



Laura Boffi
Interaction & Service Designer
email: boffilaura@gmail.com
telefono: +39 3775444035

Laura Boffi is an interaction design researcher and practitioner with a background in product design. She likes engaging with people in their own context doing user research and involving them in design games, workshops and co-creation sessions that she designs expressly for the projects to get meaningful insights. From the fieldwork she discovers new opportunity areas where to ground design challenges and starts testing her ideas with people since the early stages of the concept, choosing every time the kind of prototype to build in order to take the project further and further through the co-creation with users. She crafts prototypes and experiences with different media, from paper to video scenarios, and she develops the concepts by reiterations between user testing and prototyping over all the design process.

She is currently working at CIID - Copenhagen Institute of Interaction Design- as an interaction design researcher. At the CIID, she is part of the Research group, currently working on the Helicopter project, another EU funded project about monitoring elderly people with integrated sensors network in their domestic landscape. In last few years, Laura also worked for Indesit Company, as a project manager and interaction designer on the Veritas project, an EU funded project about developing new design tools which would support designers and developers in designing products for impaired and disabled people, like Parkinson patients. At the same time, Laura collaborates as freelance interaction designer with other companies in Italy and abroad.

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EDUCATION

> Interaction Design Program

Copenhagen Institute of Interaction Design- CIID, Copenhagen, Denmark

(in collaboration with DKDS- Danish Design School)

Sept.2009- sept.2010

> Spatial Performance and Design Graduate Certificate

Interprofessional Studio AAIS at the Architectural Association- AA, London, UK

Jan. 2009- jun.2009

> Master in Design- MDes

Program Man and Humanity at the Design Academy Eindhoven- DAE, Eindhoven, The Netherlands

Sept. 2006- jun.2008

> Bachelor of Industrial Design

Polytechnic of Turin, Turin, Italy

Sept. 2002- sept.2006

Graduated cum laude

OTHER RELEVANT STUDIES, COURSES & WORKSHOPS

> Designing interaction in the networked city

Urban IXD Summer School

Arts Academy, Split

Aug. 2013

> Design on the Move

Nordes Summer School

Oslo School of Architecture and Design (AHO)

Aug. 2012

> Visualizar '08: Database City

Workshop on data visualization

MediaLab Prado, Madrid, Spain

Nov. 2008

> BioArt Honor Course

The Arts and Genomics Center

University of Leiden, Leiden, The Netherlands

Mar.2008- june 2008

> Erasmus Program

Universidad Jaume I, Castellon de La Plana, Spain

Sept. 2004- febr. 2005

WORK EXPERIENCE

> Senior Researcher

focus on elderly people health and wellbeing in EU funded projects
Research Group at Copenhagen institute of Interaction Design- CIID, Denmark
Feb. 2015- currently.

> Freelance interaction and service designer
Rome, It
Sept. 2010- currently

> Interaction & service designer
focus on elderly people health and wellbeing in EU funded projects
Research Group at Copenhagen institute of Interaction Design- CIID, Denmark
Jan. 2012 - feb. 2015

> Project manager and interaction design consultant
Focus on Parkinson patients and elderly people in an EU funded project
Indesit Company, Italy
June 2012- feb. 2014

> UX assistant
Publicis Healthware International- PHI, Salerno, IT
Oct. 2011- dec. 2011

> Junior interaction design researcher
focus on autism children and interactive table top piloting
Bruno Kessler Foundation- FBK, Italy
Feb. 2011- sept. 2011

> Freelance interaction designer
Consultancy Group at Copenhagen Institute of Interaction Design- CIID, Denmark
Oct. 2010- dec. 2010

> Freelance design researcher
Future Farmers, S. Francisco, CA
Jan. 2010- march 2010

> Design Research editor
Exibart magazine, Italy
Nov. 2008- jan 2009

- > Graphic designer and digital illustrator for the book “Design per la Sostenibilità. Strategie e Strumenti per la Decade - Educazione e sviluppo sostenibile, Nazioni Unite 2004-2014”, curated by Tamborrini P. and Vezzoli C., published in 2007 by Libreria Clup, Milan, IT.
- > Lighting technologies and materials research intern, Luceplan, Italy, jun.2005- aug. 2005
- > Real Lab physical prototypes workshop assistant, Polytechnic of Turin, Italy, mar.2005- jul.2005

SCHOLARSHIPS & GRANTS

- > EU's Culture programme (2007-2013), funding for Bauhaus Lab, jan. 2009- jun.2009
- > Mondriaan Foundation funding, The Netherlands, aug. 2009
- > HSP Huygens Scholarship, The Netherlands, a.y. 2007-2008
- > Collaboration scholarship from Polytechnic of Turin, a.y. 2004- 2005
- > Erasmus scholarship, Italy, a.y. 2004-2005

