

Daide Genco

User Experience Designer

davidegenco@gmail.com

Summary

I am a Designer skilled in User Experience for digital products and services.

I am a consultant working for design agencies – such like VISUP, AKQA, H-Farm – startups, SMEs and Institutions.

I collaborate with Politecnico di Milano in Didactics and Research projects.

I am the Technical Director of the Higher Education Course in User Experience Design at POLI.design.

FULL BIO

I achieved the Master of Science Degree in Design della Comunicazione among the Politecnico di Milano, Scuola del Design in 2007. My thesis “Make in Italy” was about a collaborative platform for connecting SMEs and Designers.

During my graduation years I attended the ASP – Alta Scuola Politecnica, a multidisciplinary school founded by Politecnico di Milano and Politecnico di Torino restricted to 150 young and exceptionally talented students. My team worked on a home automation project focusing on Healthcare, Data Visualization and Wearables trends.

In 2006 I’ve been selected for the contest “Dac.tool – Design for Arts & Crafts” aimed at young Designers: this led me to a 1 year collaboration with a Made in Italy fashion brand that implied the design of their first online catalog.

I have 10+ years experience as a professional, during which I covered several sectors: Fintech, Retail, Internet of Things, Business Intelligence, Social Communities, Collaborative Platforms, Connected TVs, Softwares as a Service, Publishing, E-commerce, Fashion, Sports.

I have a continuative collaboration with Politecnico di Milano: I teach at Co.Meta (Design for Autism) – Laboratorio di Metaprogetto for 2 year product design students – and I am the content manager of DesignHub, an online magazine for design contests.

I am a Faculty member at POLI.design's masters and courses. In 2016 I founded together with professor Venanzio Arquilla the Higher Education Course in User Experience Design – where I am Technical Director.

Experience

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

September 2016 - Present

Senior Interaction Designer at VISUP

February 2008 - Present

Faculty at POLI.design - Consorzio del Politecnico di Milano

October 2010 - Present

Tutor at Politecnico di Milano

October 2010 - Present

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

Web Designer

September 2007 - July 2008 (11 months)

Flash promos, DEM layout and html, banners.

Web Designer

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

March 2006 - June 2006 (4 months)

Stage.

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

Honors and Awards

Workshops & seminars, appearances, articles

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[Contact Daide on LinkedIn](#)