

# Enrico Furfaro

Product Designer (UX) & User Researcher

## Work Experience

### Senior Product Designer UX

Zattoo GmbH | Jul 2017 to present | Berlin, Germany

- Designing concepts, prototypes and interfaces for cross-platform product development (iOS, Android, Smart TV, Web).
- Facilitating Design Sprint and conducting interviews and usability testing to align business and user needs.

### UX Researcher

WATTx GmbH | Sept 2016 to Apr 2017 | Berlin, Germany

- User research to inform Internet of Things (IoT) product concepts in the fields of Privacy and Healthcare.
- Structured UX research activities and mentored Interns.

### User Experience Architect

We Love Digital Ltd | Oct 2013 to Aug 2016 | Maidstone, U.K.

- UX and User Research to improve websites lead generation and conversion for Sony Mobile, Yamaha and Maersk.

### Market Researcher

G.f.K (former Eurisko) | Feb 2011 to Aug 2011 | Milan, Italy

- Qualitative and quantitative market research projects for BMW, Unicredit Bank and Ferrero.

www.enricofurfaro.com

password: Benvenuti

## Public speaking / Publications

### Trust me, I'm a designer

Furfaro, E.

2020 - UX Crunch Berlin; Berlin, DE; 18 Feb.

2019 - World Interaction Design Day; Zurich, CH; 24 Sept.

### Sonification of virtual and real surface tapping

Tajadura-Jiménez, A., Furfaro, E., Bianchi-Berthouze, N., Bevilacqua, F.

2015 - UCD Conference, London, UK; 23-24 Oct.

2015 - IEEE MultiMedia, Special issue on Interactive Sonification.

2013 - Interactive Sonification Workshop (ISon 2013), Bielefeld, 9-10 Dec.

## Education

### University College London

2013 - MSc Human Computer Interaction with Ergonomics

### Università degli Studi di Milano – Bicocca

2012 - MSc Psychology of Social and Decision Processes and of Economic Behaviours

2009 - BA Communication Studies

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## Skills / Tools

### Product Design / UX Design

Information Architecture; Wireframing; User flows; UI; prototyping.

### User Research

Interview; Card Sorting; Tree testing; Survey; Usability Testing; Ethnography.

### Strategy

Google Venture Design Sprints; Experience Mapping; Personas.

### Tech Tools & Coding

Sketch; Invision; Principle; Google Slides; familiarity with HTML + CSS, Arduino and MAX-MSP.