

CURRICULUM VITÆ UX, UI, User Research

Luis Alfredo Rodriguez Landi



+39 348 85 37 402

luis_landi@hotmail.com

27/06/1988 – Italian

Skype: luis.landi

www.luislandi.com

it.linkedin.com/in/luislandi

Twitter: @UxLandi

Passionate about optimizing decision making processes inside organizations with a digital analytics insights; developing a broad knowledge about Digital Marketing, Analytics, User Experience and Conversion Optimization.

Willing to evolve in a highly competitive and challenging environment in order to build an international carrier.

Professional

User Experience Designer

From 10/2015

Connexia srl (Milan) – connexia.com

My duties as UX designer included:

- Learn and organize the Information Architecture
- Design navigational flow, personas and scenarios, competitor analysis.
- Interactive wireframe and the interface specification for the developing Phase.

Using Tool such as: Axure Rp, Office Visio, FreeMind, Balsamiq Mockups, InVision,

User Experience Designer

11/2015 – 02/2016

Freelance - WapIti Web Service - Dental CAD 3D.

My role as User Interface designer included:

- Create navigational flowchart and conceptual maps.
- Organize the architecture of information of the software
- Design User Interface

Using tools such as: Illustrator, Photoshop, Excel, Google Scholar

Web Designer

05/2015 – 10/2015

GameStop Videogame (IT-Web Marketing)

My role as Web Designer included:

- Data entry.
- Graphic Design: banner for web site, image for social and artwork.
- Manage Social media: Create post and moderate comments
- Upload web site using HTML5

Using tools such as: Photoshop, Dreamweaver, Falcon Social Network.

UX Researcher

12/2012 – 12/2013

Human Technology Lab - University of Padua

My role as UX researcher included:

- Designing & conducting: lab-based, usability studies and inspection, fields studies
- Define and prioritize user experience questions.
- Findings: synthesizing and translate in workable design principles.

Using tools such as: SPSS, Google Analytics - Adwords, Office

Global Service: Digital Strategist (2015): SEO, social, graphic design.

Alexander Pub: Pr and Community Manager (2014)

Project Kairos: Health Anthropology (2012). Research

Project Tellure: Psychology of Emergency, 2012 Northern Italy Earthquakes.

GEA Sicily: Evolutionary Psychology (Italy - 2011) Research

GEA Morocco Ethology (Morocco - 2010). Research

Education

2010 – 2013 University of Padua (Italy)

Bachelor Degree Psychological Science – Human Computer Interaction.

Bachelor Degree

05/2015 WIRED NEXT FESTIVAL

Member of the Winning Team “Interaction Machine. Design your App in 8h”. Condè Nast.

Abea Professional School srl (Milano - Italy) 02– 05/2015

Social Media Marketing (80h): Facebook, Twitter, Instagram, Google Plus, You Tube, Swarm e Four Square, LinkedIn, Pinterest.

Web Design (240): Abode Dreamweaver CC e Photoshop CC, CMS: WordPress, Joomla e Drupal, HTML5, CSS3. Wireframes desktop and mobile.

Graphic (240): Adobe Illustrator CC, InDesign CC, Photoshop CC, Lightroom CC, Camera Raw.

Language

Italian	Mother tongue
English	Very Good speaking and listening, Good writing.
German	A2 language proficiency (Deutschule, Berlin 2015)
Spanish	Good

Informatics

Adobe: Dreamweaver, Illustrator, InDesign, Photoshop, Lightroom, Camera Raw

Coding and CMS: HTML5, CSS3; WordPress, Joomla, Drupal.

Research: Spss, Video analysis Software: The Noldus Observer, Clearview for Tobii EyeTracking, Google Analytics.

UX: Axure RP, Balsamiq, Mockplus, InVision, Visio, FreeMind