Summary of expertise

Top Skills
Project management
UX & UI designer
Information architect

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Birth date: 19 Nov 1960

Design for the web *(from 1996)*
Strategic advice, conception, user experience design, information architecture, analysis and improvements of business processes, content guidelines, interfaces design, graphic design, interaction design and usability, implementation.

Editorial conceptions *(from 1994)*
Ghost-writing and editing of coordinated-image handbooks, technical documentation

Visual design *(from 1988)*
Creation of visual identity standards for coordinated images, logotype and trademark systems, institutional brochures, posters, product image, shows and exhibitions

Teaching
University lecturer for multimedia coordination, coordinated image and web design

Summary of work experience

Jan 2018 > todate

Digital Designer (partner)
Founder of Sinfiniti.com
- Member and founder of a group of professionals and consultants with a 20-year track record in digital tool Design and Re-design.
- Project management
- Concept & Information Architecture
- User Interface design

Jan 2001 > todate

Information architect and User interface designer (consultant)
International Labour Organization (ILO)
- Continued collaboration with ILO focused on: harmonizing, unifying and coordinating the web communication (about 150 web sites) and collaboration with IT department
- Overall strategy
- Conception
- Analysis and improvements of business processes
- User experience design
- Information architecture
- Interface design (graphic layout and usability)
- Quality control over implementation

Jul 2012 > Jul 1993

Teaching
For different organizations
- 2012 – University of Applied Sciences and Arts in Southern (SUPSI - CH)
- 1998 - Joint Research Centre (DG-JRC): Ispra Training Service
- 1994 - Accademia di Comunicazione (Milano)
- 1993 - CNA: Artisans' National Association (Modena)

Sep 1998 > Jul 2003	### University Lecturer

University of Polytechnic Milano: Industrial Design faculty
- 2002/2003 - Video lessons for the University course "Web design Methodologies" (International Telematics University UNINETTUNO)
- 2002/2003 – The design of networked information systems
- 2001/2002 – Usability and web design
- 2000/2001 – Information project and multimedia coordination
- 1999/2000 – Coordinated image for public bodies and cultural events
- 1998/1999 – Information project and multimedia coordination

Jan 1995 > Jan 2005

Web designer (consultant)
Joint Research Centre (DG JRC) – European Commission
- Continued collaboration with DG JRC aimed at designing and maintaining its central web site along with several scientific institutes' web sites (about 80 web sites)
- Conception
- User experience design
- Information architecture
- Interface design (graphic layout and usability)
- Implementation of static web site
- Teaching (training courses to web editors)

Sep 1988 > Jan 1995

Visual designer
Owner of Studio Gnot
- Corporate identify: creation of visual identity standards
- Logotype and trademark systems
- Institutional brochures and posters
- Product image
- Shows and exhibitions.

Jun 1985 > Sep 1988

Graphic designer
OLIVETTI S.p.A.
- Corporate identify: creation of visual identity standards
- Logotype and trademark systems
- Institutional brochures and posters
- Product image
- Shows and exhibitions

Details on projects >

Education

1980 > 1984 - Four-year post-diploma Visual design course at the "Istituto Europeo di Design" in Milan, Italy
1984 - three-months 'stage' at the "ENSAD" (École Nationale Superière des Arts Decoratives)
1974 > 1979 - Graduated from high school (Liceo Scientifico), Milan, Italy

Foreign languages: English (written and spoken), French (spoken)

2009, 2022 - Web design

- **UNESCO: United Nations Educational, Scientific and Cultural Organization**
  Concept for IDIL - International Decade of Indigenous Languages 2022-2032 web site

- **LeoVegas.News**
  Design of: User Experience, User interface and implementation of the web application (Front-end and Back-end) – Website

- **Human Journey: platform to reserve boutique hotels**
  Design of User Experience and User interface of the web application - Wireframe for Information architecture Interaction design - UI design prototype

- **E-Crf: Software for Electronic Clinical Data Capture in Clinical Studies**
  Re-design of User Experience and User interface of the web application - Wireframe for Interaction design

- **WHO/WMO: Climate change & Heath science portal**
  Concept for the creation of a portal on Climate change and health effects - Concept: navigation & key pages

- **ILO Publications Unit: Design phase for the adoption of digital tools as support during the Publishing processes**
  Optimization and standardization of Publishing process. Design of metadata for the implementation of digital tools - Actual work flows - Concept: architecture of the solution - Design of new processes (example)

