



Ruggero Motta

UX DESIGNER & INFORMATION ARCHITECT

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github.com/buseca

WORK



I have **7 years experience in the digital design**: 4 as freelancer plus 3 as **UX director** at Jack Magma studio, managing a team of 3 designers on simultaneous projects and developing a common **ux and ui process**. I worked with companies, agencies and startups, finalizing an already matured concept or helping to kickoff and define an idea.

I believe in **co-design** as a fundamental activity to achieve meaningful designs.

PROJECTS

Intesi Group - Company leader in digital signature. I discussed and defined the requirements for a new digital signature webapp, talking with the client and the developers team, I created the **concept, the wireframe, the ux documentation** and I coordinated the **design system's** creation.

Tecniplast - Company leader in laboratory equipment. I collected and analyzed both **business and technology requirements** for a facility management system which involves IoT.

Generali Italia - Biggest italian insurance company. I worked within the special "simplification program", and **co-designed** with a cross-functional team (25 people) a B2C tracking tool.

Leonteq - Global leader in financial structured product. I joined the **SCRUM** team for 7 months, from the inception phase to the 1st release, defining the team work flow and delivering the design.

SKILLS



DESIGN ACTIVITIES

- Collect and analyze the requirements.
- Design the information architecture.
- Wireframe and prototype.
- Define the UI design system.
- Write the essential documentation.

LANGUAGES

- Italian - Native speaker
- English - Fluent
- Spanish - Intermediate

UX TOOLS

- BALSAMIQ (wireframing)
- SKETCH (GUI design)
- DRAW.IO (flowcharts)
- AXURE (wireframing)
- ILLUSTRATOR (maps)

PROTOTYPING TOOLS

- INVISION
- HTML / CSS / SASS
- ZURB FOUNDATION

EDU



MASTER in INFORM. ARCH. AND UX
@Iulm (Milan)

M.Sc. DEGREE in SERVICE DESIGN
@Politecnico di Milano, score: 110/110