

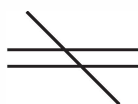


# Hi,

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**I AM ALESSANDRO ANTONICELLI,  
AND I AM PLEASED TO MEET YOU.**

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Nanshan district, Shenzhen, CHINA

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# ALESSANDRO ANTONICELLI

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# Hi,

## TO WHOM IT MAY CONCERN

Alessandro Antonicelli is a senior arts education leader with over twenty years of experience in international and bilingual school contexts in China. He is particularly passionate about the intersection of traditional and contemporary media and the vital role arts education plays in bridging cultures, fostering creativity, and developing whole-person learners.

A holder of the **Foreign Permanent Resident ID Card (Chinese Green Card)**, Alessandro's long-standing commitment to education and cultural exchange in China is reflected in both his leadership roles and sustained institutional impact. He became an **Associate Professor** through extensive research and practical application of **Multiple Intelligences theory, Project- and Problem-Based Learning (PBL), and Learning-by-Doing** methodologies, with a strong emphasis on interdisciplinary and authentic learning experiences. He also holds **International Baccalaureate (IB)** and **Advanced Placement (AP)** certifications, enabling him to design, lead, and evaluate arts curricula aligned with globally recognised academic frameworks while remaining responsive to local educational contexts.

As a **senior academic leader**, Alessandro has successfully led **school-wide Creative Arts & Design** programmes across visual and performing arts, overseeing curriculum design, faculty development, assessment frameworks, and cross-departmental collaboration. In his role as **Head of Creative Arts & Design**, he established coherent **K-12 pathways** in visual arts, design, and digital media, ensuring vertical alignment, consistent standards, and strong outcomes for students progressing to leading art and design universities worldwide.

In addition, Alessandro is the **creator of ART++**, an original interdisciplinary arts education framework that integrates art, design, technology, and critical thinking. ART++ has been implemented in school settings and shared through **international platforms**, including **TEDx talks, professional conferences, educator networks, and digital media**, reflecting his experience in translating classroom practice into scalable, future-focused educational models.

In parallel, Alessandro has served as **Supervisor for Performing Arts**, supporting the strategic development of music, drama, and performance programmes, including productions, showcases, and whole-school cultural events. His leadership has strengthened collaboration between visual and performing arts departments, promoting integrated projects that connect arts, technology, humanities, and STEM.

Currently, Alessandro serves on the **Senior Leadership Team** at **Shenzhen Nanshan Huitong School** as **Deputy Head of Studios** and Middle/High School Supervisor. In this dual leadership role, he:

- Oversees the strategic development of a **K-12 after-school "Studios" ecosystem**, including curriculum frameworks, external partnerships, quality assurance, and financial sustainability.
- Supervises **academic, pastoral, and extracurricular excellence across middle and high school**, working closely with teachers, coordinators, and leadership teams.
- Leads staff through curriculum innovation, professional development, observation, and mentoring, fostering a culture of collaboration, accountability, and growth.
- Contributes to whole-school strategic planning, branding, accreditation processes, and future-focused educational initiatives.

Earlier in his career, Alessandro held senior leadership positions at **Raffles Design Institute** and **Raffles Education Corporation**, including **Programme Director, Director for International Relations, Director of Corporate Training Projects**, and founding member of Raffles Academy. These roles strengthened his expertise in large-scale programme design, cross-cultural management, institutional partnerships, and industry-aligned creative education.

Beyond school leadership, Alessandro actively contributes to the global arts education community. He founded **APERTURETWO.COM** to promote Chinese art and design internationally, co-founded the **Association of Italian Scholars in China (AAIIC)**, and serves on the Global Advisory Board of **ARTFOLIO.IO**, supporting young and emerging artists across Asia.

As a founding faculty member at Huitong, Alessandro continues to shape a vision of **future-oriented, interdisciplinary education** in which arts, design, technology, and human creativity remain central to meaningful learning. His leadership philosophy balances strategic clarity with empathy, innovation with structure, and high expectations with genuine care for students and educators alike.

