

# Portfolio 2026

Piazza Luca

Head of Design

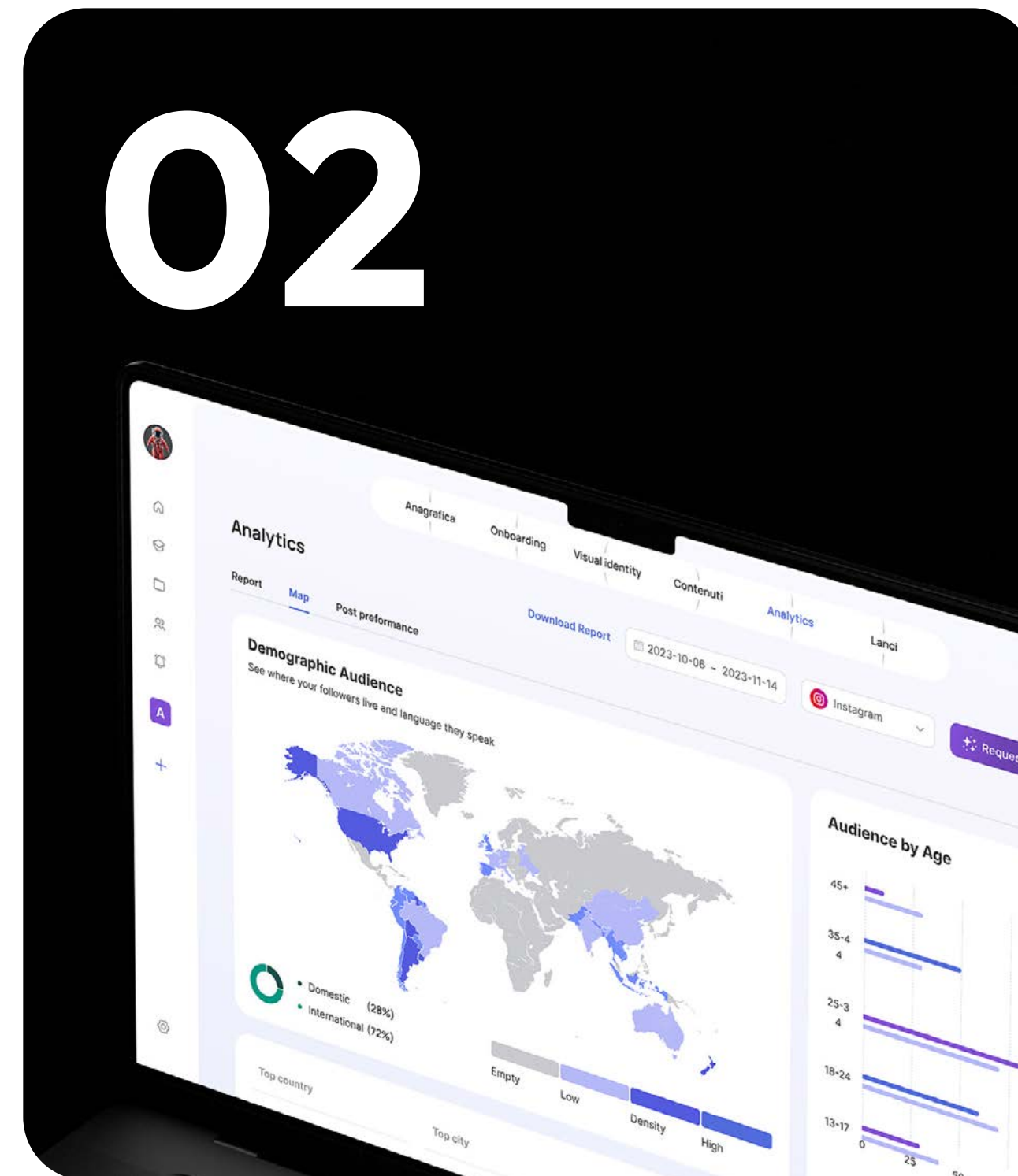
↙ Take a look

I'm  **Luca Piazza**  
and I work as a **Head of Design.**

I coordinate the design and strategy of digital services and products, aiming to create experiences based on the study of behavior and cognitive processes. I study the relationship between the user and the service/product by leveraging neuroscientific methodologies to achieve a more accessible and efficient framework.



**Rocket Group**  
Branding



**Orbit SAAS**  
UX & Visual



**SpeakApp**  
R&D product

# 01

## Rocket Group SRL

How do you convey the solidity required by B2B with a human and empathetic approach for Personal Brands within a single brand?

**Project**  
Branding

**Role**  
Head of Design



↙ Take a look

Rocket Group is a Digital Marketing agency based in Milan, specializing in **Social Media Marketing and Content Creation**. The business model is hybrid and modern: it's not a traditional agency, but a hub that brings together various specialized freelancers to offer comprehensive, precise, and highly specialized 360° support.

**Client**  
Rocket Group

**Project**  
Branding

**Location**  
Milan, Italy

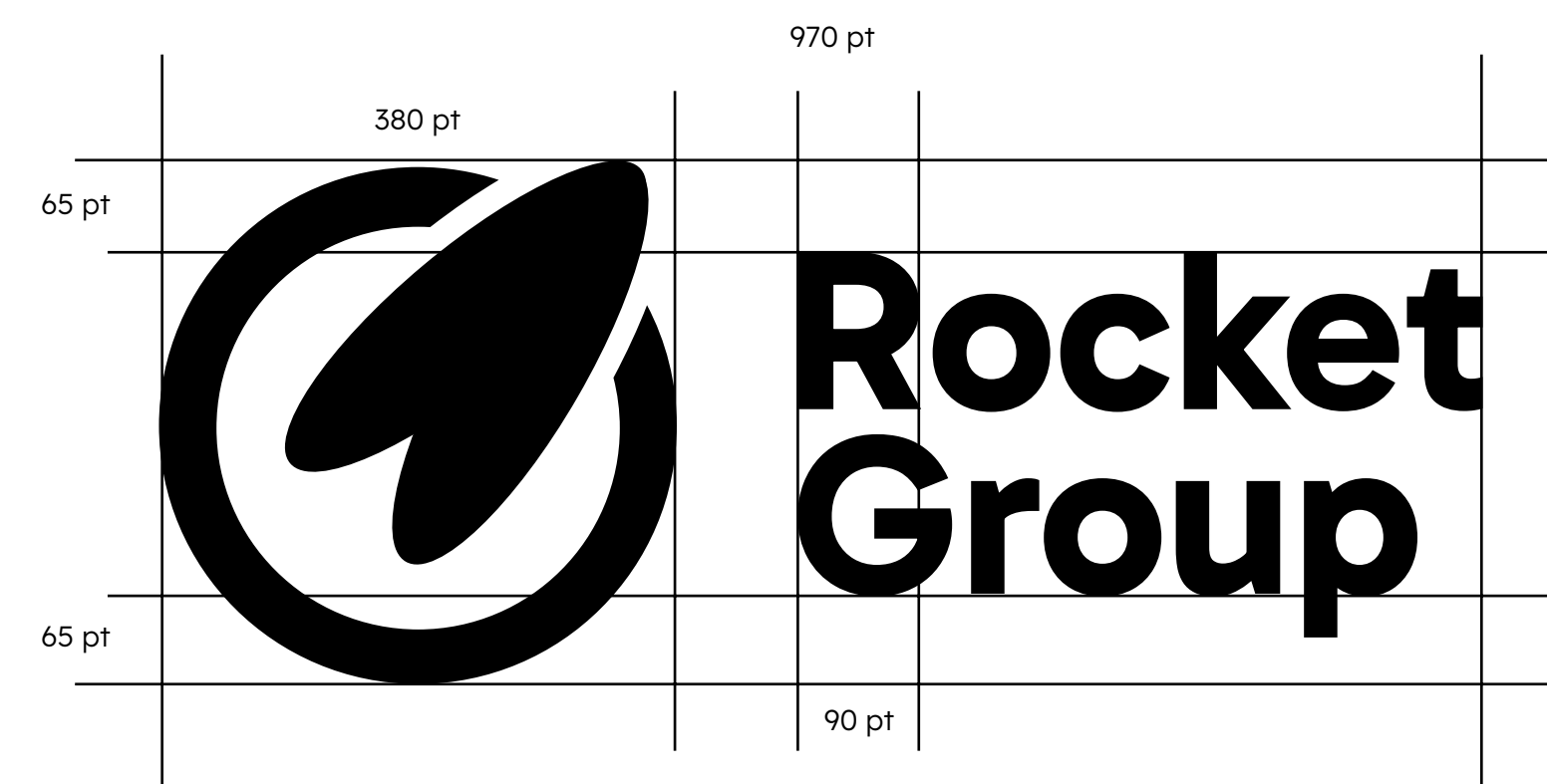
**Timeline**  
4 week

↙ See more

The brand **was built from scratch** and had to solve a positioning paradox.

