

Filippo Aiello

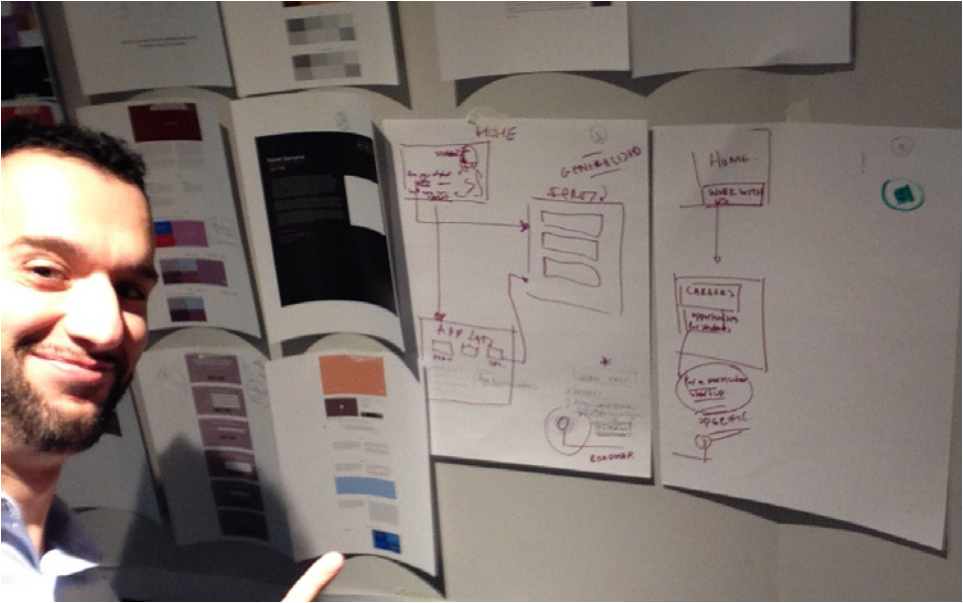
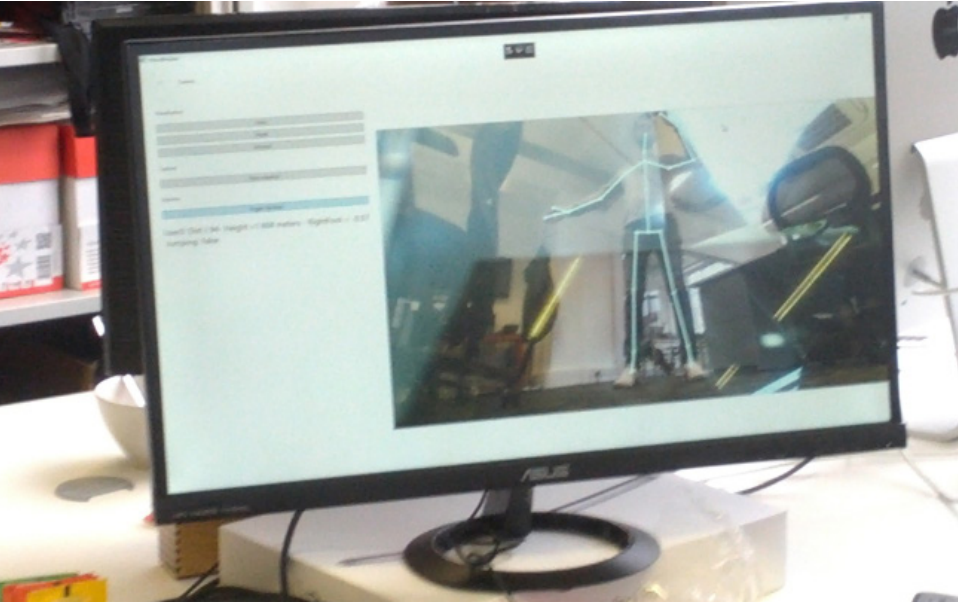
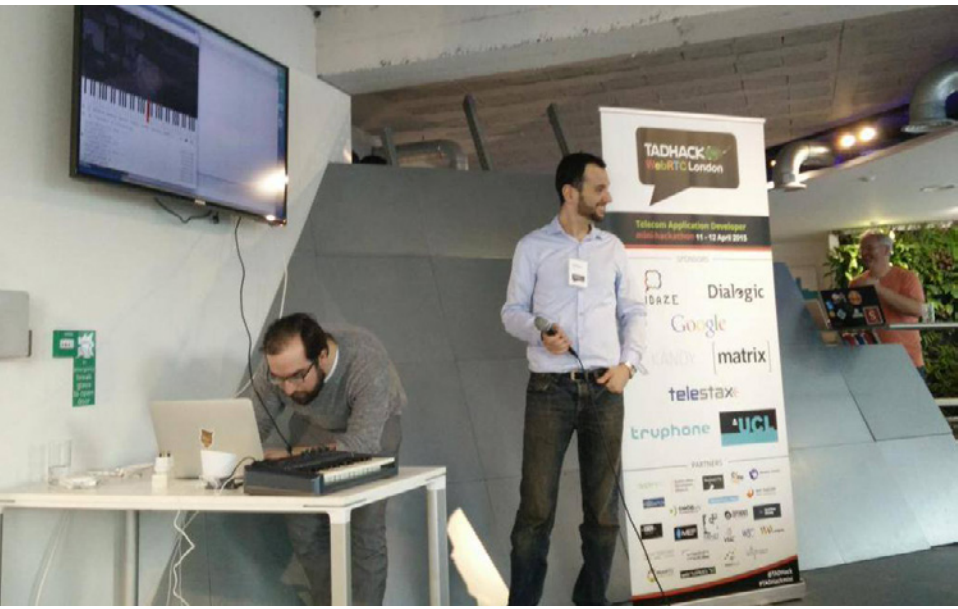
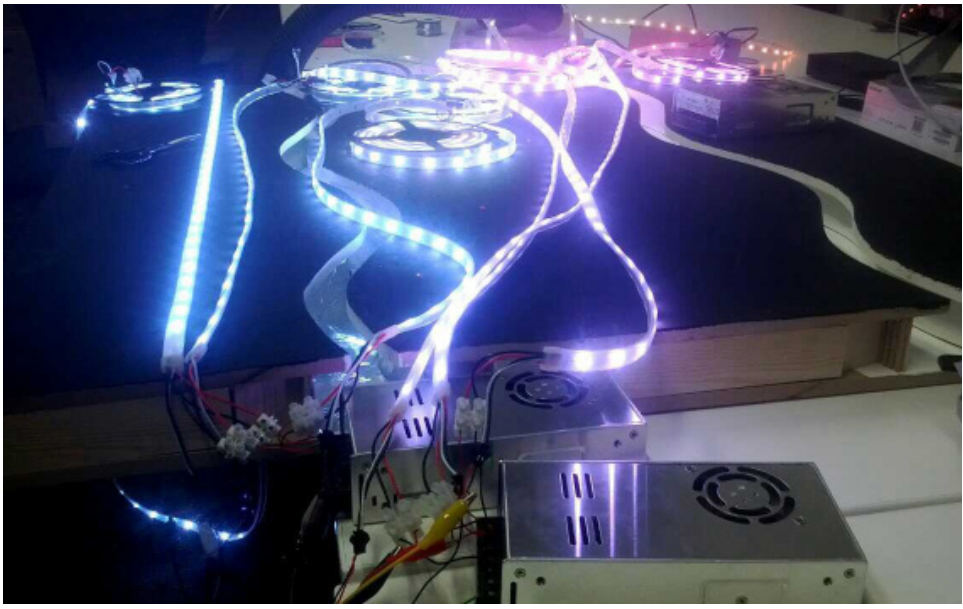
PORTFOLIO

WHO AM I?

I am a **UX Designer** and a **Developer** with more than 10 years of experience with a great interest in the technologies of the **IoT** (Internet of Things).

I have a passion for industrial design and human computer interaction and I love to mix different communication languages and the power of technology in order to create new digital products and services with total sensory involvement and active participation of the final user.

I enjoy spending my spare time designing, learning new programming languages and assembling together electronic components. In addition, for both passion and to keep up-to-date with new technology, I often participate in hackathons, workshops and conferences.



UX DESIGN SKILLS

I consider the end users of my products at every stage of the conception and design process. I get into their mind, understand their needs, behaviours and the context of use. In order to do this, the researching phase for me is fundamental.

I have different responsibilities on each project, according to the team, deadlines and budget, however in my working career I have gathered experience in all UX phases.

BUSINESS REQUIREMENTS

- Gathering Requirements
- Stakeholder Interviews
- Requirements Workshops

RESEARCH

- Analytics
- Surveys
- Guerille Usability Testing
- Lab Usability Testing
- Remote Usability Testing

ANALYSIS

- Competitor Benchmarking
- Contextual Research
- Task Models
- Customer Experience Maps
- Personas

DESIGN

- User Journey
- Card Sorting
- Information Architecture
- Sketching
- Wireframes

PROTOTYPE

- Prototypes Development

DEVELOPMENT SKILLS

I have had the opportunity to develop applications for any kind of platform using specific program languages and tricks in order to get the best performance.

I have developed video games, websites, browser applications, interactive installations and products.

In my working career, as I have often been the main person responsible for development, I have always had to find a solution to solve any problem that occurred. If I didn't know how to do something I had to teach myself. This has allowed me to gather extensive knowledge.

In addition, I use different version control systems to handle my projects and I create documentation to facilitate my work and for the people I work with.

MAKER SKILLS

I have a lot of fun in building things with different materials and integrating technology. For both work and as a hobby I have learnt how to select electronic components according to their properties to achieve the best results, code different microcontrollers, make electronic boards and assemble everything in the best possible way in order to ensure the best user experience.

CAN PLAYING A VIDEO GAME CHANGE YOU?

CLIENT: Doctoral Researcher at UCL
WHEN: November 2016
WHERE: Freelance Job

CHALLENGE:
In order to explore if playing a game can affect your emotions it has been conducted an experiment at the Science Museum in London for five weeks. To do this I had to design and develop a tablet native application that contains a few surveys and a memory match game with three levels of difficulty, where the user can play with either smiling faces or landscapes.

All the responses, from all the devices used during the experiment, were stored online in a common database. In this research, they were studying if looking at smiling faces can make people feel happier.

WHAT I DID:

- Gathered the requirements.
- Designed the users journey
- Design the visual layout
- Developed the native mobile application.

TECHNOLOGY I USED:

- AdobeAir with the ActionScript 3 library Starling.
- Native Android Extensions.
- PHP and MySQL.



The team that conducted the experiment at the Science Museum.



A few members of the team and me.



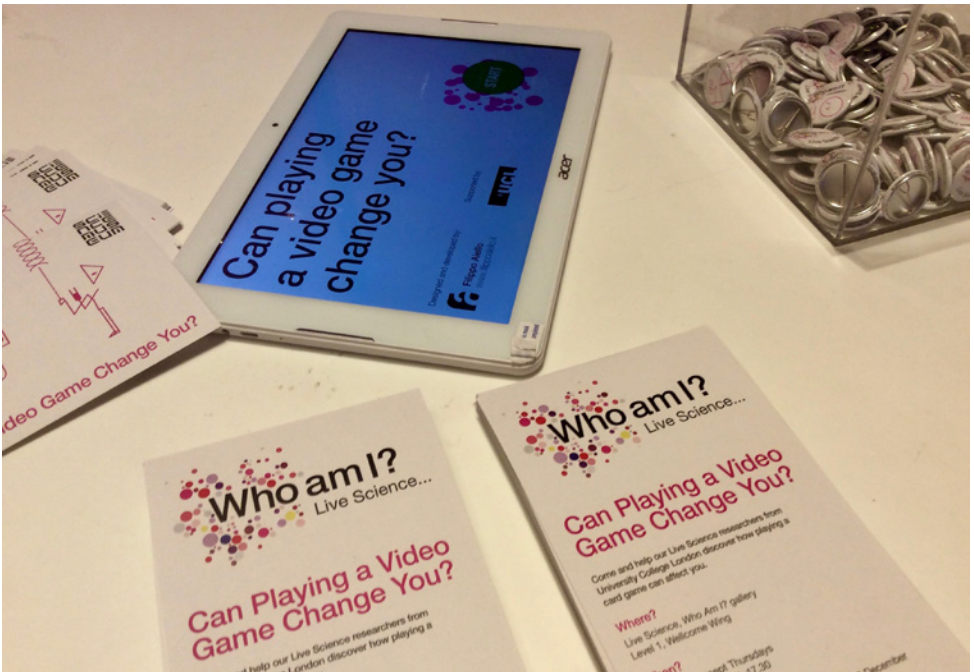
A few people involved in the experiment.



A girl playing with the game, part of the application developed.



A staff member running the experiment.



The application and a few others brand identity items for this experiment.

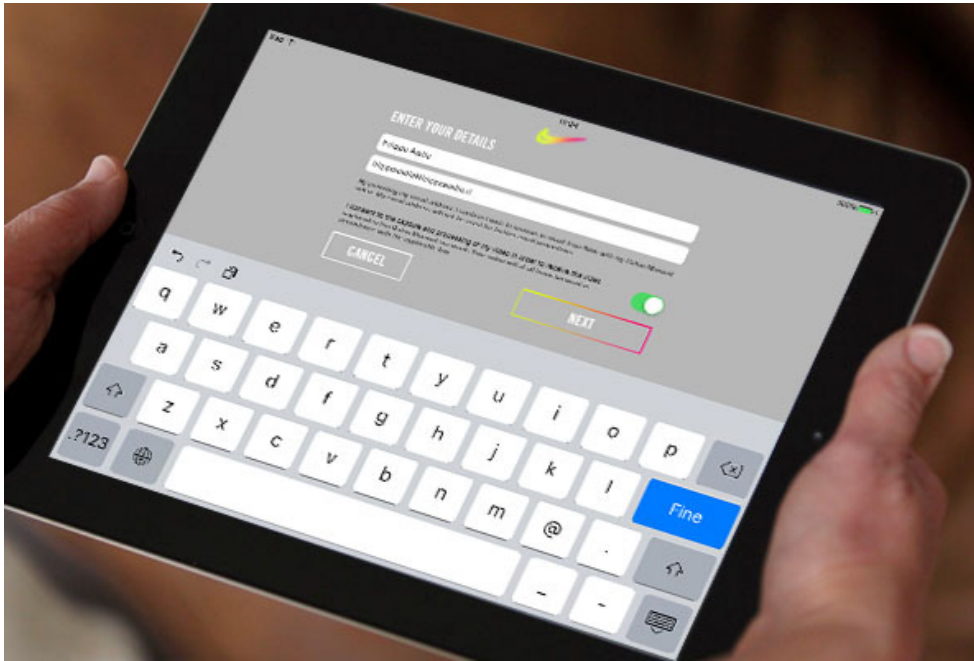
UNLIMITED AMSTERDAM

CLIENT: Nike
WHEN: June 2016
WHERE: OMM Agency

CHALLENGE:
Nike organized a three day event in Amsterdam to discover the new Nike shoes protagonist of the Rio 2016 Olympic Games.
Omm Agency was asked to create an engaging installation to promote these shoes and make the participants feel like the Rio Athletes.
The users were invited by the staff member to register using an iPad application, try the new shoes and perform a sprint start.

- WHAT I DID:**
- Designed the entire system and the users' journey, in collaboration with the rest of the project team
 - Developed the Windows application to receive commands from the iPad, control the camera, apply filters to the generated video and send it back to the iPad for the preview
 - Assembled the hardware
 - Integrated and tested technology.

TECHNOLOGY I USED:
Point Grey camera, FlyCapture SDK, C#, FFmpeg.



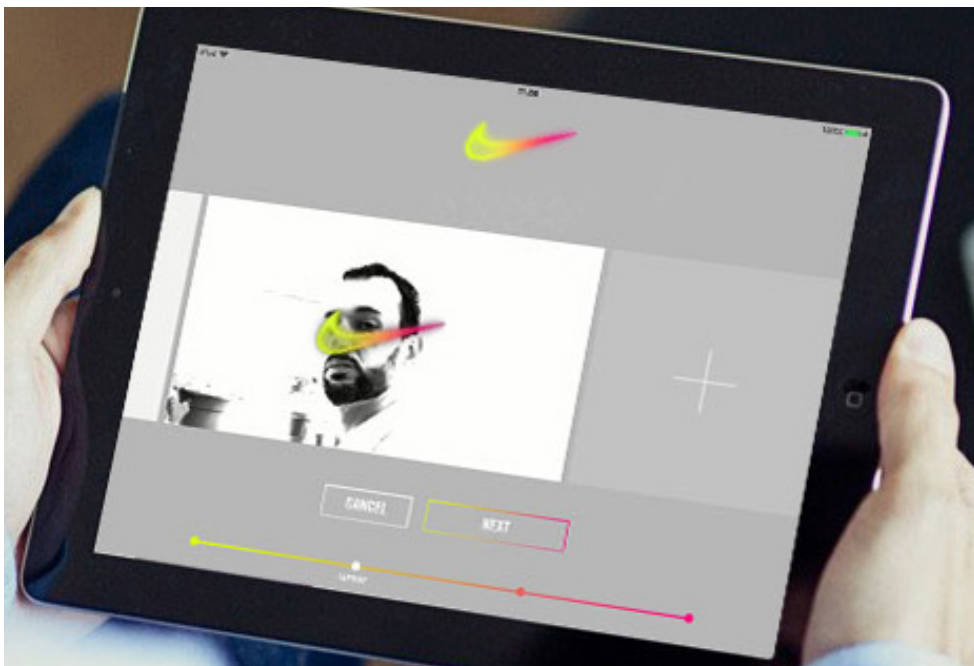
1. The users are invited by the staff member to wear the shoes and register to participate in the Nike experience, compiling the form on the iPad.



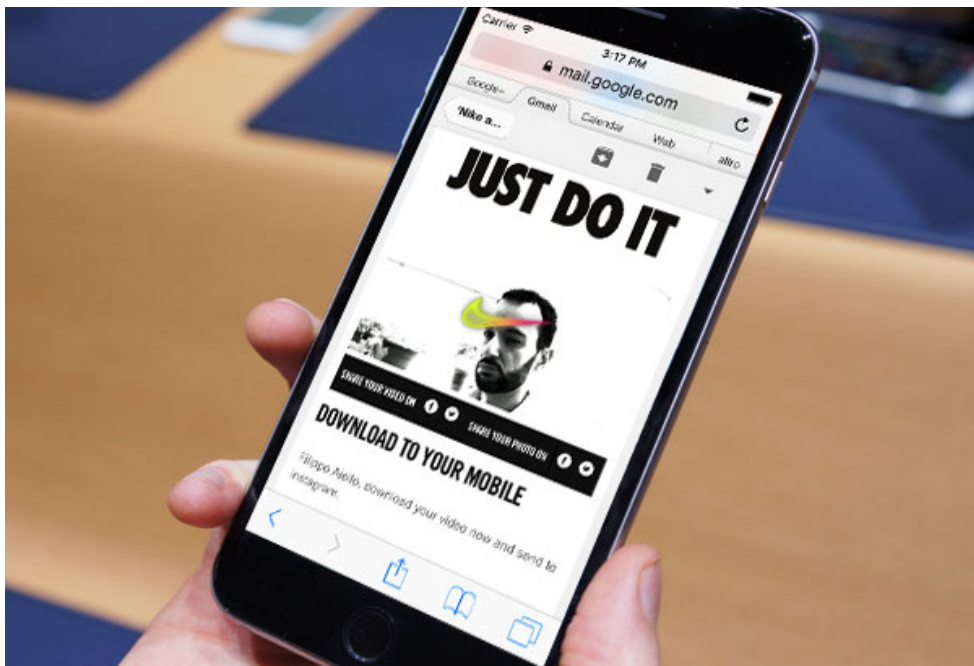
2. Once the users are ready, the staff members, using the iPad application, send the command to the camera to shoot a sequence of photos.



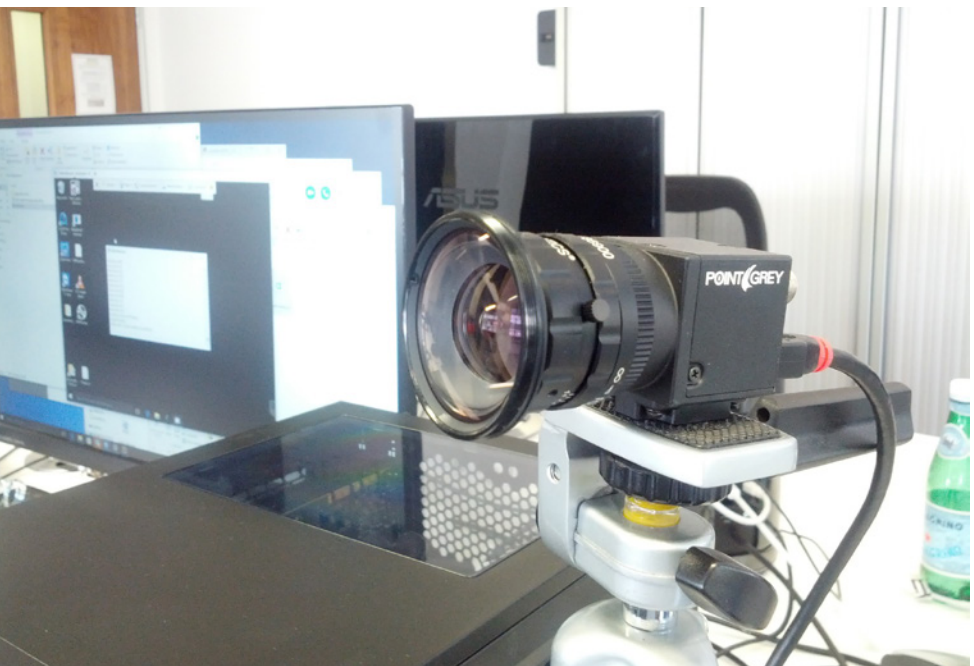
3. The sequence of pictures are set together as a sequence of frames. Filters and overlapping images are then added. The result is an engaging video generated in real time.



4. All the videos generated are sent to the iPad in order to allow the user to choose their favourite and send it by email.



5. The video is received by the customer as an animated gif integrated in the e-mail and as an attached video that can be shared across social media formats.



Point Grey camera used to take photos.

CLIENT: OMM Print

WHEN: April 2016

WHERE: OMM Agency

PLATFORM: Desktop and mobile

CHALLENGE:

Create a responsive static website for the Print department of OMM to inform potential clients of what they do, the services they offer and how to contact them.

WHAT I DID:

I developed the website using Yeogurt generator, that harnesses the power of Jade, SASS, ES6/2015, using Bootstrap framework, Google Map API, jQuery library and a few plugins. In order to make it work seamlessly on commonly used browsers and devices, I did remote debugging and I adjusted the code according to the needs.

LINK:

www.ommprint.co.uk



ENGINEERED SPEED

CLIENT: Nike
WHEN: March 2016
WHERE: OMM Agency

CHALLENGE:
For the launch of the new Nike kit for the English football players, a big event was organized at Wembley Stadium and subsequently the collection was exposed in Nike’s store NTL London.
OMM Agency was asked to create an interactive tunnel at Wembley Stadium, that would react when people walk through it, offering an immersive experience including sound and light animation.
For NTL London, we were asked to create attracting fittings for the windows to capture the attention of passers by.

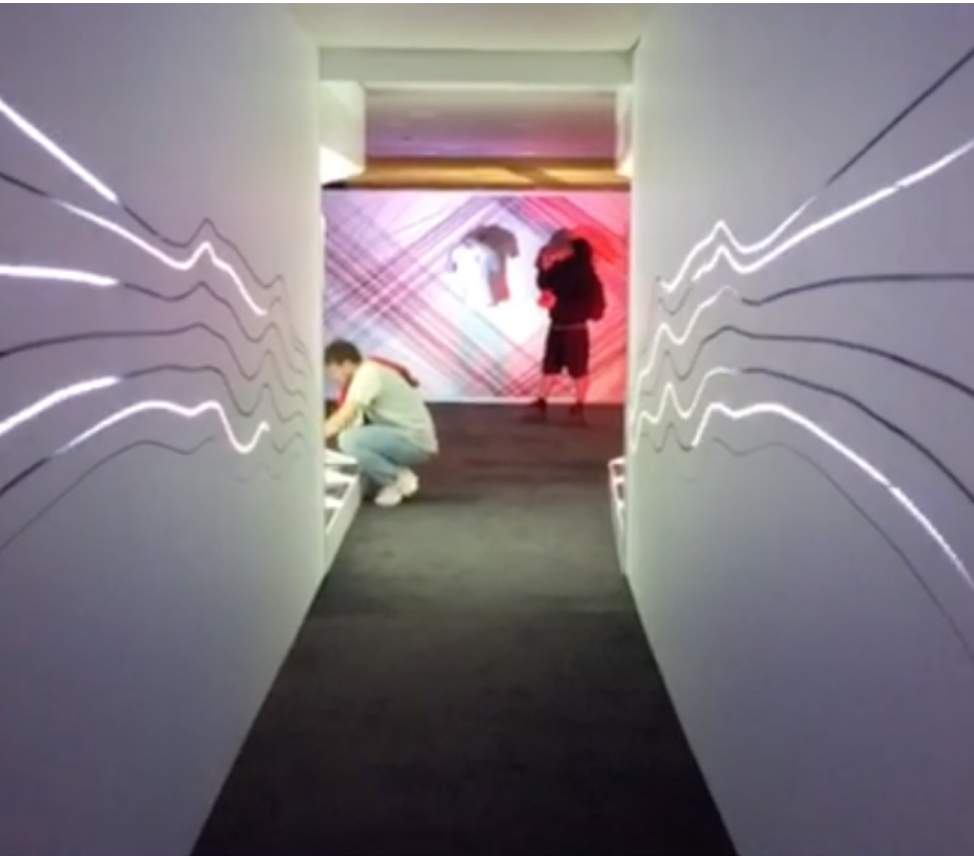
WHAT I DID:

- Designed the entire system and users’ journey, together with project team.
- Researched the right technology and hardware to get the desired result.
- Assembled the hardware.
- Developed the software to control the LED strips and sound.
- Integrated and tested technology.

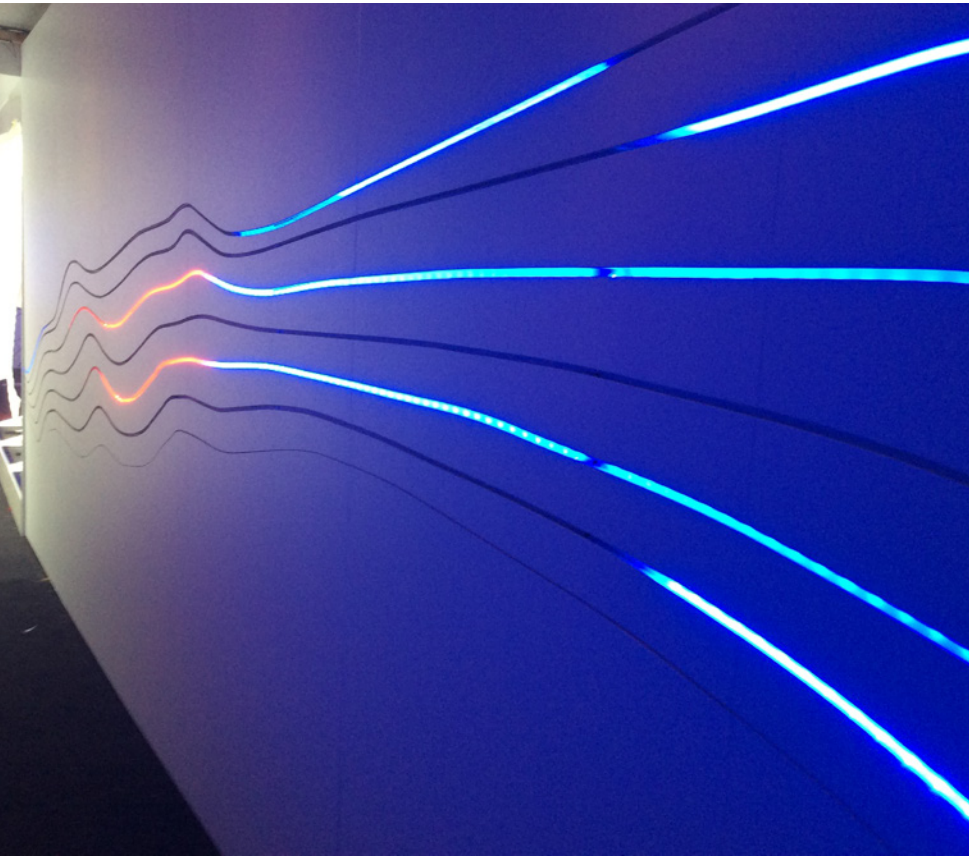
TECHNOLOGY I USED:
Teency 3.2 with OctoWS2811 Adaptor, Addressable RGB LED Strip, motion sensors, Processing.



