

# Antonio Bortone

UX/UI Designer · Product · Brand · Digital Marketing

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## PROFILE

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21, based in Amadora, Lisbon, Italian and EU mobile. I worked at Accenture Portugal as an Operation Analyst until February 2026 and now focus full time on design. My work sits across UX/UI, brand, and digital marketing: three product design pieces on Behance built in Figma, backed by certifications from Google, Learnnn, Pearson, and Starting Finance spanning UX, marketing, growth, and copywriting. I am currently enrolled in start2impact's full stack development programme to understand the build side of what I design. Italian native, English at B2. Open to design and marketing roles, on site, hybrid, or remote, in Italy, Portugal, or across the EU.

## SELECTED PROJECTS

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**Portfolio UX 2026** · UX / UI · Figma · 2026. Self directed portfolio redesign built around information architecture, a consistent type system, and a repeatable case study structure, so a small body of work reads as one clear point of view. [behance.net/gallery/246787923/Portfolio-UX-2026](https://www.behance.net/gallery/246787923/Portfolio-UX-2026)

**Touchgrass** · App Concept · Figma · 2025. A concept exploring digital disconnection, designed so that putting the phone down feels like a reward rather than a punishment. User flows, screen states, and a deliberately calm visual language. [behance.net/gallery/248697129/Touchgrass](https://www.behance.net/gallery/248697129/Touchgrass)

**Daydeck, play with your time** · UI / Product · Figma · 2025. A time management concept that treats planning as making moves rather than filling a grid. Card based interaction, a flexible layout system, and a playful but clear visual language. [behance.net/gallery/248750659/Daydeck-play-with-your-time](https://www.behance.net/gallery/248750659/Daydeck-play-with-your-time)

## EXPERIENCE

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### Operation Analyst, Accenture Portugal (past role)

Lisbon, Portugal · Oct 2024 to Feb 2026 · 1 year 5 months.

- Reviewed and classified high volumes of user generated content against detailed, frequently updated policy frameworks, holding consistent judgement under daily volume and quality targets.
- Built fast pattern recognition and edge case decision making across large review queues, habits that now carry into product and design system thinking.
- Worked in international shift teams across Portugal, Italy, and the UK on shared queues, escalations, and policy update rollouts.
- Onboarded onto internal moderation tooling quickly and kept consistent throughput and accuracy across every review cycle.

### Shelf Preparation Worker, Conad Superstore Pontinia

Pontinia, Lazio, Italy · Apr 2024 to Aug 2024 · 5 months.

- Monitored stock levels and handled efficient replenishment as part of daily inventory management.
- Collaborated with the team to keep the operational flow clear and reliable.
- Adapted quickly to daily unexpected challenges and helped solve operational issues.
- Provided customer support to contribute to a positive customer experience.

### Digital Marketer, Freelance

Latina, Lazio, Italy · Feb 2023 to Aug 2023 · 7 months.

- Cofounded a small marketing project at 17 with one friend in Italy. Ran social media, brand identity, and basic websites for local businesses such as restaurants, gyms, and small service shops.
- Led discovery calls with each client to turn vague business needs into simple briefs, and iterated on revisions before delivery.
- Owned the full pipeline on most projects, from first call to concept, design, revisions, and handoff, with a 5 to 10 day turnaround.
- The project closed after around six months, but it was my first real practice in scoping, client communication, and shipping under deadline.

**Bartender, Bistrot Borgata Carrara**

*Jun 2022 to Aug 2023 · 1 year 3 months.*

- Delivered customer service and hospitality in a fast paced bar environment.
- Supported inventory management, stock tracking, orders, and daily transactions.
- Built multitasking, stress management, teamwork, and problem solving in a customer facing role.

**EDUCATION**

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**start2impact** — Full stack developer, Information Technology · Sept 2025 to Nov 2026

**IIS "G. Marconi" - Latina** — Information Technology · Sept 2018 to Jul 2023

**CERTIFICATIONS & COURSES**

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**Google**

- UX Design Specialization (2025)
- Digital Marketing & E-commerce (2025)
- Foundations of Digital Marketing & E-commerce (2025)
- Fundamentals of Digital Marketing (2023)

**Learnnn**

- Branding Strategy (2024) · Growth Hacking (2024)
- Copywriting (2024) · Advanced Copywriting (2024)
- Social Media Content (2024) · Graphic Design with Canva (2024)

**Pearson** — English level B2 (2023) · **Starting Finance** — Excel for finance (2024)

**SKILLS**

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**Top Skills** User Experience (UX) · Organization Skills · Reasoning Skills

**Design** Figma · Photoshop · Illustrator · Canva · UX Design · UI Design · Wireframing · Prototyping · Brand & Visual Identity · Layout & Typography

**Marketing & Growth** Digital Marketing · E-commerce · Growth Hacking · Lead Generation · Branding Strategy · Social Media

**Writing & Content** Copywriting · Advanced Copywriting · Content Creation · Communication

**Data & Tools** Excel (advanced) · Google Sheets · Analytical Skills · Notion · AI tools in creative process

**Operations** Inventory Management · Customer Service · Teamwork · Adaptability · Problem Solving

**SOFT SKILLS**

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Clear written and verbal communication · Structured problem solving · Ownership and execution · Collaboration in cross functional and international teams · Customer support · Prioritization and time management under constraints

**LANGUAGES & INTERESTS**

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**Languages** Italian (native) · English (B2)

**Interests** Photography · Drawing · Reading

*I authorise the processing of my personal data per GDPR 2016/679.*