

Domenico Lomonaco



UX Strategist, UX Designer, UX Architect, UX Researcher, Interaction Designer, Service Design.

Translating client requirements and users' wishes into user-centered, user-friendly applications. Loyal, consequent, reliable, creative, passionate and concrete.

I started working on digital interfaces in 1998. Initially with CD-ROM production and, soon after, with the first websites applications. I have more than 20 years of experience in this field. I am versatile when it comes to propagating the real UX thought.

In my role as senior / lead, I am involved in strategy and advice, validate the business wishes talking to the user, facilitate stakeholder decisions, but also actively coaching and supervising designers.

I am also able to make clear and tightly thought-out wireframes that are used as a basis for the entire duration of the project. I listen very well to the user, every member of the team and stakeholders. I make sure that their ideas, supplemented by my specific UX advice and user feedback, come to a proposal in which everyone can agree upon.

For my portfolio please visit my site sito.nu

Experience

Owner, senior user experience/interaction designer at sito internet

March 2004 - Present

Freelance work at De Persgroep, Jungle Minds, Call for Action, FrieslandCampina, KPN, Isobar, Tribal DDB and many others.

Head of Design at Borealis Digital Studio

September 2018 - Present

Lead the design and innovation team (Service Designers, UX researchers, UX Designers, UI Designers, Business Analyst and Solution Designer) of the digitalization program of Borealis.

UX strategy, UX research, Service Design, Agile Methodology, Design System, idea generation, team strategy, team wellbeing, workshops, stakeholders' management, company politics, Axure, Figma.

Service Designer - Janssen Inc.

November 2018 - March 2019

Conducting **workshops** with doctors to improve Janssen services to professionals, **define vision and strategy** based on user feedback.

Senior UX Designer at De Persgroep

May 2018 - August 2018

User research (interviews), UX strategy and design new business to business platform.

Spotify model, squads, scrum, Agile Methodology.

Senior UX Designer at Evi van Lanschot

January 2018 - May 2018

E-commerce optimisation. UX strategy, research and design.

Senior UX Designer at De Persgroep

May 2016 - December 2017

Worked in the internal UX team on different project: own Persgroep CMS system, integration of 7 regional newspaper to AD digital platform, AD site and app (iOS and Android), new AD app (iOS and Android), and many more.

User research (interviews), UX strategy and design.

Spotify model, squads, scrum, Agile Methodology.

Senior UX Designer at KPN

April 2017 - September 2017

Worked on the new KPN Academy platform.

User research (interviews), UX strategy and design. Scrum.

Senior UX Designer at Robeco

June 2014 - March 2017

Part of the optimisation team and responsible for user experience of web platform and app. **UX strategy and design.**

Senior UX Designer at Suitsupply

February 2016 – April 2016

Involved within the innovation team in development and design of new Suitsupply digital products in Europe and USA.

Senior UX Designer bij Rituals

Maart 2015 - Juni 2015

E-commerce optimisation. User research (interviews), personas, customer journeys. Redesign web application. **Navigation concept.** Sketch.

Senior User Experience Designer @Clockwork at Port of Rotterdam

March 2015 - June 2015

Proof of concept.

Senior Interaction Designer at TP Vision

October 2013 - March 2015

As senior interaction designer in a team in charge of design the user interface of 2014-2015 and 2016 high-end android philips tvs.

Senior Freelance UX Designer at Isobar

2015 - 2015

Senior UX Designer at Essent

June 2014 - November 2014

User research (interviews), UX strategy and design.

Freelance Senior Interaction Designer at G-Star

August 2013 - October 2013

Optimalisation of overall **e-commerce experience and checkout procedure. UX strategy and design.**

Senior Interaction designer at ThiemeMeulenhoff

April 2013 - June 2013

Interface Digiboard.

User research (interviews), UX strategy and design. Agile Methodology.

Senior Interaction Designer at TP Vision

September 2012 - May 2013

UI interface 2014 High-end Philips TV.

