Things I’ve done

Giovanni Schirò’s Portfolio

What’s the **story**

A tale of two cities
and one book

After completing my classical studies, I cut my teeth as a **film editor for a cultural webzine**. There, a colleague's offhand suggestion to study **Semiotics at the University of Bologna** changed everything—easily one of the best calls I've ever made. During my studies, I stumbled across Donald A. Norman's "The Design of Everyday Things," and that was my lightbulb moment. I knew right then that I wanted to spend my career **making people's lives better through thoughtful design**.

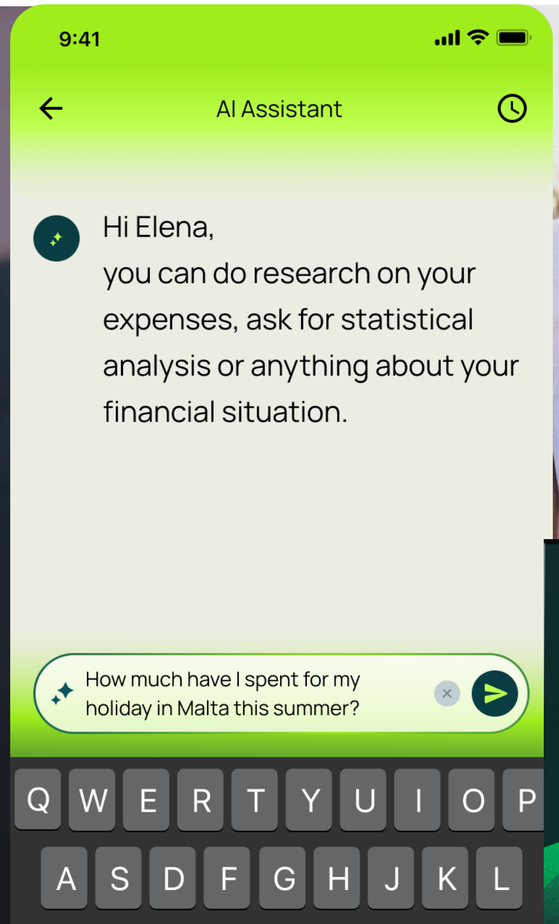
Words shape worlds

I mainly set **content strategies** and **Tone-of-Voice** for brands, provide **UX writing** for apps and websites, and handle **copywriting** activities. I often develop **storyboards** and **scripts** for videos and give **names** to products and services. In the last years, I deepened my knowledge of **artificial intelligence** by using various LLMs, and taking specific course on **ethical writing** with AI. As a designer, I’m eager to do my part in shaping a better future for everyone.

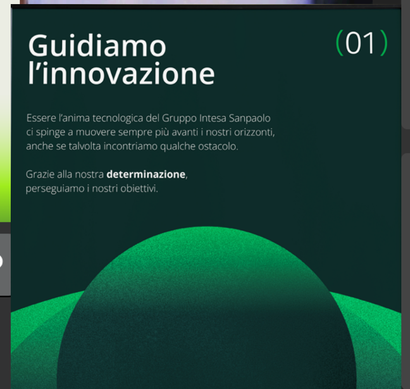
Mr. Space Joint

Main projects









Voice Guidance Annotation

Screen (only read once when user firstly land on this scr
User lands on the vote page

1 Title
- -

Hints
- *"Freccia su, giù, sinistra, destra"*

Section

1 Section Title
- "[Nome Cognome] [Nome gruppo] ok per votare. Frec a disposizione [dieci voti] [un voto], freccia giù per gu

