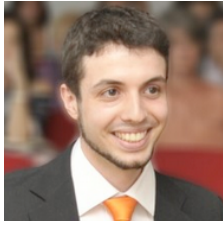


PERSONAL INFORMATION



Michele Pierangeli

- Milan, 20148, Italy
- info@michelepierangeli.com
- <http://michelepierangeli.com>
- Skype: [serradino](#)



WORK EXPERIENCE

July 2016 – present

Founder & Chief Empathy Officer

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

Joydeed's vision is to Inspire Trust in Life starting from "value actions". Joydeed.com is a platform that collect stories of values started from Joydeed's card. Each card is unique and has the mission to be passed from person to person to spread social and emotional impact in the world.

[Start Up - Prosperity](#)

December 2014 – present

Freelance – Facilitation, Coaching, Human Centred Design Consulting

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

Supporting evolution of individuals, team, business and products applying the Human Centred Design and systemic tools from ideas to prototyping and testing using methods like Lean Startup, U-Theory, HCD, NLP, Possibility Management & Social Presencing Theatre.

[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 Epos](#)".
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, Quick**

Analytics: **Google Analytics, Hotjar, Smartlook**

OS: **Mac and Windows**

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

Facebook: **Pages, Groups, Events, Ads.**

Google: **Docs, Module, AdWords, AdSense, Webmaster Tools, TagManager.**

Hobby Personal growth & learning, meditation, game design, role-playing & board game, technology, illusionism, gardening, 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.