Senior User Experience Consultant at Ben

November 2011 - May 2013

Responsible for ben.nl website. **Concept, strategy, user experience.** Responsible for improvements in the overall user experience of the web site.

For a complete overview of my profile, please visit my LinkedIn profile

<https://www.linkedin.com/in/domenicolomonaco/>

Recommendations

"Domenico is a creative UX professional with over 15 years of experience (from strategy to realization, multi-device). He specializes in translating and elaborating business issues into user-centered applications.

Domenico has extensive expertise in the fields of UX, UI, and user-centered design, and is adept at overseeing projects from a UX perspective. He has successfully executed projects across various industries, where he was responsible for both the UI & UX concept and design, as well as the coordination and management of development.

In addition to his expertise, Domenico is also a connector. With his pleasant manner, Domenico knows how to reach people and motivate them to create a foundation of support and achieve the best possible outcome for all parties involved. He is capable of getting stakeholders from different disciplines involved in development projects to collaborate, motivate, and manage them. Domenico has proven this, for example, at Ben and KPN, serving as the link between the project team, client, stakeholders, and various suppliers."

— Seren Taylan, was Domenico's client

"Domenico is very pleasant to work with. He's a good listener that is able to come up with different solutions."

— Stijn Hazen, was Domenico's client

"Domenico, The pleasure was all mine, working with you. You learned me a lesson in combining intellect with style, grace, charm & tact. Thanks Till the next time Domenico. Sailors never say goodbye!"

— Marvin Fernandes, UXpert, Vodafone, worked directly with Domenico

"Domenico is always going to make a product better. Because of his craftsmanship, but also because of the person he is."

— Nic De Backer, DPG and Borealis, managed Domenico

"I have come to know Domenico as a creative problem solver with a strong view on user centered design. His wide range of experience often leads to a fresh view on design solutions. Domenico's skills to quickly create a prototype to bring ideas across has often proven to be of great value. Domenico is very efficient and reliable in his way of work and spot on with regards to delivery dates. Great person to work with!"

— Agnelet Haasbeek, worked directly with Domenico

"I am happy to recommend Domenico: He is a well-equipped and experienced designer, a reliable addition to any team. His participation was crucial to baseline key design principles, supporting decision-making not only in projects he was responsible for, but extending them to a boarder scope, iterating with other designers across the board. His creative pragmatism is great to get teams to arrive to a decision faster, without much fuzz."

— Bernardo van de Schepop, managed Domenico

"Not only is Domenico a highly skilled & experienced UX-designer, he is also a great sparring partner for both our creative teams and our clients.

— Bart ter Steege, worked directly with Domenico

Education

Academy of photography (HBO), Rome
Diploma

Languages

English
Full professional proficiency

Italian
Native or bilingual proficiency

Dutch
Native or bilingual proficiency

Honors and Awards

Magneet: Effectiviteit
Stichting Jaarprijzen Personeelscommunicatie (SJP) 2013
Onze Albert Heijn

Magneet: Employer brand
Stichting Jaarprijzen Personeelscommunicatie (SJP) 2013
Onze Albert Heijn

Usability Award
Usability Award 2011
wehkamp.nl

POPAI
POPAI Benelux 2009
KPN mobile tables (product lift) GOLD: best Instore Communication Material in the Benelux
GOLD: best Digitale Instore Media

FWA
FWA 2008
Tommy TV, Tommy Hilfiger

FWA
FWA 2008
Snake - campaign website for Volkswagen

Spin Award
SpinAwards 2006
Silver SpinAward in the category Beste gaming concept Calucci the Game, online game for Centraal Beheer

Skills & Expertise

Interaction Design
E-commerce
User Experience
User Experience Design
Service Design
UX Research
Social Media
Information Architecture
Human Computer Interaction
User Interface Design
User-centered Design
Usability
UX strategy
Concept Development
Digital Strategy
Design Thinking
Creative Strategy

Tools

Axure
Figma
Adobe CS
Sketch
InVision
Omnigraffle
Adobe XD
Etc.

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For my portfolio please visit my site sito.nu