



Roberto DADDA

Doctor in Chemical Engineering in 1974 at the Milano Politecnico university began his career at Oronzio de Nora developing the first applications of computer systems to electrochemical plants monitoring and control was responsible for the ergonomics design of high pressure hydrogen production and antifouling systems for nuclear power stations.

Hired in 1978 by ENI as RD manager in the bioengineering division has been responsible of some project in the areas of life support systems, artificial kidneys and extracorporeal blood treatment with particular attention to usability of the critical systems. In the meantime he was in charge of the scouting of new products in the USA and Japan markets. After this experience in 1983 reached Carlo Gavazzi as general manager of the newborn Factory Automation Systems division.

Chief Technology Officer from the very beginning (1990) of the software factory of Database Informatica (now in EDS group) in Caserta after the successful startup he moved in 1994 to Banco Ambrosiano Veneto, nowadays Banca Intesa San Paolo, as R&D manager. He was responsible of some important innovation projects: the first home banking in Italy, second in Europe, the first smartphone and SMS based banking service in Europe, the new integrated branch system. He has been responsible for all the interfaces design and usability check and improvement.

In 2001 moved to SIA, Società Interbancaria per l'Automazione, as R&D Manager and Chief of the Internet Based Services division. He was in charge of the project management of many important and complex web sites such as Pattichiari, the portal connected online and real-time with all the banks and all the ATM systems nationwide, and the Intranet of the Crisis Unit of the Italian Foreign Office collecting data from all the world Italian embassies.

Today works as a consultant in the area of user experience design and usability with special attention to web page and software interfaces ergonomics.

“Roberto DADDA Excellence in usability” is active on several italian and european customers with the application of the AUC2 (Agile Usability Check and Coaching) formal user interface and usability improvement methodology.



Technology Evangelist his responsible of usability and of the usability check laboratory at Gruppo36 (<http://www.gruppo36.it>).

Journalist since 1970 wrote for 25 years as Tech Evangelis on PC Magazine and wrote some books on the professional usage of personal computers and the first book in Italy on Java.

Professor of “Bioengineering applied to blood circulation” at the Milano School of medicine gave several short courses on bioengineering at the Columbia University of the city of New York and of “Web Design” at the Politecnico di Milano at the very beginning of the Industrial design faculty. For several years was professor of “Ergonomics and Webdesign” and of “New integrated media technologies” at NABA Academy of Milan.

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