

Luigi Principi

Male, DOB: 19/11/1971 – Italian & Irish – Married

Personal Profile

Digital manager, with nearly twenty years' experience in the fields of Web, IT and User Experience and broad experience in leading teams and projects.

A **creative thinker**, with first-class analytical skills, solid knowledge of web design and development and overall understanding of the digital world, always seeking out-of-the box solutions. **Quick learner**, with a **very positive attitude to change**. Trilingual (Italian, English, French) with extensive experience in standards and training.

Experience

2013-Present

Team Leader - Web and Graphic Design

ISO - International Organization for Standardization, Geneva, Switzerland

Managing a team of six people responsible for the development and management of ISO's public websites and production of printed and multimedia communication materials, including a bimonthly printed magazine.

Web: Day-to-day management of web sites, analyzing users' behavior, fine tuning and redesigning as needed. Front-end development for new websites and features. Creation of online style guides to be used for all our web solutions. Managing the web content management platform and workflow. Intranet management.

Graphic design: My team is responsible for the graphic design and production of ISO's printed communication. We also produce video and multimedia materials and the bimonthly ISOfocus magazine.

Additional duties: Since 2010 I have been elected to be one of the three staff representatives at the Pension Fund Board of ISO

Main achievements:

- Management and continual improvement of a very large website with more than one million multilingual visitors per month
- Selected for the ISO Leadership Programme aimed at developing future leaders of the organization.
- New visual design of ISOfocus magazine
- Creation of a new visual identity for ISO communication activities
- Production of top quality video and multimedia materials
- Creation of a GUI pattern library for ISO's web presence
- Design and deployment of a system of TV screens for internal communication

2009-2013

Manager - Web Information Services

ISO - International Organization for Standardization, Geneva, Switzerland

Managing a team of three people responsible for the development and management of ISO's public websites.

Main achievements:

- Management and continual improvement of a very large website with more than one million multilingual visitors per month
- Redesign and migration of the ISO.org website, making it more useable and accessible from any device (Responsive Web Design). The website won a "best of Swiss Web" award for user experience
- Promoted a user-centered approach for Web communication
- Created a team of talented web professionals
- Being given the responsibility to also lead the graphic design team

2001-2009

Web projects manager

ISO - International Organization for Standardization, Geneva, Switzerland

Responsible for the coordination of all activities related to ISO's Web site, including maintenance, statistics, management and training of authors and feature enhancement projects. Design and development of user interfaces, templates, graphics and multimedia materials. Also involved in training activities for ICT capacity building in developing countries.

Main achievements:

- Coordinated the revamp of ISO's Web site and its migration to a new Web Content Management System liaising with many different internal and external stakeholders to get consensus on look and feel, contents and structure, and coordinating a team of external consultants and internal resources for its development
- Creation and delivery of ICT capacity building trainings for developing countries
- Being promoted to a managerial role

1999-2000

Web developer / project manager

Various clients (Consulting) Geneva, CH

Consultant role for different clients. Responsible for managing a small team of developers to produce web applications for electronic document management. Designing the front end and producing GUI prototypes and design documents for clients.

Main achievements:

- Learned how to manage technical teams
- Reinforced my front-end development skills

1997-1999

Usability Engineer

lomega Corporation, Geneva, Switzerland

Responsible for user testing activities for lomega Corporation in Europe. An important part in the development cycle of lomega's new hardware and software products, helping to design and develop products that have been bought by millions of customers across Europe. Assessing users' needs through user visits, usability tests, and

surveys. Liaising with different levels of management, and advising on product management strategies that affected the final quality of the product.

Main achievements:

- Set up the European usability team, enabling lomega to create products that would also fit the requirements and usage patterns of European customers
- Participated in the development of several successful computer products

1996–1997

Advanced technical support engineer

lomega Corporation, Dublin, Ireland

Working at the lomega European customer service center to help first level support engineers to solve complex technical problems. Training new engineers on lomega products and software.

Main achievements:

- Training new technical support engineers
- Being promoted to become an Usability Engineer

Education

1990–1995

Marche Polytechnic University

Ancona, Italy

Master Degree in Business and Economics. *First Class Honours*

1985–1990

High-school ITC Benincasa

Ancona, Italy

Computer Programming and Accountancy. *Final marks: 58/60*

Technical skills

SKILLS: Front-end web development, graphic design, UX, Usability

SOFTWARE: Photoshop, InDesign, Illustrator, Dreamweaver, Fireworks, Flash, Premiere, Microsoft Office, Wordpress, Opentext WCM, Joomla, Drupal and many others.

OTHER TECHNICAL SKILLS: Good knowledge of PC hardware installation and Web server management.

Languages

English: fluent, having lived for a long time in UK and Ireland and being married to an Irish citizen

French: fluent, having passed the official U.N. proficiency exam

Italian: native

Interests

Painting, drawing, computer graphics, handball, jogging, cycling, skiing, cinema and reading