Hints
- -

Focused Item

2 Focused Item
- -

Hints
- -

Entertainment

SKY

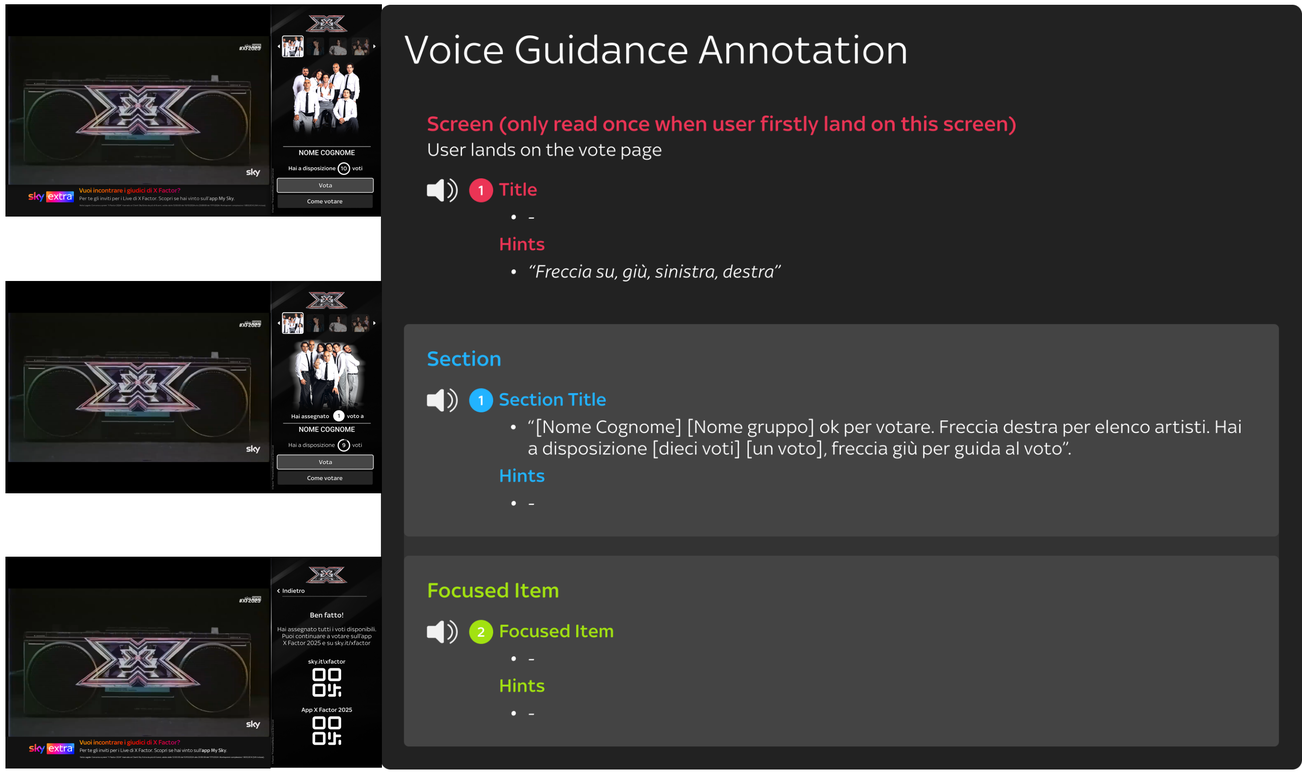
TV App

Accessibility Design
Stakeholder Management

I partnered with Sky to make the X Factor voting section **fully accessible** for users with visual impairments. I restructured the content flow, validated it with accessibility expert, and ran in-app testing to fine-tune the experience. The result was so effective that Sky showcased it during the Disability Days as a **benchmark for accessible design**.

Main challenge: Turning an already developed feature into a seamless, accessible experience under tight deadlines.

