

# John Giovanni Raciti

**UX Designer Business Development Graphics Marketing Campaign Growth Strategist  
Digital Producer Creative**

Sydney NSW

[johnraciti@yahoo.com](mailto:johnraciti@yahoo.com)

02 9313 4739

Highly experienced Business Development Manager with demonstrated history of working in the software industry. He is skilled in Strategic Partnerships and Relationship Management. He has worked multiple Fortune 500 companies in the market such as PWC, Government, UNSW etc., He strongly believes in offering the right solution to the clients and makes sure there is a clear win win situation in all the opportunities he works on : - Organisation, Technology, Transformations, Analytics & Information Management, Data Science & Machine Learning, Digital, Robotics & Process Automation, Cloud Security & Compliance, Customer Value & Base Management (in Marketing) across all industries and geographies.

<https://datacloud.design/>

Willing to relocate: Anywhere

## Work Experience

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### **R&D UI Designer**

IT GLOBAL - Sydney NSW

August 2018 to Present

(1) IT GLOBAL provides services to customers who have a property or group of properties and facilities. The services shall: 1. Maintain a desired level of condition and compliance 2. Enhance the asset value and life cycle 3. Create an optimum environment for the property occupants 4. Achieve maximum productivity & lowest safety & environmental risk within a space. 5. Develop and expand, alter or upgrade from time to time

(2) The services shall deliver optimum outcome measured by: 1.Customer first, responsiveness and reliability 2 Prosperous outcomes through end to end efficiency & cost benefit 3 Healthy, safe & productive environment

(3) IT GLOBAL Pty Ltd provides Services, Processes & Systems as defined in scope which may change from time to time. The client shall engage the service elements independently from time to time to meet client demand.

(4) The elements of the services includes: 1. Job Tracker IWMIS – Client Portal 2. Job Tracker IWMIS – Enterprise

(5) IT Global Pty Ltd and the contractor have entered into this Agreement with a shared objective of jointly exceeding the service levels defined for the Services by achieving and maintaining leadership in the services management, in the quality of the provision of the Services and the method of project delivery.

### **UX Manager & IT Assistance Manager**

IT GLOBAL PTY LTD - ABN: 26 160 457 205 - Sydney NSW

June 2018 to Present

## **UX Manager & IT Assistance Manager**

DCFM - Sydney NSW  
June 2018 to Present

## **Service Designer & Developer & Web Master - WordPress - Freelancing AusInfoTech**

Raciti Designs  
May 2018 to Present

Build web applications for Konekt Employment ASX

## **Service Designer & Developer & Web Master - WordPress - Freelancing Lorgan Global**

Raciti Designs  
May 2018 to Present

UI & UX Service Designer & Developer & Web Master - WordPress - Freelancing TGA Legal \* Sept to Jan 2018

- Work across research, strategy, design and agile delivery
- Experience in UX design across research, strategy, design and agile delivery.
- Knowledgeable about Design Thinking, Human Centered design and working in an agile/lean UX environment.
- Possess excellent interpersonal and communication skills with an enthusiastic, energetic approach to your work.
- Ability to build and maintain strong working relationships with your colleagues, clients and stakeholders.
- Ability to present/report your findings and solutions in engaging ways.
- Strong understanding of interaction design.

## **Director Of Business Development**

Lorgan Pty Ltd - Sydney NSW  
April 2018 to Present

Lorgan helps its clients harness the power of innovation to thrive on change.

We take pride in our high standard advisory services to our clients and excellence in technology. Our deep experience in cutting edge technologies, latest trends & innovative concepts give us a clear and unique position in creating greater value for clients and our own employees.

We love tapping into global talent and trust extensive partner relationships, which in turn help us, drive collaboration and leverage technology independence.

## **Partner**

Rubik Financial Limited  
January 2015 to Present

Partner - CWX Collections and Receivables Management - Australian Govt & the Americas. Rubik is a leading technology company listed on the ASX that delivers innovative solutions to the wealth management, mortgage broking and banking segments within financial services both in Australia and internationally.

