



## LEANDRO PUCV

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[www.linkedin.com/in/  
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**Portfolio 2016**

[www.leandropuca.it/experience](http://www.leandropuca.it/experience)

**Dribbble:**

[www.dribbble.com/leandropuca](http://www.dribbble.com/leandropuca)

**WILLING TO RELOCATE**

*Profile*

I'm a Creative Director, UX & IxD (Interaction) Designer, with 13 years experience in mobile and desktop.

I have been a jury member at [www.awwwards.com](http://www.awwwards.com) since January 2014. Awwwards.com is one of the best awards website that recognizes the talent and efforts of the top web designers, developers and digital agencies in the world.

Since June 2013 I have been living and working in the United States with a O-1 VISA first (a great VISA usually only given to artists, athletes or someone with special abilities or talents) and **GREEN CARD** owner now.

I'm a hard worker, full of creativity and problem solving skills. I've only changed companies a few times in my career, as I consider the work relationship to be very similar to that of a marriage. As such, if there is a good fit between a company and myself, I'll be ready to prove and grow my talent and abilities in order to assist the business excel.

Specialities/Skills: Interaction Design, Web Design, UX Design, Mobile and Tablet design, CMS customization, prototype documents, Wireframes, process flow, CSS, CSS3, HTML, HTML5, JS/ JQuery, MockUps, expert in all Adobe Suite software.

### *Experience*

**Slalom, LLC** (USA) Lead IxD and UX Designer – Jun 2015 to present

Slalom designs and builds digital strategies and systems to help our clients solve some of their most complex and interesting business challenges.

I'm Creative Director and a Lead IxD/UX designer here, and since January 2017 I'm a resource dedicated to work on site to our client Apple in Sunnyvale, CA.

**SkyMall INC** (USA) Lead Interaction Designer / Creative Director – Jan 2014 to 2015

Managed project teams and handled proposals regarding creating new digital media projects for SkyMall.com and its affiliated companies.

My goal was to bring the company's attention to focus on digital asset development, instead of the traditional focus on only physical paper assets. Our tasks included creating a mobile e-commerce application, a digital catalog and a video product channel.

**Xhibit Corp, LLC** (USA) Lead Interaction Designer – Jun 2013 to Jan 2014

Xhibit Corp was the first company that hired and sponsored me here in the USA. This company was full of great people and great goals, creating projects for big brands like the Beach Boys, People's Choice Awards, Chevrolet, Sports Watch and PowerBlocks.

Unfortunately a subsequent merger with SkyMall changed the vision of the company and corporate culture. I happily accepted the challenge of trying to renovate the technologies of skymall.com

**Leandro Puca Consulting** (Italy) Owner – Feb 2008 to Dec 2012

After 9 years of working with **Wave Group** (from 1999 to 2008), I decided to open my own consulting firm. I had the opportunity to work for a few of the most important brands in Italy including Gucci, Gilli, Fiat, Fondiaria-Sai assicurazioni and more. I've managed groups of other freelancers and assembled design teams to accomplish large scale projects. During the same

time period, I also created my own startup, iBoatApp, a mobile application that assisted boaters navigate the water.

#### *Education*

Adobe CS5 Workshop - 2010  
Certificate: Web Design

W3School - 2009  
Certificate: Coding / Html / Xtml and Css

Web Design / Adobe CS4 Workshop - 2003  
Certificate: Adobe System Italia

Università di Verona (Italy) - 2002  
Graduation certificate: Arte e comunicazione

Madri Internet Marketing - 2000  
Certificate: SEO, Web Marketing and Strategies

Artigianelli College - 1997  
Diploma

#### *Honors and Awards*

awwwards.com - Jan 2014 to present  
Part of jury

Honorable Mention for fiorly.com  
awwwards.com  
October 2013

UX Award - Nominee  
The User Experience award  
2011  
The aim of the award is to significantly raise the stature, understanding and awareness of User Experience.

Website Of The Month  
CSS Design Award  
2010 - myliousjohnson.com  
Website of the Day  
awwwards.com  
2012 - leandropuca.it

Nominee  
awwwards.com  
2013 - http://www.awwwards.com/best-websites/www-leandropuca-it

Nominee

CSS Design Award

<http://www.cssdesignawards.com/css-web-design-award-nominees.php>

*Publications*

Wireframes, cosa sono e perché è utile usarli

First Edition (Italian)

March 16, 2013 on iBook Store

A guide to understand what are the wireframes and how to use them.

<http://itunes.apple.com/nz/book/wireframes-cosa-sono-e-perche/id635202857?mt=11>



*Main clients / collaboration*

