Senior Product Designer
Italy, 2019



Omar Amato

SENIOR UX DESIGNER

+39 379 18 092 16
amato.omar@gmail.com
Catania - Italia