Sergio Cicconi

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WORK EXPERIENCE

DIGITAL RESEARCH & DIGITAL PROJECT MANAGEMENT

2017-22 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

2021-22 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 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: 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*

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*