On one hand, it needed to communicate the structure and reliability required to work with B2B; on the other, it had to **avoid the typical coldness** of large agencies to attract Personal Brands, **who seek empathetic and present partners.**

The goal was to create a **“Human-centric”** identity conveying the idea of a **solid group** (“Group”) backed by a human team.



I worked on a concept of **“Human Minimalism”**, focusing on **3 key aspects** that allowed the agency to enter the market competitively.

**Naming**

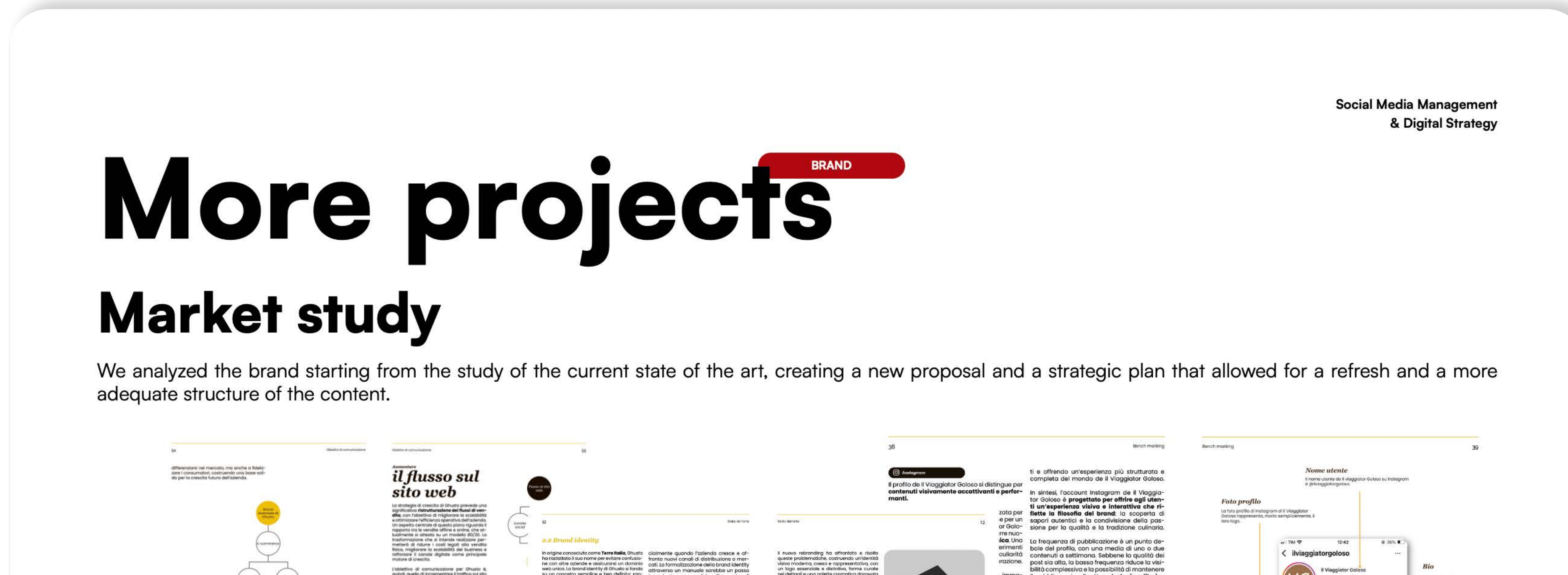
Using “Group” to elevate the perception of the network

**Visual**

Minimalist shapes to ensure memorability and order

**Keywords buttons**

Pillars of SEO and the digital world.



See more

The new identity allowed Rocket Group to immediately **position itself as a credible player** in the market. The **consistency across all touchpoints** in the visual system helped the brand stand out at industry events for its order and clarity, **making it easier to build trust** with a diverse clientele.

↑ Recognizability

↑ Trust

↑ Professionalism



Keywords



↙ Next project

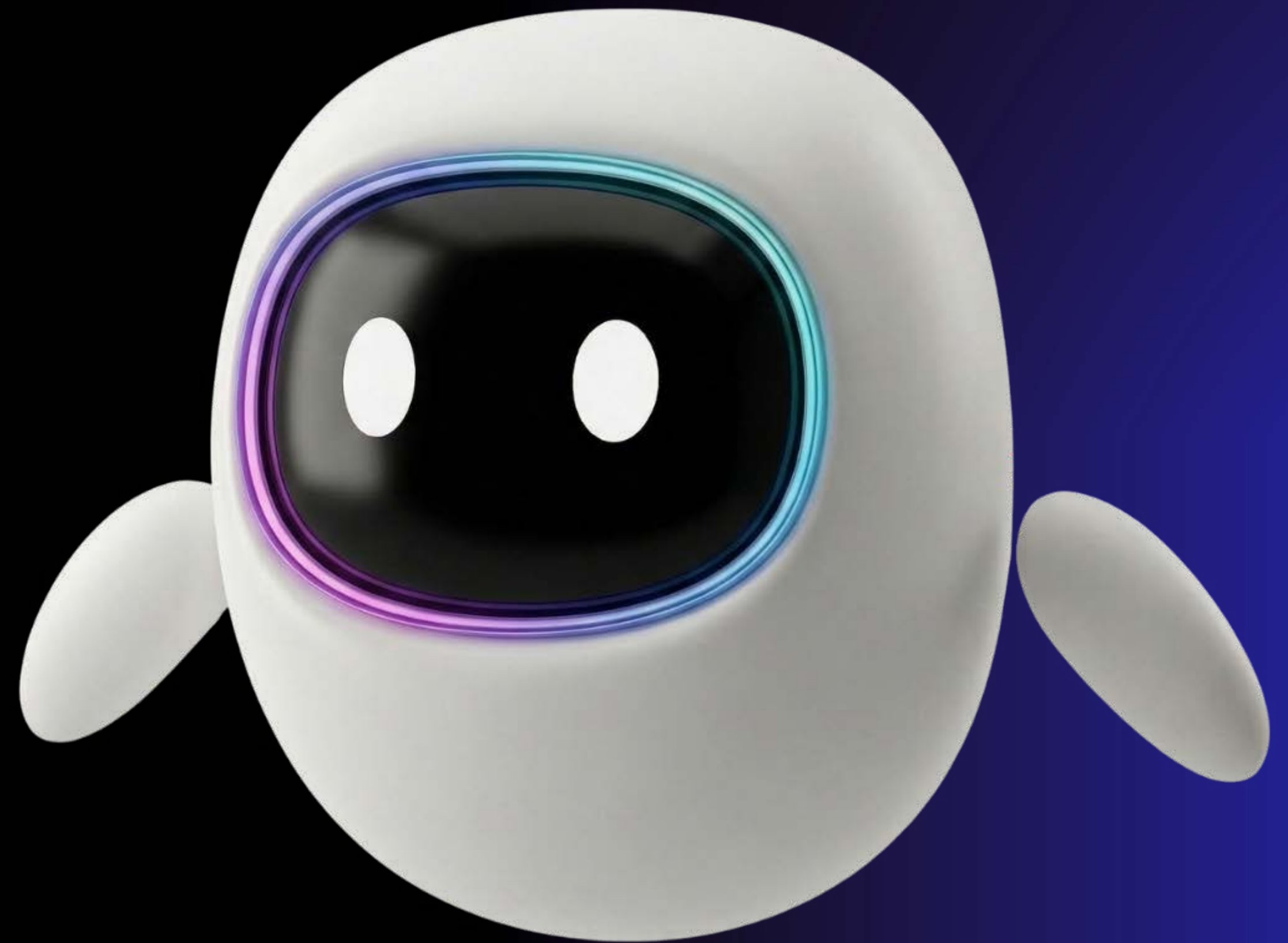
# 02

## Orbit SAAS

How do you build a SaaS for a marketing sector that not only organizes the work but also enhances professionalism in the eyes of clients?

