

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 freelance working for design agencies such like VISup, H-art and NuvÓ 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 for the research unit DeST (Design Strategy). He also contributed in the making of Design Directory Italia together with Triennale di Milano. He is currently teaching at the Laboratorio di Metaprogetto of the Scuola del Design and at Social Network Influence Design Master of POLI.design – Consorzio del Politecnico di Milano.

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

Experience

Professor at Politecnico di Milano

October 2010 - Present (3 years 8 months)

Senior UX/UI Designer at VISup

February 2008 - Present (6 years 4 months)

4 recommendations available upon request

Freelance User Experience Designer at davidegenco.it

December 2007 - Present (6 years 6 months)

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

Content Manager at Scuola del Design

June 2007 - Present (7 years)

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

1 recommendation available upon request

Web Designer at Amazon Buyvip

September 2007 - July 2008 (11 months)

Flash promos, DEM layout and html, banners.

Consultant Communication Designer at Kiwiage

January 2007 - June 2008 (1 year 6 months)

Web Design, Brand Identity Design.

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.

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).

Honors and Awards

Appearances

"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.

"Multidisciplinarity 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>).

Courses

Professor

Politecnico di Milano

Laboratorio di Metaprogetto

2° year

Master SNID - Social Network Influence Design

University Master

Publications

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

Education

Alta Scuola Politecnica

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

Honors and Awards

Exhibitions:

“Polimi@That’s Design” - “Eurometal” project, Salone del Mobile 2007, Milano.

“Il paesaggio mobile del nuovo design italiano” - mention, Triennale 2006, Milano.

“Comunicare l’azione umanitaria” - “Dolls” project, Torino.

Contests:

“DAC.Tool, design for Arts&Crafts”, Consorzio Poli.Design and Confartigianato Brescia.

Held conferences:

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

"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.

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**, *Software Developer, VISup*, 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**, *Senior Software Developer, VISup*, 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**, *Infovis Researcher and Communication Designer, VISup*, 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**, *Junior Art Director, Lord & Berry*, was with another company when working with Davide at VisUp srl

"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](#)