

# Lorenzo Leucio Domenico Incardona

Curriculum vitae

## PERSONAL INFORMATION

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| Full name               | <b>Lorenzo Leucio Domenico Incardona</b>                                                    |
| Address                 | Via Donizetti 21 – Monza, Italy                                                             |
| Place and date of birth | Bari (Italy), 25/10/1982                                                                    |
| Nationality             | Italian                                                                                     |
| E-mail                  | <a href="mailto:lorenzo.incardona@gmail.com">lorenzo.incardona@gmail.com</a>                |
| LinkedIn                | <a href="https://linkedin.com/in/lorenzoldincardona">linkedin.com/in/lorenzoldincardona</a> |
| Website                 | <a href="http://ldincardona.com">ldincardona.com</a>                                        |

## PROFILE

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|  | PhD in Semiotics, lecturer and AI consultant. For over a decade I have been bridging semiotic research and technology: from the theoretical foundations of computational semiotics to hands-on work on knowledge graphs, data curation and AI training, and, most recently, teaching AI fundamentals, prompt engineering and generative AI, together with their ethical and regulatory dimensions. |
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## WORK EXPERIENCE

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| 06/2025 – Present | <b>Lecturer and AI Consultant</b><br><i>United International Business School; Cresciscuola; Atoma; Informattiva; Oltre</i><br>Remote and in-person teaching and consultancy work on: fundamentals of AI (history of AI, NLP, LLMs); prompt engineering; generative AI; use of AI in educational and business contexts; integration of AI into corporate workflows; ethical use of AI; AI legislation. Individual courses are detailed in the “Teaching experience” section.<br>Sector: higher education and professional training                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 02/2015 – 06/2025 | <b>Team Leader – Research, Data and Localization (Contributor Lead)</b><br><i>Velocity Global; WorkFor/Safeguard Global; Upwork</i><br>For a major global IT company, I led projects for the enrichment and curation of a large knowledge base (knowledge graph), remotely coordinating international workgroups across multiple simultaneous projects. <ul style="list-style-type: none"><li>• Direct management of a specialized Italian-language team of 25-30 professionals located internationally, with performance reviews every six months; coordination of teams of 50-100 people for data curation projects.</li><li>• Data analysis, curation and input; definition and maintenance of domain ontologies (classes, properties, inference rules, evaluation of the schema against actual representation needs); drafting and maintenance of the project’s technical documentation.</li><li>• Online research, fact-checking and debunking; translation and localization (EN-IT, IT-EN); training and evaluation of artificial intelligence systems (Gemini in particular).</li></ul> Sector: data curation; localization; project management; artificial intelligence |
| 10/2012 – 02/2015 | <b>Research and Data Specialist</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |

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|  | <p><i>oDesk/Upwork – Freelance</i></p> <p>Analysis, normalization and entry of information into a semantic network, with quality assurance and EN-IT / IT-EN translations. Analysis of multiple sources to extract new information and resolve factual discrepancies, ensuring the quality of the data in the semantic network.</p> <p>Sector: data curation; localization; computational linguistics</p> |
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## TEACHING EXPERIENCE

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| 06/2026 – ongoing | <p><b>Google Gemini and Google Workspace: Operational Integration into Business Processes</b></p> <p><i>Virbac Italia, for Informattiva – Milan and remote</i></p> <p>120-hour corporate training programme (three 40-hour tracks for the Administration &amp; Logistics, Marketing and Sales departments), with a fully hands-on approach built on real company cases: operational prompt engineering; Gemini in Gmail, Calendar, Drive, Docs, Sheets, Slides and Meet; NotebookLM; automation with Apps Script.</p> |
| 13/04/2026        | <p><b>Ethics of Artificial Intelligence (seminar)</b></p> <p><i>United International Business School (UIBS) – Milan</i></p> <p>Seminar for business school students on the ethical dimensions of artificial intelligence: bias and fairness, transparency, accountability, and the societal impact of automated decision-making systems.</p>                                                                                                                                                                          |
| 03/2026 – 04/2026 | <p><b>Modern Work: Microsoft 365 for Business Productivity</b></p> <p><i>ITT S.p.A., for Informattiva</i></p> <p>Training programme on Microsoft 365 (Outlook, Teams, Planner and Copilot) delivered to three workgroups (about 40 participants), complemented by a tailored communication primer to streamline internal workflows.</p>                                                                                                                                                                               |
| 02/2026 – 04/2026 | <p><b>Integrating Generative AI into Consulting Processes</b></p> <p><i>Safety Partner, for Informattiva – Milan and remote</i></p> <p>Team training and support for the adoption of generative AI in workplace-safety consulting: three training modules; a field-tested prompt library; development of a support tool for chemical risk assessment (Mo.Va.Risch Performer).</p>                                                                                                                                     |
| 12/2025 – 05/2026 | <p><b>Artificial Intelligence for Productivity and Digital Marketing</b></p> <p><i>Atoma – Distance learning</i></p> <p>Three editions of 100 hours each (12/2025–01/2026; 02/2026–03/2026; 04/2026–05/2026). Topics: fundamentals of AI; writing and productivity; multimedia content creation; social media marketing; market research; personal branding; automation and agents.</p>                                                                                                                               |
| 11/2025 – 12/2025 | <p><b>AI Integration Expert for Business Contexts (Esperto di integrazione AI in contesti aziendali)</b></p> <p><i>Oltre Srl – Pescara, distance learning</i></p> <p>Teaching engagement (12 hours) within a professional training course for the modules “Prompt Engineering and AI Multimedia Content Creation” and “Choosing the Right Technical Solution”.</p>                                                                                                                                                    |

