

Matteo Colombo

hello@clmmatteo.com

I'm a **creative technologist**: I use **design and development** to build digital experiences.

After my design studies in university, I've dedicated my career to web design and development, helping big and small companies to find their path in the digital landscape.

Some of the brands I've worked with include: Swiss Re, Federal Swiss Railways, UBP, Axa, Vittoria Assicurazioni, A2A, Enel, Politecnico di Milano, Università Vita-Salute San Raffaele.

I work solo (with full mandate on projects) or in teams, to **research** ideas, generate **digital concepts**, prototype and design **user experiences and interfaces**, choose appropriate technologies and **architectures**, and develop both **back-end and front-end** code.

I work both on public-facing **promotional websites and e-commerce websites**, and more complex, ad-hoc **web application platforms**, such as campus wayfinding webapps, management software and e-learning platforms.

Work experience

FULL-TIME 2020 - currently	Freelance full-stack developer and UX/UI designer Based in Cologno Monzese (Milan - Italy) I offer wide-spectrum services around digital products , from Concept Design and UX/UI Design, to Front-End and Back-End Development. I work solo, directly with clients, or in fruitful collaboration with design or development companies, such as: Studio Shift (studioshift.it), Piano B and Gruppo Volontarius (gruppovolontarius.it), ELV (elvalue.it) Falzone Studio (falzonestudio.eu), La Parola Magica - Silvia Maria Sardi (parolamagica.com), Eleva (eleva.it).
PART-TIME 2015 - 2020	
June 2016 - January 2020	Graphic Designer, UI/UX Designer, Front-end Developer Mynd - Communication Agency (Vimercate - Monza - Italy) I've worked on UI/UX design for mobile- and web-applications (research, user journey, wireframing and graphic design), and specialized on front-end development (HTML/CSS/JS), with a particular focus on digital platforms for insurance and bank firms.
September 2015 - February 2016	Service Design Intern Sol.co. Sondrio - PiùSegniPositivi (Sondrio - Italy) Inside the Project Development Office of the innovative welfare project "PiùSegniPositivi", I've helped building communication campaigns, civic engagement, fundraising initiatives.

Teaching experience

November 2022 - December 2022	Project Work Tutor in Scuola Cova (Milan) Providing tutoring for the students of Scuola Cova, helping them designing a digital and IoT platform for corporate training on the topic of green economy.
June 2022 - November 2022	Corporate Training at Gruppo Volontarius (Bolzano - Italy) Teaching and tutoring company employees on communication design, presentation design, design thinking and service design. The course included a welfare service concept generation workshop.
September 2015 - June 2022	University Teaching Assistant at Politecnico di Milano - School of Design Teaching and tutoring in project-work courses, on themes such as basic graphic design, design thinking, metadesign, branding.

Education

October 2013 – April 2016 **Master's degree in Product Service System Design** | English-taught | Politecnico di Milano
User experience, scenario and concept generation, visualization and prototyping, co-design. My thesis has explored techniques and advantages of co-designing and co-producing brands, especially in innovative welfare services.

February 2015 – July 2015 **Erasmus Exchange** | TU Delft (The Netherlands) | In the "Strategic Product Design" master's degree
Strategic design, marketing, qualitative and quantitative analysis techniques.

October 2010 – July 2013 **Bachelor's degree in Communication Design** | Politecnico di Milano
Brand and corporate identity, type design, complex digital artifacts.

Publications and conferences

June 2018 **Publication and speech during the ServDes.2018 conference**
Colombo, Giunta, Papetti (2018, July). We are brand: Brand co-creation as an engine for new forms of welfare services. Proceedings of the ServDes. 2018 Conference, 18- 20 June, Milano, Italy (No. 150, pp. 896-910). Linköping University Electronic Press.

October 2016 **Publication in "Touchpoint", Volume 8, Number 2**
Colombo, Giunta, Papetti (2016), Service design innovates welfare services from the inside: the case of the PiùSegniPositivi project, Touchpoint vol. 8, no. 2

Other information

Languages Italian (native) – English (C1 level – TOEFL) – French (elementary) – German (work in progress)

Technologies Proficient in HTML, CSS, SASS and SCSS
Proficient in Vanilla JS, React, Next.JS, TypeScript
Proficient in Node.JS, Express, MongoDB
Medium knowledge of building Tools (Babel, Webpack), GIT (GitHub, GitLab)
Proficient in WordPress development – Medium knowledge of PHP and MySQL