



Antonio Mancini

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Nationality: Italian

Address: Geneva, Switzerland

Swiss permit: C

Digital Product Designer (UX/UI Design Specialist)

Passionate about crafting efficient and visually engaging digital experiences, I specialize in UX/UI design with extensive expertise in digital transformation within the banking sector. I excel at solving complex challenges, delivering user-centered designs, and aligning user needs with business goals.

With a focus on mobile and desktop products, I develop creative direction, design high-quality multi-platform solutions, and create rapid prototypes to maximize business impact.

I am skilled at managing multiple projects, supervising teams, and ensuring smooth workflows. My strengths include creativity, organization, problem-solving, and time management.

As an Experience Designer, I thrive in diverse roles, including UX, UI, interaction, and visual design.

**BETTER DESIGN.
BETTER EXPERIENCE.**

www.antoniomancini.me

WORK EXPERIENCE

Head of UX & UI Design | Alpian - Digital Private Bank — Geneva, Switzerland

2020 – Oct 2024

- Lead UX & UI design team, overseeing B2C and B2B application delivery, client management systems, and websites.
- Solve design challenges, suggest innovative solutions, and drive user-centered improvements in an agile environment.
- Mentor and guide team members, ensuring on-time task delivery and fostering a culture of design thinking and innovation.
- Develop best practices, brand guidelines, and user interface standards.
- Facilitate user testing and focus groups to refine user experiences.
- Collaborate with management, product, and development teams to align design goals with business objectives, enhancing user satisfaction and maximizing revenue.

Senior Lead UX & UI Designer | ERNI — Geneva, Switzerland

2019 – 2020

- Supervised UX & UI projects in the banking sector.
- Delivered high-quality UX and UI designs within tight deadlines.
- Collaborated closely with product and development teams to ensure agile methodology adherence.
- Facilitated user testing sessions and synthesized feedback for design iterations.

Head of UX & UI Design | Ringier One Africa Media — Cape Town, South Africa

2016 – 2019

- Led the UI & UX department, delivering comprehensive and effective designs.
- Optimized company products with creative UX/UI solutions.
- Trained and managed a diverse UX/UI team to produce consistent designs.

Lead UX/UI & Visual Designer | HONEYKOME — Cape Town, South Africa

2014-2016

- Lead the UX/UI Digital Department, delivering creative and high-quality digital products.
- Design and prototype user experiences and interfaces for multi-platform solutions.
- Ensure smooth collaboration with development teams and adherence to processes.
- Drive client satisfaction while maximizing revenue and profit.
- Clients: Vodacom, Bonitas, Fox Sports, Ashburton, Wonga, PSL, Sharks Rugby, Spekko.

Senior Creative Specialist | REGIS Management / BetFlash — Cape Town, South Africa

2012-2014

- Designed and managed campaigns across mobile, web, print, and TV.
- Developed concepts, visuals, and sound design for multi-channel campaigns.
- Set up online campaigns, promotions, and ads.
- Handled brand identity, web design, marketing, and social media management.
- Created brand identities for BetFlash, VODmedia, CoolMobile, and HuJambo.

Consultancy UX/UI & Visual Designer | OFFICINA — Cape Town, South Africa

2010-2012

Consultancy for various clients & companies
(visit www.officina.co.za for more info)

Skills

- **User-Centered Design:** Expertise in developing UX/UI solutions for web and mobile products, aligning business goals with user needs.
- **Rapid Prototyping:** Proficient in prototyping tools (Figma, Sketch, Adobe XD).
- **Design Thinking & Innovation:** Ability to foster innovation and implement design thinking practices within teams.
- **Team & Project Management:** Proven ability to manage multiple projects, meet deadlines, and ensure quality.
- **User Testing:** Experienced in organizing and facilitating user testing and focus groups for feedback-driven iterations.
- **Agile Frameworks & Tools:** Familiar with agile methodologies for effective collaboration with product and development teams.

Proficiency



SKETCH



FIGMA



ADOBE CC



INVISION



MS OFFICE

JIRA

Other Skills

Animation, video & sound editing

Social media & marketing

Digital Portfolio

Please visit www.antoniomancini.me

Platforms



References available on request

**BETTER DESIGN.
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Head of Design | ANYTHING GOES (Cape Town - SA)

2008-2010

Responsible for concept, design and new media department.
(visit www.anythinggoes.co.za for more info)

Consultancy UX/UI & Visual Designer | OFFICINA — Cape Town, South Africa

2006-2008

Consultancy for various clients & companies
(Praekelt Consulting, Cadbury, Axe, Stimorol, Earth&Ocean PR, Shield, Exposure Spain, Metropole Hotel CT ...)

Art Director | VISUAL TOURS / PRODUCTIONS — Cape Town, South

Africa

2005-2006

Responsible for Web, Print, Video, Concept, Art Direction and managing the junior designer's work.
(Jawitz, Palm Golding, Remax, Ajax Cape Town and many more)

Senior Creative Web & Print Designer | BI Worldwide — Milton Keynes - UK

2003-2004

Web, Print, Video, Concept, Art Direction
(Macromedia, Vodafone, BMW, Peugeot, Renault, Qlogic, Abbey, BT, HP, Smart, Nissan)
(visit BI International – UK <http://www.biworldwide.com> for more info)

Consultancy & Assistant Art Director | LAPPART Public Relations — Paris – France

2000-2003

Graphic/Web, Print, Product Design & Presentation, Catalogues, Fashion Shows & Events Managing outsourcing and Print Quality Control where needed
www.lappartpr.com

Assistant Art Director, Web & Print Designer | NEWDEAL Agency — Paris – France

1999-2000

Web & Print, Concept & Design
(Style Magazine, Charles Jourdan, Cartier, Dior, Cryo Interactive, MBK Yamaha Europe...)

Consultancy design for Web | LA TETE DANS LES IMAGES Agency — Paris – France

1998-1999

Responsible for Web Site creation for their clients
(Company specialised in Image Database Creation)

Art Director Assistant & Web Designer/Developer | COPLANET — Paris – France

1996-1998

Web & Print, Concept & Design
(Prisma Press Group, France Telecom, SFR, SUN Microsystems, Gec-Alsthom, Axa Insurance...)

Qualifications

1984 - 1989 Diploma in Computer Science & Electronic - Institut E.Majorana, Turin, Italy

1998 Adobe & Macromedia user conferences & training courses - France

2003 Adobe After Effects training course - London

Member of the Interaction Design Foundation



Languages

English (C1) French (C1) Italian (Native)

Other Interests

- A keen interest in new trends and technologies
- Interests include travel, music, reading, Tennis Table, Snowboarding, Mtb, Soccer, Tennis
- Sound Designer, Music Composer, DJ & Producer