Federica Protti Ph.D.
UX Design
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SUMMARY

UX Designer with hands-on experience
in User Research and Evaluation.

WORK EXPERIENCE

Technogym s.p.a.   **June 2019 - Now**
User Experience, Research & Evaluation
At the moment I lead User Research activities at **Technogym s.p.a.**, I design surveys, focus groups and interviews to collect needs and requirements to inform the design process, moreover I collect qualitative/quantitative feedbacks from the users and I design usability tests in order to evaluate the success of physical and digital training products.

Ferrari s.p.a.   **Feb 2018 – June 2019**
Human Factors, Human Machine Interface and Voice User Interface Expert
HMI design and evaluation based on user feedback, task analysis, usability testing, eye-tracking application and data analysis, in order to create the most intuitive and less distracting car interface.
Involved in VUI solution development, based on Natural Language Understanding technology.

RE:Lab s.r.l., Reggio Emilia, Italy   **Jul 2008 – Now**
UX Designer and Project Manager
User Experience design and evaluation in the domains: automotive, agricultural machinery and earth moving equipment, industrial automation, home automation, mobile, education.

Apple iOS Developer Foundation, Naples   **Oct 2016 – Now**
UX App Design Instructor, Design Thinking and CBL coach
Prepares and leads the UX design curriculum for multiple classes of 30 students at the UNISOB iOS Developer Foundation, in partnership with Apple Inc.

UNISOB University, Naples   **Dec 2012 – Now**
Researcher in Information Visualization
Research topic: vision and perception, eye-tracking, information visualization, art-perception;
Caravaggio project: Observation and measurement of eye behavior of people interacting with Caravaggio's paintings through eye-tracking devices and biometric sensors.
In-car Entertainment project: Design of a system for the management of multimedia contents on-board (ethnographic research - user interviews - concept design - design thinking - fast prototyping).
ARTEMIS EU Project 332933 HoliDes: Human Factors and System Design of Adaptive Cooperative HMI.
Lab Manager
Handles the logistics and the research activities at Scienza Nuova Lab: Integrated Laboratory of Innovative Technologies for the Social Sciences: http://centroscienzanuova.it.
Instructor in Data Management and Visualization
Prepares the curriculum and led multiple classes of 200 students, prepared the Data Management and Visualization Lab and engages students in interactive and practical lectures.

The Guardian, London, UK   **May 2012 – Jun 2012**
Data storyteller
Designed "10 ways Data is Changing Journalism": http://prezi.com/u0q47v8f7dcc/copy-of-copy-of-the-guardian-1/

Kauffman Foundation, Kansas City, US   **Jan 2012 – Jun 2012**
UX Designer
Concept and design of Esopo, an on-board interactive system for preschool children that provides games and stories for in-vehicle mobile conditions: http://prezi.com/eyh3jdp47vju/es/

Mind the Bridge Foundation, San Francisco, US   **Mar 2012– Jul 2012**
UX Designer (intern)
Led the workshop of User Experience for a class of twelve students.
Restructures the Mind the Bridge Foundation website from wireframes to the contents: http://www.mindthebridge.org/
and handled the logistics of the "Startup School".

Telecom Italia, SKIL (Semantics & Knowledge Innovation Lab), Trento, Italy   **Sep 2011 – Jan 2012**
Researcher in Semantic Web and Information Visualization
Implemented a semantic knowledgebase of Open Data in order to show the evolution of the city of Turin in terms of public services on interactive maps.

University of Turin – Philosophy and Literature Department, Turin, Italy   **Mar 2011–Sep 2011**
Instructor in Computer Science

Prepared the curriculum and led 2 classes of 30 students, prepared the Computer Science Lab and engaged students in interactive and practical lectures.

University of Turin - Computer Science Department, Turin, Italy   **Jan 2010 – Apr 2014**
Researcher in UX design and Semantic Web

Participated in design of beautiful ad user-friendly digital interfaces for browsing multimedia contents, acted as middle man between graphic designers and developers;

P.I.E.M.O.N.T.E. Project (University of Torino, TILab, Slowfood, University of Gastronomical Sciences) a social network aimed at linking farmers, slowfood lovers, territory and high-quality food: http://www.piemonte.di.unito.it/ Acted as liaison between the development team and the graphic design team to implement a mobile application for locavores that supports sustainable gastronomy.

TILab (Telecom Italia Research Center), Turin, Italy   **Dec 2008 –Sep 2011**
Researcher in UX design and Semantic Web

DynamicTV project: Collaborated at the design of a new paradigm for interactive television with the goal of enhancing the user experience with technologies from enhanced TV, recommendation technologies for supporting the user in the navigation and serendipity*.

Tubemapp: Participated with the design team at the representational and Interactional Model for the Exploration of a Multi-Taxonomical Catalogue**.

