

Luigi Senatore

User Experience Designer

personal info

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Via Carlo Armellini, 29 - Milano

education

Politecnico di Milano

Oct. 2016 - (end 2019) | Milano

Master's Degree in Communication Design

weighted average grade: **29,42**

I'm currently working on thesis proposal.

During my university studies, I worked on very stimulating UX / UI projects (ParkOURTrace and Frammenti) that allowed me to learn a lot about this job.

Politecnico di Torino

Oct. 2012 - Jul. 2016 | Torino

Bachelor's Degree in Design and Visual Communication

grade: **106/110**

thesis title: **social network influence design**

Liceo Scientifico G. Da Procida

Sep. 2004 - Jul. 2009 | Salerno

High School Diploma

grade: **100/100**

languages

italian

english

interests and hobbies

role-playing games

football referee

science fiction books

sport

technology

prog rock

experience

Luxottica

Aug. 2018 - 28 Feb. 2019 | Milano

Junior E-commerce User Experience Designer

In this job, I design flows and interfaces to improve the user experience of Luxottica e-commerce websites. The main project I worked on was the redesign of the **Salmoiraghi & Viganò e-commerce website**, taking care of usability and improving existing solutions. In particular, I designed the checkout experience to make it seamless and effective, avoiding distractions or problems for the customer in order to maximize revenue. I designed the user account with some innovative features for the Italian scenario, especially for contact lenses management. I also worked on the store locator, transactional emails and the definition of user experience and user interface rules for this website.

Main brands: **Ray-Ban, Salmoiraghi & Viganò, Oliver Peoples.**

Havas Life

Mar. 2018 - Jun. 2018 | Milano

Junior Art Director

This experience has involved me in a particular field, the healthcare communication, which with its different peculiarities has been an interesting challenge. In this months, I worked on a variety of projects with topics in web, print, email, and video. In particular, I designed a website to support the "Experience the NEW" Pfizer events, a series of conferences for doctors on rheumatoid arthritis, which were held in 2018. I created the wireframes of the various sections of the site and then I worked on the user interface inspired by the graphic identity created for the events.

Main clients: **Sanofi, Novartis, Teva, Abbvie, Pfizer, Celgene, UCB, Ibsa, Danone, Zambon, Menarini.**

Politecnico DEIB's communication office

Sep. 2017 - Mar. 2018 | Milano

Graphic Designer

This work was quite similar to the one already done at Politecnico di Torino, but there was more attention to digital, including the creation of different layouts for websites used for the promotion and explanation of various research projects, events and conferences.

Politecnico library's communication office

Feb. 2016 - Jun. 2016 | Torino

Graphic Designer

In this job, I made videos and posters to support the library activity.

The most stimulating project developed was the creation of the logo and related video tutorials for Pico, the new digital catalogue of Politecnico libraries.

CORE - Politecnico's communication office

Mar. 2015 - Sep. 2015 | Torino

Graphic Designer

During this experience, I have created logos, brochures, posters and gadgets with particular attention to the concept, the request of the client and the principles of the coordinated image of Politecnico.

Independent Ideas

Jun. 2015 - Jul. 2015 | Torino

Junior Art Director

As an intern, I worked with the other art directors in different projects concerning printing and web; in this experience, I developed fundamental skills in the field of design and in the use of the software.

Main clients: **Juventus, Abarth, Jeep, Iveco.**

skills

os

mac

windows

adobe suite cc

photoshop

indesign

illustrator

premiere

after effects

other tools

HTML + CSS

sketch

zeplin

invision

ms office

keynote

design

user research

storyboarding

wireframing

prototyping

motion graphics

visual design

personal

teamwork

adaptability

self-motivated

time management