

Ernesto Cecco D'Ortona



ernestoceccodortona@gmail.com



3337221212



[linkedin.com/in/ernestoceccodortona](https://www.linkedin.com/in/ernestoceccodortona)



<https://eazd.it>

Summary

I call myself an eclectic UX designer: my main focus is on interaction design and information architecture, but my experience is rooted in UI/Web/Motion design, prototyping, with deep informatics background, hence a developer mindset which usually comes in handy in teamwork. I indeed develop music software as a side-project and make music as well. I read everyday to stay up-to-date with UX research, business, UI trends, best practices, technology and society. I'm a tool and workflow junkie: I love to exceed expectations and raise standards of any kind.

Experience



Senior UX Designer

PED

Jul 2019 - Feb 2020 (8 months)

Started as a Mid-Senior role, I've been in PED Studio as head of UX/UI department to coordinate and work with the design team, mostly for product companies.

- Competitor Analysis
- Personas
- Service Design
- User Journey Mapping
- Information Architecture
- UI design
- Low and High-Fidelity Prototyping
- User Testing
- A/B and Multivariate Testing
- Click Tracking
- Cognitive Walkthrough

Other activities:

- Visual Design
- Microcopy and Copywriting
- Motion Design
- Sound Design



Founder, Developer, Sound Designer, UX/UI Designer

StrangeLines

Oct 2015 - Feb 2020 (4 years 5 months)

My personal audio software brand.

Former distributors:

- Audiomodern (Streakulator, KitschVerb, Ryoji)
- Isotonik Studios (SynFX, StreakFX, BSOD, MouthBreather)



UX/UI Designer

Boraso.com

Jul 2018 - Jun 2019 (1 year)

- Competitor Analysis
- Personas
- User Journey Mapping
- Information Architecture
- UI design
- Low and High-Fidelity Prototyping
- User Testing
- Conducted internal workshop about Natural User Interfaces (NUI)

Other activities:

- Visual Design
- Microcopy and Copywriting
- Motion Design
- Photography



Web Designer

Freelance Web Design & Development

2013 - 2018 (6 years)

Small projects for local businesses or nonprofit, example: <https://marialuisabrasile.it>



Video Editor & Visual Designer

Growisland

Feb 2016 - Aug 2016 (7 months)

Worked on several video projects, mostly using After Effects for video editing and FX. The guys from Growisland are smart and friendly and it's been a pleasure to create together. "Vacanze a Pantelleria" (Holidays in Pantelleria) has been the official video for the island of Pantelleria in Sicily, gaining great feedback with more than 330.000 views on Facebook, <https://bit.ly/35qbPZ6>. The same video was later aired on national TV (Rai Uno) in a "LineaBlu" episode about Pantelleria.



UX/UI Designer

Digitag Consulting

Oct 2015 - Dec 2015 (3 months)

UX/UI design, UX consultancy and collaboration with development team for E-Commerce projects.



Indie Writer & Book Designer

Sembro Essere Libero

Jan 2015 - Jul 2015 (7 months)

"Sembro Essere Libero" is a collection of 366 word games in Italian and it's available as printed book, eBook and t-shirts.

- Official page: <https://www.facebook.com/sembroesserelibero>
- Book: <https://www.amazon.it/Sembro-Essere-Libero-Ernesto-DOrtona/dp/151235077X>
- eBook (FREE): <https://www.paywithatweet.com/pay?id=8f65e1aa-6774-4088-9edc-09ce88366678>
- T-shirts: <https://society6.com/ernestoceccodortona/tshirts>

UX Designer

LinkMe Srl

Sep 2014 - Dec 2014 (4 months)

I've been in charge of both UX analysis and UI design work: I had the chance to work with important LinkMe clients such as Vodafone Italy, Peugeot Italy, Rolling Stone Italy. In LinkMe we had a clear and basic workflow for apps UX design at the time I worked for them:

- 1) Briefing;
- 2) UX analysis with brainstorming sessions, interviews and IA;
- 3) Wireframes;
- 4) Mockups and prototypes (we used InVision to get feedback from stakeholders).

Sound Artist and Videomaker

Urbino Laptop Orchestra (Ur.L.O.)

Mar 2011 - Jun 2012 (1 year 4 months)

I played some gigs as a member of Urbino Laptop Orchestra (Ur.L.O.) and also created a promo video for it named "Ur.L.O. by eco".

Education



Università degli Studi di Milano-Bicocca

Master's degree, Communications Technology/Technician

2013 - 2017



Accademia di Belle Arti di Urbino

Bachelor of Arts - BA, Multimedia Design

2009 - 2013



Italian secondary school specializing in classical studies

2004 - 2009

Skills

UX Design • Web design • Interaction Design • UI Design • Wireframe • Content Strategy • Video Editing • Sound Design • Music Production • Graphic Design

Honors & Awards



"Vacanze a Pantelleria" (Holydays in Pantelleria), video featured on Linea Blu, Rai Uno (National TV) - Rai Uno

Aug 2016

I had the pleasure to do visual design, video editing, color correction and FX for this video about the southmost Island of Italy, Pantelleria.

- ☀ Linea Blu episode streaming (at min. 00:29:18): goo.gl/5V5J8r
- ☀ Vacanze a Pantelleria [Video]: goo.gl/j84z98

Reviews and Mentions for StrangeLines (virtual audio instruments brand) -

Ableton, AskAudio, ProducerSpot, Synthopia

☞ Ableton features Wob FX 3 in Isotonik giveaway: goo.gl/c7kAVR

☞ Streakulator review by ProducerSpot: goo.gl/id34u1

☞ Streakulator review by Synthopia: goo.gl/sJuxk2

☞ Streak FX review by AskAudio: goo.gl/Ocx4uW

☞ Wob FX 3 review by AskAudio: goo.gl/mjA9jC

☞ Wob FX (2011) blog post by Ableton: goo.gl/XVNpPk

2nd prize at Cisco Live! Devnet Hackathon (Milano) - Cisco

Jan 2015

Me and my team developed "EXPLORE", an App to improve visitors experience in big exhibitions such as Milan EXPO 2015.