



Europass Curriculum Vitae

Personal information

First name(s) / Surname(s) **Marco Ruocco**
Address(es) Via Di Vittorio, 4 – 20019 Settimo Milanese (MI), Italy
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E-mail marco.ruocco.mru@gmail.com
Nationality Italian
Date of birth 22/10/76
Gender Male

Education and training

Dates September 2000 – June 2004
Title of qualification awarded MA in Geography
Principal subjects/occupational skills covered Interdisciplinary preparation centered on Geographic Information Science, with specialization in visualization and cognition, and applied to the study of the visual landscape. Study of the cognitive environment and wayfinding behavior, applied to human navigation. Research on the cognitive foundations of information visualization, using methods of experimental investigation.
Master's Thesis: "Human Psychological Response to Landscape Visual Filtering in Animation Design".
Name and type of organisation providing education and training Department of Geography, University of California at Santa Barbara, Santa Barbara, California (USA)
Dates September 1995 – December 1999
Title of qualification awarded B.Sc.(Hons) in Geography
Dottore in Geografia (Laurea recognized by the University of Genoa, Italy, by equipollence to the Bachelor title)
Principal subjects/occupational skills covered Courses in Human Geography, Physical Geography, Geographic Information Systems (NCGIA core curriculum), Computing Science. Dissertation: "Distributed GIS-based Hydrologic Modeling of Santa Catalina Island, California (USA)".
I spent the third year of the degree course at the University of California at Santa Barbara (USA) in the Socrates exchange program, focusing on GIS.
Name and type of organisation providing education and training Department of Geographical and Earth Sciences, University of Glasgow, Scotland (UK)
Level in national or international classification Upper Second degree (2.1)

Work experience

Dates February 2010 - Present
Occupation or position held Contributing writer
Main activities and responsibilities Writing of news and feature stories on digital signage, reportage from international trade fairs.
Name and address of employer Freelance (incl. NetWorld Alliance, USA – DigitalSignageToday.com, Kioskmarketplace.com)
Type of business or sector Online publishing

Dates	October 2008 - Present
Occupation or position held	Research collaboration
Main activities and responsibilities	Research on "Visualization of landscape for geomorphological studies: application in the Ligurian region"
Name and address of employer	Università degli Studi di Genova – DISAM – Via Balbi, 2 – 16126 Genova
Type of business or sector	Academic research
Dates	March 2006 – April 2008
Occupation or position held	Owner
Main activities and responsibilities	Software design and development of visual content for the visualization software ProspectV developed internally, with implementation of museum installations. Activity of IT support on systems and networks for businesses and private customers, IT consulting, teaching of basic and advanced IT courses, courses of professional English, and other services.
Name and address of employer	MRU di Ruocco Marco, Via Di Vittorio, 4 – 20019 Settimo Milanese (MI)
Type of business or sector	Software development and IT services
Dates	September 2004 - Present
Occupation or position held	Freelance
Main activities and responsibilities	IT support and consulting, English language teaching, computer courses.
Name and address of employer	Freelance for private customers, professionals and businesses mainly in the Milan area
Type of business or sector	IT services
Dates	September 2000 – July 2003
Occupation or position held	Graduate Student Researcher (GSR)
Main activities and responsibilities	Team development of research projects related to the cognition of information displays, with duties of design of experimental materials and administration of experiments (see publications).
Name and address of employer	Department of Geography, University of California at Santa Barbara, Santa Barbara (CA), USA on a NIMA (National Imagery and Mapping Agency) grant
Type of business or sector	Academic research
Dates	January 2000 – August 2000
Occupation or position held	IT support as "Web Surfer"
Main activities and responsibilities	Thematic search and indexing of websites on the internal database, management of the services of the Yahoo! portal, development of documentation for internal use, customer support.
Name and address of employer	Yahoo! Italia, Via Spadolini, 7 – 20141 Milano
Type of business or sector	Servizi web/Internet
Dates	January 1994 – December 1997
Occupation or position held	Journalist (after this I have become member of the Order of Journalists "Pubblicisti", Rome)
Main activities and responsibilities	Writing of reviews of scientific and geographical software, of user tutorials for GIS programs, and about computer games, for publication "Amiga Magazine". Worked as correspondent from UK and international trade shows
Name and address of employer	The Nielsen Company - Via G. Di Vittorio, 10 - 20094 Corsico (MI)
Type of business or sector	IT-related publishing

Personal skills and competences

Mother tongue(s)

Other language(s)

Self-assessment

European level (*)

English

Italian

Understanding				Speaking				Writing	
Listening		Reading		Spoken interaction		Spoken production			
C1	Advanced	C1	Advanced	C1	Advanced	C1	Advanced	C1	Advanced

(*) [Common European Framework of Reference for Languages](#)

Social skills and competences

Abilities to successfully relate interculturally, adapt to new environments and social situations, thanks to the experiences matured in the years spent abroad.

Organisational skills and competences

I am able to autonomously plan, manage and conduct work and research with a long term strategy. I worked in teams with academic or business goals and I can organize detailed and tailored learning plans for others.

Technical skills and competences

I can successfully carry out fieldwork projects in the outdoor as learned from specific courses in the Departments of Geography.

Computer skills and competences

Professional knowledge of the IT sector and in particular Windows-based systems, comprising the management and maintenance of computers and networks, also for business installations. Abilities to design innovative applications in geography-related contexts. Specialized knowledge of Geographic Information Systems (GIS) and imaging technologies. In-depth utilization of GIS software for landscape visualization (Natural Scene Designer, World Construction Set). Professional interest in Digital Signage and Kiosks in outdoor (DOOH) application scenarios of geo-convergence. Presence in international trade fairs.

Artistic skills and competences

Reconstruction of natural landscapes with animated computer renderings, landscape photography and development of visual content in multimedia works with internally-developed software ProspectV.

Driving licence

Driving License B

Additional information

I have written scientific publications, including:

- Fabrikant, S.I., Montello, D.R., Ruocco, M., Middleton, R.S. (2004). The Distance-Similarity Metaphor in Network-Display Spatializations. *Cartography and Geographic Information Science*, vol. 31, no. 4, 237-252.
- Montello, D.R., Fabrikant, S.I., Ruocco, M., and Middleton, R. (2003). *Spatialization: Testing the First Law of Cognitive Geography on Point Spatialization Displays*. In: *Spatial Information Theory: Foundations of Geographic Information Science*. Conference on Spatial Information Theory (COSIT) 2003, Lecture Notes in Computer Science, Springer Verlag, Berlin, Germany, Sep. 24-28, Kartause Ittingen, Switzerland.
- Ruocco, M. (2003). Camera motion and landscape: from information to perception and aesthetics. Association of American Geographers, Environmental Perception and Behavioral Geography Specialty Group, 2003 Student Paper Competition, First Prize.
- Mertes, L.A.K., Ruocco, M., Martella, K. and Bushing W.W. (1999). *Watershed analysis for runoff and erosion potential on Santa Catalina, Santa Cruz, and Santa Rosa Islands*. In: *Proceedings of the Fourth California Islands Symposium: Update on the Status of Resources*, March 29 - April 1, 1999. Santa Barbara Museum of Natural History (Santa Barbara, CA).

On the site www.mruproject.com you can find a full list of publications