

Amir Ati

Senior UX/UI Designer

GENERAL INFO

Born in: Fiesole (Firenze), the 3rd of December, 1990
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SUMMARY

I began coding at 13 years old and landed my first paid gigs at 15. While still attending school, I worked as a Full-Stack Developer for a company in Florence for eight months before acquiring clients that allowed me to open my own office after graduation. In those years, I transitioned from coding to UI and from UI to UX, focusing on User-Centered and Outcomes-Based methodologies (which I've written about extensively on [Medium](#)). Today, I bridge the gap between developers and designers, I have good aesthetic sense and am passionate about clean and accessible interfaces. I'm also skilled at advising clients on roadmaps and strategic decisions, being deeply specialized in Jeff Gothelf's Lean UX framework (with whom I've personally met and shared my work).

EDUCATION

High School Degree - ITC "Math and IT" year 2009 (score 85/100)

EXPERIENCE

Senior UX/UI Designer & Digital T. Specialist

Freelance

Jan 2023 - today (**4 months**)

Currently, I manage clients in the software industry as a Senior UX/UI Designer and Project Manager. I also advise startups and large clients on creating efficient digital products that meet their performance goals and target audience requirements.

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Head of UX & Digital T. Specialist

Cantiere Creativo

Jun 2019 - Jan 2023 (**3 years, 8 months**)

I was responsible for overseeing the UX for all major clients of the company, coordinating UX/UI projects, and actively designing. I also served as the primary contact for Digital Transformation and Digital Strategy Consulting when clients needed guidance on investing in digital products, offering a User-Centered and Outcomes-Based methodology.

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Senior UX/UI Designer

Cantiere Creativo

Oct 2016 - Jun 2019 (**3 years**)

I was responsible for designing UX/UI interfaces with a User-Centered approach, bridging the gap between developers and designers.

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UX/UI Designer

Freelance

Mar 2015 - Sep 2016 (**1 year, 7 months**)

I developed websites for clients in collaboration with other freelance creatives. For each project requiring tasks beyond my expertise (e.g., photography, branding, etc.), I assembled a specialized team of freelancers and coordinated the entire project.

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CEO

Ritratti Express

Dec 2015 - Jul 2016 (**8 months**)

In my second attempt at a personal startup, I designed and developed the entire website and managed marketing campaigns. The web service was based on a local community of artists from Florence, offering clients a unique service of turning their submitted photographs into handmade portraits by real artists.

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UX/UI Designer

Swite, Mamacrowd, Freeapp, Giftbl

Feb 2014 - Jun 2015 (**1 year, 5 months**)

In the beautiful environment of the startup accelerator Nana Bianca, I designed 5 premium templates for Swite, where users can select a pre-designed template to build their website. Additionally, I created the entire web experience for Mamacrowd, an equity crowdfunding platform (formerly SiamoSoci), the mobile app for Freeapp, an app collector, and the complete web experience for Giftbl, an innovative startup for gift-giving.

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CEO

Jàk Handmade Video

Jan 2013 - Jan 2015 (**2 years**)

In my first personal startup venture, I created a team of six professionals (including myself) focused on producing stop-motion or animated videos for web startups that needed to explain their website or service. Our client base grew significantly due to my involvement with a major startup accelerator, and we covered many clients there.

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UX/UI Designer

Metrorail Studio Srl

Feb 2012 - Feb 2013 (**1 year**)

I primarily designed a large project called melt.in, a social community for tech enthusiasts that received 10k visits per day. I also served as the team leader and managed other minor projects.

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Web Designer

Freelance

Feb 2009 - Sep 2012 (**3 years**)

During my post-graduation years, I had numerous clients for basic commissions like website front-ends, business cards, brochures, etc.

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Full-Stack Developer

TL Media Consulting

Jul 2008 - Jan 2009 (**8 months**)

At 17 years old, I had my first office experience, working part-time while still attending school. I developed a social platform for photographers under the supervision of a Senior Developer and designed and developed numerous landing pages.

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Back-End Developer

Enginnet

Jan 2006 - Jun 2007 (**1 year, 6 months**)

I started this experience at 16 years old, collaborating with a programmer from Milan. We developed two major websites in the e-commerce category.