

Luca Benazzi - Senior user experience designer

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Italian, March 21st, 1978 - Milan (Italy) - **FREELANCE based in BERLIN (Luca Benazzi Ltd)**

Skills summary

I've been working since 2003 as an **information architect, interaction designer, UX producer and instructional designer**. I have a large experience with web-related products but I've also been designing software interfaces, touch screens, mobile UX.

My clients range from small startups till to large corporations with millions of users. Among the most well known are **Expedia, eBay/Paypal, Dubai Holding, Unilever, T-Mobile, Royal Mail**.

I am fascinated by design as the art of responding to people's needs in their environments by offering the simplest and most brilliant solutions. **My professional goal is to combine cutting-edge, innovative products with the best possible user experience.**

As I have been working in several different contexts and locations around the world, I am used to be part of an international environment. I am fluent in English and Italian, and I can speak German at a basic level.

Main competences

- **Usability and HCI (human-computer interaction):** thorough knowledge of usability best practices applied to specific business contexts and objectives.
- **User interface design** for all kinds of technological devices including mobile devices and touch screens. Excellent, updated knowledge of all tools for creating highly interactive interface prototypes. Very good understanding of visual design principles.
- **Information architecture:** excellent knowledge of navigation patterns, content organization and metadata organization. Very good knowledge of web-oriented communication techniques.
- **User research & strategy:** collecting information via various investigation techniques (ethnographic research, participatory design, card sorting, etc.), UI requirements definition, modelling of personas, scenarios and user journeys, user-centred strategy.
- **Usability testing:** setting, organization and management of in-house usability testing.
- **Instructional design for e-learning:** web-oriented contents for training, communication channels and methods, cognitive models, multimedia storyboards.
- **Semantic web:** basics of XML-related technologies such as microformats and RDF.
- **Accessibility:** standards compliance.

Main software

- **Prototyping:** Axure (Axure Software Solutions), Microsoft Visio, Omnigroup Omnigraffle, Balsamiq (Balsamiq studios)
- **Usability testing:** Morae (Techsmith)
- **Graphics, multimedia & web design, paging:** Adobe Photoshop, Illustrator, Flash, Dreamweaver, InDesign

Work experience

Jan 2011-Present

UX trainer and consultant – New York, San Antonio (Texas), London, Milan, Berlin

I've been providing training and consultancy to clients in the US and Europe, mainly on prototyping software Axure RP Pro.

Sept - Dec 2010

UX producer at Teachers.TV - 16-18 Berners Street, London

I have been responsible for the delivery of two projects targeted to teachers. My tasks included resources management, user experience design and liaising with third parties on contents and deliverables

May - June 2010

Information architect at TwentySix London - 90 Tottenham court road, London

I redesigned the IA and the interaction patterns for a luxury-branded website. I also created very advanced, highly interactive prototypes plus specifications for the client and for the development team

Jan 2010

Information architect at Agency Republic - 1 Battersea Bridge Road, London

Responsible for the IA of a social networking web application for the O2, plus some minor work on a BBC widget and on the O2 Facebook pages

