

Francesco Bertocci

UX/UI Designer & Entrepreneur

Portfolio & Availability: FreeAndWilling.com/fbmore

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[Linkedin.com/in/fbmore](https://www.linkedin.com/in/fbmore/) / [Twitter: @fbmore](https://twitter.com/fbmore)

I am a well-rounded Italian-born strategic designer, with a passion for people, interactions, ideas and brands, and I am the founder of Free&Willing, a platform to connect talent and companies hiring. I've lived and worked in Rome, Milan and I've been living in Brooklyn since 2004, I am now an American citizen too. I create experiences that keep people and their context in mind, because I believe that people, their feelings, physical needs and goals change everything.

Read more at FreeAndWilling.com/fbmore

EXPERIENCE

Lead UX/UI Designer & Prototyper

Oct 2011 – Present

Various clients

Over the years I have been working with a variety of clients from large agencies to lean startups. I like to take on design, UX and technology challenges, from selling diamonds online to designing experiences to help people save money via a mobile app after shopping at bricks and mortar stores. And from augmenting physical in-store experiences for HP and Cartier to helping envision and launch a new self help app (coming soon). I am currently collaborating with the Hackerati (TheHackerati.com) on mobile and web projects as Lead UX/UI Designer.

You can see my design portfolio and availability at FreeAndWilling.com/fbmore

Please send me an email to request my UX portfolio, thank you.

UX/UI Designer, Developer & Founder

December 2014 – Present

Free&Willing

In December 2014 I started Free&Willing to simplify the process of knowing who is available and when, within one's professional networks, for freelance and fulltime jobs.

I envisioned the platform as the most efficient place to hire and be hired. I am focused on streamlining daily processes both for talent and for recruiting professionals. The experience is made possible thanks to many different technologies, including Rails, text messaging and mobile. Launched in March 2015, Free&Willing has already several hundred members and paying customers. www.FreeAndWilling.com

Creative Director

November 2013 – October 2014

GUST

I was hired to help re-launch and re-brand Gust (an 8yr old startup that connects entrepreneurs and startups with investors around the world) and going through a complete tech overhaul. We launched a first MVP re-design of the new experience in three months. I oversaw visual design and copywriting and actively collaborated with UX, Product and Tech using agile processes. I led whiteboarding sessions, sketched and created visual mocks for our web and mobile apps. I presented internally to all stakeholders and board members. Shared prototypes with our users, collected feedback and iterated on design and usability issues and opportunities and was in charge of establishing the company's first Live Styleguide. Pairing with front- and back-end developers

was key to this process and to make it become a reality. I also led marketing, event related and social media efforts partnering with the marketing and biz dev departments and the re-branding efforts for Gust. I also, oversaw the launch communications from printed materials to videos and demos of our portal for the City of New York, a hub for tech and startups Digital.NYC

Associate Creative Director - Freelance

November 2012 – October 2013

Atmosphere BBDO
Clients: VISA, HP, J&J

Interactive Creative Director

August 2011 – March 2012

LIPMAN

Clients: David Yurman, Talisker/Canyons Resort, 7 for all mankind (VF Corporation), Dior, LIPMAN, Archetypes.me (eCommerce Startup)

Associate Creative Director

February 2011 – June 2011

Publicis Modem
Clients: LG, LensCrafters, Cartier

Associate Creative Director

February 2010 – January 2011

Heartbeat Ideas

Clients: AMGEN, Sanofi-Aventis, Heartbeat Ideas

Sr. Art Director

November 2008 – February 2010

Digitas Health
Client: Pfizer

Sr. Interactive Art Director

May 2006 – October 2008

T3 - The Think Tank

Clients: WSJ, Marriott International, Ritz-Carlton, DELL

Interactive Art Director

February 2005 – May 2006

Atmosphere BBDO

Clients: Cingular (now AT&T), eTrade, HBO

Interactive Art Director

September 2000 – September 2004

Leo Burnett Italia

Clients: Nintendo, Telecom Italia, Blu (Cellular provider), Intesa Bci (Bank), Fiat, Merloni (Household appliances), McDonald's, Albacom (ICT company), Procter & Gamble, Philip Morris, Astra Zeneca, Heineken, Leo Burnett, iLeo.

EDUCATION

ISC - Istituto Superiore di Comunicazione

1997 - 2000

Diploma, Diploma in Art Direction and Copy Writing (Bachelor's degree equivalent)

Università degli Studi di Roma Tre

1995 - 1998

Computer Science Engineering

SKILLS

Mobile Application Design, Responsive Design, Prototyping, User-centered Design, User Interface, Wireframing, User Experience, Creative Direction, Interaction Design, User Interface Design, Creative Strategy, Digital Strategy, Concept Development, Photography, Web Design, Art Direction, Branding & Identity, Typography, Adobe Creative Suite, Photoshop, Sketch, InVision, Principle, Protopie, Atomic, Framer, HTML 5, CSS, JS, Rails, Swift, Teaching and Mentoring.

INTERESTS

Create useful products and services using the most interesting/advanced technologies, mentoring and teaching, photography, learning and speaking new languages, basketball, volleyball, traveling, movies, cooking and eating. I run the Prototyping User Experiences and Hakers4Good Meetups in New York City.