

[LS] Luigi Senatore

User Experience Designer

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📍 Milan

📅 Born on Oct. 1990

EXPERIENCE

User Experience Designer - User Experience Researcher

Sisal Entertainment 📅 Sep. 2019 - Ongoing 📍 Milan

- Conducted user research, sketched ideas, defined user flows, built wireframes, low fidelity prototypes and performed user tests.
- Involved in strategic projects for the Lottery area (ex. SuperEnalotto) relating to the implementation of a new omnichannel strategy from a service perspective.
- Worked in a multidisciplinary team following and organizing the entire design process for the redesign of the BackOffice Betting platform.

User Experience Designer

Assist Digital 📅 Mar. 2019 - Aug. 2019 📍 Milan

- Designed several research-driven projects in collaboration with other designers, developers, stakeholders and customers for desktop and mobile experiences.
- Involved in the design of a new APP for a leading company in the household appliances sector, rethinking the concept and evaluating the user experience through user tests.

Junior e-commerce UX/UI Designer

Luxottica 📅 Aug. 2018 - Feb. 2019 📍 Milan

- Designed flows and interfaces to improve the user experience of Luxottica e-commerce websites (in particular Ray-Ban, Oliver Peoples, Oticas Carol).
- Involved on the redesign of the Salmoiraghi & Viganò e-commerce website, taking care of usability and improving existing solutions.

Junior Art Director

Havas Life 📅 Mar. 2018 - Jul. 2018 📍 Milan

- Worked on healthcare communication for leading companies (ex. Pfizer, Sanofi, Danone, Novartis, Abbvie), an interesting challenge due to its different peculiarities and constraints.
- Designed web (UX/UI), print, DEM and video projects (B2B and B2C).

UX/UI - Graphic Designer

DEIB's communication office 📅 Sep. 2017 - Mar. 2018 📍 Politecnico di Milano

Winner of the call for part-time student remunerated collaboration activities.

Graphic Designer

Library's communication office 📅 Feb. 2016 - Jun. 2016 📍 Politecnico di Torino

Winner of the call for part-time student remunerated collaboration activities.

Junior Art Director

Independent Ideas 📅 Jun. 2015 - Jul. 2015 📍 Turin

- Worked on print and web projects for leading companies (ex. Juventus, Abarth, Jeep, Iveco).
- Developed fundamental skills in the field of design and in the use of the software.

Graphic Designer

CORE - Corporate image unit 📅 Mar. 2015 - Sep. 2015 📍 Politecnico di Torino

Winner of the call for part-time student remunerated collaboration activities.

EDUCATION

Master's Degree in Communication Design

Politecnico di Milano

📅 Oct. 2016 - exp. 2021

- Weighted average grade: 29,46
- I'm currently working on thesis proposal

Bachelor's Degree in Design and Visual Communication

Politecnico di Torino

📅 Oct. 2012 - Jul. 2016

- Grade: 106/110

High School Diploma

Liceo Scientifico Da Procida - Salerno

📅 Sep. 2004 - Jul. 2009

- Grade: 100/100

SKILLS

Languages

Italian (native speaker), English (B2)

Soft skills

Teamwork, Adaptability, Project and time management, Problem solving, Conflict resolution, Critical thinking

Methods and design skills

User Research, User Testing, User Journey, User Personas, User Flows, Wireframing, Prototyping, Agile, Design System, UCD, Visual design

Design Tools

Adobe Creative Suite, Sketch, Figma, Miro, Invision, Zeplin, Google Analytics, Basics of HTML and CSS

Interests and hobbies

Role-playing games, football referee, science fiction books, sport, technology, prog rock