

Jacopo Poletto, UX and Information Designer

jacopopoletto.com

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 clarity.

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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 considering target audience to differentiate products in market and expand visibility and demand; managed Facebook and Instagram ads 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. The research has the advantage of de-constructing and re-constructing the whole translation process in data visualization thanks to the tools of semiotics, semiotics of translation and of visual perception, explaining all the critical steps and fundamental mediations with the aim of proposing a design method that makes sense orientation and inventiveness its strengths.

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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