Luca Serventi UX Designer

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lucaserventi.lab@gmail.com

phone
+44 74 123 611 37

portfolio
lucaserventiux.com/portfolio

Experience

UX Designer
Sagittarius

2022 - 2023
London, UK

Key Responsibilities

- Led the UX design for a range of clients, including key accounts like Glory Global and Liontrust, focusing on creating intuitive and user-friendly digital experiences.
- Conducted comprehensive user research to understand customer needs and behaviours, driving the development of user personas and journey maps.
- Collaborated closely with product managers, developers, and stakeholders to ensure alignment between user needs and business goals.
- Developed wireframes, prototypes, and high-fidelity designs using tools like Figma, Axure, and ProtoPie.
- Implemented user testing sessions to gather feedback and iteratively refine designs.

UX Designer
Emporix

2021 - 2022
London, UK

Key Responsibilities

- Spearheaded the UX design initiatives for the Emproix Management Dashboard and Developer Portal design.
- Utilised a human-centred design approach to develop and refine user interfaces, focusing on enhancing usability and accessibility.
- Engaged in agile methodology, participating in sprints and scrum meetings to align design objectives with rapid development cycles.
- Conducted user interviews and usability testing to validate design concepts and inform iterative improvements.
- Created and organised Design Systems using principle of Atomic Design.
- Collaborated with product managers, engineers and business partners to help define product requirements and road map.

UX Designer
Freelance

2020 - 2021
London, UK

Key Responsibilities

- Conducted usability tests, user interviews and heuristic evaluations.
- Created user flows, wireframes, low and high-fidelity prototypes.
- Design of interactions and interface.

Digital Designer / Video Editor
Freelance

2015 - 2020
London, UK

Key Responsibilities

- Develop artwork and layout for websites and digital content.
- Editing of several documentaries, short films and music videos for film festivals submissions and online releases.
- Negotiate service level agreements, time-frames, and pricing with prospective clients.
- Creation and management of brand identity and media presence.

Graphic Designer
Fulldesign SA

2007 - 2013
Lugano, Switzerland

Key Responsibilities

- Design original layouts for recurring editorial projects.
- Design and production of corporate identity manuals.
- Liaise with multiple stakeholders to develop and produce original graphic design work.
- Pitch design concepts and ideas to clients.

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Education

UX Design
Professional Diploma

UX Design Institute   London, UK
2021

Experimental Film
Master's Degree

Kingston School of Art   London, UK
2020

Media Design / Multimedia Arts
Bachelor's Degree

Nuova Accademia di Belle Arti   Milan (Italy)
2017

Graphic Design and Printing
Federal Certificate

SPAI   Bellinzona (Switzerland)
2010

Skills

User Research

Understanding the user is at the core of every successful design. My expertise in user research enables me to:

- Conduct in-depth user interviews and surveys, unravelling the nuances of their needs and pain points.
- Develop detailed personas that guide design decisions, ensuring the solutions are tailored to end-users.
- Analyse analytics and heat-maps to understand user behaviour and identify areas of improvement.

Design

With a keen eye for aesthetics and functionality, my design skills encompass:

- Creating intuitive wireframes that map out the user journey ensures seamless interaction.
- Developing high-fidelity prototypes that bring the design vision to life, making sure they are aligned with both user needs and business goals.
- Crafting cohesive UI design focusing on typography, colour theory, and layout to create visually stunning and efficient interfaces.

Validation & Testing

A design's real value is determined by its efficacy in the real world. My approach to validation and testing includes the following:

- Organising comprehensive usability tests to gauge the design's practicality and intuitiveness.
- Employing A/B testing to determine the most effective design variations, ensuring optimal user engagement.
- Gathering and analysing user feedback post-launch for continuous improvement and refinement.

Tools

Staying updated with the latest tools is essential in this rapidly evolving field.

I'm proficient in: Figma, Adobe XD, Axure RP, Adobe Creative Cloud, Miro, and Optimal Workshop.