



## Curriculum Vitae Europass

### PERSONAL INFORMATION

First Name / Surname **Amon Rapp**  
Address Via Parisio, 4 28921 Verbania (VB) Italia  
Via Goito, 2 10125 Torino (To) Italia  
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E-mail amon.rapp@gmail.com  
Nationality Italian  
Date of birth 25/11/1979  
Gender M

### WORK EXPERIENCE

Dates **June 2014 – Today**  
Occupation or position held HCI Researcher  
Main activities and responsibilities User research activities for designing Quantified Self services.  
Name and address of employer University of Torino, Department of Computer Science, Torino – Telecom Italia, Torino

Dates **January 2012 – May 2014**  
Occupation or position held User Experience Researcher  
Main activities and responsibilities Responsible for the user research activities (e.g. usability testing, field evaluations, survey).  
Name and address of employer University of Torino, Department of Computer Science, Torino - Municipality of Torino, Torino – Virtual Reality and Multimedia Park, Torino  
Type of business or sector Computer Science

Dates **September 2011 – December 2011**  
Occupation or position held User Experience Researcher  
Main activities and responsibilities Responsible for the user research activities  
Name and address of employer University of Torino – Department of Computer Science, C.so Svizzera, 185 10149 Torino  
Type of business or sector Computer Science

Dates **September 2007 – August 2011**  
Occupation or position held User Experience Researcher  
Main activities and responsibilities Responsible for the *user research activities*, evaluating interfaces and applications developed for mobile devices, web, home environment and iptv (through user tests, field trials, focus groups, etc.) and gathering and analyzing data related to the user needs (through interviews, ethnographies, surveys, participatory design sessions, personas, scenarios, etc.)  
User Experience Design activities: sketching, storyboarding, diagramming, wireframing  
Name and address of employer Telecom Italia (Research & Trends & Future Internet, Technologies & Research) - via Reiss Romoli, 274 Torino  
Type of business or sector Telecommunication & New Media

Dates	<b>June 2006 – June 2007</b>
Occupation or position held	Internship
Main activities and responsibilities	Consumer Research, Ux Research
Name and address of employer	Telecom Italia (Research & Trends; Research Projects) - via Reiss Romoli, 274 Torino
Type of business or sector	Telecommunication & New Media

Dates	<b>2005</b>
Occupation or position held	Human Factors Consultant
Main activities and responsibilities	User Test
Name and address of employer	SR Labs - University of Milano – Department of Cognitive Science
Type of business or sector	Human-Computer Interaction

## Education and Training

Date	<b>2012 - 2014</b>
Title of qualification awarded	PhD in Sciences of Language and Communication
Principal skills covered	Human-Computer Interaction, Cognitive Psychology, UX Research, Gamification, Wearable and Ubiquitous Computing.
Name and type of organization providing education and training	Computer Science Department - University of Torino

Date	<b>2013</b>
Title of qualification awarded	School on Virtual Prototyping
Name and type of organization providing education and training	Politecnico di Milano

Date	<b>2013</b>
Title of qualification awarded	School on Social Human Robot Interaction
Name and type of organization providing education and training	Christ's College, Cambridge

Date	<b>2011</b>
Title of qualification awarded	Training courses 1) HTML 2) HTML5 and CSS3 3) Photoshop
Name and type of organization providing education and training	Telecom Italia

Date	<b>2006</b>
Title of qualification awarded	Degree (5 years - Bachelor's + Master's Degree) in Communication Sciences
Principal subjects/occupational skills covered	Media studies, Marketing, Social Research, Human-Computer Interaction, Human Factors.
Name and type of organization providing education and training	University of Torino.
Final Grade	110 cum laude / 110

Date	<b>1998</b>
Title of qualification awarded	Senior High School specializing in Classical Studies
Principal subjects/occupational skills covered	Latin, Greek, Philosophy
Name and type of organization providing education and training	"E. Galois", Verbania, Italy
Final Grade	58/60

