.Afbeelding met schermopname, Graphics, ontwerp

Automatisch gegenereerde beschrijving

**Valentina Luta Morciano**

Date of birth: 27/12/1983 **|** Nationality: IT **|** Gender: Female **|**

Italia

**PROPOSED POSITION:** Information Architecture and Content Expert

Valentina Luta Morciano is an experienced digital product strategist with 13+ years of expertise in information architecture, content organisation, and user experience design. Currently serving as Principal User Experience & Product Strategy Consultant at the European Commission, she specialises in structuring and organising complex digital content ecosystems to maximise clarity, usability, and accessibility across diverse platforms and audiences.

Her expertise encompasses developing intuitive site navigation systems, content categorisation frameworks, and user-friendly taxonomies that enhance information retrieval and user engagement. At the European Commission, she has achieved measurable improvements in website usability and accessibility whilst establishing cohesive information architectures that serve multilingual, multicultural audiences. Her work spans high-profile projects including the UNFCCC Clean Development Mechanism platform, EU Asylum Agency tools, and the comprehensive Europass platform redesign.

Valentina combines strategic thinking with hands-on implementation, having led cross-functional teams through end-to-end content architecture projects that reduced development time by 30% and improved user satisfaction by 70%. Her multilingual capabilities (Italian, English, Spanish, French) and deep understanding of accessibility standards make her particularly effective at creating inclusive digital experiences that align with both user needs and organisational objectives.

**WORK EXPERIENCE**



09/2020 - Ongoing; Worldwide

**Product Experience Manager and Team Lead** - Freelance

* Led end-to-end design & development processes to build and establish the digital presence for public organisations, startups and businesses, increasing user satisfaction by 70%, reducing development time by 30% and reducing time-to-market by 25%.
* Guided communication agencies in digitalising their services by providing expertise in UX, UI, digital communication strategies and process optimisation, boosting brand consistency by 50%, enabling iterative improvements, and successfully positioning one agency as a market leader.
* Developed data-driven strategies to align digital strategies and roadmaps with insights from user research, market analysis, and usability testing, resulting in better alignment with stakeholders and continuous improvement in usability & accessibility.
* Contributed to call-for-tender proposals, increasing acceptance rates by public institutions by 30%. - Built, managed, and mentored multidisciplinary teams of 3 to 8 members, fostering a culture of collaboration, constructive feedback, and continuous innovation.



06/2022 - Ongoing; Brussels (Belgium)

**Principal User Experience & Product Strategy Consultant** – European Commission DG Comm

* Provided strategic advice on the organisation's website ecosystem, achieving a 10% improvement in usability, accessibility, written communication, and brand consistency per year.
* Contributed to product roadmaps and provided strategic guidance for revamping the organisation's online presence & brand consistency, design system, and user-friendliness, achieving a 70% approval rate for proposed initiatives, improved cross-team collaboration, and increased budget allocation for UX activities.
* Conducted research and testing sessions with over 50 participants, co-design sessions with over 20 key stakeholders, and interviews with key decision-makers to gather insights that informed design decisions, resolved usability issues, and ensured alignment with user needs and key business objectives.



09/2016 – 08/2020; Brussels (Belgium)

**Senior Product Experience Consultant** – NTT Data

* Represented the team in business development activities, technical proposal writing, sales pitches and client presentations, contributing to a 10% increase in project acquisition rates.
* Conducted and supervised UX research and UI design activities, ensuring human-centred product development and collaboration with cross-functional teams to achieve alignment and top-quality implementation of deliverables.
* Empowered client design teams through coaching and workshop sessions on UX methodologies and process optimisation, leading to the successful adoption of best practices and a measurable improvement in their internal process efficiency.
* Provided mentorship and guidance to junior and mid-level UX/UI designers, supporting the career growth of 6+ team members, 3 of whom advanced to senior/leadership roles within 3 years.

// Key projects:

* United Nations Framework Convention on Climate Change (UNFCCC): 2016, Conceptualisation and design of the 'Clean Development Mechanism' platform.
* European Union Agency for Asylum (EUAA): 2016, Conceptualisation and design of the 'Matchmaking tool' to assign refugees to the most suitable EU country.
* European Commission: 2017, conceptualisation and design of the 'WIFI for EU' platform, enabling free Wi-Fi access across public spaces.
* World Intellectual Property Organisation (WIPO): 2019, Intranet redesign.
* World Food Programme (WFP): 2019, conceptualisation and design of the 'Blue Book' mobile app, a toolkit for UN staff delivering humanitarian assistance during emergencies.
* European Council: 2019, Intranet redesign. - European Commission: 2020, conceptualisation and design of the 'Europass' platform, enabling users to create standardised CVs and access job opportunities.



