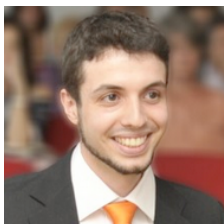


PERSONAL INFORMATION

Michele Pierangeli



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- ✉ info@michelepierangeli.com
- 🌐 <http://michelepierangeli.com>
- 💬 Skype: [serradino](#)



WORK EXPERIENCE

July 2016 – present

Founder & Product Manager

Joydeed, Milan Italy, <http://joydee.com>.

The mission of Joydeed is to restore faith in humanity spreading small positive action from person to person.

[Start Up](#)

June 2016 – present

Co-Founder & COO

Apical, Milan, Italy, <http://apical.me>.

The market-place where the NGO movement meets a network of amazing experiences to engage millennials and raise impact together.

[Start Up](#)

December 2014 – present

Freelance – Usability and User Experience Consultant

Michele Pierangeli, Milan, Italy, <http://michelepierangeli.com>

Helping business and start ups to create better product and services with the Human Centered Design methodology, from research to production and testing using the lean startup techniques.

[Individual business](#)

December 2014 – August 2016

Co-Founder & Product Manager

Followmedelivery, 1452 Bush St, San Francisco, CA 94109 United States, followmedelivery.com.

Technology that allows courier to deliver parcel using addressee smartphone GPS without the need of a physical address.

[Start Up](#)

December 2012 – November 2014

User Experience Analyst & Project Manager

Assist S.p.a., via Melchiorre Gioia, 70, Milan, Italy, <http://assist.it>

Application of user centred design and participatory design using techniques such as contextual interview, concept prototyping, heuristic evaluation, usability testing, quantitative survey, focus group. Clients: Infinity on demand Mediaset's TV service, Vodafone, Toyota, Wolters Kluwer, DeAgostini, Unicredit, Phone&Go, Assist intranet portal, Text4Assist platform.

[Information Technology](#)

July 2012 - December 2013

Usability Tester and Quality Assurance for Web Platform and IOS application

BeMyEye, Via de Togni, 19, Milan, Italy, <http://bemyeye.com>

Tested quality assurance before releasing software to public in an Agile Scrum Team.

[Start up](#)

October 2009 – October 2012

Creator of "Like – The Social Game" a board game about social networking, distributed by Cranio Creations Snc

Cranio Creations Snc, Via Olona, 25, Milan, Italy, <http://likethesocialgame.com>

Game Design; Layout; Play testing; Web design; Social network communication and ADV.

[Game design](#)

March 2009 – January 2012

User Experience Consultant

Assist S.p.a., piazza Sicilia, 6, Milan, Italy, <http://assist.it>

- Concept evaluation, focus group, site map analysis and usability testing for Vodafone, Nokia, IPSOA, Fiat, Unicredit.

[Information Technology](#)

EDUCATION AND TRAINING

October 2010 – October 2012

Master's Degree in Theory and Technology of Communication

EQF 7

University of Milan – Bicocca, Piazza dell'Ateneo Nuovo 1, Milan, Italy. <http://unimib.it>

Thesis title: "[How simple is it control computer and videogames with the mind? Usability and user-experience of Brain Computer Interface Emotiv EPOC](#)".

Data collection and statistical analysis performed data interpretation.

Graduate with 110/110 cum laude – First-class honours

October 2006 – October 2010

Bachelor's Degree in cognitive Psychological Science

EQF 6

University of Milan – Bicocca, Piazza dell'Ateneo Nuovo 1, Milan, Italy <http://psicologia.unimib.it>

Thesis title: "Efficacy of a social visualization system influencing an opinion change: a pilot study".

Data collection and statistical analysis performed data interpretation.

Graduate with 93/110 – Second-class honours, grade 1

PERSONAL SKILLS

Mother tongue

Italian

Other Languages

English

Computer and technical skills

Usability software: **Camtasia, Morae TechSmith, OptimalWorkshop**

Survey: **Google Module, Typeform**

Wireframe: **Axure, Just In Mind, Balsamique**

Graphic: **Photoshop, Sketch**

Coding: **Basic HTML and CSS**

CMS: **Wordpress,**

Video: **Premiere Pro**

Analytics: Google Analytics, Hotjar

OS: **Windows and Machintosh**

ECDL Full - Office Suite: Excel, Word, Publisher, PowerPoint

Facebook: Pages, Groups, Events, Ads

Google: Docs, Module, Adwords, Adsense, Webmaster Tools.

Hobby

Ideate Startups Concept, Discover App and Business, Game Design, Role-play game, Videogame, Boardgame, Technology, Illusionism, Fishing, Gardening, Videomaking, R/C Model, Cycling.

Driving licence

▪ B + International licence

ADDITIONAL INFORMATION

Publications

Gabrielli, F., Petroni, L. and Pierangeli M., (2013). "Ecommerce e Personas quali sono i comportamenti di acquisto dei clienti online?", Customer Management Insight, year 2 number 6, pages 14-16

Steffan, T. I., (2012). Book: [Design for All – Il Progetto per Tutti. Metodi, strumenti, applicazioni Part 2](#)
Favore F., Pierangeli M., Sisca S., "Orientarsi in Bicocca: uno studio user-centered sul sistema di wayfinding dell'edificio U6 dell'Università Milano Bicocca" pages 252 -255

Presentations

[Ecommerce & Personas](#), research presented at [UX Masterclass, Rome](#), 4 October 2013 .

Lesson "[How to orient in Bicocca](#)", Body Pedagogy course, Science of Education faculty, University of Milan- Bicocca, May 2012.