**Project**  
UX Design

**Role**  
Art Director



↙ Take a look

Orbit is a vertical SaaS **platform dedicated to Social Media Managers**, freelancers, and digital agencies. It is not just a simple project management tool, but rather an **ecosystem** designed to transform a workflow that is often chaotic and fragmented into a fluid, organized, and **professional process**.

Client  
Orbit

Project  
UX Design

Location  
Milan, Italy

Timeline  
1 month

↙ See more

To combine **operational needs**, **psychological needs**, and **branding**, the project required overcoming **three fundamental hurdles**:

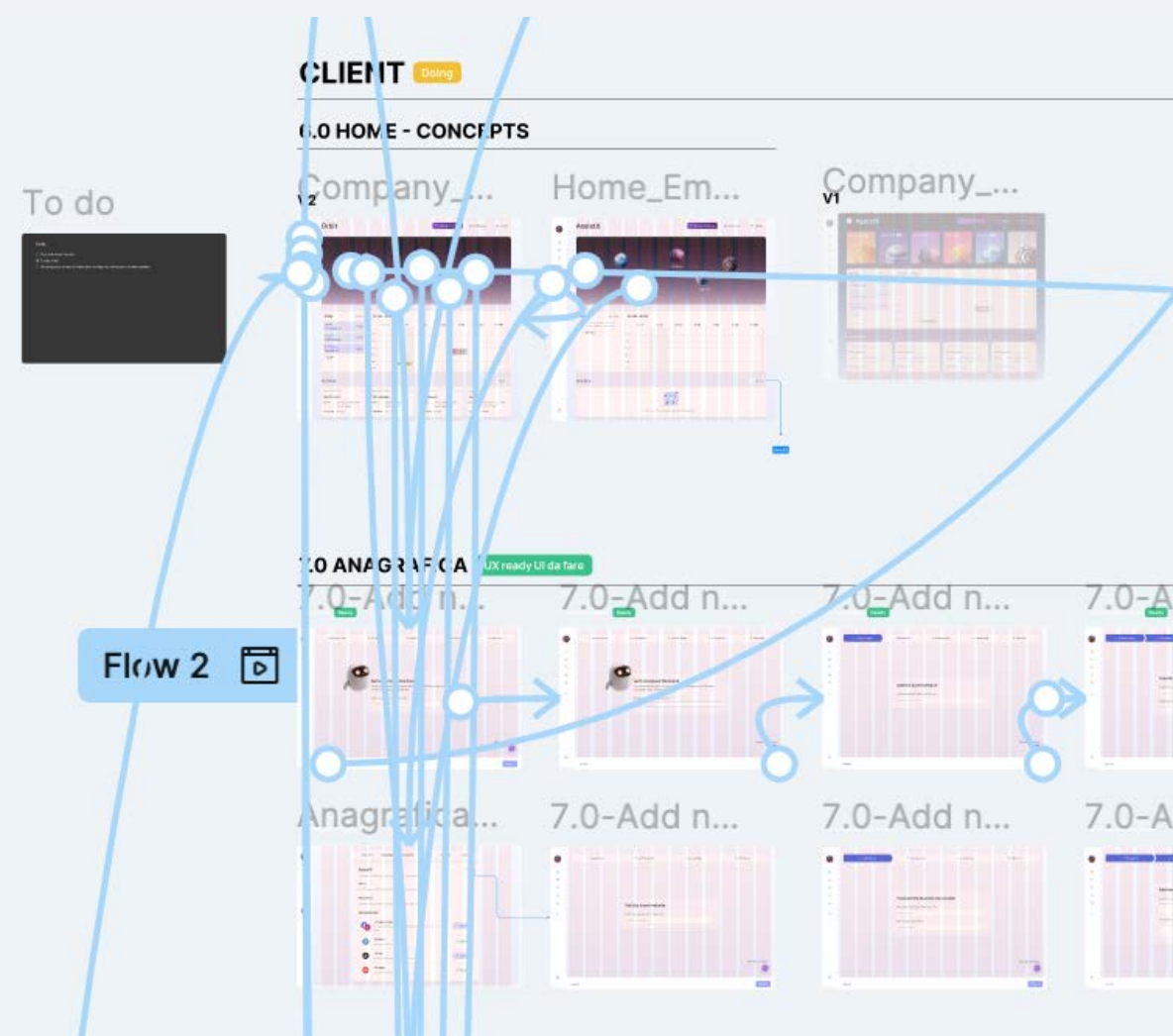
### Identity

simple, modern, and innovative identity that would immediately stand out in a saturated market of generic tools



