

MICHELA FERRON

UX Designer & Researcher, Workshop facilitator, Ph.D.

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PERSONAL PROFILE

I am a UX designer, researcher and workshop facilitator with 10+ years of experience conducting and overseeing research and design projects that involve every phase of technology and service design.

I conduct user research and translate its results into interactive systems with improved user experience, engagement, usefulness and usability. I facilitate strategy and co-design workshops. I combine cognitive and social psychology into interaction design and evaluation.

PROFESSIONAL CAREER

Present (since 2020) UX designer

Dedagroup Public Services (Trento, Italy)

- Conduct user research and design of web-based and mobile technologies, using user-centred design, quantitative and qualitative methods
- Conduct user interviews for collecting user requirements (e.g., contextual inquiry/laddering interviews)
- Facilitate design strategy, content inventory, card sorting and co-design workshops with clients
- Define the information architecture and sitemap of digital services using participatory methods (e.g., quantitative and iterative card sorting)
- Analyse websites and plan re-design
- Coordinate design activities
- Communicate constantly with dev teams to assure the technical feasibility of designs
- Design wireframes, mockups and interactive prototypes
- Define guidelines for content writing

Key achievements

Leadership & teamwork

2020-2021 *Coordinated the design of 4 websites (and their responsive version), and 1 mobile application for major Italian public administrations and companies operating in the public sector.*

Coordinated the activities of one senior designer.

Communicated constantly with the development team to assure the feasibility of design.

Awards

2021 *Winner of Projects of Excellence with a web and mobile application for healthcare. Projects of Excellence is the company contest that awarded the two best projects of the company among more than 40 candidates.*

TECHNICAL SKILLS

Research: Ethnography; contextual inquiry; participant observations; questionnaire design; structured, semi-structured, in-depth interviews; cultural probes; UX laddering; card-sorting; focus groups; experimental design.

Define: brainstorming; affinity diagram; mind mapping; journey maps; service blueprints; scenarios and personas; pain points; user stories; user requirements.

Ideate: workshop facilitation; design sprints.

Prototype: sketches; wireframe design; interactive prototypes.

Test & evaluate products: usability testing; heuristic evaluation; benchmarking; SWOT analysis; experimental design; thematic and statistical analysis; log analysis; data visualization.

TRANSFERABLE SKILLS

Reporting; teamwork; listening and communication; organization and prioritization; project management; adaptability; leadership; problem-solving; time-management.

2013 – 2019 UX researcher

Fondazione Bruno Kessler, Intelligent Interfaces & Interaction (Trento, Italy)

- Conduct user research, design and evaluation activities using user-centred design, quantitative and qualitative methods.
 - Facilitate design sprints, design thinking and co-design workshops.
 - Provide actionable recommendations based on user research and disseminate results to scientific venues.
 - Design mockups and interactive prototypes.
 - Write projects and participate in national and international funding programs.
 - Coordinate project activities.
 - Mentor undergraduate students and trainees.
- Reviewer for international conferences and journals.

Key achievements

Leadership & teamwork

- 2019 *Coordinated* the evaluation of InnoWEEE, involving 15 teachers, 345 children and their families.
- 2018 *Activity leader* for the experimentation of DMCoach
- 2017 *Coordinated* user research on multimodal interaction.
- 2014 *Coordinated* a team of four people for the experimentation of Personal Fitness Club.
- 2013 – 2019 *Mentored* 6 undergraduate students on UX projects.
- 2013 – 2019 *Contributed to the design* of 8 mobile and 6 web apps.

Funding & sustainability

- 2017 *Obtained funding* for the EIT project DMCoach.
- 2013-2017 *Participated* to 5 national and Horizon 2020 calls for research & innovation projects.

Chair & organizing activities

- 2017 *Chair and organizer* of Multimodal (workshop on multimodal interaction at CHIItaly 2017).
- 2013 *Organizer* of Ubigames (workshop on gamification for behaviour change and wellbeing at CHIItaly 2013).

