

# Filippo Gregoretti

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## Curriculum Vitae

Born in Rome, Italy, august 16<sup>th</sup> 1971

### Academic:

Diploma at the Fine Arts School of Rome.

Graduate at the Fine Arts Institute of Tivoli, Computer Graphics & Design.

Postgraduate in Illustration, Design and Cartoon Animation at ICEI Multimedia, Rome.

Master in Management of New Media Production at O.C.O.F.A., Rome (EU Media Programme).

Studies of Sound Design, Music Composition and Piano Techniques at BlueLab Music Academy, Rome.

### Spoken Languages:

**Italian**, primary. **English**, fluent. **French**, fluent. **Spanish** good.

### Focus On:

- **ActionScript 3.0/2.0 OOP Programming for Advanced Motion Graphics, Games, Client/server integration,**
- **Applications Development, Interface Design, Components Design.**
- **New Media Creative Direction and Project Management**
- **Strategic and Technical planning and consulting for on-line/off-line Information Systems and production processes**
- **Team leading and creative direction for new media projects and software development**
- **Information architecture for on-line, off-line, editorial and cross-platform products**
- **Rich media network distribution systems (audio/video/RIAs)**
- **Art Direction, Illustration and Motion Graphics for magazines, videogames, video, new media**
- **Teaching and Speaking at conferences, workshops and universities**

### Production and consulting

During the past 15 years I coordinated and designed the production of numerous Web Sites, Cd-Roms, complex networked environments, various kind of on-line/off-line software tools and Content Management Systems, both for Italian and international clients.

Latest consulting experiences include the design of a whole on-line / HMP / broadcast television. I designed and coordinated the information architecture implementation of the whole Video production studio, the server farm, the editorial and technical team, and hardware/software solutions for the information management. (Formez spa / Euform spa). Also during 2006 I planned and programmed the whole client side application in ActionScript 2.0 of a huge RIA for the Australian real estate company On-site Direct Global, to perform world-wide investments.

Other production skills include: Deep knowledge of networking, budgeting, human resources management and technical aspects of production. Good interpersonal working relations and Team Leading skills. Management skills and Public Relations. Used to travel, working abroad, use of audio/video conferencing systems.

### Technical skills

Working with the computer to express creativity has been my primary passion since when I was 10 years old. Starting with TI-99 in the early 80's, and programming my own video games, I then moved through Computer Arts, Motion Graphics, Music Production Techniques, hardware and software design, network design.

Over 20 years experience gained with passion, and over 12 years spent as IT freelance professional and Media Companies CEO, gave me an insight of production techniques and best practices on all aspects involved in new media productions and strategies.

Hands-on knowledge of programming languages and workflows, database integration systems, server farm and DMZ planning, content management and production, corporate software tools, assets management tools, and the countless issues involved in the new media planning and development.

Furthermore, knowledge of Art, Sound, Video and Image production techniques is crucial for successful Creative and Production planning and management of projects ranging from small websites to large blue-chip/corporate/news distributed information systems.

### Creative skills

Due to my background studying and working as designer, illustrator, animator and film maker, I gained deep knowledge of production and creative processes for both traditional and new media. Character animation, CGI Animation for TV and Film, Anatomy design skills of human body, Motion Graphics, Colour Theories and applications, fine arts production techniques, drawing and painting, airbrush, etc. (All fine arts techniques and materials, DTP, pre-print & print production, CGI, 2d and 3d CGA and handmade animation).

Music has been a primary expressive aspect in my life as well. I studied piano, composition and sound design. I often design the score for multimedia productions music or films soundtrack, and design interface sound elements.

Proficient in music production and sound design techniques. (Studio prod., Voice recording, jingle and music production).

Experience also as Video Maker and producer for short films and documentaries (clients include: Electa Multimedia, Iridium LLC, Magika spa, Euform.it spa, Fondazione Memmo, etc.).

## Some clients

TIM spa, Ecards uk ltd, Gogofrog Pty Ltd., Pixlart ltd, AvAcademia AG, BRS AG, Formez spa, Euform spa, Iridium llc, Telecom Italia spa, Tin.it spa, McMillan UK, Asia Events ltd, RAI, Cuspes, Birindelli e Associati, SIU, Pubbl-A, International Alert UK, Telespazio, Editalia, Regione Lazio, Tryarc INC., JibJab.com inc., etc.

## Technical Knowledge

Strong expertise in: ActionScript 3.0/2.0 OOP, XHTML / CSS 1-2, AJAX, LAMP, XML, TCP/IP, Information Architecture, New Media production design, Client/Server distributed network environments.

Networking and tcp-ip issues. Audio and Video Hardware / studio production techniques. DataBase integration techniques and LAMP developers team coordination. Cross-platform applications and formats. Content and Assets Management. Standards validation techniques. Usability/Accessibility issues. Search engine optimization.

