

# Andrea Vaccarella

Computer Science Engineer  
Digital Strategist



Andrea Vaccarella  
16/01/1986

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## Work Experience

### **Consultant - Chamber of Commerce Lecco (01/2015-now):**

I started working in the Chamber of Commerce of Lecco as a scholarship winner in 2013 with a Google - UnionCamere project. Since the end of the scholarship until now I have worked there as a Digital Strategist for *LeccoCreaImpresaSmart* Project, helping companies improve their digital skills. Activities varied from implementing e-commerce systems to create advanced marketing plan, implementing industry 4.0 solution and promoting digital culture adoption within the company,

### **Internal Consultant - Lariofiere (01/2014-now):**

I started working as a technology consultant at Lariofiere - the biggest Fair, Events and Meeting organizing firm between Como and Lecco- in January 2014. I am responsible for multiple digital aspect of the many exhibitions hosted there. My activities involve website design and development, planning and management of dedicated marketing campaigns (Google Adwords, Facebook and LinkedIn, Instagram) and managing a small social media team of three people as well as directing and monitoring activities for the project *LakeComo Digital* (Regione Lombardia project to improve the online recognition of Lake Como).

References: lakecomo.eu ristorexpo.net ttourism.com fornitoreoffresi.com metaldistrictskills.it lariofiere.com young.co.it agrinatura.it percorsidacqua.it

### **Fluxedo - CEO & Founder (09/2013-10/2016):**

Fluxedo is a Company focused on a analyzing real time data from social or proprietary platforms, building big data systems and data visualization tools and solutions. Started with a mobile application to manage shared tasks and simplify workflows, now comprehends multiple products and stream of revenue. Since the foundation in July 2014 I have been the CEO of Fluxedo. My tasks widened from UX development to code-reviewing to managing the financial aspects of the business. Included pitching and managing investors, organizing day-to-day operations and workflow of the team (11 people). Fluxedo is the first start-up housed in both incubators: ComoNEXt and PoliHUB.

Reference: Fluxedo.com fluxedo.it

### **Tutor - Google-Unioncamere "Eccellenze in Digitale" (06/2014-06/2015):**

Technical Tutor of the Google - Unioncamere project "Eccellenze in Digitale". As such, my focus has been helping the 108 "digitalizers" in their work, both from a technological and a social perspective. I was responsible for solving day-to-day technical issues, suggesting new solutions and monitoring progress throughout the year-long project.

Reference: <https://www.eccellenzeindigitale.it/>

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**Digitalizer for Google-Unioncamere (15/05/2013-31/12/2013):**

I have worked on a 6 months project by *Google - Unioncamere* called "Distretti sul Web". Aim of the project was to spread the digital culture among entrepreneurs and enterprises in different 20 Italian districts, foster innovation through the use of new technologies and methodologies, and promote manufacturing excellences on the web. The 20 scholarships winners were hosted in as many Chamber of Commerces, I was in Lecco for the Mechanical district, whereas after studying and mapping the levels of technology usage and diffusion, the digitalisation process took place directly in the companies headquarters, working side by side with companies owners.

Reference: <http://goo.gl/FK9LjN>

**External Technology Consultant for Playstos (09/2010-04/2013):**

I worked for *Playstos* - Web Development unit, an Italian company in the entertaining and technology industry. My job ranged from web design and development to customer management. Examples of my work are: Inky mind Animation Company ([inkymind.com](http://inkymind.com)) Museum Medardo Rosso ([medardorosso.org](http://medardorosso.org)), Real World Racing videogame ([realworldracing.com](http://realworldracing.com)) and a Golf Championship website ([golfaround.it](http://golfaround.it))

**Web and Mobile Developer Freelance (09/2010-present):** I have been working freelance as developer and consultant since 2010, building front-end applications and websites in HTML5, CSS3 and javascript (Jquery among other frameworks). I use PHP for back-end and server side scripting, AJAX and MySQL for DB querying, PhoneGap, NodeJS and Backbone for Mobile Application. Minor Knowledge of Obj C.