1. At the entrance of the core area, there is this text written on the wall. The users have to walk around it in order to access.



2. After the wall there is a corridor with white lights moving along the walls and the users can hear a soft melody.



3. As soon as the users are in the corridor, the lights and the music change. Strips of blue, orange and other colours fluctuate quickly along the wall and the melody changes adopting a more intense rhythm.



4. After the corridor, the users are inside the core area. The light and sound go back to their normal status.



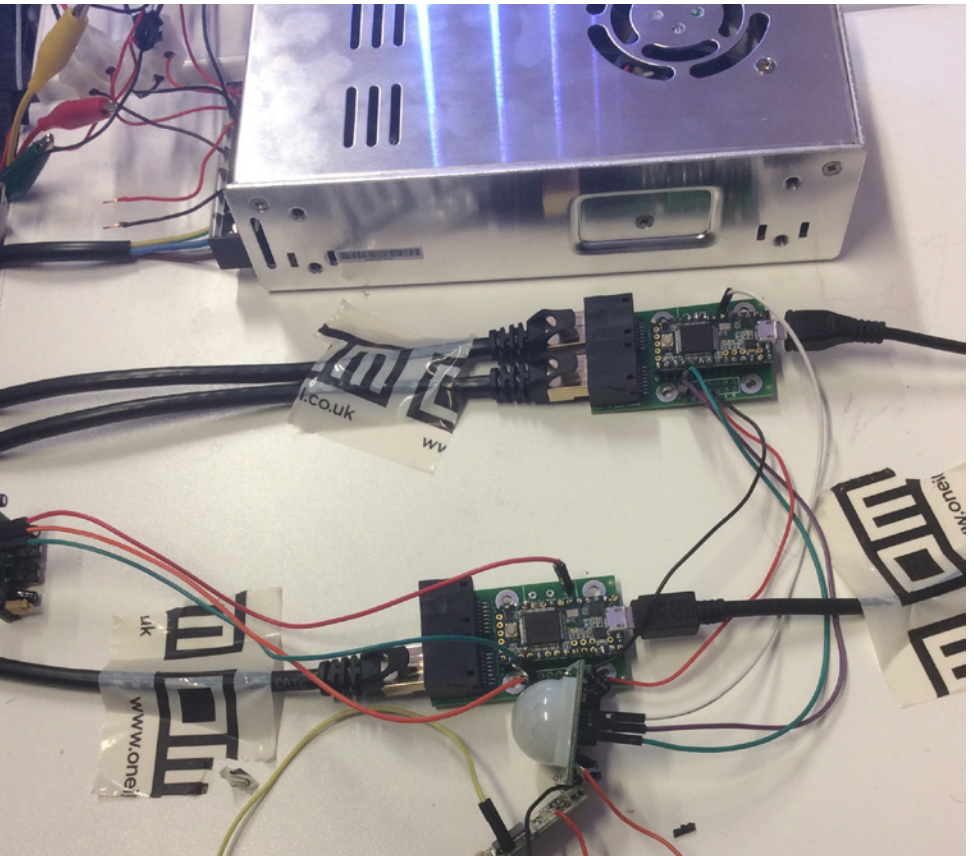
View of the Nike store NTL London in Oxford Circus.



View of a few store windows and our installation.



Light strips fluctuate quickly along the wall.



A photo taken during the installation development.

CLIENT: Nike
WHEN: November 2015
WHERE: OMM Agency

CHALLENGE:
Nike created a new fashion collection called NikeTech in order to integrate sport style into a modern lifestyle. Each item was designed with the exact specifications of championship athletes. The result is something entirely new. OMM Agency was asked to create a new interactive installation for Nike’s store NTL London with the aim to make potential customers feel like championship athletes whilst wearing the items.

- WHAT I DID:**
- Designed the entire system and the users’ journey together with the project team.
 - Researched the right technologies to get the desired result.
 - Developed the software that receives commands from the iPad, takes the picture, applies the filters and sends it to the iPad for the preview.
 - Integrated and tested technology.

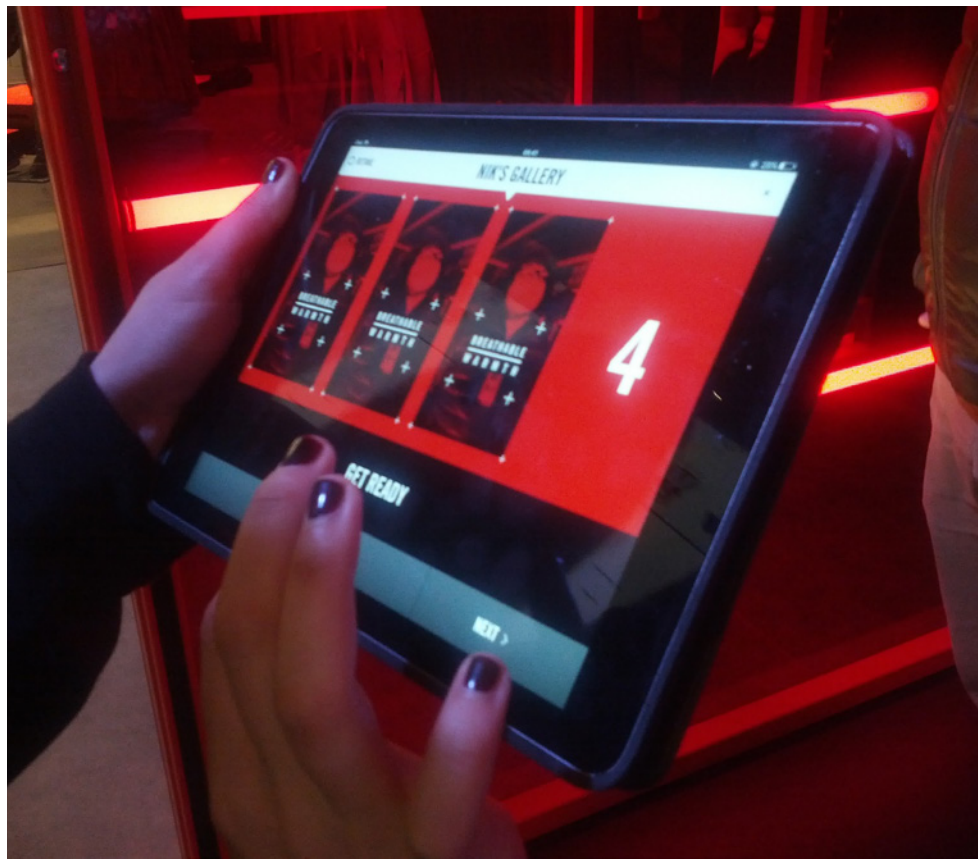
- TECHNOLOGY I USED:**
- AdobeAir with the ActionScript 3 library Starling.
 - PointGrey camera with the FlyCapture Software Development Kit.



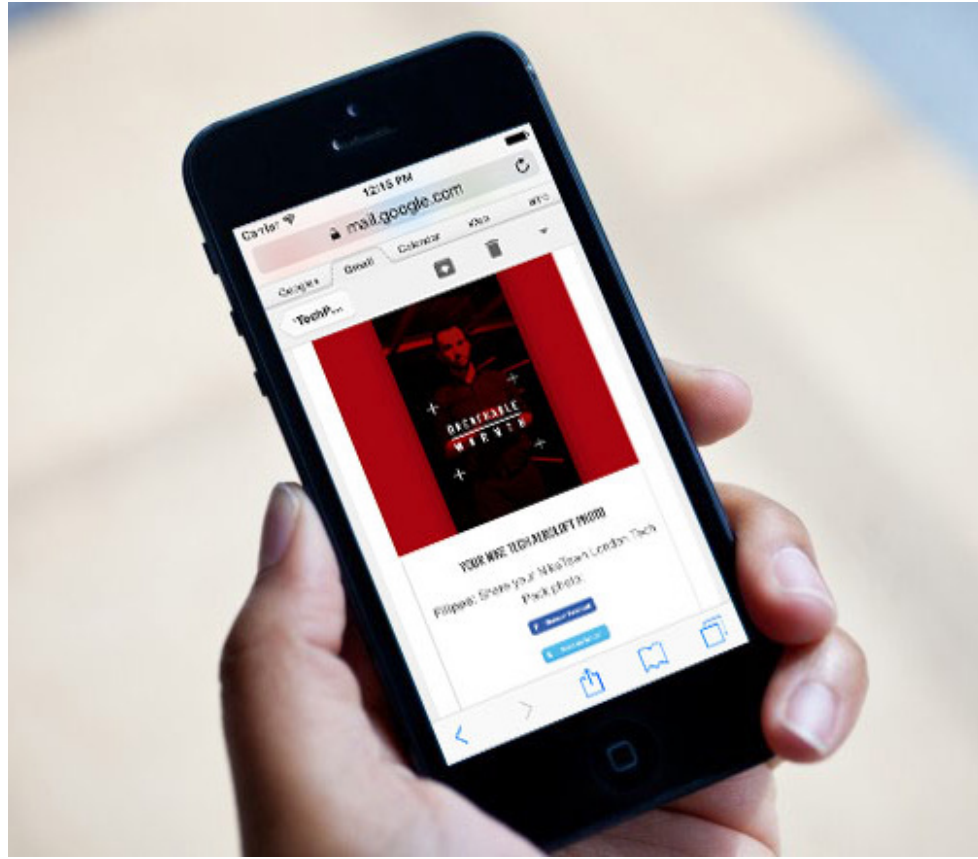
1. Customer is greeted by a store assistant, told about the product, invited to try it on and have their photo taken in the cube. The customer is asked to sign up to become a member.



2. Member is shot inside the Tech Pack photo cube.



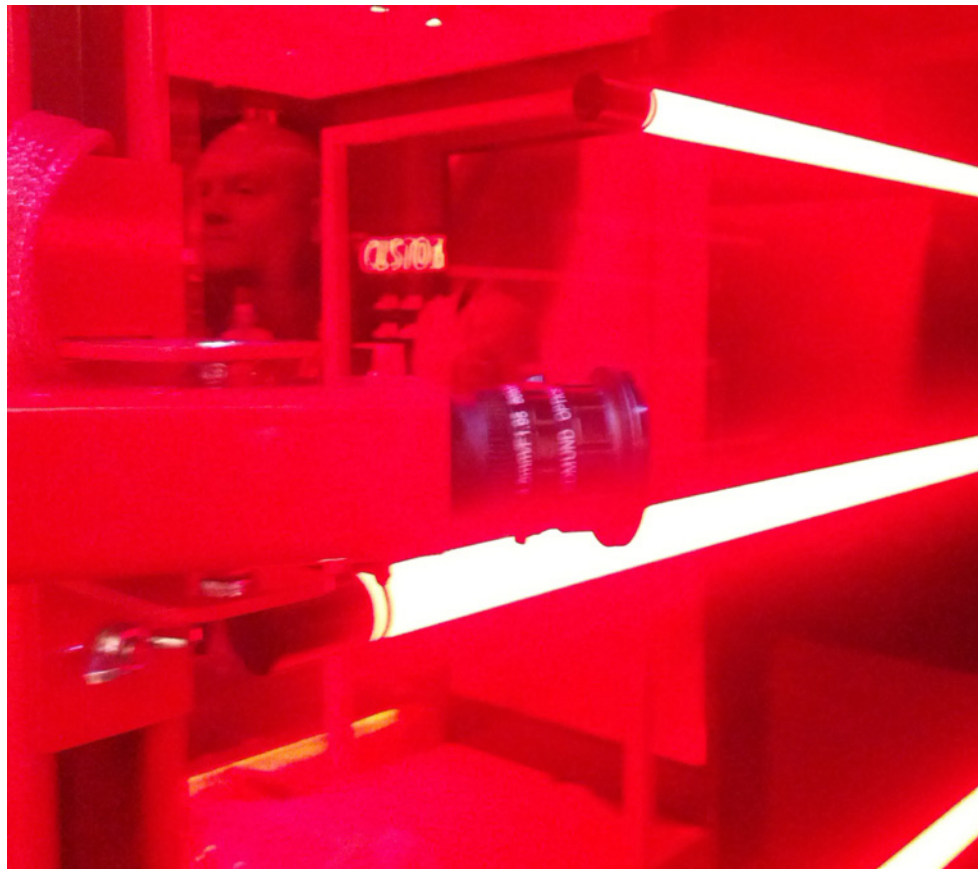
3. The recruiter shows the customer the photos taken to select the favourite one. Once selected, the photo is sent by email.



4. Once the image is received by the customer, it can be shared across social media formats.



View of the installation inside the core area of Nike’ store NTL London in Oxford Circus.



Point Grey camera used to shoot the photos.

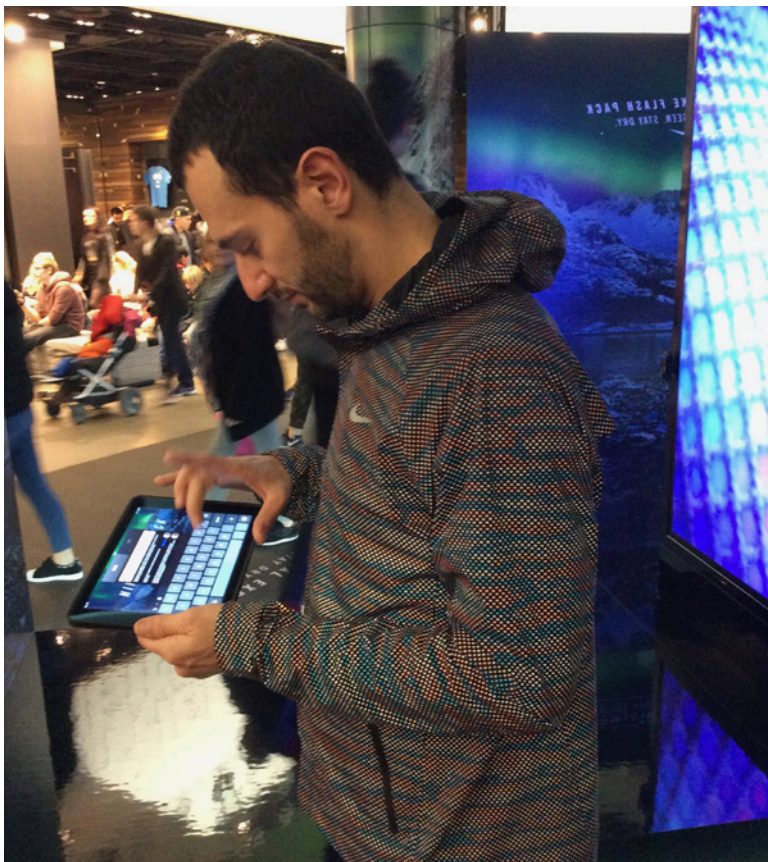
FLASH PACK

CLIENT: Nike
WHEN: October 2015
WHERE: OMM Agency

CHALLENGE:
Nike+ data shows that athletes run less and less as the season progresses. For this reason Nike created Flash Pack, a collection of products for runners with water-resistance and colour reflectivity properties. This fashion collection is inspired by the Northern Lights. OMM Agency was asked to create an interactive and engaging installation that could show Nike' potential customers the engineering properties of this fashion collection. This installation was set in the main Nike stores in Paris, Moscow and London.

- WHAT I DID:**
- Designed the entire system and the users journey with the team.
 - Researched of the right technologies to get the aspected result.
 - Designed and developed the electronic circuit that controls the light.
 - Developed the software that receives the commands from the iPad and controls the light.
 - Integrated and tested technology.

- TECHNOLOGY I USED:**
- AdobeAir with the library Starling.
 - Arduino with electronic components.
 - Serialproxy.



1. A recruiter tells the consumer about the aeroloft jacket and trainers and invites the consumer to try them on.



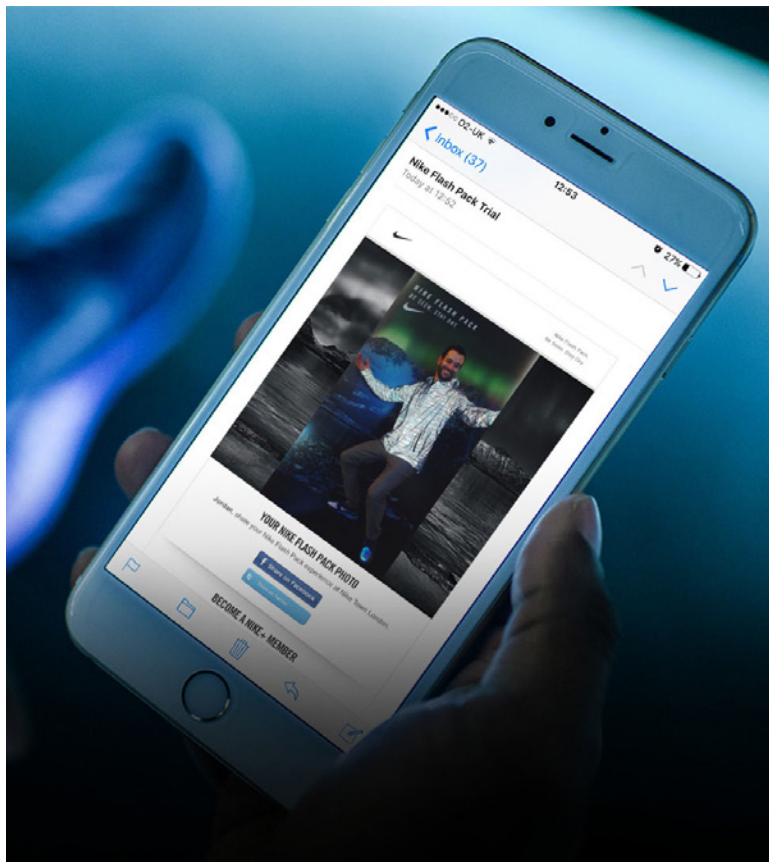
2. The recruiter hands the consumer over to an employee who gets the consumer the perfect fit whilst educating them about the products.



3. The consumer stands on the platform in front of the digital mirror. After a few moments, the flash light comes on revealing the 'wow' moment when the product becomes reflective.



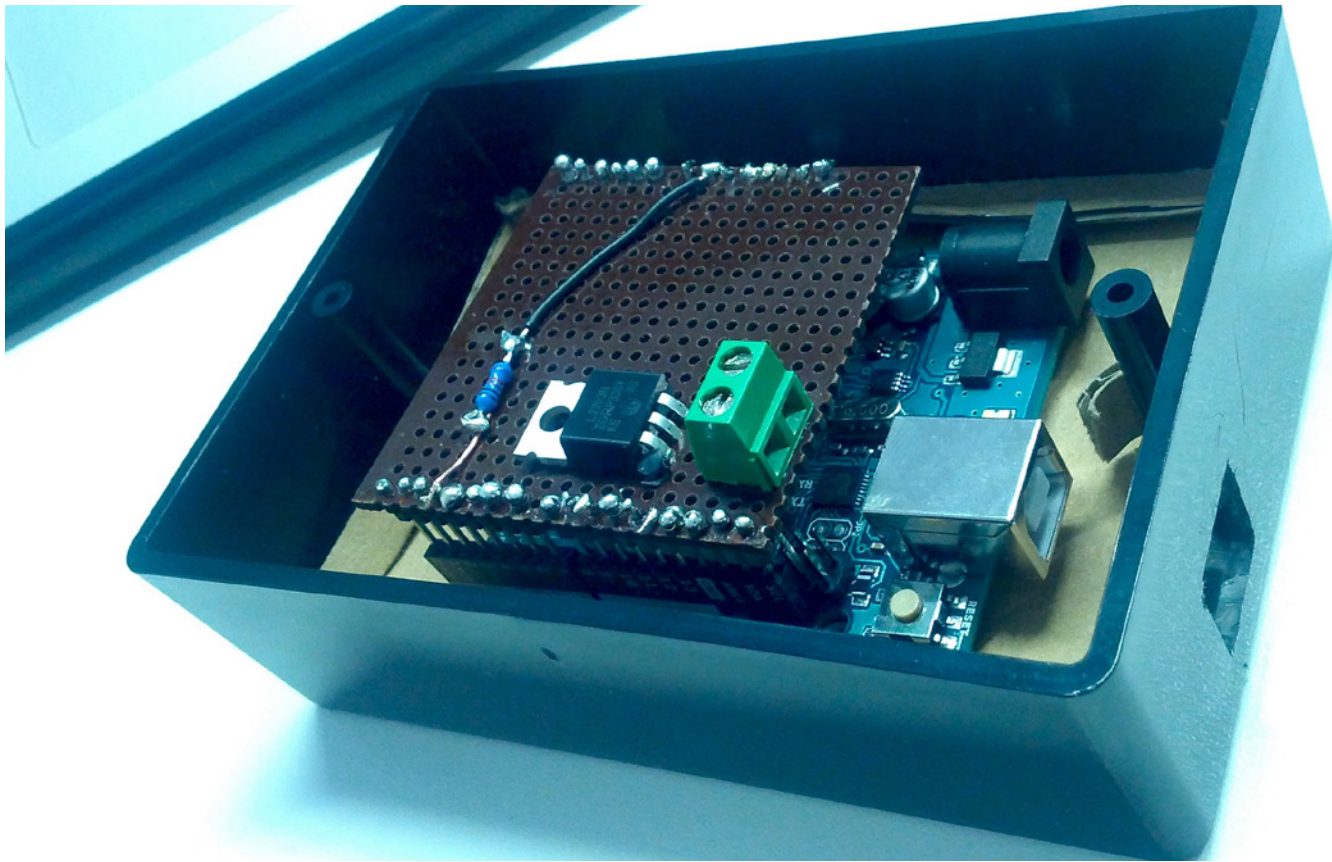
4. The recruiter shows the consumer the photos taken to select the consumer's favourite. Once selected, the photo is sent by email.



5. Once the consumer has received the email, they can choose to upload the image to social media.



View of the installation inside the core area of Nike' store NTL London in Oxford Circus.



Electronic circuit that controls the light composed of Arduino UNO and an assembled module.

DECIDE LONDON 1/2

CLIENT: University College of London
WHEN: September 2015
WHERE: University College of London
PLATFORM: Desktop and mobile

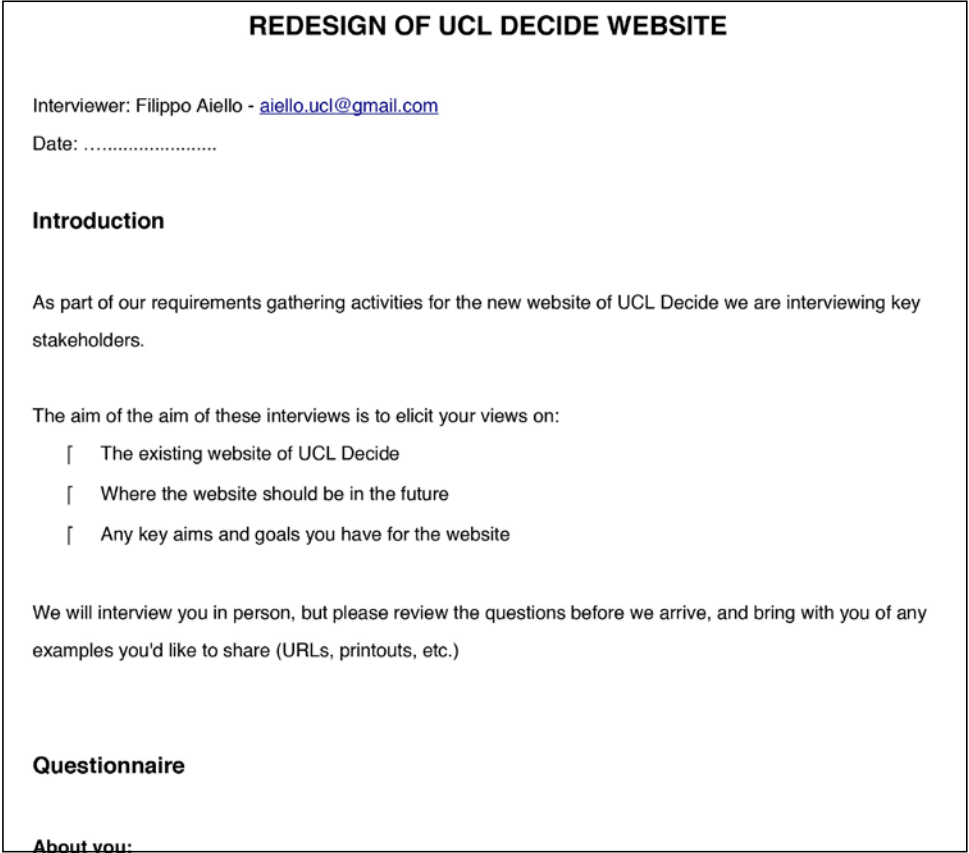
CHALLENGE:
UCL Decide has two main categories of clients - digital startups and established companies.
In partnership with IDEA London, it offers digital startups services like UX Design consultancy the possibility to upload and test applications on AppLab and the ability to use Device Lab, the biggest collection of mobile devices in UK.

To companies, it offers the design and development of digital products.
In addition, it hosts a diverse range of events.
UCL Decide needed an informative responsive website for them and for their startups that was easy to use and update by anyone, with different content restrictions. Moreover, it could contain a section for startups to apply for a support programme.