X Factor Accessible Voting



Giovanni Schirò

Banking&Finance

NTT DATA

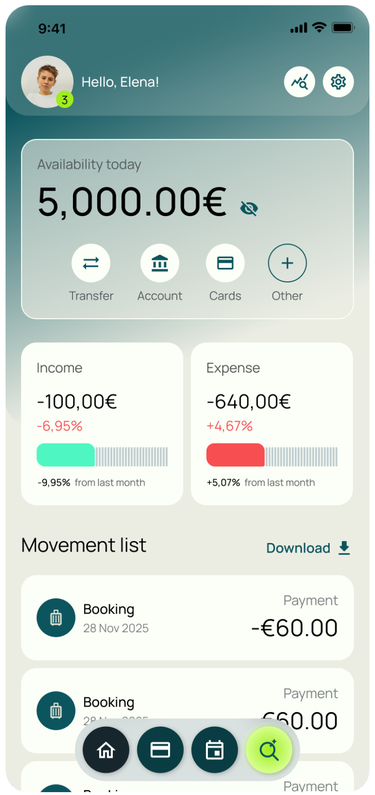
AI Banking

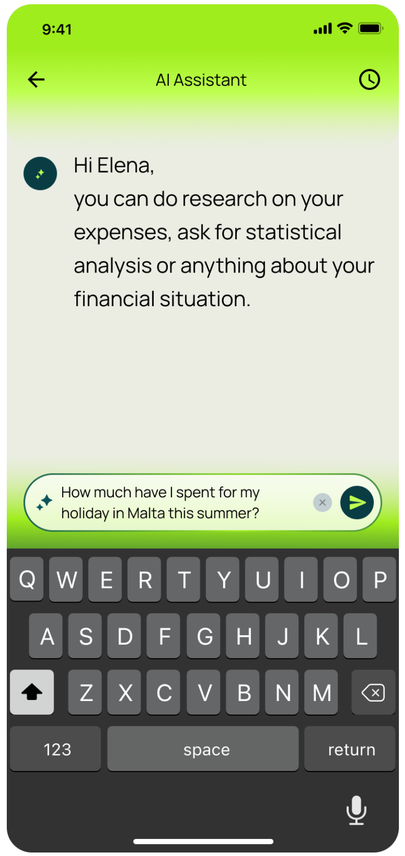
AI Experience Strategy
Content Architecture
Conversational Design

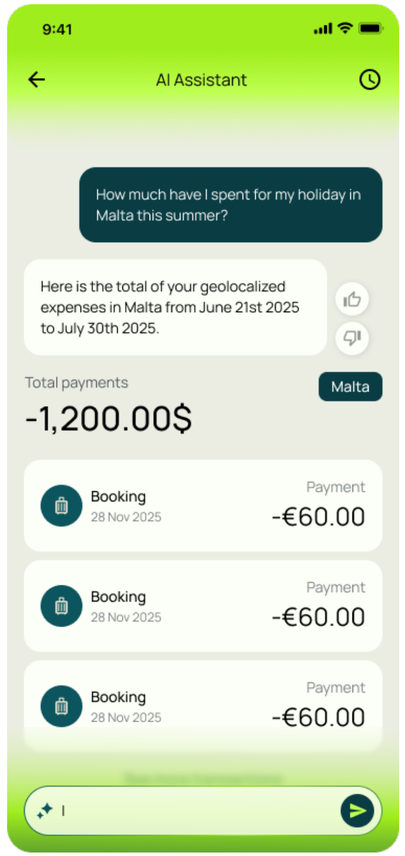
AI-powered white-label banking app designed to make financial management more intuitive. It combines two key features: **AI Assistant,** offering instant, conversational guidance, and **Predictive Planning**, which anticipates user needs with proactive insights.

Main challenge: Creating a **trusted, accessible AI experience** that simplifies complex financial data while staying adaptable to different banking brands.

