

Isacco Chiaf

Senior Designer

I am an experienced Senior Designer, Art Director, and Teacher with over 10 years of experience working in digital media.

EXPERIENCE

Senior UX/UI Designer and Art Director

Latte Creative

2021 - Present - 3 year, Rome

Lead the design and optimization of digital platforms for nongovernmental organizations, creating and maintaining design systems while integrating and updating brand guidelines.

Teacher of UI/UX and Design

University of Bolzano - Eco Social Design Master Degree

2022 - Present -2 years, Bolazno

Mentor students in creating impactful eco-social design projects, with a focus on problem-solving, accessibility, and Human-Centered Design (HCD).

Freelance Product Designer and Art Director

Various Clients, Belgium

2015 - 2022 - 7 years, Belgium

Led the creation of user-focused products for NGOs and institutions, focusing on consistent, scalable, and accessible solutions.

Graphic Designer and Visual Journalist

Various Clients, Italy/Belgium

2012 - 2014 - 2 years, Italy

Created visual content for major news outlets, focusing on climate change, food access, and human rights through data visualizations and multimedia storytelling.

EDUCATION

Bachelor in Visual Design

Free University of Bolzano - 2008 - 2011, Italy

Master in Media and Information Design

Luca School of art - 2014 - 2015, Belgium

Industry Knowledge

UX/UI Design: User-centered designs, design system, wireframes, prototypes.

Design Systems: Developing and documenting consistent systems.

Workshop Facilitation: leading stakeholder workshops to gather insights, refine storytelling, and optimise user experience.

Strategy: Integrating communication strategies with UX design to drive engagement

Art Direction: ATL and BTL campaigns that align with organisational goals.

Mentorship: Guiding students and junior designers.

Tools & Technologies

Figma, Sketch, Framer, Storybook, Frontify, Abstract, Zeplin, Google Analytics, Relume.

Languages

Italian (Native)

English (Professional)

German (Middle level)

French (Entry level)