



davide incorvaia

curriculum vitae

PERSONAL DATA

Davide Incorvaia

Born 02/02/1982 in Genova

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Note: driving license

PROFESSIONAL EXPERIENCES

2019 / today

Partner at **GoScale** London [goscale.io](https://www.goscale.io)

UX and UI development, web design, digital marketing.

User Centric high performance digital products, services and immersive experiences.

Custom Visual Dashboards, FrontEnd and BackEnd Development, Custom Built Ecommerce Solutions, Mobile App Development, Multiplatform Development, Custom CRM Development, Custom Consultancy, Advanced Web Applications.

2017 / today

Co-founder at **Arkethype** Genova [arkethype.com](https://www.arkethype.com)

Digital marketing, web design & development, design thinking, planning and training.

Tech startup operating in the field of digital transformation: business analysis, design thinking, coaching, training, marketing & communication plans, lead generation, digital marketing, growth marketing, funnel optimization, UX enhancement.

2014 / today

Freelance consultant in the field of web, communication and marketing for international corporates, SMEs, municipal administrations, individuals: marketing analysis, business plans, branding, communication campaigns, web development, UI and UX design, digital marketing, development and launch of new products through design thinking methodologies and growth hacking techniques.

2009 / today

Project manager, art director at **Curiositas sas**

Piazza de Marini 1/7 · 16123 Genova [curiositas.it](https://www.curiositas.it)

Project management with agency customers, coordination and management of work team. Graphics, advertising, packaging, layout, websites creation and management, audio and video production, communication management. Digital marketing, analysis, reporting, copywriting.

Second place overall within the **"Proposte 2012"** competition on 450 participants from all over the world. www.propostefair.it

2005 / today

Partnership with **Webdada** (Milano, Genova) · digital marketing, web design, graphics, layouting, photography
Partnership with **Axpo** (Genova) · graphics, layouting,

photography, drafting and document development

Partnership with **Bin-Jip** (Milano) · web design, graphics, layouting

Partnership with **Expression Mood** (Sestri Levante) · web design, web development

Partnership with **Carestream/Philips** (Genova) · web and software interfaces, mobile interfaces, web graphics, digital marketing, training

Partnership with **Orion Media e Comunicazione** (Genova) · packaging, graphics, layouting

Partnership with **Graphic Sector** (Genova) · web design, graphics, layouting

Partnership with **Stormin' Group** (Genova) · web design, graphics, layouting

Partnership with **Design in the City** (Genova) · web design, web development

Partnership with **Punto a Capo Comunicazione** (Genova) · web design

- Freelance **photographer** for corporate, SMEs, individuals, events.
- **Video** shooting, editing, direction for documentaries, music videos, business reports and exhibitions.
- **Audio** consultancy: soundtrack creation, mixing and background music selection.
- **Creator** of the specialized portal www.grooveportal.it, with international diffusion. Direction of video interviews with internationally renowned artists. Press releases, proofreading, research of advertising spaces, logistics and team work direction.

2005 / 2009

Part-time employee at **O Caroggio Editore** Via Marconi, 165 · 16011 Arenzano (Ge)

Press office for municipal administrations, magazines, books and newspapers layouting, curator of graphics, corporate identity, websites creation and management, proofreading, digital typography management.

Communications and press office for Muvita Srl (Genova), Lanterna di Genova and Municipality of Arenzano.
Communication productions for Amiu Genova.

Participation in competitions and collaborations with:
Ariete Elettrodomestici (Prato) · **Bayer** Polymers (Leverkusen, Germania) · **Piaggio** Motoveicoli (Pontedera) · Ospedale Gaslini (Genova) · Mariotti Arredamenti (Genova)

EDUCATION

Degree in Industrial Design 2005
at Facoltà di Architettura di Genova, 110/110.

Scientific high school diploma 2001
Liceo Scientifico L. Lanfranco (Genova), 100/100.

LANGUAGE SKILLS

French and **English**. Good knowledge of written and spoken English thanks to personal insights and constant contact with customers outside Italy.

DIGITAL KNOWLEDGE

Excellent knowledge of Windows, Mac/OS and basic knowledge of Linux.

Management > Microsoft Office: Word, Excel, Access, Powerpoint. OpenOffice. CRM (SalesForce, etc.). Spreadsheets and presentations on Google Drive docs. Project management on Trello, Slack, Google Drive, Asana.

Graphic/video software > **Excellent knowledge of** Adobe Photoshop, Quark XPress, Adobe InDesign, Dreamweaver, Flash, Freehand, Adobe Illustrator, Adobe After Effects, Adobe Premiere, DaVinci Resolve, Autodesk Autocad, 3D Studio Max, SoftImage XSI.

WEB

Coding > **Excellent knowledge of** HTML 5.0 and CSS3. Basics of Javascript, asp and php.

CMS > CMS management and editing (Wordpress, Opencart, Joomla, Magento, PrestaShop, etc.), with proprietary layouts on blank framework.

UX and UI design > Figma, InVision Studio, Google Sketch, Google Web Designer

Advertising > Google Ads, Facebook Business Manager, LinkedIn Ads.

Reporting and data analysis > Design and visual dashboard management with custom tools, Google Data Studio, Databox.

Audio > Excellent knowledge of Cubase SX, Wavelab, Sound Forge, Reason.

PERSONAL SKILLS

Excellent relationship and communication skills with clients and work colleagues.

Strong empathy and positivity.

Diplomatic and problem-solving attitude during crisis.

Respect of deadlines and transversal problem solving skills.

Flexibility and ability to manage different tasks.

ACTIVITIES, INTERESTS AND SELF-TRAINING

- Courses and self-training in the field of **marketing**, especially towards the latest trends in digital marketing. In-depth analysis on growth hacking themes.
- Studying a training methodology for companies and professionals (**innovation & digital transformation**).
- Interest in the world of the most **innovative technologies**.
- Technical analysis study and traditional and innovative **financial markets (cryptocurrencies / blockchain)**. Training and support courses for purchasing and maintenance of cryptocurrencies.
- Studies in the field of communication **psychology**, consumer psychology and clinical psychology.
- Studies and constant updating in the fields of **graphics, publishing, communication** in its various forms and **photography**.
- **Rental Manager**: property management for short rentals (holiday homes, bed & breakfasts), communication campaigns, advertising, guest management, services organization, customer care.
- **Computer technician**: network management, hardware and software problem solving on Mac, Windows and mobile devices.
- Musical theory studies and instrument playing since 2000, taking part at about 600 musical gigs all around Europe with different bands. **Management** and booking of musical bands.

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David Harris