

It's so boring!

The golden rule of any good presentation is: the cover never starts with a block of text because it is boring. So why do I do it? Because finding ways to get noticed by you is the first step of engagement.

And yes, I want to make sure that you read this: Let's break the rules of boring communication together to create something wow!

doodle.



VIOLINO ANGELA

But you can call me Angie!

Brand Communication Designer, Visual
Storyteller & Presentations Specialist.

 /atelierdoodle

I have many years of experience in designing **brand identity, digital communication and presentations for companies and international organizations.**

I have many years of experience in designing **brand identity, digital communication and presentations for NPOs, NGOs, social enterprises and international organizations.**

I have a **user-centred approach** which means that I put my client's needs first to develop something **creative, unique and tailor-made.** My approach allows me to move from online to offline projects, creating visual identities with strong visual personalities.

I don't want to reduce what I can offer you to a list, but if it helps, here it is: Brand Identity | Website | Infographics | Illustrations | Icon design | App design | PowerPoint presentations | Socials | Graphic design | Packaging design | User Experience Design

According to my clients, my strengths are:

- Being trustworthy and punctual;
- My clarity of thought and concreteness united with creativity and out of the box thinking;
- A recognizable and never banal style dictated by a love for detail.

My work is creative, colourful and essential. I put my passion and enthusiasm into everything I do and this allows me to have fun working. **Doodle** is my brand, my work, my passion.



I BELIEVE YOUR STORY DESERVES A BETTER ENDING!

I believe that well-done communication allows you to fully express the personality and values of your brand.

I believe that creative communication will not save the world but will make your brand stand out from your competitors.

I believe that there is always a story to tell that deserves to be listened to: your story to connect to your audience in a deeply emotional way.

Let's do it!

WHAT THEY SAY ABOUT ME

DON'T TAKE MY WORD FOR IT, LISTEN TO WHAT MY CLIENTS HAVE TO SAY ABOUT ME!

We have been working with Angela for two years and hope to do so for many more. We appreciate her as an outstandingly creative and highly reliable professional. She is a very good listener, deeply digging into our needs before going to work. Maybe this is just one more reason why she manages our requests so timely and "to the point".



Elsa Pieper

People & Sustainable transformation / Coach, Facilitator, Managing Partner
Fährmann Unternehmensberatung GmbH, Munich, Milan

Angela was the graphic designer at our team workshop. While initially the group was thinking that having such a person in the group was a nice to have, it turned out that it was a must have. Because Angela's illustrations, the group was able to keep track of what they covered in their workshop but more importantly we could easily showcase our work outside the group, in the wider company. No need for long complex PowerPoint decks, just some of the posters that Angela produced were telling the story in a much more meaningful way. And last but not least, because of her illustration during the discussion, team members could reflect on some of the topics they discussed and were able to focus more on the core topics and spent less time on what was not that important. One visual says so much more than words and words.



Sarah Mertens

Senior Director, Head of UCBCares Europe at UCB

Angie is wonderful: highly adept at graphic and web design, reliable, and a lot of fun to work with. We love her!



Richard Alderson

Entrepreneur & Coach

Angela has always amazed me for her ability to synthesize briefs full of specifications, in simple illustrations but at the same time complete with every detail, managing to adapt a different style to each project.



Pierluigi Cupri

Education Change Maker

Angela is a professional who creates websites and graphics with a highly innovative and creative approach and who puts great generosity and passion into what she does. It is also very effective in training sessions, during which it manages to stimulate people and organizations to define their mission and projects through an interactive and fun method. It is always a great pleasure to work with her.



Emanuela Citterio

Journalist

Angie is a reliable person who is dedicated to work with true passion. She has a creative and at the same time concrete approach, has a lot of experience and comes up with original solutions, never banal. I believe that its strength is given by the combination of experience and technical skills and great creative vivacity!



Miriam Sabolla

Food Coach and Trainer



So much love for my work!
Are you curious to know what else they say about me? Just ask me, or even better let's work together!

YOUR COMMUNICATION MADE WOW!

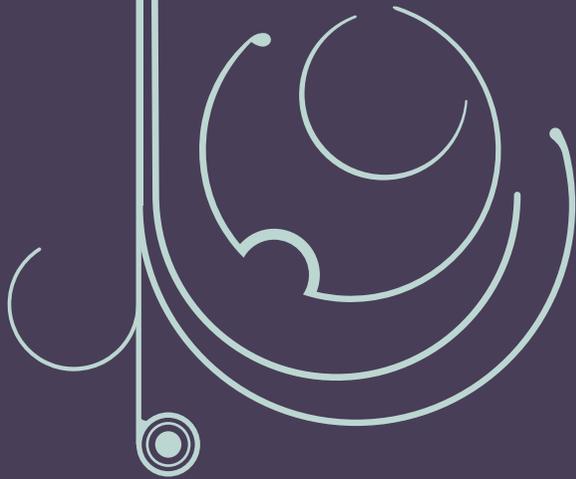


I know how it feels when the way you communicate to the world who you are, your values and services no longer represents you. It's frustrating!

