



Luca Pennetta

LEAD UX & PRODUCT DESIGNER
SENIOR UX REARCHER

Want to reach me?

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A B O U T M E

Hello, I'm **Luca**, a **UX/UI Expert & Digital Consultant** with **10+ years** of experience in the digital world, currently

I've worked in both **B2B** and **B2C** fields, such as **travel, fintech, insurtech, fashion & luxury, media, healthcare, industrial, startup, public administration, marketing, resource management, gaming**, etc.

I am **open-minded**, a skilled **middleman** and a great **listener**.
I love **talking** with people and I am a scrupulous **analyzer**.

Making **decisions** is my daily bread and, to achieve **goals**, I always rely on **data**, my **emphaty** and the feedbacks of the **people** I talk with.

I am a 3rd level AIS sommelier, enjoying good wines and food.
I dance Swing and I am a vintage motorbikes and watches enthusiast.

S O M E H A P P Y C L I E N T S

Sonova Holding AG Switzerland **Philips** Netherlands **Luxottica Group S.p.A.** Italy

Unipol Gruppo S.p.A. Italy **FinecoBank S.p.A.** Italy **Borsa Italiana S.p.A.** Italy **Zucchetti S.p.A.** Italy

Banco BPM S.p.A. Italy **Banca Sella S.p.A.** Italy **Heineken Italia S.p.A.** Italy **Netflix** Italy

Yoox Net-A-Porter Group S.p.A. Italy **Warner Bros. Entertainment Italia S.p.A.** Italy

Macron S.p.A. Italy **Conduent Business Solutions S.p.A.** Italy **Trenord** Italy **CRIF S.p.A.** Italy

Urmec S.p.A. Italy, Spain **Gruppo Montenegro** Italy **Candiani S.p.A.** Italy **Edenred** Italy

EOLO S.p.A. Italy **SKY** Italy **Bioprojet** Italy, France **Sunstar Suisse S.A.** Italy, Switzerland

WORK EXPERIENCE

Sep 2020 - present

Lead UX & Product Designer
Senior UX Researcher
Freelance, World

Main Agencies:

Alkemy S.p.A.
Assist Digital S.p.A.
Design Group Italia
UNGUESS

2020 - 2022

Co-Founder & UX Designer @ 404Gamez
Games Specialists working remotely

Mar 2017 - Ago 2020

Senior UX/UI Designer, Lead Product Designer @ Booking Expert Zucchetti Group
Chieti / Milan, Italy

Mar 2016 - Mar 2017

UX/UI Designer @ Actomedia & Rea.Pro.Gi.
Chieti, Pescara, Italy

Feb 2016 - Mar 2016

UX/UI Designer @ YOOX NET-A-PORTER GROUP
Milan, Italy

Sep 2015 - Feb 2016

UX/UI Designer @ Farmamia Startup
Pescara, Italy

Sep 2014 - Feb 2015

UX/UI Design Intern @ Philips
Eindhoven, Netherlands

2011 - 2014

Regional Assistant Manager @ Tillate
Italy

E D U C A T I O N

2014 - 2015

Human-Computer Interaction

Radboud University of Nijmegen, Netherlands

2011 - 2015

Bachelor's Degree in "Interfaces and Communication Technology"

University of Trento, Italy

S O F T W A R E S

UX / UI

Figma Sketch Framer Adobe XD Invision Studio Balsamiq Axure

Workshop design

Miro Figjam

Data gathering

Google Analytics Hotjar Yandex Metrica Typeform Google Forms

Project and Resource Management

Teams Asana Clickup Slack Trello Jira Basecamp Redmine

More

Apple Work Suite Microsoft Work Suite Omnigraffle Pro

Creative

Photoshop Illustrator Lightroom Unity Affinity iMovie

L A N G U A G E S

Native

Italian

C1 - Fluent

English

A1 - Basic

Español

Coding, Frameworks and Nerd stuffs (I do not code)

HTML CSS Javascript GSAP TweenMax C Java SQL
Drupal Wordpress Bootstrap React React Native