

# Matteo Bonfanti

Product Designer & UX Specialist

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## Professional Summary

Innovative Product Designer and father of a beautiful baby girl with extensive experience in physical and digital ergonomics, specializing in UX and complex project management in fast paced environments.

Proven track record in leading cross-functional teams to develop user-centric solutions that optimize comfort, safety, and performance while meeting regulatory standards and business objectives.

Passionate about Tech, Ai, Blockchain and social impact.

Published the book "UX code" on Amazon about heuristic approach to evaluate the overall experience in uncertain contexts with cost-effective approaches.

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## Core Competencies

- UX Research & User Testing
- Product Design & Development
- Human Factors Engineering
- Team Leadership & Collaboration
- Data-Driven Decision Making
- Prototyping & Rapid Iteration

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## Professional Experience

### Chief Experience Officer | BiomEye srl (2024 - Present)

- Spearheaded the development of two groundbreaking contactless biometric products
- Orchestrated the design and deployment of an intuitive iris scanner interface, assuring user recognition within 2 meters far.
- Innovated the Biomeye Analytics dashboard for neuromarketing, integrating facial recognition, gaze tracking and emotion recognition providing unique insights for in-store experience.
- Pioneered rapid prototyping techniques that accelerated product development cycles by 200%, enhancing collaboration between design and engineering teams and led to a Proof of concept within 2 month and a prototype in 1 month

### Co-founder & CEO | Nimbo Jobs srl (Nov 2019 - 2024)

- Implemented data-driven UX improvements that boosted onboarding of new users to 95% within 1 minute
- Executed strategic A/B testing campaigns on chatbot design, resulting in a 67% increase in user engagement and a 40% improvement in overall user satisfaction.
- Cultivated a user-centric design culture, leading to a 30% reduction in customer support tickets related to usability issues.
- Orchestrated cross-functional collaboration between design, development, and marketing teams, resulting in seamless product launches and a 30% faster time-to-market.
- Led the company in 2 incubation programs (DPixel-Sella Lab and Startup Piacenza) and PORFESR Emilia Romagna grant of 153000 euro for the deployment and Invitalia SmartMoney grant.

### Valeriano Gobbi | Independent Consultant (2024)

- Engineered a social media campaign strategy that increased candidate visibility by 50% and engagement rates by 75% for local mayor elections. The Art Direction was led by Elisa Gianotti

### Morgan Tecnica spa | Independent Consultant (2023)

- Delivered UX research insights, after 6 months in field interviews and observations in style offices, patterns designer workshops and cloth preparation leading companies that led to 30

insight report for future product development and product launch for the development team and marketing

- Provided a brief user experience guide for developers that led to a rescheduling of the main software upgrades

### **Spike Ditech srl | Independent Consultant (2023)**

- Designed an intuitive IoT water filter app interface for DecalAcque, that led a 30% reduction in customer support inquiries and reduced the no-show of customers by 25%
- Provided a comprehensive visual identity of the project

### **Innuvatech srl | Independent Consultant (2021)**

- Conducted comprehensive user research for a groundbreaking bio-impedance meter app, with a simple interface and CRM capabilities leading to a 35% increase in nutritionist satisfaction and a 20% reduction in measurement errors.

### **Packaging Development and Color Management Specialist | Ghelfi Ondulati spa (Apr 2016 – Apr 2020)**

- Revolutionized digital pre-press workflows, reducing production time by 200% and improving HP Enterprise initial color accuracy by 45%.
- Developed automated VDP interfaces and workflows that increased operational efficiency by 300% and reduced human error by 80%.

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## **Education**

- SDA Bocconi: Social Impact Entrepreneurship Master (2022)
- Politecnico di Milano: Bachelor's in Product Design (2009 - 2013)
- ITCG A.Tramello: Dott. in Geometry (2003 - 2008)

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## **Certifications**

- Enfocus: Switch and PitStop (2019)
- University of Helsinki: Elements of AI (2019)
- GMG: ColorServer and OpenColor (2019)
- Hybrid Software: PackZ (2018)
- HP Enterprise: Maintenance Levels 1-2-3 (2017-2018)
- Koning & Bauer: T1100 Levels 1-2-3 (2017-2018)

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## **Technical Skills**

- UX Analysis & Web Analytics: Google Analytics, Hotjar, Maze
- Design Tools: Figma, Sketch, Adobe Creative Suite, Rhino 8, Autodesk AutoCAD, PackZ
- Development Tools: Ollama, Docker, Enfocus Switch, GMG ColorServer/OpenColor
- AI & Machine Learning: Anthropic Claude, OpenAI ChatGPT and API
- Project Management: Microsoft Teams, Zeplin.io, Hive, Microsoft NAV, Asana, Toggl

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## **Languages**

- Italian (Native)
- English (Professional working proficiency)
- French (Elementary proficiency)
- Spanish (Elementary proficiency)