

# Elio Giannatempo

Senior Designer / UX Designer / IT Consultant

## Contact

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Faenza, Italy

## Experience

20 years Web Design  
20 years Design  
20 years Customer Relationship  
10 years UX Design  
8 years Project Management  
8 years Team Management

## Skills

UX Research, UX Design, Creativity,  
Design, AGILE Methodology,  
Project Management, Saas,  
Negotiation skills, Risk Management,  
Critical Thinking, Coaching, Empathy,  
Neuro Programming Language,  
Non Verbal Communication.

## IT Skills

Software analysis, DBMS, Database,  
IoT, Saas, HTML5, JQuery, PHP, MySQL,  
UI/UX, Adobe XD, Adobe Photoshop,  
Adobe Illustrator, Adobe Indesign,  
Adobe Premerie, Magento,  
Wordpress, Shopify, Microsoft Office,  
Windows, MacOS, Linux, Arduino.

## Profile

Experienced and passionate growth-oriented leader and lover of coding and design. I integrate analytical procedures with human psychology. Identifying the user behaviour, I propose the best coding approach for scalability and the fastest way to implement it. I'm versatile, highly adaptable, focused, motivated and hard-working.

## Work Experience

### UX Designer / Frontend Developer at Faentia Consulting S.r.l.

Faenza, Italy | Mar 2023 - Present

Since 2000, Faentia Consulting is one of the Italian leaders in the field of Engineering and Design of product safety, Ergonomics and Human Factors Engineering, Study and Design of Human-System Interaction. I work at close contact with clients, developing HMI for industrial machineries and production plants, starting from the UX research and ending with the development in HTML5/REACT and Siemens TIA Portal (WinCC)

### Senior Lead Designer at Printerpix

London UK, Orlando US, Bangalore India | Mar 2020 - May 2022

International business selling personalised gifts worldwide with a turnover of 50M\$/year, with peak sales in the Q4. I've created new designs for different marketplaces, UX/UI design for the US and UK market, launched a new brand for upper-tier products. Led a team of four in-house designers and one remote, increasing the design team's productivity, fulfilling all requests from a marketing team of ten specialists.

#### Achievements

- Shop opening on Amazon and Etsy marketplaces. +100K\$ revenue
- Automation of the image creation process for SEM. +10000 entries/week
- Page redesign to improve the SEO process. +Google positioning in the 1st page for three products
- 1000 new designs for two new product lines for Valentine's and Mother's day.

### Head of Web2Print at Syncoms

London UK, Orlando US, Bangalore India | Sep 2017 - Mar 2020

Software company for the printing industry, their Web2print services are used by a wide variety of industries worldwide. Improved the front-end of their solutions, made software analysis, lead the team of in-house developers, and two outsourced remote ones. My contribution has been pivotal in signing a partnership with EFI, a billion-dollar company printing industry leader.

#### Achievements

- Launch of the Syncloud Web2Print, SaaS used by Google, Box, Fireeye, RVS. +200K\$ revenue
- Project management of an SaaS for the health insurance American market. +250K\$ revenue
- Partnership agreement with Electronics for Imaging. (EFI) +200K\$ revenue

### CTO - Mount Street Printers

London | Jan 2017 - Sep 2017

Owner of a Royal Warrant by Appointment to HRH The Prince of Wales, Mount Street Printers serves VIP customers such as Sir Elton John and Hermès. I've managed the company's digital production department, launched the e-commerce platform for B2B customers and revamped the existing B2C one, and taken care of the automation of different processes throughout the business.