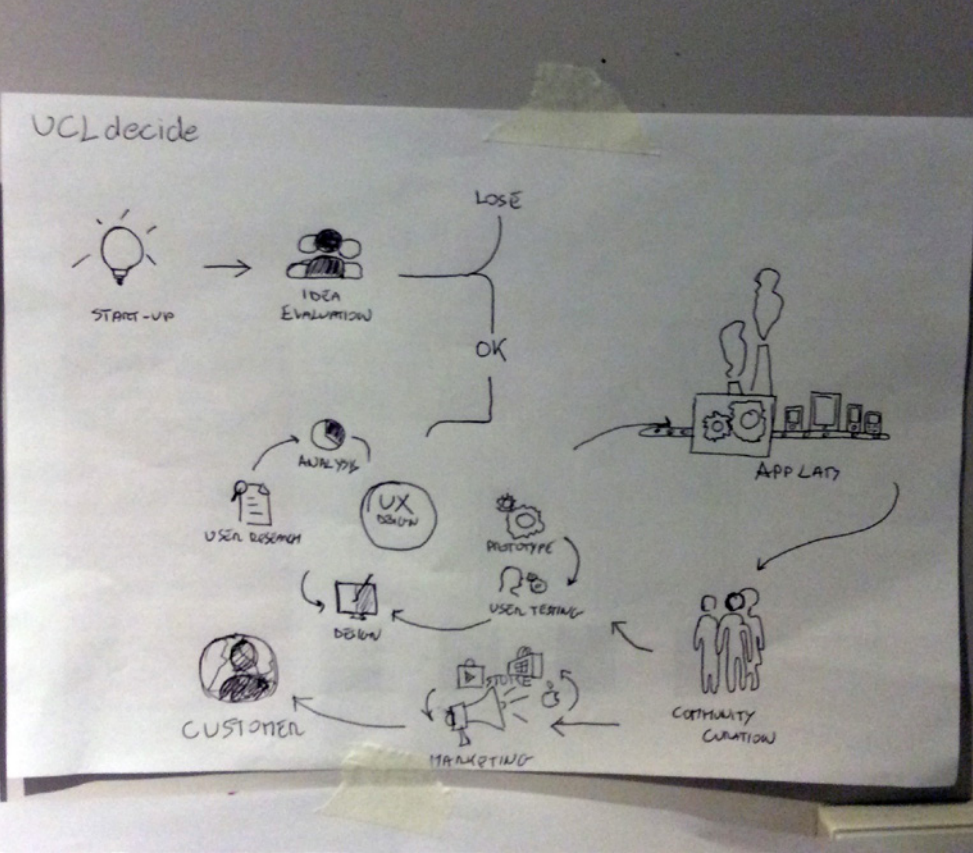
WHAT I DID:

- Gathered requirements
- UX Evaluation of their old website
- Prepared and conducted stakeholder interviews,
- Analysed their quantitative data from Google Analytics
- Surveys

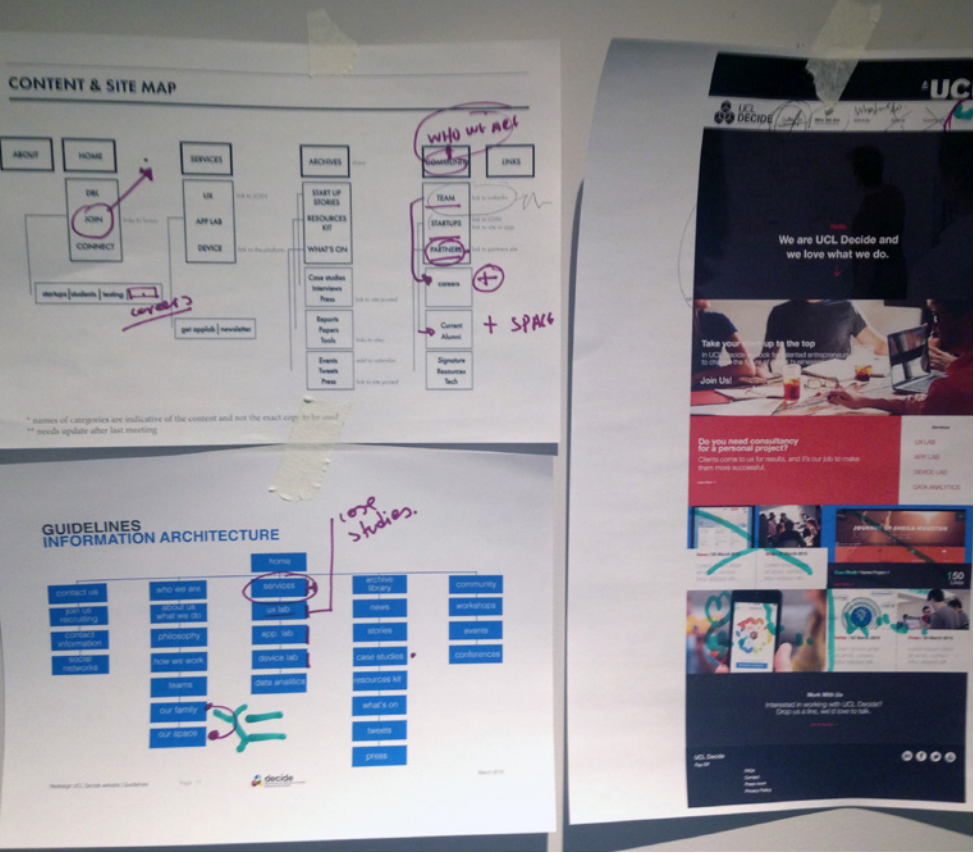
- Prepared and conducted usability testing of their old website
- Did competitor benchmarking
- Did Contextual Research
- Created Personas
- Created User Journey
- Researched interesting GUI and tools on different websites
- Organized Card Sorting
- Created an Information Architecture
- Made Sketches
- Wireframes
- Prototyping
- Testing and reiteration
- Visual Layout
- Development



Screenshot of the survey used for the stakeholder interviews.



Sketch of the UCL Decide process for digital start-ups.



Information architecture and the first visual interface of the home page.



My wireframes and me.



DECIDE LONDON 2/2

I developed the website using Word-press, developing a new theme and some of the plugins from scratch based on the design and needs.

TECHNOLOGY I USED:

HTML, CSS, Bootstrap framework, jQuery with a few plugins and PHP.



BLUE BADGE STYLE

CLIENT: Blue Badge Style

WHEN: May 2015

WHERE: University College of London

PLATFORM: iPhone - iPad

CHALLENGE:

Redesign the Blue Badge Style Application to find and book the best, most fashionable, trendy, and more easily accessible venues for disabled people.

WHAT I DID:

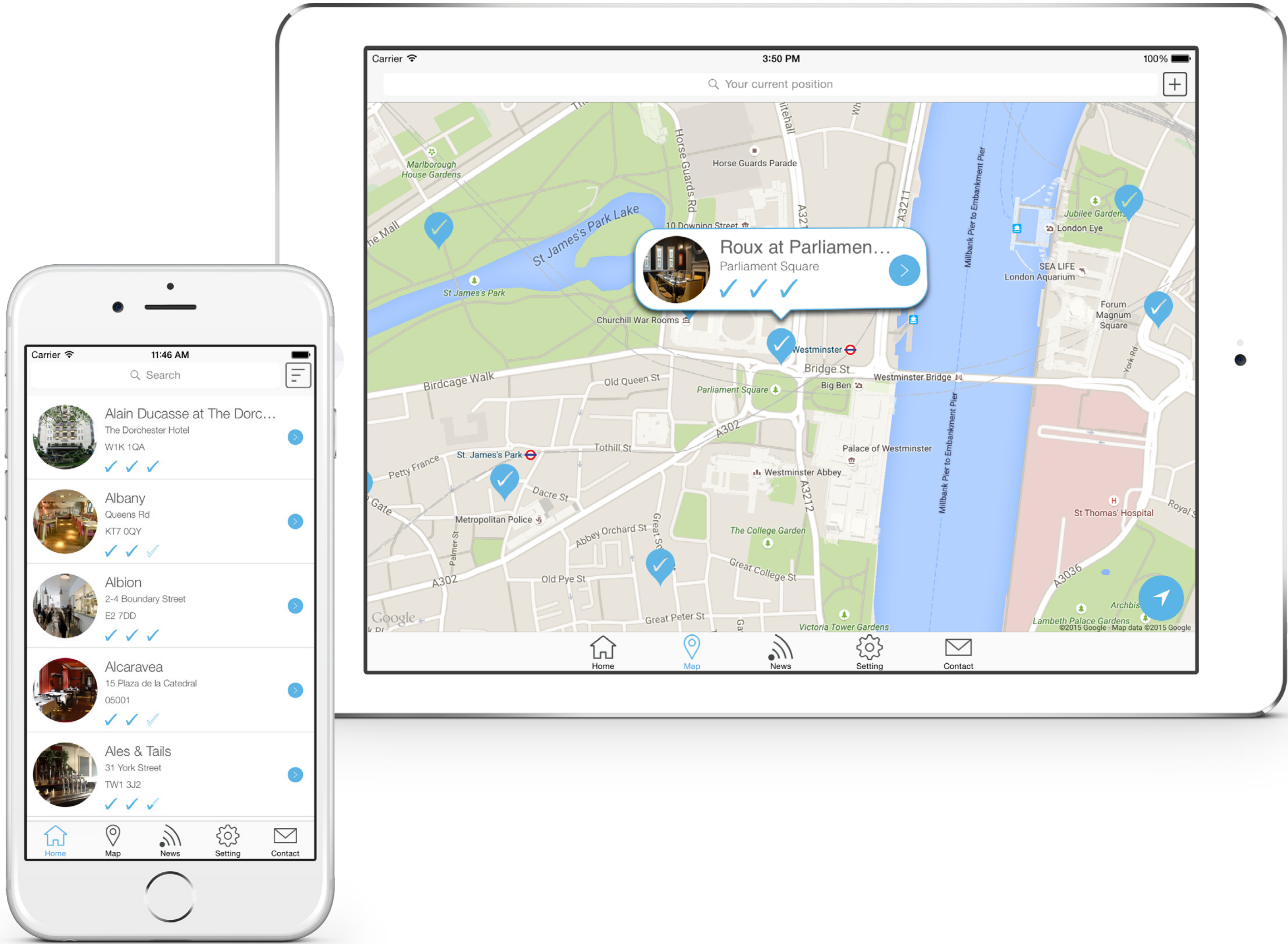
Once I collected the client’s requirements I redesigned a new version of the application with the implementation of new features in order to better support the users’ needs.

This new version maps out the best places near you, lets you see the review and the Blue Badge Style Rating and gives you directions on how best to get there. Even better, you can call the restaurant, bar, café or entertainment place directly from the app to make a booking, check times and if you want to know more, the app links you to the venue’s website.

When the new layout was ready I lead the team for the development and the testing of the application for iPhone and iPad.

LINK:

AppleStore



HAPPY APP 1/2

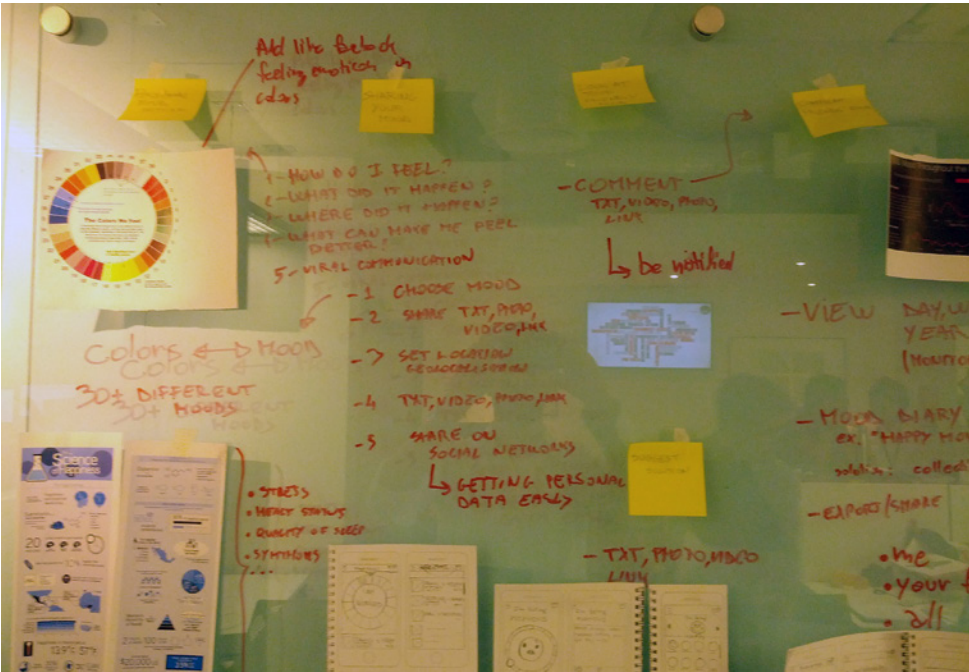
WHEN: May 2015
WHERE: University College of London
PLATFORM: iPhone

- Wireframes
- Prototyping
- Testing and reiteration
- Visual Layout

CHALLENGE:
In the last few years we have faced in-creased use of social networks, with us-ers becoming more social with the ability to share thoughts instantly.
While this is positive, it has also meant that people can easily mask how they’re feeling.
Our challenge is to create an app. that bridges the gap between actual emotion and crafting a form of expression.
The app. has to be enjoyable for users, quick to update the mood and easy for friends to let you know that they are ‘thinking of you’.

WHAT I DID:

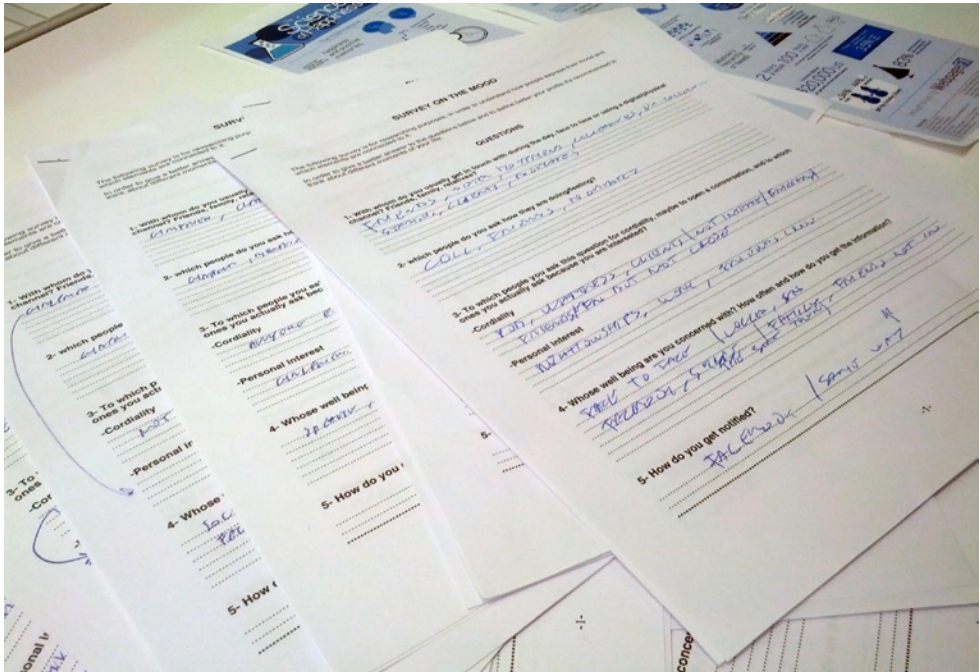
- Gathered requirements
- Prepared and conducted stakeholders interviews,
- Surveys
- Did competitor benchmarking
- Did Contextual Research
- Created Personas
- Created User Journey
- Created an Information Architecture
- Researched of interesting GUI and tools on different wen and native ap-plications
- Organized Card Sorting
- Created an Information Architecture
- Made Sketches



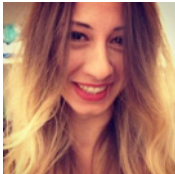
1. Research on moods and on how they are ex-pressed. This included the creation of a mood map.



2. Research and analysis of similar products.



3. In order to understand when, why and with whom people share their mood I conducted re-search.
I interviewed more than 20 people, according to the target market group, with differences in age, nationality and education.



Name: **Jules**
Gender: **Female**
Age: **29**
Nationality: **Greek**

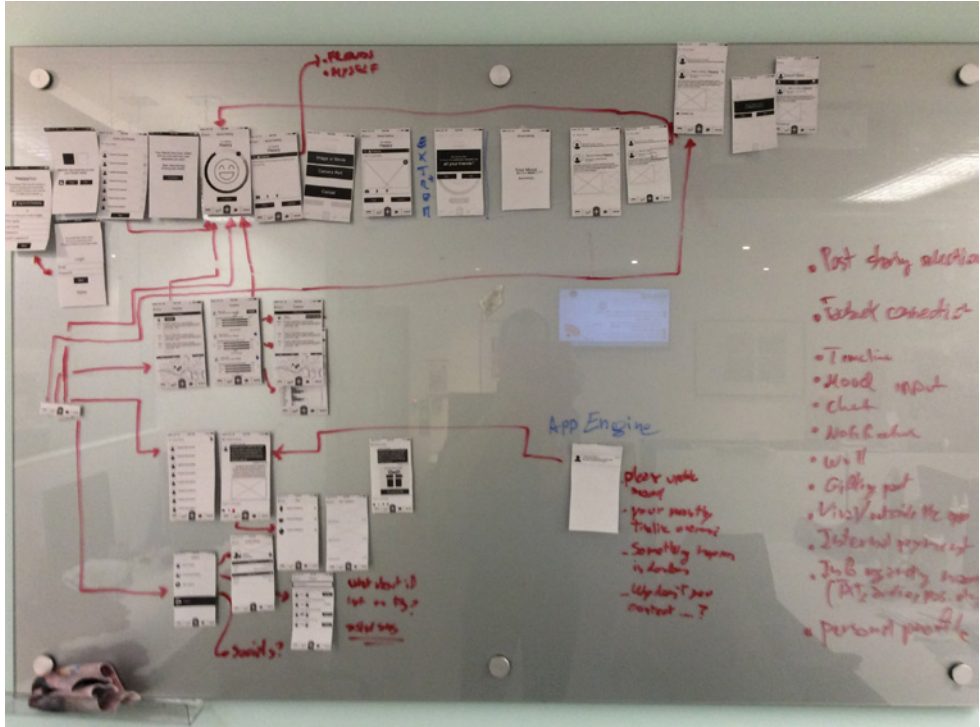
Jules works in London and during the week spends most of the time in her office from early in the morning until late in the evening. After work, she either goes to the gym or she goes out with her friends or she relaxes at home. She misses her sister in Greece and her best friends. Every day she tries to talk or chat a bit with her sister but, because of personal commitments and time differences, it's not easy.

Even if Jules and her friends and sister are in different countries she would like to be more in touch with them and be notified about their mood and how their life is going.

4. Example of the personas created.

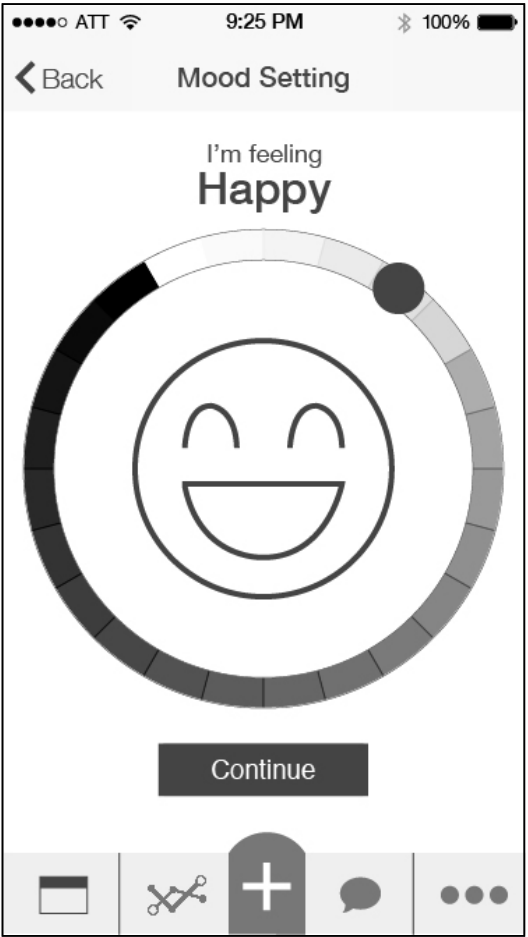
angry #fa1c19	frustrated #fa1c19	upset #fcae84	nervous #fbad19	worried #fdc980	confused #fde2ac
terrified #fce580	surprised #fce35	afraid #efea95	interested #d1f052	amazed #a8cf11	excited #46a70b
happy #2fc622	satisfied #6ed96c	jolly #9fe09f	calm #9ce5e1	sad #51b7ce	depressed #2e77a0
hurt #6581c9	disappointed #4d4da0	disgusted #680b87	bitter #700669	cranky #af2f84	bored #129ab7

5. From my research I identified 24 moods that can be associated with different colours.



6. Creation of the Information Architecture

HAPPY APP 2/2



Interface to select the mood using the gear.



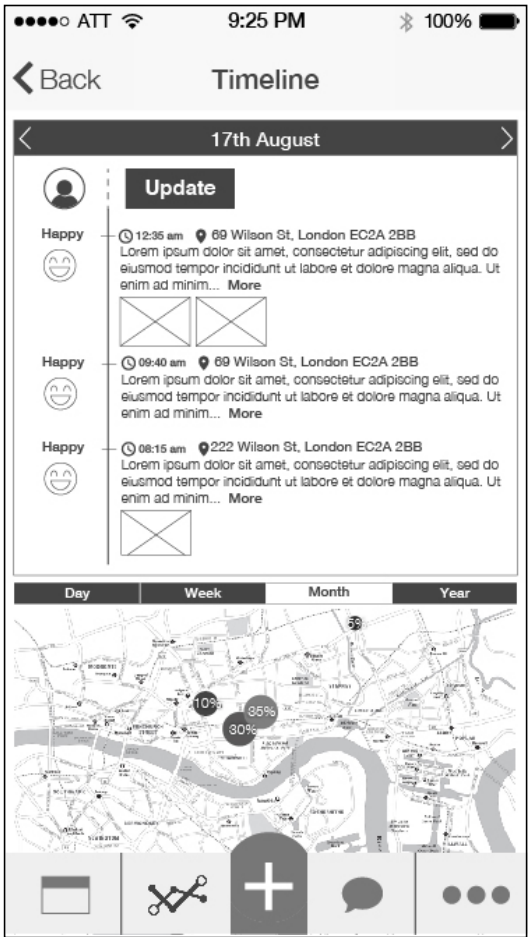
Wall of the notifications.



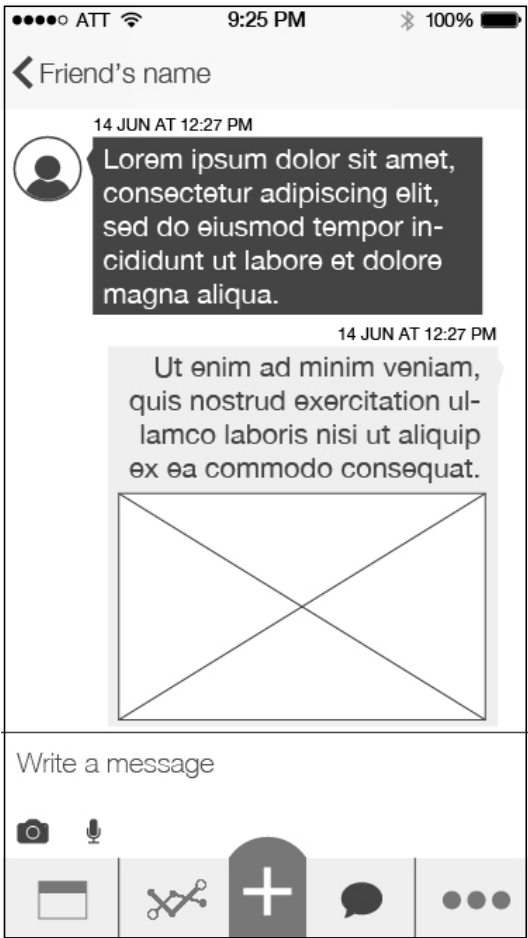
To add extra information to the mood.



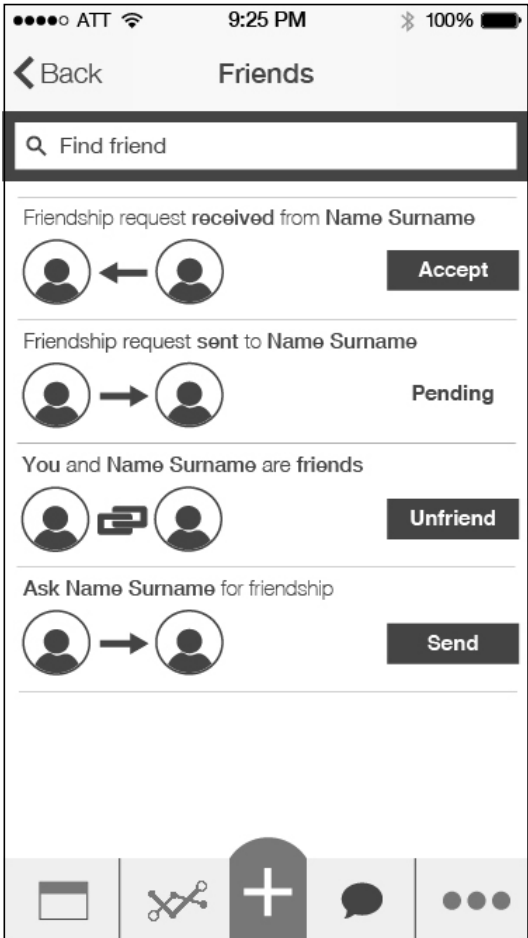
Wall of the notifications.



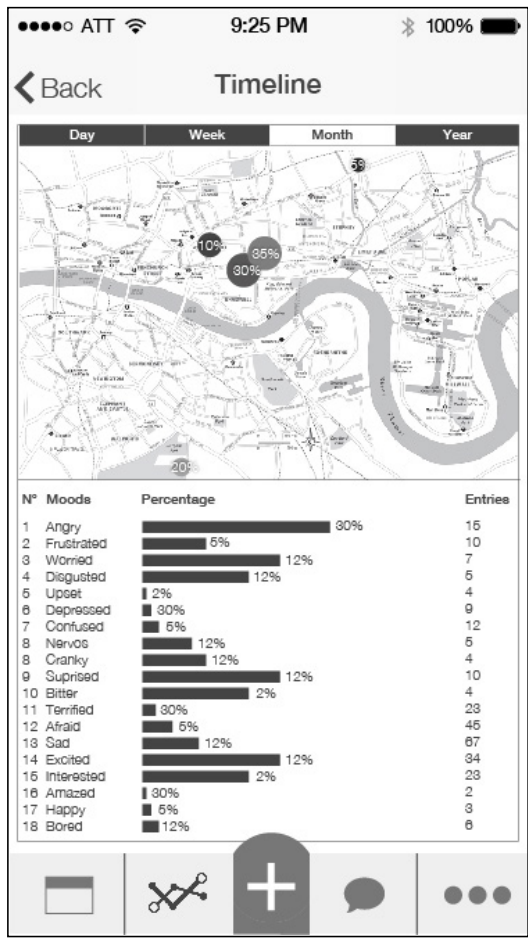
Your timeline or your friend's.



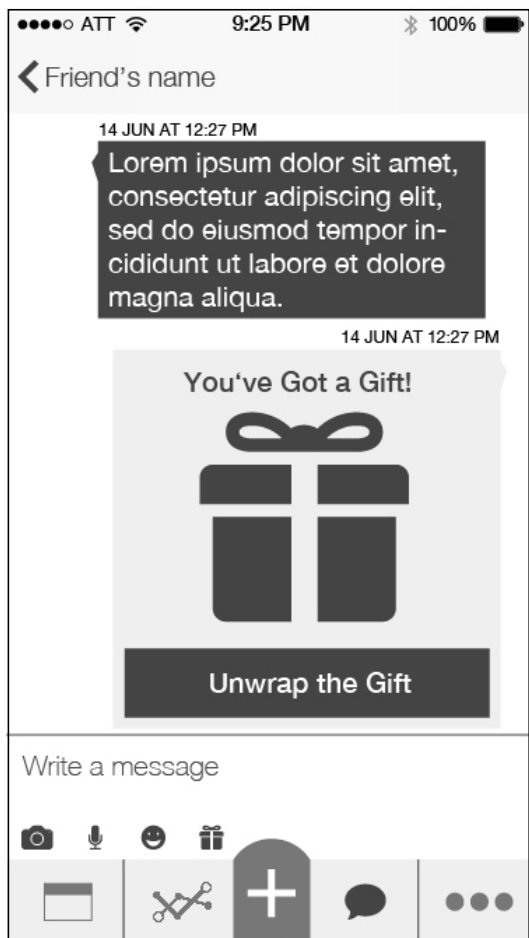
Chat.