- **ILO: Administrative web application to manage Banks**
  Business processes analysis, Information Architecture
  The application is part of a self-service area for ILO employee - Information Architecture

- **ILO: Administrative web application to manage Educational grant**
  Business processes analysis, Information Architecture
  The application is part of a self-service area for ILO employee - Information Architecture

- **Intranet web application to manage the security of a bank (Banca Intesa San Paolo Group)**
  Business processes analysis, Information Architecture and art direction for the Interface design - Information Architecture

- **New products for Mobility: SmartMusem -** Mobile phone and QR code to improve the user experience visiting museum, exhibitions, and archeological sites - Concept

- **NATLEX - Database of national labour, social security and related human rights legislation (ILO)**
  Redesign of the User Interface
  http://www.ilo.org/dyn/natlex/natlex4.home?p_lang=en

- **LEGOSH - Occupational Safety and Health (OSH/ILO)**
  Business processes analysis, Information Architecture and Interface design
  http://www.ilo.org/dyn/legosh/en/f?p=14100:1000:0::NO::: - Information Architecture - Interface design

- **Modular layout system for NORMLEX (ILO)**
  Technical documentation and handbook for the Modular layout system to implement the user Interface of NORMLEX – See handbook

- **NORMLEX (ILO) – Public site**
  Information Architecture and Interface design to redesign three web sites DB driven. The main goal is the merging of three DBs in one and the production of a unique web interface (Public and Intranet) adopting ORACLE/APEX as CMS: http://www.ilo.org/dyn/normlex/en/f?p=1000:1:4045863504802824::NO::: - see Information Architecture (concept, high level)

- **NORMLEX (ILO)- Backend tool used to monitor the application of International Labour Standards**
  Business processes analysis, Interaction design, Information architecture, User Interface design – See concept document

- **Cercassicurazioni.it**
  Graphic design and navigation optimization
  http://www.cercassicurazioni.it/

- **Econometrics and Applied Statistics Unit (Joint Research Centre of the EU)**
  Information architecture, interface design.

2000, 2009 - Web design: International Labour Organization (ILO)

Coordination of ILO web sites in collaboration with the Web development Unit (WEBDEV)
Goal of the continuous collaboration was to standardize the content structure, the navigation and the presentation (graphic layout) for more than 200 Departmental sub-sites at HQ and in the Regions . Download the project description (PDF 700 Kb)

Main achievements:
- Define of a new business process for web development across the organization's boundaries, including the Regions. The new web development process generated relevant cost savings for ILO;
- Create a new ILO web site on top of the Departmental sub-sites (the Global level): The concept (PDF 2.5 Mb) - The new site
- Define a Coordinated web graphical identity for the ILO website and its over 200 sub-sites;
- Define a modular and flexible system for the normalization of content structure, navigation and layouts: standardization of the Content Architecture at Departmental and Regional level - see the on-line handbook
- Production of guidelines and formal methodologies for web development; see the methodology in PDF – and the on-line handbook
- Adopt a Content Management System (CMS - Stellent) as tool for the web sites implementation to standardize the content structure, the navigation and the layout. Some examples: Governing Body - ILO Bookstore – The employment sector (and related departments)
- 20 ILO Departmental sub-sites redesigned from 2000 to 2003 during the developing of standards.
- Design of the ILO Intranet, see the graphical proposals and the Information Architecture (PDF 326 KB)

2001, 2004 - Web design: other clients

- **2004 – United Nations, Sport for Development ad peace program**
  Information architecture, interface design and implementation

- **2002/2003 - SanPaolo Bank (Italy)**
  Information architecture and interface design for 3 web sites: SanPaolo *Wealth management, SanPaolo Institutional* e *SanPaolo UniversoServiziI* – Information architecture

- **2001 - SAPIENT S.p.A.**
  Information Architecture for Bticino: *bticino professionisti* e *bticino installatori*

1996, 2000 - Web design: Joint Research Centre (DG JRC) - European Commission

Continued cooperation with the Directorate General Joint Research Centre (DG JRC)
The JRC is a group of 8 scientific research institutes in 5 European countries. - . Download the project description

- **1996/1997** – Design of the JRC first central Web site, made up of its 8 scientific institutes and their related working units (about 50): design and organization of contents, navigation and user's interface.

- **1996/1997** – Drawing up and implementing an online handbook to be used by the JRC staff in charge of site updating and containing: template pages, communication rules, lay-out grids and HTML modules (about 2OO pages). Courses to learn updating instruments and techniques were also organized (see "Teaching").

- **1997/1998** – Design of the first Web site for the JRC INTRANET network.