This is where I can help to give you clarity in your message, to express it in the most appealing way, bring out your story. I do it by listening to your needs, understanding your core values and designing something that is tailor-made for your company.

LET'S GO ON A JOURNEY TOGETHER!

I have chosen for you a selection of projects to make you understand not only the final outcome but also the process that underlies everything. Because in a journey it is not only the destination that counts but also the path taken together.



THE FOOD SISTER

What have I done | Logo & brand identity, illustrations, website, book, collateral materials and presentation template.

The client | Myriam Sabolla, Italy

The Food Sister is the new project of Myriam Sabolla, an enthusiast professional in the communication and food sector and a great mum and cook.

In collaboration with her I have defined a look and feel for the brand communication and website as well as for all the collateral materials (packaging, labels, brochures, etc).

Flagship of this project is the illustrated recipe book, edited and illustrated completely by me both as regards the layout of the book and the internal illustrations and cover. The illustrations are all custom, digital and with a vintage flair to her communication.

The project contains several design elements: from the logo to the website, up to the printed book. All these elements of the project speak the same language, have the same style and tell a story, that of The Food Sister, made of love for their work, tradition and attention to detail.



CHALLENGES ENCOUNTERED

Create a brand that was current and fun while maintaining a vintage style;
Simultaneously create different types of communication material with a coherent look.



WORK DONE

Art direction;
Logo & brand identity, branding guidelines;
Inside illustrations & cover;
Structure and book's layout;
Structure and layout of the website;
Packaging design & labels;
Presentation design.



SKILLS & SOFTWARES USED

Ability to coordinate various suppliers, project management skills.
Adobe Indesign | Adobe Illustrator | Adobe Photoshop | Sketch | Keynote



DURATION OF THE ENTIRE PROJECT

2 1/2 months for the completion of the entire project (book included!)

THE FOOD SISTER | THE PROCESS

I like to show the different phases of a project that lead from the first brief to the conclusion of the project itself. In the case of The Food Sister, the design of the brand and the entire brand identity, including the site, lasted 2 months. As for the design of the book, it took two weeks. Each project presents difficulties but with a clear process and a working method based on the principles of Design Thinking such as iteration, even the most complex projects can have very short lead times!

2 1/2 months

THE BRIEF. WHAT DO YOU REALLY REALLY REALLY WANT?

Yes, this is not a typo. When we speak about a **client's needs** sometimes the client doesn't have a clear understanding of what he/she wants. So it is always important to understand at the beginning of a project **what is the outcome desired** but also **what is the goal of the project, why is it important**.

By defining what are the main goals and needs, it was then easy to define outcomes and a timescale with steps for the entire project. For The Food Sister this phase was short and easy.

LOGO & BRANDING GUIDELINES

In this phase, we started from the definition of the **tone of voice** of the project, from the choice of a **colour palette to create the brand and the branding guidelines**.

This phase was fundamental and it is the one that in terms of time has cost us the most. Because this is where we defined how the various graphic elements, the different typefaces and patterns should interact and coexist with each other. It is at this point that we have created **a visual language for the new brand**. and it was fun doing it!

WEBSITE LAYOUT & COLLATERAL MATERIALS

Designing the graphic layout of the site was relatively quick, having created very detailed branding guidelines.

This allowed me to work on collateral communication materials (presentation, packaging, etc) while the programmer worked his magic to put the site online. **This phase reminds us that a good timing allows us to work on different phases** of the project with tight deadlines.

