



# PIETRO NICO CARONE

## SENIOR UX/UI PROJECT MANAGER

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I've been at the helm of UX/UI, web, design, and digital transformative projects & teams for the past twenty years, leading technical & creative implementations for major players such as Hotels.com, Amazon, and the United Nations.

## EXPERIENCE

### PEPPERMIND.IT // CEO & Founder • Art/UX/UI Director • Project Manager // LECCE, ITALY, 2017 - PRESENT

Through [peppermind.it](http://peppermind.it) I manage multiple UX/UI, design, brand and art projects, curating digital strategies in brand development, e-commerce, and digital marketing, for established brands and start-ups.

- Headed e-commerce redesign and rebuild for Brand DEGHI.IT, resulting in 46% increase in turnover;
- Curated brand identities, optimized digital presence, and executed dynamic marketing campaigns for 30+ brand.

### HOTELS.COM // Global Creative Project Manager // LONDON, ENGLAND, 2014 - 2017

As Leader of the Merchandising team, I was responsible for transformative projects from concept to implementation in the strategic initiatives, creative design, and landing page development, influencing Global Campaigns & dynamic lifecycle management.

- Exceeded \$1 Billion Revenue growth target by 22% for assigned division;
- Led and implemented > 100 Design Projects and 40+ merchandising tests in each Calendar year.

### AMAZON.COM // Italian Market Program Manager // CORK, IRELAND, 2012 - 2014

Chief of the Italian Editorial team, responsible for strategic initiatives to enhance the customer experience on the Amazon.it website and mobile app. I defined business requirements, designed innovative process solutions, and supervised project execution.

- Implement Data-driven innovation which resulted in the new definition of key deliverables used by the Customer Service;
- Built, trained, oversaw & coached the Italian team, fostering a culture of empathy and inspiration within the team.

### UNITED NATIONS // Head of Development & Senior Project Manager // NEW YORK, VALENCIA, 2000 - 2012

Spearheaded large-scale projects for various UN agencies worldwide, **with on-site presence** during the mission.

- Transformed IT systems at SCSL (UN Special Court in **Sierra Leone**) and UNMEE (UN Mission in **Eritrea/Ethiopia**);
- Conceptualised and implemented the "GHG Calculator" tool to reduce Mission Emissions by 3% in UNHQ (**NY**);
- Created and directed the Land Tenure Campaign at FAO (Food and Agriculture Organization of the UN in **Rome**);

## EDU & MORE

- PRINCE 2 & ITIL CERTIFICATIONS // [Learning Tree International](#) // New York, USA, 2008 - 2010
- GBR HN DIPLOMA in DESKTOP PUBLISHING, INTERACTIVE MEDIA, COMPUTER ANIMATION // [New Ham College](#) // London, UK, 1997
- MASTER DEGREE IN VISUAL ARTS // [Accademia di Belle Arti](#) // Lecce, Italy, 1995
- HIGH SCHOOL DIPLOMA in CLASSICAL STUDIES // [Liceo Ginnasio di Stato "Archita"](#) // Taranto, Italy, 1997

### LANGUAGES & OTHER SKILLS

ITALIAN - NATIVE; ENGLISH - FLUENT; SPANISH - ADVANCED

Art Direction • Project Management • Product Management • Service Management • Resource Management • IT Management • Risk Assessment • Web Strategies • Requirements Analysis • Business Process • Team Leadership • Problem Solving • Strategic Planning • Wireframe • UX/UI • Digital Media • Analysis • Communication • Adobe XD

### MORE ABOUT ME

In my spare time, I dive deep into non-profit art and music endeavours, lending my voice to the Gospel Choir "A.M. Family" for charitable causes and crafting electronic music. I've curated impactful art exhibitions championing emerging artists worldwide and have co-founded the literary magazine "Beautiful Losers," amplifying the voices of new authors in the literary realm.