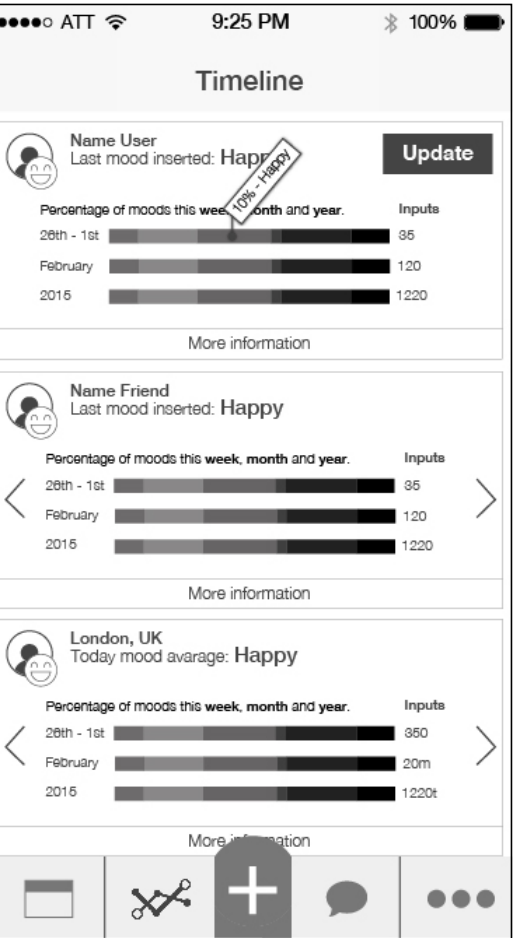
Friendship setting.



View of the locations that affected the mood.



In the chat it's possible to send a gift to cheer somebody up.



Friend's mood timeline.

ULI MAP

CLIENT: ULI students

WHEN: December 2014 - New release
on November 2015

WHERE: EdComs

PLATFORM: Desktop

CHALLENGE:

EdComs creates educational digital application for all ages. ULI students work through financial, design, ethical and environmental challenges in order to create a scheme comprising of a mix of commercial and residential uses to regenerate a city centre site.

The idea was the development of a web application where the student can drag-drop the buildings to the city centre, where they can view the data summary and export a PDF document containing all the information.

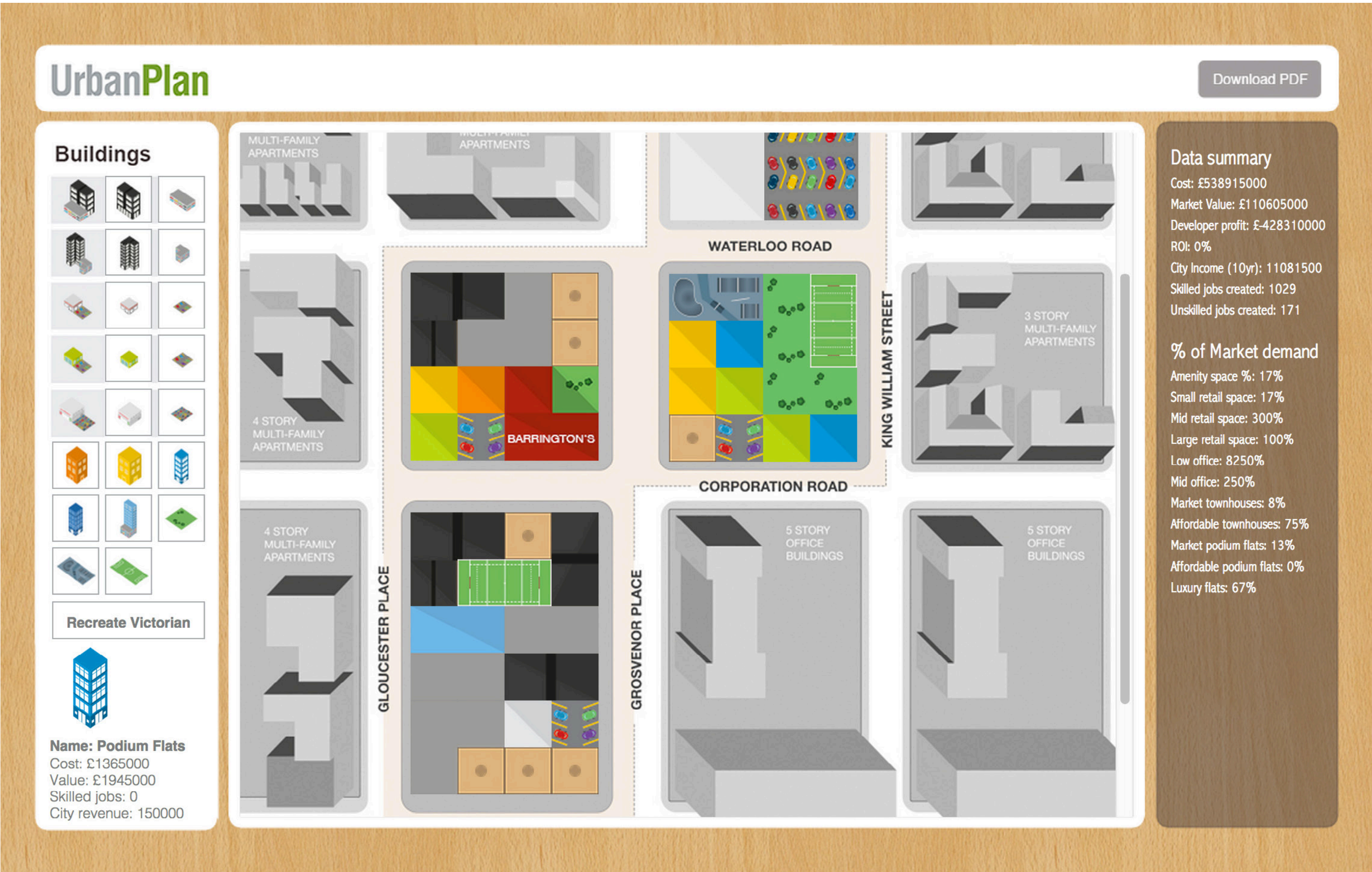
WHAT I DID:

In order to create a web application that could also work with older browsers I developed it using HTML5, CSS3, XML, jQuery and a few plugins like jsPDF and html2canvas.

LINK:

www.filippoaiello.it/edcoms

www.filippoaiello.it/edcoms/2015



CHRISTMAS GAME

CLIENT: JobUp.ch

WHEN: May 2015

PLATFORM: Desktop and Mobile

CHALLENGE:

Production of a responsive web app.
game developed as a Christmas Card.
The user has to shoot the correct ob-
jects, without letting them fall, otherwise
the chocolate sea increases until it cov-
ers the screen and ends the game.

WHAT I DID:

All development.

TECHNOLOGY:

HTML5, JavaScript, Box2D, SVG

LINK:

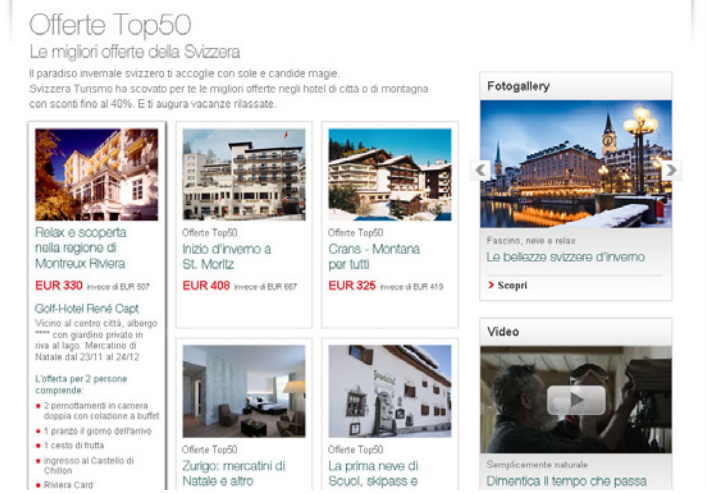
www.filippoaiello.it/christmas2013



CLIENT: RCS Media Group
WHEN: September 2012 - June 2014
WHERE: RCS Media Group
PLATFORM: Desktop and Mobile

WHAT I DID:
Production of interactive and engaging websites, instant win competitions and applications for different devices, including mobile phones and tablets.

TECHNOLOGY I USED:
HTML, CSS, jQuery, Modernizr.



INTERACTIVE TABLE

CLIENT: Toncelli Cucine
WHEN: April 2012
WHERE: Experientia

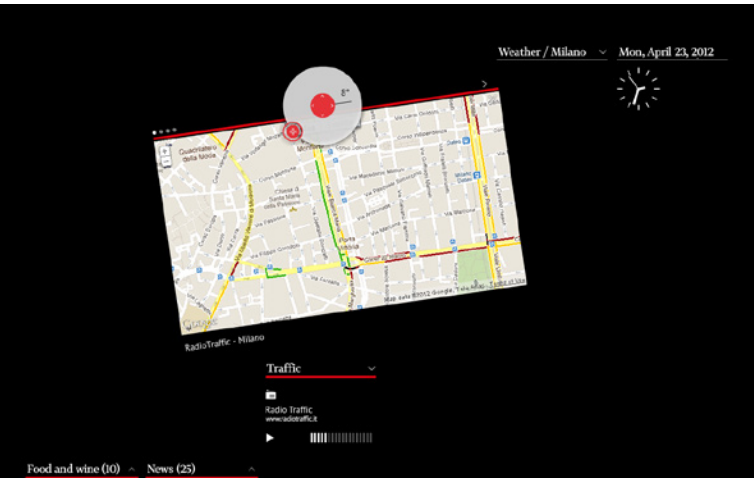
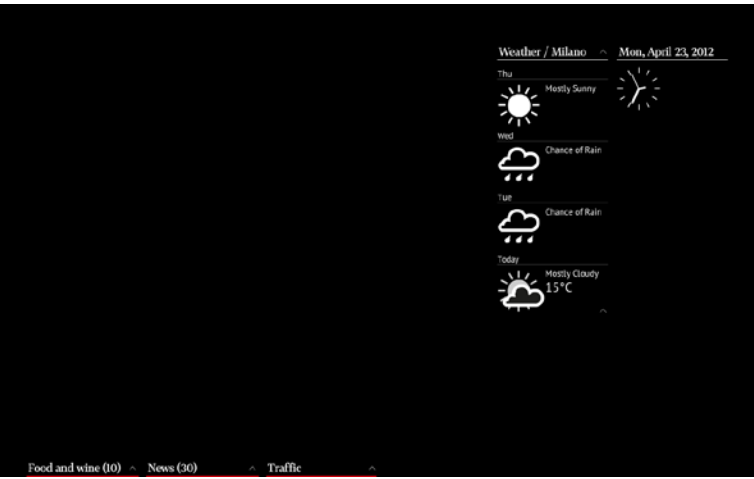
CHALLENGE:
Production of an interactive table, integrated in an innovative kitchen, and exposed at the fair

WHAT I DID:

- Supported the Experientia UX Design team to design the right graphic user interfaces for the contest of use and the adopted technology.
- Development of the software.

TECHNOLOGY I USED:

- AdobeAir with ActionScript 3 and different API.



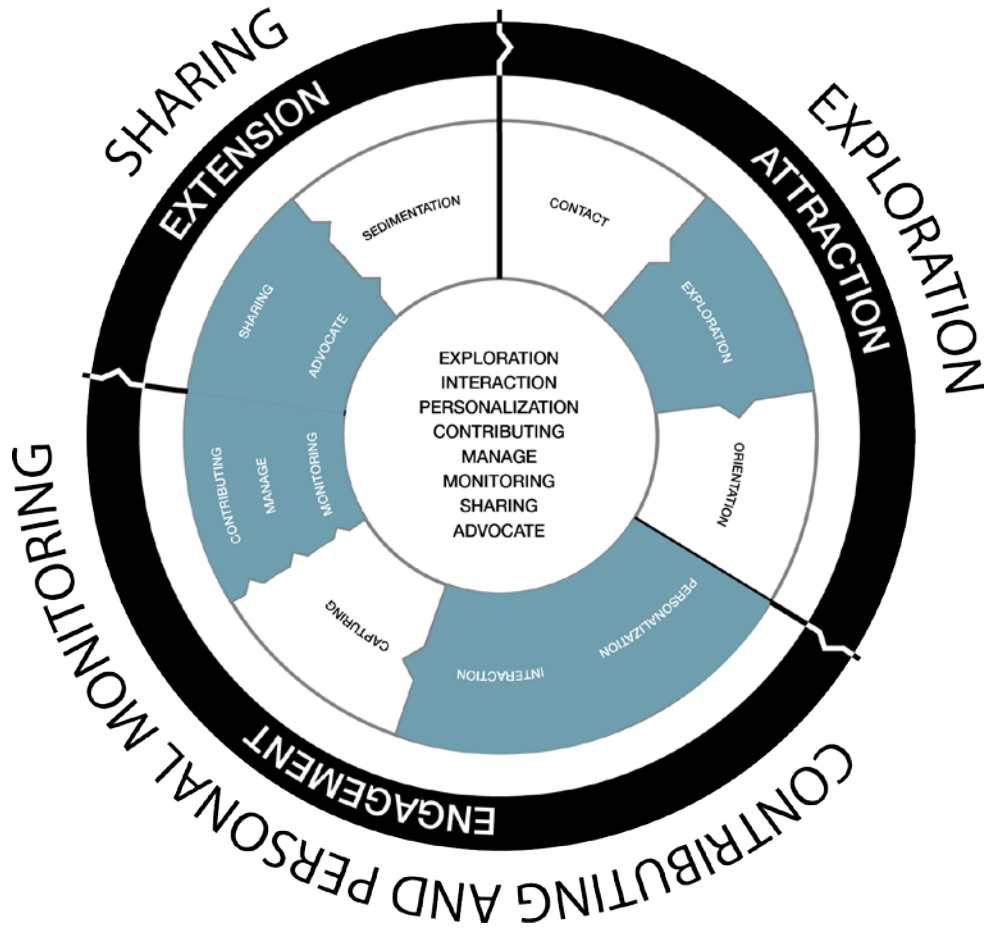
SUPPORT ME - 1/2

WHEN: November 2011
WHERE: Domus Academy
PLATFORM: Mobile and Desktop

- Visual Layout

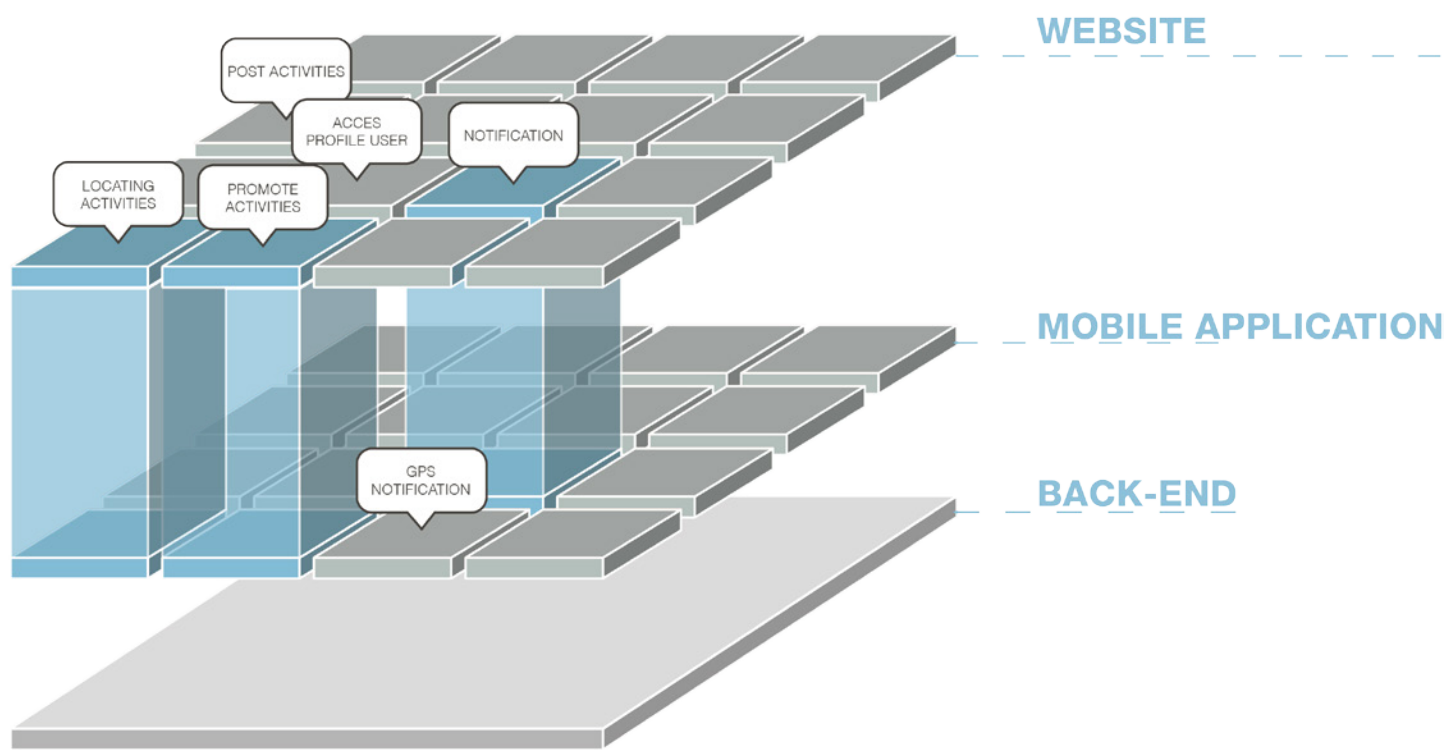
CHALLENGE:
Support Me is a social environment consisting of creators and designers where you can propose your ideas and look for help and support.
This support starts when someone is interested in your idea and decides to contact you.
It could be to offer you the opportunity of a working collaboration, to give you some suggestions, to put you in touch with others outside this system, to participate or just to tell you that they like it.

- WHAT I DID:**
- Gathered requirements
 - Prepared and conducted stakeholder interviews,
 - Surveys
 - Competitor benchmarking
 - Contextual Research
 - Created Personas
 - Created User Journey
 - Created an Information Architecture
 - Researched interesting GUI and tools on different applications
 - Organized Card Sorting
 - Created an Information Architecture
 - Made Sketches
 - Wireframes
 - Prototyping
 - Testing and reiteration

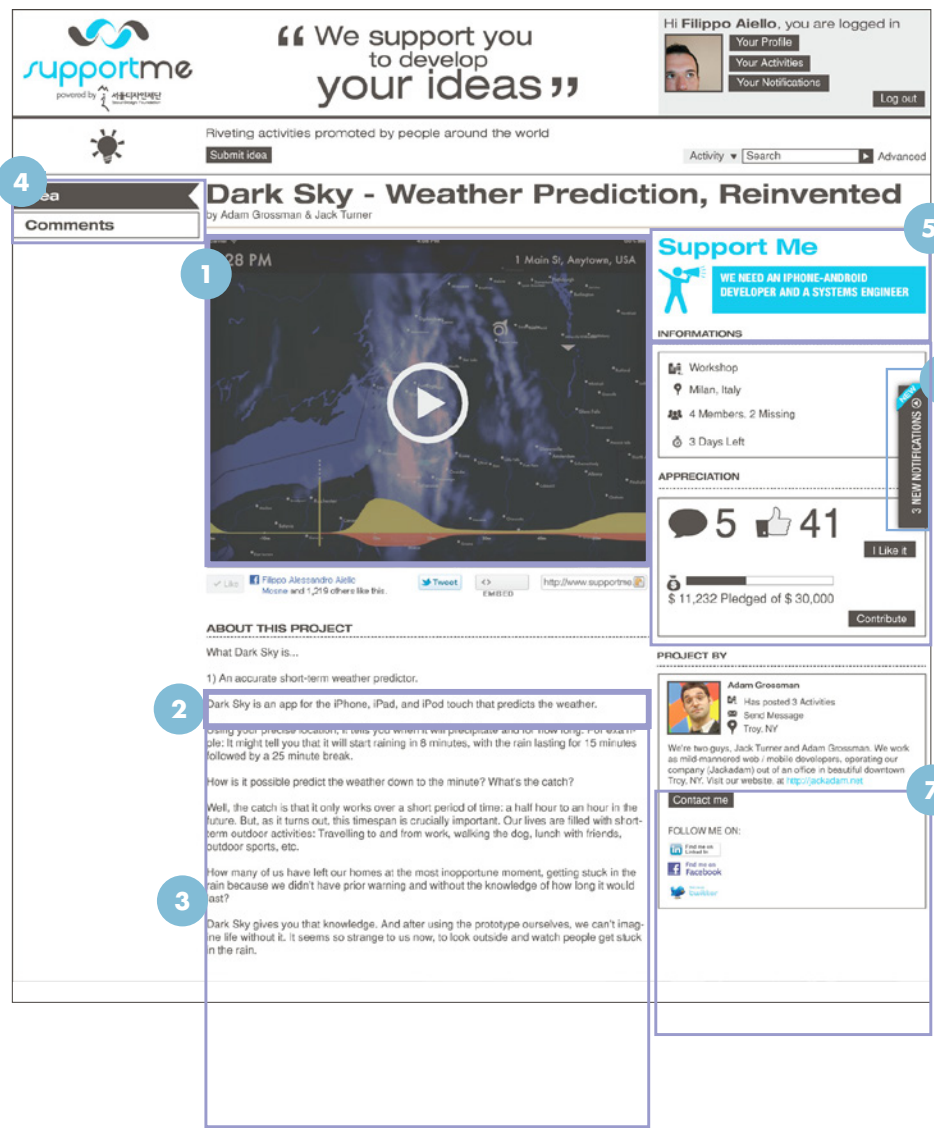


DESIGN OBJECTIVES

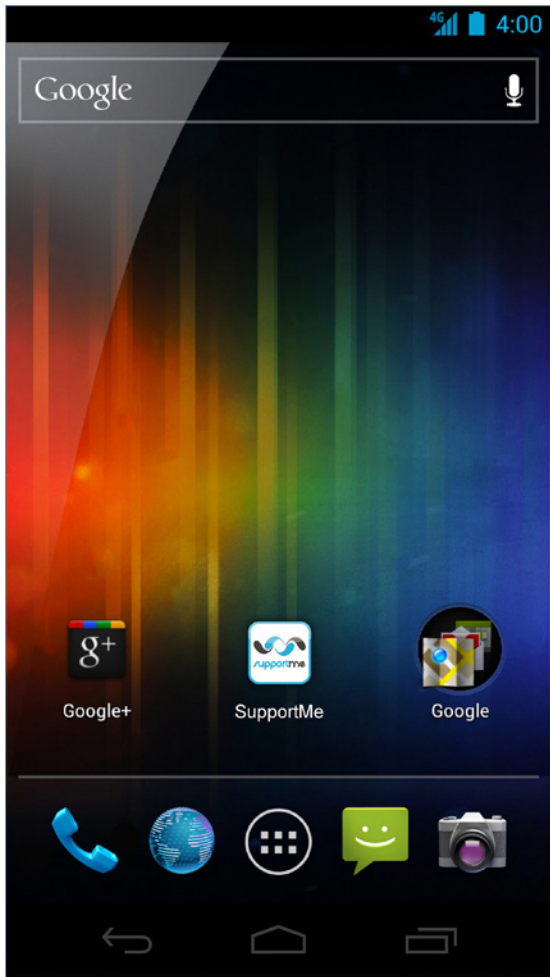
DIFFERENT CONTEXT OF USE DIFFERENT OBJECTIVES



1. Access Panel
2. Search Bar
3. Filter Panel
4. Categories
5. Submit Idea
6. Dashboard
7. Features
8. Foot

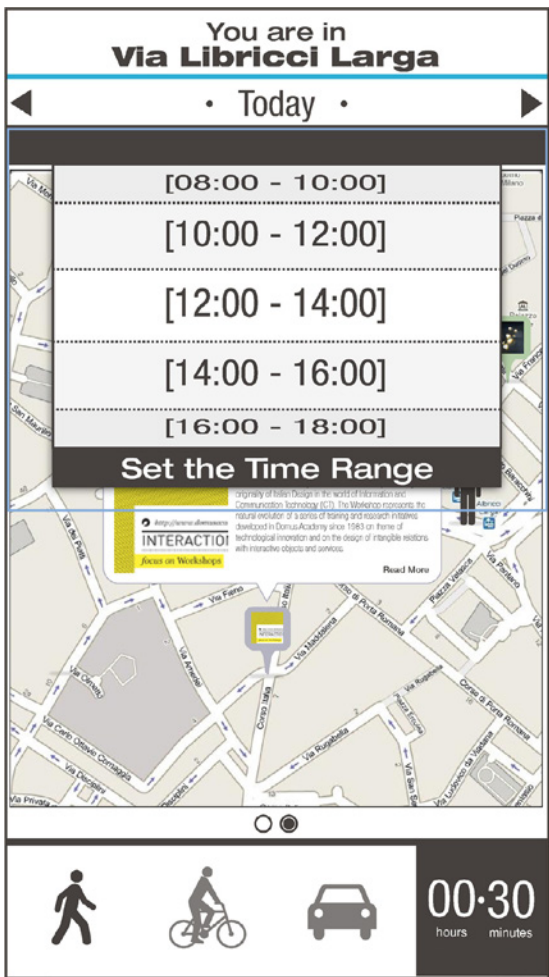
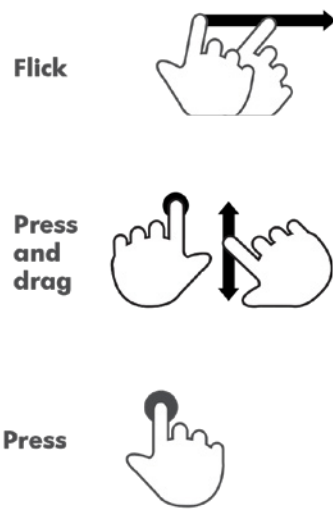


1. Video
2. Advertise Bar
3. Description
4. Menu
5. Support Me
6. Notifications Panel
7. Proposer Profile



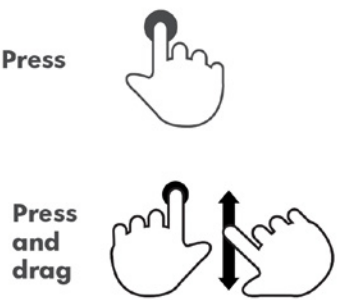
MOBILE APP. - GALLERY

- 1 - Location
- 2 - Time Bar
- 3 - Dashboard -
- 4 - Change Interface
- 5 - Transport Bar
- 6 - Time -

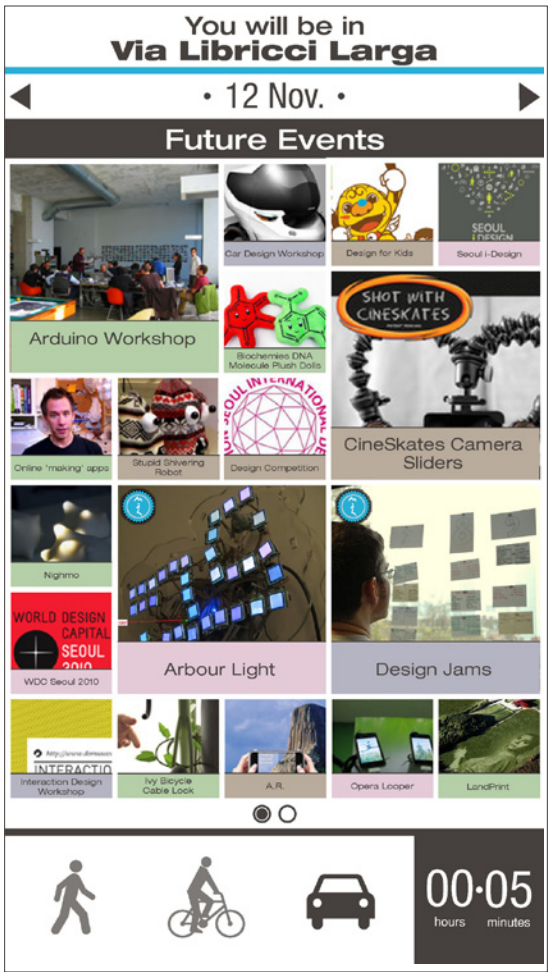


MOBILE APP. - TIME RANGE PANEL

TIME RANGE PANEL



Pressing the top bar a drop down list appears. Scrolling it you can set the Time Range

