



# alessandro berio

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Award-winning product designer, senior UI/UX designer, and product manager. A self-motivated, passionate, and personable innovator with experience as a startup founder. Over 17 years in the trenches of cutting-edge technology and design.

Conceptualized and designed the world's first location-based mobile RPG game in 2004. Founded an award-winning design agency in Los Angeles. Founded a startup that developed an augmented reality mobile social network with hundreds of thousands of users that was featured by Apple in over 40 countries as Best New App. Created the world's first lock-screen messenger for iOS, being featured in press worldwide including Tech Crunch. Worked with clients such as Disney, 20th century Fox, the Grammy's, UFC, Nike, MLB, McCann Agency, Nokia, Globo and others. Visit my portfolio at [www.ber.io](http://www.ber.io).

## Experience

### Lead Product Designer

Muvr Labs, San Francisco (Remote) – 2017-Present

Was the companies first employee. Conceptualized and designed award-winning iOS app from rough concept to fully integrated virtual physical therapist with bluetooth enabled wearable. Developed complex animations, designed box packaging, website, and helped with

industrial design decisions. Designed back-end admin interfaces and dashboards.

**Lead Designer and Project Manager “My Secret Diary”**

McCann Health - 2018

Conceptualized, designed and lead the development for the app “My Secret Diary” for McCann Health digital agency as a part of guerrilla marketing campaign for vaccination. The project was shortlisted in the Cannes Lions Awards.

**CEO, Lead Designer, Product Manager**

Thinkr, Rio de Janeiro – 2012-2016

Concept creation of various mobile apps, customer research, user testing, workflow diagrams, UI/UX, branding, marketing and promotional materials, video creation, and website. Managed of iOS, Android, and backend teams using agile methodology. As CEO was responsible for investor relations, customer outreach and more. Launched three different apps which were featured by Apple worldwide. Thinkr was the first to feature emotion reactions, later adopted by Facebook.

**VP Product**

MIND Corporation, Rio de Janeiro – 2010-2012

Oversaw product development and marketing for mobile apps and relations with telecom operators in Brazil. Planned digital marketing campaigns such as an SMS campaign for President Dilma Rousseff, participated in negotiations with major broadcasters in Brazil for mobile video rights. Designed mobile banking solution proposals for Itaú and

Bradesco banks from Brazil. Clients included Nike, Globo, UFC, TIM, Oi, Vivo.

### **CEO, Creative Director**

#### **Artillery Unit, Los Angeles – 2003-2010**

Award-winning design studio. Was lead designer, developer, and lead development team for multiple flash websites. Clients included Grammys, 20th Century Fox, MLB, Disney, Eastman Kodak.

### **Education**

#### **USC School of Cinematic Arts, Los Angeles, CA – B.A. 2003**

Graduated Summa Cum Laude

Wrote, shot and directed over 15 short films. Completed course curriculum, which included film theory, film history, film production, and post production, budgeting, and sound mixing. Courses in photography, graphic design, web design and digital media.

#### **Università per Stranieri di Siena, Siena, Italy – B.A. 1998**

Courses in Art History, Italian, and Italian Cinema

#### **Agoura High School 1995-1998**

Graduated with a 3.9 GPA. Finished HS in 3 years by taking college-level courses at night, while taking honors-level classes during the day.

### **Addendum**

**Software:** Xcode, Photoshop, Sketch, Adobe Illustrator, Adobe After Effects, Adobe Animate, Final Cut Pro, Pro Tools, Logic Pro, FontLab, Office, and more.

**Programming Languages:** Beginning to intermediate knowledge of Swift, Objective-C; advanced knowledge of Actionscript, CSS, and HTML.

**Fluent:** English, Portuguese, Italian. Conversational French and Spanish.

**Awards and accolades:** Yahoo Cool Site Award (2009), Apple Best New App in over 40 countries multiple times (2014-2016), Cannes Lions Health Shortlist (2017), Best Consumer App - Kinvey Awards (2019)

**Press** Tech Crunch, Boston Globe, Olhar Digital, Product Hunt, Tecmundo.

**Patents:** Two technology patents filed under my name. One in Brazil and one in the United States.

**Citizenship:** Multi-cultural background with US and EU citizenship, having lived almost 20 years in California. Have also lived in Europe and South America.

**Volunteer Work:** Habitat for Humanity, Santa Monica Volunteer Soup Kitchen, Pacifica Public Radio

**Hobbies:** I'm a published scholar in the field of cultural astronomy. My hobbies include traveling the world researching sacred sites, writing, zen meditation and stoicism. My travel photographs have been published extensively, and have been exposed in art galleries.