

# ALBERTO JANNARONE

## SENIOR PRODUCT DESIGNER

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## PROFESSIONAL STATEMENT

My experience in product design, photography and video production give me a unique perspective to problem solving that allows me to create products and experiences that people love. Persistence, passion and attention to detail are just some of the qualities I possess.

## WORK EXPERIENCE

### Senior Product Designer / KPMG Global - September 2023 - Present

Work with teammates in product, marketing, engineering, and analytics to create compelling user experiences across web platforms.

Define and shape features, starting from early ideas and sketches, progressing to interactive prototypes, high-fidelity designs, and final implementation.

Engage with Product and Brand stakeholders, effectively communicating design updates to leadership for feedback and approval.

### Senior Product Designer / Candybox Marketing - April 2021 - August 2023

Work closely with Sales & Marketing, Dev Ops and other departments.

Lead and participate in cross-departmental brainstorming sessions to align processes and identify new opportunities.

Perform design research, journey mapping, IA mapping and content writing.

Own the end-to-end design process, from rough ideas and wireframes, to high fidelity prototypes using tools such as Miro, Figma and Figjam.

### UX Designer / OneMethod - February - March 2020

Website re-design for the Haagen Dazs Canada website.

Sketching, wireframing and prototyping for responsive web and mobile output.

Driving design objectives and innovative concepts while maintaining brand standards.

Performed Heuristic Analysis and presented to client.

### UX & UI Designer / Crowdfunder - September - November 2019

Sketching and prototyping ideas to test viability and how interactions feel.

Iterating ideas based on feedback from the team and the clients.

Create responsive designs ideal for both desktop and mobile.

Build and manage stakeholder relationships.

### Video Director & Creative Director & Photographer / Freelance - 2013-2019

Responsible for creative direction, development of concepts and pitching to clients.

Production of photo and video branded content – digital and broadcast.

Managed pre, principle and post production for video and photography campaigns.

Conceptualized and designed storyboards and shot lists.

Experienced with continuous and strobe lighting such as Kino Flo, Pixel Tube, Profoto.

Directed models and actors for video and photography productions.

## EDUCATION

User Experience Professional / RED Academy Toronto 2019

Film Studies / Chang School Ryerson Toronto 2013

Marketing Administration Diploma / Seneca College Toronto 2001 - 2003

Creative Photography / Humber College Toronto 1999 - 2001

## SKILLS

Sketching, Wireframing, UX/UI Design  
Responsive Web Design, Prototyping,  
Scrum, User Journeys, Storyboards,  
Mental Models, Usability Testing,  
Design Research, Scenarios,  
Competitive Analysis, Client Relations,  
Photography, Director of Photography,  
Creative Direction, Video Direction  
Photography and Video Editing,  
Production Management,  
Italian oral and written.

## TOOLS

Sketch	Figma	XD
Principle	Invision	Photoshop
Illustrator	Lightroom	Premiere Pro
Excel	Powerpoint	