## Hands-on Applications:

**Adobe Flash Platform** ActionScript 2.0/3.0 programming, interface design, motion graphics, video and sound management for Rich Media Applications and Games, complex a/v applications and on-line/off-line projects. Streaming audio/video. Complex user interaction. Multi-user environments. AMF protocol using Remoting or AMFPHP. Multi user messaging with SmartFox or Red5. Zinc, SWF Studio, and other products to create stand-alone applications with Flash. External datasets integration. MySQL and XML datasources integration. - **Bitmap Graphics** manipulation software such as Photoshop, etc. - **Vector graphics** such as Illustrator, Corel Draw, Freehand, etc. - **Video Editing** and post-production such as Premiere, After Effects, Media Composer, etc. - **Audio Editing** and music production such as Pro-Tools, SoundForge, Cubase, Massiva, etc.

## OS

Win98, 2000, XP, MacOS9, MacOSX, Symbian.

## Latest relevant production experiences:

- 2008 – TimTribu.it** (Italy), New scrapbook application for TIM. Project leader, RIA architect, frontend team leader, ActionScript development, system architecture.
- 2008 – Ecards.co.uk** (UK), Headcut, Casting, Movie management application. Technical architecture. Project leading. ActionScript development.
- 2008 – MyOpenCare.com** (USA), E-learning assets management and path design application: H-Book. Manages audio, video, assets, images and text. Powerful graphical interface. ActionScript development.
- 2008 – NuovoCasinoDiCampione.it** (Italy), N.8 on-line gambling casino games for the Campione Casino. ActionScript development, game design, user interaction design.
- 2007 - JibJab.com** (USA), Head ActionScript 3.0 flash programmer for Starring You casting and BMP editing applications.
- 2007 - RomaFictionFest.it** (Italy), Chief of the Internet and project leader for the Rome Fiction Festival 2007.
- 2007 - PalmDreams.eu** (Italy), Chief System Engineer and R&D Manager for the TV 2.0 project TEEWOO.
- 2006 - OnsiteDirectGlobal.com** (Australia), Client-side technical direction for a world-wide on-line real estate investment system. Components development, AS2 Programming and information architecture.
- 2006 - BRS AG** (Germany) For BRS, a german company specialised in high-bandwidth multimedia content delivery, I engineered and programmed a system in ActionScript 2.0 to manage and deliver web portals with high amount of media content. Production included the client web delivery system, and off-line stand alone management application.
- 2006 – Gogofrog.com** (Australia) For the on-line 3D virtual world, I programmed the whole multi-user experience, with real-time positioning of users in the 3D space, multi-user chat and messaging system in ActionScript 2.0.
- 2005 - PixlArt.com Ltd**, (Australia) Technical planning and ActionScript programming for the WSM 2.0 Content Management System and Flash Components Architecture.
- 2005 – JiliTour** (China) Information Architecture and system design for the web presence and extranet of the italian-chinese Logistics company JiliTour, based in Beijing, China.
- 2005 - HeartLand**, (Italy) Production coordination, SEO, e-commerce tools for editorial website.
- 2004 - AV-Academia AG**, (Switzerland) Planning and Design of AV-Tools 2.0 on-line CAD/CAM 3D RIA.
- 2004 - Birindelli e Associati**, (Hong Kong) Information Architecture, production coordination and SEO for bea-law.com website.
- 2004 - Formez spa**, (Italy) Production Design, Information Architecture and Usability Consulting for the italian Ministero della Funzione Pubblica on-line university.
- 2004 - Euform SPA**, (Italy) Design and implementation of large Rich Media content architecture and Video production studio workflow for the italian government information portal. DMZ / Server Farm design, Software and Platform design (TXT, Oracle), Database and CMS design, Art direction, SEO.

## Teaching, speaking and writing Experiences:

- FTP – Digital Media Conference 2004 (Singapore)** – Speaker at the new media conference focused on the exploration and strategic vision of new technologies and media markets. Title of the Seminar: Fire Up On Flash.
- Rich Internet Applications Seminar – (University Bicocca of Milan, Italy)** – Teacher at the Bicocca Technical University in a seminar to develop strategical and technical skills in the planning and development of complex interaction systems and interfaces.
- Flashability.it** – Article titled: “Flash and User Experience”.
- Kinetic Flash Inspiration 2.0 Kuala Lumpur (Malaysia)** – Speaker at conference about Stand-Alone Application Programming and CMS Interfaces built with FlashMX and advanced ActionScript.

**ActionScript Workshop – (Singapore).** Teacher at a professional advanced ActionScript workshop on the topic: *Programmatic Motion Graphics with FlashMX.*

**Flashability.it** – Article for an Italian usability website about “Building a CMS with Flash”.

**Kinetic Flash Inspiration 1.0 (Singapore)** – Speaker at conference about CMS Applications built using FlashMX, and audio and music production for on-line multimedia products.

Wrote several articles about **Flash, ActionScript and general Multimedia Production Techniques** for international websites and publications.

**Teaching and speaking experiences for international schools and universities** (Università di Milano, Istituto Europeo di Design, MultiD University of Technology (Stockholm), etc.

#### **A few past production experiences:**

It would be insane to list (and remember) all the projects I have been involved during over 12 years of high-paced professional activity in traditional media and new media. Therefore I mention only the ones which I consider most relevant for my professional development.