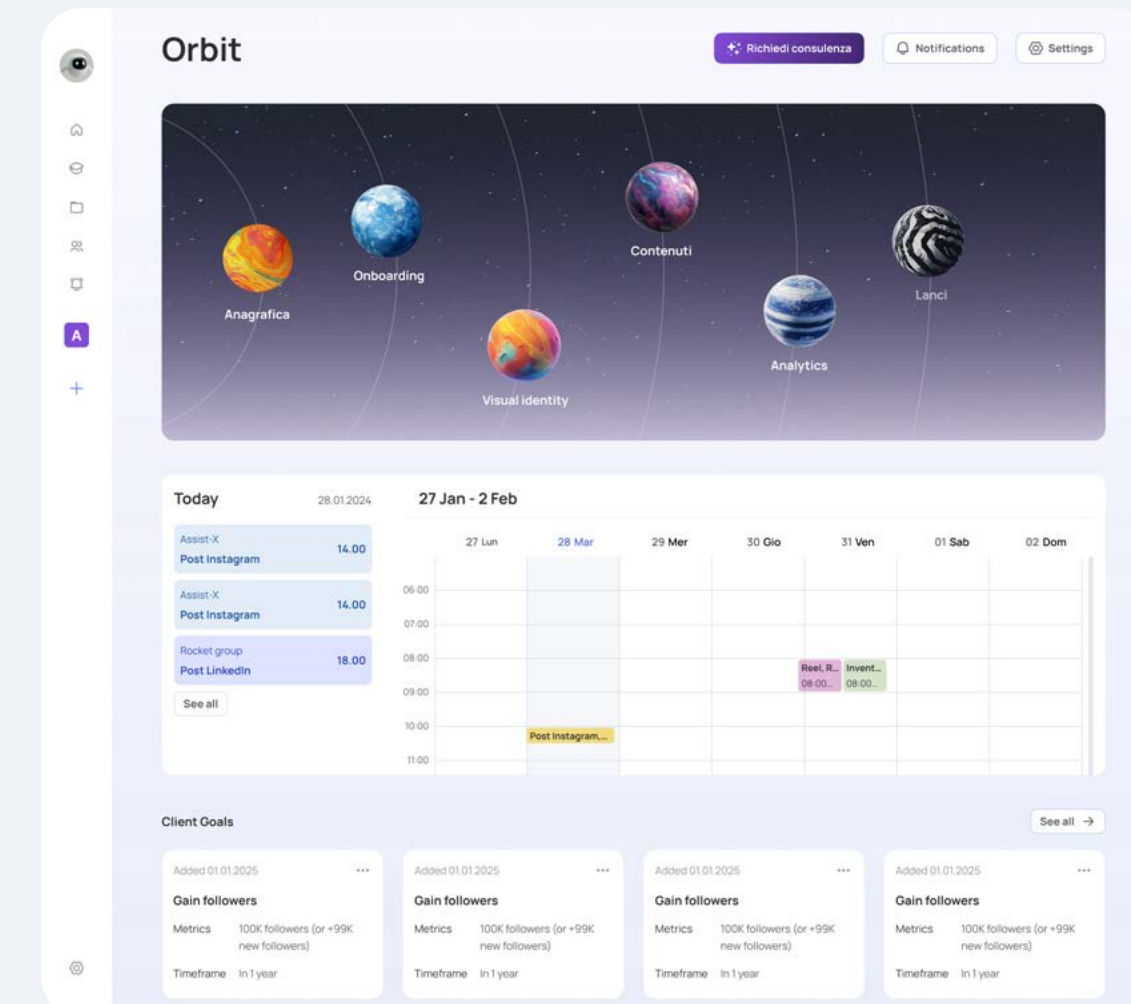
### Workflow

preventing the “management software chaos” effect, maximizing process simplification and workflow optimization.

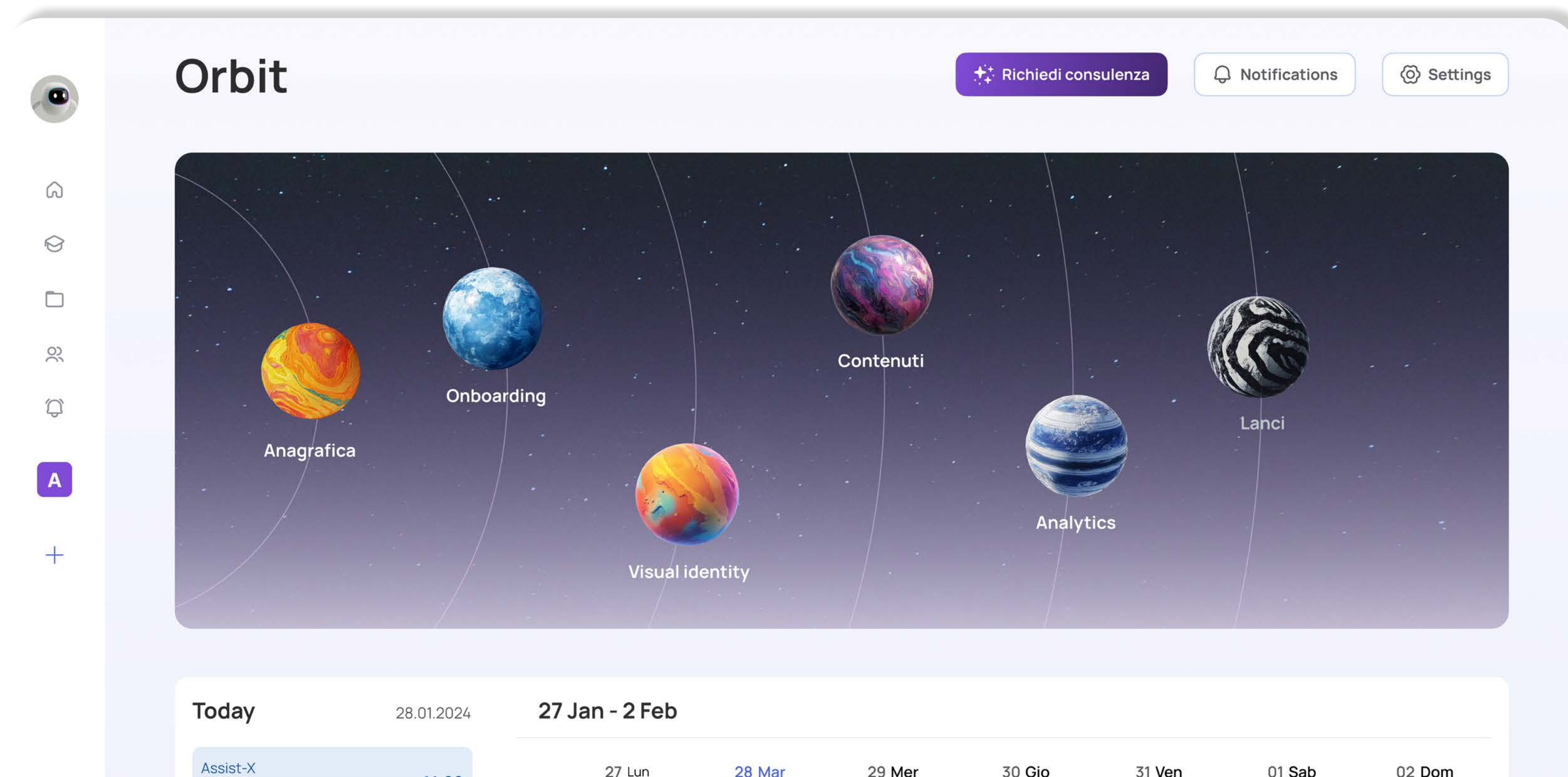


### Gamification

making the user experience less rigid and valuing engaging dynamics to keep motivation high over time.



The core of the project was the engineering of the experience to **eliminate the fragmentation** typical of this line of work. The **central dashboard** visually translates complex processes (onboarding, planning, approval, and KPIs) into **“planets” arranged on an interactive roadmap**. This mental model suggests the optimal logical sequence to follow, reducing cognitive load while simultaneously allowing **total freedom of navigation** without structural constraints.