Invited contributions & awards

- 2019 *Best paper honourable mention* at CHI 2019.
- 2017 *Interviewed* for The Verge and Mashable on collective remembering in Wikipedia.
- 2014 *Invited speaker* at the RoBOt Festival (Bologna).
- 2013 *Interviewed* for Nòva – Il Sole 24 Ore on technology for behaviour change and wellbeing.
- 2013 *Invited chapter* for the book Netquake. Media digitali e disastri naturali (Eds. Farinosi & Micalizzi; Franco Angeli).

EXPERTISE

User-centred and co-design, experimental design and evaluation of technology with qualitative and quantitative techniques.

Intelligent interfaces and multimodal interaction.

Design for behaviour change and quality of life.

Digital social research, online collaboration, social capital and organizational productivity.

Usability, accessibility and inclusive design.

PROJECT PORTFOLIO

2021	Re-design of the web site of Anas S.p.A.
2020	Re-design of the web site of Direzione generale per le dighe e le infrastrutture idriche
2020	Design of an open data platform TreC+ (Italian Regional Electronic Health Record)
2020	<u>Landscape Metropolis</u> (EIT Climate-KIC)
2019	<u>InnoWEEE</u> (EIT Climate-KIC)
2019	<u>CLIMB</u>
2018	<u>DMCoach</u> (EIT Digital)
2015-2018	<u>ECOMODE</u> (Horizon 2020)
2014	<u>Personal Fitness Club</u> (EIT Digital)
2014	SUITCASE (PCP)
2013-2014	FitCity (FESR)
2013-2014	Travel Monitor (FESR)
2008-2012	<u>LiveMemories</u> (PAT – Provincia Autonoma di Trento)

Nov. – Dec. 2013 Visiting researcher

UCL University College London Interaction Centre, (London, United Kingdom) – Advisor: Nadia Berthouze

- Explored a research collaboration for the Horizon 2020 Research and Innovation Programme.
- Presented (with Andrey Bogomolov) a business analysis for a product that predicts stress from mobile phone use. Final event of the EIT ICT Labs (European Institute for Innovation and Technology) Summer School on Pervasive Healthcare.

2008 – 2012 Researcher

Fondazione Bruno Kessler, SoNet (Social Networking) research unit (Trento, Italy)

- Coordinated the use cases of the PAT project LiveMemories, creating a community of people collecting digital memories of Trento.
- Researched social capital in collaborative online networks applying social network analysis.
- Researched online collaborative remembering in Wikipedia.

Key achievements

2012 *Obtained a PhD* in Cognitive and Brain Sciences.

2012 *Obtained funding* for the FESR project Travel Monitor.

2012 *Obtained funding* for the FESR project FitCity.

2008 – 2009 *Contributed* to the design and evaluation of an open source Enterprise2.0 platform.

2009 Teaching assistant

University of Trento, Department of Humanities (Italy) – Advisor: Massimo Poesio

- Held the lab of the course in computer science (Web 2.0, HTML, CSS, XML, usability and accessibility).

2007 – 2008 Research assistant

University of Padua, Human Technology Laboratory (Italy) – Advisor: Luciano Gamberini

- Designed and conducted a lab-controlled study on the effectiveness of social network-based feedback on communicative interactions in collaborative online groups.

2005 – 2006 Web content & graphic designer

Transcrime – Joint Research Centre on Transnational Crime (Trento, Italy)

- Designed and managed the websites of the centre, designed graphical products (research reports, brochures, posters, conference totems), and managed communication activities.

Nov. 2004 – Apr. 2005 Intern AT&Q - Advanced Technologies and Quality Program

ESP Technologies (Ennis, Ireland) – Advisors: Nick Larter (Ireland); Fabio Del Missier, Stefano Bussolon (Italy)

- Analysed the usability and accessibility of three local websites, conducted research with senior participants designing and administering questionnaires, information retrieval tasks and think aloud protocols.

