

# Paolo Genta

Front End Developer / Project Manager

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## Personal Profile

Skills in managing projects and team work, built up over six years working as a self-employed professional and project manager in the web design sector.

Experience of relationships with contractors/clients when presenting and negotiating projects.

Flexibility in organizing workload, learnt from the need to manage various projects simultaneously in order to meet clients' needs.

All web projects were carried out by manually writing the code in order to achieve the best possible results, together with the utmost flexibility and possibility of integration within the most complex environments, obtaining a result that is in line with modern W3C standards (HTML5, CSS 2.1 & 3, XML, Javascript jQuery , accessibility of websites, PHP 5).

## Work experience

### **Babelgum - Milano - From March 2008 to present**

Planning, organization and management of the company website.

Main activities:

- ✓ analysis of Marketing functional requirements and creation of the requirements.
- ✓ analysis and creation of website structure (WireFrame).
- ✓ creation of XHTML web pages, optimized with CSS layout style for all browsers / media, with usability test.
- ✓ optimization of the layouts for the web world (with SEO optimization)
- ✓ implementation of new functionality via JavaScript (jQuery AJAX library) and PHP code.

### **Aubay for Seat Pagine Gialle - Milano - From February 2006 to March 2008**

Planning, organization and management websites.

Main activities:

analysis and creation of website structure (WireFrame).

- ✓ creation of XHTML web pages, optimized with CSS layout style for all browsers / media, with usability test.
- ✓ optimization of the layouts for the web world (with SEO optimization)
- ✓ implementation of new functionality via JavaScript (jQuery AJAX library) and PHP code.
- ✓ Graphics for web projects, in line with Web 2.0 standards
- ✓ Creation of Flash animations for website support or integration.
- ✓ Creation of videos and advertisements.

*Projects:*

*Tuttocittà:* <http://www.tuttocitta.it> , *Visual:* <http://visual.paginegialle.it>, *Annunci:* <http://annunci.paginegialle.it>, *Prenota:* <http://prenota.paginegialle.it>, *Annuario Professional:* <http://www.annuarioprofessional.it>

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### **Founding partner Hemera S.r.l. - Milano - From April 2001 since December 2006**

As founder I worked on the business development of the company, created and consolidated the relationship with the clients, and did project management activity on the web area:

- ✓ Design and development of websites compliant with the W3C XHTML standards.
- ✓ Graphics for W3C compliant web projects.
- ✓ Creation of Flash animations for website support or integration.
- ✓ Creation of multimedia CD-Rom.

### **Founding partner Omero Multimedia S.n.c - Busto Arsizio (VA) - From 1999 to 2001**

Responsible for multimedia area.

Design and development of standard-compliant websites and multimedia CD-Rom.

## **Education**

High School Diploma – Science major at Liceo Scientifico of Busto Arsizio (VA)

University not finished at “Università degli Studi”, Milano, Computer science faculty.

## **Skills**

XHTML (W3C Standards) & HTML5

CSS (2.1 and 3 with all hacks and enhancement for the all browsers)

Mobile websites optimization

Javascript (jQuery framework)

AJAX workflow

Web Site Optimization for Web 2.0 and search engines

PHP5 code

Knowledge of Adobe/Macromedia software for Web development (DreamWeaver, Fireworks, Flash, Freehand): excellent.

Knowledge of Adobe software for photo retouching (Photoshop) and page layout (Illustrator and InDesign): excellent.

Knowledge of Adobe software for CD-Rom development and of Lingo programming language (Director for Windows e Macintosh): excellent.

Knowledge of Apple Macintosh personal computer: excellent (preferred choice).

## **Languages**

Italian: mother language.

English

Reading: excellent - Writing: good - Spoken: good