### **Owner**

Raciti Designs  
1997 to Present

### **Desktop Publisher Graphic Designer**

Raciti Designs  
June 2017 to December 2017

### **Service Designer & Developer - PwC**

Raciti Designs  
July 2016 to September 2016

Work across research, strategy, design and agile delivery. I am used to working in an agile environment, lean, user-centered design, cloud services, and continuous delivery approach to produce high quality user-centered digital services.

- Experience in UX design across research, strategy, design and agile delivery.
- Knowledgeable about Design Thinking, Human Centered design and working in an agile/lean UX environment.
- Possess excellent interpersonal and communication skills with an enthusiastic, energetic approach to your work.
- Ability to build and maintain strong working relationships with your colleagues, clients and stakeholders. I worked closely with 20 Business analysts & 20 Developer. I owned the relationship with all the Product and Service Owners to make meaningfully effect change in the iPower application.
- Ability to present/report your findings and solutions in engaging ways.
- Strong understanding of interaction design.
- Strong storytelling and influencing skills.

### **Designer**

Print Media Group  
March 2016 to June 2016

### **UX Developer & Publisher - Australian Curriculum**

The National Assessment Program

January 2016 to February 2016

Reporting Authority Department - Publishing National data collection and reporting; reporting educational

information and accountability for the use of public resources for education as core reforms:

- I designed the graphics and built the roll out of the first digitalisation of the National Assessment Program (NAP)

application on the mobile devices. The National Assessment Program is the measure through which governments, education authorities and over 9,000 schools can determine whether or not young Australians are

meeting important educational outcomes. I worked with many stakeholders & staff within internal government

departments within the ACARA. Using Microsoft Excel & Adobe Master Class suite. Large business environment and team of 200

### **Bootstrap Web UI & UX Developer**

Com-Ops Limited

June 2015 to December 2015

Bootstrap UX UI Web Designer/Developer, MS Visual Studio, HTML5, Angular JS (Google Calendars & Charts),

JS, PHP templates.

- When required develop personas or identify target persona characteristics

- Identify and design UX research study scenarios

- I am used to working in an agile environment, lean, user-centered design, cloud services, and continuous

delivery approach to produce high quality user-centered digital services.

### **Senior Graphic Designer**

Dymocks, Worldwide

October 2014 to October 2014

Australia's leading bookseller for 135 years. I worked on Facebook marketing artwork, HTML EDMs of latest

books on sale, in store Author's book signage and Halloween posters for over 200 stores, Christmas catalogues;

deep-etching all the products including many stationary products such as Parker and Waterman pens. I was

working with a group of 6 marketing staff.

Senior Graphic Designer - Health Projects International & Total Alliance Health Partners International, Worldwide.

### **Graphic Designer**

Health Projects International

March 2014 to October 2014

NSW Export Award Winner 2014 for Health and Biotechnology:

Health Projects International, Milsons Point - HPI specialises in the planning, design and commissioning of healthcare projects, such as hospitals, and in 2013-14 won projects in Saudi Arabia, Singapore and Bahrain. HPI has

exported its services to more than 20 countries since 2008.

- I was creating wireframes to build - screen designs, the structure and navigation of the product Architectural

Planning software for clients like NSW Health. I was UAT testing and assess interactive of many range of application of products. I was building websites and application using Angular JS Front-end Development with

Bootstrap libraries. I gained Javascript / jQuery / HTML5 / CSS3 development experience - while working on medical TAHPI applications. I applied bootstrap / angularJS / SASS technologies into the software web

applications. Proven experience delivering and testing solution across multiple browsers and platforms.

Knowledge of contemporary and cutting-edge web technologies and trends - Responsive approach.

- I am used to working in an agile environment, lean, user-centred design, cloud services, and continuous delivery

approach to produce high quality user-centred digital services.

### **Lecturer, Web UI & UX Design & Content Coordinator**

Raciti Designs

July 2013 to April 2014

Subjects; 2D Animation, 2D Interactivity, Academic Cultures, Applied Graphic Design, Commercial Internet,

Decoding Media, Design Principles, Digital Images, Digital Pathways, Foundation Internet, Presentation Skills,

Publishing Media, Small Project Management, Development Project, Animation.

