

Francesca Madeddu

UX Engineer

Bristol, England

+44 7413669993

✉ francesca.madeddu84@gmail.com

📄 fmadeddu.github.io/me

*I am a full stack developer with a strong background in human computer interaction.
I consider curiosity, autonomy and the ability to learn quickly my strengths.*

Publications

- 2015 **EGUK Computer Graphics & Visual Computing**, F. Madeddu, D. Archambault and R. Borgo, Extended Abstract on User-defined gestures for Augmented Reality with Smart Phones.
UCL, London

Awards

- 2015 **Best Performance in the Advanced MSc**, Swansea University, Wales.

Work Experience

- 2020-Present **UX Designer**, SECUREFLAG, London.
Remote contractor.
- Duties: partnering with SecureFlag to help shaping their products with a combination of usability analysis, research and user testing.
 - Technologies: HTML/(S)CSS, JavaScript, Balsamiq, User testing, Usability analysis.
- 2018-Present **UX Engineer**, FLEXYS, Bristol.
Leading the front-end development of bespoke web applications for intelligent debt resolution.
- Duties: web application development following an agile methodology (scrum): requisites gathering, implementation of new features from design (prototypes, wireframes) and research to coding; bug fixing; software testing (unit, e2e); usability testing; redaction of design guidelines.
 - Technologies: HTML/(S)CSS, JavaScript, jQuery, TypeScript, Angular 2.X, Jasmine, Protractor, RESTful API, Git.
- 2016-2018 **Software Engineer**, CAFEX COMMUNICATION, Cardiff.
Developing web application based on WebRTC technologies.
- Duties: full-stack web application development and testing (unit, e2e); usability testing; UX design.
 - Technologies: Java, HTML/CSS, JavaScript, jQuery, JSP, JSF, Angular 2, SQL, Gradle, Git.
- 2015 **MSc Thesis Intern**, LEADIN UK, Swansea.
Developing an augmented reality mobile application for museums.
- Duties: mobile application development, usability testing, qualitative and quantitative research, field studies, lab studies, prototyping.
 - Technologies: Unity3D, C#.

- 2013–2014 **System Integrator Consultant**, ABINSULA SRL, Turin.
Integrating infotainment embedded systems for the automotive sector.
- Duties: creation of a framework for the automatization of the integration process; quality and consistency check on the integrated code; integration plan management.
 - Technologies: Fado, Linux, C, Bash, Python, Git.
- 2013–2014 **Usability Tester**, ABINSULA SRL, Turin.
Evaluating infotainment systems HMI in the automotive sector.
- Duties: usability evaluation of HMI; implementation of new design guidelines.
- 2013 **Web Developer**, RA-COMPUTER, Milan.
Developing web applications for financial services with a model driven development approach.
- Duties: requisite gathering interfacing with function analyst; development of new functionalities; bug fixing.
 - Technologies: Java, WebML, HTML/CSS, JavaScript, jQuery, SQL, SVN.
- 2012–2013 **BSc Thesis Intern**, RA-COMPUTER, Milan.
Developing an automated framework for the modernisation of legacy systems.

Education

- 2014-2015 **MSc Advanced Computer Science with HCI specialization**, *Distinction*, Swansea University, Wales.
Thesis, *Mobile Egypt: Investigating Mobile Augmented Reality in Museums*, Design, development and evaluation of a fully working augmented reality game for smartphones in museums..
- 2009-1012 **BSc Digital Communication**, *First Class Hons*, Università' degli Studi di Milano, Italy.
Thesis, *Modernization of Legacy Systems*, Development of a framework for an automated modernisation of legacy financial systems.

Skills

- Dev Java, TypeScript, JavaScript, HTML/(S)CSS, JQuery, Bootstrap, Angular (2+), E2E testing, Web API, RESTfull API, GIT, Balsamiq.
- HCI Usability testing, heuristic evaluation, cognitive walkthrough, interviews, questionnaires, observations, quantitative/qualitative analysis.

Languages

- Italian **Mother tongue**
English **Fluent**

7.0 SWELT

Interests

- Running, Swimming, Tennis, Sailing
- Piano, Live Music
- Organizer of 'A practical UX study group' Meetup
- Photography, Travelling