Flo Forno fforno@redhat.com linkedin.com/flo-forno

HOW DOI

ANTHRO?

MS in Applied Anthropology (Dec 2022)

- Exposed to *collaboration* with various disciplines
- Learned to market my anthro skillset
 - Applicable and *real experiences!* (ask me about my cohort's research with the

Perot Museum)





- Immersing myself into the "open source" and "software geek" subculture
 - Continuously building rapport and learning tech lingo
- Plan and execute generative and evaluative studies on digital experiences using:
 - o interviews, usability studies, observations (+ many more)
- Humanize the "user" in software industry

An anthropological framework allows me to be *human oriented*, advocate for the *needs of ALL users*, and *keeps me curious*.