

DESIGN PORTFOLIO

Matteo Camarota





I design experiences that bridge product vision, user needs, and developer execution, transforming complex challenges into intuitive, impactful solutions.

I focus on understanding the unique needs and goals of each project. By prioritizing a user-centric perspective, I ensure that the final design aligns with business objectives while providing an exceptional user experience.

The process I follow is structured yet adaptable, covering all stages from research to release. This iterative approach guarantees that each project meets its specific requirements, resulting in designs that are both functional and visually engaging.

Work Experience

2023 - Now

Globant - *Design Lead for FIFA+*

Overseeing the evolution of the FIFA+ streaming platform across Web, Apps, and TVs. Collaborating with cross-functional teams, ensuring a seamless User Experience to engage global audiences and expanding reach worldwide.

2018 - 2023

Entain - *Lead Product Designer*

I was responsible for managing the design process for both existing and new products across different channels. This included overseeing the design and development of the new Casino App as well as Betting Kiosk for retail.

2018

Baasbox - *UX Designer Mobile*

I designed mobile applications following Material Design and HIG, respectively for Android and iOS. I have also facilitated workshops with clients to gather requirements and understand business needs and desired functionality.

Work Experience

2017 - 2018

CX Globals - *UX Designer Web*

I worked with various clients in order to create innovative designs that met business and user needs. I have created interfaces, wireframes, prototypes and have used metrics and user data to optimize flows and design decisions.

2016 - 2017

Liqui-Site - *UX Designer Web*

I created wireframes, user flows, sitemaps, and IA for websites, ensuring that they met accessibility guidelines. This included conducting accessibility audits and implementing changes to make the websites usable and accessible.

2013 - 2016

eMazzanti - *UX Designer Retail*

I focused on improving the Point of Sale Experience for brands like Pandora and Hershey's. My goal has been to make these systems as simple and efficient as possible, through activities like studying customer behavior within the stores.