AI Assistant







Giovanni Schirò

NTT DATA

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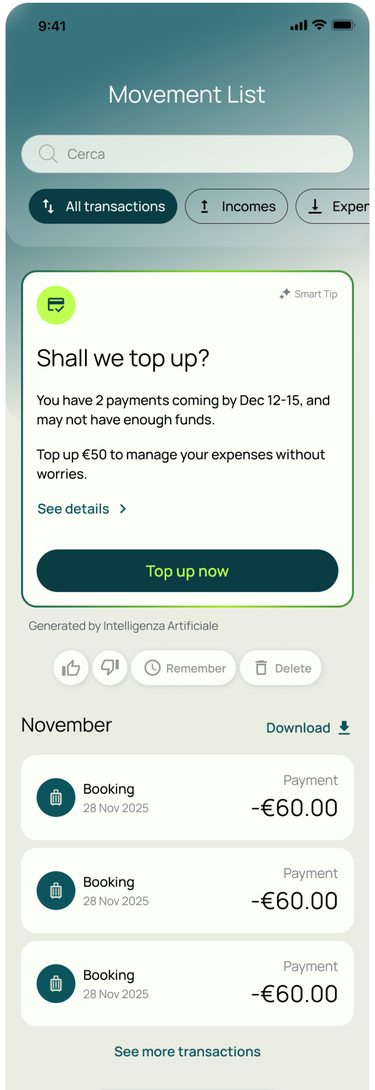
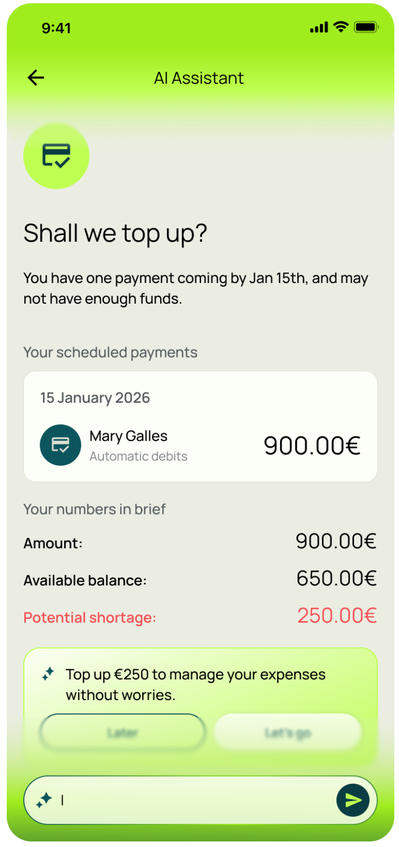
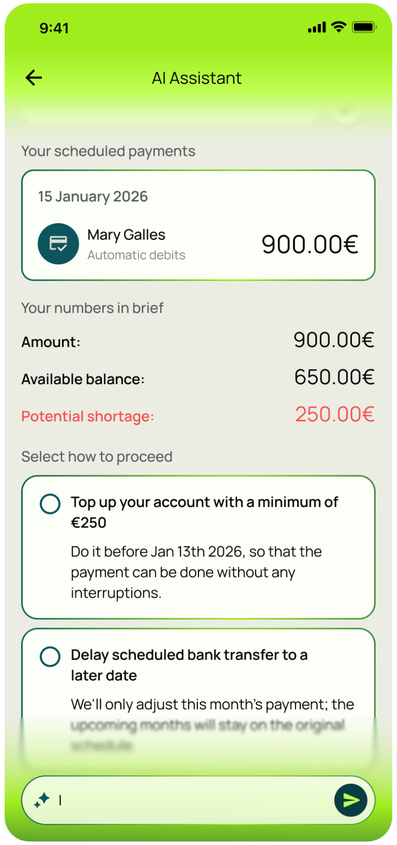
Predictive Planning







Giovanni Schirò

Intesa Sanpaolo

IT dept.

Values, Tone-Of-Voice, Manifesto

After a co-design process, I guided the client in choosing the company values. Based on these values, I crafted the text of the **Manifesto with a twist**: if you read the titles of the four chapters, you obtain the company's purpose.

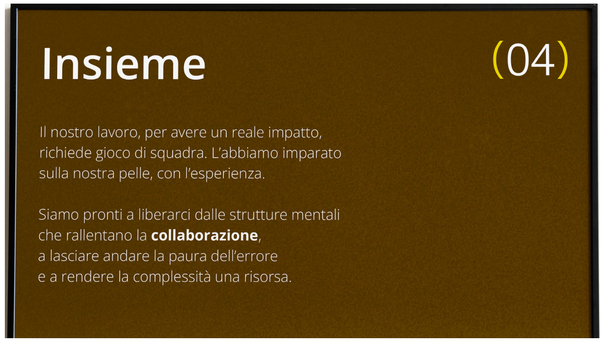
Main challenge: to make top-level managers think as one team with a single objective.