BOOK DESIGN & FINAL TOUCHES

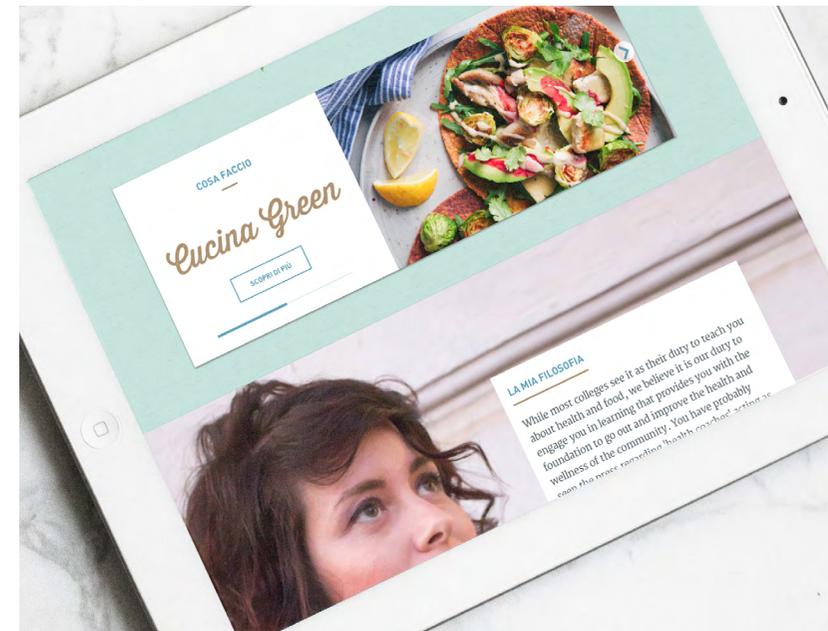
During all the design phases it is always important to check regularly with the customer to make sure we are on the right track. The design of the book and its illustrations were also a moment to finalize some details of the branding guidelines that had been left out (yes, I also happen to make mistakes and I'm not afraid to say it!) And also to create an original product and fresh for the Italian market.

THIS IS NOT THE END! IT IS ONLY THE BEGINNING!

At the end of each project, I like to chat with the client to understand their feedback, both positive and negative.

Because my aim is not to create something beautiful but to design something that is important and of value for my client. Many ideas for reflection, growth and sometimes new projects arise from these conversations!

THE FOOD SISTER | WEBSITE & LOGO



THE FOOD SISTER | ILLUSTRATIONS

I don't think there could be anything more fun than creating food illustrations for a brand like The Food Sister that deals with nutrition and food. The illustrations have been created digitally to maintain excellent reproduction quality and flexibility of use. The vintage style allowed me to create illustrations that speak a language of tradition, of everyday life.



THE FOOD SISTER | BOOK & ILLUSTRATIONS



1.2 LAVORARE MEGLIO, LAVORARE MEGLIO TUTTI: IL CIRCOLO VIRTUOSO DELLA PRODUTTIVITÀ

La maggior parte delle persone pensa alla produttività a livello personale. Ma l'alimentazione ha un ruolo molto più ampio nella produttività globale. Numerosi studi hanno indicato che la scarsa salute dei lavoratori è una delle principali cause di diminuzione della produttività in tutto il mondo. Mentre la malnutrizione può avere un impatto sul modo in cui gli adulti lavorano nelle nazioni in via di sviluppo, l'obesità e i problemi di salute correlati possono avere un impatto anche sulle persone nei paesi sviluppati. Nel caso servisse un ulteriore incentivo a mangiare meglio, secondo la Brown University* gli adulti che sono in buona salute sono in grado di lavorare più a lungo e ottenere redditi più alti nel corso della loro vita.



*http://www.econ.brown.edu/faculty/David_Well/Health_and_Economic_Growth_Handbook_Article.pdf



PALMARE: HUMMUS, DIP E SALSE

di ceci

Il per 4 persone:
ceci già lessati e scolati
1 di tahina
1 limone piccolo
tahina di sale
1 di olio extravergine d'oliva
olio e paprika per guarnire

nto:
ceci sotto l'acqua del rubinetto e strofinali con le dita
re le bucce: questo passaggio non è indispensabile, ma la
za finale dell'hummus ne beneficia.

mixer i ceci, unendo tahina, poco olio e limone a piacere, poi
l sale e frullà ancora con un po' di acqua di cottura dei ceci.

is deve risultare denso ma senza pezzi; se il composto non
a giusta consistenza aggiungi un po' d'acqua di cottura dei ceci
l acqua tiepida.

mmus con un filo d'olio e una spolverata di spezie come
umac o zaatar.



Pipistrello di fagiolini e patate

Ingredienti per 6 persone:

- 1 carota
- 1 gambo di sedano
- 1 cipolla
- 1 maggiorana fresca
- sale e pepe
- Olio Extra Vergine d'Oliva
- 500 g di fagiolini
- 500 g di patate
- 3 cucchiaini di semi di lino tritati
- 120ml di acqua
- 3 cucchiaini di lievito alimentare in scaglie

Procedimento:

Mescola i semi di lino con l'acqua e lascia riposare.
Lessa le patate e i fagiolini fino a che sono morbidi. Passali al
passavapore, i semi di lino ammollati in acqua e il lievito alimentare.

Fai un soffritto con la cipolla, il sedano, la carota e la maggiorana,
aggiungila al composto. Aggiusta di sale e pepe.

