

Diego Lavecchia

UX DESIGN LEAD



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ABOUT ME

Passionate about human behaviours, problem-solving, and WHYS. I love helping teams in crafting meaningful experiences, interactions, and interfaces for digital environments.

I believe that using a **human-centered approach**, in all stages of production, is the key to design **good experiences**.

I'm fond of fostering the power of collaboration and shared knowledge, and I'm always in search of opportunities to learn new things and grow - not only as a Design Lead but also as a human.

ALTRAN Deutschland S.a.S.

Design Lead, Sept 2020 - Today, Berlin

Altran is a global leader in Engineering and R&D services (ER&D).

Consultant - main client: Volkswagen.

Main project field: Automotive (HMI In-Car Apps, Mobile Apps).

- **Design Lead**, UXD Berlin team @ Altran Innovation Factory
- Project Lead, HMI In-Car Apps
- Tutoring/mentoring designers
- Building strategies for designOps improvements
- Supporting teams in the problem definition and in the problem-solving path
- Daily/weekly collaboration with POs, PMs, Dev Teams, stakeholders
- Collaboration and support to HR dept. in the Recruiting Process
- Technical support to Sales dept. in RFQs and pitches

Senior UX Designer, Mar 2019 - Aug 2020, Berlin

- **Project Lead**, HMI In-Car Apps
- Led: co-design workshops, internal training workshops
- End-to-end production processes. Covering the design process with teams, from research and concept to final (dev team) handover
- Usability Testing with lo/mid/hi fidelity prototypes
- SAFe based projects, planning delivery and production within Product Increments

NiEW Design

Senior UX Designer, Jan 2018 - Feb 2019, Modena

Design consulting for B2B environments, with a high focus on the *manufacturing industry* and the *Industry 4.0* paradigm. Projects were driven by a design thinking approach, from the early strategic part to the final development stage.

Consultant - main clients: Tetrapak, Siemens, Salvagnini Group, Bonfiglioli.

Main project fields: B2B, Manufacturing Industry, HMI Design

- Accounting and Co-design sessions with clients
- **Design Systems creation and maintenance** for both HMI Design and web products
- Field Research and interviews, Usability Test (RITE method)
- Supervisioning and mentoring internships

Mosaicoon S.P.A.

Interaction Designer, Jan 2015 - nov 2017, Palermo

First 10 months: Consultant, interaction design

Then: Mosaicoon Product Department, in-house digital products.

Main projects fields: **product design; Video ADV; marketplace; performance tracking softwares; support center; intranets; B2B.**

Design Methods: Handmade explorative UI sketches; paper prototyping; hi-fi prototyping; usability tests (Italy, APAC); Card Sorting sessions; Service Blueprint synthesis; stakeholder interviews; Customer Journey Map discovery and synthesis; Proto-Personas synthesis; user interviews and Personas synthesis; Contextual Scenario writing; Design Sprint experiment.

Sikelia Service S.P.A.

UI and Visual Designer, Dec 2012 - Jan 2015, Palermo

Main projects fields: B2B, UI Design, **Banking Market apps**, Corporate Identity

Certificates in Creative Leadership

IdeoU, 2020

1. Leading for Creativity

Learn how to lead with vision, through culture, and alongside your team.

Gain techniques to guide others through uncertainty using the process of experimentation and shift the culture by tapping into beliefs and behaviors that support creativity.

2. Cultivating Creative Collaboration

Embrace a new way of working—one that harnesses the power of diverse perspectives and creative thinking to push past the obvious, safe solutions to the truly innovative ones. Gain the skills and techniques you need to foster creative collaboration and unleash the potential of a team.

Certified SAFe® 5 Product Owner / Product Manager

Scaled Agile, 2020

Professional Courses

Architecta, Udemy, UXUniversity, 2015-2019

- **UX and Colors**, by Riccardo Falcinelli
- **From Strategy to Structure** (and Back Again), by Jorge Arango
- **Classify Information**, by Luca Rosati
- **Improve the Shopping Experience**, by Vincenzo Di Maria and Claudia Busetto
- **UX Detailed Design** by Susan Weinschenk
- **UX Design for Engagement** by Susan Weinschenk
- **Information Architecture Fundamentals** by Joe Natoli

Subject Matter Expert - Interaction Design Lab

University of Palermo, School of Architecture, 2011 - 2013

Master Course - Graphic and Web Design

PuntoNet S.a.s., Jan 2012 - Jul 2012

Bachelor Degree - Industrial Design

University of Palermo, School of Architecture, 2005 - 2010

AWARDS



reddot design award

Red Dot Design Award 2019

Project: Salvagnini Face

Link: <https://bit.ly/3ghq8Db>



GERMAN
DESIGN
AWARD
WINNER
2020

German Design Award 2020

Project: Salvagnini Face

Link: <https://bit.ly/3IHD5ra>

OTHER EXPERIENCES

Founder, Member / **UxBookClub Palermo**, 2015 - 2018

Mentor for UX and Design / **Startup Weekend Palermo**, 2016

Organiser, Newsletter editor / **CreativeMornings Palermo**, 2016 - 2018

Organiser, Workshop facilitator / **WIAD Palermo**, 2017

Speaker / **Web Marketing Festival**, 2017

Speaker / **Google DevFest Sicily**, 2017

Speaker / **WIAD Genova**, 2018

TOOLS

Paper & Pen | Post-it | Sharpie marker | Miro | Sketch | Figma | Adobe CC | Principle | ProtoPie | InVision | Overflow | Abstract | Jira+Confluence | AirTable | Keynote | Google Suite | Office365 Suite | HTML5 | CSS3 | Wordpress | xSort

EDUCATION

MAIN EXPERIENCES