Manifesto









Giovanni Schirò

Crib Couplets

Public Sector

Civil Service Department

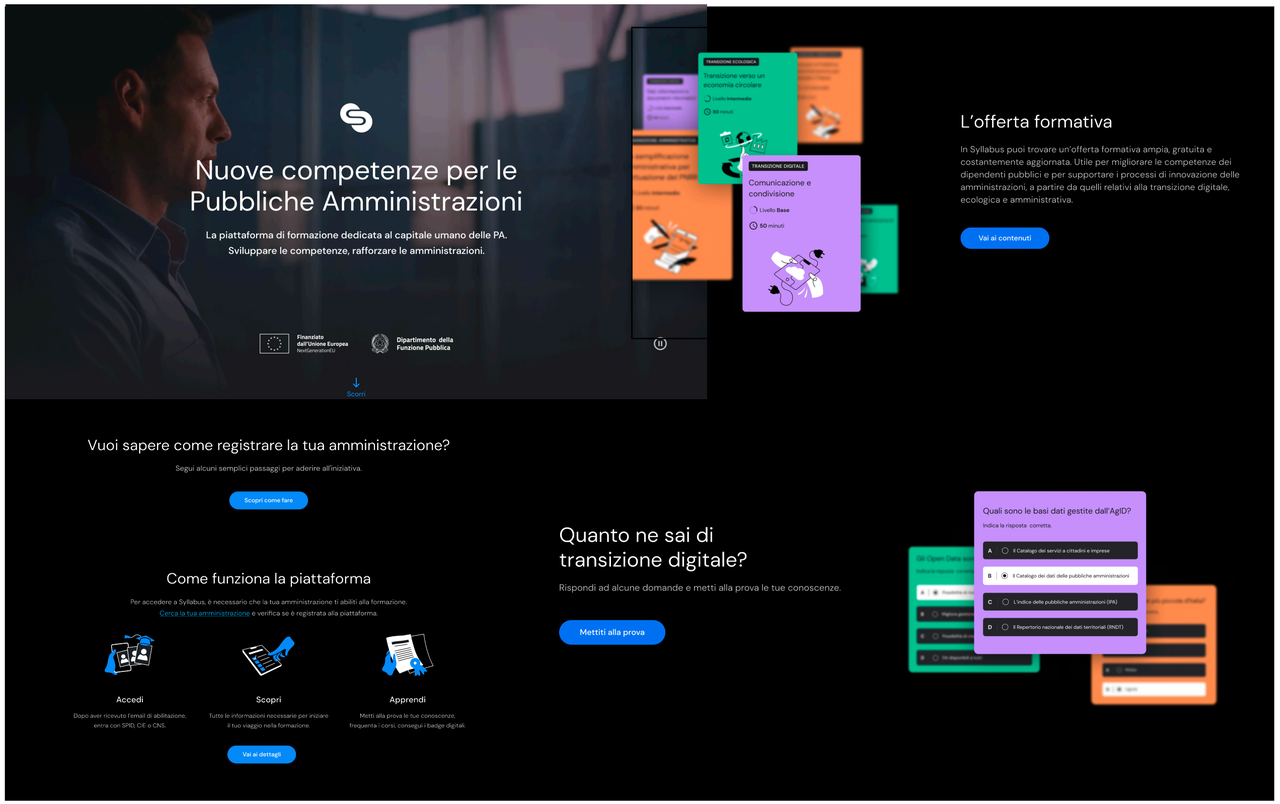
Website

UX Writing

I was in charge of the **content writing** of the entire Syllabus, the training platform dedicated to people in public administration. My objective was to guarantee a full understanding of the objectives and functioning of the platform, with a **clear, comprehensible and engaging language**.

Main challenge: responding to always changing needs during the project.