RESEARCH PROJECTS

- > “ Helicopter”, EU funded project, AAL framework, about monitoring the elderly through a an integrated network of sensors at home, sept. 2013- currently
- > “ Food”, EU funded project, AAL framework, about keeping elderly people active and self efficient through engagement in food related activities, sept. 2011- feb. 2015
- > “ Veritas”, EU funded project, about developing new design tools which would support designers and developers in designing products for impaired and disabled people, in particular the design of new kitchen devices for people suffering from Parkinson, june 2012- feb. 2014
- > “ Cospatial”, EU funded project, about interactive table top and collaborative technologies for children with autism and their therapists, feb. 2011- sept. 2011
- > “ Weaving Relationships”, user research and experience prototyping in Antea hospice, Rome, Italy, may 2010- sept.2010

> “Lazarillo GPS”, user research and prototyping of a touristic map for wheelchairs users for the Medialab Prado in Madrid, Spain, nov. 2009

> “InsideOut, Laboratory Ecologies”, bioart research, Leiden University, The Netherlands, mar.2008- jun. 2008

INDUSTRY PROJECTS

> “Diario Interattivo del Diabete - DID”

Client: Meteda Company, San Benedetto del Tronto, Italy

Users research, UI flows, UI design, wireframing and prototyping with users of a mobile application for diabetes patients.

Jan. 2014- currently

> “Meteo Universitario”

Client: SayService, Trento, Italy

Users research, concept development, wireframing and prototyping with users of a mobile application for students focused services in the city

Feb. 2011- sept. 2011

> “Body Mountains”

Client: Coloplast, Copenhagen, Denmark

Users research and prototyping of products for stoma patients

Oct. 2010- dec. 2010

> “The Kite Blowing Project”

Client: Nokia, Copenhagen, Denmark

Mobile concept for storing memories in the city

Jun. 2010

> “Radiance”

Client: Velux, Copenhagen, Denmark

May 2010

AWARDS

> Stanford Center on Longevity Design Challenge
Finalist with the project “Fitness Hunt”

April 2015

> “ 2012 Interaction Awards”,
shortlisted for the project “Weaving Relationships”, category Connecting

> “ Roaming Rome”, Italy, 2010
International competition about being mobile and traveling
5th prize for the project “Wish you were here” in collaboration with Jacek Barcikowski

> “ La Casa del III Millennio”, Italy, 2009
Sustainable design competition
Mention for the project “Fresco di Lana”

> “ Cevisama 2005”, Spain, 2005
International competition of innovation in ceramics tiles design
Honor mention for the project “Bisagra”

SELECTED EXHIBITIONS

> “Insight 2: Engaging the Health Humanities”, Alberta, Canada, 2013
Selected work “Weaving Relationships”

> “Salone Internazionale del Mobile”, Milan, Italy, 2010
Selected project “Comet Phonebooth”, in collaboration with P. Andrade, S. Ronde Thielke, E. Stevenson.

> “Talent 2008”, DesignHuis, Eindhoven, The Netherlands, 2008
Selected work “Bioinstincts”

PAPERS, POSTER PRESENTATION & WORKSHOP

> “Co-creating elderly “future- self”
CHI '15, Seoul, apr. 2015
(workshop presentation)

> “Weaving Relationships”
The Stanford Medicine X Conference 2014
Stanford, California, US, sept. 2014
(poster presentation)

> “Making sensors meaningful for the elderly: health and wellbeing monitoring”, together with
Caroline Arvidsson

The Stanford Medicine X Conference 2014
Stanford, California, US, sept. 2014
(workshop leader)

> “The FOOD Project: Interacting with Distributed Intelligence in the Kitchen Environment”,
together with Laura Burzagli, Lorenzo Di Fonzo, Pier Luigi Emiliani, Jakob Bak, Caroline Arvidsson,
Dominic M. Kristaly, Leonardo Arteconi, Guido Matrella, Ilaria De Munari, Paolo Ciampolini
HCI International 2014
Crete, Greece, june 2014
(paper presentation)

> “Supporting the designers to build empathy with people with Parkinson’s disease: the role of a
hand tremor simulating device and of user research with end-users”, together with Marco Fontana,
Gastone Pietro Papini Rosati and Monica Milani
The Design Research Society’s Conference 2014
Umeå, Sweden, june 2014
(paper presentation)

> “Creating Design Scenarios for Elderly Communities: Opportunity Areas and Positive Behaviours”,
together with Jamie Allen
AAATE 2013
Vilamoura, PT, sept. 2013
(paper presentation)

