

Giovanni Schirò

Lead Content Designer

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BIO

I grew up in Cagliari, the stunning capital of Sardinia. After completing my classical studies, I cut my teeth as a **film editor for a cultural webzine**. It was there that 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**.

SKILLS & COMPETENCIES

SKILLS

- Content Strategy & Governance
- UX Writing & Content Design System
- Content Research & Testing
- AI Integration & Prompt Engineering

COMPETENCIES

- Quality & Excellence Management
- Team Mentoring & Enablement
- Cross-functional Leadership & Influence
- Applied Innovation

LANGUAGES

- ITALIAN — Mother Tongue
- ENGLISH — Professional Level
- SPANISH — Advanced Level

PERFORMANCE RECOGNITION

Your networking is one of your strengths, and you've demonstrated it once again this year.

I was impressed by the awareness and mastery you demonstrated in taking a strategic approach.

This company is fortunate to have you as one of its spokespersons.

ROLE

From 2017 to now

Lead Content Designer

Tangity - part of NTT DATA

From 2014 to 2017

Copywriter/UX Writer

Accenture

KEY ACHIEVEMENTS & IMPACT

Strategic Systems Thinking

Defined and evolved content design systems ensuring coherence and scalability across multiple teams and markets.

Internal Leadership Recognition

Built strong credibility with senior stakeholders through consistent delivery excellence, becoming a trusted advisor on strategic content initiatives.

AI-Driven Innovation

Introduced AI-driven workflows to enhance quality, streamline processes, and support consistent brand voice across all touchpoints.

Strategic Influence

Advocated for content design as a strategic driver, influencing product, design, and business decision-making at executive level.

Team Development

Mentored designers and writers, fostering professional growth and elevating delivery standards company-wide.

EDUCATION

2009

MD Communication Sciences

Università degli Studi di Bologna
Sociology, Political Comm., Public Comm.

2007

BD Communication Sciences

Università degli Studi di Bologna
Semiotics, Ergonomy, Cognitive Psychology