

## Margherita Pillan

C.v. in August 2021

### CURRENT POSITIONS AND APPOINTMENTS

- **Associate Professor at the Department of Design** at the Politecnico di Milano. Competitive State Exam Sector: 08/C1 – Design and Architectural Technology.  
Disciplinary Scientific Sector: ICAR/13 – Industrial Design
- **Programme Board Coordinator** of the **MSc Degree course in Digital and Interaction Design** at the School of Design under the Politecnico di Milano.
- **Scientific director** of the **Interaction and Experience Design Research Lab** at the Department of Design of the Politecnico di Milano.  
The team researches on UX Design, Interaction Design, Service Design, interactive and digital media, responsive environments.
- Member of the **Management Committee** and responsible for Design activities at the interdepartmental research laboratory **Pheel – Physiology, Emotion, Experience Lab** for an evidence-based investigation into user experience. The research laboratory was created as a collaboration of the departments of Management Engineering, Bioengineering, and Design of the Politecnico di Milano. The laboratory aims to develop applied research on cognitive and emotional phenomena with respect to the use of products and services, and digital media.
- In the academic year 2020/2021 **professor** of the following courses at the School of Design of the Politecnico di Milano:
  - *Processi e Metodi di Produzione di Artefatti Comunicativi* (Processes and Methodologies for the Creation of Communication Artefacts) for the Bachelor's Course in Communication Design.
  - *UX Design* for the MSc Degree course in Digital and Interaction Design. Teaching language: English.
  - *Envisioning AI through Design*, elective course for the MSc in Digital and Interaction Design. Teaching language: English.

### RESEARCH INTERESTS

Margherita Pillan's research interests cover different areas, and mainly express themselves in the domains of **UX Design, Service Design and Interaction Design**, including the studies on experience related to the interaction with digital and physical/digital systems. Her expertise ranges from the design of connected products to the project of interactive multimedia applications; the project of responsive spaces and the development of systems for ambient intelligence; the definition of strategies for multiple channel communication and the creation of usable and accessible interfaces.

Margherita's research focuses on **methodologies for Interaction and Service Design**, and on design-oriented studies with users within an approach referring to the theories of Design for Experience and UX Design.

She is the author of four books and about 100 academic papers.