

Davide Genco

User Experience Designer

davidegenco@gmail.com

Summary

Davide Genco is an interaction designer skilled in Information Architecture, User Experience and Interface Design for Web, mobile apps and connected TVs.

He is a freelancer working for digital agencies such like VISUP, H-art, H-farm Industry and several SMEs.

Davide Genco achieved Laurea Magistrale in Design della Comunicazione among the Politecnico di Milano, Scuola del Design and he is been one of the selected students for attending ASP - Alta Scuola Politecnica, a multidisciplinary school for young talents from Politecnico di Milano and Torino.

He also has a continuative collaboration with Politecnico di Milano as Project Manager for the online initiatives of DesignHub, also doing research activity on the Internet, its tools and related application fields. He also contributed in the making of Design Directory Italia together with Triennale di Milano. He is currently teaching at Co.Meta - Design for Autism Laboratory at the Scuola del Design - and at POLI.design – Consorzio del Politecnico di Milano's masters and courses such like Digital Strategy and User Experience Design (where he is Technical Director).

Specialties: Information Architecture, User Experience, Interaction Design, Interface Design, Project Management.

Experience

Technical Director for the Higher Education Course in User Experience Design at POLI.design - Consorzio del Politecnico di Milano

September 2016 - Present (3 months)

Senior Interaction Designer at VISUP

February 2008 - Present (8 years 10 months)

Faculty at POLI.design - Consorzio del Politecnico di Milano

October 2010 - Present (6 years 2 months)

Tutor at Politecnico di Milano

October 2010 - Present (6 years 2 months)

Co.Meta Lab: design for improving the quality of life of people with Autism.

Content Manager at Scuola del Design

June 2007 - Present (9 years 6 months)

Main projects: DesignHub, DEA, A Designer A Day, ColtivAzioni Sociali, Design Directory Italia.

Freelance User Experience Designer at davidengco.it

December 2007 - Present (9 years)

Information Architecture, Interaction Design, User Interface Design for SMEs, start-ups and creative agencies.

Web Designer at Amazon Buyvip

September 2007 - July 2008 (11 months)

Flash promos, DEM layout and html, banners.

Web Designer at DAC.tool

March 2006 - December 2006 (10 months)

In 2006 I have been one of the twenty young designers selected for participating in DAC.tool project (by Consorzio Poli.Design and Confartigianato Brescia): I started a lasting collaboration with Eurometal, a small but well-established enterprise producing buckles and accessories.

Graphic Designer at Ino Chisesi & Associati s.n.c.

March 2006 - June 2006 (4 months)

Stage.

Volunteer Experience

Web Designer & Collaborator at Bossy

September 2014 - Present

Projects

SNID Project Works

September 2013 to October 2013

Members: Davide Genco, Marisa Galbiati, Marcello Cividini, Marco Ronchi, Neva Ganzerla, Venanzio Arquilla

Project works lecturer (master's final part).

MAKE IN PROGRESS

September 2014 to Present

Members: Davide Genco, Francesco Perego, Alessandro Arosio

Programma di attività realizzate nel Comune di Sulbiate per creare dal basso la comunità creativa che si insedierà nella Filanda di Sulbiate.

DESIGN YOUR CAREER @ MASTER SNID

November 2014 to Present

Members: Davide Genco, Giulia Sormani, Marisa Galbiati, Marcello Cividini, Marco Ronchi, Neva Ganzerla, Luigi Centenaro, Natalia Molchanova, Emilia Iuliano, Marianna Lani, Claudia Sgura, Niche Chathong, Giacomo Balestra, Andrea Pagano, Sara Comida, Valentina de Meo

Organizzazione dell'evento DESIGN YOUR CAREER @ MASTER SNID, presentazione e workshop per comprendere la figura del progettista di strategie di marketing e comunicazione per la rete.

SNID | Design your career 2014

November 2014 to Present

Members: Davide Genco, Marco Ronchi, Marcello Cividini, Giulia Sormani, Marisa Galbiati, Neva Ganzerla

Event organization, speech.

Honors and Awards

Appearances

Castelnuovo I., Cognetti F., Fare didattica sul campo. Un anno di sperimentazione, I quaderni di POLI.social, 2013.

"Information Graphics" (Sandra Rendgen, Julius Wiedemann) - Taschen, 2012.

"Intenzioni creative - Creative ways" (V. Arquilla) - Maggioli Editore, ISBN 978-88-387-6084-5, Milano 2011.

"Neapolis", Rai3 - "VisualSport", 30/10/2009.

"Nova24 #167" - "Condivisione con definizione", 2009.

"DIID #32: DAC Projects", DesignHub & Eurometal projects, 2008.

"Nova24 #137: Così si disegna l'esperienza", about VISup srl, 2008.

"Multidisciplinary and Innovation: Domestic Technology Evolution" project, 2007.

"Polimi@That's Design" - Eurometal project, 2007.

"Il paesaggio mobile del nuovo design italiano" - mention in the catalogue, 2007.

"Artlab #10: Pubblicare l'arte", author of the article, 2005.

Design & Music journalist for Zero Magazine (<http://www.zero.eu>).

Conferences, workshops & seminars

"User Experience Design: metodi e strumenti", Cefriel, Master in Development of Innovative Products, October 2016.

"Explore Talks: User Experience Design", Copernico Milano, September 2016.

"User Experience Design Marathon", Design Week workshop with Spark Reply & POLI.design, April 2016.

"Accenture Digital Hackathon", jury member, November 2016.

"I Social Media e le nuove strategie digitali della comunicazione", Trentino Sviluppo, Rovereto, July 2015.

