

LUCA GENNA

Email: Lucagenna.design@gmail.com

Tel: 339 - 25 75 702

Linkedin: www.linkedin.com/in/luca-genna

Portfolio: www.ddlg.it

KEY SKILLS

- **UX/UI & Product Design:** Interface design with Figma, Adobe Creative Suite, PowerPoint, Interactive Prototyping, User-Centered Design.
- **BI & Data Analysis:** Dashboard development in Power BI, DAX formula writing, ETL with Power Query, Data Modeling, SQL.
- **Methodologies:** Project management in Agile and Scrum, Business Analysis for requirements gathering, application of Design Thinking principles.
- **Strategic Skills:** Data Storytelling for impactful presentations, Stakeholder Management, Business Acumen.

PROFESSIONAL EXPERIENCE

Freelance Data & Product Designer | January 2023 - Present

- **Specialisation in Data Visualisation:** Designed and implemented end-to-end reporting solutions for international clients. For Kenvue (Real Estate division), I developed Power BI dashboards for monitoring the real estate portfolio. For the consulting firm Glengarra, I created analytical dashboards to support their strategic activities.
- **Product Design (Mobile):** Actively collaborated with Customerly (SaaS customer service platform) for the strategic redesign of their mobile application, focusing on rationalising user flows and improving the interface for a smoother navigation experience.

UX Consultant / Product Designer | Design Brothers, April 2021 - January 2023

- Led the UX/UI design of a complex platform for the MedTech sector for the English company Oncologica. The project involved creating an interface for advanced COVID test management, translating complex medical requirements into highly usable solutions for laboratory personnel.

**Graphic & Design Consultant | Italian Equestrian Sports Federation (FISE),
September 2018 - April 2021**

- Collaborated with the marketing team for the design of a wide range of online and offline communication materials. I managed the development of the visual identity for federal events and campaigns, from creating graphics for social media to designing printed materials.

PROFESSIONAL SUMMARY

A design professional with a consolidated specialization in Data Analytics, characterized by a distinctive career path that progressively evolves from Graphic and UX Design, converging into the current focus on strategic Data Visualization. With over 5 years of experience in conceiving and creating digital solutions, my methodological approach always starts from a deep understanding of the end-user to culminate in the presentation of clear, relevant, and directly actionable insights. I possess advanced proficiency in the integrated use of Power BI and Figma to transform complex datasets into intuitive and highly visual decision-making tools.

EDUCATION

Bachelor's Degree in Interaction Design

110 cum laude | IED - European Institute of Design, Rome 2017 - 2020

Bachelor's Degree in Communication, Media and Advertising

106/110 | International Telematic University Uninettuno 2014 - 2017

LANGUAGES

- Italian: Native Speaker
- English: Professional Proficiency (IELTS 6.5)