

Curriculum Vitae

LUCA PANTANO

The following profile corresponds to a committed and motivated person, willing to convey opinions and ideas into digital language.

I believe that sharing different points of views is fundamental to accomplish a successful task, therefore I value teamwork and the opportunity to transform these ideas into appealing information able to attract business prospects.

Listen to clients in order to understand their specific needs, lead them around the world of computing and finally offer them the most suitable solution: these are the objectives that I reckon important to achieve.

Learn, study and take up new challenges. The digital world has almost no limits, there is always more to discover.

Only the curious ones can grow.

I really love to learn

Personal Information

Full name: Luca Pantano

Birthdate: 29/04/1989

Birthplace: Milan

Nationality: Italian

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Education and training

July 2008: Diploma in Industrial Chief at the Technical Institute ITIS Alessandrini (Vittuone, Milan) - grades 80/100.

Development of a demo website presented during the examination "The FORUM ITIS Vittuone". Main subjects discussed: information technology, systems, mathematics, English, probability, statistics, operations research and electronics.

Obtained a scholarship for the first and third year.

Attendance to the ECDL computer training and a 3D graphics course through Rhinoceros software.

European Computer Driving License (E.C.D.L.) received when completed the 4th year.

Work experience

February 2014 - Present.

Consultant Senior Web Developer/Technical Lead c/o Barcom. Digital Partners in Sydney (www.barcom.com.au).

Responsibilities:

Web development, technical and digital advice, wireframe, prototype, content flow, workflow and internal software development. Acting as the UX specialist, on both domestic and global projects, combining content design disciplines to the requested marketing strategies. Extensive knowledge of the latest programs, including animations and managing a number of projects across a wide range of digital areas - from e-visual to interactive interfaces and platforms, interfacing with multiple agency functions and depts. Effectively contributed to various domestic and international professional websites, iPad & iPhone apps addressed to both consumer and HCPs, ePlatforms and UX awareness and analysis. Often involved in global new businesses.

February 2015 - May 2015.

Senior Web Developer/Technical Lead c/o Heard Agency Sydney, Full Service Advertising Agency specialised in creative, digital, strategy and PR services. (www.heardagency.com).

Responsibilities:

Web development, technical and digital advice, traffic and suppliers' organization, wireframe, prototype, content flow and workflow. Acting as the UX/UI specialist, on website and application, combining content design disciplines to the requested marketing strategies. Worked close with the Creative Director, Web Designer and the Graphic Designer to support them on the understanding of the digital requirements. Managing wordpress website, WooCommerce plugin, Shopify website and responsive website (Bootstrap).

February 2014 - February 2015.

Consultant Senior Web Developer/Technical Lead c/o Sudler & Hennessey Sydney, leading communication agency specialized in healthcare, operating on both local and global/pan–european assignment from the big pharma companies (www.sudler.com).

Responsibilities:

Web development, technical and digital advice, traffic and suppliers' organization, internal software development for iDetailing on Veeva iRep Platform, wireframe, prototype, content flow and workflow. Acting as the UX specialist, on both domestic and global projects, combining content design disciplines to the requested marketing strategies. Extensive knowledge of the latest programs, including animations and managing a number of projects across a wide range of digital areas - from e-visual to interactive interfaces and platforms, interfacing with multiple agency functions and depts. Effectively contributed to various domestic and international professional websites, iPad & iPhone apps addressed to both consumer and HCPs, ePlatforms and UX awareness and analysis. Often involved in global new businesses.

July 2012 - February 2014.

Digital Consultant/Web Architect c/o Sudler & Hennessey Milan, leading communication agency specialized in healthcare, operating on both local and global/pan–european assignment from the big pharma companies (www.sudler.com).

Responsibilities:

Web development, technical and digital advice, traffic and suppliers' organization, internal software development for main international pitches and existing clients' assignments. Acting as the UX specialist, on both domestic and global projects, combining content design disciplines to the requested marketing strategies. Extensive knowledge of the latest programs, including animations and managing a number of projects across a wide range of digital areas - from e-visual to interactive interfaces and platforms, interfacing with multiple agency functions and depts. Effectively contributed to various domestic and international professional websites, iPad & iPhone apps addressed to both consumer and HCPs, ePlatforms and UX awareness and analysis. Often involved in global new businesses.

Training:

Attended to the IOS6 application development in XCode and Objective-C language course.

September 2008 - July 2012.

