

# LUCA LANOTTE

UX \ INTERIOR \ SERVICE  
DESIGNER

write [luca1.lanotte@gmail.com](mailto:luca1.lanotte@gmail.com)

call +1 (343) 364-6169

skype [luca.lanotte](https://www.skype.com/user/luca.lanotte)

visit [lucalanotte.com](http://lucalanotte.com)

## CAREER STATEMENT

Solid Interior \ Product Service System Designer with deep understanding of design and critical thinking, delivering brand identity and communication strategies to a new business in retail, hospitality and other industries; ideally positioned to add value as UX \ graphic \ service designer with unique design outcomes through tested project spirals.

I believe that understanding your users and acknowledging their needs and frustrations is the key to improving functionality, ease of use and enjoyment. My design process involves open communication and constant user feedbacks.

## PROFESSIONAL OVERVIEW

2017/2019 | Shanghai, CHINA

CO-FOUNDER

at ORO Tiramisù

Bringing the best and truly authentic home-style recipe Tiramisù in Shanghai, perhaps the best in all Asia. I grew Tiramisu Masters, focus on efficiency and quality, and care about the brand identity.

### POSITION SUMMARY

- Create, grow, research and develop a truly honest product with big volume potential with a defined cost\earning value;
- Create floor plan and define kitchen layout for operation;
- Responsible for kitchen stock planning and management, as well as ingredients order management and suppliers relationship;
- Train and mentor up responsible pastry chefs;
- Accountable for ensuring that culture is strong and consistent throughout the entire kitchen team;
- Define and supervise brand visual identity and communication material;
- Explore and study possible new business trajectories.

### KEY ACHIEVEMENTS

- Top 3 desert shop in Shanghai since 10 days from official opening to now;
- Establish a zero waste kitchen operation.

2017/2019 | Shanghai, CHINA

CREATIVE DIRECTOR

for NONG STUDIO

Shanghai based design studio, aims to create deep passion and long lasting richness through their design. It works on interior project spacing from residential to corporate, from architectural to retail.

### POSITION SUMMARY

- Development and execution of all conceptual designs, design details and sourcing of materials and furniture;
- Preparation of internal "approval presentations" that include 3D Interior Renderings, Sample Boards and Mood Boards;
- Review site survey's, layout feasibility, plan check design drawings to ensure design and layout;
- Construction team support during the construction phase;
- Researches new innovative materials to meet the team's core design goals.

### KEY ACHIEVEMENTS

- Supervise and complete 10+ interior design projects;
- Define the master concepts and the road map to a future furniture line based on a manufacture partnership.

2017 | Trieste, ITALY

## UX DESIGNER / DEVELOPER

for SWANET.IT

Swanet is a web agency that create website (front and backend) and web marketing through Google (SEO and SEM) and Facebook ADS.

### POSITION SUMMARY

- Designing successful interactive websites/applications;
- Producing screen designs for usability, accessibility and full responsive interfaces;
- Analysing and documenting existing systems and data and understanding new needs;
- HTML5, CSS, JavaScript, PHP and MySQL developing environment;
- Synthesise user feedback, identify problems and devise solutions;
- Web marketing through Google: MyBusiness, adWords, Analytics and SEO boosts in developing;
- Web marketing through Facebook: Facebook Business pages and Facebook ADS.

### KEY ACHIEVEMENTS

- Full developement of several websites and web apps;
- Increase of brand awareness and client portfolio through online marketing.

2013/2015 | Porto, PORTUGAL

## PRODUCT SERVICE SYSTEM DESIGNER

for M2 STUDENTS

M2 Students is a company providing assistance, hospitality, services and events to exchange students coming to Porto (Portugal), for a mid-long term.

### POSITION SUMMARY

- Define \ create strategies and brand identity for the launch in the market of the company;
- Create and coordinate from concept to execution advertising streams;
- User-centred agile approach, UX and UI for the website and the social channels;
- Managing the impacts of change including variations to cost and schedule where necessary;
- Organize, visualize and communicate the service offer final users.

