GIONATA FRONDUTI

CREATIVE DIRECTOR | BRAND STRATEGIST | UX/UI DESIGNER
创意总监 | 品牌策略师 | UX/UI 设计师

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PROFESSIONAL SUMMARY | 职业概述

Creative director with over 12 years of experience across brand, UX/UI, product design, marketing and communication, and business development. Has worked for large and small companies in the automotive and consumer-product fields and founded three startups, with three Kickstarter campaigns raising over €400,000 combined. Specializes in taking products from concept to prototype and launch, combining brand, UX, and product design with hands-on team leadership. Has built working relationships with professionals in Italy, the United Kingdom, the Netherlands, and China.
拥有 10 年以上品牌、UX/UI、产品设计、市场传播与业务拓展经验的创意总监。曾服务于汽车与消费品领域的大型企业和小型公司，并创办三家初创企业，三次 Kickstarter 众筹活动累计筹得超过 40 万欧元。擅长将产品从概念推进到原型与上市，融合品牌、UX 与产品设计，并亲自带领团队。在意大利、英国、荷兰及中国均建立了专业合作关系。

CORE EXPERTISE | 核心能力

Creative & Brand: Creative Direction | Brand Identity & Strategy | Graphic Design | Copywriting | Social Media Strategy | Marketing & Communication
创意与品牌：创意指导 | 品牌识别与战略 | 平面设计 | 文案撰写 | 社交媒体策略 | 市场与传播

Product & UX: UX | UI | Product Design | Ecodesign | Automotive HMI | 3D Modeling | Rendering | Prototyping | Videomaking & Editing
产品与用户体验：UX | UI | 产品设计 | 生态设计 | 汽车 HMI | 3D 建模 | 渲染 | 原型设计 | 视频制作与剪辑

Leadership & Business: Team Leadership | Agency & Vendor Management | Business Development | Lean Startup | Crowdfunding Campaigns
领导力与商业：团队管理 | 代理机构与供应商管理 | 业务拓展 | 精益创业 | 众筹活动

PROFESSIONAL EXPERIENCE | 工作经历

Biosurface S.r.l. | Head of Operations & Brand

Biosurface S.r.l. | 运营与品牌负责人

2023 - 2026 | 2023 年 - 2026 年

Exclusive Italian distributor of bio-based flooring systems by Duracryl Global Flooring (Netherlands). As the company's main operational lead, owned operations, technical product management, business development, and brand end-to-end. Delivered over 20,000 m² of flooring across private residences, railway stations, museums, schools, theatres, and clinics. biosurface.it
荷兰 Duracryl Global Flooring 生物基地板系统的意大利独家经销商。作为公司的核心运营负责人，端到端统筹运营、技术产品管理、业务拓展与品牌。已在私人住宅、火车站、博物馆、学校、剧院及诊所等领域完成超过 2 万平方米的地板项目。

- **Operations & growth strategy:** set up the operating model, quarterly planning, and order-driven financial forecasting.
  运营与增长战略：搭建运营模式、季度规划以及基于订单的财务预测。
- **Business development:** built the architect, interior designer, and general-contractor channels and managed the full relationship, from technical documentation, comparative sustainability reports based on product data sheets and commercial offers to post-installation support.
  业务拓展：开拓建筑师、室内设计师及总承包商渠道，并管理完整的客户关系，涵盖技术文档、基于产品数据表的可持续性对比报告、商务报价以及安装后支持。
- **Brand, marketing & communication:** positioned the brand around sustainability in construction and produced sales materials, organic content, email campaigns and paid ads.
  品牌、市场与传播：以建筑领域的可持续发展为核心进行品牌定位，制作销售物料、自然流量内容、邮件营销活动及付费广告。

- **Digital tools & AI workflows:** designed and built internal web tools, including material calculators for the full product range and a financial dashboard.
  数字工具与 AI 工作流程：设计并开发内部网页工具，包括覆盖全系列产品的材料计算器及财务仪表盘。
- **Team building & training:** designed and delivered training courses for applicators and design professionals, building a network of applicators and sales agents who now work with the company.
  团队建设与培训：为施工人员及设计专业人士设计并讲授培训课程，建立起目前与公司合作的施工人员及销售代理网络。

Freelance | Creative Director & UX Designer
自由职业 | 创意总监与 UX 设计师

2022 - 2026 | 2022 年 - 2026 年

From brief to delivery | 从需求简报到交付

Independent brand, UX and product design consultant for companies and agencies.
为企业和代理机构提供独立的品牌、UX 与产品设计咨询。

