MICHELE BUGLIARO –GOGGIA

Certified Support Professional 10.7

Corso San Gottardo 12
CH—6830 Chiasso

Tel. +41(0)91 780 44 16
Cell.+41(0)76 565 30 70

www.michelebugliaro.com
contactme@michelebugliaro.com

DIGITAL DESIGN / WEB DESIGN / E-COMMERCE

Swiss designer & blogger, class of 1976. I'm very interested in **web content design** & in **user interface design**. Precise, creative & culturally open minded, I have a 10-year experience in **e-commerce and responsive web sites with WordPress**, including some security and performance aspects (GTmetrix).

Skill		Skill	
HTML – CSS	████████	Apple macOS	████████
Responsive design	███████░	WordPress	███████░
User interface design	███████░	Adobe CC	██████░░
Page Speed	██████░░	Amazon Seller Europe	█████░░░

— LANGUAGES

Italian — mother tongue

English — written & spoken: very good (CEFR C1 level)

French — written & spoken: very good (CEFR C1 level)

German — written & spoken: good (CEFR B2 level)

— WORK EXPERIENCE

- Studiogest SA, Lugano – 05.2018 / today
Web designer. Creation and maintenance of promotional websites based on WordPress.

- RB Commerciale Sagl, later RB Commerce Sagl, Bellinzona – 03.2017 / 03.2018
Graphic and web designer. Creation of **multilingual web sites**, **e-commerce**. Graphic design for social media, custom gadgets and corporate design. **Teacher for Photoshop, Illustrator and WordPress courses**.

- InnoPark Svizzera SA, Manno – 09.2016 / 03.2017
Web Designer for The Space (the-space.ch). Content design, layout, security, hosting consultant.

- Central studio Design—Communication, Lugano – 09.2013 / today
- BrevaWeb snc, Lugano – 09.2016 / today
Freelance consultant for **digital design projects**, involving **WordPress, e-commerce, page speed,** etc.

- PRIMA LAB SA, Balerna – 06.2014 / 06.2016
Graphic designer, web designer, IT support. Art direction for packaging & labelling design for the PRIMA Home Test products launch in Switzerland and Europe (IVD self-tests). Quality management for ICT and labelling. **Front-end development of the e-commerce** (primahometest.com) with **Bootstrap 3, HTML5, CSS3**. **Web content ceation**. Management of the **Amazon Seller Europe** account. IT tech support (macOS). Customer care in Italian English, French and occasionally German.

- Dipartimento Ambiente Costruzione e Design, SUPSI, Trevano – 03.2012 / 06.2013
Teacher/assistant during the class "**Computer science for communication**", **Bachelor in Visual Communication**: understanding HTML & CSS (div, class, id, etc.) with practical examples.

Scientific associate involved in interaction design per SRG-SSR, SUPSI, Città delle Alpi, FabLab Lugano e MAS in Interaction Design, ecc. often involving **WordPress**.

- Exenia Sagl, Mendrisio – 2010 / 2011
Graphic designer, web content designer & office employee. Starting up the business through development of the **company web site with Joomla!**, **editing web contents** (news & press releases). Customer care.

- Rebu SA; Publipoint Sagl, Cadenazzo – 2007 / 2010
Office employee. Development of the **company web site with Joomla! along with e-commerce**, creation of marketing materials, logistics, billing, phone calls.
Web e Graphic designer. **Management of Joomla! and VirtueMart web sites** such as affaroni.ch. **Editing & translations of web contents** from Italian to English, French and occasionally German. Active role in the **marketing strategies**.

- Ufficio Tecnico Comunale, Municipio di Chiasso – 2006 / 2007
Office employee. Editing and proofreading letters in collaboration both with the departments and the City Hall, event management for the Palapenz gym, phone contacts, updating the web site.

- Fondazione Diamante - Laboratorio Laser, Lugano – 2005
Trainee as a **co-educator** (six months) in direct contact with users through teaching and assisting.

- BSI SA, Lugano – 2002
Trainee at the **Information System Organization Support (ISOS)** unit. Tech support via phone (Microsoft Windows).

— EDUCATION
- Scuola universitaria professionale della Svizzera italiana (SUPSI), Lugano – 2012 / 2013
Summer School in Digital Fabrication and Interaction Design, with certificates.
Introduction to the **Adobe Digital Publishing Suite** in InDesign CS6, with certificate.

- Espero Srl, Milano – 2011
Apple Support Essentials 10.7 with certification.

- Scuola superiore di informatica di gestione (SSIG), Bellinzona – 2004
Class: WEB, advanced notions with certificate.

- Scuola universitaria professionale della Svizzera italiana (SUPSI), Lugano – 2000 / 2003

Bachelor: designer SUP in visual communication.
Thesis: user interface design on Palm Pilot as a mobile guide for Mount San Giorgio.

- Centro scolastico per industrie artistiche (CSIA), Lugano – 1999 / 2000
Class: **Introduction to DeskTop Publishing** with certificate.

— ASSOCIATIONS

– syndicom, Massagno
trade union for media and communication

– InterNations, Lugano
international networking

– ATED ICT Ticino, Bellinzona
IT, communication & new technologies

– Centro Ufologico della Svizzera italiana
vice-president

— INTERESTS

– Paleonthology: fossils, a detailed instant of life fixed forever on stone or amber.

– Japan: anime & mangas as a form of art and the references to Japanese culture.

– Origins of rock: from SUN Records, rockabilly as a genre and change in the music industry.

– IT: Apple-related news, mobile and new ways for communication and entertainment.