



SHORT CV: **Alfonsina Pagano**

Thematic Area: TA5



Key areas of Expertise in Digital Heritage:

Audience Studies; User Experience; User Experience Evaluation; Cognitivism and Cognitive science; Social studies

Alfonsina Pagano is currently a fellow researcher at the National Research Council, Department of Technologies applied to Cultural Heritage, in Rome working as User Experience Researcher. She also works for several companies as Multimedia Consultant, Communication Assistant and User Interface Evaluator as freelancer.

She graduated in 2017 at the Naples's University, Suor Orsola Benincasa, for a second Master Degree in Public Communication; she received her former Master Degree in Technology-enhanced Communication for Cultural Heritage and her Bachelor Degree in Communication and Management of Art Markets, in 2012 and 2008, respectively, from I.U.L.M. of Milan (ITALY) and U.S.I. of Lugano (SWITZERLAND).

She participates at social media events and she is member of the Interaction Design Foundation since 2013. Her publications relates to research activities in Human-Computer Interaction and Cognitive Sciences supporting cultural heritage fostering. She also works as lecturer for Italian universities, secondary schools and professional courses.

Her research interests include multidisciplinary projects with the goal of investigating audience behaviors, user experience effectiveness, digital storytelling strategies, and cognitive sciences applied to Cultural Heritage.

A handwritten signature in black ink that reads 'Alfonsina Pagano'.

Rome, April 9, 2018



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