### KEY ACHIEVEMENTS

- Raise 250% customers per year;
- Local, national and international exposure of the service.

2013/2014 | Shanghai, CHINA

## GRAPHIC - PRODUCT SERVICE SYSTEM DESIGNER

for GREAT SOUTH L.T.D.

Great South is an import-consultancy company operating in the F&B industry. The company renovate existing businesses and create new ones from scratch providing comprehensive solutions like brand identity, typology of the service offered in all the aspects, interior design, sourcing, HR and managing.

### POSITION SUMMARY

- Meeting with clients and brainstorm with internal and external stakeholders about new projects;
- Taking branding and graphic design projects from concept through to delivery;
- Coordinate the completion of commercialization materials in conjunction with design, brand and communications;
- Offer solutions in the form of printed brochures, ads, invitations, promotions, signage and other marketing collateral on different scales and different supports;
- External print suppliers sourcing;
- Ensure accurate files are delivered to external print suppliers in a timely manner and ensure to keep project lower\on budget;
- Assist on the interior design projects, from technical drawing to on-site construction supervision and furniture\finishing materials sourcing.

### KEY ACHIEVEMENTS

- Establish a well known and respected high-end Champagne bar in the centre of Shanghai;
- Establish an award winning Peruvian\Argentinian Restaurant in the business area of Shanghai;
- Local media support and online\offline publications;
- Create a productive and efficient partnership with an external print supplier.

2013/2014 | Shanghai, CHINA

## EXECUTIVE ASSISTANT - INTERIOR DESIGNER

for Catharina Kahler Architect

Catharina Kahler is an architect operating in Shanghai for PJAR Asia Architects. She's working also independently out of the studio in many different projects.

### POSITION SUMMARY

- Assist on the interior design projects, from technical drawing to on-site construction supervision and furniture\finishing materials sourcing in local markets and contractors;
- Diary management & scheduling appointments;
- Generating reports and presentations;
- Meeting clients, present ongoing development of the projects, gain feedbacks and report to the project leader;
- Organize, visualize and communicate the service offer to customers.

### KEY ACHIEVEMENTS

- Project approved and applied to +1600 selling points of a Bakery franchise;
- Implemented own ability to present project to demanding clients;
- Learnt to manage clients demands under pressure.

2013 | Shanghai, CHINA

## STRATEGIC DESIGNER -RESEARCHER

for SUSTAINABLE LIFESTYLE INSTITUTE

From the successful and award winning experience of developing a vision for zero emission racing and bring it into reality, Godert van Hardenbroek found the Sustainable Lifestyle Institute to collect, organize and give it back to a large audience, practices and case studies to be inspired to boost sustainable solution for our daily life.