Stendi il composto su una piastrina oliata, fai delle righe con la forchetta
e copragli di pangrattato. Inforna a 180° per circa 30' o fino a che non sia
dorato in superficie. Servilo a temperatura ambiente, tagliato a quadrati.



Verinat

Ingredienti

- 150 g di
- 450 ml di
- 55 g di
- 5 g di
- pepe a

Procedi

Mescola
coperto

Il giorno
teglia di
deve for
forno).

3.3 MANGIARE PUÒ FARE BENE A NOI E AL PIANETA

La qualità di quello che mangiamo è un tema che non possiamo ignorare, non solo in termini di salute: una corretta alimentazione deve considerare anche i risvolti ambientali e sociali del cibo che consumiamo. Il cittadino che vuole nutrirsi e vivere bene deve riflettere non solo sugli effetti diretti sulla sua salute, ma anche su quelli indiretti indotti da alcuni prodotti, in termini di inquinamento sia dell'aria sia dell'acqua, oltre che in termini di benessere animale e di rispetto delle persone che lavorano nella filiera produttiva. Solo un cambiamento degli stili di vita potrebbe, nel lungo periodo, modificare la catena di produzione e commercializzazione di queste materie prime.

Per questo motivo vorrei condividere una riflessione del prof. Luigi Fontana sui nostri comportamenti di acquisto e consumo del cibo che mangiamo:

“Quando ingeriamo del cibo dovremmo imparare a riflettere e a porci alcune semplici domande. Non solo quali siano le sue proprietà nutritive ma anche, per esempio, da dove viene, chi lo ha prodotto, come lo ha prodotto, come è stato trasformato e conservato. Dovremmo anche chiederci qual è il suo impatto ambientale in termini di inquinamento, consumo di energia e sostenibilità ambientale. Come vedremo, esistono diverse tecniche meditative. Una è quella di riflettere sulla qualità degli alimenti che portiamo ogni giorno sulla nostra tavola, su come li prepariamo e li abbiniamo per produrre una serie di pietanze che esaltino sia il gusto sia la salute. Impariamo a meditare sul fatto che i cibi di qualità possiedono una profondità di gusto e prerogative nutrizionali uniche rispetto a quelli industriali a basso costo. Questo concetto vale anche, per esempio, per la qualità dei prodotti di origine animale. Non tutti sono uguali, e questo vale in particolare per alimenti come carne, latte e uova. Il latte o il formaggio di una mucca che pascola in alta montagna, passeggiando serenamente al sole e mangiando fiori di campo, ha un diverso contenuto di fitocomposti e vitamina D. La qualità e il valore nutrizionale di uova prodotte da galline ruspanti, che razzolano all'aria aperta e si cibano di erba, vermetti e semi, non potranno mai essere gli stessi che possono fornire le galline di allevamenti intensivi. Animali stressati, vissuti in minuscole gabbie, senza mai vedere la luce del sole, ammassati con migliaia di altri polli, nutriti con mangimi industriali e magari imbottiti di antibiotici e anestetici.”

*L. Fontana, V. Fusari, La felicità ha il sapore della salute, Slow Food, 2018, pag. 51



The food sister COOKING IS CARING



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Riproduzione vietata

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the_food_sister thefoodsister
www.thefoodsister.it



Introduzione

Quante volte, raccontando che sei freelance, e magari lavori da casa, ti è stato risposto "beato te"? Di solito, chi pronuncia questa frase pensa che noi lavoratori 3.0 stiamo tutto il giorno sul divano a guardare serie tv o a preparare (e degustare) invitanti manicaretti. Se poi si lavora nel settore del food, l'equazione è matematica.

Noi che passiamo le nostre giornate multitasking tra to-do list, mail e telefonate, in realtà, sappiamo che non è così. La nostra vita lavorativa è conciliata di caffè gouggioliani, dimenticati, e bevuti freddi 3 ore dopo, di pranzi arrangiati alla bell'e meglio e inghiottiti davanti alla romantica luce blu di uno schermo; di crisi di panico alle 8 di sera, dopo aver lavorato tutto il giorno, davanti a un frigo vuoto e alla necessità di nutrirsi sé stessi - e magari anche la propria famiglia - per cena.

Da sempre credo che cucinare sia anche e soprattutto un modo per prendersi cura, degli altri ma in primis di noi stessi. Non è un caso se come payoff della mia attività ho scelto "Cooking is caring". So anche quanto noi lavoratori autonomi, atipici, o in qualunque altro modo vogliamo definirli, abbiamo bisogno di volerci bene: lavorare da casa per me è fantastico, ma ha i suoi lati negativi. E mentre tutti ci ricordano quanto sia importante non lavorare in pigiama, avere una routine che preveda anche una passeggiata fuori una volta al giorno - magari approfittarne per fare un po' di esercizio fisico - pochi si prendono la premura di spiegarci che dobbiamo dare una dignità anche ai nostri pasti.

