

ALESSANDRO LAGASCA

UX & web designer

CIAO !

My name is Alessandro resident in Novara, Italy, but I actually live in my client's shoes to see the world with their eyes and provide them with the best solution to their everyday struggle. Bachelor in Psychology and a master degree in Theory and technology of communication. Fluent english and spanish.

EDUCATION

MILANO BICOCCA UNIVERSITY: Theory and technology of communication - Master degree, march, 2016.

Master degree focused on interaction design, usability, web design, UX and UI. I learned to resolve the typical problems of a customer who needs to show his business on the web. 107/110.

MILANO BICOCCA UNIVERSITY: Psychology - Bachelor, march, 2013. Erasmus program in Barcelona in 2010.

3 Years bachelor in Psychology, where i learned to empathize with people, helping them in real life and looking at the world with a pair of new eyes. 85/110

WORK

FREELANCE: UX & WEB DESIGN, 2016.

I'm working in the UX and Web Design field, since march 2016, helping my clients to resolve their problems with a UCD approach. Interview, surveys, sketching and wireframing sessions to develop better websites.

IMILLE: HELP DESK and CONTENT MODERATION virgilio.it, 2012.

Community and content manager for an important agency, imille, based in Milan. I helped them to better support the website www.virgilio.it

What i do

UX DESIGN

Thanks to the master degree, i can now provide my clients with a mobile-first solution for their web presence, planning their experience with the final user always in my mind. I iterate my creative process testing my hypothesis with usability tests, based on Steve Krug's books.

WEB DESIGN

I prototype the customer experience and i provide my clients modern websites, based on my research and design methods.



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 Alessandro Lagasca

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SKILLS

PROFESSIONAL SKILLS

HTML e CSS

Wordpress

UX

Usability tests

Sketching & wireframing

Prototyping

Gamification

PERSONAL SKILLS

Communication skills

Teamwork

Creativity

Critical thinking