

Pietro (Nico) Carone

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Summary

Managing UX/UI, design, web and digital projects from 20+ years, coordinating technical and creative team to develop IT and digital projects for major organizations like United Nations, FAO, Amazon and Expedia. Committed Creative and Technical free-lance project management professional, previously in hotels.com (Expedia inc.) and Amazon.com with over twenty years of frontline experience in the United Nations, impacting organization performance by implementing key changes in current paradigms of digital, web and communication strategies and managing, enhancing, and orchestrating medium and high level projects. Dynamic strategic thinker with leadership and persuading expertise, aimed at quality project implementation. Creative and visionary, developing multidisciplinary and multicultural collaborations in the face of new challenges in order to fulfill project targets and translate them into tangible gains. Solid creative and programming background (HTML, XML, CSS, jQuery, Flash, SQL, PHP, .NET on several platforms). Prince2 practitioner and ITIL Intermediate certified

Experience

Peppermind.it - Lecce

Founder - Digital Marketing Strategy Consultant, Art Director, UX/UI Program Manager

November 2017 - present

Peppermind is a digital communication agency operating in brand development, digital marketing, e-commerce and websites, graphics, online and offline advertising campaigns and press, events, and social media management for institutions and companies. Lead UX/UI team for e-commerce, curated brand, digital presence and digital marketing for many companies including: DEGHI (deghi.it), Evvai.com, Temiño Premium Properties (premiumproperties.it), Studio Macagnano (studiomacagnano.it), Guido Maggi (guidomaggi.it), Apostoli s.r.l. (apostolidaniele.com), EuroCeramica (euroceramica.it) B&B Parco degli Aranci (parcodegliaranci.it), perledipuglia.it and barbarhouse.it. Founded and directed the Art and Literary Magazine Beautiful Losers

Hotels.com (Expedia inc.) - London, United Kingdom

Global Creative Project Manager

September 2014 - July 2017

Lead the team responsible for merchandising creative and visual design, landing pages and tools. Manage merchandising projects from concept to brief and implementation including managing key stakeholders and design and development agencies. Take ownership in driving landing page development through every stage of lifecycle- from conception to launch.

- Actively contributed to achieve the Global Merchandising 2015 goal of 25% YoY growth for landing pages (\$1billion+) by coordinating the global creative team to successful delivery of over 100 design project, creating 4500+ design assets for Merchandising campaigns across the regions, and by influencing the Product Team landing pages testing prioritisation and represented team requirements for tests, leading to completion 40+ Merchandising tests in one year
- Re-structured the issue management process organising a tiered/ competency approach to issue resolution, developing FAQs and workarounds for tier one, managing to have the team to resolve over 300 incidents reported from the operational team
- Conceptualised, evangelised and presented globally a WYSIWYG page template to build custom pages across all the marketing channels, leading to a significant increase of GBV generated by the pages using this template

Amazon Inc. - Cork, Ireland

Italian Project Manager

November 2013 - September 2014

Manage the Italian editorial team, collaborate with business and development teams across the company to define functional requirements, design high level process and system solutions, and manage all aspects of the customer facing project execution for amazon.it website and mobile app.

- Acted as the point of contact for Customer Service with business owners and other departments on Italian and EU initiatives
- Identified areas of potential customer dissatisfaction with policy/process on CS Initiatives and works with relevant team(s) to improve the customer experience before launch
- Coached and train 4 Project Specialist to ensure the highest caliber of editorial and project work is completed by this team
- Been fully responsible for the progress and launch of Italian and european web and mobile projects from design phase to implementation

United Nations Office for Projects and Services (UNOPS) - New York, USA/ Valencia, Spain

Senior Project Manager

June 2008 - November 2012

Responsible and accountable for large scope projects and services provision, in support of all the UN Peacekeeping Missions and campaigns.

In charge of delivering detailed analysis and requirements, reporting tools and dashboards and to set KPIs for decisions and forecasts.