**PERSONAL SKILLS AND COMPETENCES**

MOTHER TONGUE

**Italian**

OTHER LANGUAGES

**English, French**

Autovalutazione

**English**

**French**

Understanding				Speaking				Writing	
Listening		Reading		Spoken Interaction		Spoken Production			
C1	Proficient User	C1	Proficient User	C1	Proficient User	C1	Proficient User	C1	Proficient User
A2	Basic User	A2	Basic User	A2	Basic User	A2	Basic User	A2	Basic User

ORGANIZATIONAL SKILLS AND COMPETENCES

Excellent problem solving abilities resulting from a strong philosophical training  
Excellent written and oral communication skills  
Strong propensity to self-training and individual study

TECHNICAL SKILLS AND COMPETENCES

Excellent Knowledge of Internet (Social Media and Social Network)  
Excellent Knowledge of Windows, Mac OSX, Microsoft Office  
Excellent Knowledge of Omnigraffle.  
Good Knowledge of HTML, XML, CSS  
Basic Knowledge of javascript, PHP, sql, Java, Adobe Photoshop, Adobe Illustrator

OTHER SKILLS AND COMPETENCES

Excellent philosophical education (main areas of interest: Semiotic, Theoretical Philosophy, Logic).  
Excellent knowledge of cinema studies (main areas of interest: silent cinema and contemporary Asian cinema – Film critic for [effettonotteonline.com](http://effettonotteonline.com))

**Teaching Experience**

2013/2014, "New Media for the promotion of local products" University of Torino  
2011/2012, 2012/2013, 2013/2014, "Interaction design" University of Torino (Teaching Assistant)  
2014 "Multimedia for mobile devices" Engim Torino  
2012/2014, 2013/2015 "Usability and multimedia communication" – "Quality control of Multimedia Product" ITS Torino  
2012/2013, 2011/2012 "Informatics and HTML" – University of Torino  
2012/2013, 2011/2012 "Research Methods for Service and User Experience Design" University of Torino  
2010 "Experimental laboratory for mobile application" (Qualitative and Quantitative methods for Service Design Research) University of Torino

**Academic Experience**

- Workshop Organizer and Program Committee Member: Linking the Quantified Self. LQS 2014 at Hypertext 2014 Santiago, Chile.
- Program Committee Member: The Role of Quantified Self for Personal Healthcare (QSPH'14), Workshop held in conjunction with IEEE BIBM 2014 Belfast, UK
- Program Committee Member: Quantified Self & Personal Informatics parallel session at HCI International 2015 Los Angeles
- Reviewer for UMAP 2014, Gamification Conference 2013, CrowdSens Workshop 2012, NEM '12, ICCSIT 2011
- Presenter at Designing Interactive System 2012 (Newcastle, UK); Mindtrek 2012 (Helsinki, FI); Conference on Human Factors in Computing System CHI 2013 (Paris, FR); Foundation of Digital Games 2013 (Chania, GR); Ubicomp 2013 (Zurigo, CH); CIVEMSA 2014 Ottawa, Canada; HCI International 2014 (Hersonissos, GR); AHFE 2014 (Cracovia, PL); ISWC/UBICOMP 2014 Seattle US