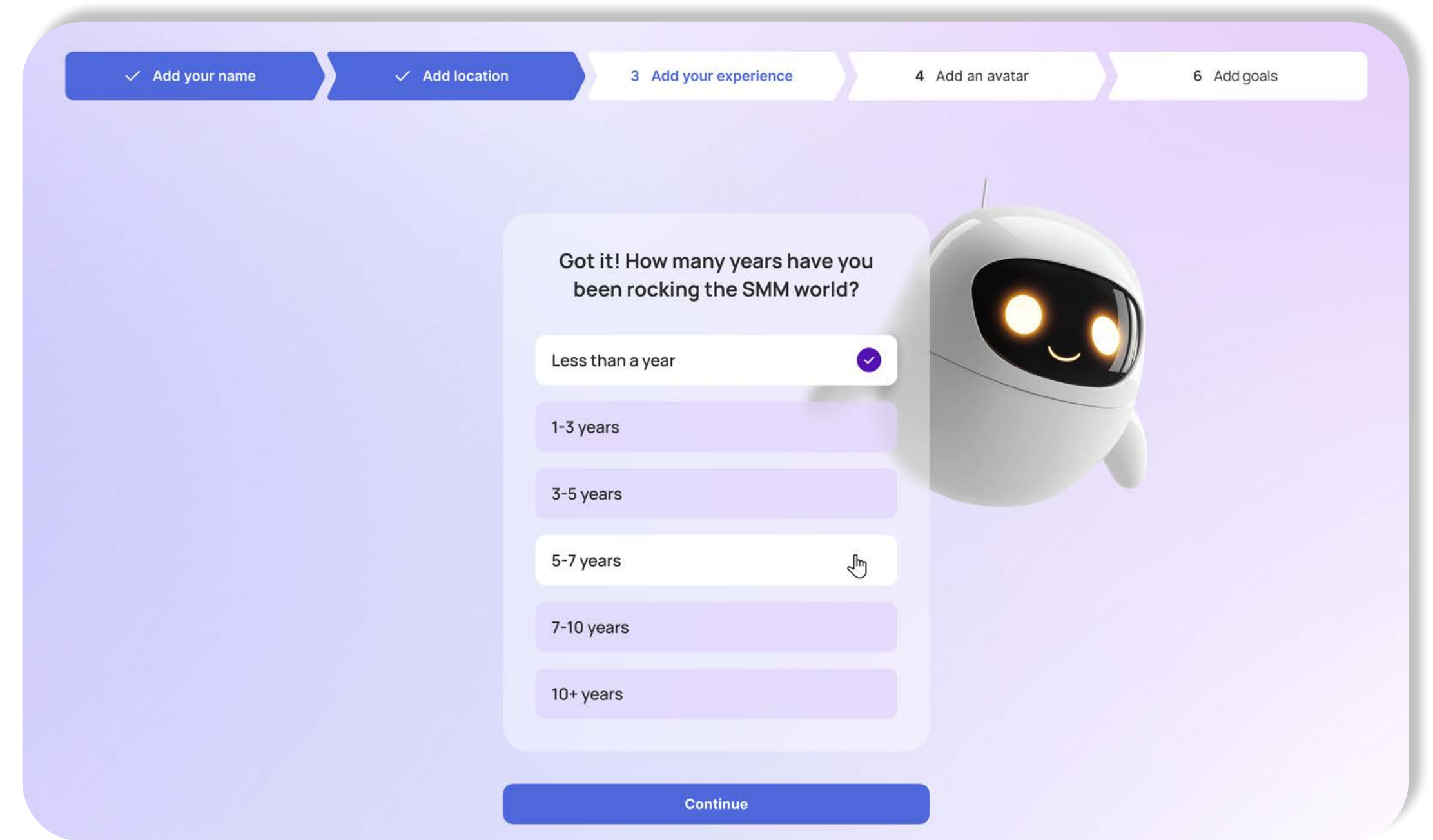
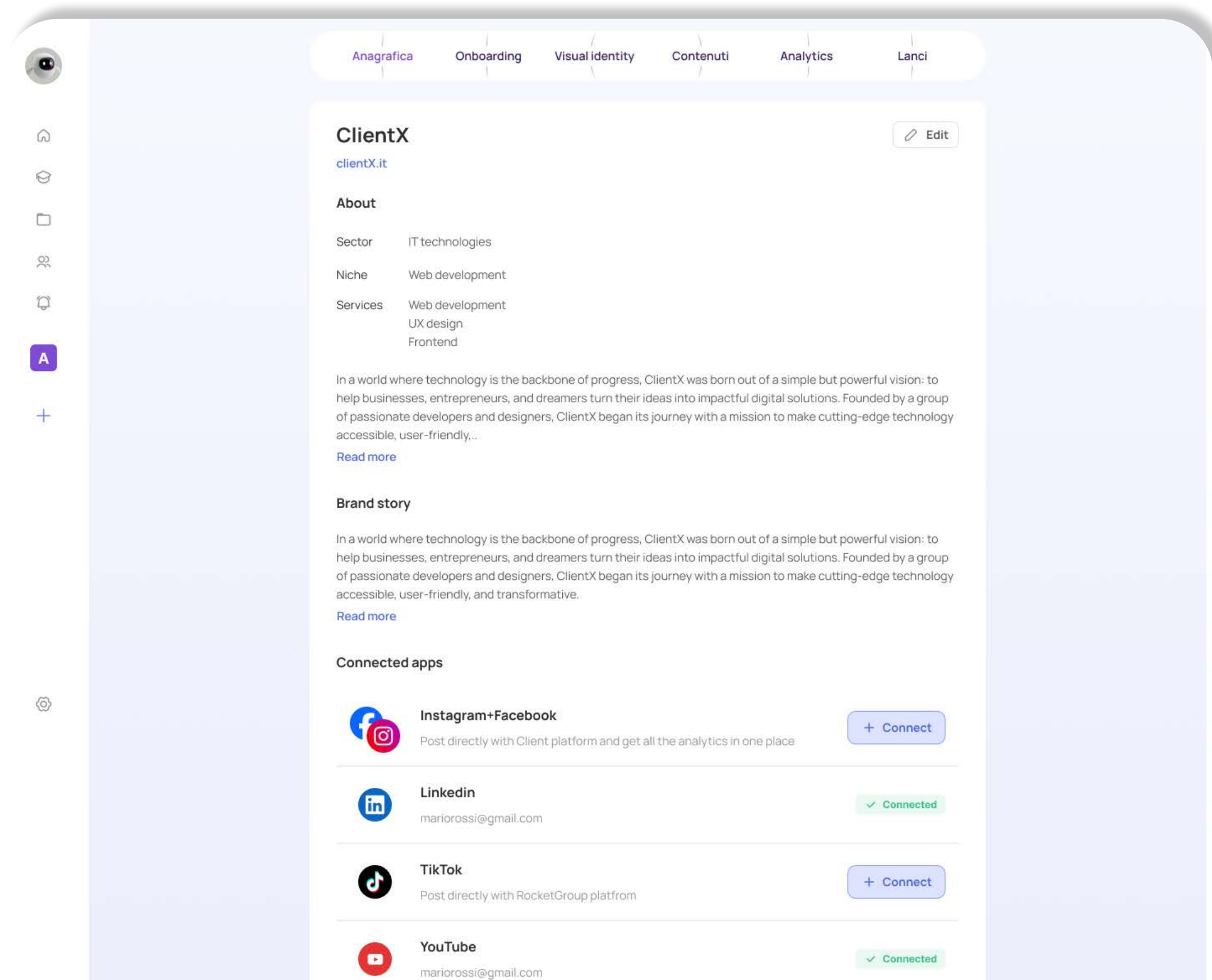
↙ See more

The tests conducted (on 50 active SMMs in Italy) on the early prototypes validated the strategy designed for the platform, highlighting a **strong impact** on users' operations and business models:

