Jacopo Poletto, Information Designer

Milan based, rencently graduated Communication Designer focused Information and Data Visualization Design. Fascinated by complexity and yearning to create meaningful experiences and knowledge.

jacopopoletto.com

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Work experience

Freelance Communication Designer

September 2017 - Current | Milano, Italy

Cinturini Poletto:
- Created Apple Watch bands positioning and messagging considering B2C user personas and market opportunity in order to differentiate products in market and expand visibily and demand.
- Designed and delivered Facebook and Instagram ads to drive purchase conversions on the website.
- Idenfied key success metrics and developed ad-hoc analysis methods to deliver visualizations (reports and dashboards on Google Data Studio) to support business strategy.

Data Viz Designer, Digital Methods Initiative Summer/Winter School

July 2019, January 2020 | Amsterdam, Netherlands
- Facilitated the reasechers during the Summer and the Winter School to find better ways to organize and visualize data scraped from different unstructured sources.

Intern, DensityDesign Research Lab

October 2019 - December 2019 | Milano, Italy

In-common:
- Defined guidelines and best pratices for the researchers to properly collect and prepare qualitative and quantitative data to visualize them in a meaningful way.
- Designed and prototyped visualizations, their interactions and the overall UX/UI of the digital archive.

Design Intern, Storiae s.r.l.

September 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).

Education

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

September 2017 - June 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

Data Visualization Knowledge and best practice
Good data literacy
Good Statistical understanding
Low to High Fidelity Design and Prototyping
Design thinking
Self starter
Strong attention to detail
Ability to master new tools quickly

Tools

Excel, Numbers, Google Sheets
Open Refine
Adobe Creative Suite (Ai, Ae, Id, Lr, Ps, XD)
Figma, Sketch
Principle
RAWgraphs, Gephi
HTML, CSS, d3.js (basic)
Tableau, Power BI, Google Data Studio

Languages

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