*The results of this project have been patented (Pub. No.: WO/2010/075889)
**International Patent Request PCT/IT2009/000402 at R.O.I. (awaiting patent deposit)

RE:Lab s.r.l., Reggio Emilia, Italy   **Jun 2008 –Dec 2009**
User Experience Expert (intern)

QUANTOMANCA project*: led the design team of a technological device prototype on a project concerning children and technology.

*Won the award Spinner Global Founding for the qualification of human resources in research and technological innovation for innovative business idea with high-knowledge content.

EDUCATION

University of Turin, Computer Science Department, Turin, Italy   **Apr 2014**
PhD - Doctoral School in Sciences of Language and Communication;

Kauffman Foundation, Kansas City, US   **Jun 2012**
Global Scholarship in Entrepreneurship: six months program for young entrepreneurs, includes education from Harvard, MIT, Stanford and diverse US University professors;

University of Turin, Turin, Italy   **July 2008**
Master's Degree in Publishing, Multimedia, Communication and Journalism;

University of Bologna, Bologna, Italy   **Mar 2005**
Bachelor of Arts in Communication Studies.

DESIGN SKILLS

- User Research tools and methodologies (survey, interview, personas, scenario, user journey mapping…)
- Design Thinking,
- Challenge Based Learning,
- Prototyping tools,
- Presentation tools,
- Evaluations methodologies (A/B test, UX and Usability test, Eye-tracking).

LANGUAGES

English and French: fluent, written and spoken. Italian: native speaker.

INTERESTS

I love people and good stories.

PUBLICATIONS

Interaction Design and User Experience:

- Calefato C., Ferrarini C., Montanari R., Protti F. 2009. Designing Interactivity for children in car environment: an accessibility issue. In *Proceedings of 1st International Conference OASIS (Open Architecture for Accessible Services Integration and Standardization)* 2009, 4-5 November 2009,Florence, Italy.

- Luca Console, Giulia Biamino, Francesca Carmagnola, Federica Cena, Elisa Chiabrando, Roberto Furnari, Cristina Gena, Pierluigi Grillo, Silvia Likavec, Ilaria Lombardi, Michele Mioli, Claudia Picardi, Amon Rapp, Fabiana Vernero, Rossana Simeoni, Fabrizio Antonelli, Vincenzo Cuciti, Matteo Demichelis, Fabrizio Franceschi, Marina Geymonat, Alessandro Marcengo, Dario Mana, Mario Mirabelli, Monica Perrero, Federica Protti, Franco Fassio, Piercarlo Grimaldi, Fabio Torta. *WantEat: interacting with social networks of smart objects for sharing and promoting cultural heritage,* UMAP Workshops, 2012

- PIEMONTE TEAM. 2012. Wheeling around with Wanteat: Exploring Mixed Social Networks in the Gastronomy Domain. In *Proceedings of the 2012 International Conference on Intelligent User Interfaces* (IUI2012). Lisbon, Portugal.

- PIEMONTE TEAM. 2011. Interacting with a Social Web of Smart Objects for Enhancing Tourist Experiences. To appear in *Proceedings of eTourism Present and Future Services and Applications* (ENTER2012). Helsingborg, Sweden.

- Protti, F., Fontana, F., Maccaferri, E., Giudici, C., Montanari, R. 2013. Audio-interaction lab: designing an immersive environment to explore the acoustic ecosystem with a tablet interface. *In Proceedings of CHItaly 2013: 19*, Trento, Italy.

Semantic Web:

- Antonelli F., Cena F., Mana D., Protti F., Theseider Duprè D. 2010. Il Pignoletto Rosso: Semantic Web Technology in a Food- and Human-centered Project. In *Proceedings of the 6th Workshop on Semantic Web Applications and Perspectives* (SWAP 2010). Bressanone-Brixen, Italy.

Information Visualization:

- Brevetto Internazionale: United States US200913394743 20090908, *TubeMap: Representational and Interactional Model for the Exploration of a Multi-Taxonomical Catalogue.*

- De Simone, F., Protti, F., & Presta, R. 2014. Evaluating Data Storytelling Strategies: A Case Study on Urban Changes. In *COGNITIVE 2014, The Sixth International Conference on Advanced Cognitive Technologies and Applications* (pp. 250-255).

- Bruno, N., Bertamini, M., Protti, F., *Selfie and the City: A World-Wide, Large, and Ecologically Valid Database Reveals a Two-Pronged Side Bias in Naïve Self-Portraits*. PloS one 10: 4. 04., 2015.

-Balbi, B., Protti, F., *Caravaggio: Track the dark light. Misurazione dell'esperienza di fruizione dell'opera d'arte.* Proc., Workshop LOSAI: Laboratori Open su Arte Scienza ed Innovazione, I, November 2015, ISBN 978 88 99130 20 6.

- Balbi, B., Protti, F., Montanari, R. 2016. Driven by Caravaggio Through His Painting, An Eye-Tracking Study. In *COGNITIVE 2016, The Eighth International Conference on Advanced Cognitive Technologies and Application*