

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



WHAT THEY SAY ABOUT ME

- "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