THE FOOD SISTER | INSIDE ILLUSTRATIONS



This project shows my versatility in working with different kinds of materials at the same time, remaining creative and focus on the outcome.

WINS

What have I done | Brand identity & website

The client | WINS, Italy

WINS, World International School of Torino is a new school following kids from kindergarden to college. Students are at the heart of this school: their vision is their global citizenship, their mission is their day-by-day development.

For the opening of the school, it was necessary to create a strong and recognizable brand identity.

The work done for WINS was a complex and long one that led to the definition of a strong brand identity that can be used easily on different media, both online and offline.

I really enjoyed working on this project because it was a fun project, from the logo to the creation of all the communication material and the website.



CHALLENGES ENCOUNTERED

Create a logo with heraldic elements but looking fresh and modern; Incorporate all the elements required in the brief into the brand;



WORK DONE

Brand identity and development of collateral materials;
Brand guidelines;
Iconography;
Website layout.



SKILLS & SOFTWARES USED

The ability to easily interpret a very complex brief even for the client and transform what could have been “just another logo” into a recognizable and appreciated logo.

Adobe Illustrator | Adobe Photoshop | Adobe UX | Keynote | Sketch



DURATION OF THE ENTIRE PROJECT

2 months for the completion of the entire project

WINS | THE PROCESS

The process for this project was more complex than expected due to the lockdown for Covid-19 which did not allow us at the design stage to see the warehouse or to speak with the end-users of the app and the dashboard. But I am a designer and for every problem, there is always a solution! Just dig in to find a creative solution.

2 months

GO CRAZY!

The client's initial brief was rather meager. For logistical reasons, a second meeting with him was not possible. So I took a broader approach than usual when designing the logo. In the initial design phase I therefore hypothesized three different solutions: the first that was totally in line with the brief, the second that it was a moderate interpretation of the brief. And the third, which was what I call the "crazy idea" because it differs from the brief but gets to the heart of the project. This is the solution they have chosen!

BRANDING MATERIALS

In the second phase of the project it was fun to create all the signs for the school, the information material and also the icons to represent the various addresses of the school. Having created a brand with a very recognizable identity, creating the material connected to it was more linear and faster. The creation of the branding guidelines was also of great help, which again became the guiding thread of the project.

WEBSITE LAYOUT

The design part of the website was the most complex because it was managed externally by an external agency. For this website we started from a wordpress template to which a graphic design I created was applied.

MORE MATERIALS!

What was supposed to be the final phase of the project became instead a design phase of additional school communication material. I like to tell this part of the story, because it was an additional request. They liked what they saw and understood the added value I was offering them and they wanted to increase the work required.

LESSON LEARNT

Sometimes it happens not to start on the right foot because the client is in a hurry, or because the brief has not been thought out or communicated properly. In these situations, however, all is not lost. With a little bit of optimism and a lot of creativity you can find new, unexpected and often brilliant solutions!

WINS | STATIONERY ELEMENTS



WINS | SYMBOL ELEMENTS

The symbol carries all the elements of a heraldic symbol in a modern way: shield, a person's profile, the globe and a key.

The lettering used is a classic serif font to underline, once more, the importance of traditions and knowledge for the school.

Each element I design always has more than one reading level. In this brand, the coat of arms is created as a modern composition of different elements that contribute to creating a logo with a story to tell. Like a puzzle where the individual elements are strengthened in meaning when they are joined together. The 4 elements represent historicity (the shield), the future (the key), personalization (the face) and internationality (the world).

