


# Sergio Cicconi

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## WORK EXPERIENCE

### DIGITAL RESEARCH & DIGITAL PROJECT MANAGEMENT

#### 2017-20 Researcher on Augmented Reality & Education

*University of Trento, Trento (Italy)*

Complete design, development and testing of an immersive, 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 Microsoft HoloLens. ([HERE](#), you can find a few short videos of the Learning Augmented 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; periodic reports to provide overviews on the course advancement; logistic support for teachers and participants; relationship management (students, teachers, university administration).

#### 2012-14 Web Area Director

*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

*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

*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.

#### 1997-2001 Web project manager

*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

*Flash Art Books (Art Publisher – Milan)*

Design and development of the website "Art Diary Internet" - contemporary art magazine "Flash Art Books".

### TEACHING

#### 2021 Instructor of the course "Essere Digitali" (online)

*Università Aperta, Imola (Italy)*

The digital revolution; digital books: from paper to bits; the coming of new media; the Big Web: wonders and dangers of the Internet; I am information; virtual worlds; I am digital. ([HERE](#), you can find the video presentation of the course).

#### 2010-11 Instructor of Computer Science course

*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: presentations via Tablet, PC, CMS for e-learning, virtual classes (learning language 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.

WEBSITE: [www.cisenet.com](http://www.cisenet.com)

#### LANGUAGES:

**Italian:** native

**English:** fluent (spoken & written)

**French:** basic

#### 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 20 years at: [portfolio web](#).

## EDUCATION

**2017-20 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 *Digital Education* and *Active Ageing*.

**1994-95 Studies 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, development and testing of virtual e-learning environments: in Second Life, with Augmented Reality;
- Instructional design: designed and/or managed a variety of courses (frontal, blended and online) 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 & Mixed Reality:

Unity, Visual Studio, C#, HoloToolkit, HoloLens.

#### Project management and Mind mapping tools:

Microsoft Project & Visio, Mindjet Manager.

#### Office 2019:

Word, Access, Excel, PowerPoint, Outlook, OneNote.

#### Image editing and management:

Adobe Photoshop CC2018.

#### CMS-LMS:

WordPress, Drupal, Moodle, Canvas, Google Sites.

#### E-learning:

Blackboard, Moodle, Micrograde, iSpring Suite, Zoom, Web-based tools for e-learning.

#### Video & Multimedia development:

Vegas, Sound Forge, Acid Music Studio, DVD Architect.

## OBJECTIVES

I have nearly 20 years of experience in many aspects of online and offline digital media production and management, with a focus on digital learning. 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 Education & E-learning*, *Digital Project Management*, *Digital Media*