

# Emanuela Mazzone

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## PROFILE

**Interaction Designer** with a PhD in **co-design methods**.  
Enthusiastic **researcher in user experience**, continually seeking new challenges for enriching people's digital life in all its aspects.

## SKILLS

- Mastering **research** and **design techniques** for developing new digital products and services;
- Expertise in **mobile** and **multi-platform** products design;
- At ease in **multidisciplinary team-work** from participating in 15+ international projects;
- Experienced in **coordinating design projects** with business and technical stakeholders;
- In depth knowledge of **communication and teaching strategies**;
- **Multilingual** in Italian, English, and Spanish.

## EXPERIENCE

### Senior Interaction Designer at TELEFONICA DIGITAL, 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

### Lecturer at ESNE University Shool, ES (2018-present)

- Co-teaching 'Design of Digital Products and Services' in User Experience Master

### Freelance User Experience Consultant (2003-2019)

- Leading and analysing field studies for research projects with Attoma (FR), Se-GE (IT)
- 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 customer 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 + Usability Evaluation in the Design Management Master

### 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 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** chapter and organizing monthly events, ES (2016-present)

Collaborating in the design of the interactive 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)