

DANIELE DI STANIO

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ROLES

Co-Founder/Board of Directors

Fabbrica Cinema S.R.L. - Rome, ITALY

Founder/Training Manager

AlberoDelColore.com

Founder/Training Manager

ColorDuels.com

Training Manager/Trainer/Colorist

10b Photography di Francesco Zizola

Training Manager/Trainer

Adobe (community), Ledet Training, Dan Margulis, Inforidea, Manpower, ICS Project, McArthurGlenn, Arvis SRL, Agenzia Regionale Parchi Lazio, Accademia Informatica, Arestech SRL, TMS Formazione, Sigeim Formazione, IPSC Formazione, DADA S.p.A (consulente).

OBJECTIVE

To create simple and innovative custom training experiences. To deploy direct and efficient communication that may allow the seeding of concepts, ideas and teachings in classroom and online environments respectful of all involved parties.

PROFILE

More than five years of experience as a Training Manager, in founded or co-founded projects, where there were created totally custom, built from scratch, learning environments. By using modern and powerful technologies, but simple for the students to use. Usage of different learning paradigms: web, classroom, events, conferences.

Excellent problem solving, communication, teamwork and leadership skills. Working experience as an employee, freelance, start-up founder, company blueprint and establishment.

More than ten years of training and teaching experiences, training building, supervising and development. More than six thousand hours of in-class training, more than three hundreds of screencasting and video recording. Active in all kinds of training: financed, private, one to one, corporate.

Seasoned user of both Mac OSX and Windows, certified as a Microsoft Office Specialist, hand-picked by Adobe as an Adobe Community Professional, excellent usage of Photoshop and Lightroom. Cutting edge knowledge of color correction, good knowledge of Illustrator, InDesign. Excellent usage and maintenance of Wordpress, knowledge of HTML, CSS, server admin and all aspects required to build from scratch a modern, usable, training environment. Including the building and maintenance of membership areas, paid or free, and the integrations of all services (custom or SAAS), like newsletters, customer care systems, knowledge-bases, analytics, paywalls, invoicing.

PROFESSIONAL EXPERIENCE

September 2013 - Current

CO-FOUNDER / BOARD OF DIRECTORS

Fabbrica Cinema SRL

www.fabbricacinema.com - five offices, more than 22.000 mq - Rome, ITALY

Fabbrica Cinema is a giant in the fields of training and movie production, founded by professionals and three of the biggest Italian companies, to innovate, create and produce.

Principal roles played:

- **Blueprint and start:** management of more than a year of brainstorming, blueprinting, of all single and combined activities, assets evaluation, and initial deployments of Cartocci SRL, Annamode SRL, Margutta SRL
- **Company incorporation:** management and coordination of all steps needed to comply with Italian offices to legally start activities.
- **Design and development of training activities:** assets consolidation, training tracks definition, trainer recruitment, business planning, day to day and logistic coordination
- **Brand Identity design and development:** more than a year spent evaluating all Fabbrica core activities, logo design, typography, core values, statement, side businesses definition
- **Internal structure management and online identity:** all collaborations and communications systems, both internal and external. Website design and development, and all online selling channels (marketing tools, newsletter, customer care, classes and events selling via Eventbrite, all paying and invoicing accounts)

September 2011 - Current

FOUNDER / TRAINING MANAGER

ALBERO DEL COLORE / COLOR DUELS

www.alberodelcolore.com [ita] / www.colorduels.com [eng]

Albero del Colore was in 2011 the start of the first hands-on practical and continuous learning experience. Still today it is the only of its kind, and in 2013 this service was replicated to sell worldwide in english. A practical online training in color correction that uses modern web tools and teachings that are both traditional and innovative.

Personal project, key elements:

- **Training experience:** built on perceptions phenomena in the field of human vision, it is an innovative, one of a kind, teaching that involves stimulates the students through weekly practice
- **Web architecture:** a custom Wordpress installation, completed with a membership area, behind a paywall, customer-care services, knowledge-base, insights, file-sharing and HD video streaming
- **Training with videos :** students receive training via custom recorded video and screencasting, are personally addressed, and their work is one by one evaluated, all in HD H.264 custom recipe format, the whole
- **Project active and profitable since 2011:** combined more than six years of operations, the two websites collected more than three hundred clients, from more than thirty countries in the world
- **High loyalty:** more than 80% of the clients that confirms the first month of their subscription choose to continue the experience for an average of 2.5years (updated value)
- **Flexibility and new products:** handling personally all operations allows for a continuous, quick and efficient update of all aspects, and details to deploy new technologies to meet users needs. Non in developing a full fledged class composed by more than one hundred hours, called Color Codex, that can be ordered differently to respect students necessities
- **Italian + English:** the same experience, crafted respecting the mandatory cultural differences, is produced and innovated in two languages on parallel