Interactivecom Srl (Milan, Italy), web agency specialised in healthcare digital strategies (www.interactivecom.it).

2011 - July 2012: **Senior Web Developer - Front-End Team Lead**

April 2009 - 2011: **Middle Front-End Web Developer**

October 2008 - April 2009: **Junior Front-End Web Developer**

September 2008 - April 2009: **Internship**

Responsibilities:

Structure and development of automation for websites, arrangement of tests and online release. Websites' visits statistic reports and related positions on Google. Account management for a few projects, including contacts with clients and projects finalization.

Gained knowledge:

Digital systems for Distance Learning, multisite management, landing pages, SEO, accessibility and usability, CMS, administration, flash, video editing for Distance Learning deployments, statistics sites web, tracking and multilingual systems.

Training:

Sencha Touch, JavaScript framework for developing Web applications course.

Languages

Italian: mother tongue.

English: medium (I lived and worked in Sydney for 1 year and half).

Computer skills

	Just	Average	Good	Advanced	Expert
HTML/XHTML					
HTML 5					
Web mobile					
XML					
CSS					
CSS 3					
Responsive Design					
UX					
UI					
Crossbrowser					
Javascript					
DOM					
AJAX					
JQuery					
Bootstrap					
PHP					
SQL					
ASP.NET					
Objective-C					
Phongap					
Wordpress					
SEO					
Accessibility					
eDM					
Dreamweaver					
Photoshop					
Illustrator					
Indesign					
Flash					
After Effects					
Actionscript 2					
Actionscript 3					
Google SEO Tools					
Social Plugin					
Veeva iRep Platform					
Agnitio Platform					
MI iPad Platform					
CMS EPiServer					
Urchin					

Personal Skills

Excellent planning and coordination skills, experience in problem solving and ability to improve the working environment through organizational perspectives and ad-hoc procedures. Capable of building good and effective working relationship with colleagues in different depts and functions.

Technical competences

- Editing and online release of websites (crossbrowser)
- APP development in HTML5 and conversion using PhoneGap
- Connection of Digital Distance Learning, FLASH, AJAX and web forms to XML
- CSS editing for various media hardware (PC and Mac, tablet, mobile and print), responsive design
- Modules developed with advanced dynamic web javascript (using DOM, AJAX and jQuery)
- Programming HTML/XHTML using PHP with subsequent connection to the database using SQL, mining, refining and displaying data
- Creation of fully customized administration
- Overall configuration and management of websites/multi-sites using open source CMS Wordpress
 - o custom field, custom post types, custom taxonomies, custom template
 - o wordpress network
 - o Buddypress
 - o WPML
 - o WooCommerce
- SEO optimization
- Realization of websites that are both accessible and user-friendly
- Advanced use of Adobe Dreamweaver
- Creation of small banners static/dynamic with Adobe Flash/Photoshop/Illustrator/Indesign
- Realization of systems for scientific presentation software by Skura

- Statistical reports through Google Analytics tracking (unique visitors, absolute, repeated, page views, ...)
- Website management with the support of an admin for multinational pharmaceutical companies (Boehringer Ingelheim, for instance).
- Management of some multinational corporate sites Navico EPiSERVER by Interface CMS
- Excellent knowledge of detailing systems and CLP for iPad addressed to HCPs: features, potentiality, application of main CLP platforms and further solutions.
- Familiar with all main development & distribution techniques for apps and web apps aimed at the iOS and Android systems (deployment B2C via stores, and B2B via Enterprise Certificates and key MDM).

Further competences

Coordination of the creative traffic team, organization of suppliers/third parties for digital projects' development and implementation.

Technical and development support to the marketing strategy team and account management during the strategic planning phase, also including project handling/ implementation.

Overall internal coordination, involving the agency's specific departments (IT, Client Services, etc.) with suppliers, clients and third parties.

Personal interests

Italian mother tongue, I speak/understand/read and write in a good English.

I have a driving license. I am available to move for business purposes.

I am interested in further understanding WordPress CMS and the potential of the JQuery library. I read several books, the latest was Objective-C.

I like to keep fit without getting bored, so I enjoy team sports such as football, soccer and tennis. Even though sometimes I practice individual activities like running and swimming, which allow me to think.

I would love to travel around the world to discover other cultures.

I'm living in Sydney since 2014 and will come back in Milan on July 2015.

I'd like to create an app for iPhone/iPad through SDK Apple.