Alessandro Amato

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Berlin and New York · Co-founder of NeueHaus

Design engineer working across brand and product. I build modular, extensible design systems with a particular focus on interactivity and motion. For the past two years I've also built On-Brand AI: tools that let agents produce videos, decks and assets only from approved brand materials, with a designer doing the final pass. I co-founded NeueHaus, a curated network of creative freelancers, where I've been responsible for design direction and product development.

Expertise

AI for Branding and Design, Design Systems, Interaction Design, Motion, Brand Identities, Headless Architecture & Data Visualization

Experience

Co-Founder & Design Engineer — NeueHaus
2024 – Present · Berlin, NYC, Amsterdam

Co-founded the curated network for independent creatives, in Berlin and New York. I designed and engineered the visual identity, website and product collaborating with NeueHaus members.

Freelance Creative Technologist — A++ Studio
2023 – Present · Amsterdam, Berlin

Independent developer for startups, brands and agencies in Berlin and NYC, building websites, content architecture, web apps and visual identities. Select partners: Ask Phill, Little Plains, Alright Studio, Langdock, Moonfare.

Senior Software Engineer - Frontend — Emakina (EPAM)
2021 – 2024 · Amsterdam, The Netherlands

Senior front-end engineer on Rituals e-commerce. Built the Endless Aisle web app end-to-end in React and Next.js, a design system and component library, a React Native loyalty prototype and a 3D immersive advent campaign in React Three Fiber.

Frontend Developer — New Balance
2019 – 2021 · Amsterdam, The Netherlands

Front-end developer on the e-commerce team. Conceptualized and built the NB Launches sneaker launch calendar with sign-up and queue functionalities, created global release landing pages and spearheaded migrations from Salesforce and Oracle to SFRA and Emarsys.

Writing

The Brand Toolkit — 2026
NeueHaus Büro

On-Brand AI: keeping slides on brand — 2026
The NeueStack

Projects

Spektrum 2.0 — 2026
The NeueHaus members' app: a curated platform where independent creatives can build profiles, share projects and collaboration opportunities.

Sanity Pioneers — 2026
Part of the 2026 cohort of Sanity Pioneers. I've built on Sanity for small websites and enterprise apps, at New Balance and Rituals and for the European Commission's Living Archive, and today as the authoring layer for AI brand systems.

NeueHaus Identity — 2026
Visual identity, website and product development for NeueHaus in partnership with own NeueHaus members.

Axiom Bio — 2026
Brand identity and website for an AI drug discovery platform. Highlight: real cellular imagery created with AI in WebGL canvas.

CoinFund — 2026
Brand launch and website for the New York fund. Highlight: an encrypted binary alphabet as brand language.

Langdock — 2026
An AI deck builder informed by a human-made slide master. It generates new decks from prompts and puts them back in Figma as editable designs.

Moonfare — 2026
A design brief agent that interviews requesters in Slack, opens a Jira ticket with the files attached and sends the full brief to the design lead, and a workshop on AI for design teams in Berlin.

Centrinno - The Living Archive — 2023
Interactive archive for the EU Commission's Centrinno project, in React, D3 and Sanity.