- Specialising in three disciplines: digital media, information technology, and business.
- Website Management (WordPress websites).

### **Creative Service Design Manager**

Performance Incentives

May 2013 to June 2013

I was a design consultant - building Responsive Web Designs (RWD) Mobile Devices using wireframes, media

queries for clients; Suzuki, Subaru & VW. I created flash games & converted them into HTML5 using Google

Swiffy - able to view flash in both Apple & Samsung browser environments; cross browser CSS3.

- Performance Incentives is a full-service incentive marketing agency specialising in the design and implementation of innovative incentive programs, sales conferences and other performance improvement

initiatives that unlock people's potential, change behaviours and improve business results.

- I was creating mobile device wireframes to build - screen designs, the structure and navigation of the product

automotive software for clients like Audi, Subaru, and General Motors. I was UAT testing and assess interactive of many range of application of products. Small business environment.

### **Graphic Designer - Australian Curriculum, Assessment and Reporting Authority, ACARA**

The National Assessment Program

March 2013 to April 2013

I designed the graphics and built the roll out of the first digitalisation of the National Assessment Program (NAP) application on the mobile devices. The National Assessment Program is the measure through which governments, education authorities and over 9,000 schools can determine whether or not young Australians are meeting important educational outcomes. I worked with many stakeholders & staff within internal government departments within the ACARA. Using Microsoft Excel & Adobe Master Class suite. Large business environment and team of 200. Reporting status, issues and risks as required - to 10,000 schools, board of studies, CEO & the Department of Education - across the country.

## **Learning Product Executive Asia Pacific**

SAI GLOBAL LIMITED

June 2012 to March 2013

I was building websites and application using Angular JS Front-end Development with Bootstrap libraries. I designed and coded/built an LMS Learning Management System (using IBM Kenexa technology) for SAI Global / Australian Standards International business - for SAI Global: Training & Improvement Solutions division. The LMS I introduced to the company - gave users workplace participants access to over 300 Training Courses online & optimizing web pages for the LSM build. This system was the first online & blending learning system in- place for the business; which included Quality Management, Occupational Health & Safety, Governance, Risk Management & Compliance, and Environmental Management. Major clients included WOOLWORTHS LIMITED and Coles. I was liaising with business partners in IBM Kenexa through Webex in the US. Hand coding advanced HTML, JavaScript XHTML, cross browser CSS, W3C WAI Web Accessibility Initiative - web standards to build an IBM Learning Management System. I worked many over 300 staff all round the world. I gained JavaScript / jQuery / HTML5 / CSS3 development experience. . I applied bootstrap / AngularJS / SASS technologies into the software web applications. Proven experience delivering and testing solution across multiple browsers and platforms. Knowledge of contemporary and cutting-edge web technologies and trends - Responsive approach.

- I was creating wireframes to build - screen designs, the structure and navigation of the product LCMS software for clients like WOW, Coles, NSW Govt, AFP. I was UAT testing and assess interactive of many range of application of learning products.
- "Architect" change in an effective manner as part of the overall design function - across many products at SAI.
- I am used to working in an agile environment, lean, user-centred design, cloud services, and continuous delivery approach to produce high quality user-centred digital services.

## **(Online Production Specialist) Team Leader**

Sensis/ TELSTRA Corp  
October 2011 to June 2012

Managed a team of 30 staff members, multiple projects in a fast-paced, deadline-driven environment. Liaising with Telstra & Julia Ross Management, Telstra Stakeholders, Sales, Marketing & Customer Care staff & Clients.

Customer Service focus role. Using Adobe & Microsoft tools. Proven experience delivering and testing solution across multiple browsers and platforms for Yellow Pages. Knowledge of contemporary and cutting-edge web

technologies and trends - Responsive approach. Experience with working in an agile environment - iGen. SAP

Reporting - providing staff performance to the Sensis Telstra Board.