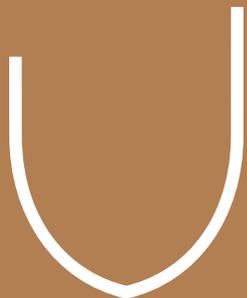


WINS

WORLD
INTERNATIONAL
SCHOOL

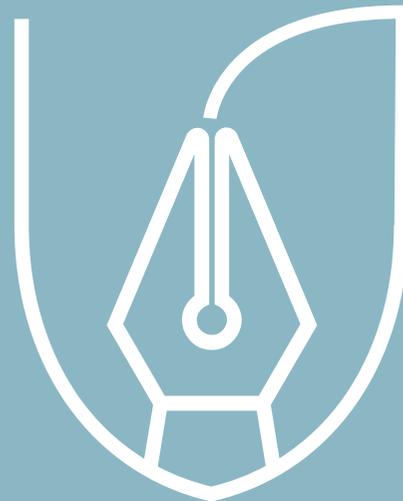
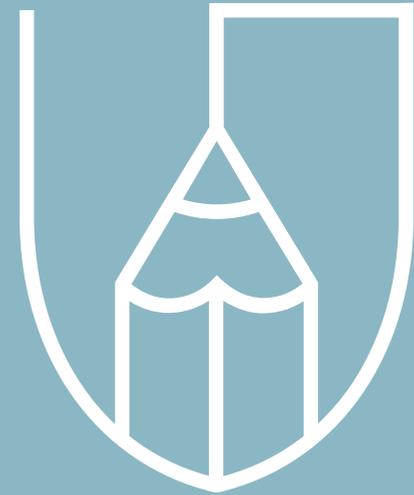
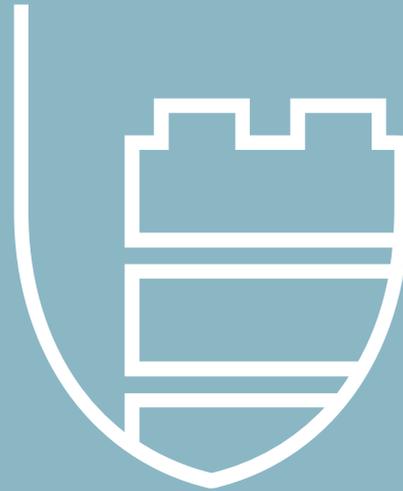
TORINO

The Key to a Global Future



WINS | ICONOGRAPHY

The part of creating the icons was an important step for the brand identity because it allowed us to decline the logo in different applications, creating a very coherent design system. The icons were used for internal school communication to define the various levels of education. The icons have also been used as a communicative element on the site and take up the concept of a shield that contains different meanings.





FELIDAE FUND

What have I done | Brand design, User Interface, Web design,
Merchandising, Print material

The client | Felidae Foundation, USA

Felidae Conservation Fund combines top research, community engagement, and education to help humans live in harmony with wild cats and restore ecosystems.

For Felidae Foundation we started with a cleansing of the brand, which remains intact in the symbol but acquires more harmony than the previous one. I then moved on to defining a colour palette that would suit both the main brand and the different projects that are part of the foundation.

The whole project revolves around the enhancement of wild animals and the creation of multifunctional patterns starting from the fur of the animals is just one of the key elements. Together with these patterns, a series of custom made icons and elements to be used on different materials (offline and online) have also been created.

The design part of the site was then accompanied by the creation of merchandising material that came on the site itself and by the design of an Advocacy Kit to be used to create warnings on the subject.

CHALLENGES ENCOUNTERED

Stylistically bring order to a brand fragmented in different projects and consequently create a common language;
Portrait the animal side of these creatures without passing a message of fear.

WORK DONE

Design system for the main brand and different projects;
Development of the structure and layout of the website;
User Experience Design;
User Interface development;
Development of icons and patterns;
Style tile development;
Branding guidelines development;
Merchandising and creation of printed material;

SKILLS & SOFTWARES USED

Ability to create a design system that allows the foundation flexibility and uniqueness.
Adobe Illustrator | Adobe Photoshop | Adobe Indesign | Sketch

DURATION OF THE ENTIRE PROJECT

3 months for the completion of the entire project



LEARN EXPLORE PROJECTS TAKE ACTION Donate

SCIENCE & RESEARCH

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum sed.

INNOVATIVE CONSERVATION FOR WILD CATS

Which big cats are near you?

Explore the Map

Bay Area Puma Project

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum sed.

