

CURRICULUM VITAE

ONOFRIO DI FRANCO

INTERACTION DESIGN, BACHELOR OF ARTS



Personal Details

Name and surname:	Onofrio Di Franco
City of residence:	Markgröningen
Date of birth:	03.05.1989
Place of birth:	Licata (Italy)
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Profile

I am a passionate Interaction Designer, that loves to create innovative consumer products and services, by keeping an eye on the human as well as the business to turn a simple idea into something extraordinary.

Currently I'm working for **Robert Bosch Power Tools GmbH**. As a UX Lead I'm in responsible for the user success of our first real IoT solution at Bosch Power Tools. An App called "MeasureOn". I see myself as a UX strategist able to elaborate visions of experiences. These visions help me to always know where my true north is and guide me in working on concrete measures to make this vision become reality. While I love to work on UX strategies another passion is with prototyping and making ideas tangible to be able to early test them with users. Before working as UX Lead for MeasureOn I had the chance to coach Start Ups within the Bosch Accelerator Progeam to help them finding a real problem to solve in the early phase of incubation. Together with colleagues from our Business Innovation Team and André Marquis from UC Berkeley I piloted a process that helps to explore, ideate and test new business ideas very fast and pretty cheap. The world of start ups always fascinated me since I admire the passion and engagement that is needed to work on an idea and make it a proper business. That's why I decided to start my own company where I aim to support start ups as a design thinking and design strategy coach.

Experience

- Sept. 2020-today **Robert Bosch Power Tools GmbH, UX Lead**, Identifying user needs in for digital Measuring Tools first IoT App (MeasureOn).
- Jan. 2017-Aug. 2020 **Robert Bosch GmbH, UX Manager**, Coach and Team Lead in the central User Experience @Bosch.
- Facilitating Design Thinking trainings and workshops.** Enabling Bosch employees to work in a User Centered Manner
- Leading UX professionals in innovation and exploration projects.** With a team of other UX professionals I worked on several innovation projects in different business areas.
- Aug. 2015-Dec. 2016 **Audi AG, Senior UX/UI Designer**, Development of the MMI general overall concept Starting August 2015 I began to work as an User Experience Designer in charge of designing the new generation of Audi's MMI.
- Defining basic principles of Audi's new MMI generation for the A8**, together with an interdisciplinary Team I developed the basic principles for Audi's new MMI.
- Creating new innovative GUI elements for touch systems**, to simplify the user's interaction with the system.
- Predevelopment of multimodal interfaces.** How a user can interact with the car as natural as possible.
- System Intelligence responsible.** I was in charge of developing ideas how intelligent systems change our perception of interfaces in a car.
- Apr. 2013-July 2015 **Interaction Designer Spiegel Institut Ingolstadt GmbH**, automotive Consultant for Audi AG.
- HMI teamlead for the Audi tablet** designing the Interface for Audi's automotive Tablet and managing the interdisciplinary UX Team.
- Audi Smart Remote Control** designing the Interface for Audi's Touch Remote Display.
- Designing questionnaires** for user studies (number bigger 50 probands)
- Aug. 2011-Jan. 2012 **Audi AG , Ingolstadt**
Internship in the Infotainment department designing the MMI connect app interface

Education

- Sept. 2009-Feb. 2013 **College: Interaction Design, Bachelor of Arts (1,5)**
Interface Design, Application Design, Invention Design, Usability
University of Applied Sciences Schwäbisch Gmünd
- Sept. 2012-Feb.2013 **Interaction Design, Bachelor Thesis (1,7)**
"orientation system for public urban transportation"
University for Applied Sciences Schwäbisch Gmünd

Feb. 2012-July 2012

Studies abroad, Tecnologico de Costa Rica, industrial design
Tutor for Interaction Design and Cinema 4D

July 2008

Hans Grüninger Gymnasium, Markgröningen, German Abitur (2,6)

Craftmanship

Design:	Information Architecture, Site-Maps, Wireframes, Storyboards, Specification Task Flows (Axure), Pixel-Perfect Comps (Adobe Photoshop, Illustrator, Affinity Designer), Mobile Responsive Layouts, Animated Transitions 2D & 3D (After Effects, Cinema 4D)
Prototyping:	Low-Fidelity Prototyping (Click Dummies with Axure, Keynote, Powerpoint), High Fidelity Prototyping (HTML, CSS, jQuery) Hardware Prototyping (Arduino, Sensors, woodwork, metalworking)
Communication:	Qualitative User Research, User Requirements, User Stories, User Interface Guidelines, Styleguides, Documentation Design Process (Atlassian Confluence), Agile Project Management/Issue Tracking (Atlassian Jira)

Skills

Languages:	German (mother tongue), Italian (mother tongue), English (fluent spoken and written), Spanish (intermediate)
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Hobbies

I like to spend my leisure time with cooking. Especially when having friends around. I think there's nothing better than enjoying a great meal and having deep conversations.

Another passion I have is sports. As a teenager I used to play Handball and American Football.

What I loved most about these sports was the incredible team spirit I felt everytime I was on the field.

In my time in Costa Rica I developed a deep passion for dancing. Nowadays I still like to dance, but what really helps me to clear my head is a long ride with my bicycle.