

# Filippo Alessandro Aiello

e-mail: [filippoiello@filippoiello.it](mailto:filippoiello@filippoiello.it)  
web site: [www.filippoiello.it](http://www.filippoiello.it)  
portfolio: [www.filippoiello.it/PortfolioAiello.pdf](http://www.filippoiello.it/PortfolioAiello.pdf)

## Personal Summary

My knowledge as an Interaction Designer allows me to provide a vision for improving user experience.

I consider the end users of my products at every stage of the conception and design process. I immerse myself in the consumer mindset, understanding their needs, behaviours and the context of use. In order to do this the researching phase for me is fundamental.

Furthermore, as a developer I'm able to create fully functional web, mobile or desktop applications, using different program languages but also firmware for microcontrollers to create interactive products having a good working knowledge of electronics.

## Awards

12th April 2015  
TADHack WebRTC - Winner of the Google Prize

12th December 2006  
eContent Award Italy

## Articles Published

**Linea Grafica n. 370**  
International review of Graphic Design  
July - August 2007

## Professional Experience

---

**Design Group Italia**  
[www.designgroupitalia.it](http://www.designgroupitalia.it)  
Milan, IT

**OMM**  
[www.oneill.co.uk](http://www.oneill.co.uk)  
London, UK

**UCL Decide / IDEALondon**  
[www.ucl.ac.uk/decide](http://www.ucl.ac.uk/decide)  
[www.idea-london.co.uk](http://www.idea-london.co.uk)  
London, UK

**EdComs**  
[www.edcoms.com](http://www.edcoms.com)  
London, UK

### Creative Technologist

January 2017 - Until now

- Responsible for the development of IoT products and high fidelity interactive prototypes. This includes electronic engineering, hardware & firmware development.
- UX designer working on any kind of interface: apps, websites, interactive installations, and home appliances.

### Interaction Designer and Developer

October 2015 - August 2016

- Responsible for the development of interactive applications for digital fixtures in retail, mobile and web. Focusing on user-centred design combined with IoT allowed us to create surprising design services with different touchpoints whilst working to short deadlines.
- As principal UX designer I supervised and lead the team from the clients' requirements to development and testing. I conducted research, analysis, wireframing, sitemaps, user flows and prototyping to solve customers' needs and provide the best user experience.

### UX Associate and Web Developer Engineer Contractor

February 2015 - September 2015

- UX consultant to startups and companies to improve their digital products.
- I conducted research, strategy and design and lead the development of mobile application (iOS, Android) for external clients.
- Development of responsive websites, applications and interactive products for UCL Decide and IDEA London.

### UX Designer and Web Developer Contractor

October 2014 - December 2014 and October 2015 - November 2015

I conducted research, strategy, design, development and validation in order to create educational web applications for all ages.

## Computer Skills

### Softwares:

Flash, Flex, DreamWeaver, Illustrator, InDesign, Photoshop, Maya, Premiere, AfterEffects, Axure, Sketch, Omnigraffle, Microsoft Visio, Eclipse, Notepad++, Aptana, Scaleform, Charles

### Programming languages:

Python, Java, Processing, LUA, C++, C#

### Scripting languages, frameworks and tools:

JavaScript (jQuery, CreativeJS, NodeJS, Grunt, Bower and Yeoman, Bootstrap, SASS, PHP, ActionScript 2.0 - 3.0 (Starling and other frameworks)

### Languages:

HTML5, CSS3, XML

### Content management system:

WordPress

### Server:

SQL Server, MySQL

### Physical prototyping tools and Microcontrollers:

Raspberry, Arduino, PIC, AVR Microcontroller, Teensy, etc.

### Versioning:

Source code version control with Subversion and GIT

# Filippo Alessandro Aiello

e-mail: [filippoiello@filippoiello.it](mailto:filippoiello@filippoiello.it)

web site: [www.filippoiello.it](http://www.filippoiello.it)

portfolio: [www.filippoiello.it/PortfolioAiello.pdf](http://www.filippoiello.it/PortfolioAiello.pdf)

## Frontier Developments

[www.frontier.co.uk](http://www.frontier.co.uk)

Cambridge, UK

## RCS MediaGroup

[www.rcsmediagroup.it](http://www.rcsmediagroup.it)

Milan, Italy

## Kaloob

[www.kaloob.com](http://www.kaloob.com)

Milan, Italy

## Experientia

[www.experientia.com](http://www.experientia.com)

Turin, Italy

## Dodicitrenta

[www.dodicitrenta.com](http://www.dodicitrenta.com)

Milan, Italy

## YOOX Group S.p.A

[www.yoox.com](http://www.yoox.com)

Milan - Italy

## Vorwerk Folletto srl

[www.vorwerk.com](http://www.vorwerk.com)

Milan - Italy

## RapidShare

[www.rapidshare.com](http://www.rapidshare.com)

Cham - Switzerland

## FreshWeb

[www.freshweb.com.au](http://www.freshweb.com.au)

Sydney - Australia

## Singleton Ogilvy Interactive

[www.singogilvy.com.au](http://www.singogilvy.com.au)

Sydney - Australia

## McKinsey & Company

[www.mckinsey.com](http://www.mckinsey.com)

## Senior GUI Developer

July 2014 - September 2014

Responsible for the creation of graphic user interfaces, with a rich visual appearance and an engaging interaction, for 3D games running on PCs, game consoles and mobile devices.