03/2015 – 09/2016; Brussels (Belgium)

**Digital Communication Consultant (Social Media & Web)** – European Commission DG Comm

* Played a key role in establishing the organisation's first online presence and digital communication strategy, with a focus on user-friendliness, accessibility, and maintaining cohesive branding, tone of voice and visual consistency across digital and physical channels; secured increased investment in digital communication activities from senior management.
* Empowered teams from Representation offices across the EU by helping them build their first structured network, and organising recurring coaching sessions on digital communication, brand consistency, usability and design best practices.
* Delivered 10+ workshops, implemented a centralised file-sharing system adopted by 95% of teams, and facilitated 50+ collaboration requests, significantly improving processes and workflow efficiency.



10/2014 – 02/2015; Brussels (Belgium)

**Blue Book Trainee In Digital Communication** - European Commission DG Comm

* Contributed to the development of the organisation's first online presence and communication strategy, focusing on fostering consistency and collaboration between social media, web, and graphic design teams, improving cross-team alignment by 50%, and resulting in more cohesive and impactful digital communication campaigns.
* Conceptualised and designed 40+ engaging social media posts and visual materials for the organisation's social media platforms, achieving a 20% increase in audience engagement per year.



01/2013 – 09/2014; Madrid (Spain)

**Digital Entrepreneur** - Freelance

* Completed a one-year incubator project for cultural projects in the field of ICT, funded by the European Commission's Directorate General for Education and Culture (DG EAC) to launch a startup based on my Master's Thesis.
* Founder of "La guía a la ciudad amueblada", a GreenTech startup connecting do-it-yourself (DIY) enthusiasts, promoting sustainability and reducing waste and social disparities. Through this project, I learned how to lead the implementation of a digital platform and use marketing and communication strategies to engage investors and drive growth.
* Founder of "Patitas en la Calle," a pro-bono initiative connecting junior photographers with pet rescue NGOs, promoting adoption through good quality photos, while helping young creatives build their portfolios. Through this project, I learned how to effectively manage a team and I was able to give back to the community.
* Conceptualised and designed impactful social media content and digital platforms for local NGOs, independent cultural projects and small businesses.
* Contributor to "El Pajarito", an independent Spanish newspaper, writing arts and culture articles that engaged diverse audiences with strong storytelling and editorial skills.



04/2010 – 06/2010; Milan (Italy)

**Junior Communication Designer** - Besanopoli

* Internship



04/2005 – 05/2005; Milan (Italy)

**Junior Product Designer** – Jinglebell Communication

* Internship

**EDUCATION AND TRAINING**



02/2009 – 12/2011

**Master of Science (MSc.) in Communication Design** – Politecnico di Milano

10/2005 – 09/2008

**Bachelor of Science (BS.) in Product Design** – Politecnico di Milano

**LANGUAGE SKILLS**



|  | UNDERSTANDING | | SPEAKING | | WRITING |
| --- | --- | --- | --- | --- | --- |
|  | Listening | Reading | Spoken production | Spoken interaction |  |
| **Italian** | C2 | C2 | C2 | C2 | C2 | |
| **English** | C2 | C2 | C2 | C2 | C2 | |
| **Spanish** | C2 | C2c | C2 | C2 | C2 | |
| **French** | B2 | B2 | B2 | B2 | B2 | |

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

**DIGITAL SKILLS**



Digital product management Project Management & Project Development Team Leading Digital strategy AGILE + SCRUM Lean UX Human-Centred Design Design Thinking Digital Communication Strategies Market Analysis UX research User Interface & User Experience Design UX Testing

**COMMUNICATION AND ORGANISATIONAL SKILLS**



**Communication skills**



* **Stakeholder Engagement & Collaboration:** Conducted research and testing sessions with over 50 participants, co-design sessions with over 20 key stakeholders, and interviews with key decision-makers to inform design decisions and ensure alignment.
* **Presentation & Client Representation:** Represented the team in business development activities, technical proposal writing, sales pitches, and client presentations, contributing to a 10% increase in project acquisition rates.
* **Mentorship & Coaching:** Empowered client design teams through coaching and workshop sessions on UX methodologies and process optimisation, and provided mentorship to junior and mid-level UX/UI designers.

**Organisational skills**



* **Project Management & Process Optimization: Led end-to-end design & development processes, reducing development time by 30% and time-to-market by 25%, and guided agencies in digitalising services through process optimisation.**
* **Team Leadership & Management: Built, managed, and mentored multidisciplinary teams of 3 to 8 members, fostering a culture of collaboration and continuous innovation.**
* **Strategic Planning & Roadmap Development: Developed data-driven strategies to align digital strategies and roadmaps with insights from user research, and contributed to product roadmaps for revamping online presence.**