Skills & Tools

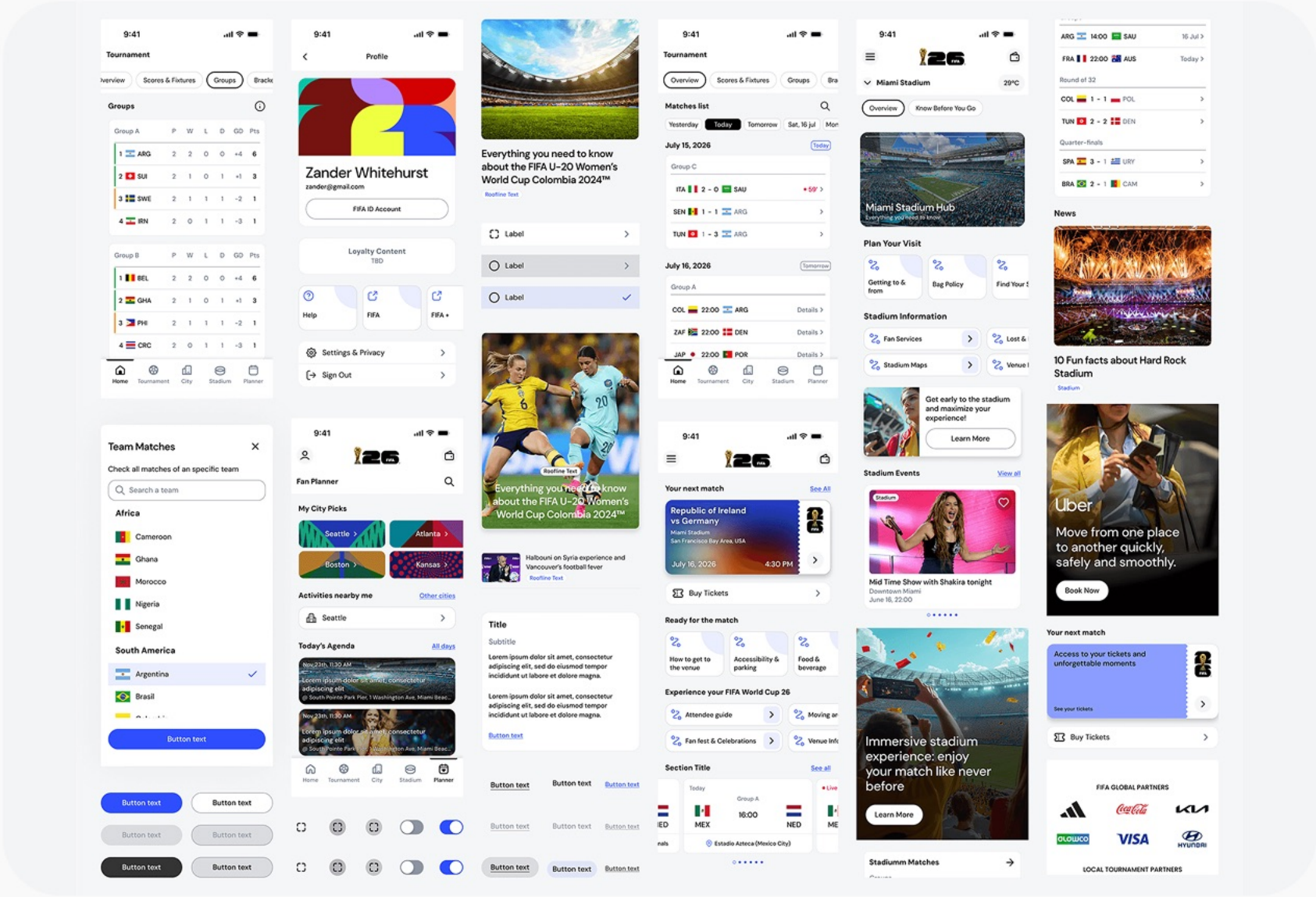