## Web Developer

September 2012 - June 2014

Production of interactive and engaging websites, instant win competitions and applications for different devices, including mobile phones and tablets, using different APIs (Facebook, GoogleMap, YouTube, etc.). These web competitions often reach over 8,000 people in 20 days.

## Co-Founder

January 2012 - September 2012

- UX designer, developer and project manager for the creation of digital interactive media content for different devices.
- Organized exhibitions, workshops and other events with the aim of supporting aspiring entrepreneurs, craftsmen 2.0 and passionate people in order to put their ideas into production and sell them. (click here for the video).

## Interaction Designer and Developer Freelancer

March 2012 - April 2012

Developed an interactive table, integrated in an innovative kitchen, for Toncelli ([www.toncelli.it](http://www.toncelli.it)) and exhibited at the trade fair Salone del Mobile 2012. As an Interaction Designer I supported the team in designing all aspects related to interaction and content, considering the limitations of the hardware adopted. As a programmer I developed all the software.

## Flash ActionScript Developer

June 2010 - January 2011

Led the development of games and web sites for different kinds of platforms including Facebook and other social networks.

## Flash/ Flex ActionScript Developer

February - April 2010

Developed websites for many top fashion brands including Armani, Dolce & Gabbana, Calvin Klein, Prada, etc.

## Flash ActionScript Developer and UX Designer Contractor

November - December 2009

Designed and developed an Adobe Air application to install on PCs connected to HD TV touch screens in the commercial offices and service centres to show the content in real time and with a customizable layout.

## Flash/ Flex ActionScript Developer and UX Designer Consultant

June - September 2009

- Designed and developed an MP3 and video player to allow clients to access their files on their space account.
- Designed and developed a desktop Air application with capabilities like upload, download and share files. Import and export contacts in CSV files. Record data on their local drive and on the server.
- Redesigned interfaces for the RapidShare website.

## Flash/ ActionScript Developer - UX Designer

February - March 2009

Designed and developed a web form builder that gives the client the opportunity to drag various elements to the stage like input texts, labels, buttons, etc. and set various properties. The projects of every client are stored on a server and accessible by login.

## Flash/ ActionScript Developer Contractor

November 2008 - January 2009

- Developed a game for Flora using physic engine API.
- Developed a website for Vivacity ([www.sydney.com/vivacity](http://www.sydney.com/vivacity)).
- Developed various banners for different companies.

## Flash/ ActionScript Developer Contractor

October - November 2008

Developed concept, designed and developed it into an interactive presentation.

# Filippo Alessandro Aiello

e-mail: [filippoiello@filippoiello.it](mailto:filippoiello@filippoiello.it)  
web site: [www.filippoiello.it](http://www.filippoiello.it)  
portfolio: [www.filippoiello.it/PortfolioAiello.pdf](http://www.filippoiello.it/PortfolioAiello.pdf)

Sydney - Australia

## Wasabi

[www.wasabidigital.com.au](http://www.wasabidigital.com.au)  
Sydney - Australia

### ActionScript/ PHP Developer

May - July 2008

- Produced educational games for a web platform.
- Produced a website for Sony Ericsson for the W760 handset launch using Papervision 3D API.
- Created advertising banners for Bonds using Eyeblaster.
- Produced a web application for Aliten ([www.aliten.com.au](http://www.aliten.com.au)).

### Consultant as Developer, Researcher and Innovation Designer

June 2007 - April 2008

- Produced a multimedia CD for insurance SAI containing games to teach employees the corporate values.
- Produced a multimedia CD for Costa Crociere containing courses to teach English to their employees.
- Developed concepts, researched their feasibility and then designed and developed the chosen concept for the production of innovative products for various fashion brands.

### UX Designer and Web Developer Contractor

August - October 2007

Produced an audio player for the law enforcement industry with telephone wiretapping functions.

## Esitel

Milan - Italy

### Internship as Innovation Designer, UX Designer and Developer

October 2006 - May 2007

- Designed and produced a video-blog for Sector Sports Watches.
- Designed and developed internal software to create video lesson packages for Unist ([www.unist.it](http://www.unist.it)).
- Designed videogames for web and cross-media solutions for corporate TV channels. Researched and developed innovation design concepts including those for Expo 2015 ([click here for the video](#)).

## NextMediaLab

[www.nextmedialab.it](http://www.nextmedialab.it)  
Milan - Italy

## Education and Training

---

### University of Wales at Domus Academy

[www.wales.ac.uk](http://www.wales.ac.uk)  
[www.domusacademy.com](http://www.domusacademy.com)  
Milan, Italy

### Masters Degree in Interaction Design

January 2011 - December 2011

### Politecnico di Milano

[www.design.polimi.it](http://www.design.polimi.it)  
Milan, Italy

### Masters Degree in Industrial Design

October 2005 - April 2008  
Graduated on time with a final score of 110/110.

### Politecnico di Milano

[www.design.polimi.it](http://www.design.polimi.it)  
Milan, Italy

### Bachelor Degree in Industrial Design, Communication Branch

October 2002 - September 2005

### IESTA

Milan, Italy

### Java and Visual Basic Programmer Certification

January 2005 - July 2005

### P.I.L.

Milan, Italy

### Web Architect Engineer Certification

March 2002 - October 2002

## Languages

---

**Native language**  
**Other**

**Italian**  
**English** - Full professional proficiency