### **Web Designer & Developer - Teachers Mutual Bank**

Raciti Designs  
September 2011 to October 2011

Using Content Management System: Sitecore to build websites, EDMs: PeopleLogic / WebLogic to create

email outs. Liaised with Management, Stakeholders, Sales, Marketing & Customer Care staff & Clients from various departments. Produced Flash banners, branding, poster designs, button designs, interface designs for

internet, intranet & banking applications, sprite images i.e. iPhone mobile banking, internet banking for the

Marketing & Communications depts. Using Adobe Photoshop, Design Skill/Graphic Artist capabilities, MS tools.

Maintained a good working relationship and interaction with external online service partners and external agencies. Large business environment.

### **Studio Production Manager**

Financial Planning Association of Australia Ltd  
August 2011 to September 2011

Typesetting advertisements, fliers, forms and other documents based on existing templates and design

guidelines. Liaising with Management, Stakeholders, Sales, Marketing & Customer Care staff & Certified

Financial Planners & Clients. Creating web tiles and email communications based on existing templates (they'll

be provided with the wording/copy). Creating & updating websites using a Content Management System Citrix

(it's a proprietary CMS but pretty standard in format. Using advanced JavaScript XHTML, CSS, W3C WAI Web

Accessibility Initiative - web standards. Using Adobe graphic and MS web tools. Large business environment.

### **Mobile Interface Designer & Developer- ARISapp**

Raciti Designs  
March 2011 to March 2011

ARISapp, Digitalinc. Inchcape automotive brands, General Motors, Subaru, Audi, Chrysler - Mobile Apps / Mobile Device Applications.

## **Head of Design**

Raciti Designs

January 2008 to February 2011

I am used to working in an agile environment, lean, user-centred design, cloud services, and continuous delivery

approach to produce high quality user-centred digital services.

- I worked in a cross-functional team environment and is involved in the development and support of front-end

interfaces with a focus on the WebLogic and Teamsite platform among others. I gained Javascript / jQuery /

HTML5 / CSS3 development experience. . I applied bootstrap / angularJS / SASS technologies into the software

web applications. Proven experience delivering and testing solution across multiple browsers and platforms.

Experience with working in a JIRA agile environment.

- I designed and developed User Interface Designs with an exceptional understanding of User Experience

Principles coupled with a keen eye for great graphic/web design. Commercial exposure to large, complex

Transactional style Websites and Web Applications. Essential skills: Web Applications development Ajax, cross

browser CSS, CSS3, HTML, XML, JavaScript Strong understanding of computer/human interaction, Usability

Concepts and User Interfaces Wireframes; Axure production ability to translate wireframes into GUI Strong

Graphic and Web Design Skills Ability to work with Style Guides Creation of prototypes Banking and Finance

experience and Agency Environment experience, User interface management systems. Worked within established web application frameworks to develop, maintain and support dynamic, user friendly web sites,

applications and services; Worked with a wide range of common web technologies, servers and hosts;

- Using SugarCRM & Salesforce within the Rubik Marketing & Sales Department over a three year period.

Liaising with Management, Stakeholders, Sales, Marketing & Customer Care staff & B2B, B2C, up to 400 Clients.

GUI design and implementation, GUI software design implementation, GUI Graphic Designer/Developer

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Investment Banking, design, development and implementation of online banking UI development activities.

Creating new GUI screens for different productions like - SPX - bulk payments, CWX Collections and Receivables management, Rubik hosted T24 from Temenos, NextBank - Mobile Banking for Nokia & i-phones and Internet Banking software systems for a number of banks, credit unions and building societies i.e. Greater

Building Society's world-class Internet Banking system. Graphic Designed for the Sales team at Rubik.



- Created PDFs for Request for Client Proposals, Newsletters, Business Cards, Cover & Rubik Annual Reports, Photos for Annual Report, Conference Invitation, Christmas Party Invitation, Ad for AM Institute, Security Posters,

## **PDF - Sales support pack**

Raciti Designs  
2009 to 2009

ANNUAL CONFERENCE, Voucher Templates, Christmas Party e-Invite, Posters for ABACUS, RUBIK STYLE GUIDE, Format for Brochures, Flyers & eFlyers.