Homepage



Giovanni Schirò

National School of Administration

Website

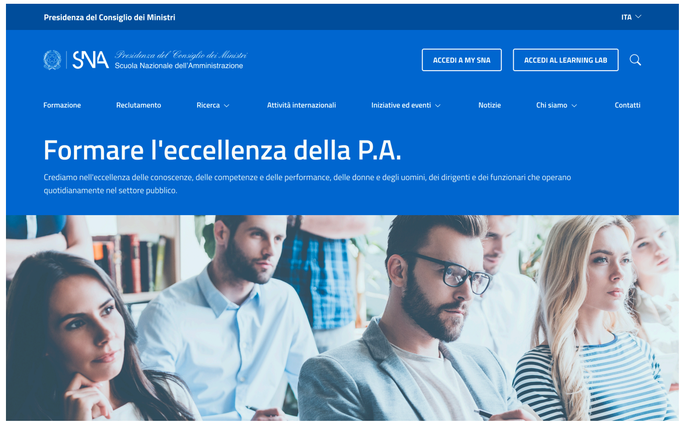
UX Writing, Architectural Information, Tone-Of-Voice

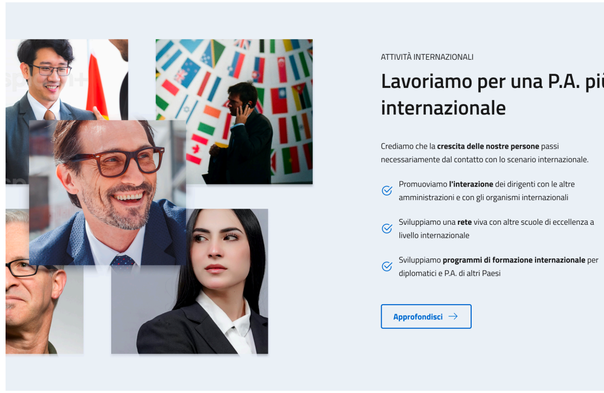
In addition to UX writing, the job included:

- Comprehensive **content analysis**
- Massive **information architecture** restructuring
- **Communication plan** development
- **Consistency** throughout the whole website

Main challenge: architectural information has been really intense because of its complexity.

Homepage





FORMAZIONE

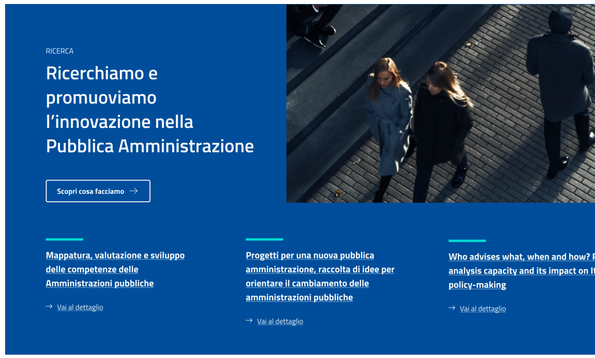
Pronti alle sfide di domani

Offriamo **formazione d'eccellenza** per i dirigenti e i funzionari delle P.A. con metodologie didattiche innovative e in partnership con le più importanti agenzie formative nazionali e internazionali

Vai all'offerta formativa

29.000+
Persone formate nel 2022

470+



Giovanni Schirò

A Foreboded Vegan

Food&Beverage

LAVAZZA

Voice user interface

Voice design

We designed a series of **conversations** between the user and the machine (coffee preparation, FAQ and descaling, to name but a few). In addition, we fed the machine with all the synonyms that the user could use to ensure **optimal functionality**.

Main challenge: to set and share a usable matrix able to deliver the content to both developers and client.



Race Troop

Corporate

NTT DATA

Tagline on T-shirt



Copy for Italian pride parades

Ideation of the main message to demonstrate in favour of **LGBTQ+ rights and inclusion** policies for the NTT DATA Pride Parade. The T-shirt has been worn by hundreds of people from the company and their friends and family in Naples, Milan and Rome.

Main challenge: I challenged the company's most serious attitude and convinced the marketing director that it could work. And it did, actually.

That’s a wrap

Giovanni Schirò’s Portfolio