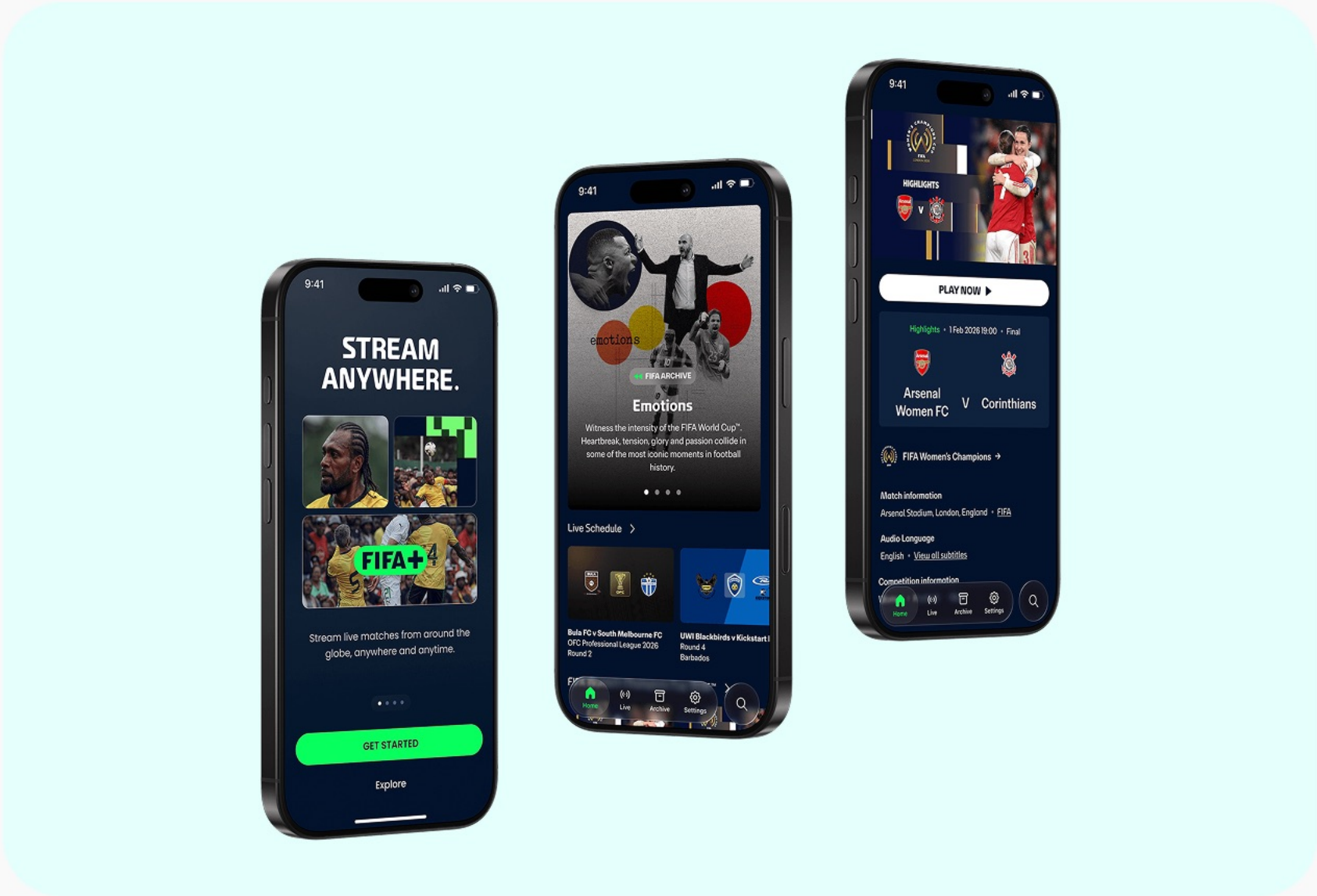
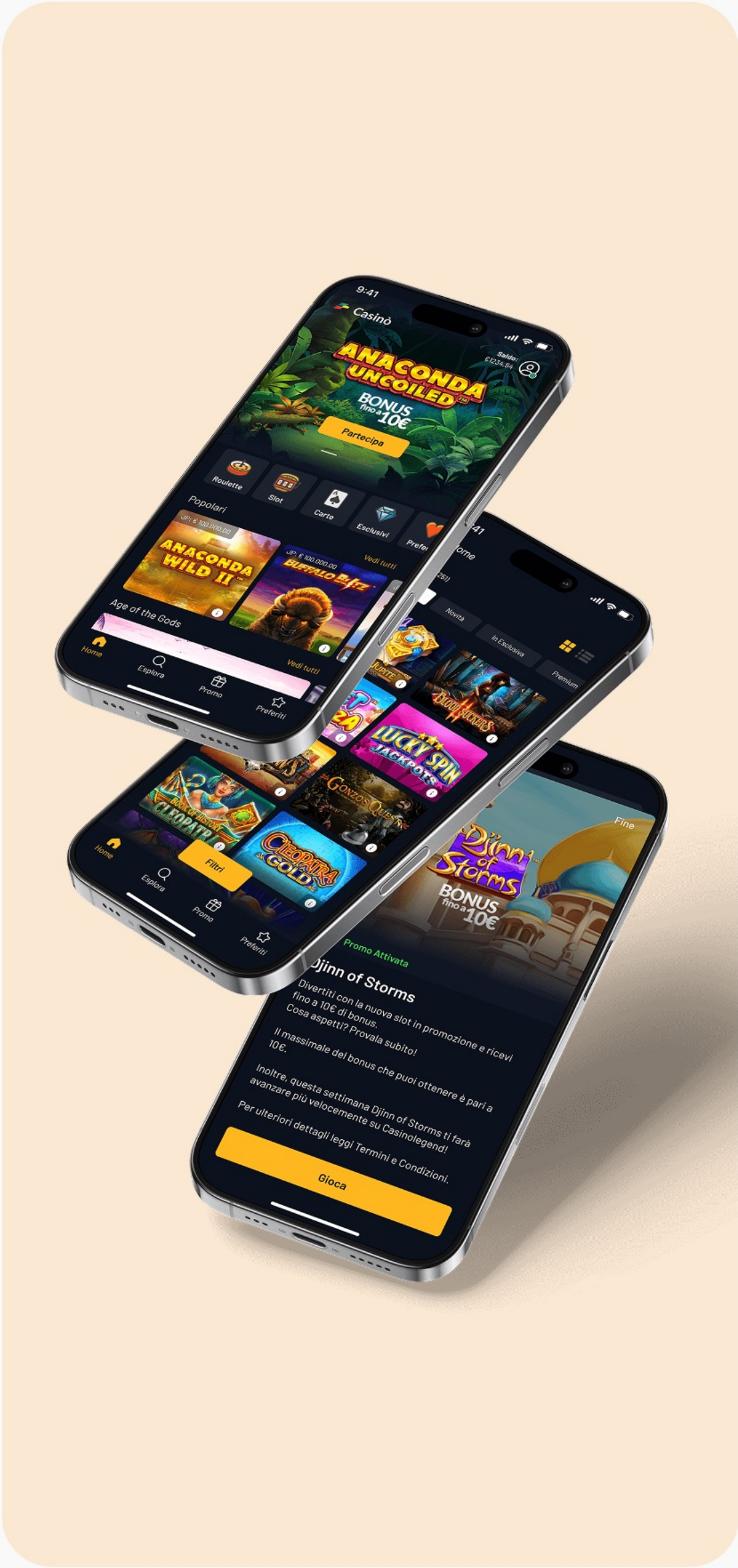
Skills