#### Achievements

- Launch of Mountpress, B2B e-commerce platform. +250K€ in the first year
- Automation of order transmission to the production department. Administration cut by 20%
- Implementation of stock level control. Reducing administration costs by 10%

## Web Portfolio

webdifferent.co.uk  
nerobiglia.com  
universepostoffice.com  
sngdiz.ru  
artstudiogroup.it

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## Interests

Psychology, Technology, UX/UI,  
Design, Arts, Languages, Cuisine

### Digital Design and Web2Print Developer at Printexpress

London UK | Oct 2013 – Dec 2016

Printexpress is a fast turnaround online printing company focused on variable data, mail marketing and training materials markets. Started as a designer, dealing with customers, reading briefs and producing artworks, and then moved into the IT department, taking care of their website and software. Developed the first version of the Web2Print software that would become Syncoms' core business a year later.

#### Achievements

- Hundreds of customer satisfied, +25% increase of order volume from returning customers.
  - Client portfolio expansion +200%
  - Streamlined automation in order processing. Reducing administration costs by 20%
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### Digital Production Manager at Artstudio

Bari, Italy | 2007 – 2012

Artstudio was an art business selling panels for interior design at a B2B level. Started as employee, I've become a partner of the company two years later. I've innovated the production introducing new printing machinery, cutting production times, costs and creating a new product line.

#### Achievements

- Creation of a product line specifically target for the luxury market.
  - Creation of a new production workflow using printing technologies.
  - Coordination of five product presentation events.
  - Attendance at the International Interior Design Fair in Milan as exhibitor.
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### PHP Developer & ECDL Teacher at Formatec

Bari, Italy | 2006 – 2007

Formatec was a private IT school providing computer literacy certification programmes (ECDL). Hired as a teacher, I've also developed a cloud-based Document Management platform (DAM).

#### Achievements

- High pass rate of students in the ECDL exams.
  - Development of a cloud-based Document Management platform.
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### Owner of ECR Communication

Bari, Italy | 2004 – 2006

ECR was my small software and communication agency. I've managed all the aspects of the business, from customer relationships to software development.

#### Achievements

- Development of SaaS for advertisement market analysis for the economic newspaper "Il Sole 24 ore"
  - Development of two educational software for teaching English and Maths in primary school.
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### ECDL Teacher at Sipe Academy

Bari, Italy | 2000 – 2004

Sipe Academy was a private IT school providing computer literacy certification programmes (ECDL). Hired as a teacher, we achieved the Italian highest rate of students passing the exams.

#### Achievements

- 1000+ students trained with an average of 98% pass rate in the ECDL exams.

## Projects & Collaborations

### **Faentia Consulting S.r.l.**

London - Italy | 2020 - 2022

- Project management for a digital learning platform to train Italian employees about the COVID-19 rules in the different working environments.
- UI Design and project management for a monitoring data app for an asphalt plant
- UX Research related to an interface for a radio-pharma medical equipment

### **Up2u**

London | 2016

Concept, design and coding of an MVP for a motivational coaching platform, tested on a group of 200 participants.

### **Supertoy Robotics**

London | 2013

Programming of conversational games and content for children, for the first robotic teddy bear, driven by a chatbot engine.

### **Lidey**

Bari, Italy | 2012

Co-engineering and testing for a thermoforming machine prototype.

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## Education & Courses

### **UX Designer course - Interaction Design Foundation**

Online - October 2023

### **Unleash the power within (motivational training) - Tony Robbins**

London - April 2016

### **Applied Psychology course - Birckbeck University**

London - October 2013

### **Photoshop and Colour Management course - Colour Correction Campus**

Italy - June 2012

### **Digital Printing Techniques course - Roland Training Centre**

Italy - July 2008

### **NLP & Non Verbal Communication course - Ikos Ageform**

Italy - March 2002

### **ECDL Certification - AICA**

Italy - September 2001

### **Office Automation Solution Expert - Politecnico di Milano**

Italy - September 1995

### **A-level Diploma Computer Science - Istituto Panetti Pitagora**

Italy - July 1994

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## Volunteering

### **Scout Chief**

Bari, Italy | 2001 - 2012

### **Teacher for children with lexical impairments**

Bari, Italy | 1997 - 1998