Developed, uploaded and managed website content and worked closely with IT and Direct Customer Experience in delivering platform enhancing initiatives. Developed and delivered a roadmap that delivered a superior online user experience by helping to formulate the functionality, interaction design, organisational structure, navigation, user path flow and design of websites and applications. Large business environment and team of 100. Using

Adobe & MS tool for PCs & Apple environments.

- I was creating wireframes to build - screen designs, the structure and navigation of the product banking and documentation keeping software for 400 clients like Telstra, ING, Police & Nurses, NSW Fire brigade. I was UAT

testing and assess interactive of many range of application of products. It was a joy receiving a Deloitte fast 50

award for producing the Greater Building Society Banking application which comedian Jerry Seinfeld help promote.

- Proven experience developing accessible and responsive code conforming to current web standards (including

W3C, WAI, WCAG) and search engine optimised. - Through the various banking apps & websites I products after 2011. Now working on CWX sales on weekends. I've kept a great relationship with Rubik.

Proven

experience working with WebLogic service applications. Knowledge of contemporary and cutting-edge web

technologies and trends - Responsive approach.

- Reporting status, issues and risks as required.

## **Multimedia Lecturer & Multimedia Course Coordinator**

Raciti Designs

January 2004 to December 2008

Lectured in University courses in Dynamic Web Interfaces, New Media Histories and Practices, Introduction to

Multimedia, Web Design and Development, Design Perspectives, Multimedia Design. Liaised with over 100 staff

members & hundreds students. I managed/ co-ordinated a multinational university; seven lecturers from Fiji,

Singapore, across Australia & their students around the APAC region.

## **Designer**

Raciti Designs

July 2007 to February 2008

Worked on the Mobile Messenger gateway which was a flexible, robust messaging tool that enables integration of mobile messaging with existing systems and applications, such as websites, CRM systems, email services,

finance and billing systems. I was one of eleven members in 'The MEP Team' (Mobile Entertainment Platform).

Liaised with Management, Stakeholders, Sales, Marketing & Customer Care staff & Clients & all the main

telecommunication carriers. Knowledge of wireframe development and experience using tool:

Wireframes; Axure.

Using languages XHTML, cross browser CSS, & W3C WAI Web Accessibility Initiative - web standards.

Advanced JavaScript skills. Using Adobe graphic and MS web tools. Large business environment and team of 100.

- I was creating wireframes to build - screen designs, the structure and navigation of the product Mobile

Entertainment Platform software. I was UAT testing and assess interactive of many range of application of products. Proven experience delivering and testing solution across multiple browsers and platforms. Experience with working in a JIRA agile environment.

## **Multimedia Lead Lecturer**

Raciti Designs

January 2004 to December 2007

Teaching Dynamic Web Interfaces, New Media Histories and Practices, Introduction to Multimedia, Web Design and Development, Design Perspectives, Multimedia Design courses for hundreds of students. Training & using

all Adobe & Macromedia tools to produce programs. Working within an Apple OS environment. The Largest

NSW State Government RTO business environment.

## **Manager Web Projects-GE Consumer Level**

Raciti Designs

March 2007 to April 2007

Managed & created web projects using MS and Adobe tools in a PCs environment for GE General Electric

Consumer Finance. Liaised with Store Management, Stakeholders; was a joint venture with YBR & GE, Sales,

Marketing & Customer Care staff & Clients. Large business environment and team of 1000 plus. Forbes ranked

GE that year - 4th in the fortune 500.

- Creating Flash vector graphics, GIF animations for Wizard AFL (Collingwood Football Club - The Premiership

Winners of 2010) - NRL - State of Origin - promotions and footy tipping for 2007. Graphic Designs - Flash

screensaver for Wizard kiosks. Liaised with Store Management, Stakeholders, Sales, Marketing & Customer

Care staff & Clients. Proven ability to build consensus and work effectively within a cross-departmental team.

Large business environment and team of 1000 plus. It was a great opportunity to work for Mark Bouris. It was a great fun and warm team to work for.

### **Flash Front-End Developer**

Raciti Designs

October 2006 to December 2006

Creating classified top secret Vector Graphics, Animations, Interactives, learning systems, Graphic Designs -

Packaging for CD and DVD ROMs on PCs, using MS and Adobe tools. Liaising with Defence Personnel.