Read More

IT'S NEVER TOO EARLY TO

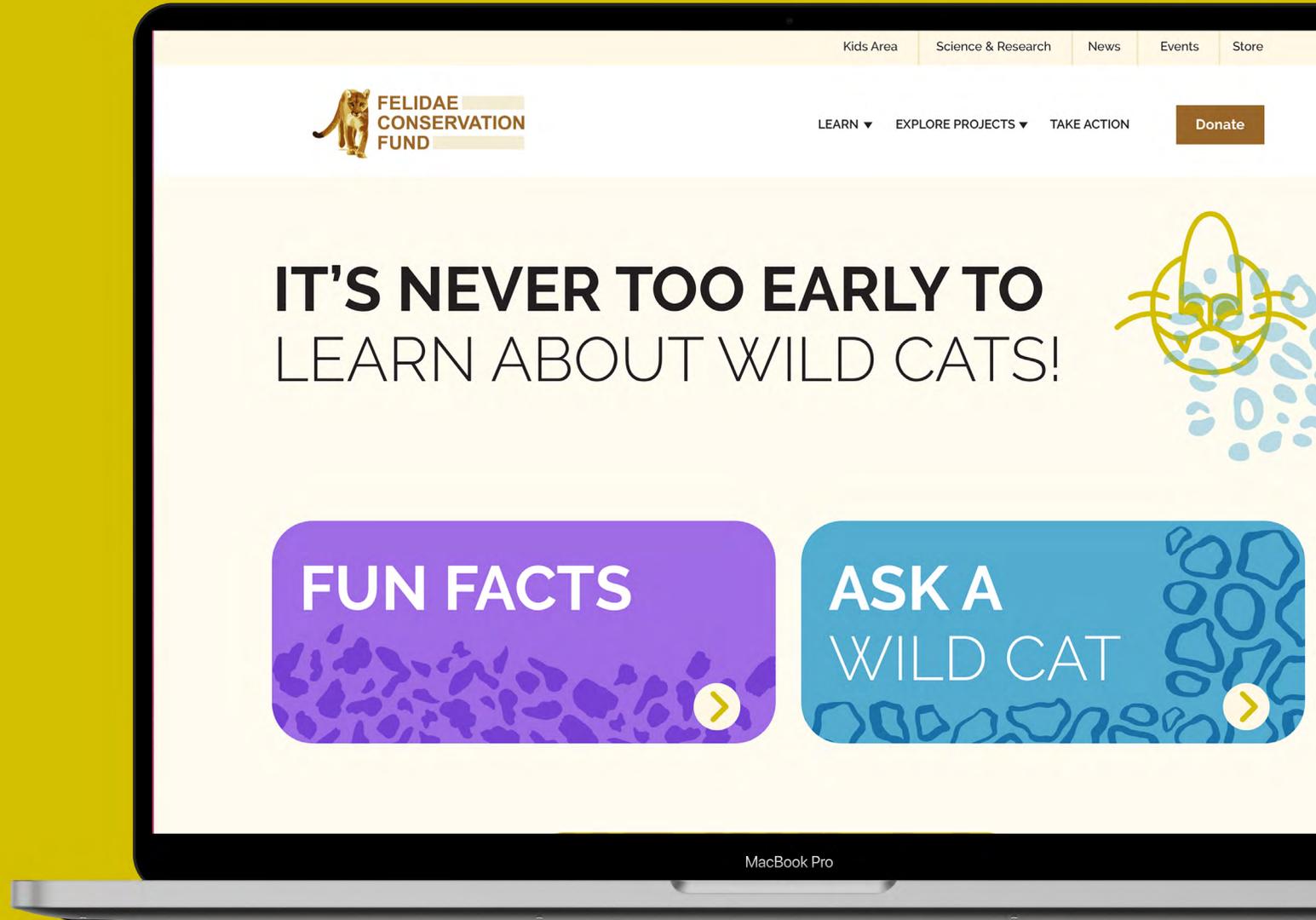


CAT



FELIDAE FUND | WEB DESIGN

Within the main site, there is also a section dedicated to children where they can learn while having fun. An ad hoc graphics have been created for this section of the site.



FELIDAE FUND | MERCHANDISING



Are there Wild Cats near your home?

In the United States, bobcats are found in 49 states and mountain lions are found in 16 states, mainly in the west. They don't just live high up in the mountains, but they share the urban edge with humans. This is especially true in spaces like the Bay Area! So the reality is that wild cats could be in your neighborhood.

No need to fear, though! You can look for signs of local wild cats and learn how to have a safe encounter with them if you stumble upon them. We recommend keeping an eye out for tracks and scat, pictured below. If you see those in your neighborhood, make sure to share these resources with your neighbors so they know how to have a positive relationship with local wild cats.



HOW TO

Keep Wild Cats out of your neighborhood: plant deer resistant plants, trim back vegetation, bring in pets and their food at night



How To Reach People Online

One of the best ways to reach people is through social media! But with social media comes a lot of controversy. People are passionate, especially when they are afraid. Unfortunately, many people are only afraid of wild cats. So when using social media to advocate for wild cats, remember to always stay calm, factual, and kind. We also recommend sharing facts about wild cats and posts on how to stop them from coming into the area before there is a sighting.

Learn More & Get Involved

Want to learn more about wild cats? Make sure to check out the [Felidae Conservation Fund!](#) Our organization uses innovative research, education, and technology to heal the relationship between humans and all types of wild cats. Most importantly, we work to show the world how important wild cats are for the preservation of local ecosystems and that we can peacefully coexist with them.

We also offer our Wilde trio to help people get involved: Wilde Backyard, Wilde App, and Wilde Pod.