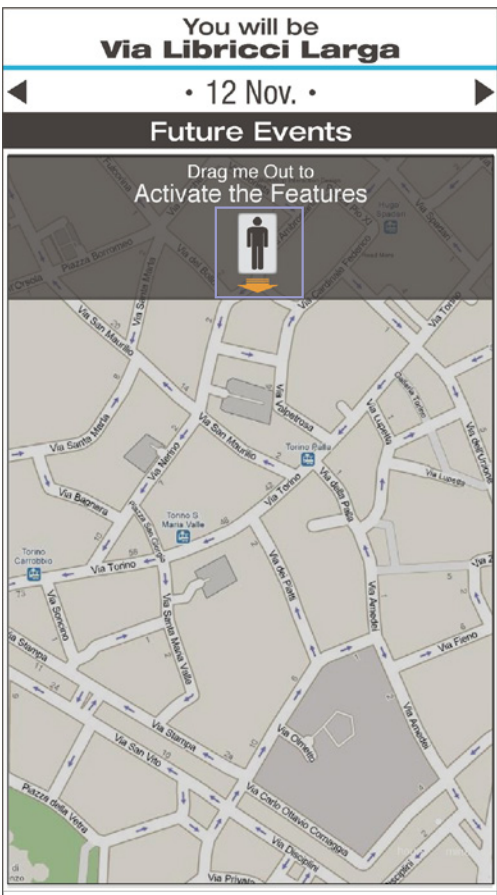


Straight relationship between transportation and time



MOBILE APP. - MAP VIEW

- 1. Activity Position
- 2. User Location
- 3. Transport Bar



MOBILE APP. - USER POSITION

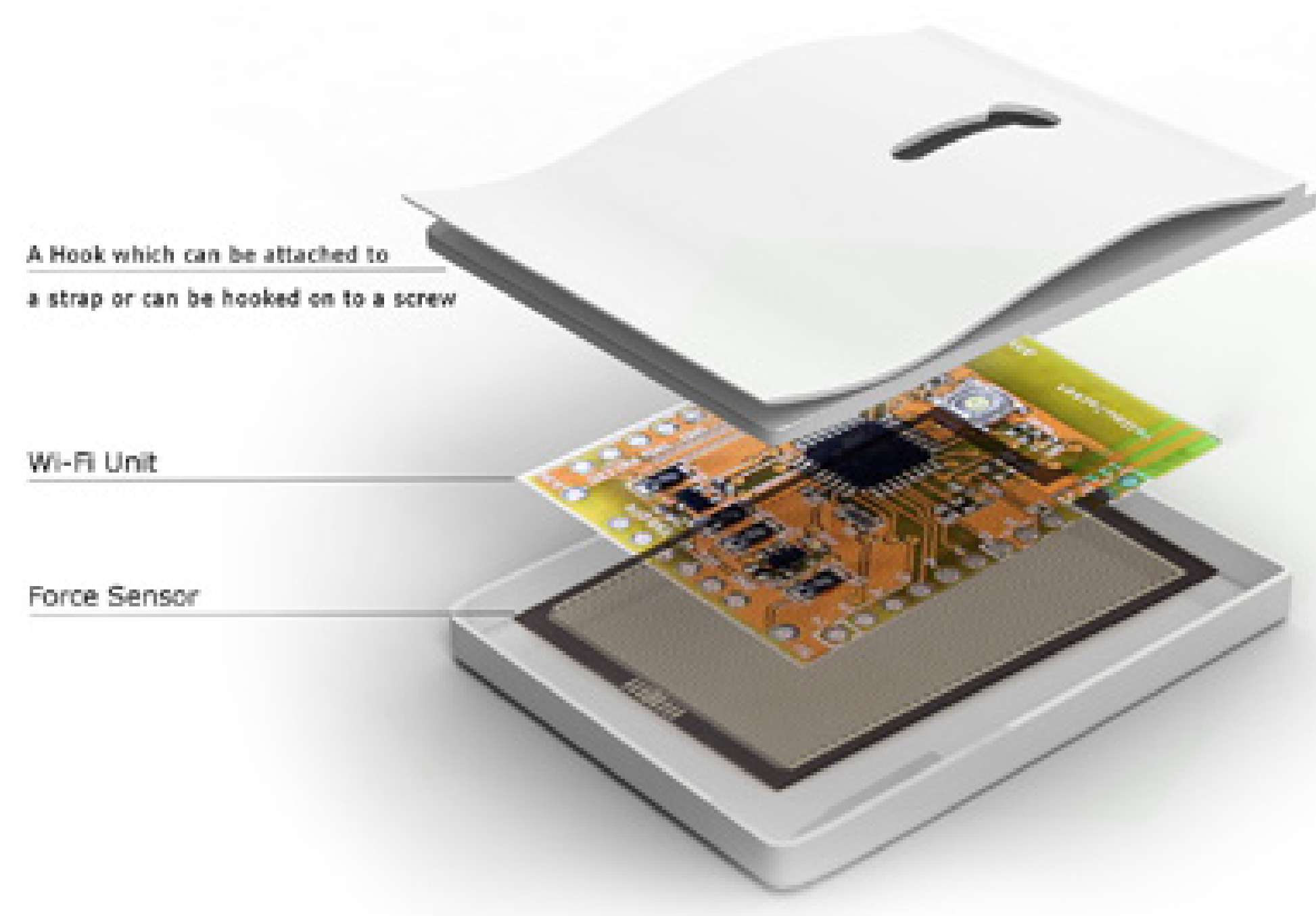
SETTING USER POSITION



Dragging and releasing the icon to the map is possible to display projects and activities around it

WHEN: November 2011
WHERE: Domus Academy

CHALLENGE:
Face-it tries to develop a new form of daily behaviour amongst your friends and loved ones. We provide you with a lamp consisting of a picture of loved ones and friends printed on a very thin and flexible material. It helps you to feel the presence of your friends whenever you want, and make your presence felt to others.



Suppose that you are in Milan, far away from your loved one, who is in paris, and you want to let him know that you miss him at that very moment. You just touch the face of the person you are missing, depicted on the lamp in your room, at the same time, it will light up your face's lamp kept with your friend, in Paris.



LEC (Light Emitting Capacitor) panels



Cut-outs with the material of the lamp

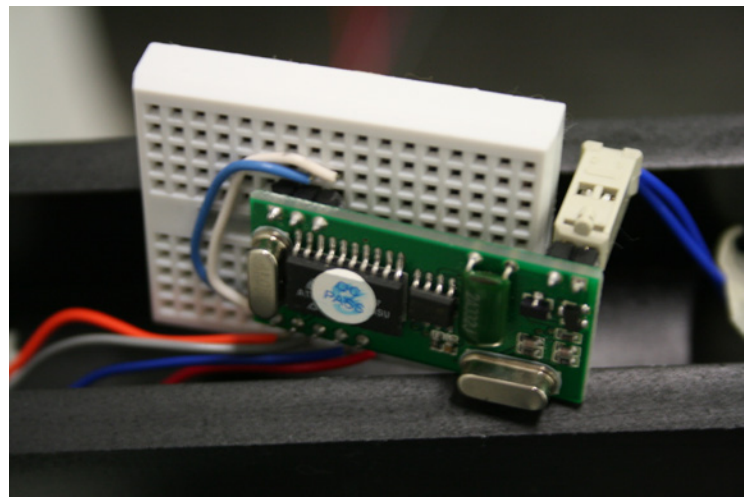
MANNEQUIN FASHION ADVISOR

WHEN: November 2011
WHERE: Domus Academy

CHALLENGE:
Dolce & Gabbana requested an innovative new system that provides an exciting new experience for shoppers of its' exclusive brand, in order to increase sales.

WHAT I DID:
To support the customers during shopping I proposed installing in-store fashion advisors with the appearance of a mannequin. As soon you choose an item inside the store they are able to show you the best way to coordinate items, suggested by the most expert fashion advisors in the world.

This system is not just helpful for the clients but also for the shop assistants in order to create a more personalised service.



LIFE COACH

WHEN: November 2011
WHERE: Domus Academy

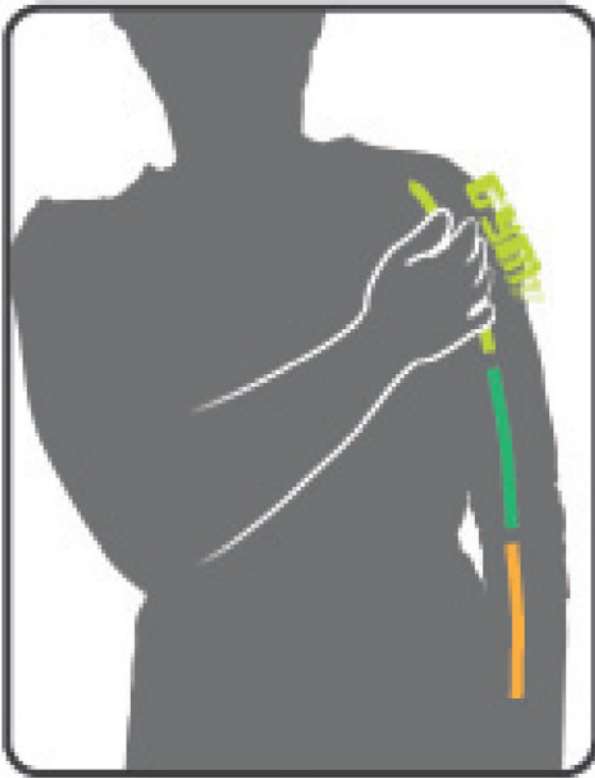
WHAT IT IS:
LifeCoach looks as a common mirror but through its capabilities it is able to recognise users and to teach how to take care of themselves with the augmented reality.
LifeCoach can guide users in a variety of tasks, from acting as a personal fitness trainer to dietitian, to a makeup artist. It is a smart mirror and is able to recognize every single user and offers personalized services or can help users rediscover how to perform particular tasks. A standard, personal approach is the only thing needed to use this product.
LifeCoach is a fun, engaging and intuitive way for users to learn how to live a more healthy and productive lifestyle.



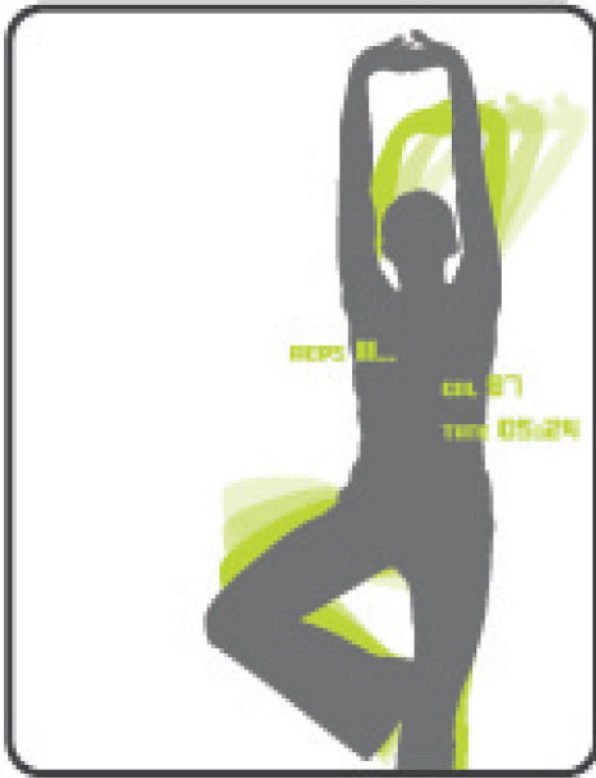
GYM APPLICATION as an example



The user has opened the life coach, life coach gives some suggested applications according to place ...

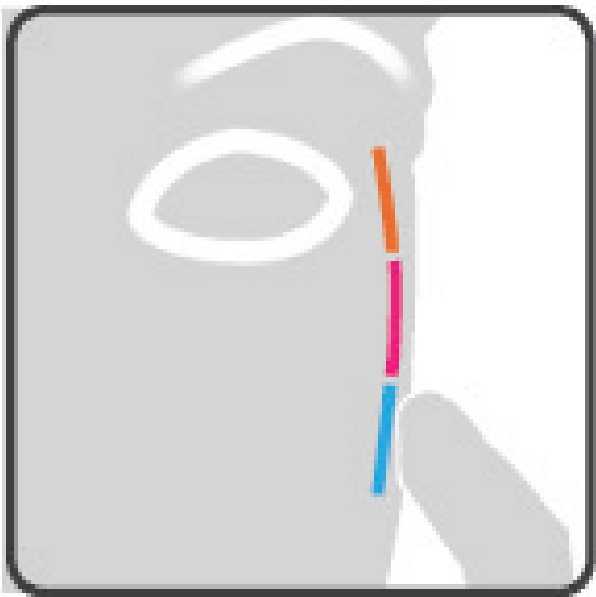


The user hovers over one application line, the application name appears on its own linear part with same colors. User wants to open the application, taps to start.

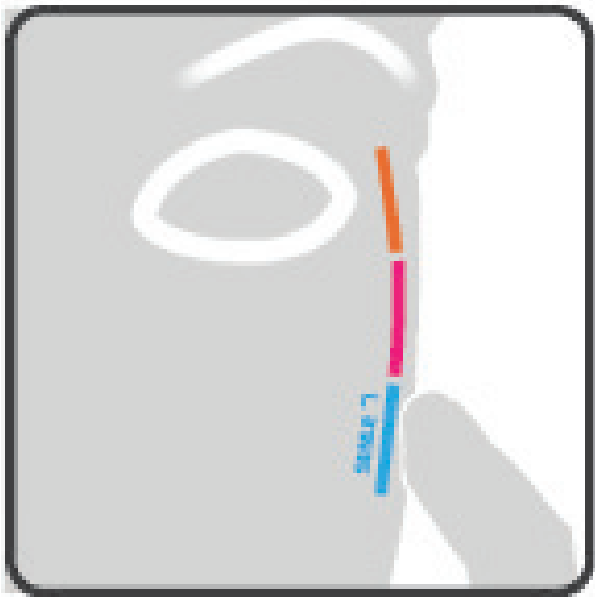


After the selection, life coach starts work for user and according to choices it shows the correct way to perform exercises, through augmented reality, at this moment user can see some infos about herself.

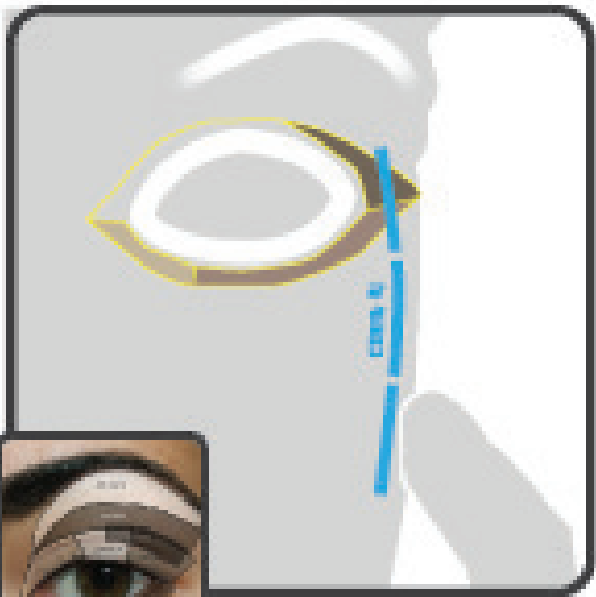
MAKE-UP APPLICATION as an example



The user has opened the life coach, life coach recognizes the part of faces and suggests some styles for that area of the face...



The user hovers over one style line, the style name appears on its own linear part with same colors. User wants to open the style, taps to start.

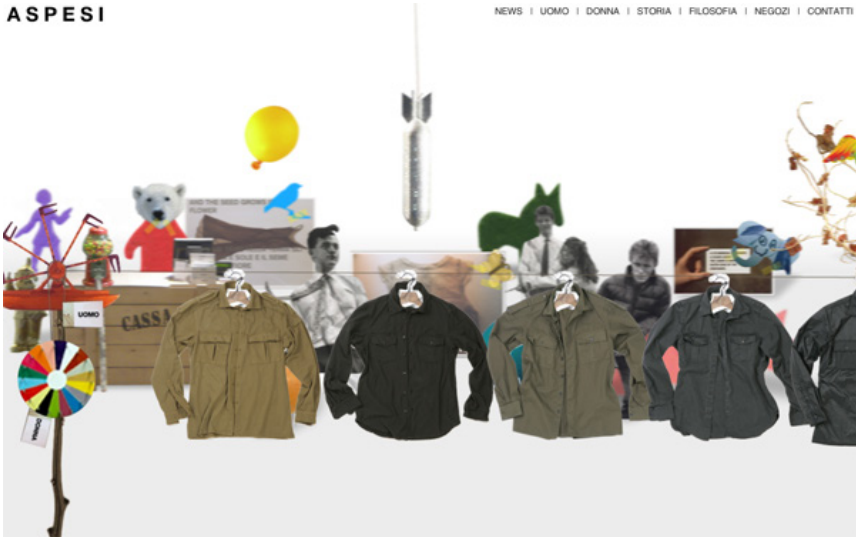
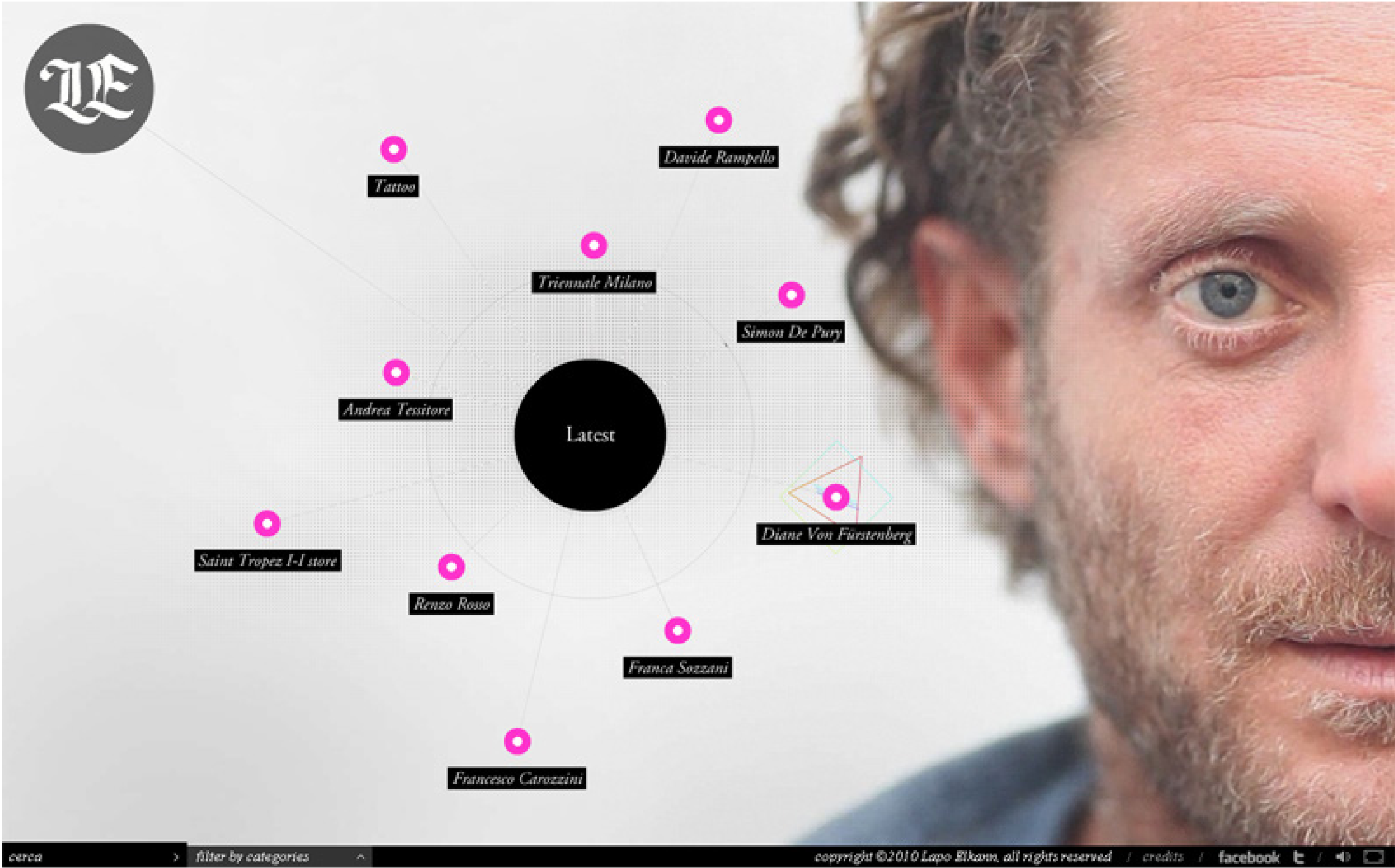


After the selection, life coach instructs to user how to make that style using augmented reality and the user can scroll through different color combinations to choose best look for them.

WHEN: June 2010 - January 2011

CHALLENGE:
Production of games, websites, applications for different companies.

TECHNOLOGY:
Flash/ Flex Actionscript Developer.

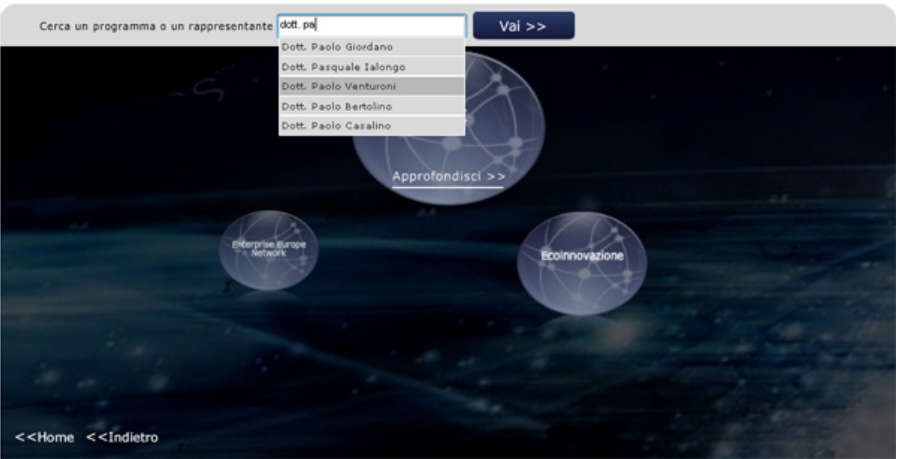
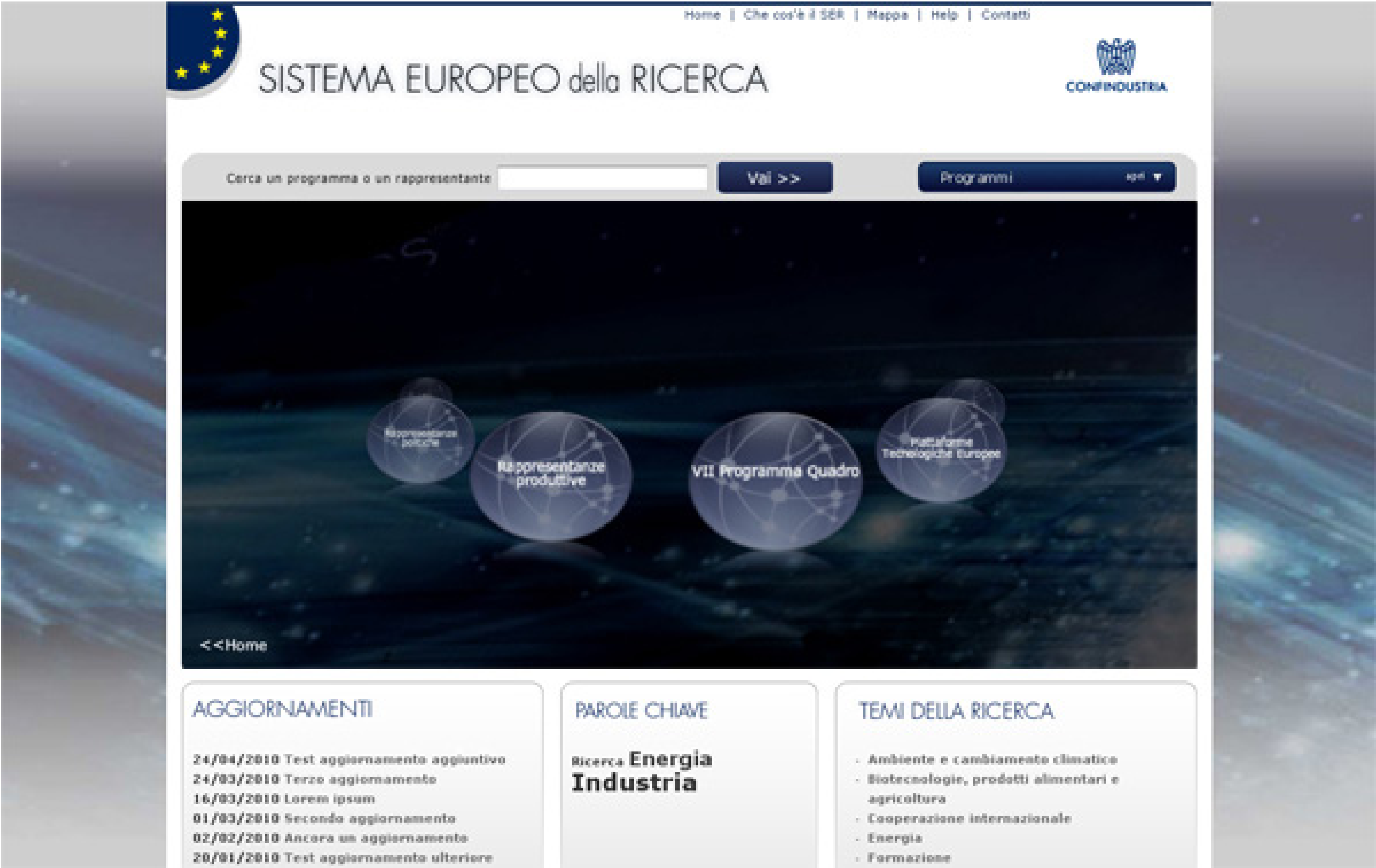


SISTEMA EUROPEO DELLA RICERCA

WHEN: May 2010
CLIENT: Aleide
PLATFORM: Desktop

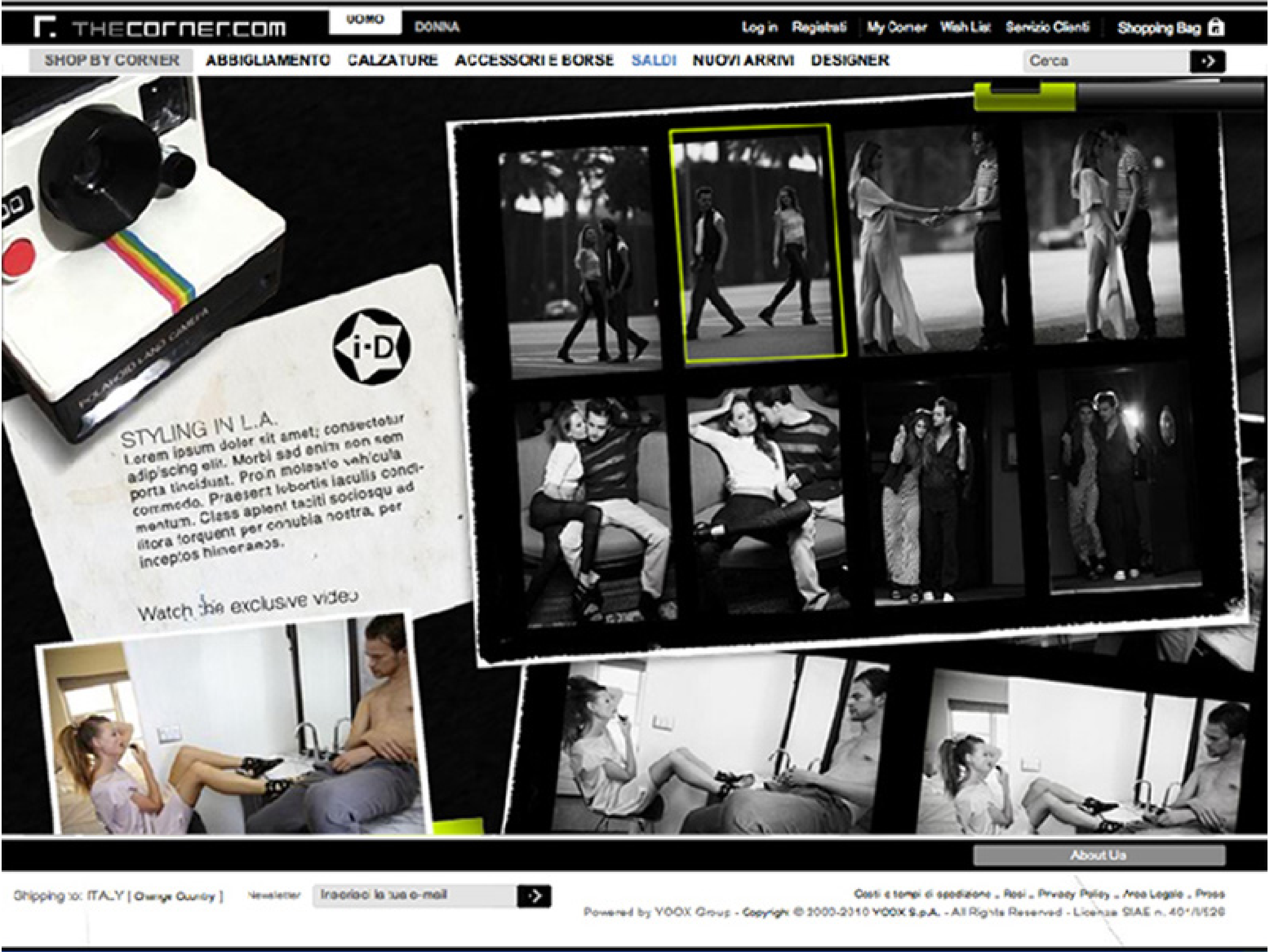
CHALLENGE:
Production of an 3D interactive menu.
Using it is possible to navigate in the structure of many projects in the different sections viewing also the representatives associated.
A search bar gives the opportunity to find and display the desired item in a faster and easier way.