Large

business environment.

### **Graphic & Multimedia Design Teacher**

Raciti Designs

January 2004 to December 2004

Teaching Graphic design & Advertising courses for hundreds of students. I worked for the international Study

Group business. Training & using all Adobe & Macromedia tools to produce programs. Working within an Apple

OS environment.

### **Graphic Design Teacher**

Raciti Designs

January 2002 to December 2004

Teaching Graphic design & Advertising courses for hundreds of students. I worked for the world's largest

international Study Group business. Training & using all Adobe & Macromedia tools to produce programs.

Working within an Apple OS environment.

### **Web Designer & Developer (Senior Management)**

Raciti Designs

September 2001 to May 2002

Created PDFs maps of the Sydney water catchment that covered 19 local government bodies.

I produced an online public websites full of State services documentations to help inform the Department of Planning NSW as

well as other State Government agencies for former Deputy Premier of New South Wales Dr Andrew Refshauge.

Liaised with State Government Management, All NSW state & local Government Stakeholders, Sales, Marketing

& Customer Care staff & Clients. Using Adobe, Macromedia & Microsoft tools using PCs. Large business

environment and team of 1000 plus.

### **Graphic Designer**

Raciti Designs

August 2001 to September 2001

I designed and coded/built and maintained the Astre German Automotive Group (Audi & Hyundai) in HOMEBUSH BAY. Liaised with Management, Stakeholders, Sales, Marketing & Customer Care staff & Clients.

Used Macromedia, Adobe, Microsoft tools & PCs. Large business environment.

### **Senior New Media Manager (Senior Management)**

Raciti Designs - Sydney NSW

November 2000 to March 2001

I designed and coded/built many websites for B2B clients: SIEMENS WAVE TOUR -Sydney - Feb 2001, Kahlua,

FOSTER'S GROUP LIMITED (FGL), and The Shop Ibiza. I was liaising with Store Management, Stakeholders,

Sales, Marketing & Customer Care staff & B2B & B2C Clients. I was using Adobe, Macromedia tools & MS Front

Page using PCs to build the website. I made many flash animations - introduction movies before entering the main home page. Small business environment and team of 5. We teamed up with Big Island International

Advertising agency with a few projects including clients Unilever. Large business environment.

### **Internet Manager and Developer (Senior Management)**

Raciti Designs

March 2000 to October 2000

I designed and coded/built many websites for B2B clients: Australian Posters, Taxi Media, Gateway Computers,

hop-on.com, Park Hyatt Sydney, PKL Personnel, and Victoria Cross Bar. I liaised with Store Management,

Stakeholders, Sales, Marketing & Customer Care staff & Clients. Many B2B & B2C clients meet and greets. I

was using Adobe, Macromedia tools & MS Front Page using PCs to build the website. I made many flash

animations - introduction movies before entering the main home page. Medium business environment.

### **Web Page Designer & Programmer (Management)**

Raciti Designs

June 1999 to October 1999

Built & maintain the Chapple CD Labs website. I was liaising with the owner & the sales manager. I was using

Adobe, Macromedia tools & MS Front Page using PCs to build the website. This experience was an internship through Swinburne University - Multimedia studies. I was working for B2B & B2C clients TDK, JVC & Orica.

Small business environment.

## Education

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### **Graduate Diploma in Design**

University of Technology - Sydney NSW  
2007

### **Graduate Certificate in Design & Technology**

University of Technology - Sydney NSW  
2004

### **Graduate Certificate of Arts in Applied Media**

Swinburne University of Technology  
2000

### **Bachelor of Arts**

Monash University - Monash SA  
1997

### **Oxford, Cambridge and RSA Examinations Oxford, Cambridge and RSA Examinations**

Oxford, Cambridge and RSA Examinations Oxford, Cambridge and RSA Examinations  
2006

## Skills

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Microsoft Office (10+ years), User Experience Designer (10+ years), Graphic Design (10+ years), Online Production Team Leader (10+ years), Adobe Creative Suite (10+ years), CSS3 (10+ years), HTML5 (10+ years), Bootstrap (10+ years), W3C & WCAG (10+ years), Business Administration (10+ years), UX Lead (10+ years)