↑ -30% task management time

↑ -27% client management time

↑ 87% consider it necessary



↙ Next project

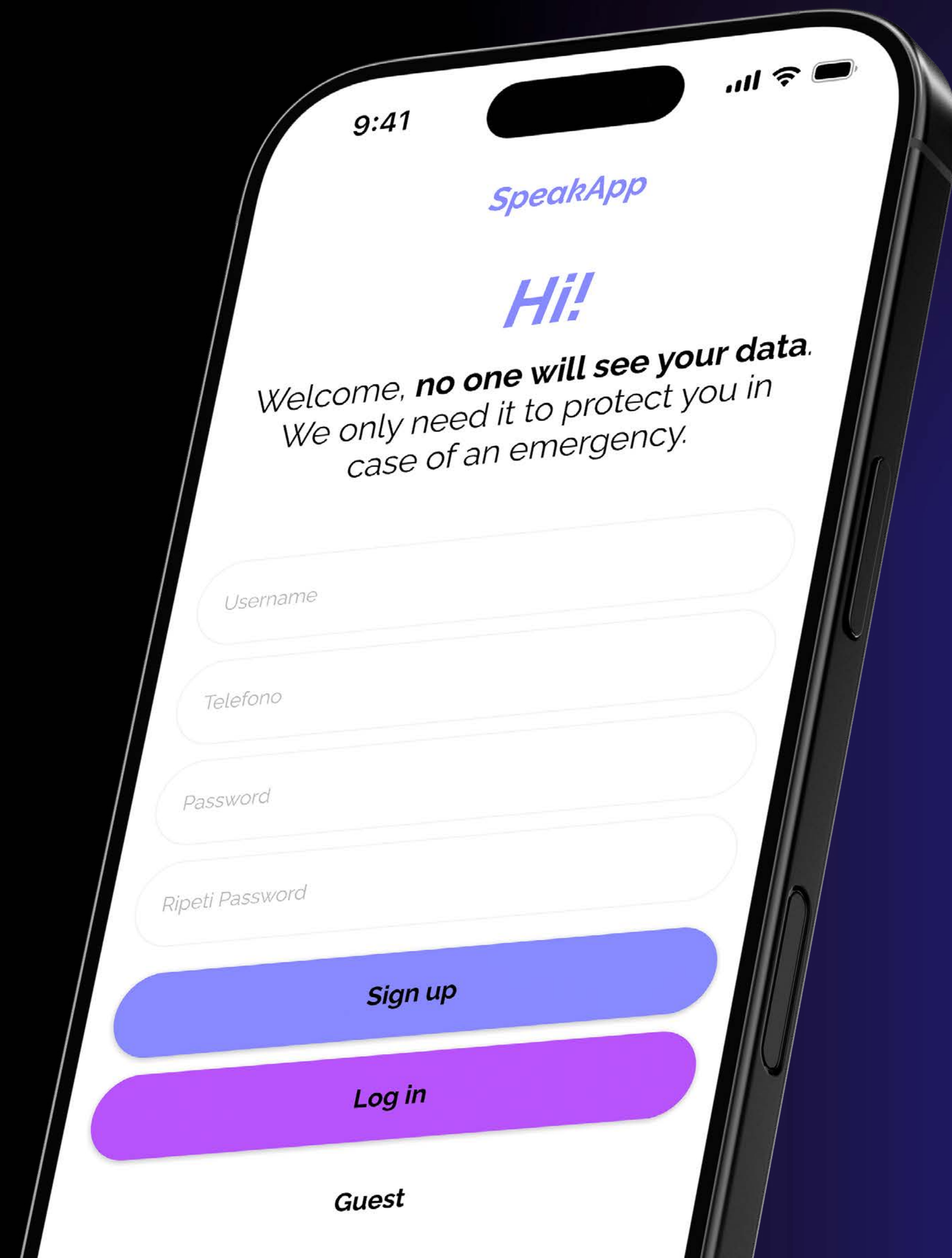
# 03

## SpeackApp

How do you design a digital tool capable of restoring security and freedom of movement in urban spaces, overcoming the fear and silence associated with harassment?

**Project**  
R&D Product

**Role**  
Head of R&D



↙ Take a look

Urban security is a social emergency: **70% of women feel unsafe** in their daily lives. **SpeakApp** was created to restore this freedom. It's not just an emergency app, but a proactive ecosystem. Through crowdsourcing, it allows users to **report dangers** anonymously and **map safe spaces**, transforming anxiety into active prevention.

