Sergio Cicconi

Via della Pergola, 7 - 20159 Milano - 334 6024393 - cicconi.sergio@gmail.com – web: www.cisenet.com

PROFESSIONAL EXPERIENCE – DIGITAL RESEARCH & DIGITAL PROJECT MANAGEMENT

2017-20   **Researcher on Augmented Reality & Education:** *University of Trento, Trento (Italy)*
Complete design and development of an immesive, 3D and interactive learning environment in Augmented Reality.The learning environment has mostly been developed with Unity, C#, Visual Studio. It runs on the head-mounted device called *Microsoft HoloLens*. (a short VIDEO on a demo of the learning environment).

2015-17   **Organization and Management of the Advanced Course: "Technologies for Active and Healthy Aging"** (in English): *University of Trento, Trento (Italy)*
Development of e-Learning methodologies; design of teaching modules; design, implementation and management of the Course Website; design and development of marketing activities for the promotion of the Course; support for the selection of candidates; scheduling of courses and timing; logistic support for teachers and participants; relationship management (students, teachers, university administration).

2012-14   **Web Area Director** in *Create-Net* (International Research Center – Trento)
Digital project manager for web & mobile platforms and apps, project concept and interface design for adaptive media, user experience optimizations and promotion of web & mobile, digital content provider, online marketing manager (*Compass*: Mobile app for events; European Alliance for Innovation: e-*Publishing*, *Conferences & Events*, *Summits*, *Start-up Competitions*, *Tools of matchmaking for Innovation;* Zooranet**:** platform for collaborative *video production & editing*).

2005-08   **Digital content provider** in *Neonetwork* (Magnolia Group - Milan)
Multimedia editor and web writer; guerrilla marketing and social networking for *TenMagazine* (first web magazine Mondadori); IT consulting, complete digital project management of web and offline projects.

2001-04   **Multimedia project director** in *Gabrius.com* (Web Publisher - Milan)
Design and management of web-based projects for gabrius.com: e-com, virtual art galleries, navigation tools, content management systems for on-line magazines.

1997-01   **Web project manager** in *PROEDI Multimedia* (Web Publisher – Milan)
Project management for web & multimedia projects (Convegni, Centrexpo, Converflex, Ucima, Liquigas, South African Airways, CD-Rom "Destinazione Auschwitz").

1996-97   **Content manager** & **Web designer** in *Flash Art Books* (Art Publisher – Milan)
Design and development of the website "Art Diary Internet" - contemporary art magazine "Flash Art Books".

PROFESSIONAL EXPERIENCE – TEACHING

2010-11   **Instructor of Computer Science courses:** *Infoscuola Italia, Milan, (Italy)*
E-Learning; understanding computer and the Internet: hardware & software, multimedia, Office 2003-10, the Web, social media, Photoshop CS5, CMS (Wordpress).

2008-09   **Full-time Lecturing Fellow of courses in "Italian Language and Culture":** *Duke University, Durham (NC, USA)*
Courses taught using a variety of multimedia tools and technologies: audio/video presentations via Tablet, PC, CMS for e-learning, virtual classes for language learning (in Second Life).

1994-95   **Instructor of courses: "Expository and Argumentative Writing" & "Writing About Literature":** *University of Florida, Gainesville (FL, USA)*
Within the "IBM Writing Project": developing pedagogical tools for teaching humanities in a multimedia environment — e-learning; media communication; interactive fiction; the Internet and new media.

1991-94   **Instructor of courses and seminars:** *University of Macerata (Italy), University of Vaasa (Finland), American Heritage Association (Italy),*
Semiotics & philosophy of language; communication & new media; texts, hypertexts, contexts & interpretations.

1988-90   **Instructor of the course "Reading Literature":** *State University of New York, Albany (NY, USA)*
Texts, languages & literature; literature and multiplicity; contemporary literature; hypertextuality.

LANGUAGES: Italian: native - **English**: fluent (spoken & written) - **French**: basic.

EDUCATION

2016-20 **PhD in Information and Communication Technology -** *University of Trento, Trento (Italy)*
Dissertation: *Augmented Learning – The Development of a Learning Environment in Augmented Reality*
Augmented reality, e-learning, new media & instructional design

2018
6 months **Mobility Scholarship** - **Erasmus Mundus Action 2 Project TEAM** *Interactive Media Design Lab*
at Nara Institute of Science and Technology (NAIST) – Nara (Japan)
Designing & developing Augmented Reality Applications for education and Active Ageing.

1994-95 *S*tudies in **Communication & English -** *University of Florida, Gainesville, FL (USA)*
New media communication, digital culture, contemporary literature.

1990 **Master in English -** *State University of New York, at Albany, NY (USA)*
Theory of literature, contemporary literature & new media, information technology & design.

1988 **Laurea in Philosophy** (110 cum laude) **-** *Università di Padova (Italy)*
Dissertation in Philosophy of Science: "Functionalism and Philosophy of Mind".

1986-87 **1-year Grant** (through the University of Padova) **-** *University of California, San Diego, CA (USA)*
New media, philosophy of science, cognitive psychology, neural networks.

DIGITAL SKILLS

Digital Project Management:
Definition of methodologies, requirements, technologies, best practices for the development of digital applications and services; Developing the digital strategic approach to be presented to the client brand. Client advising and consulting; Team management in different settings (digital companies, university); Knowledge of project performance measurement tools and of the main research tools for target definition; Knowledge of brainstorming methods supporting creative processes.

E-learning:
Design, development and management of online courses using different authoring tools: WordPress, Moodle, Google Sites; Design and development of virtual e-learning environments: in Second Life, with Augmented Reality; Instructional design experience: designed and/or managed a variety of courses on different topics: literature and media, technical writing, creative writing, technologies for active ageing.

Web Content Management & Development:
Writing for new media: digital conversion of traditional texts, subjects and scripts for multimedia apps; Web writing for web-related applications, digital storytelling, guides, presentations, hypertexts, e-books; Usability & UX; definition of standards for web-related contents; interface design for adaptive media; Design, development, testing, management and promotion of web sites; HTML, PHP, CSS, MySQL, Content Management Systems: WordPress, Drupal; SEO, SEM, Google Analytics, Google Tools and Services, Adwords.

Software:
- *Augmented Reality:* Unity, Visual Studio, C#, HoloLens.
- *Project management and Mind mapping tools:* Microsoft Project, MindJet Manager, Microsoft Visio.
- *Office 2007/19*: Word, Access, Excel, PowerPoint, Outlook, OneNote.
- *Image editing and management*: Adobe Photoshop CC2018.
- *CMS-LMS*: WordPress, Drupal, Moodle, Google Sites.
- *E-learning*: Blackboard, Moodle, Micrograde, iSpring Suite, Zoom, Web tools for e-learning.
- *Video & Multimedia development*: Vegas, Sound Forge, Acid Music Studio, DVD Architect.

PUBLICATIONS & PORTFOLIO WEB

PUBLICATIONS: I published in books and magazines essays and short stories in the field of *digital media* and *creative writing*. A full-text version of the essays and a complete list of my publications at: publications
PORTFOLIO WEB: The most important Websites I worked on during the last 15 years at: portfolio web.

OBJECTIVES

I have nearly 20 years of experience in many aspects of online and offline digital media production and management. I have a solid interdisciplinary view, and I'm strongly committed to continuous learning. I'm flexible, with strong analytical skills and communication skills and a predisposition for abstraction; I'm solution-focused and team-oriented. I'm used to working within an international environment.
I'm seeking a position in the areas of *Digital Project Management*, *Education & E-learning*, *Digital Media.*