**Project Control Engineer at Foster Wheeler 04/2011 - 08/2011:**

I worked as a project control engineer at Foster Wheeler - Global Engineering and Construction division. As project planner, I was part of the control team responsible for the construction of a refinery in Romania. *Primavera* and *MSPProject* were used to develop the workflow of both mid-term and long-term activities as well as to identify critical paths and resolve possible inconsistencies. During this period I've work in team of 8 people to control a project of more than 100 people, mainly engineers.

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## Education

### Master of Science in Computer Science Engineering (09/2008 - 12/2010)

Politecnico di Milano, 110/110 cum Laude

Projects:

- ✓ **Management of Innovation Project:** design and development of a business plan based on innovation-driven strategies. Analysis of a real company (*Bagigi* recycling), reformulation of the business model and brand, maintaining the primary business.
- ✓ **Communications and eLearning:** flash-based videogame for NintendoDS and PSP to train the new employers of Banca Popolare di Sondrio. A study of the *Mobile eLearning Gaming market*, a comparison of best practices and the development of three running prototypes for the training. [Link to pdf](#)
- ✓ **Multimedia Interactive Applications and Mobile Devices:** application design and development of the official Engineers and Architects Codazzi studio website and mobile website. Prior to the development of the new website an analysis of accessibility and usability standards and compliances (w3c strict) have been reported.

### Bachelor in Computer Science Engineering (09/2004 - 09/2008)

Politecnico di Milano

Projects:

- ✓ Knowledge Engineering Project: design and development of a *Content Management System* (technologies used: *HTML, CSS, PHP* and *MySQL*)

### High School Degree (1999 - 2004)

Liceo Scientifico G.B. Grassi, Lecco, Largo Montenero 3. Cap. 23900

## Thesis

### Master of Science Thesis

*Title:* Diversification for multi-domain result-sets Centers

*Advisor:* Prof. Piero Fraternali

*Desc.:* Characterization and formalization of the problem of result diversification in multi-domain sets. A comparative study on information retrieval diversification approaches, a quantitative and qualitative analysis  
(Part of the Search-Computing european project, query performed with *Y!QL, JAVA* and *HTML*)

### Bachelor Thesis

*Title:* *JAMeS: JAVa Meddler for eSearching*

*Advisor:* Prof. Angelo Morzenti

*Desc.:* A JAVA software for real-time searches and results aggregation. User Interfaces and result dispatcher in JAVA, an XML *parser* to retrieve attributes and query structures for different online eCommerce sites.

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## Other Experiences

**Master Startup of innovative Projects - Italy (10/2012):** 50hrs course on StartUp Projects and entrepreneurial activities, organized by "Il Sole24Ore"

**iOS programming course - Italy (05/2012):** intensive course on iOS basic programming organized by iPhone developer (Apple authorized training center).

**Summer Language Course NYC, USA (08/2003):** English language courses focused in accent reduction and business english, organized by ALCC.

**Summer Language Course in Ontario - Canada (08/2004-2005-2007):** 4 weeks of English language study, organized by YMCA.

## Languages

### Italian

Conversation: Mother-tongue  
Writing: Mother-tongue  
Reading: Mother-tongue

### German

Conversation: Scholastic  
Writing: Scholastic  
Reading: Scholastic

### English

Conversation: Working Proficiency  
Writing: Working Proficiency  
Reading: Working Proficiency  
Certifications: TOEFL(2011, 107/120)  
FCE(2003, C)

## Skills & Competences

**Operating Systems:** Mac OS X (since Leopard), iOS (since 4.0)  
Windows (since W95), Linux (Suse, Debian, Ubuntu)

**Languages:** XML, XHTML, HTML5, CSS3, PHP, JavaScript, SQL  
C, Objective-C, Java (J2EE).

**Database:** Oracle, MySQL

**Environments:** XCode, Coda2, Eclipse, Netbeans, Aptana

**Office Applications:** Microsoft Office, OpenOffice, Apple iWork

**Others:** Microsoft Visio, Project, OpenProject, Primavera, Adobe  
Creative Suite (since 4), OmniGraffle, VMWare Fusion

## Personal Interests

Computer Science, with a preference for UX (user experience) and Machine Learning. I crave learning new things and understanding how the world works.

Sport, traveling and the company of a good books.