



Mattia Fregola | Resume

Australian Citizen

Sydney, Australia

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Work experience

mattia.ink | Founder & Director

Sep 2022 - ongoing, Sydney Hybrid

Over the past two years, while shaping my **Startmate-backed** startup SplootCode, I have been running a small agency – myself and one trusted developer.

While creating and **nurturing** clients **relationships**, I craft a working environment that promotes a balance between **business goals** and **users needs**.

Clients:

- envisionvr.net • platformity.com.au • trysequel.com • getsortd.co • tandem.team

SplootCode | Founder & CEO

Sep 2022 - Sep 2024, Sydney Hybrid

Startmate backed startup, aiming to make programming accessible to everyone.

I had the honour to lead this research project with the most talented team of developers, while running all aspect of the business. Primary focus of the project was learning how developers of all levels think and go about doing programming.

Josef | Design Lead, Product & Brand

Apr 2021 - Sep 2022, Sydney Remote

A legal no-code tool for lawyers I shaped in all its aspects. Working closely with the most talented founders I've met (two lawyers and a ML engineer) I was able to establish the whole design, and product research function, and tie every aspect to creating a strong, human brand.

Foodbomb | Design Lead, Product & Brand

Oct 2019 - Mar 2021, Sydney Hybrid

A marketplace where venues (such as bar and restaurants) can order food from wholesale suppliers, and where wholesale suppliers can manage all aspects of their ordering. Starting as the founding designer, I was able to team up with the Head of Product and Engineering team to reshape all aspects of the products.

Domain | Senior Product Designer

Jul 2019 - Oct 2019, Sydney On-site

Australia's #1 real estate platform.

In this brief adventure – I left shortly after a restructure left me split across 4 scrum teams – I was still able to complete a major research project and launch a fully functional micro-app.

General Assembly | Lecturer for Design Thinking & Behavioural Economics

Apr 2018 - Apr 2020, Sydney On-site

After introducing over 200 students to Design Thinking, I introduced Behavioural Economics to General Assembly, with a course and personal NPS of 75+.

Deputy | Senior Product Designer

Dec 2017 - Jul 2019, Sydney On-site

At Deputy I had the luck of working with some of the most humble and skilled leaders I am aware of. Together with the team, we scaled the Design team from 4 to 16 within less than two years. In this period, I lead numerous UI/UX projects (including shaping the shell of Deputy's first Design System), lead international UX research, and mentor the new wonderful designers onboard.

Raffles college | Lecturer for Integrated Visual Systems

Jul 2017 - Nov 2017, Sydney On-site

I had the pleasure of teaching a small class of talented students all about Integrated Visual Systems. Having been given the freedom to create my own course materials, I tied up together advanced conceptual framework to give students a competitive edge.

COX Architecture | Environmental Graphic Designer

Apr 2017 - Jul 2017, Sydney On-site

As an Environmental Designer in an innovative architectural firm, I was lucky enough to be exposed, and to shape, many disciplines – including Computational, Interior, and Wayfinding Design. I successfully built internal tools for the Graphic Design team, and shaped a full Wayfinding System for a carpark.

Storymatch | Senior Graphic Designer

May 2015 - Apr 2017, Rome On-site

As a Graphic Designer in this boutique agency, I shaped and scale the Design function. I defined various brands and created consistent messaging and communication channels for each.

Private Practice | Freelance Graphic Designer

Aug 2013 - Apr 2017, Europe Remote

As a Freelance Graphic Designer, I defined various brands and created consistent messaging and communication channels for each.

FabLab Faenza | Co-Founder

Aug 2012 - Oct 2014, Faenza On-site

This innovative laboratory included all the modern tools for Digital Fabrication, including 3D-printing, laser cutting, and blended them together with the traditional ceramic World the local town of Faenza is famous for, making it an a cutting edge environment to foster innovation.

WASP3D | Co- founder

Aug 2011 - Aug 2013, Faenza On-site

Back in 2011 when 3D-printers were still too expensive an option even for businesses, I came together with a bunch of dreamers to reshape this part of the future. Thanks to the open-source community, we were able to build a small, mighty, and affordable 3D-printer to fund our dream: 3D printing homes with local soil.

Smithy's Restaurant | Chef

May 2008 - Jun 2010, Brisbane On-site

While this may seem not relevant to tech roles, this is where I've learnt the soft skills I still use in my day-to-day. I wrote about it in 2019 in [this article published by the UX Collective](#).

Education

ISIA Faenza | Master's Degree (MFA) | High Honours

2013-2015 - *Industrial Design & Communication*

ISIA Faenza | Bachelor's Degree (BA) | High Honours

2010-2013 - *Industrial Design & Communication*

CATC Design School | Advanced Diploma

2007-2009 *Graphic Design*

Core Skills

Product Strategy • User Research • E2E Product Design • Storytelling • Product Management • Leadership • Mentoring

Tools

- Notion | Expert
- Figma | Expert
- Google Sheets | Expert
- Tableau | Intermediate
- Hubspot | Intermediate
- Clickup | Advanced
- Linear | Advanced
- Jira | Advanced
- Airtable | Advanced
- Metabase | Intermediate
- Github | Intermediate