TOOLS

Statistics	R
	SPSS
	Jasp
	GPower
Social network analysis	LadderUX
	UCINET
	NetDraw
	Mage
Qualitative analysis	Visone
	SIENA
Wireframe prototyping & graphic design	ATLAS.ti
	Adobe Photoshop
	Adobe Illustrator
	Balsamiq
	Figma
	Axure RP
Data visualization	Invision
	Tableau
	PowerBi
Web	RAWGraphs
	HTML
	CSS

LANGUAGES

Italian (mothertongue)

English (proficiency level)

MEMBERSHIPS

Association for Computing Machinery (ACM)

Special Interest Group on Computer-Human Interaction (SIGCHI)

Interaction Design Foundation (IDF)

Architecta

EDUCATION

Ph.D. Cognitive & Brain Sciences (2012)

University of Trento, Language, Interaction and Computation Lab, CIMeC - Center for Mind/Brain Sciences (Italy)

Thesis: Collective memories in Wikipedia

M.Sc. Social, Work and Communication Psychology (2008) With highest honours

University of Padua, Department of Psychology (Italy)

Thesis: Effects of individual and group social network-based feedback

B.S. Cognitive Applied Psychology (2004)

With highest honours

University of Trento, Department of Cognitive Science (Italy)

Thesis: Card sorting, categorization and usability of websites

COURSES & WORKSHOPS

Editorial illustration (2019)

Festival Internazionale, Ferrara (Italy)

Sketching in HCI (2019)

ACM CHI Conference on Human Factors in Computing Systems

Talk like TED (2019)

Fondazione Bruno Kessler, Trento (Italy)

Lego® Serious play® for effective communication (2019)

Fondazione Bruno Kessler, Trento (Italy)

Visual thinking (2019)

Fondazione Bruno Kessler, Trento (Italy)

Data visualization (2018)

Fondazione Bruno Kessler, Trento (Italy)

Video storytelling (2017)

Fondazione Bruno Kessler, Trento (Italy)

Time-management (2017)

Fondazione Bruno Kessler, Trento (Italy)

Scientific writing in English (2015)

Fondazione Bruno Kessler, Trento (Italy)

Problem solving (2014)

Fondazione Bruno Kessler, Trento (Italy)

English CAE Proficiency (2013-2014)

Fondazione Bruno Kessler, Trento (Italy)

Summer school in Pervasive Healthcare (2013)

European Institute for Innovation and Technology

Social Network Concepts and Analysis Techniques (2011)

University of Trento (Italy)

Theory, methods and applications of social networks.

Dynamic Analysis with SIENA (2009)

Universitat Autònoma de Barcelona (Spain)

PUBLICATIONS

Schiavo, G., Mich, O., **Ferron, M.**, & Mana, N. (2020). Trade-offs in the Design of Multimodal Interaction for Older Adults. *Behaviour & Information Technology*.

Ferron, M., Mana, N., Mich, O., Reeves, C., & Schiavo, G. (2020). Designing Mobile Multimodal Interaction for Visually Impaired and Older Adults: Challenges and Possible Solutions. *Journal of Virtual Reality and Broadcasting*, 16(2)

Mich, O., Schiavo, G., **Ferron, M.**, & Mana, N. (2020). Framing the Design Space of Multimodal Mid-air Gesture and Speech-based Interaction with Mobile Devices for Older People. *International Journal of Mobile Human-Computer interaction*.

Scanagatta, M., **Ferron, M.**, Deppieri, G., & Marconi, A. (2020). Calibration of Game Dynamics for a More Even Multi-Player Experience. In *Proceedings of the 25th International Conference on Intelligent User Interfaces* (pp. 443-453).

Farella, E., **Ferron, M.**, Giovanelli, D., Leonardi, C., Marconi, A., Massa, P., Murphy, A. L., Nori, M., Pistore, M., Schiavo, G. (2020). *IEEE Pervasive Magazine*. CLIMB: A Pervasive Gameful Platform Promoting Child Independent Mobility.

