

# Matteo Camarota

Design Lead

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## About Me

Design Lead with 10+ years of experience driving product strategy and experience design across streaming, mobile, web, and retail ecosystems. Currently leading design for FIFA+, a global platform serving 6M+ monthly users, overseeing multi-platform delivery across Web, Mobile, and Connected TV. Experienced in scaling design teams, shaping roadmap priorities, and embedding research-driven decision-making to deliver measurable product impact.

## Work Experience

**Globant - Design Lead** | April 2023 – Present

Design Lead for FIFA+, a global streaming platform with 6M+ monthly users and 10M+ streams. Own experience strategy and design delivery across Web, Mobile, and Connected TV. Lead a team of 5–7 designers across multiple squads, covering hiring, growth, and performance. Directed a major multi-platform brand evolution. Led redesign and launch of Connected TV experiences across Samsung, LG, Hisense, Roku, and Android TV, improving discoverability, engagement, and watch time. Partner closely with Product, Engineering, Editorial, and Brand leadership to shape roadmap and priorities. Scaled a design system to improve consistency and efficiency.

**Entain - Lead Product Designer** | October 2018 – November 2022

Led retail and mobile product design initiatives, managing 2–4 designers and driving delivery from discovery to launch. Redesigned the Self-Service Betting Terminal, reducing queues while increasing bet volume, variety, and customer satisfaction. Directed the relaunch of the Casino Mobile App, raising App Store rating from 1.0 to 4.5 stars and increasing average gaming time by 60%. Embedded A/B testing, user interviews, and usability research into product delivery. Partnered with senior product leaders to align experience strategy with commercial goals.

**Baasbox - Mobile Designer** | June 2018 – August 2018

Owned end-to-end UX for native Android and iOS apps in an agency environment. Led client workshops and translated business needs into mobile experiences.

**CX Globals - Web Designer** | August 2017 – May 2018

Delivered UX design across multiple client web projects and used analytics to improve user flows.

**Liqui-Site - Web Designer** | September 2016 – June 2017

Led information architecture and navigation design for client websites. Conducted accessibility audits and remediation aligned to WCAG standards.

**eMazzanti - Retail UX Designer** | June 2013 – August 2016

Improved in-store POS experiences for global retail brands including Pandora and Hershey's. Conducted research and redesigned transaction flows to reduce friction.

## Tools

Figma & FigJam  
Token Studio  
Adobe Creative Cloud  
Miro  
Maze  
Adobe & Google Analytics  
UserZoom  
Atlas  
Optimal Workshop

## Skills

Design Leadership & Mentorship  
Product Design Strategy  
Interaction Design  
Design Systems  
Information Architecture (IA)  
User Flows & Journey Mapping  
User Research & Usability Testing  
Accessibility (WCAG 2.2)  
Native App Design (iOS & Android)  
CTV Design Patterns (Samsung, Roku)  
Design Quality & Critique  
HTML, CSS, JS

## Education

**Master's Degree, Marketing Psychology**  
Sapienza University of Rome | 2016 – 2018

**Bachelor's Degree, Social Psychology**  
Sapienza University of Rome | 2013 – 2016

## Courses & Certifications

Journey Mapping to Understand Customer Needs – NN/g Certified  
Advanced Design Systems – Brad Frost  
Design System Planning & Process – Nathan Curtis  
Token & Component Architecture – Nathan Curtis  
Design Sprint Masterclass – AJ&Smart Certified

## Languages

Italian  
English