- Contributed to UN effort to reduce the emissions of green house gases in workplaces by 3% per annum, by conceptualizing UN “Green House Gas Calculator (GHG)” and “Carbon Footprint Dashboard” for the United Nations Environment Programme (UNEP)
- Led the automation of 15+ business and admin processes in the base, by successfully implementing the UN21 Award winning framework application “Field Support Suite (FSS)” in UNSB-Valencia
- Revamped the UN Public Information web strategy by conceiving, developing and implementing the web CMS “Web Standard Application Platform” (webSNAP). Smoothly deployed 25+ public websites and 10+ intranet websites for 18 UN DPKO and DPA Missions in one year

United Nation’s Food and Agriculture Organization (FAO) - Rome, Italy

Senior Service Manager

2006 - 2008

Pro-actively managed the implementation of communication campaigns and, Business Analysis and reporting tools for various FAO initiatives.

Effectively gathered business requirements and analyzed business processes.

- Enriched the organization communication strategy by conceiving 6+ unconventional tools such as “Landprosudan” blog, “Landtenure.info” knowledge base and “FAO Gender and Land Rights” database for Gender division
- Attracted and secured 25 new partners and members by improving the technical and visual aspects of “UN Water” and “FAO Water” websites, with the result of increasing budget allocation for these initiatives by 50%
- Streamlined by 15% the design and requirement phases of the “EMPRES-i” project for Animal Production and Health Division, contributing to the creation of project documents and identifying innovative functional solutions to the Business needs

Studio Mentefreska, Toptoon - Rome, Italy

Founder & Ceo

2004 - 2006

Built credibility, established rapport, and maintained communication with stakeholders at multiple levels.

Coached, mentored and led employees to ensure the effective completion of projects to deadlines.

- Earned special mention for “Fingers” Animation at RAI “Pitch Me!” awards within Cartoons on the Bay 2007 event and been positively reviewed by the competition’s official press release and by Animation World Network magazine
- Formulated innovative design concept for 4 original animation series produced by the company and restyled existing ones for exhibit at MIPCOM 2006 - The world's entertainment content market in Cannes
- Co-produced backstage of award-winning TV series “R.I.S. Delitti Imperfetti” distributed by Taodue Film for R.T.I.
- Co-edited “Là fuori”, short film presented at Film Festival and attended the festival as part of film crew

United Nations - Special Court for Sierra Leone (SCSL) - Freetown, Sierra Leone

Head Of IT Development

2003 - 2004

Been responsible for all the design, development, implementation, administration, maintenance and troubleshoot of major and minor applications for Court's Registry and Office of the Prosecutor.

- Improved IT security and data confidentiality of the Court’s information systems by modernizing and re-organizing all logical components of the data center
- Achieved full digitalization of the trial's documentation for Court's Registry by implementing secure IT storage system
- Ensured cutting-edge branding to the Court by designing the organization’s logo, the document’s templates and developing the intranet and public website

United Nations - Mission for Ethiopia and Eritrea (UNMEE) - Asmara, Eritrea

Head of IT Project Unit

2001 - 2003

Supervised the unit responsible for planning, design, development, deployment and support of all the IT applications in the Mission and critical UN IT Systems.

- Reorganized and revamped the Mission's Help Desk tools in support of 150+ users of major and minor applications
- Established strong branding for the Mission by designing the unit's logos, screensaver and desktop background, which become part of the UN standard branding, and are still in use in all UN Missions and headquarters
- Simplified and automated 10+ section's workflows and processes by managing the development of well structured software solutions

United Nations Logistic Base (UNLB) - Brindisi, Italy

IT Specialist

2000 - 2001

Joined the team in charge with the development and support of the United Nations Field Assets Control System (FACS) and Field Expendables Supply System (FESS).

- Pro-actively assisted in the design phase of "FESS" project for UN Department of Peacekeeping Operations (DPKO)
- Designed outstanding graphics and developed multimedia presentations and computer-based trainings for users and UN management, using Adobe Flash technology
- Ensured robust and re-usable interfaces for Lotus Notes databases and applications used in the Base

Languages

English (Full Professional) • Italian (Native) • Spanish (Professional Working)

Certifications

Prince2 Practitioner • ITIL Service Transition • ITIL Continual Service Improvement • ITIL Service Design

Education

Learning Tree International – New York, USA

Prince2 and ITIL Certification

Project Management

(2008 – 2010)

New Ham College - London, UK

GBR Higher National Diploma (3 modules)

Desktop Publishing, Interactive Multimedia and Computer Animation

(1997 - 1997)

Accademia di Belle Arti - Lecce, Italy

Degree

Visual Arts

(1991 - 1995)