

Martina Pagura

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Experience

UX lead for digital solutions (3D) - HP inc
Barcelona, Jan 2017 - Current
Next generation product exploration and definition.

Senior interaction designer (3D) - HP inc
Barcelona, Jan 2016 - Dec 2016
Definition, design and front-end architecture of software communicating with 3D printers.

Interaction and service designer - CIID Consultancy
Copenhagen, Nov 2011 - Nov 2015
Consultant for Lego, Toyota, Leopharma, Novo Nordisk, BenQ, SuperBrugsen, Coop.

Interaction design researcher - Microsoft Research Asia
Beijing, May - Oct 2011
Supporting the development of a new design department connected to the research environment while running a personal project on multicultural environment.

Interaction design freelance
Copenhagen, Jan - Mar 2011
Design consultant for CIID, Toyota & Coloplast: defining future vision in transportation design and medical design.

Student consultant
Copenhagen, 2010
Industry project CIID-Lego & Industry project CIID-Velux.

Freelance graphic designer
Pordenone-Venezia-Torino, 2005-2010
Collaboration with Italian public and private institutions to develop corporate identity

Intern - Fausto Boscarioni Associati
Pordenone, 2005
Transportation and product design.

Education

CIID - Copenhagen Institute of Interaction Design.

Graduate studies in interaction design (2010)

Thesis: Savût, what if you had an Italian Grandma standing in the kitchen?

Advisor: Vinay Venkatraman.

IUAV University of Venice

Graduate degree in Product Design, specialized in Interaction Design, (2009)

Thesis: Laundrym, an interactive laundrette service.

Advisor: Philip Tabor. Co-advisor: Gillian Crampton Smith.

With the support of Europe User Research Whirlpool

Politecnico di Torino (University of Turin)

Master (6 months) in Light Design. (2006)

Undergraduate degree in Industrial Design. (2006)

Thesis: Stili di vita in poltrona: storia e critica dell'imbottito in Italia 1945–2006

(Armchair lifestyles: a history and critique of Italian upholstery, 1945–2006)

Advisor: Elena Dellapiana.

Erasmus programme at Strate Collège, Paris. (2004-2005)

Teaching

UxD professor @ IED Barcelona- Master degree (2017)

UCD Professor @ Elisava - Engineering in industrial design (2018)

Service design professor @ IED Barcelona- Master degree (2017)

IxD professor @ CIID Industry project with Electrolux (2014)

IxD professor @ CIID Industry project with AStep (2013)

Lectures, Talks

Talk @ Designit Barcelona - "User experience prototyping" (2017)

Talk @ CIID10 - Impact mind: "Designing away from the screen" (2016)

Talk @ Pragma Conference: "Let's prototype: how to make use of user experience prototype for mobile app development" (2015)

Open lecture @ CIID: "Prototyping: inspiration, understanding, validation" (2015)

UX-EA Days (User Experience-East Asia) Conference @ Microsoft: "Life between cultures: the first user centred design research in MSRA" (2011)

Lecture @ Microsoft China (Beijing): "Let's prototype. From paper to final solution, what's the value of prototypes for designers?" (2011)

Talk @ Theory and Practice (CPH): Savût (2010)

Talk @ Frog - Milano: Laundrym (2009)

Talk @ Experientia - Torino: Laundrym (2009)

Talk @ H-Farm - Treviso: Laundrym (2009)

Teach @ Libera Università di Zoppola: digital photomontage (2007-08)

**Design
competition,
exposition,
publication**

Talk to me - MoMANY : **Sidetrack** (2011)

IxDa I I Student competition: honorable mention (2011)

TEI 2011 (fifth International Conference on Tangible Embedded and Embodied Interaction): **Sidetrack** (2011)

Blueprint (paper magazine-UK): **Sidetrack** on "Produce:CIID" (2010)

ThoughtMade (Malmö): **Sidetrack** (2010)

Future of Health Report – Psfk+Unicef: **Asha** (2010)

Fabbrica delle Idee - marketplace by Fiera di Milano: **K-Rings** (2009)

Made in Macef - Exhibition: **K-Rings** (2009)

Second prize in the competition "Vota e vinci il design", Online section of Samsung Young Design Award 2008: **Selachimopha** (2008)

Ecomondo - expo in Rimini about ecology: **Waiting for...** (2007)

Informatic skills

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premier, Adobe AfterEffect, Final Cut Pro, Sketch, Axure, Invision, ProtoIO, POP, Rhinoceros, 3D Studio Max, Cinema 4D, Processing, Mobile Processing, Arduino.

Physical prototyping skills

Wood, expanded polyurethane, chalk, forex, acrylic, ceramics, fabric and paper.

Languages

Italian: mother tongue.

English: excellent. Cambridge Preliminary English Test (PET): 2004 pass with merit.

Spanish: good.

French: intermediate.

Danish: basic.