## Links

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<https://datacloud.design/>

<https://www.behance.net/JohnRaciti>

<https://www.upwork.com/o/profiles/users/~01b07c0063f25e074a/>

## Awards

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### **Consensus Software Award**

December 2019

Consensus Software Award

## Patents

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### **USER INTERFACE (#US20110314413)**

[https://patentscope.wipo.int/search/en/detail.jsf?docId=US73440436&tab=NATIONALBIBLIO&\\_cid=P12-K1DGUV-54149-1](https://patentscope.wipo.int/search/en/detail.jsf?docId=US73440436&tab=NATIONALBIBLIO&_cid=P12-K1DGUV-54149-1)

2011

A graphical user interface (10) is disclosed. The interface has a display area (16) having a first area (18) and a second area (20). A graphical interface unit (22) is displayed in the display area (16) and is moveable between the first area (18) and the second area (20).

## Publications

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### **John Raciti (Director - Lorgan Business Development)**

<https://www.linkedin.com/pulse/john-raciti-director-lorgan-business-development-srikanth/>

October 2019

I would like to congratulate Dr John Raciti for stepping into the role of Director - Business Development with Lorgan. John is well known in the market with over 20 years of demonstrated experience of working in the software industry. He is highly skilled in Strategic Partnerships and Relationship Management. He has worked on multiple Fortune 500 companies in the market such as RBA, PWC, IBM, various departments of Australian Govt., SAI Global, Sensis, UTS, CQU, GE Money, FPA, Rubik Financial Limited, Teachers Mutual Bank Limited, Audi, Westpac, Subaru, General Motors, TDK, JVC & Orica.

John strongly believes in technology innovation especially around next-generation scientific technologies like Artificial Intelligence, Machine Learning, IoT, Blockchain and Cyber Security. In this role, he will work very closely with the CEO and other executive management teams to take the Enigma AI & IoT platform and its associated services of Lorgan to the market.

In John's own words,

"It's a great journey with Lorgan since I joined, especially the value that Lorgan offers to the market is second to none. I have had multiple interactions with potential customers, and wherever I go, all that I hear from these clients about Enigma is, this is an absolutely outstanding platform and we strongly believe Lorgan has a great potential to become another game-changer in the market with its cutting edge technology platform that combines AI & IoT and capable to serve any industry's problem.

"It makes me feel proud to associate with such a wonderful company with a strong vision and delivery capabilities. Big thanks to Sri for giving me an opportunity to play a key role with Lorgan.

Lorgan's platform is amazing, especially the implementation of its platform Enigma to use cases such as:

- Predictive Maintenance failures reduction by 50% using our IoT Behavioural Lake
- Prevent potential failures caused by anomalies by 30% using our IoT Behavioural Lake
- Optimise Energy costs by 20% using our IoT Behavioural Lake
- Net Incremental Revenues up to 15% using our Marketing Behavioural Lake
- Customer Churn Reduction by 10% using our Marketing Behavioural Lake
- Reduce millions of dollars in Vegetation and Plantation management of Energy & Utilities companies using Lorgan's Behavioural Lake to process massive point clouds

"I strongly believe, Lorgan is going to be a revolution in the industry with this game-changing technology platform named Enigma, and its services addressing the core business problems of today's organisations. I look forward to working with Sri (Srikanth Markonda) and the rest of the Lorgan team to help our clients achieve their objectives"

Please connect with us ([ask@lorganglobal.com](mailto:ask@lorganglobal.com)) to discuss how we can help you to achieve your targets.

From the desk of

Srikanth Markonda (<https://www.linkedin.com/in/srikanthmarkonda/>)

CEO

Lorgan Pty Ltd., ([www.lorganglobal.com](http://www.lorganglobal.com))  
Big Data, Fast Data, Advanced Analytics, Digital & AI Company  
[https://www.cioadvisorapac.com/magazines/March2019/Data\\_Analytics/](https://www.cioadvisorapac.com/magazines/March2019/Data_Analytics/)