



Aldo Ferrari

CURRICULUM VITAE

PERSONAL INFORMATION

First name: Aldo Celeste
Surname: Ferrari
Address: Ballsbridge - D4 - Dublin – Ireland
Email: web@aldoferrari.com
URL: www.aldoferrari.com
Facebook: [facebook page](#)
Twitter: [twitter page](#)
Skype: aldoferrari.it

Nationality: Italian
Gender: Male
Date of birth: 28 . 09 . 1982 - Chivasso (Torino) - Italy -
Driving licence: Category B Driving Licence

WORK EXPERIENCE

Date: **1st June 2009 – today**
Employer: **DirectBrand** - Digital Agency – Dublin – Ireland - www.directbrand.ie
Position held: **Web development manager / Internet marketer (SEO specialist)**
Responsibilities: Define project requirements, choose suitable technologies and coordinate the development team to code and maintain production-quality web applications. Study and analyse the latest internet marketing strategy, optimizing the project with advanced seo, sem.

Date: **1st January 2009 - 1st May 2009** (5 months)
Employer: **Softco Group** - Web based Software House – Dublin – Ireland - www.softco.com
Position held: **User Interface Design Lead**
Responsibilities: Define the user interface and develop all conceptual and aesthetic graphics, animations, and interactions for an internal project (document management system) using Silverlight and Expression Suite technology.

Date: **1st February 2008 - 31st December 2008** (11 months)
Employer: **Testawebdv ArmandoTesta Group** - Web Media Agency - Torino - Italy - www.bitmama.it
Position held: **Senior Flash Developer**
Responsibilities: Create web interactive experiences with advanced Flash technology for a broad range of relevant brands. Perform management duties with regards to work delegation.

Date: **13th February 2006 - 31st January 2008** (2 years)
Employer: **Hoplo Inc.** - Web-based Solution - Torino - Italy - www.hoplo.com
Position held: **Senior Flash/Web Developer**
Responsibilities: Create multimedia products, portals and dynamic interactive web sites, focusing on optimisation (seo) and accessibility (w3c).

Date: **July 2004 - 10th February 2006** (1 year 8 months)
Employer: **Must Inc.** - E-learning Company - Torino - Italy - www.must.it
Position held: **Junior Web/3D Developer**
Responsibilities: Creation of multimedia products (wbt, cbt, e-learning, 3D projects) for distance learning.

Date: **January 2004 - June 2004** (10 months) (including 3 months of internship)
Employer: **Ulix snc** - Web-based Solution - Torino - Italy - www.ulixe.com
Position held: **Junior Web Portal Developer**
Responsibilities: Creation of front-end and back-end for web portals using .asp

WORK EXPERIENCE “EXTRA”

Freelance creation of brochures, menus, flyers, showcases, business cards, logos, etc. ..
Freelance development of websites / dynamic portals.

EDUCATION

DIPLOMA (2 YEARS)

Date: 28 October 2002 to 6 February 2004
institution: **CSEA St. Tempia, 6 – Torino - Italy**
Qualification: **Software and Multimedia Systems Developer**

HIGH SCHOOL CERTIFICATE (5 YEARS)

Date: September 1996 - June 2001
institution: **Salesian Institute** "Madonna degli Angeli" - 17021 - Alassio (Sv) - Italy
Qualification: **Business Studies and Languages**
Dissertation: "2001 odyssey in advertising"

LINGUISTIC SKILLS

Italian: Mother tongue	English: Technical: Fluent Reading: Good Writing: Good Speaking: Fluent	French: Technical: Good Reading: Good Writing: Good Speaking: Good	German: Technical: Basic Reading: Basic Writing: Basic Speaking: Basic
-------------------------------	---	--	--

PROFESSIONAL TRAINING AND COURSES

Date/Duration: Dublin, 28 Jan, 2010 (half day)
Course: MasterClass on **Social Media & Affiliate Marketing**
Organized by: IDMA

Date/Duration: Dublin, December 2008 / January 2009 (3 days + 1 day)
Course: **WPF / Silverlight 2.0**
Organized by: Microsoft

Date/Duration: Turin, September 2008 (2 days)
Course: Advanced **Asp .NET**
Organized by: Testawebdev ArmandoTesta Group

Date/Duration: Turin, 21/22/23 April 2008 (3 days)
Course: Advanced **Actionscript 3.0**
Organized by: Inside s.r.l. / Testawebdev ArmandoTesta Group

Date/Duration: Milan, 16 June 2005 (1 day)
Course: **Adobe anchors DVD 1.5 creating a DVD"**
Organized by: Inside Inc.

Date/Duration: Turin, September to December 2004 (8 days)
Course: **Descreet 3D Studio Max 6**
Organized by: Must s.rl.

Date/Duration: Milan, September 2005 (1 day)
Course: **Workshop on Macromedia Flash Mx 2004**
Organized by: Inside Inc.

Date/Duration: Turin, July 2005 (1 day)
Course: **Software Usability**
Organized by: Must s.rl.

SOCIAL SKILLS AND COMPETENCES

- Excellent knowledge and appreciation of creative/aesthetic design;
- Ability to work under short deadlines in a pressured environment;
- Ability to work on my own initiative and in a multi disciplinary team environment;
- Excellent communication skills both personally and professionally;
- Experience in delegating work to and managing a team of internal web developers and designers;
- Excellent attitude in liaising with clients, external technical providers and other stakeholders on project delivery;
- Very good ability to write project specification documents to include technical content as well as resource planning.
- Ongoing continuous professional development in order to stay abreast of emerging technologies.