- **1998/2000** - Redesign contents, navigation and interface of the JRC central Web site and of the Intranet network site by means of Database technologies (Sql Server) and dynamic pages (.asp). A customized CMS was created to manage the JRC web sites. This led to continue consulting activity to expand the CMS and the web site at information structure, contents and user's interface level.

- **1999/2000** – In the context of the CMS, designed an Online Editing environment (through the Web by means of Data Entry forms) to update the JRC site databases, comprising online and printed help instruments.

- **1996/2000** – Information architecture, interface design and implementation of different sites:
    - SIS-ECVAM: "Scientific Information Service on alternative methods to animal experiments in biosciences"
    - Environment Institute (EI - JRC)
    - Marine Environment Unit part of the Space Applications Institute (ME - SAI - JRC)
    - Institute for Systems Informatics and Safety (ISIS – JRC)
    - Uncertainty and Sensitivity Analysis Sector (ISIS sector)
    - Decommissioning & Waste Management Programme (D&WM)
    - Administrative Procedures
    - Intranet Web site for the "Ispra Training Service
    - Communication and Network Units
    - NEDIES: Natural and Environmental Disaster Information Exchange System

1988, 1995 - Visual design and editorial conceptions

- **1994/1995 – Information system for the network and the information services of the Environment Institute (EI-JRC)**
    - Design the information system for using the infrastructure and related services (for Institute's members - 350 people).
    - Design communication patterns for the user's handbook, handbook drawing-up, Graphic Design and layout. (260 pages)

- **1995/1996 - Annual reports of Environment Institute (EI - JRC)**
  Editorial management, content and graphic design for the Institute's annual reports.

- **1992 – Gas World Convention 1992**
  Study the convention's coordinated image. Design, drawing-up of the coordinated image handbook.

- **1991/1992 Television consortiums Cinquestelle**
    - Image of the national television consortium made up of 25 private senders scattered on all Italian regions.
    - Design a television theme song system to be used by the regional senders and of communication instruments for the headquarters (trademark, headed paper, brochures etc.)

- **1989/1990 – Information System for Arezzo Municipality's road network and services in cooperation with Prof. Giovanni Anceschi (University of Politecnico di Milano).**
    - Design a "destination plan" in collaboration with traffic engineers (LARIS Milano).
    - Design a road sign system to show road directions.
    - Handbook: "drawing-up, implementation and location of road signs".
    - Design and implementation of the "Urban Quality" exhibition (Arezzo 1990)

- **1988/1989 – Interactive Video Disks**
  Design contents and user's interface for interactive videodisks: "Bank services for Cassa di Risparmio di Genova e Imperia", "Training course for counter-clerks at the Istituto Bancario San Paolo di Torino".

- **1985/1988 - Olivetti S.p.A. - Corporate Identity Services**
  Coordinated image of the company and its subsidiaries: logotype and trademark systems, coordinated-image handbooks, institutional and product brochures, shows and exhibitions

Teaching 2012 - 1993

- **2012 – University of Applied Sciences and Arts in Southern Switzerland (SUPSI)**
  Master of Advanced Studies in Interaction Design: Course of Info Design and GUI

- **2003 The International Telematic University UNINETTUNO**
  - Two Video lessons for the University course "Web design Methodologies". The lessons have been broadcasted on TV: Rai 2 and Rai Educational.
  - The two lessons are part of the book: L'ambiente dell'apprendimento - Web design e processi cognitivi di: Maria Amata Garito, Giovanni Anceschi, Massimo Botta, McGraw Hill 2006, ISBN 8838663572

- **1998/2003 – University of Politecnico di Milano: Industrial Design faculty**
  Contract lecturer for the following courses:
  - 1998/1999 – Information project and multimedia coordination
  - 1999/2000 – Coordinated image for public bodies and cultural events
  - 2000/2001 – Information project and multimedia coordination
  - 2001/2002 – Usability and web design
  - 2002/2003 – The design of networked information systems

- **1998 - Directorate General Joint Research Centre (JRC): Ispra Training Service:**
  Course made up of 10 modules, 2 days' in length each, aimed at JRC staff for: Information architecture, layout, Web graphics and use of author's instruments.

- **1994 - Accademia di Comunicazione (Milano)**
  Teaching a 6-months course on "Graphics and coordinated-image systems"

- **1993 - CNA: Artisans' National Association (Modena) Participation in course management (4 months)**
  "Desktop Publishing Information Instruments" and teacher of the "Theory of graphic design" module.