10b Photography + Francesco Zizola

www.10bphotography.com - Via San Lorenzo da Brindisi, 10b - Rome, ITALY

Important collaboration with Francesco Zizola, one of the best photojournalist of the world (12 World Press Photo Awards), and with his studio + gallery

Some of the projects under Zizola supervision:

- **Lampedusa (video)** : storytelling developing, data-management, editing, color correction, delivery for a video published on: Time, Internazionale (homepage, during the redesign), Channel4 and many more
- **Lampedusa (pictures)**: post-production, color correction and delivery of an important project, sent to many galleries, contests, among which a large (more than 30meters) printing on windows of Barcelona's Maritime Museum. Project published on Newsweek Japan, Internazionale (printed) and many more
- **Training development**: creation of different solutions for custom training about digital imaging, color correction, video, color management and printing
- **Color Correction**: collaborations for post-productions for a number of important photojournalistic projects, for Zizola and others

January 2004 - August 2011

TRAINER AND CONSULTANT

Training and consulting activities

More than six thousand hours of in class training in different subjects, for many training scenarios, for all kind of Clients

- **Ledet Training**: development, consultancy and building of moderncolorworkflow.com website and for its training experience, video recording with Dan Margulis in Tuscany and its services platform
- **CoBat**: intensive class for Outlook and advanced workflows for managers
- **Dan Margulis**: AppliedColorTheory.com development and building, and Team official member. Brand identity and problem solving for an advanced community with more than twenty years of history
- **Inforidea A.C.**: advanced web design class (160 hours) on XHTML, HTML and CSS
- **Manpower S.p.A. e ICS Project S.r.L.**: digital photography private class, shooting and retouching techniques
- **McArthurGlenn Ltd**: advanced Excel and Power Point class for managers
- **Arvis S.r.L.**: photography and Adobe Photoshop one on one for a USA student
- **Agenzia regionale Parchi Lazio**: consultant for Adobe Photoshop Automation, calibration, and display, scanner, plotters and printers profiling. Consultant for their Archive
- **Agenzia regionale Parchi Lazio** : QuarkXpress, InDesign, Photoshop, calibration, color management and printing trainer. More than four hundreds hours of training with managers and the communication Team
- **Accademia Informatica**: Microsoft Office trainer and advanced workflows in a FAPI course for PMI
- **Arestech SRL**: Web Design and Microsoft Office trainer in Forma.Temp courses
- **TMS Formazione**: Microsoft Office trainer in Forma.Temp courses
- **Sigeim Formazione**: trainer in Forma.Temp, courses "legge 626 legge Biagi".
- **Agenzia Regionale Parchi per la Regione Lazio**: IT trainer, classes for rangers, classes for more than hundred fifty students, for more than a thousand hours of training
- **IPSC Formazione**: trainer, Forma.Temp, private, e one on one trainer IT classes (office, ECDL), advanced Microsoft Office (Excel for engineers and databases), audio-video editing, design and digital imaging (Photoshop, Illustrator, Nikon NX) and photography.
- **Dada S.p.A**: consultant for workflows and data management to deploy the very first audio video content for the first multimedia mobiles in Italy (via H3G)

Awards and certifications

- **Adobe Systems Inc.:** hand-picked by Adobe as an "Adobe Community Professional" since 2009 to 2015 (ongoing), as one of the 300 worldwide professionals that more helped the advancing of the digital culture. There where selected eight for Photoshop
- **Dan Margulis Books:** admin pro bono and beta reader for Dan Margulis "Modern Color Workflow" e "Lab 10th anniversary" books, management for communications systems, file sharing, documents annotation and collaboration
- **Adobe Systems Inc. [award]: 1° Winner** for ***demo*** category, awarded by Adobe in 2012
- **Adobe Systems Inc. [award]: 2° Runner-up** for ***tutorial*** category, awarded by Adobe in 2012