- **Bioarmon:** research, concepting and UX design through to the MVP prototype for an Italian wellness brand offering personalized sound-and-color listening experiences.
  Bioarmon：为一家意大利健康品牌完成从调研、概念到 UX 设计直至 MVP 原型的全过程，该品牌提供个性化的声音与色彩聆听体验。
- **Hufo (Human Forces):** communication consulting for the fundraising of a venture capital initiative built around early-stage startups and talent; designed and developed the investor presentation.
  Hufo（Human Forces）：为一个聚焦早期初创企业与人才的风险投资项目提供融资传播咨询，并设计制作投资人路演演示文稿。
- **Etioca:** design of the head unit, instrument cluster, monitor, and companion app for an integrated electric urban taxi system.
  Etioca：为一体化电动城市出租车系统设计车机主机、仪表盘、显示屏及配套应用。
- **Libera Brand Building Group** (marketing communications group, Turin): UX design for the websites of Gruppo CNP, Vallè, Flower Mountain and Fisilia.
  Libera Brand Building Group（都灵的整合营销传播集团）：为 Gruppo CNP、Vallè、Flower Mountain 和 Fisilia 的网站进行 UX 设计。
- **JEX vape:** concepting, logo design, visual identity and product design.
  JEX vape：概念构思、标志设计、视觉识别（VI）及产品设计。
- **GlamLab:** graphic design, rendering and prototyping for Ferrero (Nutella and other products).
  GlamLab：为费列罗（Ferrero，旗下 Nutella 等产品）提供平面设计、渲染与原型制作。

StarBoost Torino | Art Director
StarBoost Torino | 艺术总监

2016 - 2018 | 2016 年 - 2018 年

From concepting to MVP | 从概念到 MVP

Start-up studio building digital platforms and mobile apps for startups and corporate clients. Creative direction of the design team for the design and implementation of digital platforms and mobile applications; project management across strategy, prototyping, and development. starboost.co
面向初创企业和大型企业客户的数字平台与移动应用创业工作室。带领设计团队负责数字平台与移动应用的设计与落地；统筹策略、原型与开发各阶段的项目管理。

- **Planet App (Planet the Smart City):** control panel of the smart city in Fortaleza for urban services and interpersonal interactions. planetsmartcity.com
  Planet App（Planet the Smart City）：巴西福塔莱萨智慧城市的控制面板，用于城市服务与人际互动。
- **Wineplan.it:** vineyard tour platform for wine lovers.
  Wineplan.it：面向葡萄酒爱好者的葡萄园游览平台。
- **MyVisto.it:** platform that connects companies and users, with rewards for the most influential videos on the internet. myvisto.it
  MyVisto.it：连接企业与用户的平台，对网络上最具影响力的视频给予奖励。

FCA (Fiat Chrysler Automobiles, now Stellantis) | UX Designer
FCA（菲亚特克莱斯勒汽车集团，现 **Stellantis**）| **UX** 设计师

2013 - 2015 | 2013 年 - 2015 年

From concepting to worldwide distribution | 从概念设计到全球上市

- Design and development of the graphic interface for the digital displays of the Alfa Romeo Giulia.
  负责阿尔法·罗密欧 Giulia 数字显示屏图形界面的设计与开发。
- The Giulia interior, including the integrated infotainment screen, won a 2017 Wards 10 Best Interiors award (video).
  Giulia 内饰（含集成式信息娱乐屏）荣获 2017 年 Wards 10 Best Interiors（沃德十佳内饰）奖。

FOUNDER & ENTREPRENEURIAL VENTURES | 创业经历

The Epic Chess Trilogy | Founder
The Epic Chess Trilogy | 创作者

Personal project | 2026 - Present | 个人项目 | 2026 年 - 至今

Transmedia fantasy saga that reimagines three main eras of chess history as cosmic wars between living kingdoms. In-depth research on the historical games, narrative architecture, and art direction of a Moebius-inspired comic, produced through an AI image-generation workflow with a visual bible keeping characters and actions consistent with the historical ones across more than 100 panels.
跨媒体奇幻史诗，将国际象棋历史上的三个主要时代重构为鲜活王国之间的宇宙战争。负责对历史棋局的深入研究、叙事架构，以及受 Moebius 风格启发的漫画的艺术指导；通过 AI 图像生成工作流程制作，并以视觉设定集（visual bible）使 100 多幅画面中的角色与动作与历史史实保持一致。

Colibry | Product Designer (Co-Founder)
Colibry | 产品设计师（创始人）

2016 - Present | 2016 年 - 至今

From concepting to worldwide distribution | 从概念设计到全球上市

- Threading epilator for women and men, positioned as an alternative to traditional hair removal and built around delicacy, effectiveness, simplicity, and price. colibry.it
  面向男女用户的线绳式脱毛仪，作为传统脱毛方式的替代方案，以温和、高效、简便和价格为核心。
- **Kickstarter results:** Colibry raised €74,751 in 30 days; Handso, a second product launched by Colibry, raised €226,192 from 5,300 backers in 30 days.
  Kickstarter 成果：Colibry 在 30 天内筹得 74,751 欧元；Colibry 推出的第二款产品 Handso 在 30 天内获得 5,300 位支持者，筹得 226,192 欧元。