User Research	Personas & JTBD
Usability Testing	User Flows
Information Architecture	Design Workshop
Accesibility	HIG & Material 3
Service Mapping	HTML, CSS, JS

Tools

Figma	Miro
Token Studio	Maze
Adobe CC	Atlas
Sketch	Userzoom
Zeplin	Typeform

Recent Projects





Brand Evolution

Description:

As design lead, I guided the team through the implementation of the FIFA+ new brand across all digital touchpoints. This included refining typography, colors, UI components, and store assets. I aligned teams, ensured visual consistency at scale, and coordinated cross platform releases to deliver a cohesive brand experience.

Project Details:

Year: 2025

Role: Design Lead

Duration: 4 Months

Team: 4 Designers





Redefining TV Experience

Description:

I guided the redesign of the FIFA+ TV app across Samsung, LG, and Hisense platforms. We rebuilt the experience from the ground up, introducing modern streaming patterns, vertical navigation, and a clearer information architecture. The result was a more intuitive, scalable TV experience aligned with user expectations and platform standards.

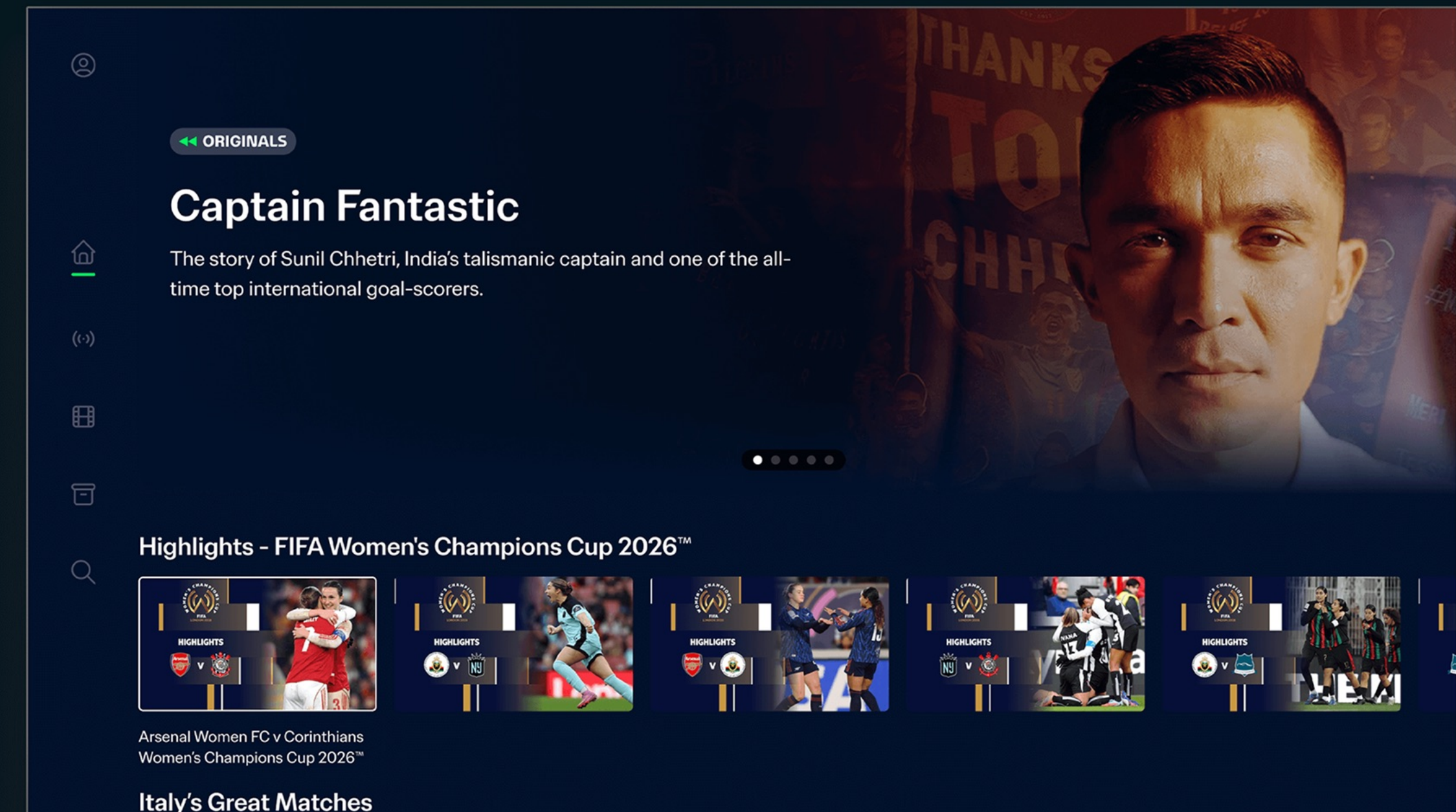
Project Details:

Year: 2025

Role: Design Lead

Duration: 8 Months

Team: 4 Designers





Native Apps

Description:

I oversaw the evolution of the FIFA+ native iOS and Android apps, building on existing foundations while addressing key usability gaps. I ensured strict adoption of native design patterns, introduced interaction driven features, and focused on performance and flow. The outcome was a cohesive, high quality native experience tailored to each platform.

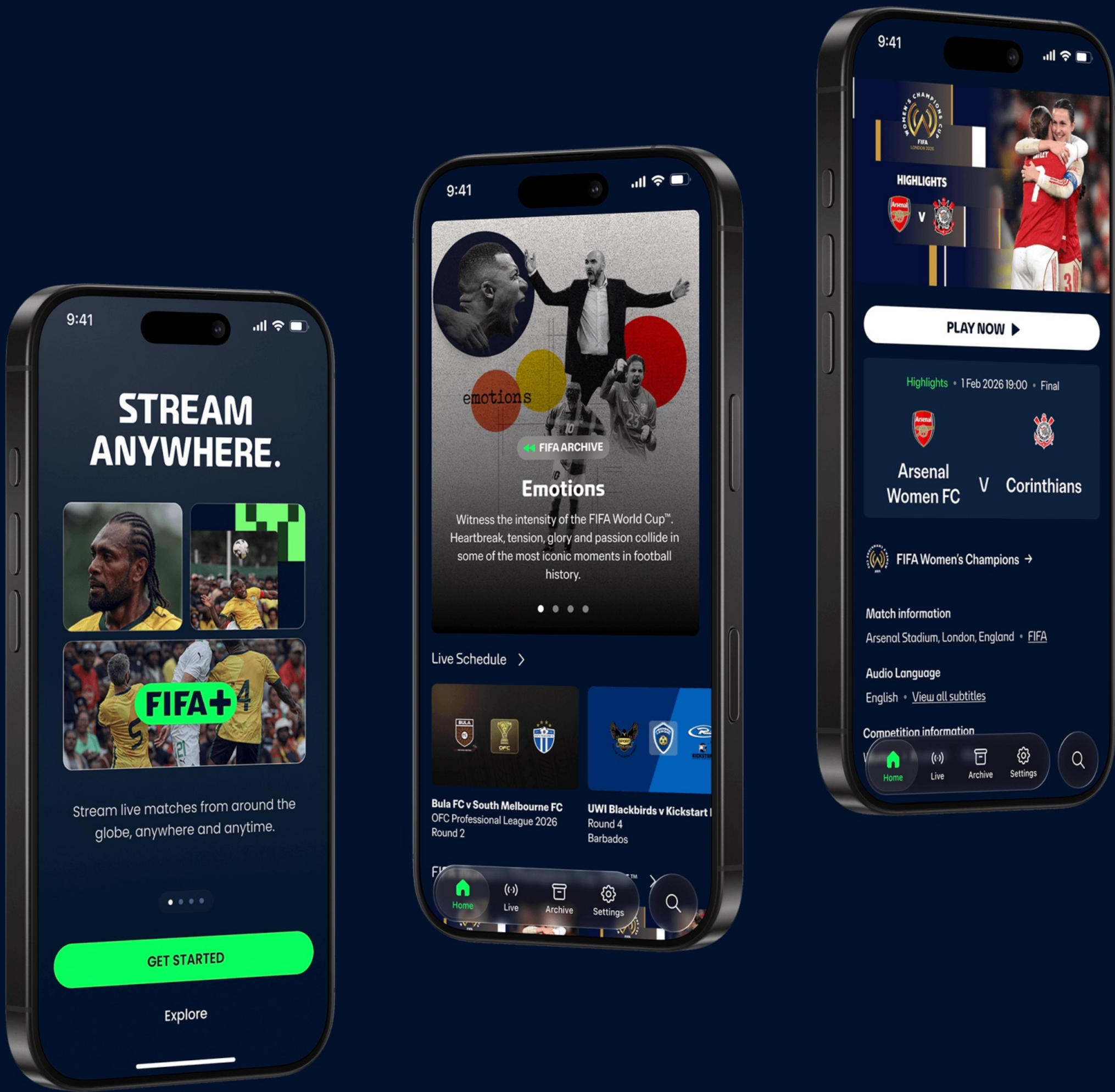
Project Details:

Year: 2024

Role: Design Lead

Duration: 1 Year

Team: 4 Designers





World Cup 26™ App

Description:

I supported another Globant team working on the FIFA World Cup 2026™ app and its design system by providing external design guidance. Drawing on my experience from FIFA+, I advised on key decisions, shared best practices, and helped align patterns and standards to ensure a solid, scalable product foundation.

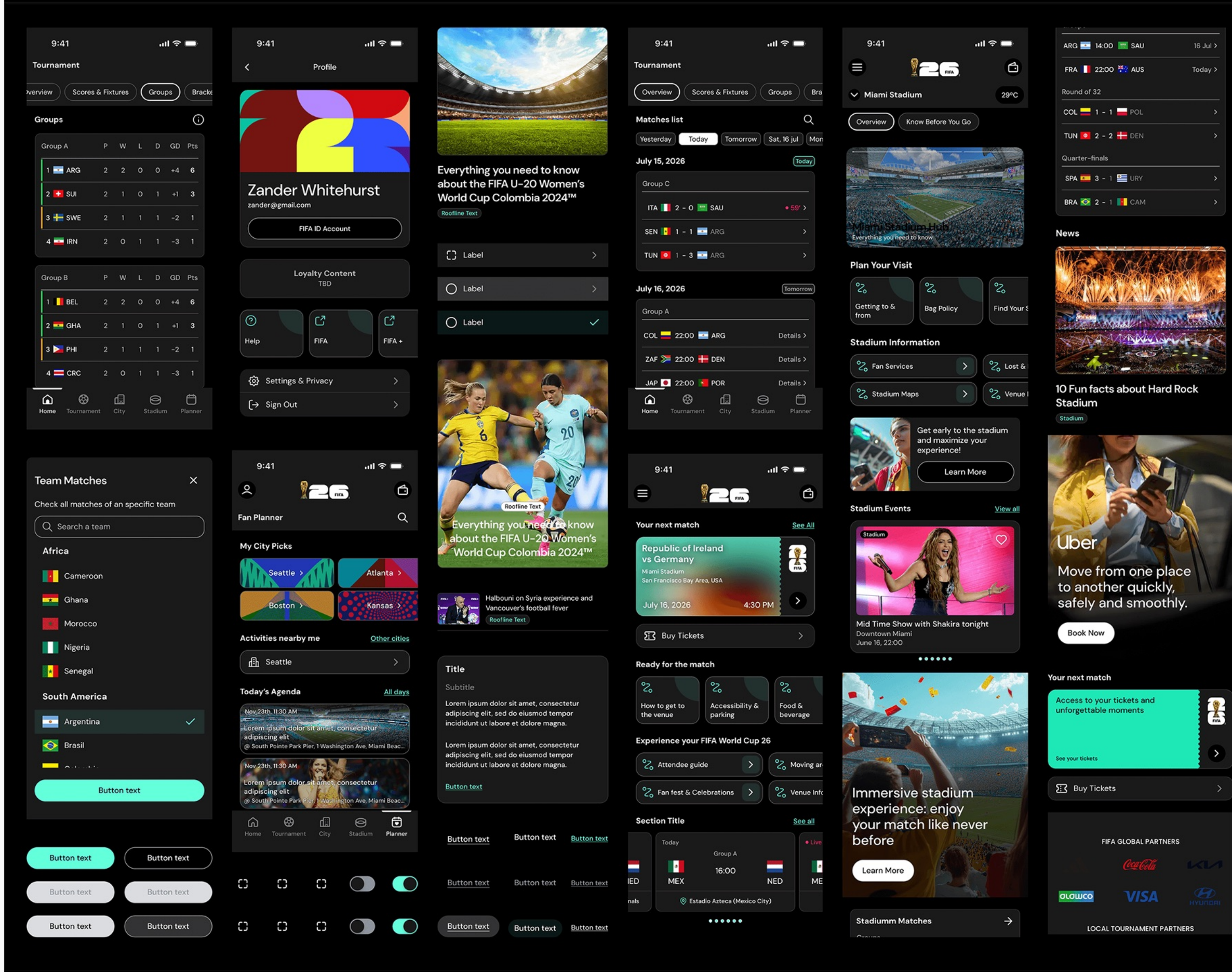
Project Details:

Year: 2025

Role: External participant

Duration: 7 Months

Team: 8-10 Designers





Embraer Design System

Description:

As part of the Globant Design System team, I contributed to the Embraer Design System by providing design guidance rather than hands on execution. I supported decisions around color, typography, and token organization, helping ensure a coherent, scalable system aligned with Embraer’s product and brand needs.

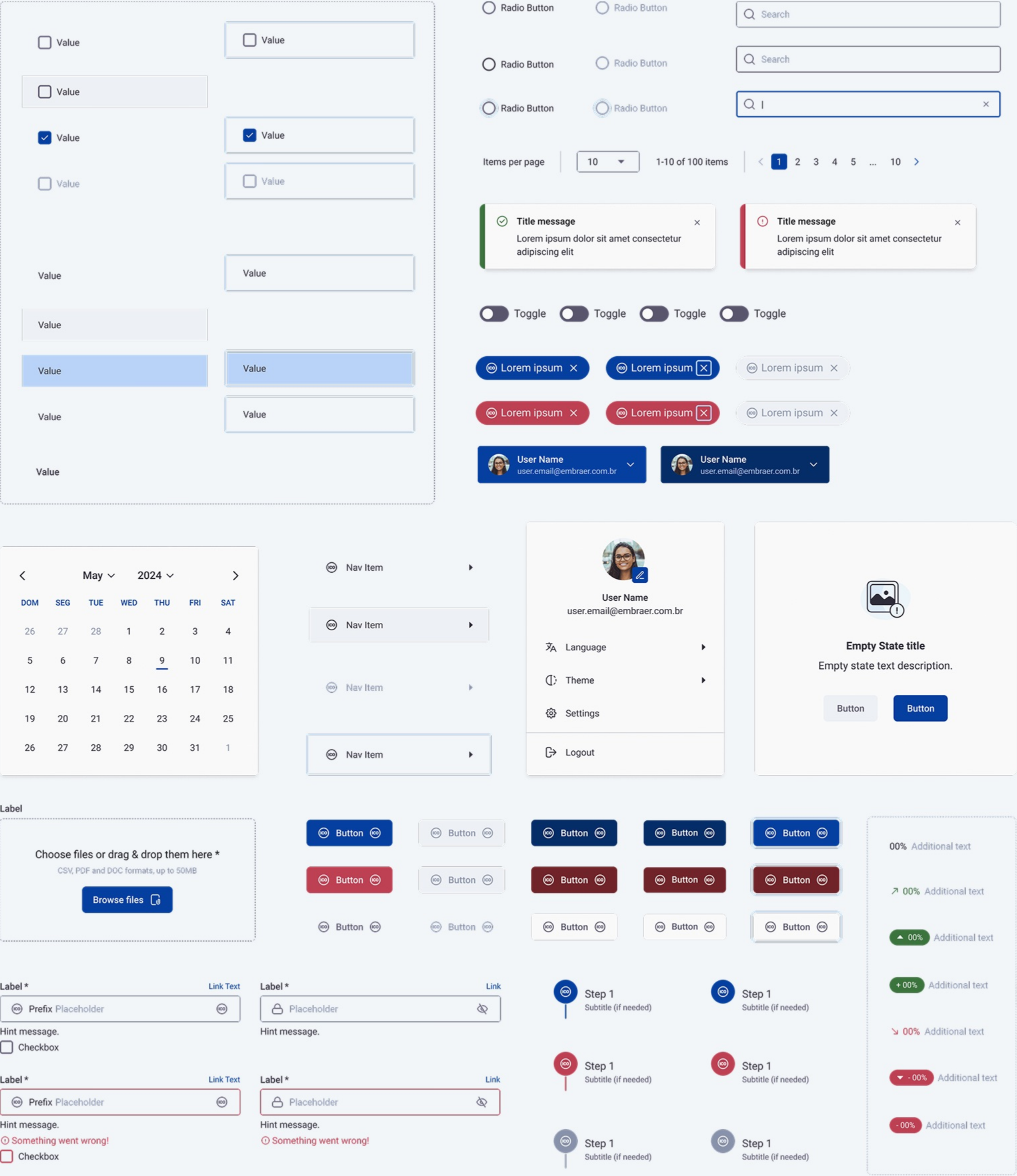
Project Details:

Year: 2024

Role: External participant

Duration: 6 Months

Team: 4 Designers





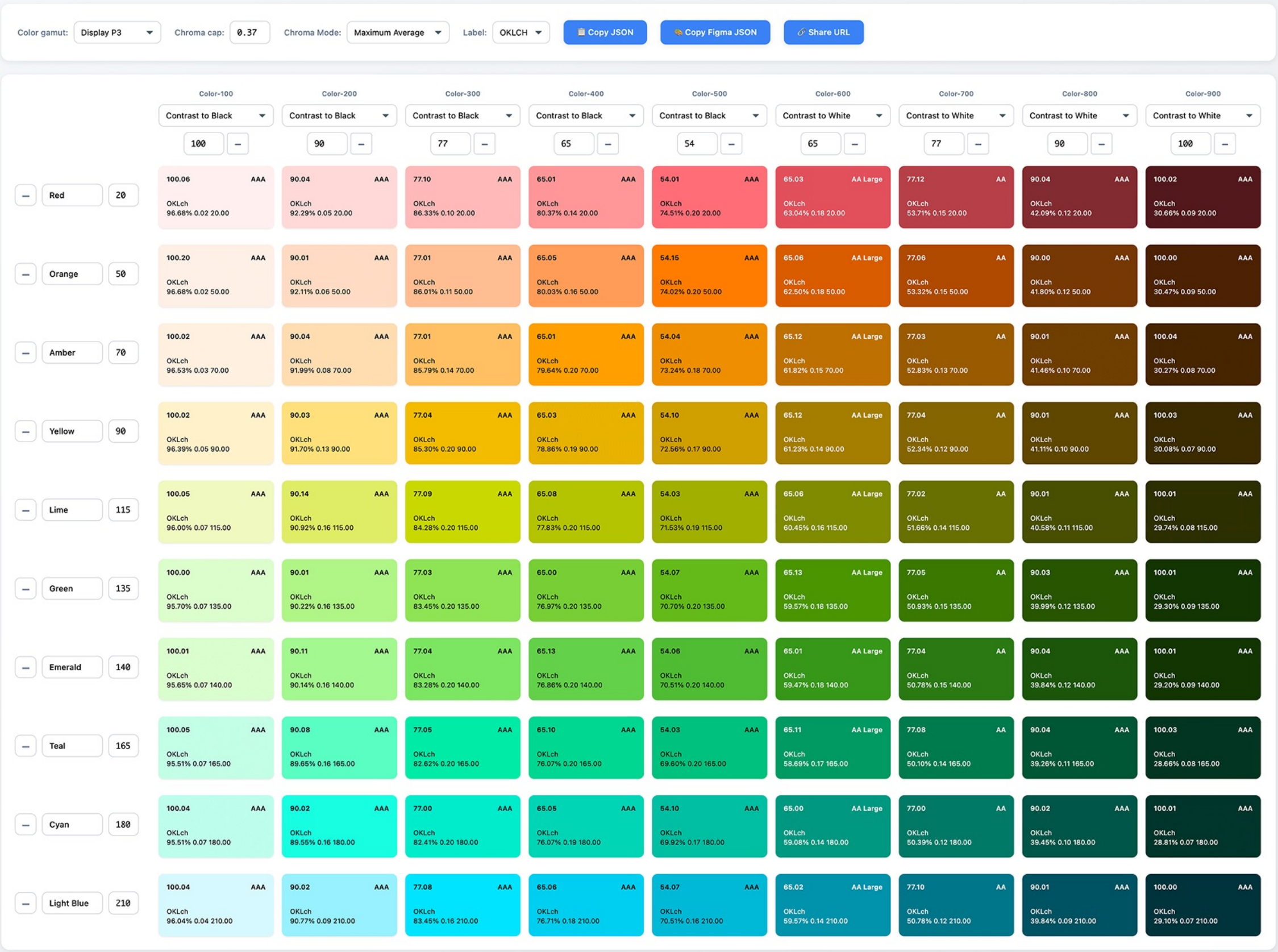
Palette Generator

Description:

Designing accessible, coherent color palettes is challenging, and existing tools often fall short on speed or accuracy. I built a Palette Generator using OkLch and the apcach() library to create harmonious, high-contrast palettes in minutes, automatically ensuring visual balance and accessibility.

Project Details:

Personal project





Type Calculator

Description:

Designing coherent type scales across breakpoints is tricky, and existing tools didn't fully meet my needs. I built a Type Generator that lets designers create mathematically consistent scales, preview and adjust them in real time, and share them easily resulting in a faster, more precise workflow for scalable typography.

Project Details:

Personal project

Scale Configuration

MIN VIEWPORT

Width

320px

Font size

16px

Type scale

1.125 (Major se

MAX VIEWPORT

Width

1920px

Font size

20px

Type scale

1.250 (Major th

Calculation

Rounding Options

Even

Interpolation Type

Ease-in

Calculation Method ⓘ

Interpolate Base & Scale First

Table

Chart

Preview

CSS Generator

```
:root {
  --font-5: clamp(1.8019rem, 1.3992rem + 0.1258vw, 3.8150rem);
  --font-4: clamp(1.6019rem, 1.3119rem + 0.0906vw, 3.0519rem);
  --font-3: clamp(1.4238rem, 1.2203rem + 0.0636vw, 2.4413rem);
  --font-2: clamp(1.2656rem, 1.1281rem + 0.0430vw, 1.9531rem);
  --font-1: clamp(1.1250rem, 1.0375rem + 0.0273vw, 1.5625rem);
  --font-0: clamp(1.0000rem, 0.9500rem + 0.0156vw, 1.2500rem);
  --font--1: clamp(0.8888rem, 0.8665rem + 0.0070vw, 1.0000rem);
  --font--2: clamp(0.7900rem, 0.7880rem + 0.0006vw, 0.8000rem);
}
```



Casino App

Description:

I directed the redesign of the Eurobet Casino app, bridging the gap between designers, product owners, and the user research team. I oversaw the creation of a fully rebuilt iOS and Android app, ensuring the new experience addressed user needs while delivering a modern, cohesive, and high-quality product.