TECHNOLOGY:
Flash with ActionScrip3, XML



WHEN: February - April 2010
CLIENT: Aleide
PLATFORM: Desktop

CHALLENGE:
Production of websites, applications, banners for own use and for many famous fashion brands like Armani, Miss Sixty, Moschino, Prada, Dolce&Gabbana, etc.




WHEN: December 2009
WHERE: Worverk Folletto

CHALLENGE:
Production of desktop application with Adobe Air that has been installed in the Commercial Offices and Service Centers Folletto on pc connected to Hd TV Touch Screen.

The application has a customizable lay-out and shows the content in real time.

TECHNOLOGY I USED:
• Adobe Flash with ActionScript 3.



Il nostro meglio per la tua famiglia



CLASSIFICHE 2009 Agenti



Pisci

Agenti

Direttri Assoluti

Direttri Scolamento

Gruppi

Offerta Professionale

Zona Assoluta

Zona Scolamento

ITALIA

Nominativo	Zn	Da	Messa	Prog	
1. SIMONI DANIELE	LO	TVI	123	1467	X
2. DONS OSCAR	SO	VEI	76	1613	X
3. COPANO GERARDO-DANIELE	ST	TA	82	1606	X
4. CERASOLI ALESSANDRO	CO	LIJ	167	876	X
5. CANDIDO ARISTOTILE	DO	NAI	100	906	X
6. BROTTO MIRELLA	SC	POI	60	862	X
7. BARBATO PIETRO	DO	NAI	0	799	X
8. CAPANNI BASSO DE MARO BRUNETTO	LO	UD	56	798	X
9. CATALANO MARCO	DO	NAI	50	795	X
10. SAMPRESI ALEX	OR	MSI	75	768	X
11. CISTERNO FRANCESCO	ST	TA	75	767	X
12. D'ARCA BRUNO	DO	NAI	69	762	X
13. LOPPRETE SEBASTIANO	SR	VI	26	756	X
14. EREF DESODERO	OS	CA	90	746	X
15. LOPPRETE VITTORIO	LX	CE	64	741	X
16. DI MARZO PASQUALE	DO	NAI	52	733	X
17. STRAZZERI GIOVANNI-MARCELLO	UB	GT	52	731	X
18. DOLCE GIOVANNA	CH	PT	50	721	X
19. CURALI ABIZ	LY	GES	56	702	X
20. AQUILANO LUIGI	OM	MSI	54	702	X
21. BALCHIERO MARIANO	SR	VI	47	696	X
22. CAPUZZO ROBERTO	PG	COI	56	696	X
23. CAPRICCI RITA	PS	SE	24	692	X
24. CARESTA MARIA	PS	AN	51	678	X
25. COSENZA CARLO	PR	VR	48	667	X
26. MONTINELLI ALESSANDRO	OR	LO	63	662	X
27. ANDREOLI ANGELO	OM	BSI	45	643	X
28. TITON LUCA	LO	PM	30	637	X
29. NINO MARCO	VL	BN	51	634	X
30. BALLARIN TOMMASO	LO	TVI	60	633	X

AREA NORD

Nominativo	Zn	Da	Messa	Prog
1. DE BLASIO DOMENICA	OR	MSI	65	504
2. ORSI STEFANIA	LY	GES	53	503
3. BEGALINI MARCO	PR	BU	41	526
4. VIOLTA PAOLO	PR	VR	40	520
5. PASQUETTI MORENO	LO	TS	40	519
6. AZZOLINI MAURO	SR	TRG	64	513
7. MAURO RITA	LY	GES	50	505

AREA CENTRO

Nominativo	Zn	Da	Messa	Prog
1. CARPELLI EMILIO	CO	FI	26	501
2. OLIVIERI ANDREA	SO	RM	58	504
3. DI CHELLO MONA-GIOSEPPINA	CN	PRG	22	522
4. FLOREA OLGA	CN	PRG	27	514
5. DELLA ROCCA SABRINA	LX	CE	58	507
6. STEFANINI GIADA	LX	RM	65	496
7. ZIZZA LORREDANA	CN	PRG	19	493

AREA SUD

Nominativo	Zn	Da	Messa	Prog
1. PISANO EMANUELA	OS	CA	37	505
2. CATERINO VINCENZA	AN	BAI	42	523
3. LONGO PASQUALE	ST	SAI	25	514
4. SAPUTO GIANLUIGI	OS	TP	29	499
5. ALACCI STEFANO	OS	BS	49	492
6. PINNA ROSALEA	OS	CAI	19	482
7. SESSA DIEGO	VL	SAI	54	480

- C.Z. - secondo messaggio di test | 17-12-2009 12:27 - C.Z. - terzo messaggio di test | 17-12-2009 15:48 - Dir. C.



Il nostro meglio per la tua famiglia





da sempre nel futuro

primo messaggio di test | 17-12-2009 00:00 - C.Z. - secondo messaggio di test | 17-12-2009 12:27 - C.Z. - terzo n

f

30

WHEN: September 2009

WHERE: RapidShare

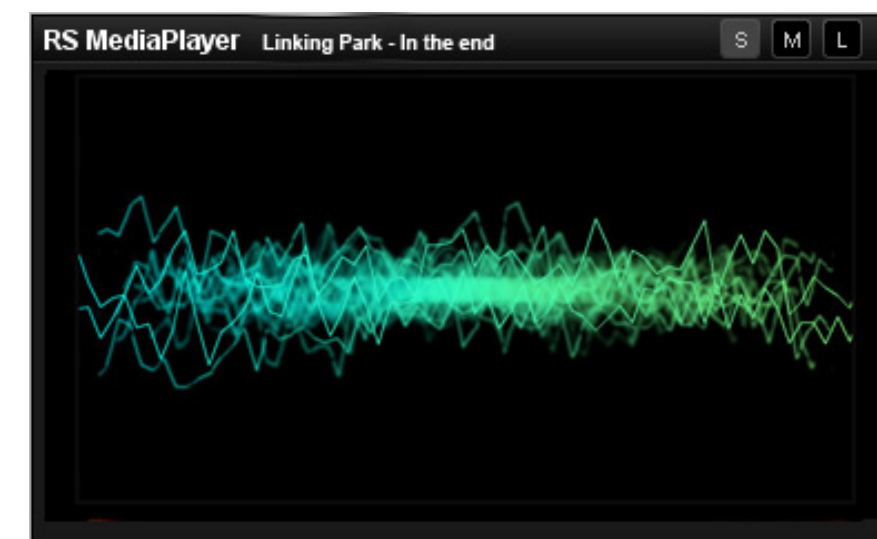
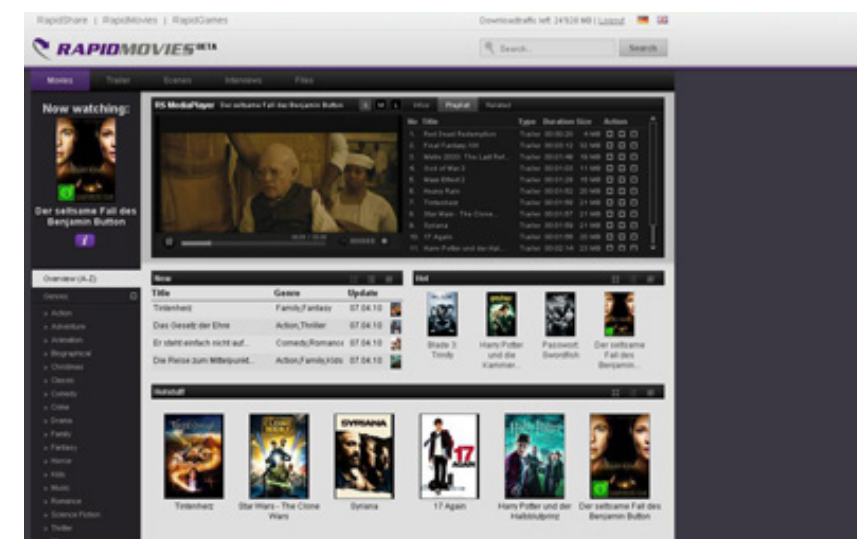
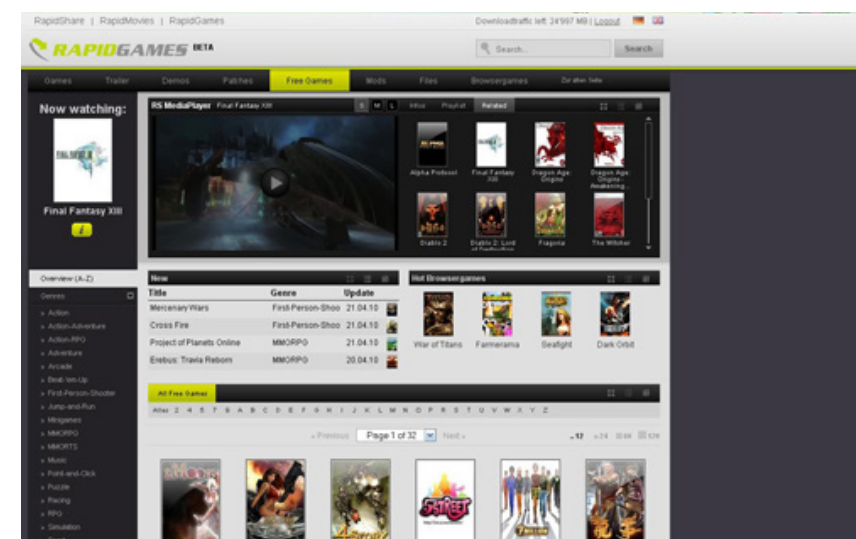
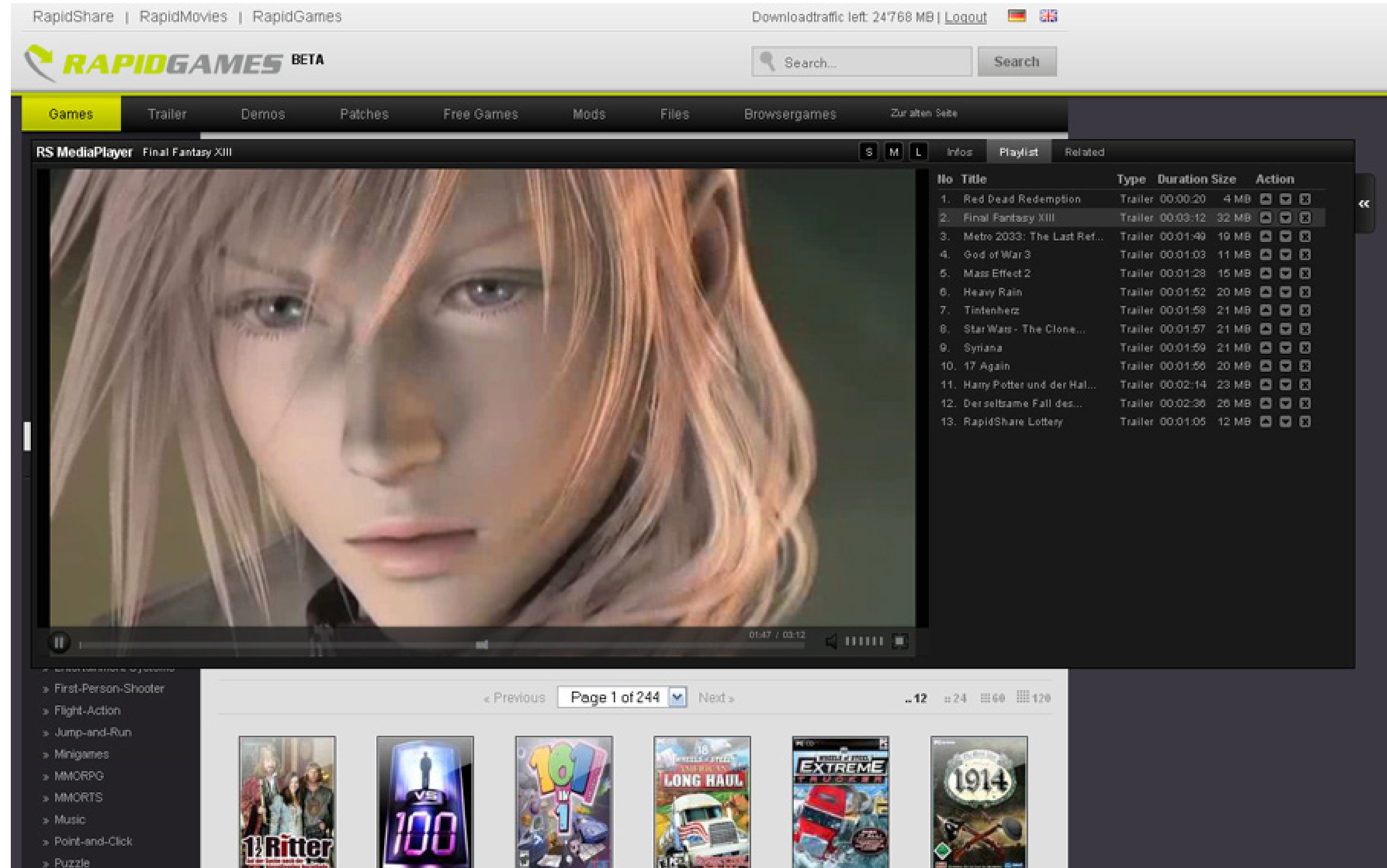
CHALLENGE:

RapidShare is known to be one of the biggest and fastest file hosts in the world. But now it gives the opportunity to select and watch movies and listen songs from their collection.

For this reason I have realized a player available to request continuously to the server content chunks and play them without leaving anything in the client cache.

TECHNOLOGY I USED:

- Adobe Flash with ActionScript 3.
- JavaScript
- FFMPEG



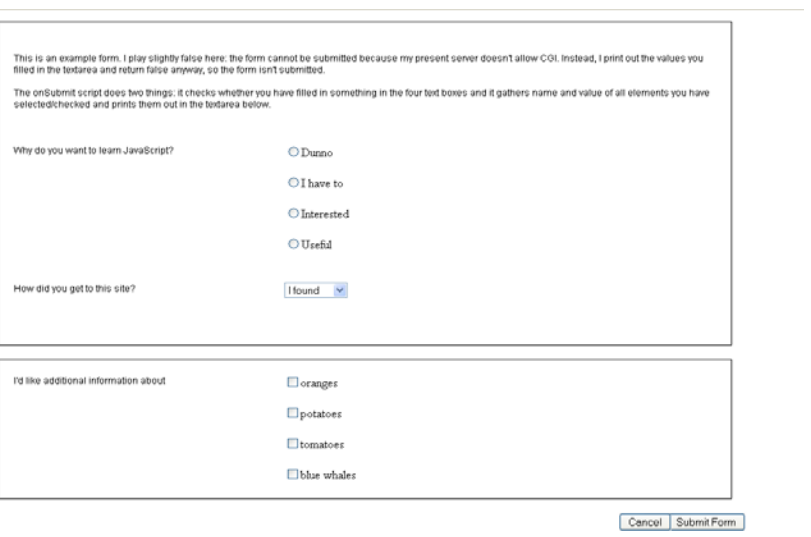
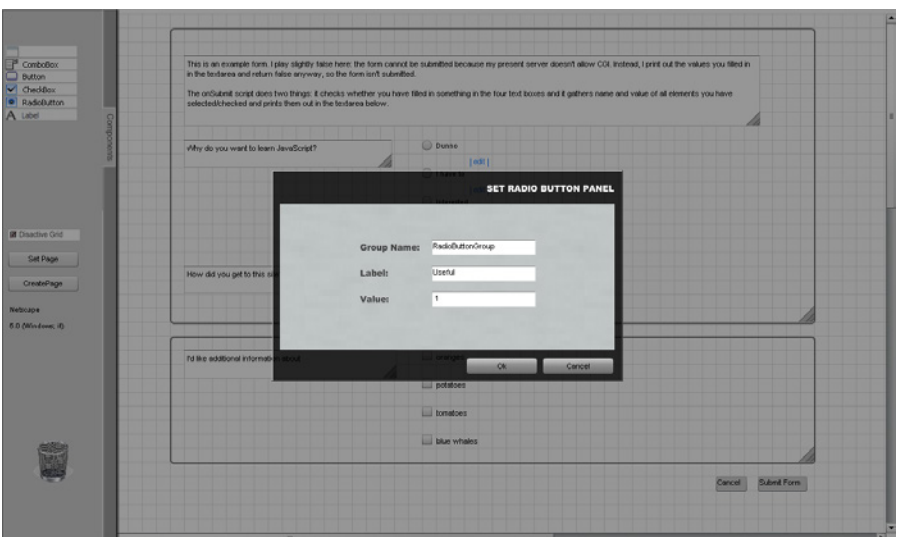
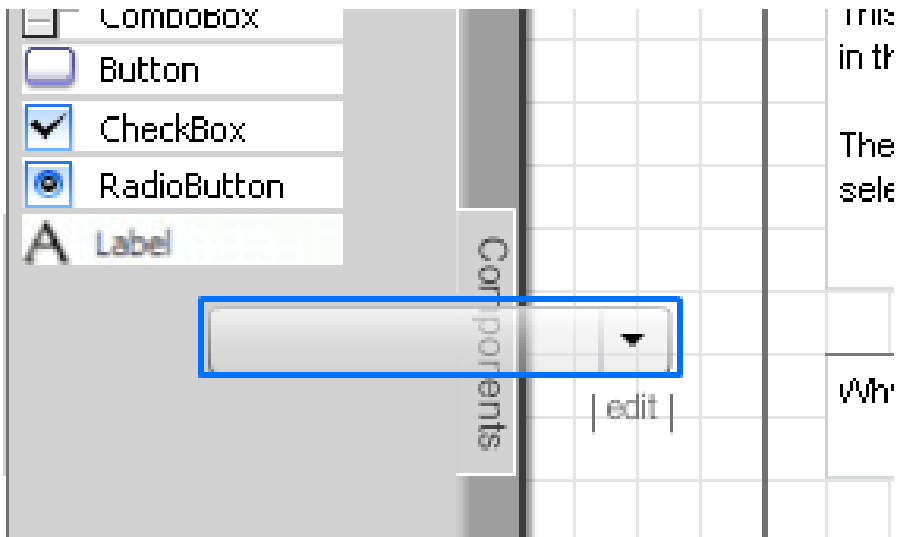
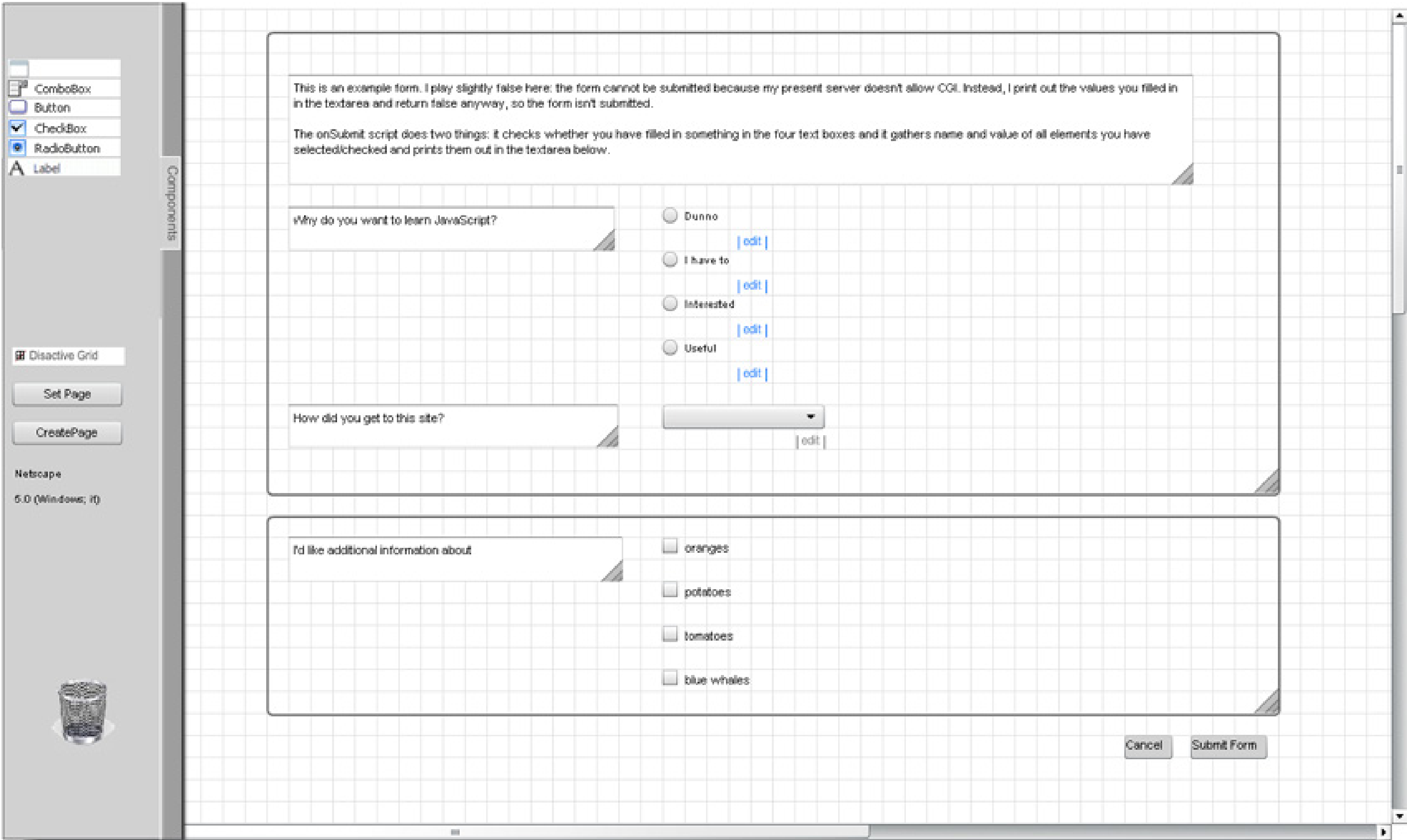
FORMS BUILDER

WHEN: March 2009
WHERE: FreshWeb

CHALLENGE:
Production of web forms builder giving to the client the opportunity to drag the elements on the stage and set the properties. The application creates for every page an XML file that contains all the page properties, using PHP and MySQL, records the data and gives the opportunity to every client to access to his pages and modify them.

TECHNOLOGY I USED:

- Adobe Flash with ActionScript 3.
- PHP



FLORA

WHEN: January 2009

WHERE: Ogilvy Interactive

CHALLENGE:

Produced for the Flora web site to give information about the products and its values using an interactive game.

TECHNOLOGY I USED:

- Adobe Flash with ActionScript 2.

LINK:

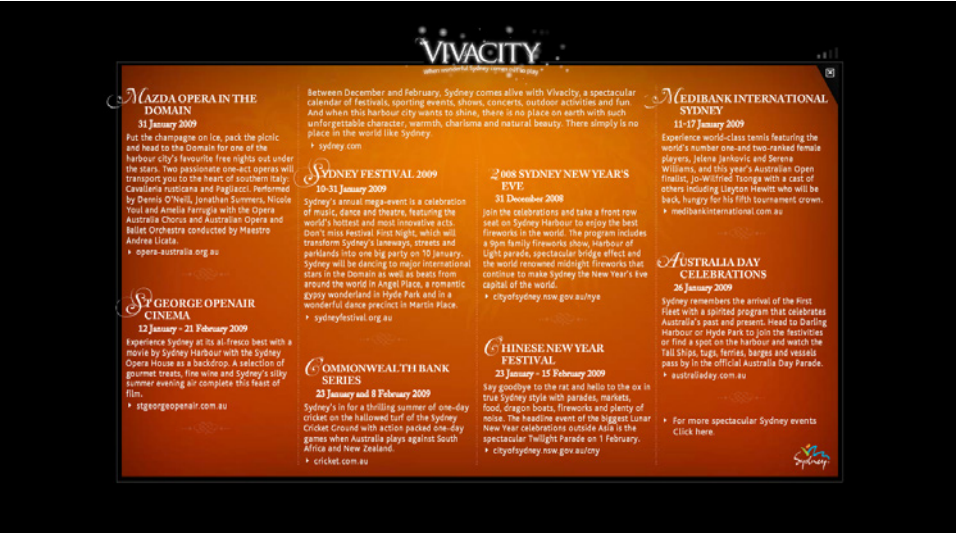
www.filippoaiello.it



WHEN: December 2008
WHERE: Ogilvy Interactive

CHALLENGE:
Produced for the Sydney web site to show the calender and give information about the events in Sydney between December and February.

TECHNOLOGY I USED:
• Adobe Flash with ActionScript 2.



