

PASION.MURA

/ Developer
/ User Experience Designer
/ Researcher

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I'm an entrepreneur, researcher in HCI, and I design and develop User Experiences and User Interfaces for the future.

Founder of pmworks.al

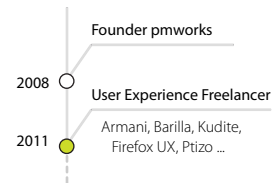
HCI Research

Human-Centered Design
Participatory Design
Contextual Inquiry
Ethnography
Affinity Diagramming
Cognitive Walkthrough

Information Architecture

Wireframing
Prototyping
Usability Testing
Visualization
Typography

timeline



Selected Work Experience

Technical Skills

Development & Prototyping (Agile)

CSS (incl. SASS/LESS)
JS (CoffeeScript, NodeJS)
Front-end Frameworks

PHP / Python (learning)
MySQL/MongoDB
Not afraid of shell / Fast deployment /
Vagrant, RAD Tools.

Software

Research

Mathematica RapidMiner
Zotero/Mendeley OneNote/NotUp
Visio/Freemind/PersonalBrain

Development

IDE: Eclipse, Dreamweaver,
Visual Studio, Aptana, though
I personally like Sublime Text.

SVN / CVS / GIT (preferable)

Multimedia

Fireworks Photoshop
Illustrator InDesign
Inkscape FL-Studio (DAW)
Ableton Live (DAW) Sibelius (Score)
Rhinoceros (NURBS)

Languages

Albanian (native)
English (fluent)
Italian (native)

Other interests

I also write and produce my own music
(instagram.com/pasionmura),
and enjoy virtually any kind of sport.

Barilla goodforyougoodfortheplanet.org / 2016

Smart Web Application Srl, *Italy*.

Technical lead on full stack development and responsible for the usability and user centered approach to design iterations. Thanks to the rapid prototyping tool (D3, Coffescript, Sass/Less) I developed our visual design team was able to get out of the boundaries while going through the creative process as I was able to rapidly transform their vision into usable and testable prototypes.

Armani / 2015

Smart Web Application Srl / Freelance, *Italy*.

User experience review and design reiteration for the mobile devices of armanifiori.com, of both the back-end and user facing UI. I also helped sysops with server setup and technical assistance for server-side problems.

AllWebItaly / 2015 - present

pmworks italy, *Italy*.

I was tasked with the complete design overhaul of a booking, rental and lastminute portal. My responsibilities ranged from redesigning the identity system, to technical help on the platform (PHP Symfony). Throughs cognitive walkthroughs, persona development and testing (we tested on users with wireframes, prototypes, a/b testing) we were able to redesign the complete user experience across the portal.

Armani / Barilla / 2013 - 2014

Smart Web Application Srl / Freelance, *Italy*.

User experience review and design reiteration of both the back-end and user facing UI.

Freelance / User Experience / 2011 - present

pmworks.al, *Worldwide*.

Responsible for user research, interaction design, development, and information architecture. Projects range from research projects, to prototypes, to active works such as Rold, Ptizo, Blurryjs, Firefox UX, HG, Peroni, Cementir Holdings, Gruppo Caltagirone, La7.

Kudite / 2009 - 2015

pmworks.al, *Albania/Italy*.

Research HCI project for futuristic UI applications. Parts of this research found application in ux principles and development on projects such as Ptizo, Firefox UX, HG, or even on community oriented projects like "Armani / Fiori" and Barilla's "Good for You, Good for the Planet".