Client  
SpeakApp

Project  
R&D Product

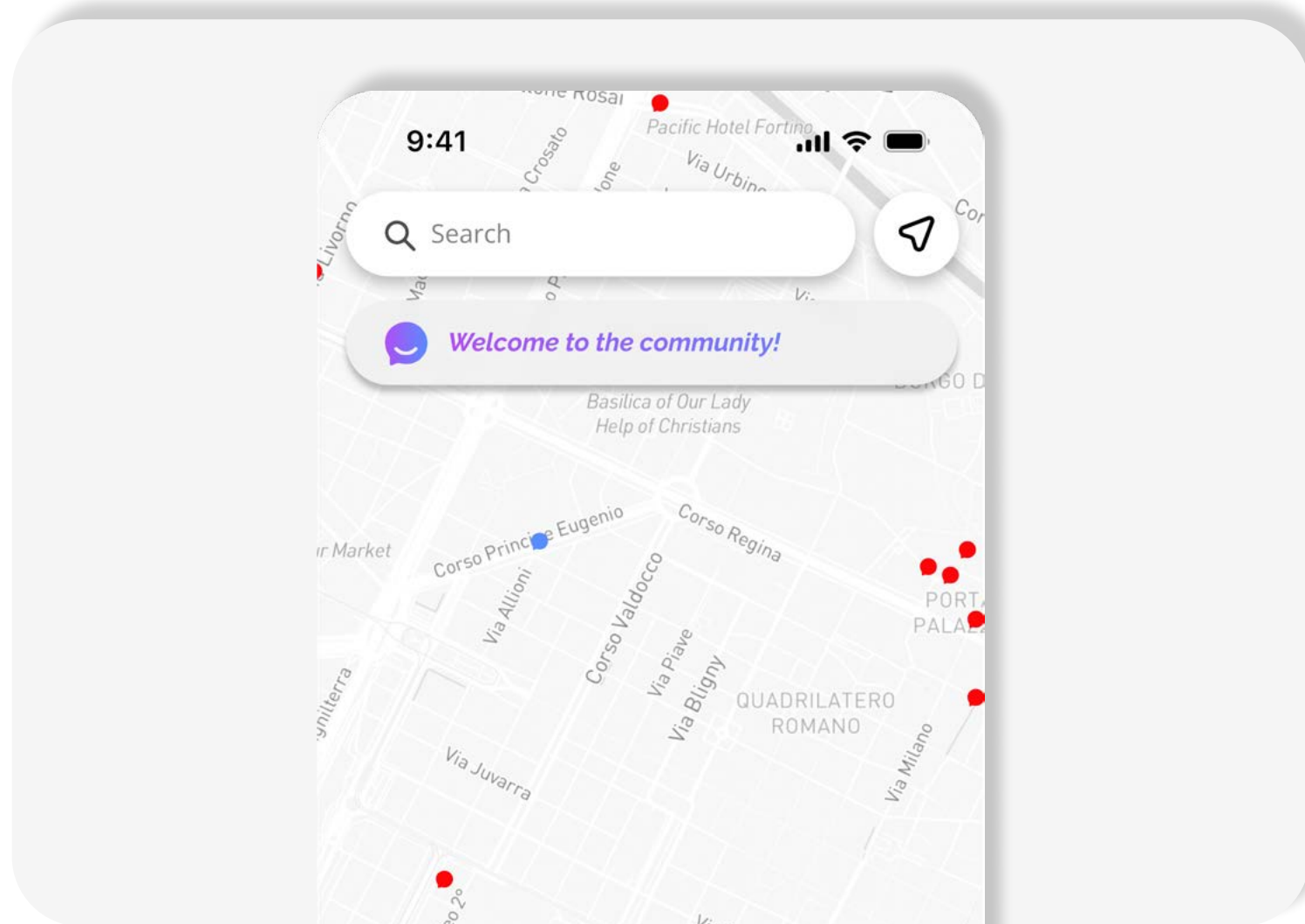
Location  
Turin

Timeline  
4 month

↙ See more

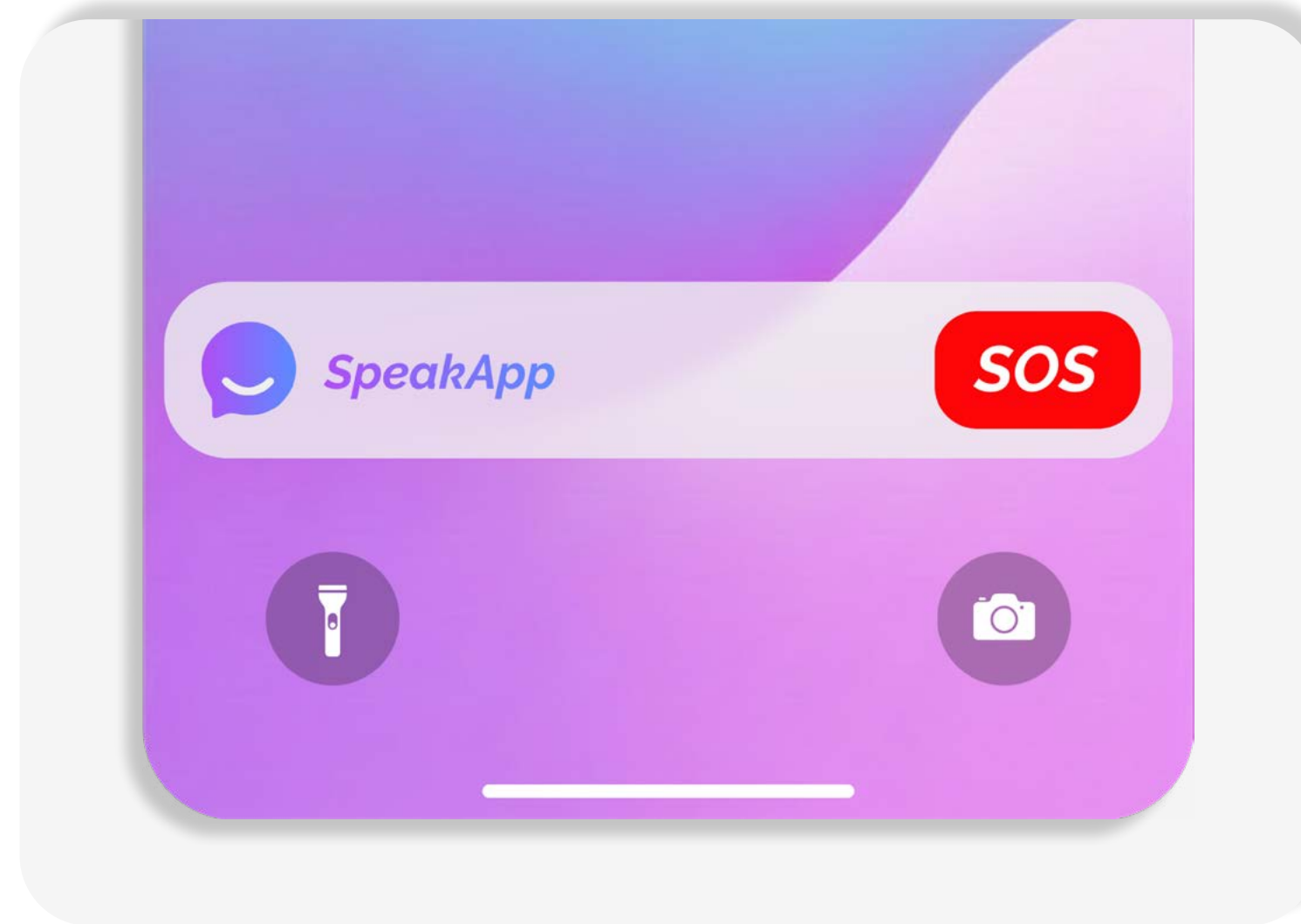
To **reduce cognitive load** in panic situations and **encourage daily use**, the user experience was engineered around **three fundamental pillars**:

### Collaborative map



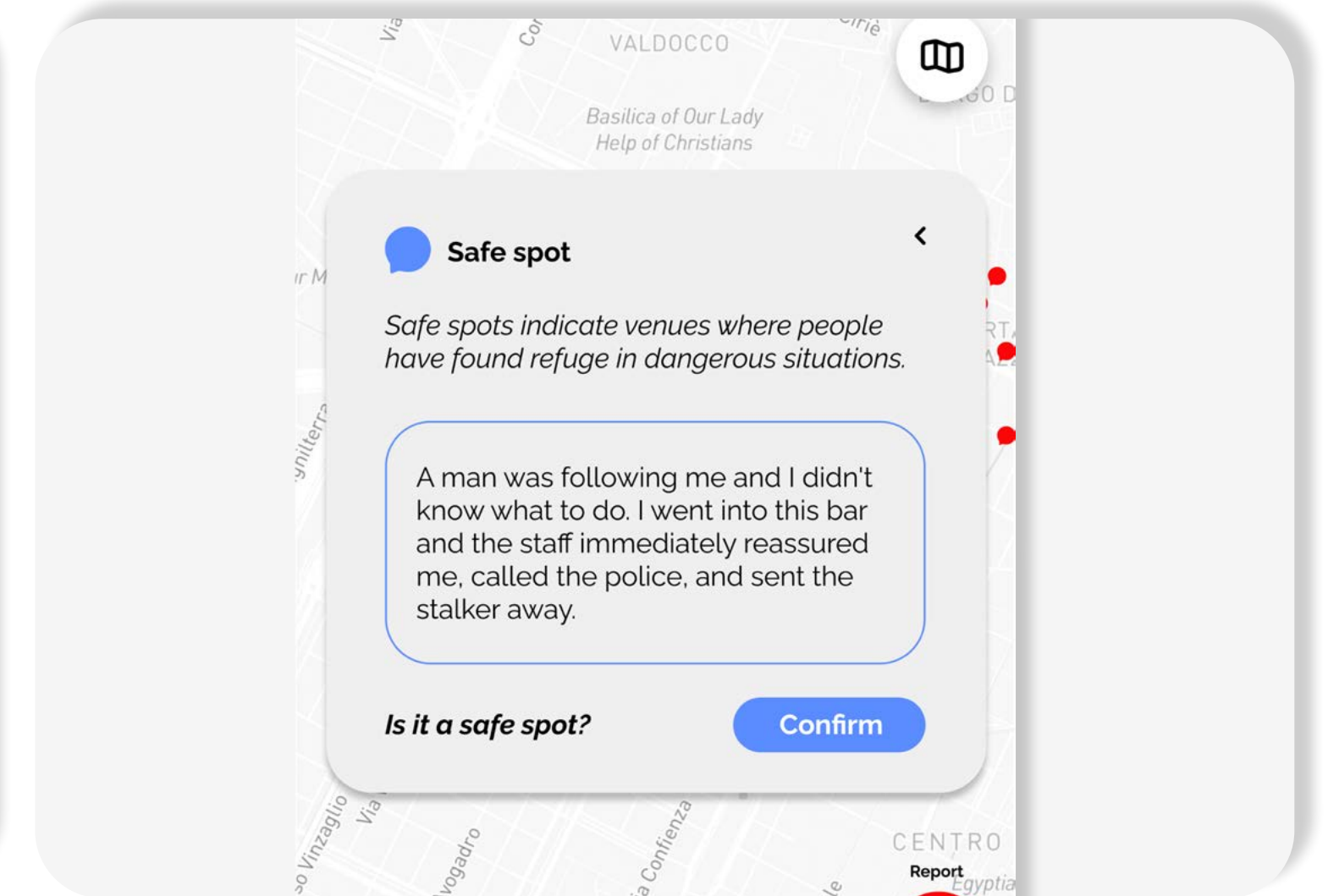
A **geolocated reporting system** where total anonymity protects victims and encourages sharing, allowing users to monitor the highest-risk routes.

### SOS Lock-screen



In **emergency situations**, unlocking the phone and dialing a number takes too long. The SOS widget allows you to call 112 with a single tap.

### Human Support



The map highlights 'safe spots' in blue: businesses and venues that **welcome those in distress**, allowing them to stay safe and manage the situation.

Prototype testing **validated the social impact** of the service: an interface free of redundant elements restored a real sense of control over the surrounding environment to the users. **Feedback** allowed us to refine the Insights section to display only objective data, **avoiding the stigmatization** of neighborhoods.

↑ Safety perception

↑ Promptness of intervention

↓ Cognitive load in emergencies

“

The map is super intuitive. The red and blue colors help me immediately understand where there's a danger and where to find refuge, even if I'm in a hurry and not thinking clearly.

Giulia, 24 anni

“

Being able to report in total anonymity makes a huge difference. Often people don't report out of fear of judgment or retaliation, but this way I feel truly protected.

