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RICCARDO ERTOLUPI (李子强)

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Electronics engineer mainly specialised in firmware and software development. Creative person and very passionate about technology in general. My professional goal is to create innovation.

PROFESSIONAL EXPERIENCE

Dec 2018 - Current	SMH Technologies Software and firmware engineer, R&D Manager Universal In-System Programming platform for industrial uses
July 2014 – Current	Vicenza Thunders Founder Business developer Robotics and electronics prototyping
Jan 2015 – July 2023	PubliciThunder Founder Business developer Automated tools to foster online marketing on Twitter
Feb 2017 – Feb 2018	Soccerment SRL Consultant Development of wearable devices to analyse football performances
Nov 2014 – Nov 2017	Lumi Industries Consultant Development of the electronic components for 3D printers
Aug 2014 – Jan 2016	SpringLab Consultant Development of the electronic components for motorcyclists
July 2014 – May 2015	BT Research Consultant Development of the electronic components for drones

EDUCATION

Sep 2024 – Jul 2024	Chinese Course – A1.1 and A1.2 Beginner level evening course about Chinese language and culture 帕多瓦大学孔子学院, Padua (Italy)
Sep 2012 – Sep 2018	Bachelor's Degree – 87/110 Electronic Engineering Università Degli Studi di Padova, Padua (Italy)
Sep 2007 – July 2012	Technical Certificate – 72/100 Electronics and Telecommunications I.T.I.S. "Alessandro Rossi", Vicenza (Italy)

ACHIEVEMENTS

April 2012	Italian Champions ("as Vicenza Thunders") Winner in the "RoboCup jr Italia", "Soccer B Light Weight"
April 2011	Second National Team ("as Vicenza Thunders") Second in the "RoboCup jr Italia", "Soccer B Light Weight"
October 2014	Maker of Merit ("as Vicenza Thunders") Awarded with the "Maker of Merit" at the Maker Faire Rome

SELF-ASSESSMENT AND ADDITIONAL INFORMATION

LANGUAGES

Italian					
English					
Spanish					
French					
Chinese					

TECHNICAL SKILLS

Microcontroller architecture					
Embedded Flash memories					
Communication Protocols					
GIT					
Linux system					
Firmware design (C/C++)					
Software design (Qt)					
PCB design					
Hardware design					
AutoCAD, SolidWorks					
3D Printing (FDM)					
UI/UX design					
Graphic design					
Image, audio, video editing					
Web design					
Microsoft Office package					
PC Hardware					
Arduino ecosystem					
PHP					
Java					

SOFT SKILLS

Time management					
Attention to details					
Autonomy					
Adaptability					
Problem Solving					
Creativity					
Initiative					
People management					
Public relations					
Client communication					
Mind openness					
Teamwork					
Leadership					

EDUCATION

I have always been passionate about electronics, which is why I studied it from a young age in high school. Coding was particularly stimulating, and this passion led me to participate in robotics competitions, where I consistently achieved great results. My university studies also focused on software and firmware development, without losing sight of the crucial connection with hardware, which is typical of an electronic engineering program.

WORK EXPERIENCES

I gained a variety of stimulating experiences through [Vicenza Thunders](#), encompassing mechanical, electronic, and software design. During my studies, I worked on numerous projects and provided consulting services for innovative startups. I participated in several exhibitions and I was also actively part of the Arduino community.

Immediately after completing my studies, I started my first professional role in [SMH Technologies](#) as a firmware developer (in C) and software developer (in Qt C++) focused on In-System Programming (ISP) applications for microcontrollers and memories of various architectures and protocols. The microcontroller architectures I worked with most include ARM Cortex M/A/R, AVR8, PowerPC, and RISC-V. Regarding memories, I have extensive experience with all types, including EEPROM, Flash NOR and NAND, both serial and parallel, as well as eMMC and UFS memories. Some of the protocols I have worked with include JTAG, SWD, SPI, UART, I2C, CAN, USB, etc. Additionally, I had experience communicating with customers worldwide, mainly in the automotive, white goods, and industrial sectors. Then, thanks to my above-average skills, I quickly became a key reference point among my colleagues and eventually became the coordinator of the R&D, leading a team of about ten members.

ADDITIONAL EXPERIENCES

I am passionate about foreign languages and cultures, especially Asian cultures, which are so distant and diverse from ours. That is why I started studying the Chinese language, and I would like to continue this journey of personal growth also by traveling more.

References available upon request.

Dynamically updated version: LikeNoOther.it/CV_RiccardoErtolupi.pdf.

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