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## SELF INTRODUCTION



Passionate educator and creative visionary with over 25 years in arts and design education. Committed to inspiring students to embrace creativity, think independently, and build the confidence to make their mark in a global community.

## WORK EXPERIENCES

- JULY 2019 - NOW | SHENZHEN NANSHAN HUITONG SCHOOL** / Senior Leadership Team | Deputy Head of Studios & Middle School Supervisor, formerly Head of Creative Arts & Design Department
- MAY 2018 - APR 2019 | SPACG Studio** / Director of Design  
Shanghai, China
- JAN 2016 - APR 2018 | CLIOedu** / Director of e-Learning and Multimedia Design Department  
Lecce, Italy
- OCT 2011 - DEC 2015 | RAFFLES DESIGN INSTITUTE** / Director of the Corporate Training Department  
Director for Interantional Relationships  
Dong Hua University, Shanghai, China
- MAR 2004 - SEP 2011 | RAFFLES INT'L COLLEGE** / Program Director of the Visual Communication Department  
Department Director of the Center for Professional Development  
Graphic Design and Multimedia Lecturer  
Changchun University, China
- OCT 2001 - JAN 2004 | THE WEB AGENCY** / Owner & Multimedia Project Manager  
Bari, Italy
- JAN 1999 - SEP 2001 | CLIO LTD** / Multimedia Project Manager  
Lecce, Italy

## EDUCATION & TITLES

### ASSOCIATE PROFESSORSHIP

Visual Communication  
RAFFLES UNIVERSITY, SINGAPORE

### MASTER COURSE

Master's of Education with specialization in Global Education  
MORELAND UNIVERSITY, WASHINGTON D.C., USA

Multimedia Production and Project Management  
MEDIAMASTER SCHOOL, ROME, ITALY

### PROFESSIONAL DEVELOPMENT

United States Certified Pre-K 12 Art Teacher

AP Art & Design

COLLEGE BOARD, USA

Project Based Learning in the Arts

INSTITUTE FOR ARTS INTEGRATION AND STEM, USA

IB Diploma Programme Visual Arts Cat 1 & 2

ST. CLAIRE'S OXFORD, UK

## LANGUAGES

Italian	●	●	●	●	●
English	●	●	●	●	●
Chinese	●	●	●	●	●
Spanish	●	●	●	●	●



## SOFTWARE SKILLS

Photoshop	●	●	●	●	●	●
Illustrator	●	●	●	●	●	●
Indesign	●	●	●	●	●	●
Dreamweaver	●	●	●	●	●	●
After Effects	●	●	●	●	●	●
Premiere	●	●	●	●	●	●
3DS	●	●	●	●	●	●
CMS (WordPress/Joomla)	●	●	●	●	●	●
LMS (Moodle)	●	●	●	●	●	●
Garageband	●	●	●	●	●	●
Prezi	●	●	●	●	●	●

## AFFILIATIONS & MEMBERSHIPS

**ASSOCIATION OF ITALIAN SCHOLARS CHINA**  
Co-founder and currently Board Member

**ITALIAN DESIGN ASSOCIATION CHINA**  
Board Member

**ARTFOLIO.IO SINGAPORE**  
Board Member

**ASSOCIATION OF APULIANS CHINA**  
Board Member

## SUBJECTS TAUGHT

Design Investigation & Culture	Page Layout
Creativity and Problem Solving	Packaging Design
Applied Illustration	Portfolio Workshop
Colour For Designers	New Media Development
Typography	Advanced Interactive Design
Digital Illustration	E-Commerce Application
Image Processing	Experimental Video
Design Principles	3D Animation Laboratory
Graphic Design	Advanced 3D Laboratory
Digital Photography	Major Project
Identity Systems	Video and Audio Editing
3D Techinques	Animation Principles
Interactive Media Design	Video Techniques
Web Design Principles	Screenplay & Storyboarding
User Interaction Design	Programming Integration
Advertising Design	Advance Researches &
Advanced Layout and Production	Creative Skills
Graphic Production	Social Media Design &
Publication Design	Web Marketing
Independent Research	Internship