Starslider | UX Designer (Co-Founder)
Starslider | **UX** 设计师（创始人）

2015 - 2018 | 2015 年 - 2018 年

From concepting to worldwide distribution | 从概念设计到全球上市

- Motorized control system performing rotary and linear movements for video recording, for professionals and enthusiasts, controlled by a mobile app (iOS and Android) for presets, time-lapse, stop-motion, and live control. starslider.com
  用于视频拍摄的电动控制系统，可实现旋转与直线运动，面向专业人士与爱好者；通过移动应用（iOS 和 Android）进行预设、延时摄影、定格动画及实时控制。
- The Kickstarter campaign raised €75,225 in 30 days.
  Kickstarter 众筹活动在 30 天内筹得 75,225 欧元。

Repstar | Designer (Co-Founder)
Repstar | 设计师（创始人）

2013 - 2017 | 2013 年 - 2017 年

From brief to delivery | 从需求简报到交付

Company focused on design, prototyping, and digital manufacturing, working on social and innovative projects with a team of four professionals mixing design, engineering, and marketing.
专注于设计、原型制作与数字化制造的公司，由四位专业人士组成团队，融合设计、工程与市场，开展社会性与创新型项目。

TEACHING & TRAINING | 教学与培训

ITS ICT Piemonte | Visual & Graphic Design (Professor)

ITS ICT Piemonte | 视觉与平面设计（讲师）

2021 - 2025 | 2021 年 - 2025 年

Higher technical institute training ICT and digital professionals in Piedmont. Taught the fundamentals of visual design, the main graphics software (Photoshop and Illustrator), and digital interface prototyping (Figma). its-ictpiemonte.it

皮埃蒙特地区培养 ICT 与数字专业人才的高等技术学院。讲授视觉设计基础、主要图形软件（Photoshop 和 Illustrator）以及数字界面原型设计（Figma）。

Kinetikon | UX/UI Design Corporate Trainer

Kinetikon | **UX/UI** 设计企业培训师

2022 - 2025 | 2022 年 - 2025 年

Turin-based IT training and consulting company serving businesses and SMEs. Hands-on corporate workshops teaching a creative-to-functional UX/UI design method, helping companies turn ideas into usable interactive systems through real product challenges. kinetikon.com

总部位于都灵、服务企业与中小企业的 IT 培训与咨询公司。主讲实战型企业工作坊，传授从创意到功能的 UX/UI 设计方法，通过真实产品课题帮助企业把想法转化为可用的交互系统。

IED (Istituto Europeo di Design) | Interaction Design for Transportation (Professor)

IED（欧洲设计学院）| 交通工具交互设计（讲师）

2021 - 2023 | 2021 年 - 2023 年

International design school with campuses in Italy, Spain, and Brazil. Course on managing the design of digital interfaces in the automotive field through all phases, from sketch to final visualization, for interiors and exteriors, respecting user needs and safety constraints. ied.edu

在意大利、西班牙和巴西设有校区的国际设计学院。课程涵盖汽车领域数字界面设计的全流程管理，从草图到最终可视化，涉及内饰与外饰，并兼顾用户需求与安全约束。

Politecnico di Torino | Teaching Assistant

都灵理工大学 | 助教

2008 - 2012 | 2008 年 - 2012 年

Teaching assistant to Professor Ursula Zich in Basic and Application of Descriptive Geometry: lesson planning, exam scheduling, student tutoring, and exam evaluation. polito.it

担任 Ursula Zich 教授《画法几何基础与应用》课程助教：课程规划、考试安排、学生辅导及考试评阅。

EDUCATION | 教育背景

Politecnico di Torino | Master's Degree, Industrial Design & Ecodesign

都灵理工大学 | 工业设计与生态设计硕士学位

Highest honors | 2007 - 2012 | 以最高荣誉毕业 | 2007 年 - 2012 年

MediaLAB Amsterdam | UX Design Internship

MediaLAB Amsterdam | **UX** 设计实习

2012 - 2013 | 2012 年 - 2013 年

Prototyping of a multi-platform application and video content for ProRail, the Dutch company that leads railway infrastructure.

为荷兰铁路基础设施领先企业 ProRail 设计多平台应用原型并制作视频内容。

LANGUAGES & TOOLS | 语言与工具

Languages | 语言

Italian (mother tongue) | English (professional working proficiency)
意大利语（母语）| 英语（专业工作能力）

Design & Prototyping | 设计与原型

Adobe Illustrator | Photoshop | InDesign | Premiere | After Effects | XD | Sketch | Figma | InVision | WordPress | Microsoft Office | SolidWorks | KeyShot
Adobe Illustrator | Photoshop | InDesign | Premiere | After Effects | XD | Sketch | Figma | InVision | WordPress | Microsoft Office | SolidWorks | KeyShot

AI Tools | AI 工具

Claude, ChatGPT, Gemini (research, copywriting, strategy) | Seedance, Kling (video generation) | Midjourney, Adobe Firefly, Nano Banana (concepts, key visuals) | Figma Make (rapid prototyping)
Claude、ChatGPT、Gemini（调研、文案、策略）| Seedance、Kling（视频生成）| Midjourney、Adobe Firefly、Nano Banana（概念与主视觉）| Figma Make（快速原型）