

# Luca Benazzi - Senior user experience consultant

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Italian, March 21<sup>st</sup>, 1978 - Milan (Italy)

## Skills summary

I have been working as a **user interface designer** and **information/knowledge architect** since 2003. I have been involved from start to finish in many successful projects in a large range of brands and sectors, especially in the web marketing sphere and multimedia publishing. I am now particularly keen on focusing on **e-learning & educational, semantic web, e-commerce, social networking**.

I have a **strong understanding of usability and user-centered design** and agile processes. I help companies to adopt **user-focused methodologies** within their organisation and prioritise the user experience in order to deliver successful products. I carry out heuristic usability evaluations and usability testing sessions in order to improve existing designs.

My **multi-disciplinary professional approach** enables me to affront a very wide range of needs and to comprehend problems covering a broader context. I can produce highly specific solutions directed to a particular target audience and business goal, depending on the project.

I have been a part of many different teams and always enjoyed it very much. I am convinced that **communicating with colleagues proactively and positively** is an essential skill for a professional. I am very **reliable** and **precise**. I have a meaningful **client-facing experience**.

## 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-centered 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:** XML-related technologies, topic maps, RDF.
- **Accessibility:** standards compliance.

## Main software

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

## Work experience

Jan 2008 - current

**Information architect at Tullo Marshall Warren** - 81 Kings Road (Chelsea), London  
TMW is one of the biggest direct marketing agencies in the UK. The main clients I have been working for: eBay, PayPal, T-Mobile, Dubai Holding, Royal Mail, Unilever. 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 comparative analysis)
- development and definition of user-centred process and documentation templates
- providing guidance and training, 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 a 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
- 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 of being proactive, working independently and on my own initiative
- Providing timely and accurate information

Languages

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

Interests and sport

Painting and drawing, photography, writing, languages, playing guitar, cinema, cooking, swimming, cycling, trekking, natural sciences (biology, geology), Internet & multimedia, communication. Willing to travel and improve my knowledge of languages

## 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)

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

## References

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