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| 08/2025 – 09/2025 | <b>Professional Development Courses for School Teachers</b><br><i>Cresciscuola – E-learning</i><br>Introduction to Artificial Intelligence in Education; Advanced Applications of Artificial Intelligence in Teaching; Ethical Use of Artificial Intelligence; Educational Technology; Teaching and Augmented Reality. |
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## EDUCATION AND TRAINING

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| 09/2008 – 03/2012 | <b>PhD in Semiotics</b><br><i>Alma Mater Studiorum – Università di Bologna; SUM – Istituto Italiano di Scienze Umane</i><br>(now Scuola Normale Superiore, following the merger of the Istituto Italiano di Scienze Umane, MIUR decree of August 8th, 2013, Gazzetta Ufficiale no. 272, November 20th, 2013)<br>Main subjects: general semiotics; theory and analysis of literature; philosophy of language; epistemology; computer science and semantic technologies; artificial intelligence; sentiment analysis; contextual vocabulary acquisition.<br>Dissertation: <i>Semiotica e web semantico. Basi teoriche e metodologiche per la semiotica computazionale</i> ("Semiotics and the Semantic Web. Theoretical and methodological foundations for computational semiotics") — semiotic theory; supervisor: Prof. Giovanna Cosenza.<br>The dissertation lays out the principles for a formal, computational semiotic theory, demonstrating both its theoretical possibility, through an analysis of the convergences in goals, methodology and historical development between semiotics and artificial intelligence, and its practical usefulness, by applying theoretical tools to the development and analysis of semantic technologies. <ul style="list-style-type: none"> <li>• Collaboration with CINECA (the Italian supercomputing consortium): semiotic analysis of newspaper articles and theoretical research on sentiment analysis, aimed at improving a natural language processing tool.</li> </ul> |
| 01/2010 – 06/2010 | <b>Short-term Scholar</b><br><i>State University of New York at Buffalo (U.S.A.)</i><br>Research on logic, philosophy of computer science, artificial intelligence, semantic networks, knowledge representation and contextual vocabulary acquisition, under the guidance of Prof. William J. Rapaport and in close collaboration with the SNePS Research Group (SNeRG).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 07/2007 – 07/2008 | <b>Advanced Training Course in Online Cultural Contents — 110/110 cum laude</b><br><i>Seconda Università degli Studi di Napoli; LC3 – Public-private research laboratory on the communication of cultural knowledge</i><br>Main subjects: web and cultural contents; e-business; digitization projects; cultural project management; semantic technologies; digital humanities.<br>Thesis: <i>Tool in Prolog per l'analisi grammaticale e logica e critica del web semantico</i> ("Prolog tool for grammatical and logical analysis, and a critique of the Semantic Web") — Semantic Web and natural language processing; supervisor: Prof. Beniamino Di Martino.<br>The thesis explores the opportunities and limits of the Semantic Web and describes a Prolog tool for the automatic analysis of Italian sentences. Research on domain ontologies, the Semantic Web and natural language processing at the Department of Information Engineering, with active collaboration in the development of the tool.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |

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| 10/2004 – 03/2007 | <p><b>Master's Degree in Semiotics</b> — 110/110 <i>cum laude</i><br/> <i>Alma Mater Studiorum – Università di Bologna</i></p> <p>Main subjects: general semiotics; theory of language, communication and literature; text analysis; cognitive science; linguistics; history of philosophy.</p> <p>Thesis: <i>Forme della testualità. Storia e testi tra ermeneutica e semiotica</i> ("Forms of textuality. History and texts between hermeneutics and semiotics") — theory of textuality and analysis of literary discourse; supervisor: Prof. Costantino Marmo.</p> <p>The thesis shows how and why semiotic theory must account for complex variables such as the diachronic change of the notion of text, and includes a semiotic analysis of Ezra Pound's "Cantos".</p> |
| 09/2001 – 02/2005 | <p><b>Bachelor's Degree in Ancient Literary Culture</b> — 110/110 <i>cum laude</i><br/> <i>Università degli Studi di Bari</i></p> <p>Main subjects: Latin and Ancient Greek philology and literature; ancient and medieval history; linguistics and history of languages; ancient and medieval art history; ancient and medieval philosophy; general psychology.</p> <p>Thesis: <i>Usi dell'Antico Testamento nei Vangeli canonici</i> ("Uses of the Old Testament in the canonical Gospels") — New Testament philology; supervisor: Prof. Mario Girardi.</p> <p>The thesis outlines a classification of Old Testament quotations in the canonical Gospels, describing their forms and functions.</p>                                                                        |

## ADDITIONAL TRAINING

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| 2025    | <p><b>Computing in Python</b><br/> <i>Georgia Tech Professional Education</i></p> <p>Fundamentals of the theory of computation; Python.</p>                                                                                                       |
| 06/2010 | <p><b>North American Summer School in Logic, Language and Information (NASSLLI)</b><br/> <i>Indiana University / NASSLLI</i></p> <p>Logic; linguistics; computational linguistics.</p>                                                            |
| 09/2009 | <p><b>Early-fall School in Semiotics – Sociosemiotics III</b><br/> <i>Southeast European Center for Semiotic Studies / New Bulgarian University</i></p> <p>Semiotics of culture; sociosemiotics; logic; anthropology.</p>                         |
| 06/2009 | <p><b>Pharos Summer School</b><br/> <i>Politecnico di Milano / Pharos (Platform for Searching of Audiovisual Resources across Online Spaces)</i></p> <p>Content-based audiovisual search engines; semantic technologies; social applications.</p> |

## LANGUAGE SKILLS

|               |                |
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| Mother tongue | <b>Italian</b> |
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|                 | UNDERSTANDING |         | SPEAKING    |            | WRITING |
|-----------------|---------------|---------|-------------|------------|---------|
|                 | Listening     | Reading | Interaction | Production | Writing |
| <b>English</b>  | C2            | C2      | C2          | C2         | C2      |
| <b>French</b>   | A2            | A2      | A2          | A2         | A2      |
| <b>Japanese</b> | A1            | A1      | A1          | A1         | A1      |

CEFR levels: A1/A2 – Basic user; B1/B2 – Independent user; C1/C2 – Proficient user.

## DIGITAL SKILLS

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|  | <p>Excellent command of Windows, Microsoft 365 Copilot, Google Workspace, Google Issue Tracker, Asana, Jira, Adobe Premiere Pro and the main artificial intelligence tools, from general-purpose chatbots such as Gemini and Claude to specialized tools such as Suno or Stable Diffusion.</p> <p>Good command of knowledge representation languages (Prolog, OWL). Basic knowledge of Python.</p> |
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## HONOURS AND AWARDS

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| 26/11/2013 | First Prize “Enrico Manca” for PhD Dissertations in Communication and Multimedia (Primo Premio «Enrico Manca» per Tesi di Dottorato in Comunicazione e Profili della Multimedialità). |
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## PUBLICATIONS

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| 2014 | <i>Le passioni di un prete di montagna. Saggio di semiotica delle passioni</i> (“The passions of a mountain priest. An essay on the semiotics of passions”), in <i>Dentro Casa d’Altri – Analisi semiotiche del racconto di Silvio D’Arzo</i> .                  |
| 2010 | <i>Il complesso del crimine. Uno sguardo sociosemiotico</i> (“The ‘crime complex’. A socio-semiotic point of view”), in <i>E C – Politica 2.0. Proceedings of the XXXVII Congress of the Italian Association for Semiotic Studies (AISS)</i> .                   |
| 2010 | <i>Analyzing early Christianity: Structures and functions of interpretation in the Canonical Gospels</i> , in <i>Lexia 5/6</i> .                                                                                                                                 |
| 2010 | <i>Ricognizioni e considerazioni sul concetto di agency: il caso del web semantico</i> (“Reflections on the concept of agency: the case of the Semantic Web”), in <i>Natura, comunicazione, neurofilosofie. Proceedings of the III CODISCO Conference 2009</i> . |

## CONFERENCES AND SEMINARS

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| 09/2026 (upcoming) | <p><b>INDL-9: AI Supply Chains — International Labour Organization</b><br/> Geneva, Switzerland, 9–11/09/2026<br/> <i>The False Consciousness of LLMs. Representations of “Ghost Workers” in Artificially Generated Images</i></p>                                     |
| 06/2026            | <p><b>XI Congrès de l’Association Française de Sémiotique — Détermination, indétermination</b><br/> Université Paris Cité, Paris, France, 17–20/06/2026<br/> <i>Thomas Aquinas’ determinatio. The restriction of possibilities as a general semiotic operation</i></p> |
| 06/2026            | <b>ICMS 16: Music as a Meaningful Art</b>                                                                                                                                                                                                                              |

