

Fabio Fodaro

Designing digital connections | UX, AI Transformation, Digital Growth

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EXPERIENCE

Ten Lifestyle Group, London — Product Design Director

2019 - 2025

I joined Ten as Lead Product Designer, quickly making my way up to more senior roles. During my 6+ years I led a transformative shift towards user-centricity, focusing on bridging the gap with new AI tools and efficiency by implementing product design methodologies. My work involved analyzing user demographics and product metrics to inform strategic decisions, crafting user journeys, building cross-functional teams, and planning user testing through prototypes to validate ideas.

Greenwich University, London — Visiting Lecturer

2022 - 2024

I also have the privilege of lecturing at the university, specifically in the Animation and Interaction class. Sharing my knowledge and experience in this dynamic field is incredibly rewarding. It's a wonderful opportunity to inspire and guide the next generation of designers and creators as they explore the fascinating world of animation and interaction design.

Raffler, London — Lead UX Designer

2018 - 2019

At Raffler, I spearheaded the revamp of their app's UX strategy, tackling user research, data analysis, and usability tests alongside UI and interaction design. Addressing challenges like reading experience and subscription models, I helped navigate the app's removal from the Apple Store, successfully reinstating it after a strategic UX redesign.

Samsung Design Europe, London/Seoul — Interaction and UX Designer

2011 - 2018

As a Senior UX Interaction Designer, I led the creation of conceptual designs, encompassing UX strategy, information architecture, user research, interaction design, rapid prototyping, and UI development. I

SKILLS

UX Strategy

Cross-Team building

Interaction Design

User Research and Analysis

Project Management

Digital Transformation using automation and AI

PATENTS

Apparatus and method for capturing images [Patent

date issued Nov 27, 2013

Patent issuer and number WO 2014083052 A1]

The invention relates to an apparatus and method of capturing images. In particular to an apparatus and method for capturing a series of consecutive images, including images prior to a shutter button of an image capturing device being pressed

LANGUAGES

English, Italian

crafted services and interfaces for diverse cross-platform products including TV, Mobile, Digital Assistant, VR, and Web. Additionally, I established and managed the internal Innovation Lab, generating sophisticated interactive prototypes, one of which led to the successful commercialization of a pivotal camera Patent (“find your smile”).

Different London agencies, London — *Interaction Designer*

2009 - 2011

During my initial year in London, I embarked on freelance Interaction designer roles for different agencies. Notably for Thomson Reuters, focusing on their internal communication system and campaigns. Subsequently, at Sapient Nitro and Cyberduck, I held pivotal roles as a motion designer and digital project manager for various digital projects.

Reggina Calcio, RC-Italy — *Digital Lead*

2003 - 2008

My initial career breakthrough as a digital designer, evolving into a creative lead, occurred with a renowned Italian Series A football team. I spearheaded the design and execution of comprehensive communication strategies across web, video, and print mediums for both supporters and sponsors. Notably, I pioneered the implementation of the first mobile Bluetooth service in an Italian sports stadium, garnering significant national media recognition.

EDUCATION

IED, Rome — *BA Interaction Design*

2002

Master in Interaction Design and UX for web and digital devices.

IED, Rome — *MA Digital Design*

2000 - 2002

Digital Design degree at Istituto Europeo di Design, Rome. The course included Graphic Design, Typography, Web design, Flash animations, 3D animation and Interactive Design.

INTERESTS

I love connecting with people, diving into a good book, and keeping active with sports like tennis, climbing, and swimming. Exploring nature, cooking up new recipes, and dabbling in VJing and tech gadgets bring me joy. I'm fascinated by science, especially biology and new materials. Volunteering for different causes in London and Europe keeps me

grounded and grateful: highlights are mentoring young designer and,
recently, working in a permaculture farm in the Brazilian jungle.