WHEN: November 2008
WHERE: McKinsey & Company

CHALLENGE:
Production of an interactive presenta-
tion.

TECHNOLOGY I USED:
• Adobe Flash with ActionScript 2.

Introduction

What does the new Format look like?

How do I ...?

Where can I go for more help?

Use the title page?

Change colors on the title or tracker pages?

Change imagery on the title or tracker pages?

Write an executive summary?

Use the tracker page?

Use the generate agenda macro on tracker pages?

Create internal pages?

Change colors and imagery on internal pages?

Use topical vs. message titles?

Import slides from old decks?

Check the quality of my document?

It looks highly professional, so your documents reflect the quality of your content

It is extremely flexible, so you can be creative and respond to client preferences without losing the distinctive McKinsey identity

Introduction

What does the new Format look like?

How do I ...?

Where can I go for more help?

Change the color of leads and footer bars on internal pages

Open the Slide Master

Click the lead and choose a standard or custom text color

Click the footer bar and choose a standard or custom fill color

Close the Slide Master view

Change the fill color of the left-side portion of the footer bar on all contents and tracker pages

Always consult with a visual specialist or Visual Graphics India (VGI) to change the fill and highlight colors so that these will be automatically available in your palette and update correctly if you make any changes later on

Add or remove the McKinsey name on internal pages

Click Toggle McKinsey on internal slides

Consumer survey results

Consumer quotes

Slide title

Footnotes

Source

McKinsey name

Sentence case 18pt blue bold

Highlight panel over next item on agenda; length of the panel defined by longest title; always one size for all titles. Read text for item being highlighted. This formatting is automatically created by the tracker page macro

Sentence case 16 pt black; no punctuation at end

Square bullets; same color as title or default dark blue

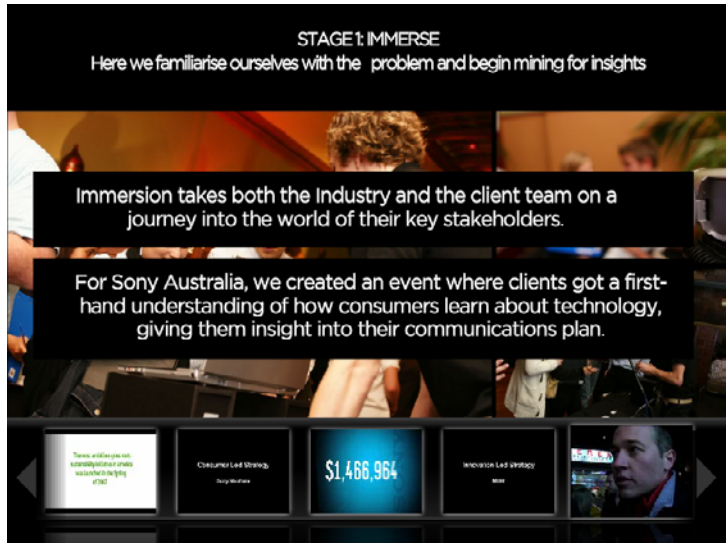
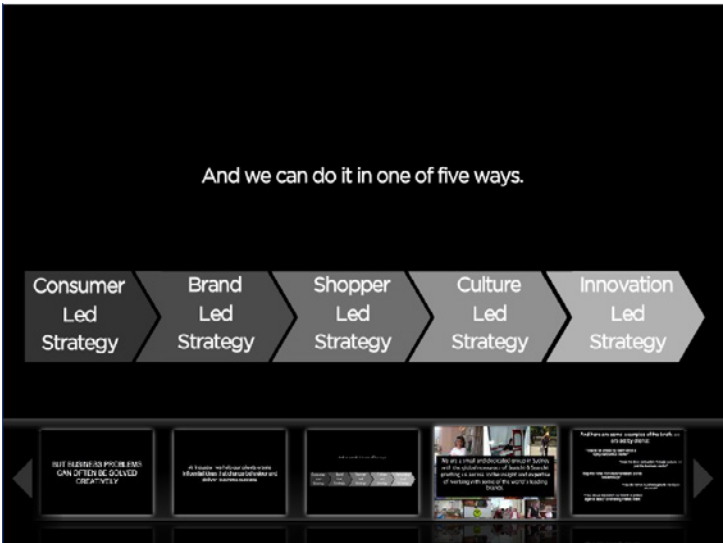
Footer logo bar

Optional McKinsey name

WHEN: September 2008
WHERE: Saatchi Industry

CHALLENGE:
Production of an interactive presenta-
tion.

TECHNOLOGY I USED:
• Adobe Flash with ActionScript 3.



WHEN: 2008
WHERE: Wasaby

CHALLENGE:
Produced for New Dialogue, the site promotes healthy living and weight management, and offers AN on line Personal Motivator.

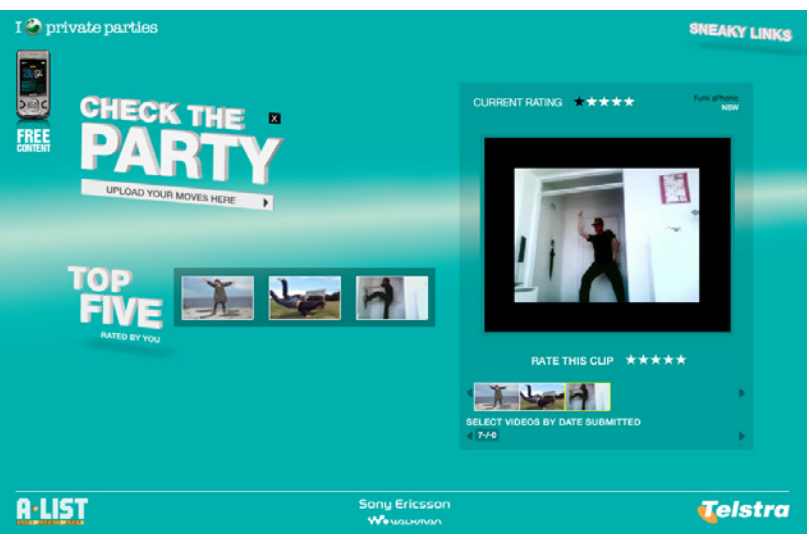
- TECHNOLOGY I USED:
- Adobe Flash with ActionScript 3.
 - PHP



WHEN: 2008
WHERE: Wasaby

CHALLENGE:
Produced for the W760 handset launch.
In the website there are handset demo,
video upload and Online competition.

TECHNOLOGY I USED:
• Adobe Flash with ActionScript 2 and
PaperVision API.

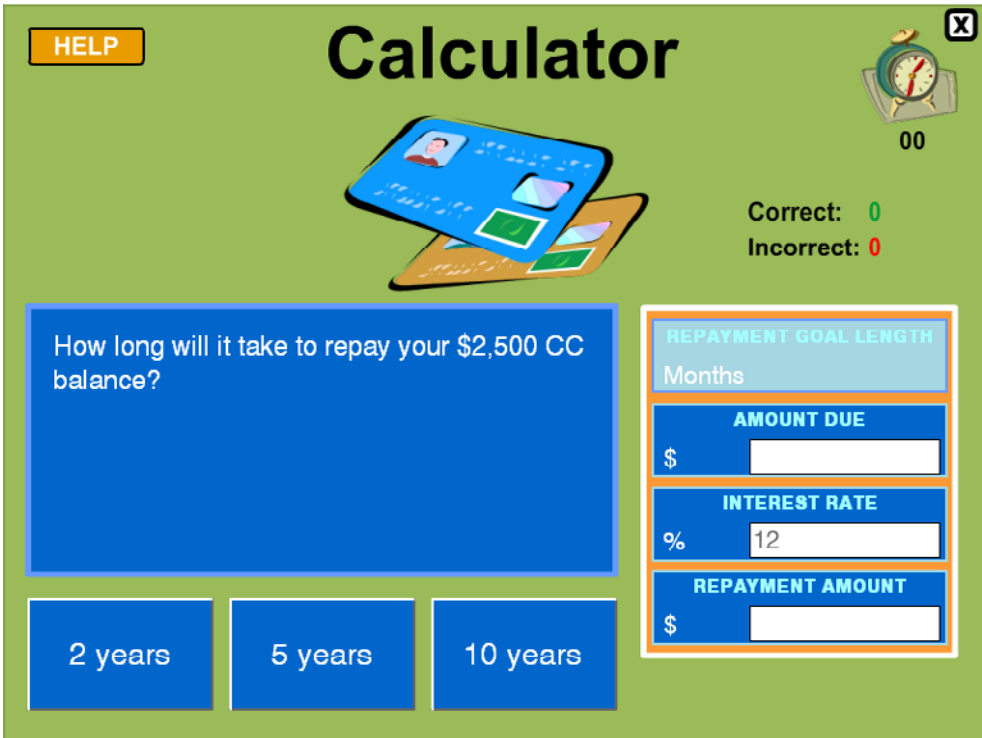
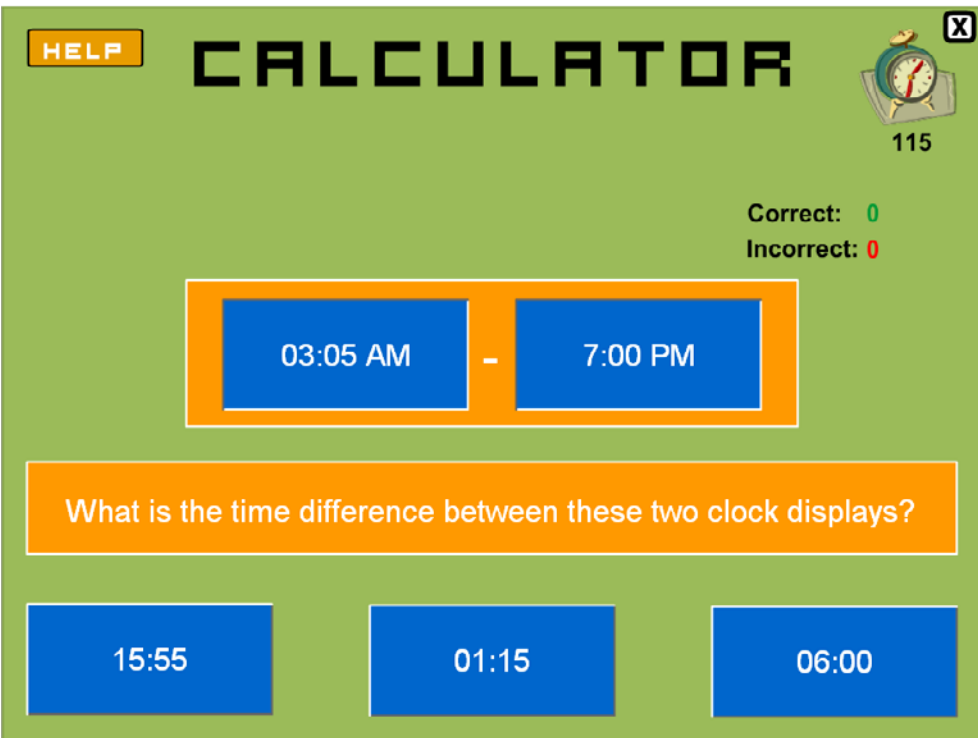
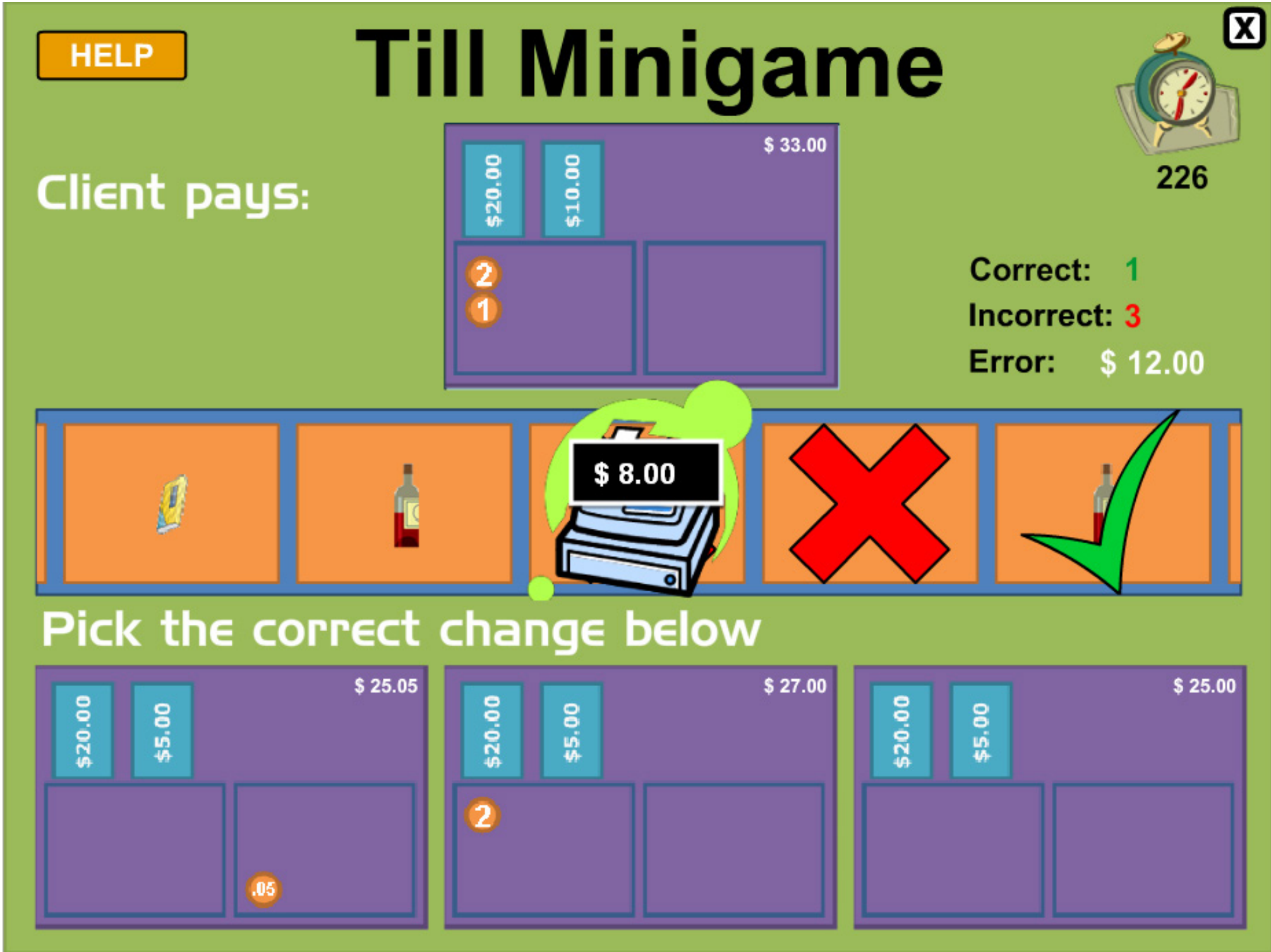


MASTER OF THE MALL

WHEN: 2008
WHERE: Wasaby

CHALLENGE:
Concept, design and Production of AN educational game to be played in the classroom, borrowing from traditional RPG and brain training game mechanics.

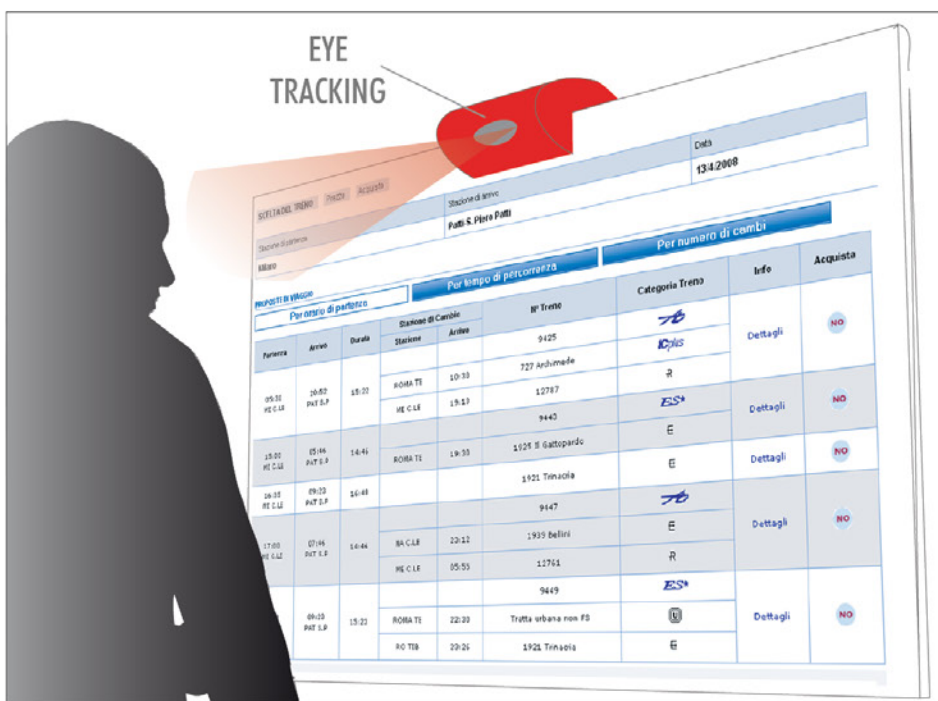
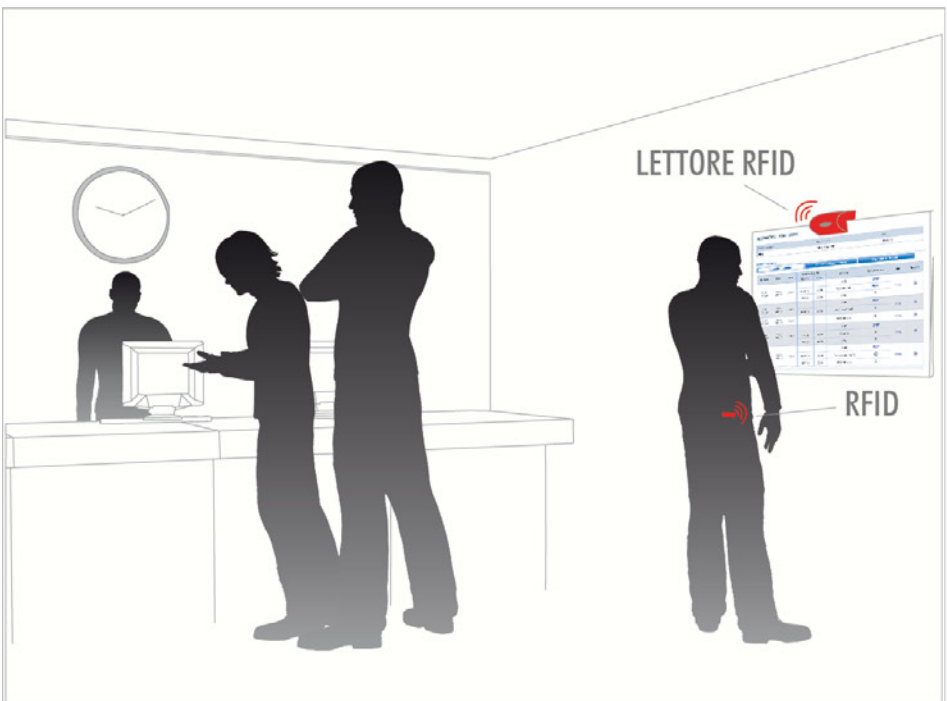
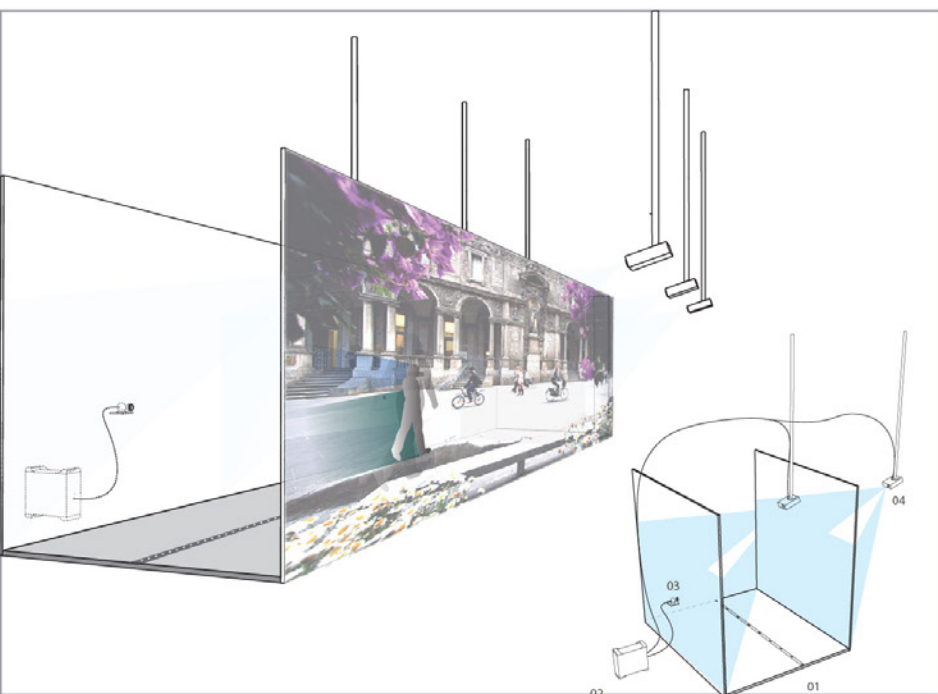
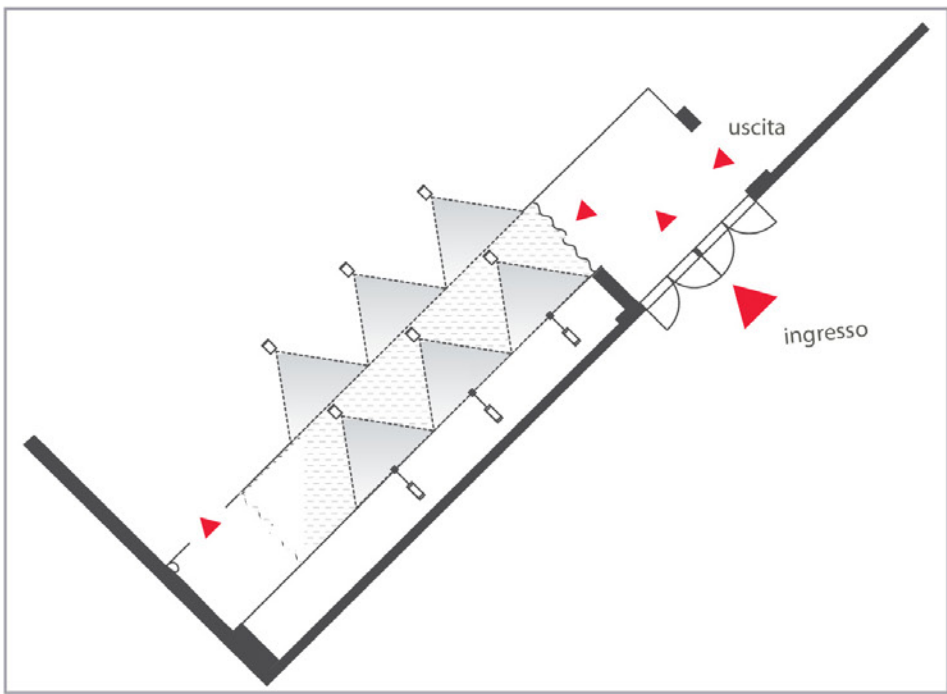
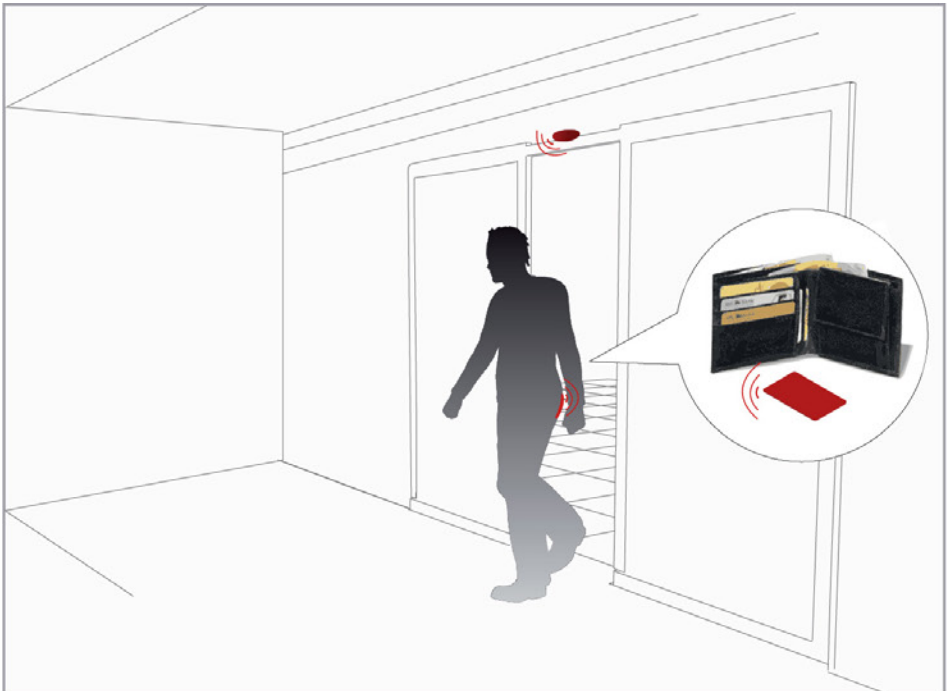
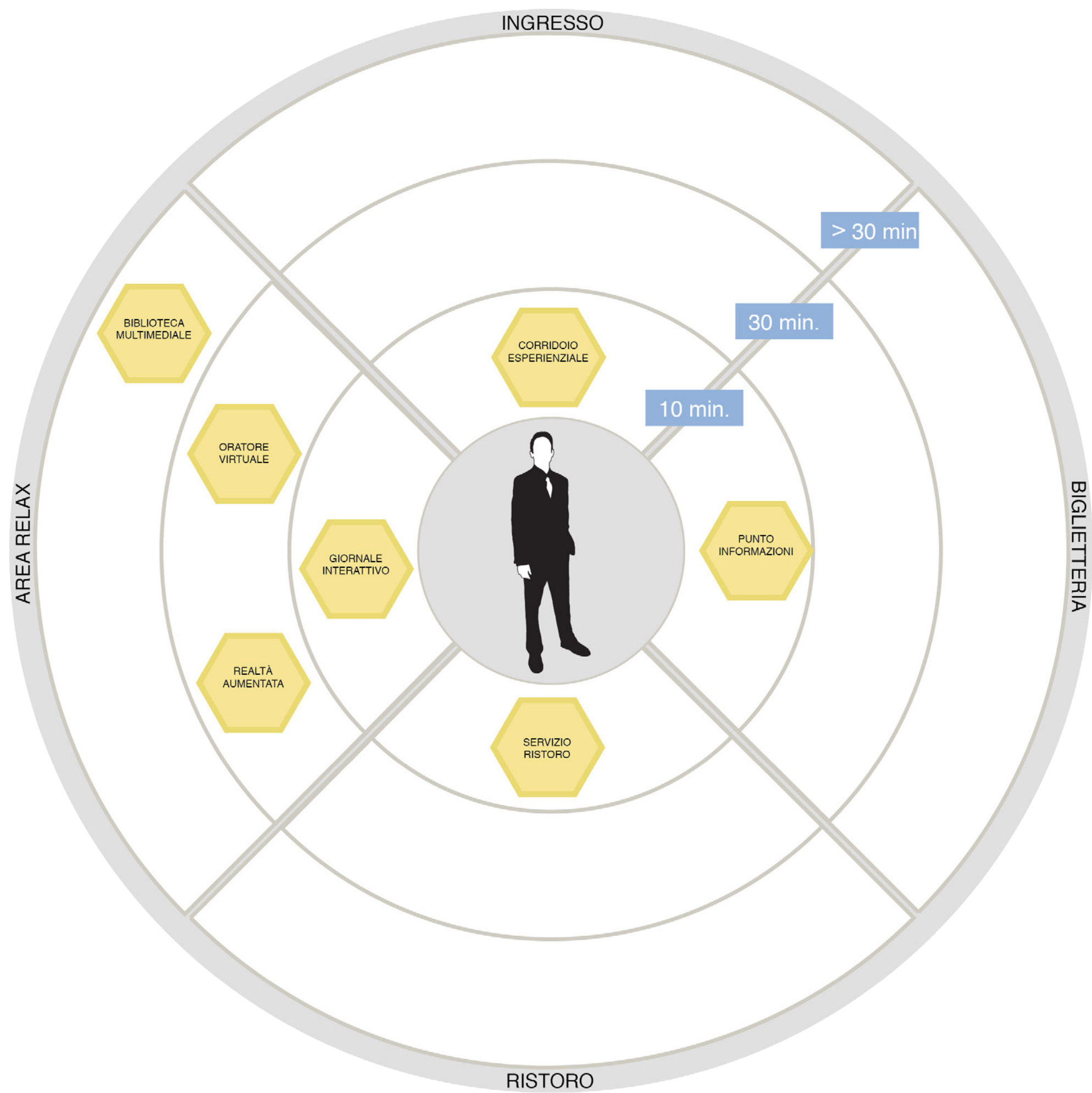
TECHNOLOGY I USED:
• Adobe Flash with ActionScript 3.

