
Luca Marzello

Design | Product | Experience

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London

PROFILE

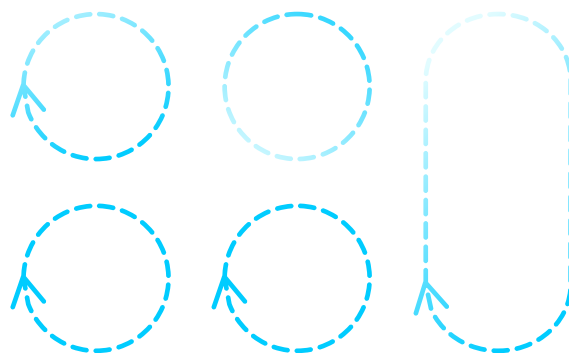
I'm a strategic hands-on designer. I have gained experience building, leading and mentoring multi-disciplinary teams, researching and validating ideas, explaining, discussing, and justifying design decisions effectively from inception to completion.

I have crafted and developed product and services, from data to validated human experiences across multiple touch-points.

I am a curious and self-motivated team player eager to investigate the best possible viable solutions while pushing passionately the quality of work.

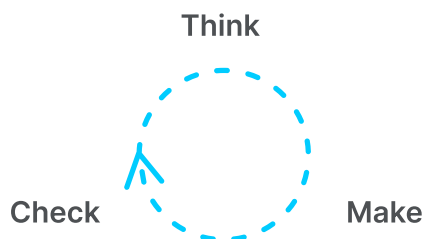
I am a logical thinker who aims to solve complex problems with simple ideas to combine delightfully measured solutions with great engineering. I advocate for bridging the gap between validated implementation and content in a constant user-centered design focus.

I am inspired by the people and their inter-social dynamics, eager to help and observe to learn and grow collaboratively.



CORE DISCIPLINES

Hands On/Off End-to-End Design
Product & Service Design
IXD·GUI·UX·CX
Branding
Strategy
Project scoping
Research
Information Architecture
Taxonomy
Design Systems
AR/VR



RECENTLY

- Leading Innovation at Lloyds Banking

NEXT...

... Join a forward thinking and purposeful entity.

EMPLOYMENT HISTORY (10 years of permanent roles / 10 years of long term recurring contract work).



- JUL 2023 – Current **Lloyds Banking Group, Lead Designer (Permanent)**
Leading Innovation Design at Lloyds Banking Group.
- JUL 2022 – JUL 2023 **Lloyds Banking Group, Principal Designer (Contract)**
Leading paperless digital transformation across the group Brands.
- FEB 2014 – JUL 2022 **01TEMP LTD, Founder**
Delivering hands-on/off solutions as Head/Lead/Principal end-to-end designer consultant. Improving overall experiences delivering measurable results for both, users and business.
- IN-HOUSE
Babylon Health, AIG, British Gas, CITI bank, HSBC, Expedia, BBC, Financial Times, Moneyfarm, British Airways, Ascential...+
- AGENCIES
Publicis Sapient, VCCP, Candyspace, EY Seren, Fathom, Imagination, Brilliant Basics, pulse group, Massive (DeltaTre), Initials, Nimbletank, Bio Agency, Red Eye.
- STARTUPS
Hoxfon, Kamet, Sequel/Introvoke, Explovia, Football Album. DoodleBox, Co-Founder/CD | AR/VR, Games and Experiences yealthy, Advisor/Chief Design Officer
- INSTITUTIONS
University of Chester, Guest Lecturer – Digital Product Design
- JUN 2013 – JAN 2014 **Odyssey Mobile, Creative Director**
Raised the creative proposal generating new deals with Microsoft, Xbox, Nokia, Warner Bros., Zurich, Ubisoft, One Entertainment and more.
- JUL 2011 – JUN 2013 **Opera Mediaworks, Head of Creative Services EMEA**
Successfully set-up the Design and Development function from scratch and immediately started to win business.
- OCT 2010 – JUL 2011 **Various, Freelance Lead/Senior Product/UX/UI/CX Designer**
Ocado, Time Out, HSBC, Visual DNA, SKY, SONY, McCann Momentum.
- JUL 2005 – AUG 2010 **01TEMP Studio, Founder & Creative Director**
Worked as creative consultant for clients such as AC Milan, Citroën, Vodafone, Kinder, Nutella, Tic-Tac, United Nations and many more.
- JUN 2000 – JUL 2005 **Eclettica, Lead Interactive Designer/Developer**
Elevated the awarded agency to the top 10 new media agencies in Italy whilst building the core team. Clients Ferrero, nutella, Kinder, Maserati, Motorola and many others.
- MAR 1997 – JUN 2000 **CSI-Piemonte, Junior/Mid Interactive Designer**
Developing accessible public products and services for the Mayor of Turin city council. Working along with large engineering teams on multiple complex projects.

EDUCATION

- 2005 **University of Turin**, B.A., Human Computer Interaction, Honours
- 1996 **Enaip, Grugliasco**, Diploma in Multimedia and Desk-Top Publishing
- 1992 **Albe Steiner (Turin)**, College of Advertising and Graphic Design

AWARDS

- 2012 **IAB UK**, Best Mobile Creative Portfolio
"Various" | Opera Mediaworks
- 2008 **Italian Communication Award**, Golden Tag 22th Ed | Interactive/Activation
"Contact" Vodafone | XFLab
- 2007 **Golden BIP Award**, Best employer branding campaign
"Job is Now" Vodafone | XForming
- 2006 **Classic Concept**, Louis Vuitton Awards
"Maserati Birthcage 75th" | Eclettica
- 2005 **Best Prototype Concept**, Geneva Motor Show
"Maserati Birthcage 75th" | Eclettica

TEACHING, SEMINARS AND LECTURES

- 2019 – 2016 **University of Chester**, Guest Lecturer, Product design
- 2010 – 2009 **Albe Steiner Institute**, Seminars, "Be social! Web changes and trends"
- 2008 – 2009 **Enaip Institute**, Seminars, "Be social! Web changes and trends"
- 2008 – 2009 **Albe Steiner Institute**, Seminars, "Be social! Web changes and trends"
- 2007 – 2009 **Albe Steiner Institute**, Classes, Interaction design | UCD applications

MENTORING – Pro bono

- 2020 – Current **ADP List**, Career Advice, Design Leadership, Portfolio Review
<https://adplist.org/mentors/luca-marzello>

LANGUAGES

- ENGLISH Bi-lingual. Naturalisation occurred in 2019
- ITALIAN Native
- FRENCH Basic comprehension – College education
- MANDARIN Very basic comprehension – 2 years



Thanks.