## Recent and Selected Publications

- Rapp, A. Meaningful game elements for personal informatics. In Adjunct Proc. ISWC '14
- Rapp, A. A SWOT analysis of the gamification practices: Challenges, open issues and future perspectives. In Proc. AHFE 2014
- Rapp, A. & Cena, F. Self-monitoring and Technology: Challenges and Open Issues in Personal Informatics. In Proc. HCI International (7) 2014: 613-62
- Cena, F., Rapp, A., Marcengo, A., Brizio, A., Hilviu, D. & Tirassa, M. (2014). The Role of Affordance in Cyber-Physical Systems for Behavioural Change. In Proceedings of COIOTE '14, The First International Conference on Cognitive Internet of Things Technologies.
- Rapp, A. & Gena, C. Immersion and involvement in a 3D training environment: Experimenting different points of view. In Proc. IEEE CIVEMSA 2014
- Rapp, A. Beyond Gamification: Enhancing User Engagement through Meaningful Game Elements. In Proceedings of Foundation of Digital Games 2013
- Rapp, A., Marcengo, A., Geymonat, M., Simeoni, R., Console, L. E-inclusion as the next challenge for sustainable consumption. In Stephanidis, C. and Antona, M. (Eds.) Universal Access in Human-Computer Interaction. Design Methods, Tools, and Interaction Techniques for eInclusion. LNCS Vol. 8009, 2013, 224-232, Berlin:Springer, 2013.
- Rapp, A., Marcengo, M., Console, L., Simeoni, R. Playing in the Wild: Enhancing User Engagement in Field Evaluation Methods. In Proceedings of Academic MindTrek 2012
- A. Marcengo, A. Rapp, L. Console, R. Simeoni, Evaluating WantEat: A social network of people and objects. Book Chapter in Rebelo, F., Soares, M. Advances in Usability Evaluations. Part 2. CRC Press, Taylor & Francis, 2012.
- Console, L., [...], Rapp, A. et al. (in press). Letting things speak in WantEat: interacting with "social" networks of intelligent things and people in the world of enogastronomy. ACM TRANSACTIONS ON INTERACTIVE INTELLIGENT SYSTEMS, vol. -, ISSN: 2160-6455, doi: 10.1145/0000000.0000000
- Antonelli, F., [...], Rapp, A., et al. Wheeling around with Wanteat: Exploring Mixed Social Networks in the Gastronomy Domain.. In proceedings of the 2012 International Conference on Intelligent User Interfaces. p. 321-322, New York:ACM, ISBN: 9781450310482
- Cena, F., [...], Rapp, A., et al. Interacting with a Social Web of Smart Objects for Enhancing Tourist Experiences. In proceedings of ENTER2012, eTourism Present and Future Services and Applications. Helsingborg, Sweden, 24-27 January 2012, p. 179-190, WIEN:SpringerWienNewYork,
- Marcengo, A., Rapp, A. GeoDrinking: how to extract value from an extended social wine drinking experience. In Proceedings of HCI International (HCII) 2011.
- Console, L., Rapp, A., et al. WantEat: interacting with "social" networks of intelligent things and people in the world of enogastronomy. Interacting with Smart Objects 2011
- Cardillo, D., Rapp, A., Benini, S., Console, L., Simeoni, R., Guercio, E., Leonardi, R. The art of video MashUp: supporting creative users with an innovative and smart application. In *Multimedia Tools and Applications*, Springer, February 2011: 6-29.
- Marcengo, A., Rapp, A., Guercio, E. The Personas Layering Framework applied to consumer service design for automotive market. In Proceedings of Applied Human Factors and Ergonomics (AHFE) 2010.
- Rapp, A., Cardillo, D., Simeoni, R. Console, L., Being a self-director: enhance user creativity with a video mash up tool. In Proceedings of Advances in Computer Entertainment Technology (ACE) 2009
- Marcengo, A., Guercio, E., Rapp, A., Personas Layering: a cost effective model for service design in medium-long term Telco research projects. In Proceedings of HCI International (HCII) 2009
- Castrogiovanni, P., Guercio, E., Marcengo, A., Martini, G., Rapp, A., Telco@Home: a seamless communication project with a user perspective. In Proceedings of Intelligent Environments (IE) 2009
- Simeoni, R., Geymonat, M., Guercio, E., Perrero, M., Rapp, A., Tesauri, F. Montanari, R.: Where Have You Ended Up Today? Dynamic TV and the Inter-tainment Paradigm. In Proceedings of EuroITV 2008: 238-247
- Simeoni, R. Etzler, L. Guercio, E., Perrero, M., Rapp, A. Montanari, R. Tesauri, F.: Innovative TV: From an Old Standard to a New Concept of Interactive TV - An Italian Job. In Proceedings of HCI International (HCII) 2007: 971-980

I authorize the use of my personal data under the D.Lgs 196/ 2003 - Autorizzo il trattamento dei miei dati personali ai sensi del D.Lgs 196/2003

**Firma**

Torino, 22th December 2014