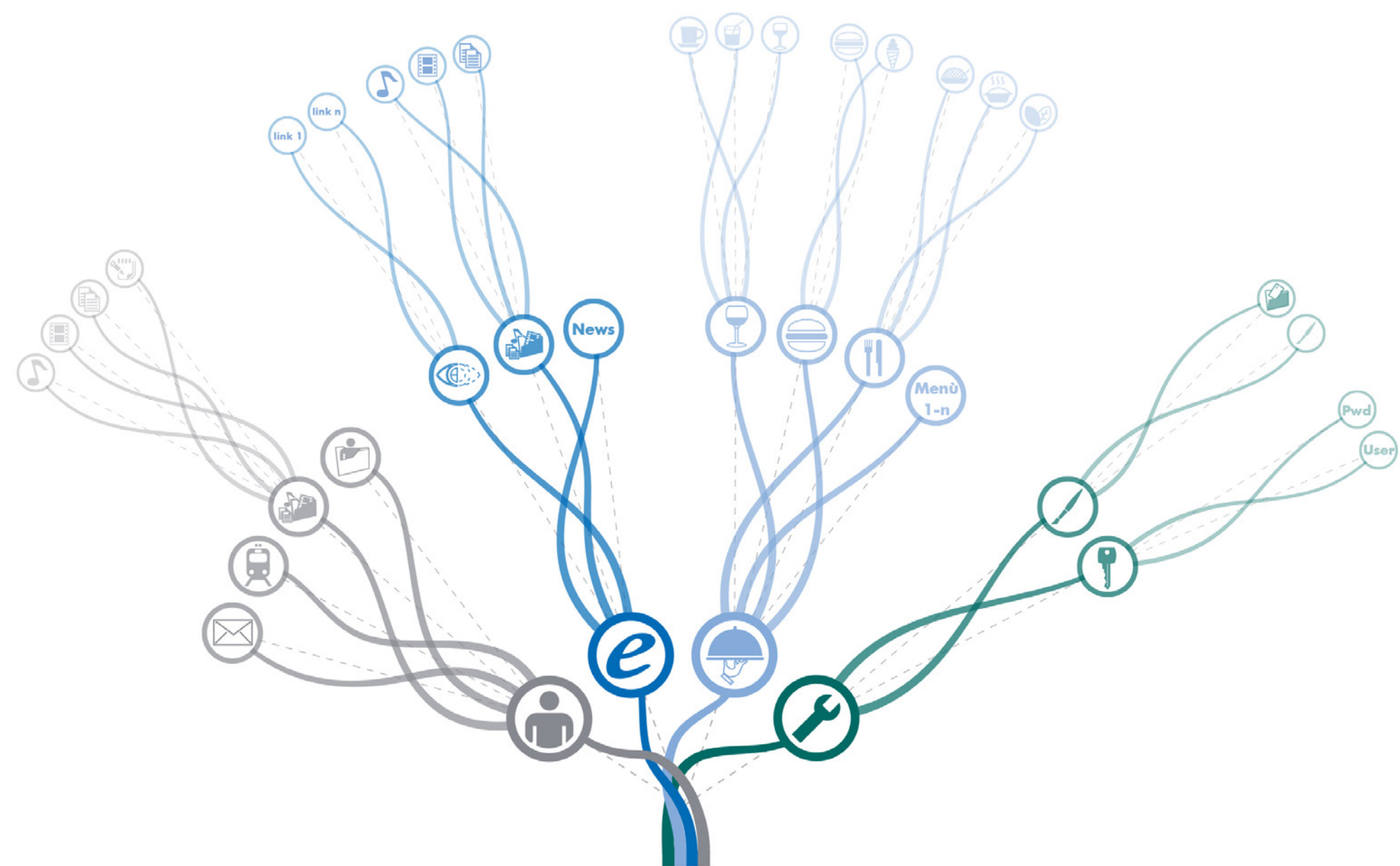


CLUB EUROSTAR - 1/2

WHEN: April 2008
WHERE: Politecnico di Milano

CHALLENGE:
It is the redesign of the Club Eurostar, environment for the best clients of a train service company to allow to the people inside to get a strong physical involvement using the latest technologies trying new experiences.





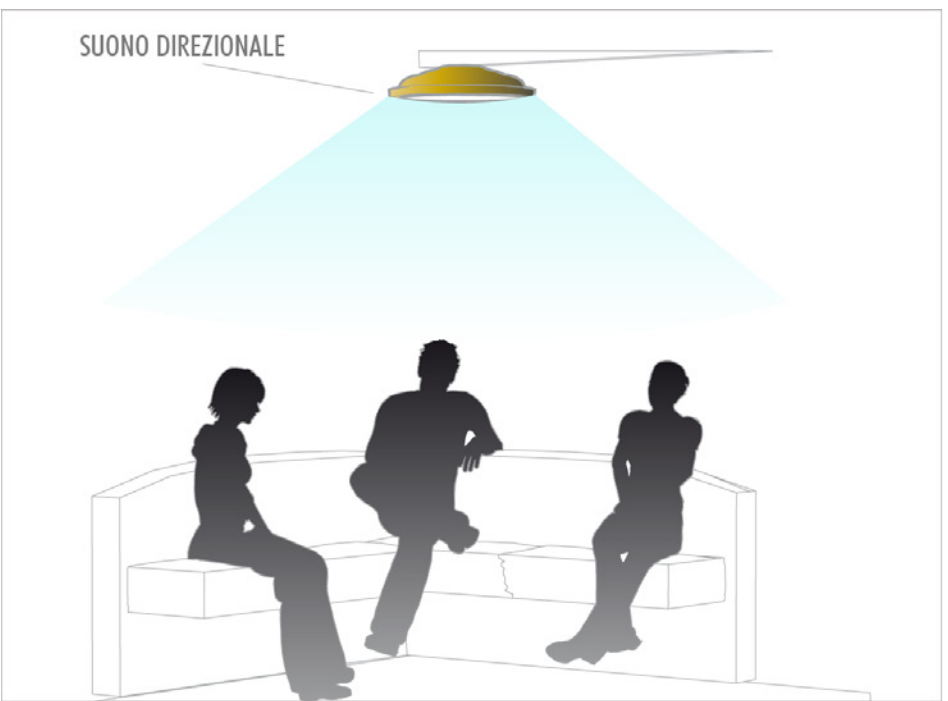
Nell'Area Relax vengono allestite opere d'arte per offrire uno svago "colto" ai clienti del Club.



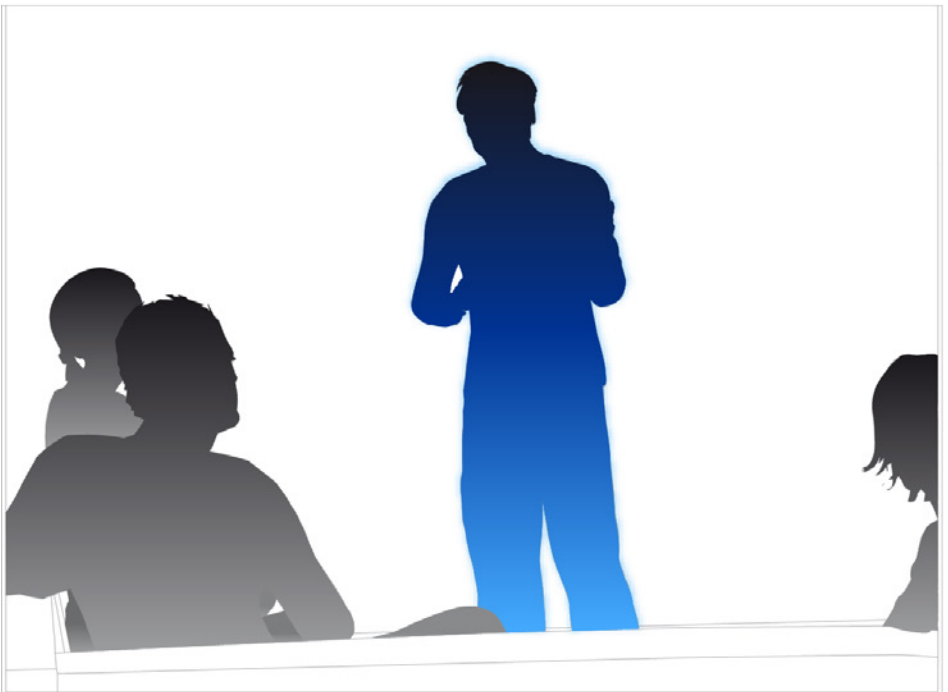
Il cliente per avere maggiori informazioni su ciò che sta guardando può attivare il servizio Realtà Aumentata sull'applicazione per mobile Club Experience.



Le immagini catturate dalla fotocamera verranno riconosciute dal software che provvederà a collocare dei hyperlink rappresentati da oggetti virtuali 3d.



Grazie al suono direzionale è possibile far ascoltare un suono solo a chi si desidera senza disturbare altre persone

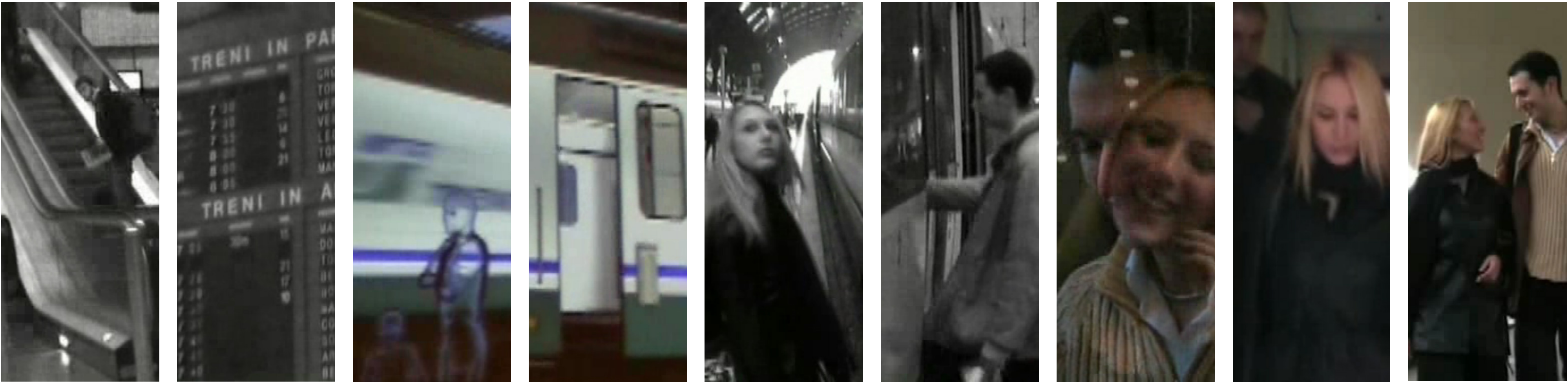
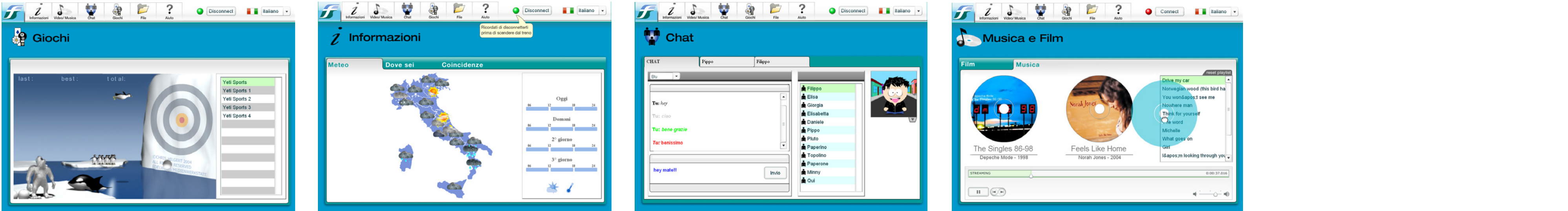


Gli "incontri" sono definiti da un palinsesto.



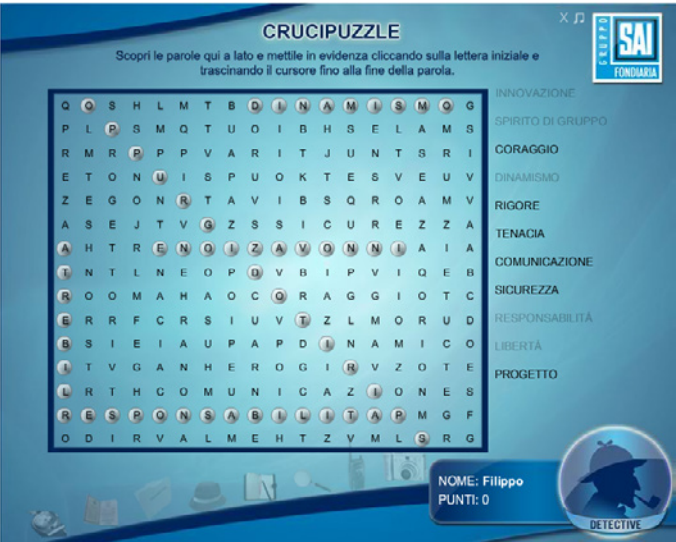
WHEN: April 2008
WHERE: Politecnico di Milano

CHALLENGE:
Objective of the MediaTrain project is to build up an utility and entertainment service for users of Eurostar trains.
MediaTrain is born with the aim of assisting the traveler with information on the travel, as well as making agreeable the travel time through games, films and giving the possibility of exchanging files, playing in couple and chatting to those travelers illing to know people in all train cars.
Therefore the service becomes useful and agreeable and uses the connection even in its amusing side according to the actual trend. Furthermore it takes benefit of some known technologies which are then implemented with others matching better to constraints of environment and usage.



WHEN: 2007
WHERE: NextMedia Lab
CLIENT: Sai

CHALLENGE:
Production of a multimedia cd for Insurance SAI containing games to teach employees corporate values.



MISSION ZURICH

WHEN: 2007
WHERE: NextMediaLab
CLIENT: Zurich

CHALLENGE:
This is a demo game that was created following a serial cartoon

- TECHNOLOGY I USED:**
- Adobe Flash with ActionScript 2.
 - XML
 - C#



MISSION ZURICH

WHEN: 2007
WHERE: NextMediaLab
CLIENT: Zurich

Production of a multimedia cd for Insurance ZURICH containing games to teach employees corporate values.

- TECHNOLOGY I USED:**
- Adobe Flash with ActionScript 2.
 - XML
 - C#

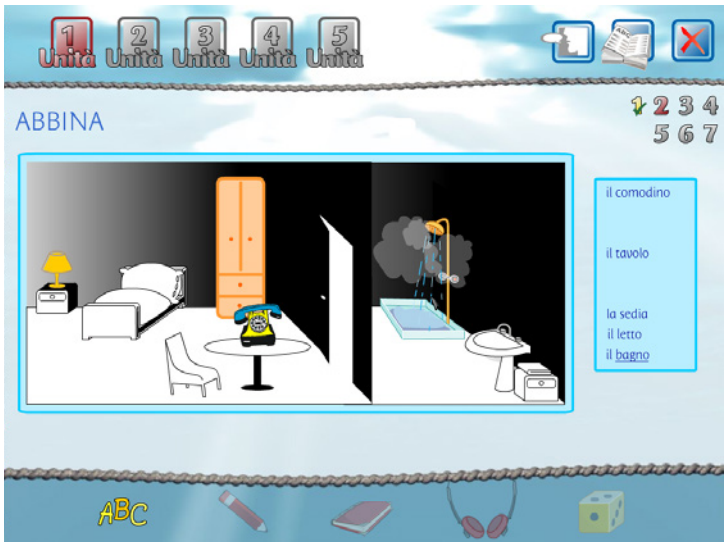


WHEN: 2007
WHERE: NextMediaLab
CLIENT: Costa Crociere

CHALLENGE:
Production of a multimedia platform for Costa Crociere to teach employees italian language using games. There are different kinds of games with increase difficulty.

TECHNOLOGY I USED:

- Adobe Flash with ActionScript 2.
- XML
- C#



WHEN: 2006
WHERE: NextMedia Lab
CLIENT: Unist

CHALLENGE:
UNIST is a laboratory for training and interactive multimedia.
For this platform I realized applications to create packages with all the informations for the video lessons.

TECHNOLOGY I USED:

- Adobe Flash with ActionScript 2.
- PHP.

UNIST

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CHI SIAMO



UNIST il futuro della formazione: Innovazione, Multimedialità, Interattività.

ASSAGGI



Pillole di Unist: videolezioni, training games, il campus.

SPAZIO PRESS



Per conoscere e capire cosa si dice di noi.

TRAILER



Guarda la presentazione video e scopri le novità

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UNIVERSITÀ DI ROMA

Orientamento online

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anche in collaborazione con enti professionali

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W3C XHTML 1.1

W3C CSS

W3C WAI-AAA WCAG



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INSANE

WHEN: 2005
WHERE: Politecnico di Milano

CHALLENGE:
Production of a Web site for the “In-
sane”, punk rock band.

TECHNOLOGY I USED:
• Adobe Flash with ActionScript 2.

LINK:
www.filippoaiello.it



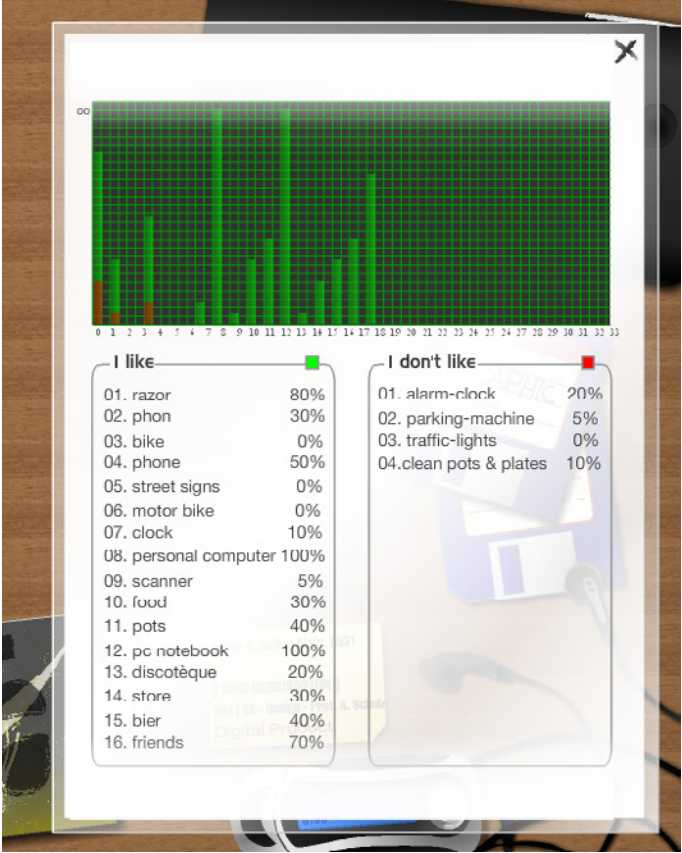
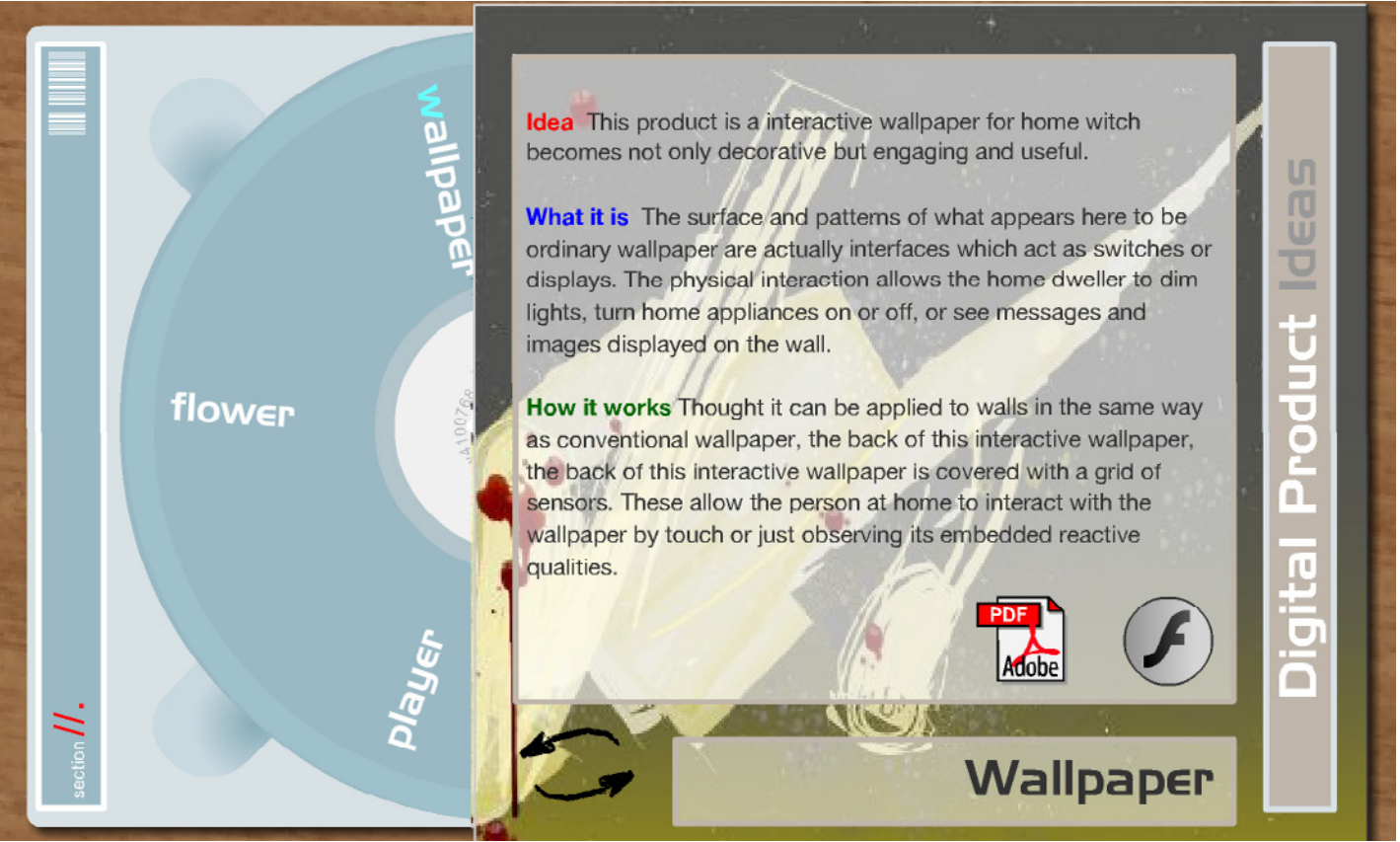
DIGITAL DIARY

WHEN: 2006
WHERE: Erasmus

CHALLENGE:
Web site produced to show the analysy and the creation of the digital product.

TECHNOLOGY I USED:
• Adobe Flash with ActionScript 2.

LINK:
www.filippoaiello.it



WHEN: 2006
WHERE: Politecnico di Milano

CHALLENGE:
Design of the Miss Sissi lamp.

TECHNOLOGY I USED:
• Adobe Flash with ActionScript 2.

LINK:
www.filippoaiello.it

OGGETTO



“ Questa lampada, realizzata in tecnopolimero colorato di diversi colori, produce una luce discreta che nobilita la penombra. Elegante, raffinata, piccola ma soprattutto bella. Per tavoli, comodini, librerie.”





Miss Sissi design

scelta autore oggetto analisi: 1 2 3 materiali geometria modellazione

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SCELTA DELL'OGGETTO

LAMPADA DA TAVOLO MISS SISSI DI PHILIPPE STARK

La lampada da tavolo Miss Sissi progettata da Philippe Stark nel 1991.

L'ho vista alla Mostra Permanente di Design del Politecnico di Milano e l'ho scelta tra i tanti oggetti per la forma semplice e piacevole alla vista.

La Miss Sissi, quando è stata presentata, sembrava razionalista, ma più tardi era diventata un punto di riferimento. È indubbiamente la lampada più copiata ed imitata al mondo.

scelta autore oggetto analisi: 1 2 3 materiali geometria modellazione

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MATERIALI

DATI TECNICI:

Materiali: tecnopolimero colorato grigio.
Peso: 0,3 kg.
Lampadina: max 40 W
Lampadina: max a incandescenza.

Proprietà generali

Densità	1,14	1,21	Mg/m³
Prezzo	4.144	4.628	EUR/kg

Proprietà meccaniche

Modulo di Young	2	2,44	GPa
Limite a snervio	20	70	MPa
Resistenza al trazione	60	72,4	MPa
Allungamento	70	750	%
Durezza	29,9	31,9	HN
Limite di resistenza	20,14	20,81	MPa
Resistenza al fuoco	2,1	4.600	MPa.s/cm²

Proprietà termiche

Temperatura massima	274	417	K
Espansione termica	100,1	136,8	10⁻⁶/K
Conduttività termica	0,166	0,298	W/m.K
Calore specifico	1,935	1,941	J/kg.K

Proprietà elettriche

Conduttività elettrica	10⁻¹⁴	10⁻¹⁴	S/m
Resistività elettrica	10¹⁴	10¹⁴	Ω.m

Proprietà ottiche

Trasparenza	0,999999	0,999999	
Indice di rifrazione	1,49	1,49	

scelta autore oggetto analisi: 1 2 3 materiali geometria modellazione

Miss Sissi design

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MODELLO

Il modello della lampada e la rappresentazione di un suo possibile contesto sono stati ottenuti con Maya che è un programma creato per animare modelli e animazioni di quella realistica.

Per la costruzione del modello della lampada con Maya ho preso prima tutte le misure serventi di un oggetto e rappresentandolo in scala con le relative quotature. Successivamente ho effettuato un modello geometrico scomponendo l'oggetto in una serie di primitive geometriche e di una sequenza ordinata di loro trasformazioni per giungere alla definizione del modello.

Con Maya ho modellato diverse figure primitive con Maya ho riprodotto tutta la sequenza di operazioni dalle figure geometriche fino a ottenere il modello.

scelta autore oggetto analisi: 1 2 3 materiali geometria modellazione

Miss Sissi design

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visit the website:**

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