

Luca Toscano

Product Designer

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Milan, Italy / London, UK

Summary

3 years bridging the gap between physical and digital products while delivering solid yet meaningful experiences across multiple touchpoints with a user-centered approach. I took part in the development of connected products/spaces, user interfaces and web/mobile platforms for international customers in the professional and consumer sectors.

Key Skills

Soft Skills:

Analytical, empathetic, critical thinker, eager to learn, humorous, adaptable, collaborative, reliable.

Hard Skills:

User research, competitor analysis, mind mapping, usability, ergonomics, concept design, visual design.

Softwares:

Adobe Suite, Office Suite, Sketch, Figma, Zeplin, Lucidchart, Overflow, Invision, Protopie, Principle, XMind, Abstract, Blender, Miro, Jira, Rhino, Solidworks, Fusion 360, Keyshot.

Awards

New York Design Award – Gold Prize

Nov 2018 – DrivenxDesign

Enable by 3D – 1st Prize

Oct 2016 – Barclays + Ultimaker

2050 Future Packaging – 2nd Prize

May 2016 – EPDA

Languages

Daily spoken

Italian – English

Work Experience

Studio Volpi / Midweight Product Designer

Milan | October 2018 – Present

Working as a strategic UX/UI designer for 15+ key clients such as : Hager, Lavazza, WMF, Gewiss, Haier, Repower, Alessi, Delta Airlines, Omron.

- Improved the user experience for 5 machine interfaces and 2 web/mobile applications, always following an Agile work methodology.
- Led the UX development of a 150 m2 showroom in a multidisciplinary 10+ people team, from initial sketches until media content production.
- Helped the digital transformation of a historic Italian company by designing the information architecture for 2 IoT connected products.
- Gained a solid UX methodology by consistently working on user research activities, A/B testing, personas, journey mapping, user flows, wireframing, design systems and style guides for the devs.
- Prototyped dozens of solutions through low/high fidelity mockups and visualized multiple concepts for strategic design explorations.
- Crafted templates, tools and trend books to support the internal team workflow and to conduct external design thinking workshops.

Freelance / Junior Product Designer

May 2018 – January 2019

Working as a part-time consultant for Opendot Fablab, small & medium-sized companies and Fortune Design, a startup focused on food tech.

- Devised and patented an innovative smart wine thermostat and curated the entire product development for the startup launch.
- Conducted a 4+ months field research and material testing on e-textiles to enhance safety for workers in factories.
- Designed an office acoustic partition system for Slalom, a tech gadget for Shootools and a cat litter for the Asian market.

Studio Giulio Iacchetti / Industrial Design Intern

Milan | Jan 2018 – May 2018

- Led the concept development of the exhibition "Coop_70", a multi-touchpoint showcase held at La Triennale di Milano to celebrate Coop Italia which was attended by more than 15k visitors.
- Collaborated on products for Barilla, Alessi, Ferrero, Internoitaliano.

Education

NABA (Nuova Accademia di Belle Arti) / Product Design BA

Milan | Oct 2014 – Dec 2017 | 110 cum laude