

# Guido Tarricone

I'm interested in language, technology, and culture. I favour subtlety over shock and I believe that in a period of strong artificial intelligence development, we need to pay ever more attention to the way we communicate online in order for A.I.s not to pick up and propagate our own biases.



Born in Milan, Italy  
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## Working experience

### Content Designer

Freelance 2019 - present

I help users to navigate products with precise writing, and I shape the way Voice Assistants speak designign flawless and engaging conversational experiences.

Google (via Adecco) 2017 - 2019

I made the Google Assistant sound culturally relevant and relatable to Italian users, preparing it for the Italian launch. I created original content to shape the Italian Google Assistant's personality, I coordinated with Marketing, PR and Localisation teams, and I helped to improve content management processes. I have also worked on an experimental project in which an Italian poet created new poems in collaboration with Google's A.I.

### Transcreator

Freelance 2015 - present

I help international brands and advertising agencies ensure their English and Spanish campaigns are effective and culturally relevant for the Italian market.

### Head of Creative Projects

Bfluid 2011 - 2015

I coordinated the creative team, I worked on the creative strategy and developed original concepts for cross platform campaigns. I liaised with external coders, designers, video makers, illustrators and animators making sure that the final outcomes were accurate and faithful to the original idea.

### Copywriter

TEQUILA/TBWA 2009 - 2011

I developed original concepts and delivered high quality copywriting for cross platform advertising campaigns.

Forchets 2007 - 2009

I developed original concepts and delivered high quality copywriting for online and offline advertising campaigns.

Grey United 2006 - 2007

I developed creative concepts and delivered high quality copywriting for offline advertising campaigns.

## Skills



## Education

Master of Arts 2017

Royal College of Art, London

Master in Copywriting 2006

Accademia di Comunicazione, Milan

## Languages

Italian

Native language

English

Effective operational proficiency

Spanish

Limited working proficiency

## Interests

### Art and socks

My artistic work explores the limits of language and the boundaries of technology. It employs wry humour in order to estrange the familiar and challenge its conventions, making room for weirdness and otherness.

I also have an inexplicable passion for colourful socks, especially if mismatched.