

# Biography Trainer

## **Giuseppe Attoma, Senior Design Strategist, Attoma, Paris, France**



Holding a PhD in Cultural Studies and Media at the University of Nottingham and Master's degree in Semiotics at the University of Bologna, Alessandro as a 7 years' experience in innovation, service design and user experience in a multidisciplinary and international environment. He is an expert of qualitative research on users, behaviors and strategy. He worked as research manager in for consulting companies, digital agencies and marketing and brand strategy research firms in Berlin, Geneva and Paris.

At Attoma, he is responsible of the User Research activities, from the design of research methodologies to the recommendations to bring user insights at the heart of enterprise innovation strategies. He has managed and conducted extensive fieldwork and research within the transportation sectors in particular about user behaviors and digital usages within public transportation spaces.