

Daniela Aramu

Nationality Italian
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Personal profile & Management style

A highly self-motivated and passionate manager with a strong career track in blue chip companies as well as start-up environments. Extensive experience in creating, managing, and coordinating new and existing products, and services at a global level. Strong ability to cooperate across teams, functions, companies and different geographies to deliver high quality products. Communicates with passion and clarity within the team as well as cross-functions and cross-levels. Recruits and retains talent, motivates and coaches individuals to perform at their best and to excel in their work. Always looking for the next challenge, the objective is to make a significant impact on product industry and excel in product delivery.

Major achievements

- Created Vodafone's Vertical User Experience team, starting with 1 employees growing to over 45 within 6 months.
- Drove the concept, design, implementation and delivery to market of the H1 and M1 – first Vodafone fully owned mobile user experiences with deep integration of Vodafone 360 services.
- Created and enforced user interface process for mobile customization within Vodafone Global.
- Designed and launched the first 3G handset in the European market with 3 (aka H3G).
- Designed and delivered of mobile portal for 3G handsets with 3.

Professional experience

Principal Vertical User Experience manager 2008 – Nov. 2011
Vodafone Group GmbH – Germany, UK and Hong Kong

Leading the delivery of Vodafone 360 devices and services from concept to full implementation. Responsible for staff over 45 people and for the definition and management of over 10m€ budget.

- Create and socialize a high-level user experience strategy to direct the overall business, technical and marketing strategy.
- Lead the full design cycle of the Vodafone 360 vertical strategy (from concept to detailed design to research to full implementation).
- Create and bring to market the first Vodafone mobile with a fully owned user experience, deep integrations of services and fully branded.
- Lead the alignment and overall direction for other channels (mobile web, PC clients, web) to ensure recognition and differentiation of brand and services.
- Creating and filing more than 20 major user experience patents.
- Recruit, structure and lead a highly inspired Vertical User Experience team with a 2 level reporting structure to ensure efficiency of the work, creative environment and motivated team.

Principal Terminals User Experience manager

2005 - 2008

Vodafone Group GmbH – Germany, UK and Hong Kong

Managing the handsets UE customization programme to ensure brand recognition, business requirements integration in the products, and alignment across the Vodafone handsets portfolio. Responsible for staff of 10 people and for the definition and management of over 2m€ budget.

- Define and roll out user experience customization process operational across teams, functions and with external 3rd party suppliers
- Create and maintain a strong positive relationship with handset manufactures to ensure support during product definition and customization process.
- Lead the design and implementation of PC clients to support the mobile user experience (e.g. Vodafone music player)
- Creation of guidelines and tools to improve the efficiency of the user experience customization work and the brand alignment across the handset portfolio.
- Manage planning and budgeting, interdepartmental alignments and coordination of all customization projects.
- Set up a research programme to monitor the quality of the customization work and of the overall design.

User Experience manager

2004 - 2005

Vodafone Group GmbH – Germany

Working on the user experience customization on several manufactures, to ensure best integration of services, high-quality design and differentiations for Vodafone customers.

- Lead the definition of guidelines and principles for the customization with specific manufactures (E.g. Samsung, Motorola, SonyEricsson, RIM)
- Manage the detailed design of Vodafone services, definition of integration points with native handset UI and integration of Vodafone brand - especially on Vodafone Branded Design for manufacturers Huawei, and ZTE.
- Establish operating model with handset manufactures to ensure efficiency of customization process.

Usability / Interaction Design specialist /Product manager

2002 - 2004

3 - Italy

- Design and lead user research (e.g. usability testing, expert walkthrough, co-design) on both handsets and services, report on results (both internally and internationally) and provide recommendation to improve the overall quality of the products.
- Establish and enforce a design management process to ensure efficiency and quality of the UE deliverables.
- Define the branding of the user interface, handset packaging, naming and labeling.
- Launch the first 3G handset in Europe.

Usability engineer

2001 – 2002

Lucent Technologies - UK

- Design and optimization of the UI for the OMC (Operation and Maintenance Centre of the mobile Network).
- Conduct business analysis of customers' features requirements for OMC evolutions.
- Create and maintain an online tool for OMC software upgrade delivery to customers.
- Standardize UI design and usability principles across network controlling systems via guidelines and on line tools to improve consistency of the design solutions, efficiency of the work and look and feel.

Other experiences

- Lecturer – M.Sc. in Web Communication** 2003 & 2004
Ateneo Impresa – Italy
Lecturing on usability and user experience applied to web and mobile world for the M.Sc. in Web Communication. The M.Sc. was at Ateneo Impresa - a top ranking post-graduate school in Italy.
- Human Resource Specialist** Sep – Mar 99
ENEL - Italy
Assisting and conducting staff appraisals, staff selection, training and career development.
- Child Psychologist** Mar – Sep 98
Italian National Health Care Service - Italy
Assisting and conducting counseling and therapy with special needs children and their families.
- Consultant Researcher** Jan – Jul 98
Università di Cagliari, Department of Engineering - Italy
Organizing and moderating focus groups, quantitative survey, reporting on results for the engineering department of transport.

Education

- M.Sc. in Ergonomics and Human Computer Interaction** 1999 - 2000
University College London – UK
Main course components included: requirements gathering, UI design and evaluation, usability testing, prototyping, experimental, cognitive and organizational psychology.
- Certificate of Professional Practice as a Psychologist** 1998
Psychology Italian Association
- Dottore in Psicologia (Doctor of organisational psychology)** 1992-1997
Università di Cagliari – Italy
Graduated with distinction (110/110 Cum Laude final mark)
- High school graduate** 1987-1992
Italian High School of Science – Italy and USA
Graduated

Languages

- Italian (native speaker)
English (fluent/colloquial)