> “ Food Services Supporting Activity and Independence Among the Elderly: Senior Chef &
Cooking Academy”, together with Jamie Allen and Kirsti Andersen
DIILT ‘12 Workshop, 26th Annual HCI Conference of the British Computer Society, HCI 2012
Birmingham, UK, sept. 2012
(paper presentation)

> “ Towards Practical and Meaningful Food-Related Support Systems for the Elderly: Initial
Findings From the FOOD Project”, together with Jamie Allen and Kirsti Andersen
CITTA 5th Annual Conference on Planning Research
Porto, PT, may 2012
(paper presentation)

> “ Kite Blower Project”
MobileHCI 2011
Stockholm, august 2011
(selected for industrial paper presentation, but not taking part to it due to lack of funding)

> “ JoinIn”, together with Sara Traversari and Massimo Zancanaro
HCI2011, Interactive Experience
New Castle, UK july 2011

(video presentation)

> “ *wish you were here project”

Pervasive 2011, the Ninth International Conference of Pervasive Computing
San Francisco, July 2011

(selected for video presentation, but not taking part to it due to lack of funding)

> “ Weaving Relationships: user centered design in hospice”

3° Rare Illnesses and Narrative Medicine Symposium
Rome, Italy, June 2011

(poster presentation)

> “ Weaving Relationships”

12th Congress of the European Association for Palliative Care- EAPC 2011
Lisbon, May 2011

(poster presentation)

> “ Tsunami Wavebag”

4th International Tsunami Symposium
Toronto, CAN, Jul. 2010

(poster presentation)

> “ Bioinstincts”

ISEA 2009, international symposium on electronic arts
Belfast, Aug. 2009

(paper presentation)

> “ Bioinstincts”

Vision of Humanity in Cyberculture symposium
Oxford, UK, Jul. 2009

(paper presentation)

PUBLICATIONS

> Boffi, L. (2015). Co- creating elderly “Future- self”. In Proc. Of CHI 2015. Seoul, April 2015.

> Boffi, L. & Arvidsson C. (2014) Making sensors meaningful for the elderly: Health and wellbeing monitoring. Workshop at the Stanford Medicine X Conference 2014. [Online]. Available at: <http://medicinex.stanford.edu/conf/a/medx2014/conference/event/259>. [Accessed: 21 January 2015].

> Boffi L., Fontana M., Papini, G. P. & Milani, M. (2014). Supporting the designers to build empathy with people with Parkinson’s disease: the role of a hand tremor simulating device and of user

research with end-users. In Proc. of The Design Research Society's Conference 2014. Umeå, Sweden, June 2014.

> Allen, J, Boffi, L, (2013). Creating Design Scenarios for Elderly Communities: Opportunity Areas and Positive Behaviours. In Proc. of AAATE 2013. Vilamoura, 19-22 september 2013. Amsterdam: IOS press.

> Arteconi, L, Carlsson, B, Boffi, L, Burzagli, L, Emiliani, P, Mustica, M, De Munari, I, Matrella G, Ciampolini, P, The food project: sustainable AAL services in the kitchen environment (2013). In Proc. of Foritaal 2013. Ancona, 23-25 settembre 2013.

> Boffi, L., Fontana, M., Milani, M. & Catani, R. (2013). Supporting the Design of Products Accessible by Parkinson People through Physical Simulation of Tremor: An Experiment with Gas Hob . In: AD/PD 2013 - 11th International Conference on Alzheimer's and Parkinson's Diseases- proceedings. Florence, Italy, 6-10 March 2013.

> Boffi, L., Burzagli, L., Andersen, K., Allen, J., Emiliani, P. L., Vinerba, B., Bianchi, L., Frattesi, S., Aisa, V., Milani, M., Mustica, M., De Munari, I., Ciampolini, P., "Il progetto FOOD: supporto alla vita indipendente attraverso l'alimentazione", ForitAAL 2012, Parma, IT, nov. 2012

> Boffi, L., Allen, J., Andersen, K., " Food Services Supporting Activity and Independence Among the Elderly: Senior Chef & Cooking Academy", DIILT '12 Workshop, 26th Annual HCI Conference of the British Computer Society, HCI 2012, Birmingham, UK, sept. 2012

> Boffi, L., Burzagli, L., Andersen, K., Allen, J., Emiliani, P. L., Ciampolini, P. et al., "FOOD: a Framework for Optimizing the prOcess of FeeDing", AAL Forum 2012, Eindhoven, NL, sept. 2012