- Aug - Dec 2009 **Interaction designer at Expedia** - 42 Earlham Street (Covent Garden), London
Working on a number of international projects. Multilanguage platform. The main project was to redesign a high-traffic section of their site Hotels.com to improve display of search results and conversion rate
- July - Aug 2009 and Feb 2010 **User experience designer at Sportpost** - The Plaza, 535 Kings Road (Chelsea), London
I entirely redesigned the IA for their social networking sports portal. My work included requirements and strategy definition, sitemap and interactive prototype, specifications for the development team. The site makes heavy use of XML-based feeds to interconnect information from different sources into an all-in-one interface. In Feb 2010 I also performed a thorough usability testing session on 20 users, which included video editing with Morae
- Jan 2008 - July 2009 **Information architect at Tullo Marshall Warren** - 81 Kings Road (Chelsea), London
TMW is one of the biggest direct marketing agencies in the UK. Key achievements:
- introducing advanced interactive prototypes within the agency
 - setting up of an in-house usability lab for usability testing, for the first time in the agency
 - substantially contributing to the improvement of the usability standard of products
 - performing usability assessments (heuristic evaluations, quantitative benchmark)
 - development and definition of user-centred process and documentation templates
 - providing process guidelines, in particular towards project managers and client services
 - providing key input and insights to achieve pitch-winning presentations
 - keeping abreast of the latest trends in terms of best practices, patterns and tools for IA
 - successfully representing the company in client-facing situations
 - strongly contributing in user research and requirements definition (front-end)
- Nov 2007 – Dec 2007 **User experience professional** - Freelancer based in London
Once moved to London, I immediately started to work as a consultant in the software development industry and then in the sphere of web marketing, with TMW (see above)
- Jun 2007 – Aug 2007 **User interface designer/developer at Helix Health** - Dublin 24, Ireland.
Helix Health is the largest indigenous healthcare IT provider in Ireland. I took part to the development of a .NET-based software for the medical profession and my duties included:
- identifying personas and scenarios, and from that, user-centred functional requirements
 - defining visual guidelines and designing a consistent user interface to ensure the highest quality user experience
 - organizing the information architecture of the application.
- Sept 2005 – Apr 2007 **Information architect and user interface designer** - Freelancer based in Milan, Italy.
I have provided a consultancy service to a number of companies. My main duties:
- designing the user experience and information architecture of web & multimedia products
 - carrying out usability analysis and testing
- Jan 2003 - Sept 2005 **Instructional designer at Media Solutions srl** - Milan, Italy.
As a global e-learning services provider, Media Solutions provides web-based multimedia services to a number of different clients, mainly in the medical field. My main duties:
- defining visuals, content and instructional methodology of multimedia courses
 - working closely with the development team during the implementation of the interface for a proprietary LCMS platform
 - liaising with business stakeholders to determine business requirements
 - being involved in client relations dealing directly with business partners
- 1999 - Dec 2003 (training) **Web designer & developer at Method Informatica srl** - Milan, Italy.
Method Informatica is a **factoring company** working with banks and large companies. They gave me a great opportunity to expand my professional experience both as a designer and as a developer. During this period I was also studying at the university.

Education

- 1997 - 2003 **Faculty of Mathematics, Physics and Natural Sciences - Milan University**
MASTER DEGREE IN NATURAL SCIENCES (WITH FULL MARKS)
- Sept 2000 – Jan 2001 **Stockholm University** (Sweden)
PARTICIPATED IN THE SOCRATES ERASMUS EUROPEAN PROJECT

Other

Personal skills

- Excellent communication and collaboration skills
- Excellent organizational skills, ability to coordinate complicated projects
- Whenever required, I am very quick at learning new things by myself. In a few days I can become familiar with new technologies, methodologies and standards
- Strong analytical ability, accuracy
- Very good, experienced-based presentation & teaching skills
- Understanding of digital processes (time & business constraints, deliverables, responsibilities)
- Understanding of IT technologies, development processes and tools
- Proven ability working independently and on my own initiative, but also in a team
- Providing timely high standard deliverables

Languages

Mother tongue Italian, advanced English, basic German & Polish, elementary French & Spanish

Public and secret interests

During the day, I am very good at cooking and left a large number of friends and visitors impressed. When late hours come, I often spend hours reading about physics and cosmology.

Publications

- Benazzi L. - **Progettare per le persone** (Persone e conoscenze, n. 44, Nov-Dec 2008)
- Benazzi L. - **Verso il web semantico** (Persone e conoscenze, n. 45, Jan 2009)
- Benazzi L. - **E-learning da rifare** (Persone e conoscenze, n. 46, Feb 2009)
- Benazzi L. - **Investire in usabilità per guadagnare in efficienza / parte I - II** (Persone e conoscenze, n. 48-49, May-Jun 2009).
- Benazzi L. - **RDF e Microformati: vocabolari condivisi per il web** (Persone e conoscenze, n. 51, Aug 2009)
- Benazzi L. - **Delirio commerciale e ideologia open source** (Persone e conoscenze, n. 52, Sept 2009)
- Benazzi L. - **Miseria umana in azienda** (Persone e conoscenze, n. 453, Oct 2009)
- Benazzi L. - **L'imprenditore di se stesso** (Persone e conoscenze, n. 60, June 2010)
- Benazzi L. - **Libri scritti per essere letti** (Persone e conoscenze, n. 61, Jul-Aug 2010)

Persone e conoscenze is edited by ESTE editions: <http://www.este.it/riviste/PEC/PEC.html>

Online portfolio

Available at <http://www.elance.com/s/lucabenazzi/portfolio/>

References

Available upon request. I can also provide concrete examples of my previous works.