

# Emanuela Mazzone

+34 655 121 408  
emanuela.mazzone@gmail.com  
[www.emanuelamazzone.com](http://www.emanuelamazzone.com)

## PROFILE

**Interaction Designer** with a PhD in **co-design methods**. Enthusiastic **researcher in user experience**, continually seeking new challenges of transferring to a variety of industrial sectors the strong Design Thinking expertise acquired in 10+ years of international R&D projects.

## SKILLS

- 5+ years of experience in **coordinating design projects** with business and technical stakeholders;
- **Mastering design and evaluation techniques** for developing new digital products and services: fieldwork, co-design, prototyping, usability and accessibility evaluation;
- At ease in **multidisciplinary team-work** from participating in 15+ international projects;
- In depth knowledge of **communication and teaching strategies**;
- **Multilingual** in Italian, English, and Spanish.

## EXPERIENCE

### **Senior Interaction Designer** at TUENTI TECHNOLOGIES, ES (2014-present)

- Building architecture, taskflows and wireframes of novel functionalities of a multi-device application for managing communications
- Liaising with product managers, clients and engineers to define viable mobile products
- Defining, managing and analysing user research to improve existing features and envision new services
- Coordinating the definition, implementation and testing of accessibility standards in web and mobile app

### **Freelance User Experience Consultant** (2003-2014)

- Leading and analysing field studies for research projects with Attoma (FR), Se-GE (IT)
- Assessing usability of WhatAVenture (AU) start-up
- Collaborating with Design Continuum Inc. (USA) for field studies in Spain for a project on re-designing a bank branch
- Defining an interactive course for supermarket employees for IconMediaLab Milan (IT)

### **Senior Interaction Designer** at VODAFONE R&D, ES (2013)

- Overseeing the user experience of multi-device products throughout the whole development process (from service user journeys to design implementation and evaluation)
- Defining information architecture and task flow of a multi-device and multi-user product
- Supervising design and development deliverables
- Presenting results and negotiating decisions with business and technical stakeholders

### **Research Consultant** at UNIVERSITY OF EDINBURGH, UK (2013)

- Securing Distance Education Initiative fundings for a new online course on Making Use of Digital Research by writing the market analysis, design proposal and marketing strategy of the bid

### **Lecturer** at EUROPEAN UNIVERSITY OF MADRID, ES (2011-2013)

- Designing curriculum and teaching User-Centred Design module for Design graduates
- Coordinating contextual research and supervising design projects
- Tutoring process documentation for final year projects

### **Lecturer** at IED Barcelona, ES (2012)

- Co-teaching Interaction Design principles and Usability Evaluation techniques in the Design Management Master course

### **Usability Researcher** at UNED - aDeNu research group, ES (2008-2011)

- Supervising n research projects on accessible e-learning environments.
- Coordinating user studies for eliciting user requirements and leading usability evaluation
- Defining information design of e-learning environments for people with intellectual disabilities

### **Atelier Leader** at INTERNATIONAL IXD CONVIVIO CONSORTIUM, SE (2005)

- Coordinating interaction design projects especially focussed on ethnographic studies and prototyping in the 6th Interaction Design summer school

### **Research assistant** at UCLAN - ChiCI research group, UK (2003-2008)

- Evaluating web and multimedia products
- Leading research on design and evaluation of technologies for children in national and European projects
- Organising design workshops and events
- Teaching 'Interaction Design' and 'User Interface Technologies' at Master level

### **Junior Researcher** at UNIVERSITY OF SIENA - Multimedia Lab, IT (2002-2003)

- Supporting ethnographic studies and user requirements elicitation in European projects

## EDUCATION

University of Central Lancashire, UK (2012):  
**PhD in Interaction Design**, Designing with Children: Reflections on Effective Involvement of Children in the Interaction Design Process

European University of Madrid, ES (2011):  
Intensive Teaching Course on **Active Learning**

University of Central Lancashire, UK (2007):  
**Teaching Toolkit**, University Certificate in Higher Education

Creative Partnerships Merseyside and Arts Council England, UK (2007): **Advanced Skills Creative** - teaching for creativity

University of Siena and Arsnova Multimedia Arts Academy, IT (2003) : Post Graduate  
**Master in Communication Design** - design for collective spaces - Siena Design Project

University of Siena, IT (2002)  
Laurea (Master) **Degree in Communication Sciences**

## LANGUAGES

**Italian** - Native

**English** - Proficient, written and spoken

**Spanish** - Proficient, written and spoken

## VOLUNTARY WORK

Leading **Ladies that UX Madrid** branch and organizing monthly events, ES (2016-present)

Collaborating in the design of the visual educational project **the iRegular project** (2012-present)

**Peer reviewing research papers** for scientific journals and conferences (Design Journal, IEEE Computer, SIG-CHI, IDC, ACE, NordiCHI, Mobile Learning) (2005-present)

Active member of ManRay **Photography Association**, ES (2008-present)

Active member of **Cadius Madrid** (Spanish speaking community of professionals in IxD, IA, and usability), ES (2008-2011)

Archive work at **Oxfam shop**, books and media sector, UK (2005)

Collaboration with the ONG "Volere Volare" in **summer camps** with disabled children, IT (1999-2003)

Tutor of first-aid courses and fund raising promoter for **Red Cross Italy**, IT (1990-1995)