

## Jacopo Poletto, UX and Information Designer

Milan based, recently graduated Communication Designer focused on UX and data visualization. Fascinated by complexity and yearning to create meaningful experiences and knowledge through expressive visual clarity.

[jacopopoletto.com](http://jacopopoletto.com)

[hello@jacopopoletto.com](mailto:hello@jacopopoletto.com)  
(+39) 346 133 79 44  
[linkedin.com/in/jacopopoletto](https://www.linkedin.com/in/jacopopoletto)

### Freelance Communication Designer

Sep 2017 - Current | Milano, Italy

Cinturini Poletto: designed and implemented engaging Facebook and Instagram ads for Apple Watch bands crafted by the company; created product positioning and messaging to differentiate products in market and expand visibility and demand; managed adv in a structured funnel strategy.

### Digital Methods Initiative Summer/Winter School, Data Viz Designer

Jul 2019, Jan 2020 | Amsterdam, Netherlands

Facilitated the researchers during the Summer and the Winter School to find better ways to organize and visualize data scraped from different unstructured sources.

### DensityDesign Research Lab, Intern

Oct 2019 - Dec 2019 | Milano, Italy

Supported the research and projects of the Lab with a particular focus on the in-common project. Helped defining the guidelines for the researchers to properly collect and prepare both qualitative and quantitative data in order to visualize them in a meaningful way. Designed the visualizations, their interactions and the overall UX/UI of the very first prototype of the digital archive.

### Storiae s.r.l., Design Intern

Sep 2018 - May 2019 | Monza, Italy

Supported the work of Alessandro Agrati (founder and Creative Director of Culti) by developing and co-directing both internal and consultancy projects (Messere Milano, Oyner, Villa Grey).

### Politecnico di Milano, M. Sc. in Communication Design — 110 cum laude

Sep 2017 - Jun 2020 | Milano, Italy

Research thesis entitled “Visualizzare *quasi* la stessa cosa. Aspetti semiotici del processo di traduzione nella visualizzazione di dati”, supervised by Salvatore Zingale.

### Politecnico di Milano, B. Sc. in Interior Design — 108/110

Oct 2014 - Jul 2017 | Milano, Italy

Thesis entitled “Di Filo in Filo. Dall’abito alla materia prima: progetto per Casa-Museo Ermenegildo Zegna”, supervised by Raffaella Trocchianesi.

### Skills

Low to High Fidelity Design and Prototyping  
Wireframing  
User Research  
Understand user needs  
Analyze and format data  
Self starter  
Detail oriented

### Tools

Excel, Numbers, Google Sheets  
Open Refine  
Adobe Creative Suite (Ai, Ae, Id, Lr, Ps, XD)  
Figma, Sketch  
Principle  
RAWgraphs, Gephi  
HTML, CSS

### Languages

Italian: native (good at copywriting)  
English: fluent (TOEIC level: 890/990)

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