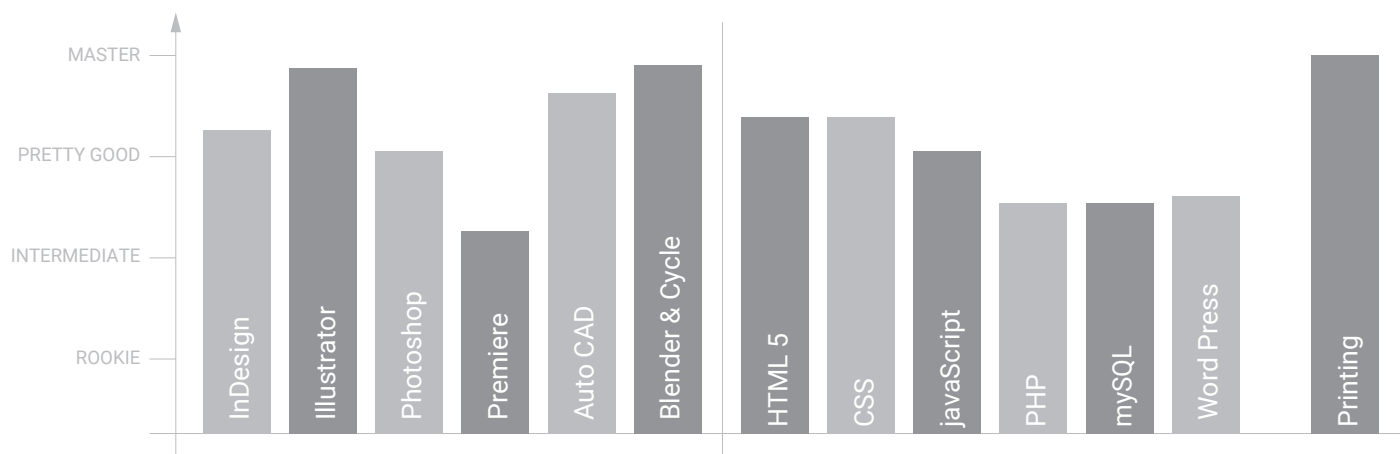
### POSITION SUMMARY

- Set and develop milestones;
- Research and organize case studies;
- Create and develop strategies for the lunch of the Institute;
- Visualize and communicate research results.

### KEY ACHIEVEMENTS

- Book publication as Sustainable Lifestyle Institute manifesto;
- Interactive and collaborative database creation.

## TECHNICAL SKILLS



## KEY SKILLS

- + Ability to conceptualize and think visually
- + Independently designed successful comprehensive brand communication
- + Comprehensive understanding of design principles and design theories
- + Shrink big data and develop ad-hoc visualization
- + Committed to the job and reliable

## EDUCATION

### PRODUCT SERVICE SYSTEM DESIGN [in English]

2011 to 2014

Master Double Degree

Politecnico di Milano - Milano, ITALY

Tongji University - Shanghai, CHINA

- \_ planning role in relation to product-system
- \_ explore design concepts and forms of innovation driven by design
- \_ national and international markets by coordinating creative in terms of product, communication, places of visibility and services

MAIN EXAMS in Italy:

Culture and History - Design Thinking - Packaging Design - Visualization and Prototyping - Innovation Studio

Product Service System Design Studio - Network and Services - Temporary Urban Solutions

MAIN EXAMS in China:

General View of China - Digital Media Design Workshop - Environmental Graphic Design - Sustainability Consciousness

### INTERIOR DESIGN

2007 to 2011

Bachelor's degree

Politecnico di Milano - Milano, ITALY

- \_ create "space" in terms of features that facilitate tasks, behaviours, gestures and social relations
- \_ furnishings
- \_ relationship between individuals and the space they inhabit
- \_ lights, colours and sounds

MAIN EXAMS:

Project Cultural Methods - Design Mathematics - Materials - Economy - Technology and Comfort Environments

History & Culture of Projects - Lighting Design - Anthropology - Metaproject - City Communication

### INTERIOR DESIGN

2010

Study Exchange , E.R.A.S.M.U.S. Program

ESAD, Escola Superior de Artes e Design - Matosinhos, PORTUGAL

- \_ discussion of matters of Interior Design applied to realistic contexts and collaborations with companies working in the field
- \_ focus on techniques for concept generation and sketching\manual rendering

MAIN EXAM:

Sketching and Manual Rendering

## LANGUAGES

NATIVE  
ITALIAN

FLUENT  
ENGLISH  
TOEIC 870/990

BASIC  
CHINESE  
(Mandarin - Simplified)

BASIC  
PORTUGUESE

## REFEREES

**Chasing Wang**

Founder of NONG Studio

[+86] 138 1700 0901  
chasing\_wang@nong-studio.com

**André Gentil-Homen**

Founder of M2 Students

[+351] 917 340 500  
m2students.porto@gmail.com

**Javier Ferro**

Managing Director of Great South L.t.D.

[+86] 137 7429 1047  
javier@greatsouth.cn



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Thanks for your attention.

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