ALESSANDRO ANTONICELLI

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Mr. Alessandro Antonicelli's online experience starts from his education, since he attended, in 1998, the very first European on line Masters Course in Multimedia Project Management at the Italian Institute of Cinematography (A.N.I.C.A.), with International Lecturers coming from all over the world. Then, in 1999, he joined CLIO Ltd, the first Internet Service Provider in South of Italy, as Multimedia Project Manager, where he also kicked on his academic career teaching Web and Multimedia Design within Master Courses financed by the European Community (EU). Later on, he started o his very own design company, called THE WEB AGENCY (TWA), which was awarded with several International acknowledgments of design innovation and quality. In March 2004 he was appointed as Graphic Design Lecturer at Rales International College attached to Changchun University (RCU), in North-East China. Starting from 2005 till 2011, he was given the privilege to be Program Director of the Visual Communication Department, which included the Graphic Design and Multimedia Design Majors. In addition to his academic position in Changchun, Alessandro Antonicelli was concurrently the Director of Centre for Professional Development (CPD). During his tenure as Program Director, Alessandro Antonicelli has introduced a progressive teaching methodology with his successful application of Problem-Based Learning (PBL) and Multiple Intelligence (MI) within his departments. In February 2011, Alessandro Antonicelli was appointed as Associate Professor, as recognition of his successful record of academic excellence for Rales Education Corporation and, as a consequence, he was asked to provide his talent to Rales Design Institute in Shanghai, attached to DongHua University, Director for International Relations. In 2012, he moved to the Rales China Oice Headquarter (CHO), where he was appointed as Key Account Director for the Greater China chapter of the Rales Academy of Continuing Education (RACE) project, aiming to provide adult education to upgrades and large corporations. Through his writings and articles in the magazine CORRIEREASIA and his online blog APERTURETWO.COM, Alessandro Antonicelli has been able to bridge the cultural dierences between the East and the West in the field of Visual Communication. He was appointed member of the jury of the well known prize "Switch on Your Creativity", for showcasing talents from all over the world in portraying some of the most sensitive food-related topics, within EXPO2015 in Milan. Alessandro Antonicelli's publications on "Cultural Influences over Visual Perceptions" and his case study of "Neocha – A Case Study of China's New Media" have been used widely by Italian university students. In year 2015, CLIO LTD wanted him back with the purpose, beside handling the Italian market, of developing the asian market, and he was therefore appointed as the Creative and Strategic Director of the WebDesign and E-Learning Department (CLIOedu). https://www.clioedu.it/demo-en Among the many e-Learning projects he managed, the one with Unitelma Sapienza, together with one the largest university in Europe in terms of students number, La Sapienza in Rome, if for sure the highlight. He was also involved in one of the most relevant IOT experimental projects in Italy, called LORAITALY.

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