TECHNICAL SKILLS AND COMPETENCES

CODE LANGUAGES:

- ACTIONSCRIPT: Excellent
- HTML / XHTML : Excellent
- CSS: Excellent
- Active Server Pages (ASP): Good
- PHP: Good
- JAVA SCRIPT: Quite Good
- Lingo: Scholastic
- XML: Excellent
- AJAX : Good

PROGRAMS:

- **GRAPHICS SOFTWARE**
 - ADOBE PHOTOSHOP CS and previous version: Excellent

- ADOBE IMAGE READY: Excellent
- ADOBE STREAMLINE: Good
- COREL DRAW 11 and previous version: Very Good
- ADOBE FREEHAND MX: Good
- ADOBE FIREWORKS cs3 and previous version: Excellent
- ADOBE ACROBAT WRITER/READER: Good
- QUARK X-PRESS: Very Good
- **3D GRAPHIC**
 - DISCREET 3D STUDIO MAX 6: Good
 - POSER: Good
- **ANIMATION / MULTIMEDIA / WEB**
 - ADOBE FLASH CS4: Excellent
 - ADOBE FLASH VIDEO: Excellent
 - ADOBE DREAMWEAVER CS4: Excellent
- **AUDIO / VIDEO / DVD**
 - MACROMEDIA DIRECTOR: Good
 - ADOBE CAPTIVATE 3: Good
 - ADOBE ENCORED DVD 1.5: Good
 - ADOBE PREMIER: Good
 - SOUND FORGE: Good
 - SORENSON SQUEEZE 4.0 : Good

OTHER KNOWLEDGE:

- Hardware: about 2 years of experience in private assembly of computer, and hardware and software assistance.

WORKS

WORKING FOR DIRECTBRAND

- ✓ www.directbrand.ie
- ✓ www.irishsocialmediamonitor.com
- ✓ www.firstirelandspirits.com
- ✓ www.cushnshade.ie
- ✓ www.i-streamvan.com
- ✓ <http://apps.facebook.com/lifechanginggifts/>
- ✓ Other digital works for AA Ireland, Bulmers, Eircom, Irish Cancer Society, Oxfam, Opes, Microsoft, Irish Cancer Society

WORKING FOR TESTAWEBDV (ARMANDO TESTA GROUP)

- ✓ www.suzuki-splash.it
- ✓ www.baciperugina.it
- ✓ www.belte.it
- ✓ <http://www.nuovobiscotto.mulinobianco.it/> Mulino Bianco (contest website "Frollini girotondi")
- ✓ <http://www.minisitilancia.it/lanciamusa/it/main.html>
- ✓ <http://www.globalwatchindustries.com/en/>
- ✓ www.meltinpot.com
- ✓ www.oviesse.com (css, flash as3)
- ✓ High school Musical 3 (contest website "oviesse - hsm3")

WORKING FOR HOPLO :

- ✓ <http://www.extradesign.it> - PININFARINA EXTRADESIGN website
- ✓ <http://sintesi.pininfarina.it> - Pininfarina Sintesi (website for concept car "sintesi Ginevra2008")
- ✓ <http://www.pininfarina.it> - PININFARINA portal
- ✓ <http://www.fondazioneCRT.it/paralympics/it/index.html> - Paralympic Game website for FondazioneCRT
- ✓ <http://www.torino.fondazioneCRT.it> - Website / CD "Alla scoperta di Torino" (Discovering Turin) for FondazioneCRT
- ✓ www.thotel.com
- ✓ <http://www.pegasoinvestimenti.it/>
- ✓ <http://www.zitielloassociati.it/>
- ✓ <http://www.skylister.com>
- ✓ <http://www.1bitmore.com/>
- ✓ <http://www.infomail.it>
- ✓ http://arc.pininfarina.it/italiano/index_it.html
- ✓ <http://www.convegnoemergenza2007.it/> - Website for 118 meeting.

WORKING FOR MUST S.R.L. E-LEARNING COMPANY:

- ✓ <http://www.testinlinea.it>
- ✓ <http://www.must.it/mcm>
- ✓ Development of “RSMS” course.
- ✓ 3D short film production for Must Christmas greetings.
- ✓ Animation development for “ISVOR Fiat - SAP” courses.
- ✓ Development of “CSI Piemonte” courses.
- ✓ Development of “Ospedale Molinette Torino” e-learning courses.
- ✓ Development of a training course for “FIAT GRANDE PUNTO” sellers.

WORKING FOR ULIXE S.N.C. :

- ✓ Company presentation CD.
- ✓ Offline websites:
teknoimpianti.net; anticocaffetorino.com; ulixe.com; ilmondoincasa.net; errebis.to.it; avantgardeconsulting.it; soft2000pc.com; ecoimpianti.net; conceptoutlet.com; gammatrasporti.it; winroad.org; and more.

FREELANCE WORK:

(front-end ,back-end, seo concept and development)

- ✓ www.e-galgroup.com
- ✓ www.liceogiusti.it
- ✓ www.speedsound.it
- ✓ www.burattininiemen.com
- ✓ www.blackdogschool.it – advanced seo
- ✓ www.teamservice2005.it
- ✓ Some 3D graphic projects

PROFESSIONAL ASPIRATION

Having well-established knowledge of software and web development techniques and having worked for important digital and multimedia projects/clients, I would like to use all my knowledge and capabilities to direct a development team towards innovative projects.

HOBBIES

Cars, Music (listening) , Computers, Travel, Various collections (phone cards and antique - MontBlanc - Swarovski).