Ferron, M., Loria, E., Marconi, A., & Massa, P. (2019). Play&Go: An Urban Game Promoting Behavioral Change for Sustainable Mobility. *IXD&A Interaction Design & Architecture(s)*, Special Issue "Smart Learning Ecosystems - technologies, places, and human-centered design".

Ferron, M., Leonardi, C. Massa, P., Schiavo, G., Murphy, A. L., & Farella, E. (2019). A Walk on the Child Side: Investigating Parents' and Children's Experience and Perspective on Mobile Technology for Outdoor Child Independent Mobility. *CHI '19 Proceedings of the 2019 CHI Conference on Human Factors in Computing Systems, 2019. Honourable mention at CHI 2019*.

Ferron, M., Mana, N., & Mich, O. (2019). *Designing mid-air gesture interaction with mobile devices for older adults*. In Sayago, S. (Ed.) *Perspectives on Human-Computer Interaction research with older people*. Springer.

Mana, N., Mich, O., & **Ferron, M.** (2019). How to Increase Older Adults' Accessibility to Mobile Technology? The New ECOMODE Camera. In N. Casiddu, C. Porfirione, A. Monteriù, & F. Cavallo (Eds.), *Ambient Assisted Living* (pp. 85-98). Springer International Publishing.

Ferron, M., Mana, N., Mich, O., & Reeves, C. (2018). Design of multimodal interaction with mobile devices. Challenges for visually impaired and elderly users. In *3rd International Conference on Human-Computer Interaction Theory and Applications (HUCAPP)*.

Mana, N., Mich, O., & **Ferron, M.** (2018). Are mid-air gestures perceived as strenuous when used to interact with mobile technology by older adults?. *GERONTECHNOLOGY*, 17(s), 85-85.

Mana, N., Schiavo, G., **Ferron, M.**, & Mich, O. (2018). Investigating redundancy in multimodal interaction with tablet devices for older adults. *GERONTECHNOLOGY*, 17(s), 183-183.

Schiavo, G., **Ferron, M.**, Mich, O., & Mana, N. (2018). Trade-offs in the Design of Multimodal Interaction for Older Adults. In *CEUR WORKSHOP PROCEEDINGS* (Vol. 2101, pp. 15-20).

Schiavo, G., **Ferron, M.**, Mana, N., Mich, O. (2017). Mobile Multimodal Interaction for Older and Younger Users: Exploring Differences and Similarities. *14th International Conference on Mobile and Ubiquitous Multimedia (MUM'17)*. 26-29 November 2017, Stuttgart, Germany.

Ferron, M., Mana, N., Mich, O., Badino, L., & Benosman, R. (2017, September). Designing, Implementing and Evaluating Mid-Air Gestures and Speech-Based Interaction. In *Proceedings of the 12th Biannual Conference on Italian SIGCHI Chapter* (p. 30). ACM.

Mana, N., Mich, O., & **Ferron, M.** (2017, August). How to increase older adults' accessibility to mobile technology? The new ECOMODE camera. In *ForITAAAL-Forum Italiano Ambient Assisted Living*.

Baez, M., Far, I. K., Ibarra, F., **Ferron, M.**, Didino, D., & Casati, F. (2017). Effects of online group exercises for older adults on physical, psychological and social wellbeing: a randomized pilot trial. *PeerJ*.

Baez, M., Ibarra, F., Far, I. K., **Ferron, M.**, & Casati, F. (2016). Online Group-exercises for Older Adults of Different Physical Abilities. *arXiv preprint arXiv:1609.05329*.

Ferron, M., Mana, N., & Mich, O. (2015, November). Mobile for older adults: towards designing multimodal interaction. In *Proceedings of the 14th International Conference on Mobile and Ubiquitous Multimedia* (pp. 373-378). ACM.

Far, I. K., **Ferron, M.**, Ibarra, F., Baez, M., Tranquillini, S., Casati, F., & Doppio, N. (2015). The interplay of physical and social wellbeing in older adults: investigating the relationship between physical training and social interactions with virtual social environments. *PeerJ Computer Science*, 1, e30.