Project Details:

Year: 2022

Role: Design Lead

Duration: 1 Year

Team: 2 Designers



Bet Service

Description:

I worked on the Bet Service, a new product enhancing the Eurobet Retail Store experience. The automated hardware lets customers place bets or withdraw winnings independently. I collaborated with POs and the research team in stores to design a streamlined, user-focused solution.

Project Details:

Year: 2021

Role: Design Lead

Duration: 1 Year

Team: 2 Designers





Betting Kiosk

Description:

For over a year, I worked on one of Eurobet Store’s main retail products, focused on improving the aging SSBT. Due to its complexity and feature richness, the project required extensive design and development effort. Over time, the product evolved into a polished UX, enabling customers to place bets independently in stores.

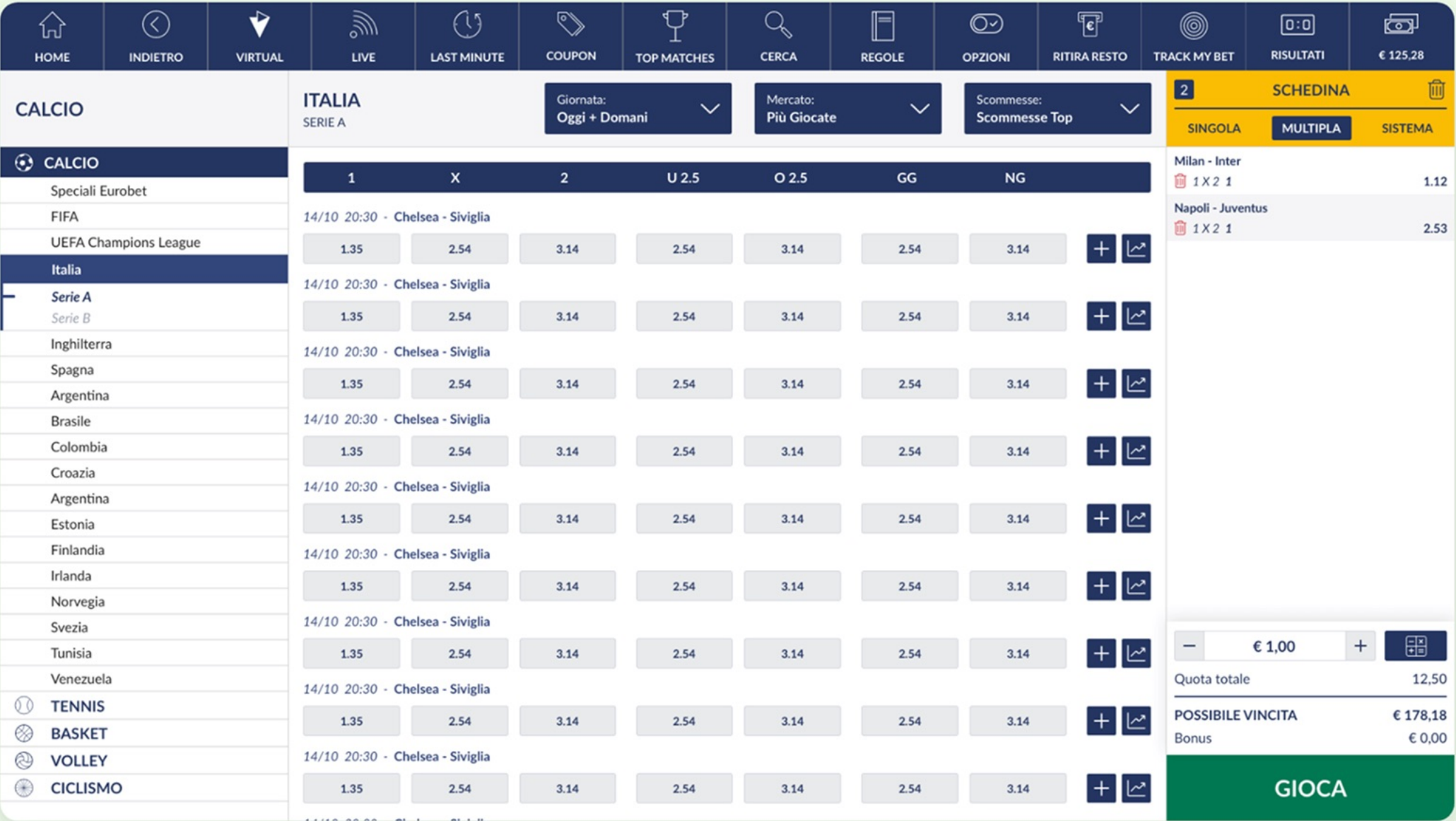
Project Details:

Year: 2020

Role: Design Lead

Duration: 2 Years

Team: 2 Designers



Thank you!