

ENRICO FURFARO

enrico.furfaro@gmail.com
Berlin
+4915210367003
<http://www.ef-ux.com>

PROFILE

UX practitioner confident in applying the User Centered Design process to research users' needs and design accordingly

UX SKILLS

User Research and Evaluation

Interview, Contextual Enquiry, Expert Evaluation, Card Sorting, Tree testing, Surveys, Usability Test, Google Analytics

Concepting and Planning

Content Inventory, Task Analysis, Taxonomies, Use Cases and Scenarios

Design and Strategy

Blueprints, Competitive Audit, Consumer Experience Map, Persona, Prototyping, Wireframing

TOOLS

Axure, knowledge of SPSS, Arduino and MAX-MSP, familiarity with Adobe Suite and HTML + CSS

--
Adobe XD? Sketch? FramerJS? I can quickly become proficient in any tool your company is more familiar with.

WORK EXPERIENCE

WATTx, Berlin, Germany

User Experience Researcher, September 2016 to April 2017

WATTx is a company-builder focused on developing industrial and consumer Internet of Things solutions. As a UX Researcher, I applied user research methodologies to inform the concepting phase of product ideas. Activities and deliverables included:

- Design strategy: ideation sessions facilitation, workshop, personas, experience mapping.
- User research: planning, recruiting, conducting, analysing and reporting of interviews, user testing (guerrilla and formal) and contextual enquiry.
- Mentoring colleagues within the UX team about user research and supervising the UX intern.
- Implementing structure to the company's user research activities.

We Love Digital, Maidstone, UK - Berlin, Germany

User Experience Architect, October 2013 to August 2016

We Love Digital is a digital agency delivering optimized web and mobile experiences for clients such as Sony Mobile and Yamaha. Activities and deliverables include:

- User Research and Evaluation: expert evaluation, card sorting, tree testing, remote user testing, guerrilla interviews.
- Design strategy: user journeys and flows, personas, customer experience map, information architecture.
- Design: wireframes, low fidelity prototypes.

G.f.K Italy (former G.f.K-Eurisko), Milan, Italy

Market Research Assistant, February 2011 to August 2011

- Contributed to designing and managing qualitative and quantitative projects for the fourth largest market research organization in the world.
- Prepared and debriefed market research reports for an international clientele.

EDUCATION

University College London - 2013

MSc – Human Computer Interaction with Ergonomics

Università degli Studi di Milano – Bicocca - 2012

MA – Psychology of Social and Decision processes and of Economic Behaviours

Università degli Studi di Milano – Bicocca - 2009

BA – Communication Studies

PUBLICATIONS

Tajadura-Jiménez, A., Furfaro, E., Bianchi-Berthouze, N., Bevilacqua, F. (2015). Sonification of virtual and real surface tapping: evaluation of behaviour changes, surface perception and emotional indices. IEEE MultiMedia, Special issue on Interactive Sonification.

Furfaro, E., Berthouze, N., Bevilacqua, F., Tajadura-Jiménez, A. (2013). Sonification of surface tapping: Influences on behaviour, emotion and surface perception. Interactive Sonification Workshop (ISon 2013), Bielefeld, 9th-10th December, 2013.

PUBLIC SPEAKING

Furfaro, E. (2015), Sonification of Virtual and Real Surface Tapping: Evaluation of Behaviour Changes, Surface Perception and Emotional Indices. UCD Conference 2015 Humanity in Digital Landscapes, London 23rd-24th October 2015.