Bogomolov, A., Lepri, B., **Ferron, M.**, Pianesi, F., & Pentland, A. S. (2014, November). Daily stress recognition from mobile phone data, weather conditions and individual traits. In *Proceedings of the 22nd ACM international conference on Multimedia* (pp. 477-486). ACM.

Ferron, M. & Massa, P. (2014). Beyond the encyclopedia: Collective memories in Wikipedia. *Memory Studies*, 7(1),

Bogomolov, A., Lepri, B., **Ferron, M.**, Pianesi, F., and Pentland, A. (2014). Pervasive Stress Recognition for Sustainable Living. Third IEEE International Workshop on the Social Implications of Pervasive Computing for Sustainable Living. Twelfth IEEE International Conference on Pervasive Computing and Communications - PerCom 2014, Budapest, Hungary (March 24-28 2014).

Ferron, M., & Massa, P. (2013). Transtheoretical Model for Designing Technologies Supporting an Active Lifestyle. Paper presented at the Proceedings of the Biannual Conference of the Italian Chapter of SIGCHI, Trento, Italy.

Ferron, M. (2013). Wikimemories: La costruzione della memoria collettiva del terremoto dell'Aquila in Wikipedia. In A. Micalizzi & M. Farinosi (Eds.), *Net-quake. Media digitali e disastri naturali*. Milano: Franco Angeli. ISBN 9788820417437.

Ferron, M., & Massa, P. (2012). Psychological processes underlying Wikipedia representations of natural and manmade disasters. In *Proceedings of ACM WikiSym 2012 (August 27-29 2012)*. New York, ACM Press.

Massa, P., Napolitano, M., Scrinzi, F., & **Ferron, M.** (2012). WikiTrip: animated visualization over time of geo-location and gender of Wikipedians who edited a page. In *Proceedings of ACM WikiSym 2012 (August 27-29 2012)*. New York, ACM Press.

Ferron, M., & Massa, P. (2011). Collective memory building in Wikipedia: The case of North African uprisings. In *Proceedings of ACM WikiSym 2011 (October 3-5 2011)*. New York, ACM Press.

Ferron, M., & Massa, P. (2011). Studying collective memories in Wikipedia. 3rd Digital Memories Conference, Prague, Czech Republic (March 14-16 2011).

Ferron, M., & Massa, P. (2011). Wiki Revolutions: Wikipedia as a lens for studying the real-time formation of collective memories of Revolutions. *International Journal of Communication*, 5.

Ferron, M., Massa, P., & Odella, F. (2011). Analyzing collaborative networks emerging in Enterprise 2.0: the Taolin Platform. In *Procedia Social and Behavioral Sciences*, 10, 68-78.

Gamberini, L., Martino, F., Spagnoli, A., Baù, R., & **Ferron, M.** (2011). "Your Team Cohesion is Low": A Systematic Study of the Effects of Social Network Feedback on Mediated Activity. *Online Communities and Social Computing*. In A. Ozok & P. Zaphiris (Eds.), (Vol. 6778, pp. 172-181): Springer Berlin / Heidelberg.

Ferron, M., Frassoni, M., Massa, P., Napolitano, M., & Setti, D. (2010). An Empirical Analysis on Social Capital and Enterprise 2.0 Participation in a Research Institute. In *Proceedings of the 2010 International Conference on Advances in Social Networks Analysis and Mining (ASONAM '10)*. IEEE Computer Society, Washington, DC, USA, 391-392.

Bussolon, S., **Ferron, M.**, & Del Missier, F. (2005). On-line categorization and card sorting. 7th Alps-Adria Conference in Psychology, Zadar, Croatia (June 2-4 2005).

SUMMARY OF BIBLIOMETRIC INDICATORS

N. Publications	35
N. Citations on Google Scholar	718
N. Citations on Scopus	337
H-index on Google Scholar	12
H-index on Scopus	9

In compliance with the Italian legislative Decree no. 196 dated 30/06/2003 and the GDPR UE Regulation 2016/679, I authorize the use and process of my personal details contained in this document.

Michela Ferron

