



alessandro berio

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An award-winning, innovative senior UI/UX, product designer, with strong leadership, communication and teamwork skills, Alessandro has 20 years of experience creating user-centered and data-driven designs for iOS, Android, tablets, smartwatches and more. With a keen eye and attention to detail, he has a passion for inventing intuitive interfaces that inspire and delight users. Please visit www.ber.io for more information.

- Accomplishments**
- Conceived and designed the first location-based mobile MMORPG in 2004 for Nokia and Telecom operator Oi.
 - Founded an award-winning web design agency in Los Angeles catering to Hollywood studios.
 - Founded a startup that developed an augmented reality social network with hundreds of thousands of users that was featured by Apple in over 40 countries as Best New App.
 - Created the first lock-screen messenger for iOS, being featured in press worldwide including Tech Crunch.
 - Awarded shortlist at Cannes Lions Festival, for a public service health campaign app.
 - Designed apps and websites for startups funded by YCombinator and Stanford's StartX incubators. Startups raised multiple seed and Series A rounds.
 - Was Lead Product Designer for healthtech app Muvr, that was sold to Exactech, Inc.
 - Designed app for Noctrix Health whose product got designated as Breakthrough Product by the FDA.

Clients Disney, 20th Century Fox, the Grammy's, UFC, Nike, MLB, McCann Agency, Nokia, Globo, Oi, TIM, M1ND, Sony Pictures, CBS, Sundance Channel, Buena Vista Home Entertainment, Directv, MGM, Showtime, Muvr Labs, ExacTech, Searchlight.ai, Arena.ai, Safehub, First Class Flyer, Lumos Tech and more.

Experience

Product Design Consultant – 2020-Present

Noctrix Health, Inc

App UI/UX, branding, industrial packaging design and product prototyping for Series A funded company.

Experience UI/UX Consultant – 2020-Present

Exactech, Inc

App UI/UX, branding, and product prototyping for Healthtech company.

Product Design Consultant – 2020-2022

Safehub, Inc

Website UI/UX, and design consultancy for Series A funded company.

Product Design Consultant – 2020

Searchlight.ai

Website UI/UX, design consultancy and branding for Y-Combinator graduate company and seed startup.

Product Design Consultant – 2020

Arena.ai

Website UI/UX, design consultancy for Series A funded startup.

Lead Product Designer

Muvr Labs, San Francisco (Remote) – 2017-2020

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. The company was acquired by Exactech in 2020.

Lead Designer and Project Manager “My Secret Diary”

McCann Health - 2017

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

M1ND 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.

Founder, 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

University of Oxford – 2022

Courses on Aegean Archaeology

University of Wales Trinity St. David – M.A. 2021

Graduated with Distinction

Cultural Astronomy Masters

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, Figma, Adobe Illustrator, Adobe After Effects, Adobe Animate, Final Cut Pro, Pro Tools, Logic Pro, FontLab, Office, Jira and more.

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

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

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

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 scholar in the field of cultural astronomy, having attended various archaeology and archaeoastronomy conferences, where I've presented my research.