

Resume



Matteo Sorbelli

Lead Designer

sorbellimatteo@gmail.com

matteosorbelli.com

+33(6) 29 93 70 11

About me

I'm a designer crazy about details. I believe that an approach focused on imagination and dreams can lead to truly innovative solutions.

I strive to maintain a healthy work-life balance. As a national-level runner, sport is an integral part of my daily routine, helping me stay disciplined, focused, and responsive.

Experience

IZIVIA

Lead Designer

May 2022 - Present

- o Lead UX/UI design of the EV chargers supervision back-office.
- o Lead UX/UI design of the IZIVIA electric mobility app.
- o Art direction of the international IZIVIA charging station network.
- o Industrial design of chargers cover.
- o Participation in the preparation of tender documents.
- o Art direction of the McDonald's charging network.

Lepape

Lead UX/UI Designer

Feb 2021 - May 2022

- o Lead UX/UI design of all responsive websites.
- o User and field surveys.
- o Product owner assistance.
- o Development and integration on Magento 2.

Sowee

Lead UX/UI Designer

Feb 2017 - Feb 2021

- o UX & lead UI design of the digital product's widgets.
- o Lead UI design of all responsive website & app services.
- o Design and implementation of the design system.
- o UX & lead UI design of website customer account including consumption data design.
- o Art direction of Sowee's visual identity.
- o Participation of partner's brief and deal with presentations.
- o Graphic design of regular contents on social networks.
- o Development of editorial newsletters.

FeetMe

Global Designer

Sep 2015 - Feb 2017

- o Lead UX/UI design of various app & softwares.
- o Industrial design of FeetMe Sport insoles.
- o Lead UX/UI design of all responsive websites & app services.
- o Web development of all responsive websites.
- o Graphic design of all commercial flyers and packagings.

Expertise

UX/UI Design

Atomic Design, Figma, MarvelApp, Mouseflow, Google Analytics, Html, Css, JS, Marketing Cloud

Graphic Design

Illustrator, Indesign, Premiere, After Effect

Industrial Design

Photoshop, Rhino 3D, Prototyping tools

AI Generative

Midjourney, ChatGPT, Copilot

Management

Lead of interns, freelance designers and commercial partners. Jira, Slack, Teams, Monday, Miro

Languages

French, English, Italian

Soft skills

Finicky, Enthusiast, Team spirit, Meticulous, Reliable, Generous, Smiley

Education

Ensci - Les Ateliers

Sep 2010 - Mar 2015
Master of Industrial Design, graduated.

Politecnico di Milano

Feb 2012 - Jul 2012
Erasmus exchange.

ESAA Duperré

Sep 2007 - Jun 2010
Foundation program of design.