- 2003/4 **PrevenzioneProstata.it** Information Architecture, design, production coordinator.  
**SIU.it**, Version 2.0. Information Architecture, CMS Implementation, XHTML 4.0 Validation supervisor.  
**Kinetic Flash Inspiration**, (SINGAPORE), Flash6 Dynamic Website. Flash Driven CMS.  
**Zuluproductions.com** (CHINA), XHTML Design.  
**BONSAI** FlashMX Content Management Interface for HTML deployment. ActionScript Programming, OOP Programming and structuring.
- 2002 **CUSPES.com** (H.K.), FlashMX Website. Automated Updating Engine – Communication Environment.  
Art Direction, Actionscript Programming.  
**SCUOLADELMARE.org**, FlashMX Movies. Authoring System programmed in MX Actionscript for News Casting on the Net. Content Management and Movie Programming via MX command line interface. Ver 2.0 coming soon.  
**SIANDROLOGIA.org**, Content Management System and Website. Art Direction, Prod. Design, Prod. Coordination.  
FlashMX Content Management Interface for HTML deployment.
- 2001 **TELECOM ITALIA**, Flash5 CD-Rom and Website. Art Direction, Prod. Design, Actionscript Programming.  
For the ADSL products line Campaign 2001.  
**PUBBLI\_A**, Flash5 Cd-Rom and Website. Art Direction, Prod. Design, Actionscript Programming.  
**SIU.it**, Content Management System and Website. Art Direction, Prod. Design, Prod. Coordination.  
**FORTEYANG.com**, New Media Agency, Founder.
- 2000 **ECLECTICA**, *Illustration design, Animation design, Cd-Rom “I Popoli del Mondo”*  
**FORTE CONSULTING.it**, Flash4 Website. Actionscript Programming, Sound Design, Music, Art Direction.  
**SUOR SORRISO**, Feature Film 35mm, prod. ARDEA Film, Animation Design, Storyboarding, Character Design  
**FERRARI ROMA**, Website of Ferrari Roma Owners’ Club. Production Design and Coordination.
- 1999 **GAP21 (UK)** *Interactive Business Card. Art Director, Project Leader, Anim. FLASH4, Programming for On-line / off-line.*  
**POLYGRAPHE (CANADA)**, *Art Director, Sound Designer, Animation design, FLASH4 Programming for on-line / off-line.*  
**International Alert (UK)** Cd-Rom (Women & Peace). *Art & Creative Director, Music Designer.*  
**Victory Design** website. *Art & Creative Director, Flash3 Programming, Sound design, Project Leader.*  
**McMillan UK Ltd.** website. *Art & Creative Director, Project Leader.*  
**Illustration & Design.** *Illustration production for Magazines, publications and ads.*
- 1998 **IRIDIUM corporate Cd-Rom.** *Art & Creative Director, Project Leader.*  
Exhibition “**The Greatest Battles in History**”, **Fondazione Memmo** – 7 interactive Videos. *Art Director, Screenwriter, Animator.*  
**TELESPAZIO.** Flash 3 web site. *Art Director, Animator.*
- 97/98 **ALITALIA** Internet new tech project (c/o Euronline). *Art Director, Project Manager, Flash3 animator.*  
**F.S.** (Italian National Railways, c/o Euronline) Interactive Web News. *Art Director, Project coordinator.*
- 1997 **EDITALIA** web project. *Art Director, Flash3 animator, Project Leader.*  
**ICBPI** (Central Institute Of Italian Banks) communications. *Art Director, Project Leader.*  
**IED (European Institute of Design), Rome.** *Teacher of “New Technologies Creativity”, “2D Animations” and “Multimedia Production Project and Management”*  
**Les Aiguilles et l’Opium**, theatre piece, by Robert Lepage, Quebec & Italy. *Art Director.*  
**RAI** (Italian State Television) Cartoon Animation for a 12 issues serial. *Art Director.*
- 96/97 **PRI** (Italian Republican Party). Web Site, Newspaper, Newsletters, Corporate design. *Art Director, Image Consultant.*
- 1996 **VIRTUAL TOUR**, Web Site, Videos & Magazine. *Art Director.*  
**MEDIARTECH**, Florence, International Multimedia Festival. Winner of the first prize with the Virtual Tour project.  
**CONTROMANO**, music production. Package design, Video animator, Web Site. *Art Director.*
- 1995 **Alpha Channel Interactive SRL**, Rome, Italy. *Founder*  
**NeT-ArT** founded in Rome. *Art Director, Project Designer and Coordinator.*
- 1994 **Alpha Channel Interactive Ltd.**, Stockholm, Sweden. *Founder*  
**New Media Studio**, Stockholm. *Art Director, Creative Director.*
- 1993 **Taboo Entertainment Group**, Stockholm. *Art Director.*
- 91/2000 Comic strips, Illustrations, Book covers and Artworks published on several magazines and newspapers in Italy and Sweden.
- 94/2000 Projects c/o Alpha Channel Interactive: Design, Interactivity, Publishing, Networking, Motion Graphics, New Media Productions.

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