

I am a creative thinker with a strong and clean design sense, a good technical background, and an extensive experience in problem solving. I have an exceptional understanding of user experience design for web, tablet and mobile. I conceive, design and deliver human friendly, functional and engaging interfaces for blue chip organizations and significant businesses with an Agile mindset.

TAGS

Creativity; User-centred design; Interaction design; Attention to detail; Agile mindset; Web; Mobile; Tablet; Desktop; Visionary; Conceptual; Inspiration; Mentoring; Innovation; Collaboration; Respectful; Self-motivated; Teamwork; Team leadership.

SKILLS

User Experience and Interaction design

Expertise in human interface guidelines, standards, and best practices. Extensive experience designing interaction and UI for large-scale sites, web applications (B2C or B2B) and mobile interface design. Develop high level and/or detailed storyboards, mockups and prototypes to effectively communicate interaction and design ideas.

Visual design

Art direction as well as hands-on execution. Supreme attention to detail and a demonstrated mastery of typography, colour, and page layout.

Usability and Accessibility

Consider accessibility, search engines and usability in design process. Acknowledge web standards in coding practice.

Branding, graphic and motion design

Strong digital brand strategy and integration of brand experiences. Experience designing, animating and developing in Flash.

Front-end development

HTML 4/5, XHTML, CSS 2/3, AS 2/3,
Good understanding of JS, ColdFusion, PHP, ASP.NET and Java

WORK EXPERIENCE

UX/UI Designer at Ocado

UK (March 2010 - today)

Designing innovative yet functional visual design concepts for the core areas of the **webShop**, **iPhone** and **iPad** awarded apps. Delivery useable and compelling visual interfaces with detailed guidelines.

Digital Creative + Web Specialist freelance

Italy (June 2005 – March 2010)

Designing user interfaces (**user research**, **wireframing**, **prototyping**, and **visual design**) for both conventional websites/portals and web applications. Hand coding (X)HTML, CSS, Actionscript 3, JavaScript, XML / XSL. Worked on projects based on PHP, Java, .Net and ColdFusion. Corporate identity design. Management of small project teams. Clients include **Sun Microsystem**, **Nasa**, **ENI**, **Accor**, **Novartis** and many other high profile companies.

Web Art Director/Owner at Blastmedia

Italy (April 2004 - may 2005)

Designing and delivering web interfaces, websites, microsites, email newsletter templates and marketing assets. Setting and monitoring timescales to ensure the team is working efficiently and consistently meeting deadlines. Developing strong working relationships with clients and partners.

Macromedia Italia Specialist and Instructor

Italy (2003 - 2006)

Selected to be part of the Macromedia Specialist Group (20/25 over 600 professionals). **Consultant**, **instructor** and **speaker** during road shows and congresses held by Macromedia Italia.

Digital Creative + Web Specialist freelance

Italy (September 2002 - April 2004)

Designing and delivering web and **mobile** (palms) interfaces, websites, email newsletter templates and marketing assets. Responding to several clients' web solutions needs. Delivery of **accessible** to disable websites.

Web Art Director at ColumbusNet

Italy (March 2001 - August 2002)

Designing and supervising the design of interface concepts and all the graphics that enhanced the appearance of **websites** and **web applications**. Managing a team of four designers. Educating clients about the similarities and differences between Internet communication and other forms of marketing and public relations efforts.

Senior Web Designer at ANS

UT, USA (March 2000 - February 01)

Translating the client vision into a **useable** and **appealing** web solution. Working within a team of high profile developers and network specialist.

Professor Assistant (web classes) and Web Designer at UVU (CS & Inform. System dept.)

Orem UT, USA (September 1999 - July 2000)

Working side by side with Professor Gale on evaluating students' work. Designing and developing of educational project based on **W3C standards**.

STUDIES, CERTIFICATIONS AND AWARDS

Creative Advertising/Art Direction specialization	IED Milan (2008/09)
AAS course, Web Administration and Multimedia	UVU - Orem UT, USA (1999/2001)
English Humanities studies	BYU Idaho - Rexburg ID, USA (1992)
Macromedia Certified Instructor	Flash and Dreamweaver
Macromedia Certified Professional	Flash Designer and Dreamweaver Developer
Macromedia site of the week for accessibility	“Provincia di Bergamo” website (June 2004)
Multimedia and Art Utah Festival - Best Web Site	UVU, Utah (2000)
Master teacher ELSM	London, UK (1993-94)
Radar e Communication Systems Specialist	Petty Officer Academy of the Italian Navy - Taranto, Italy (1988/89)

PORTFOLIO

Please visit my website (optimized for mobile and tablet viewing) for the latest works:
<http://www.giannifavaretto.com>.

PERSONAL INFO:

Born the 18th of June 1971 in Haywards Heath, Sussex UK.

Married with a beautiful Italian woman and proud father of two daughters.

Football, futsal, squash and jogging.