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|         | <p><i>Sibelius Academy, University of the Arts Helsinki, Helsinki, Finland, 2–6/06/2026</i></p> <p><i>“I’ve got blisters on my fingers!” Indexicality, Authenticity, Truthfulness, and the Semiotics of Micro-Resistance in the AI Age (with Giuseppe Laricchia)</i></p>                                                                                                     |
| 05/2026 | <p><b>Inheriting Eco</b></p> <p><i>Alma Mater Studiorum – Università di Bologna, Bologna, Italy, 27–29/05/2026</i></p> <p><i>Why Niketas? Eco, the Meaning, the History</i></p>                                                                                                                                                                                              |
| 05/2026 | <p><b>Medical Humanities: Bridges between Embodiment of Signs and Embodied AI</b></p> <p><i>Târgu-Mureș, Romania, 21–23/05/2026</i></p> <p><i>Ethics without Bodies. Some Considerations on Claude’s Constitution from a Semiotic Perspective</i></p>                                                                                                                        |
| 05/2026 | <p><b>CONGIST’26: Interdisciplinary Perspectives on Crisis</b></p> <p><i>Istanbul University, Istanbul, Turkey, 13–15/05/2026</i></p> <p><i>Making Sense of Crises. Identity markers in Niketas Choniates’ De Signis Constantinopolitanis</i></p>                                                                                                                            |
| 12/2025 | <p><b>LIII Congress of the Italian Association for Semiotic Studies (AISS) — Cattivi</b></p> <p><i>Museo Internazionale delle Marionette «Antonio Pasqualino», Palermo, Italy, 11–13/12/2025</i></p> <p><i>Più cattivi di Trump! Ruoli, figure e valori degli heel nel wrestling (“Meaner than Trump! Roles, figures and values of heels in professional wrestling”)</i></p> |
| 10/2025 | <p><b>Fifth Symposium of the Academy of Cultural Heritages</b></p> <p><i>Finnish &amp; Danish Institutes at Athens, Athens, Greece, 1–5/10/2025</i></p> <p><i>Cultural Stereotypes in Artificially Generated Music. Experiments on Italian Pop (with Giuseppe Laricchia)</i></p>                                                                                             |
| 04/2010 | <p><b>Princeton University Renaissance Studies and Italian Studies Graduate Conference</b></p> <p><i>Princeton, NJ, U.S.A.</i></p> <p><i>Italian culture in American literature: Guido Cavalcanti and Ezra Pound</i></p>                                                                                                                                                     |
| 04/2010 | <p><b>Midwest Conference on Language, Literature and Media</b></p> <p><i>DeKalb, IL, U.S.A.</i></p> <p><i>Semantic web: an interdisciplinary challenge</i></p>                                                                                                                                                                                                               |
| 11/2009 | <p><b>Religious Communication Conference</b></p> <p><i>Melbourne, Australia, 26–27/11/2009</i></p> <p><i>Fractures in continuity: Christian literature as interpretive revolution</i></p>                                                                                                                                                                                    |
| 10/2009 | <p><b>XXXVII Congress of the Italian Association for Semiotic Studies (AISS) — Politica 2.0. Memoria, etica e nuove forme della comunicazione politica</b></p>                                                                                                                                                                                                               |

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|         | <p><i>Bologna, Italy, 23–25/10/2009</i></p> <p><i>Il complesso del crimine. Uno sguardo sociosemiotico</i> ("The 'crime complex'. A socio-semiotic point of view")</p>                                                                                                                           |
| 09/2009 | <p><b>Early-fall School in Semiotics — Sociosemiotics III</b></p> <p><i>Sozopol, Bulgaria, 09/2009</i></p> <p><i>Is semiotics useful to media studies, marketing or advertising?</i></p> <p><i>Textual complexity and semiotic distance: semiotics for semantic technologies development</i></p> |
| 06/2009 | <p><b>CODISCO — III Conference 2009. Natura, comunicazione, neurofilosofie</b></p> <p><i>Noto, Italy, 06/2009</i></p> <p><i>Ricognizioni e considerazioni sul concetto di agency: il caso del web semantico</i> ("Reflections on the concept of agency: the case of the Semantic Web")</p>       |

*I authorise the processing of personal data contained within this curriculum vitae in accordance with Regulation (EU) 2016/679 (GDPR), Article 6.1(a).*