MARIO CIARDULLI

PROFILE

I am a digital entrepreneur and a strategic digital designer with more than 12 years of experience.

My core skills are strategic design, CX/UI design, service design, and design thinking. My approach is a mixture of UCD (user-centered design), design thinking and lean methodologies. I firmly believe in co-creation and fact driven design.

As an entrepreneur, I learned how to translate business stages into business models, and how to design, market and sell products based on the company phase and business model.

SPECIALITIES:
User Experience, Interaction design, User Interfaces.
Product Positioning, Product Strategy.
Service Design, Business Design, Design Thinking.
Marketing and growth.

Frontend web design and development.
Prototype Design & Development.

RECENT WORK EXPERIENCE

COFOUNDER, HEAD OF PRODUCTS AND CMO *@MERCURIUS [mercurius.io]*
11/2017 - TODAY

Mercurius is a startup using AI technology to create a new alternative asset class based on sports. As head of product, my role is to lead and facilitate the creation of products that fulfil our vision as a startup: from the concept to business model validation, from service design and UX/UI implementation to features prioritization. As CMO I am also in charge of designing a holistic customer experience along the whole acquisition funnel and ensuring its implementation. [http://mercurius.io].

SENIOR UX DESIGNER *@DESIGNIT MUNICH [www.designit.com]*
01/2014 - 10/2017

At Designit I worked closely with strategists, design researchers, industrial designers, services designers and technologists. My contribution to projects was as digital design expert and design lead, translating user journeys into systems/architectures, and hence into digital experiences (wireframes, screen designs and prototyping). As a senior member, I was also involved in the team growth, mentoring junior designers and helping with recruitment.

INTERACTION DESIGNER *@TODO [www.todo.to.it]*
04/2010 - 12/2013

As interaction designer my role was to design and implemented non-standard and non-standard digital interfaces for conventional and unconventional media. Some remarkable projects I worked on are: Arduino website (UX/UI) • Arduino Starter kit (packaging and publishing) • Doha FIlm Institute mobile app (UX/UI) • Hotpoint innovation area mobile app (UX, UI) • Stazione italia exhibition (UX/UI for moultitouch screens) • Better Nouveau website (UX/UI) • San Siro museum (UX/UI for moultitouch screens).

INFO

Mario Ciardulli
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PORTFOLIO

http://www.mariociardulli.com
pw: enjo1It!

EDUCATION

MASTER DEGREE IN COMMUNICATION DESIGN
2005 – 2008
Politecnico di Milano

BACHELOR DEGREE IN COMMUNICATION DESIGN
2003 -2005
Politecnico di Milano

SOFTWARE

UX AND VISUALS:
SKETCH
PHOTOSHOP
ILLUSTRATOR
INDESIGN

PROTOTYPING:
AXURE
PRINCIPELS FOR MAC
INVISION
FRAMERJS

DEVELOPMENT:
HTML + CSS
JAVASCRIPT
RUBY ON RAILS
ACTIONSCRIPT 3.O
PROCESSING
GIT

LANGUAGE

ITALIAN (NATIVE)
ENGLISH (FLUENT)