"Comunicazione & Social Media", "Service Design For Business" University Master by POLI.design - Consorzio del Politecnico di Milano, June 2015.

"Big Data: il mondo raccontato coi numeri", "Wired Next Festival" Milano, May 2015.

"Visualizing the project: pattern & tools", University Master "Service Design Master" - POLI.design, October 2014.

"Introduzione alla User Experience", University Master "SNID" - POLI.design, April 2014-2015.

"Personal Brand Website: strumenti per la progettazione", Master Universitario "SNID" - POLI.design, March 2013.

"I social network e le nuove forme di comunicazione per la promozione", Trento, November 2012.

"Triggering design innovation in a territory of SMEs. The DEA project and the DEA TV.", Lisboa, October 2011.

"DEA - Design e Artigianato", Trento, 2009.

"Design_Hub. A social innovation arena for SMEs' Design Innovation", Malmo, 2008.

"La comunicazione aziendale per conquistare il mercato", Lainate (MI), 2006.

Courses

Tutor

Politecnico di Milano

Laboratorio di Metaprogetto

2nd year

Faculty

POLI.design - Consorzio del Politecnico di Milano

Service Design Master

University Master

Master SNID - Social Network Influence Design

University Master

Publications

An ethical approach to design teaching: the "Co.Meta Lab" experience from a Social Innovation perspective.

November 1, 2014

Authors: Davide Genco, Giuliano Simonelli, Venanzio Arquilla, Fabio Guaricci

"Transformation of design within the context of Social Innovation" conference

Tsinghua University, Beijing

Triggering design innovation in a territory of SMEs. The DEA project and the DEA TV.

CIPED, Lisboa October 2011

Authors: Davide Genco, Venanzio Arquilla, Marzia Mortati

The design of a Knowledge Exchange Network between university and SMEs: the DEA experience

DPPI, Milano June 2011

Authors: Davide Genco, Venanzio Arquilla, Marzia Mortati

Una piattaforma digitale da campioni: VisualSport.com

Nova24 #201 2009

Authors: Davide Genco

ICERI: Design_Hub. A meeting point between design university, SMEs' and professionals

IATED, Valencia - ISBN 978-84-612-5091-2 November 2008

Authors: Davide Genco, Venanzio Arquilla, Giuliano Simonelli

Design_Hub. A Social Innovation Arena for SMEs' Design Innovation

The Centre for Sustainable Design, Surrey - ISBN 978-0-9551166-4-3 October 2008

Authors: Davide Genco, Venanzio Arquilla

MCCSIS: Dac_Link. A 2.0 tool for SMEs' design innovation

IADIS Press, Amsterdam - ISBN 978-972-8924-59-1 July 2008

Authors: Davide Genco, Venanzio Arquilla

Changing The Change: DAC_Link. A 2.0 tool for SMEs' design innovation

Umberto Allemandi & C., Torino July 2008

Authors: Davide Genco, Venanzio Arquilla

Re-imagining democracy: Design_Hub: A 2.0 tool for SMES' design innovation

Re-public, Athens July 2008

Authors: Davide Genco, Venanzio Arquilla

"Piemonte: Worldwide visits" in "Information graphics" by Sandra Rendgen and Julius Wiedemann

Taschen March 23, 2012

Authors: Davide Genco, Manuela Ciancilla

An infographic and datavis project on open data <http://www.dati.piemonte.it/>

Languages

Italian

(Native or bilingual proficiency)

English

(Professional working proficiency)

Skills & Expertise

Interaction Design

User Interface Design

Visual Communication

Social Media

Web Project Management

Mobile Applications

Graphic Design

Web Design

Communication Design

Service Design

User Experience

Information Design

Information Architecture

User-centered Design

Experience Design

Adobe Creative Suite

Wireframes

User Experience Design

CSS

Usability
Design Strategy
Design Thinking
InDesign
Graphics
User Interface
Information Visualization
Illustrator
User Research
Concept Design
WordPress
Data Visualization
Photoshop
Interaction design
Adobe Illustrator
Web design

Education

Alta Scuola Politecnica

Bachelor of Science (BS), Talent, Interdisciplinarity, Innovation, 2005 - 2007

Activities and Societies: Home Automation scenarios for BTicino.

Politecnico di Torino

Industrial Design, 2005 - 2007

Politecnico di Milano

Communication Design, 2001 - 2007

Liceo Classico Sperimentale

Greek, Latin, Literature, 1996 - 2001

Interests

Design, Social Media, Comics, Music.

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5 people have recommended Davide

"Davide is a skilled designer, patient, creative and helpful. In addition, his technical skills allow him to easily interact with the developers to overcome, with quality, idiosyncrasies between development and design. He is also a musician who will hear about!"

— **Salvatore Pappalardo**, worked directly with Davide at VISUP

"Davide is a multi-talented designer for its ability to deal with both the creative and the technical aspects of the project. Working with him makes the teamwork easier, efficient and effective."

— **Leonardo Grasso**, worked directly with Davide at VISUP

"Working with Davide was a really learning experience for me. Beyond his great experience with interaction design and information visualization, he is also capable of following several different projects and activities without losing his focus, patience and flexibility, often reaching a coherent and very good result. For sure he is a professional example to follow."

— **Eloisa Paola Fontana**, worked directly with Davide at VISUP

"Davide is a very strong professional designer. He's got the best skills in different areas and a real creative approach: a winning combination that is surely hard to find."

— **Alberto Antoniazzi**, was with another company when working with Davide at VISUP

"Davide is a real artist, we worked together for several web projects, always starting from green field. He has got method, and great creative sense, always customer-oriented."

— **Francesco Sala**, was Davide's client

[Contact Davide on LinkedIn](#)