

Attilio Raiteri

Digital experience senior manager at 

*“Every day, I look around
and I'm surrounded by users.”*

CURRICULUM LABORIS

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MY JOB FROM JULY 2018

I joined Sky to lead a team of 6 designers, a kind of wireframes and visuals factory.

After four years, we are a team of around 30 designers who are involved in user research, design, measurement and optimisation of all digital touchpoints across the Sky TV, Sky Business, Sky Wifi and NOW ecosystems.

Today, the entire team has specific business objectives (against which we are measured) and works on the basis of user research and data collected by the SEO and Analytics teams. And, of course, everyone is highly professional.

Since the end of 2020, the team has been firmly positioned on the project tables, from the kickoff up and beyond the online. We have created an internal platform dedicated to user research and the dissemination of design methodologies, we produce dozens of reports and articles every year that promote the culture of design and provide valuable data for all departments.

Through design, we actively contribute to the achievement of business goals. Every day.

CONSULTING ENVIRONMENT



LATEST OBSESSIONS

Design against Cognitive Overload

Legal & Contract Design, the new frontier

Mixed Design System, a unique world for des and dev

Dark Pattern extinction

Accessibility and inclusion by design

THE TEAM I AM PART OF FROM JULY 2018

As Digital Experience Manager, I lead a team of around 20 designers who are involved in designing, measuring and (continuously) optimising all digital touchpoints of the Sky ecosystem.

The team is made up of three complementary areas:

First, the Research Lab deals with the research and analysis phase with qualitative and quantitative user testing, design sprints and user-centred methodology.

Next, the UX team deals with information architecture, wireframing, prototyping (lo-fi, of course) and writing.

Finally, the UI team creates the final experience (components, behaviours and prototypes) and manages the Sky design systems in full synergy with the devs.

Thanks to this team, I am responsible for designing the best user experience with the highest conversion. How do I do this? By applying the right design methodology and gathering information and data that is useful for the business.

I bring the design point of view to the strategic tables. This way, the right foundations for the best digital performance are laid from the outset.

DESIGN ECOSYSTEM

4 Lead designers: UXR, UX, UI, Content and a Resources manager

3 Psychologists

4 UX designers, information architects and conversation designers

3 UX writers and copy

7 UI designers

1 Des OPS specialist

8 Digital channels: discovery, help, e-commerce, personal area, TV guide, loyalty platform, decoder, editorial (TG24, sports and talents shows).

4 Markets: entertainment, smart TV, mobile phone and broadband.

4 Brands: Sky TV, Sky Business, Sky Wifi, NOW

WORK EXPERIENCE UNTIL JULY 2018

S R _

Head of UX/UI at SapientRazorfish (Publicis Groupe) - Milan / Turin
Sep 2016 – Jul 2018

 **R**

Creative Director at Razorfish (Publicis Groupe) - Milan / Turin
Feb 2015 - Sep 2016

 **nurun**

Creative Manager - Design & User Interface at Nurun - Milan / Turin
Mar 2011 - Feb 2015

 **←**

Creative Director at FUN A.T.C - Turin
Oct 2008 - Jan 2011

 **g:**

Art Director at Gramma comunicazione - Milan
Sep 2004 - Sep 2008

 **me**

Art Director Freelance - Milan / Turin
Sep 2001 - Jan 2011

 **m**

Graphic Designer at Millionaire - Milan
Sep 1998 - Sep 2001

NOTCHES ON THE GUN



WHO I AM

I'm a family man and dogs as well.

I'm a van traveler and an ethical fisherman.

I love movies and I'm a pro in *binge watching*.

My passions are drawing comics, painting birds and writing novels.

LANGUAGES

ITALIAN Mother tongue

FRENCH Good

ENGLISH Normal

SPANISH Beginner

TOOLS



MY COMMITMENT



Since 2006 Renken Onlus has been promoting dialogue, solidarity and cooperation between Italy and Senegal using three tools: education, culture and business. renken.it



An European non-profit founded in 2017 to support uprooted and displaced women access qualified and sustainable tech/digital job opportunities. sis.tech