> Boffi, L., Allen, J., Andersen, K., "Towards Practical and Meaningful Food-Related Support Systems for the Elderly: Initial Findings From the FOOD Project", CITTA 5th Annual Conference on Planning Research proceedings, Porto, PT, may 2012

> Boffi, L., Cossu, L., Belletti, M., Espino Barsallo, L. M., Pierangeli, A., " Weaving Relationships", 3^o Rare Illnesses and Narrative Medicine Symposium proceedings, Rome, Italy, june 2011

> Boffi, L., " Weaving Relationships", 12th Congress of the European Association for Palliative Care- EAPC 2011 proceedings, Lisbon, may 2011

> Boffi, L., "Una interaction designer in corsia", in Janus, Rivista di Medical Humanities, Zadig, Rome, february 2011

> Boffi, L., "Tsunami Wavebag", Proceedings 9th US National and 10th Canadian Conference on Earthquake Engineering, Toronto, Canada, july 2010

> Boffi, L., “Bioinstincts”, in Posthumanity: Merger and Embodiment. A. Ruch and E. Kirkland (eds), Inter-Disciplinary Press, Oxford, 2010, pp. 87-99

> Boffi, L., “Bioinstincts”, Proceedings ISEA 2009, Belfast, IN PRESS

CONFERENCE CHAIR & SCIENTIFIC COMMITTEE

> Word Health Design Forum WHDF '14
Eindhoven, The Netherlands, oct. '14
(member of the scientific committee)

> “Avatars, Humanity and Videogames”
Session 8 of Vision of Humanity in Cyberculture symposium
Oxford, UK, jul. 2009
(chair)

INVITED LECTURES/ TALKS

> “Tessere relazioni di fine- vita in hospice”
Lecture and workshop at the Master of Palliative Care for Psychologists
University La Sapienza, Rome, Italy, feb. 2014 and may 2015

> “Opportunity based design for elderly communities”
Tempo Italiano seminar during Stockholm Design Week 2014
Italian Embassy in Sweden, Stockholm, Sweden, feb. 2014

> “Weaving Relationships”
with Joachim Halse
Workshop organized by Odin Teatret
Copenhagen, Denmark, sept. 2012

> “ People centered design for the end-of-life relationships”
Workshop “Buona impresa in sanità: l' innovazione possibile”
Confindustria Firenze, Firenze, IT, may 2011

> “ An interaction designer in hospital ward”
Medical Humanities master course, Alphonsian Academy, Graduate Institute of Moral Theology
Rome, april 2011

VIMEO CHANNEL

> <http://vimeo.com/user1789552>

SELECTED PRESS

- > “ Le matriosche, la coperta...”, interview in Una Città magazine, n°195/2012-june/july 2012
- > “ Comet Phonebooth” project in Wired Magazine, Italy, n°14-apr. 2010
- > “ Fresco di Lana” project in Newton Magazine, Italy, n°2-apr. 2010
- > “ Messenger dog” project in The Independent Newspaper website, apr. 2010 (<http://www.independent.co.uk/life-style/gadgets-and-tech/dogs-connect-to-the-internet-to-send-video-messages-from-disaster-survivors-1952208.html>)
and in the PSFK website, apr.2010 (<http://www.psfk.com/2010/04/an-internet-enabled-rescue-dog.html>)
- > My projects are also featured in websites like Designboom, TrendHunter, FashionTechnology, FlowingData, Futuro Prossimo, Simultaneità magazine, ect.

LANGUAGES

- > English_proficient
Trinity College Certificate, Level 10 with merit, jul. 2002
- > Spanish_ very good
Instituto Cervantes Certificate, Intermediate level, nov.2005

SKILLS

- > User research, cultural probes/design games making, brainstorming facilitating, concept development, scenarios & storytelling, video prototyping, physical prototyping.
- > Very good use of the following softwares: Photoshop, Illustrator, InDesign, Premiere and Rhinoceros. Increasing knowledge of After Effects, Flash, 3d Studio, Processing and Arduino. Basic knowledge of HTML and CSS.
- > Very good skills in physical prototypes making using paper, wood, metal, ceramic, plastic and textile. Confident in using workshop equipment and machines for the different materials.
- > Always keen on exploring the unknown and experimenting with new ways and tools until making her prototypes.

Privacy permission declaration

I allow the use of this CV under the conditions described in the Personal Data Protection Code, Legislative Decree no. 196/2003, June 2003.

Personal data declaration

Laura Boffi declares that she is born in Frosinone, Italy, on dec. 29, 1980. She is an Italian citizen (Tax Identification Number: BFFLRA80T69D810R) and she lives in Rome, in via Tarvisio 5, 00198. Her mobile number is +39 377 5444035. Her email is boffilaura@gmail.com