



UNIVERSITÀ DELLA CALABRIA

DIPARTIMENTO DI
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E INFORMATICA

dott. SILVIO SANGINETO
User Experience Designer
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aula MT11, cubo 30B II piano

ABSTRACT

People are experiencing a lot with new mobile devices and apps, wearable devices and software applications and the market demands a lot of new specialised roles to satisfy deeply the users' needs.

From the perspective of the User Experience Design and Interaction Design, these digital transformations come together to form a number of important questions whose reach we are currently struggling hard to grasp, as they tend to shake the ground of some of our basic concepts such as 'user', 'use', 'designer', and 'interaction'.

In short, what constitutes a 'good' user experience and how to achieve it?

In this seminar, I will try to approach this question from different perspectives: how important is the User Experience and how it is linked to the IT world, what are the main milestones to achieve a good User Experience and at last but not least how a good prototype helps IT companies to get better results.

SHORT BIO

Silvio Sangineto is a User Experience Designer specialized in Interaction Design. He is graduated in Computer Engineering at the University of Calabria and has strong capabilities in designing successful user experiences with the products he had a hand in improving, updating or designing.

Drawing from his thorough understanding of contemporary user-centered design, He has completed or assisted with the completion of numerous projects in his current and previous positions as a User Experience Designer. Some of his duties included Conceptual Design, Detailed Design through the development of prototypes with Sketch, Vision and Axure.

He used to work in agile and lean environments where he was involved in big projects with several stakeholders. He got work experiences in different Countries in the World from United Kingdom to the USA and he is really passionate on sharing knowledge with others.

Silvio has just concluded his experience in Belgium and currently he is collaborating with UXLaboratory, an organisation based in USA that wants to gather ideas and innovative solutions for the market.

One of his dreams is transferring knowledge to colleagues, students and PMI in Calabria to allow them to take advantages from the market around the world.