
Luca Marzello

Design | Product | Experience

luca@01temp.it
www.01temp.it
+44 7788 429792
London

PROFILE

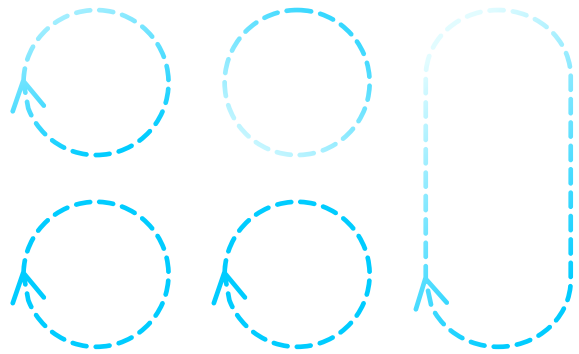
I'm a strategic hands-on designer. In over 20 years I have gained experience building, leading and mentoring multi-disciplinary teams, researching and validating ideas, explaining, discussing, and justifying design decisions effectively from inception to completion.

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.

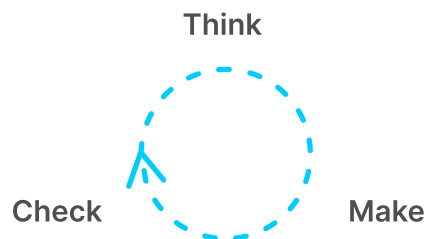
I am a logical thinker who aims to solve complex problems with simple ideas to combine delightfully measured solutions with great engineering. I advocate for bridging the gap between validated implementation and content in a constant user-centered design focus.

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

- Mentoring on ADP List
- Advising startups on strategic matters
- Delivering paperless solutions for Lloyds Group

NEXT...

... Join a great company.

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



FEB 2014 – Current **01TEMP LTD**, Founder

Successfully delivering hands-on/off solutions as Head/Lead/Principal end-to-end designer consultant. Working cross-platforms on native, web and all touch-points strategically. Improving overall experiences delivering measurable results for both, users and business.

IN-HOUSE

Babylon Health, AIG, Hive (British Gas), CITI bank, HSBC, Expedia, BBC, Financial Times, Moneyfarm, British Airways, Ascential, Lloyds Group, Twig Education...

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

Formerly 4th Screen Advertising. Successfully set-up the Design and Development function from scratch and immediately started to win business. Attracted **Opera Software** whereby the Creative department proposal (acquisition made in February 2012).

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 design standards to compete with 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.