

# LUCA NEGRO

## Designer

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## EDUCATION

2014/2017

### Master degree PSSD

Product Service System Design

Politecnico di Milano

2009/2012

### Bachelor in Visual Communication

Politecnico di Torino

• Aug 2011 to Feb 2012: exchange period in Turku

University of Applied Sciences, Finland.

June 2009

### Scientific high school

## SOFTWARE

Proficient in: Sketch / InVision / Photoshop,  
Illustrator / InDesign / Adobe Muse /After Effect,  
Premier / Final cut / Cinema 4D / Rhinoceros /  
Keynote / Microsoft Office

## SKILLS

Service Design: System maps / Personas / User Inter-  
views / Field reserch / Scenarios / Surveys

Visual Communication: Identity / Infographics / Motion

Interaction Design: WordPress / Html / CSS / Wireframes  
/ Site maps / Arduino

## LANGUAGES

Italian (Mothertongue) / English (Fluent, IELTS 7) /

French (Advanced level) /Spanish (Basic level)

## WORK EXPERIENCE

Internship + Freelancer from September 2016 / March 2017

### IDEO

-Munich, Germany-

Following of the development of a project as a core team member,  
in focusing on field research and development of service concepts.  
Use of one to one interviews and service design tools to frame the  
services. Coresponsible of the visualization of the customer journey  
and the concept proposals.

Internship + Collabotation from February 2016 / ongoing

### Makers Unite

-Amsterdam, Netherlands-

Development of the service structure of Makers Unite. From the concept  
to the prototyping, with a strategic and service design approach. The  
first pilot project started in October 2016. I am now working on the  
implementation of the service to launch a second pilot project in a month.

Collaboration from September 2015 / ongoing

### Atellani & Thesignstudio

-Milan, Italy-

Collaboration on a product service system (Coera-see portfolio).

Currently developing the Kickstarter campaign.

To be delivered in June 2017.

Internship from April 2014 to July 2014

### Ciszakdalmás

-Madrid, Spain-

Research and development of strategies and studies around ceramic  
materials. Working as a researcher team member on various product  
design projects.

Freelancer from October 2013 to February 2014

### Loopmedia

-Toronto, Canada-

Work on large-scale visual from the communication point of view.

Reaching an international audience.

(Tv show intro and commercials for CBC) .

November 2012 to April 2013

### Baylaucq & CO.

-Paris, France-

Development of visual identities and layouts for magazines, logos design  
and motion design videos. Redesign of the magazine "L'Oeil" with a  
particular focus on the UX experience of the digital side.