



ABOUT ME

I'm Giuseppe, 32 years old Junior Data Scientist & UX Analyst with a background in cognitive science, a master's degree in human-Computer interaction, and a 2nd level master's degree in Data Science and Statistical Learning at the University of Florence and IMT (School for Advanced Studies Lucca).

During the last three years, I had been working as a quantitative UX Researcher and UX designer in the R&D team of Re: Lab s. r. l. at Reggio Emilia (Italy); My role encompassed the whole design process, from the preliminary exploratory stages of the user research to the data analysis and the creation of prototypes ready to be developed or tested, keeping the users' needs always in mind. I passed this last year studying data science at the University of Florence and IMT Lucca to strengthen my hard skills as data scientist and acquire an executive master's degree in the matter.

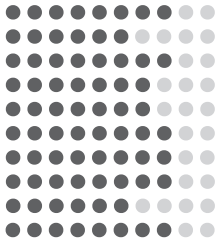
I worked in multiple industries like automotive, banking sector (Intesa SanPaolo), and lighting manufacturing (Philips lighting), always in cross-disciplinary teams and with multiple international stakeholders. Now, with a 2nd level master's in Data Science, I strengthened my quantitative research and data analysis skills with a focus on Machine Learning methodologies to give a turn to my career. I have excellent knowledge of quantitative data analysis in Python and R programming, as well as data visualization tools such as Tableau, combined with qualitative research methodologies such as interviews and focus groups acquired during my experiences as UX researcher. I am a proficient user of Adobe Creative Suite (PS, Illustrator, InDesign) and prototyping tools (as Axure, XD).

I like to constantly challenge myself and I am looking forward to working with you!

SKILLS

Technical skills

Python
SQL
R-Studio
Keras / Tensorflow
Tableau
Adobe Photoshop
Adobe Illustrator
Adobe XD
Adobe indesign
Axure



Knowledges

Machine Learning
Data Science
User Research
User Experience Design
Usability Testing
Agile Methodologies

LANGUAGES



EDUCATION

Unifi / IMT Lucca
From February 2021 to February 2022
Master in Data Science and Statistical Learning

Università di Trento
From September 2016 to March 2019
Master Degree in Human-Computer Interaction.

University of Twente
From February to June 2018
Erasmus Program

Instituto Universitário da Maia, ISMAI
From April 2013 to July 2013
Erasmus Program

Università del Salento
From 2011 to 2015
Bachelor's degree in Psychology

WORK EXPERIENCE

IQVIA Solutions Italy s.r.l. (Milan, Italy)

Data Scientist Intern
From December 2021 to February 2022

The main project was aimed to explore a Bayesian approach for media mix models which are used by advertisers to assess the effectiveness and capability of the ads' campaigns with the final scope of optimal budget allocation for return maximization. (see Portfolio link for more details)

RE:Lab (Reggio Emilia, Italy)

UX Consultant
From March 2019 to March 2021

I worked as a quantitative UX Researcher and UX designer in the R&D team of Re: Lab s. r. l. and for different corporate clients as external consultant; My role encompassed the whole design process, from the preliminary exploratory stages of the user research to the data analysis and the creation of prototypes ready to be developed or tested.

Philips Lighting (Eindhoven, Netherlands)

UX Researcher | Designer
From September 2018 to February 2019

My work was focused on a CSR project aimed to co-develop a practical guidelines tool for effective community lighting interventions in refugee's camps, involving UNHCR staff, refugee communities, government counterparts, and other key stakeholders. My role was to coordinate the design process and ensure that the users' needs were identified and fulfilled through a process of co-creation of the lighting guidelines tool, for all the different humanitarian scenarios.

MY SPECIALITIES