Martina, 32 anni

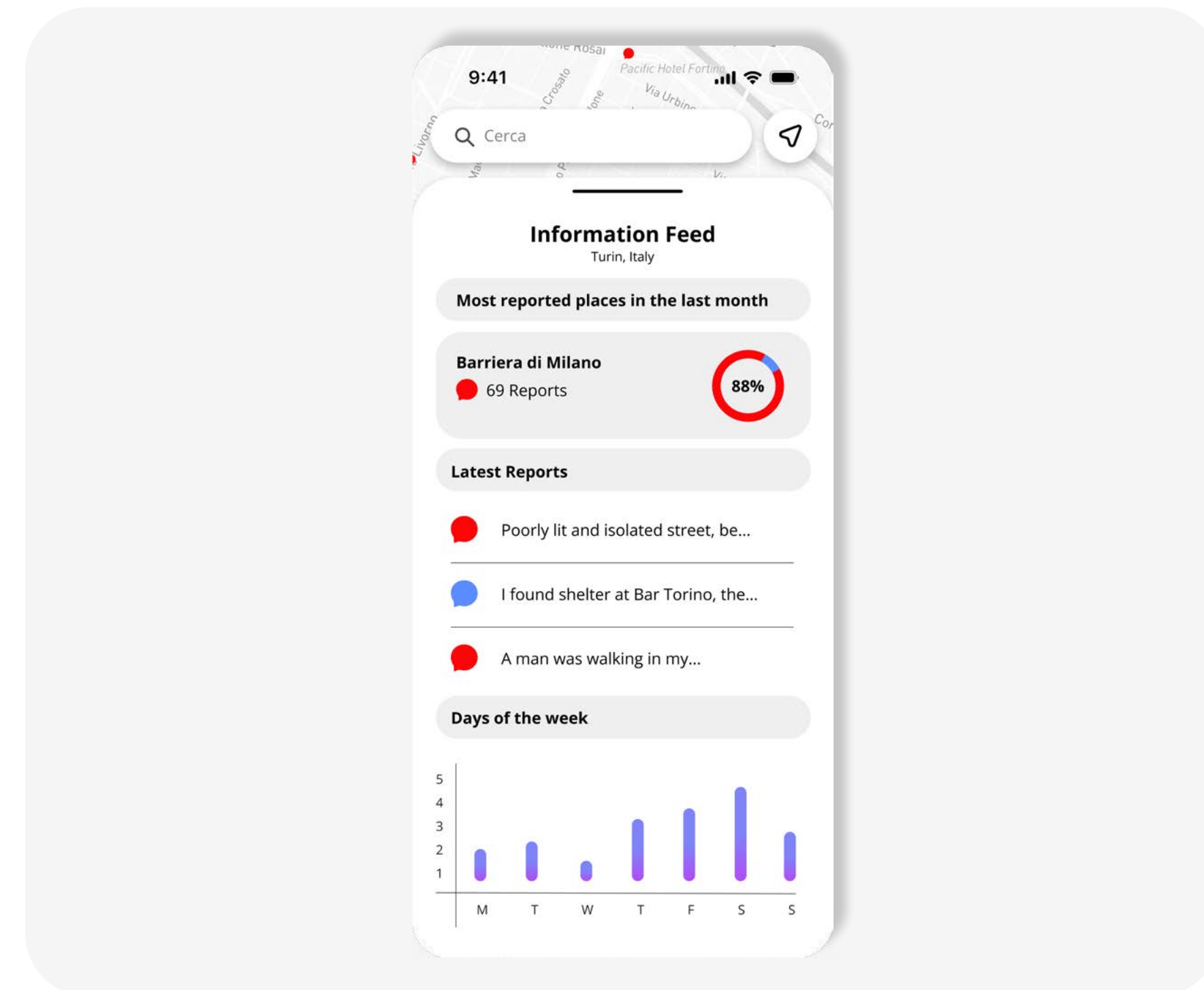
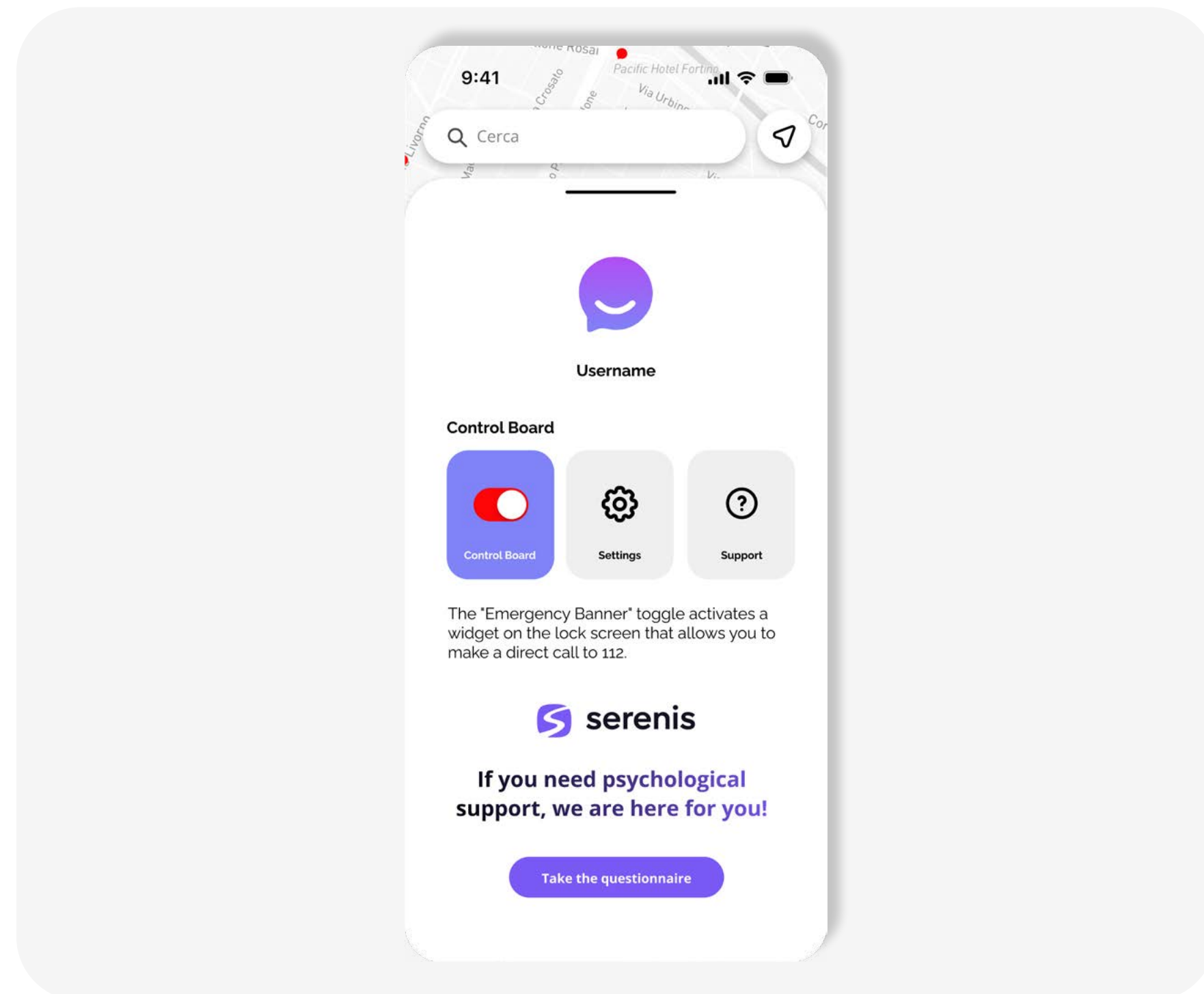
“

The button to call 112 directly from the lock screen or the app's home screen is brilliant. If I panic, I would never have the presence of mind to unlock the phone and dial the number manually.

Luca, 21 anni

↙ See more

The support is not limited to a single incident but **aims to provide post-trauma** psychological help integrated into the app (through partners like Serenis). The data collected by SpeakApp becomes a vital tool for Local Authorities and Law Enforcement, **facilitating targeted interventions** on street lighting and urban surveillance.





it's time to **build your project**

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