Wilde Backyard is our community partnership program in the San Francisco Bay Area. We use this to get people involved at the urban edge and collect data! We partner with those communities and keep them safe.

Wilde App is a platform for community science and engagement! We use it to engage, educate, and empower citizens to collect information in their neighborhoods.

Wilde Pod is a database for gathering photos of local wildlife, but especially wild cats. You can upload photos from the wild or private property. We use this resource to help identify wild cats, too!

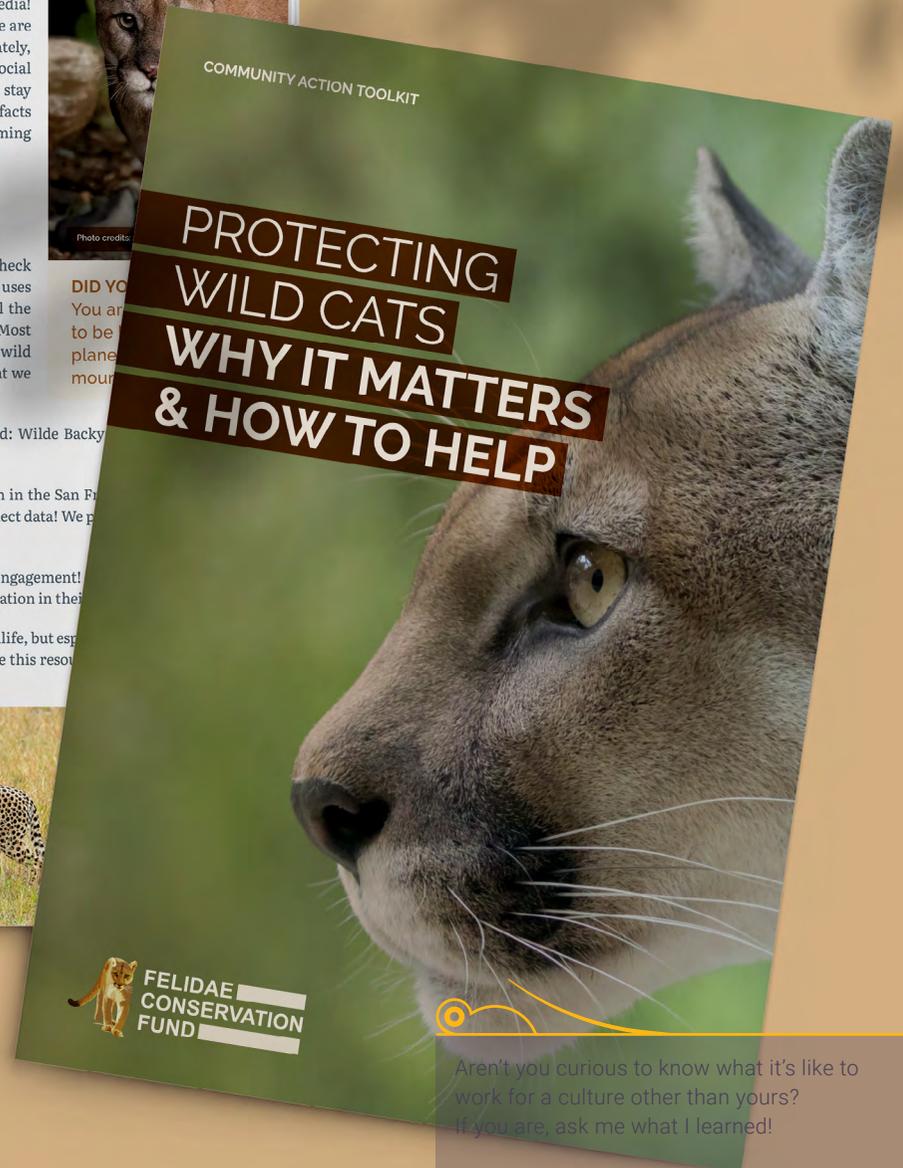


Photo credits: Shelley Alger



Photo credits: [unclear]

DID YOU
You are
to be
plane
mour



Aren't you curious to know what it's like to work for a culture other than yours? If you are, ask me what I learned!

LVSC

What have I done | User Interface and web design

The client | Lucid Fox, USA

LVSC (Literacy Volunteer of Somerset County) trains volunteers to help local adults improve their ability to read, write, and communicate in English so that they may function more effectively in their daily lives.

In collaboration with them I have worked on the creation of a User Interface that reflects their mission, vision and enthusiasm. For these reasons I have created icons and mini illustrations to speak a language of clarity, information and growth. The design and development of the website is the first step in creating a stronger brand identity and in portraying a better storytelling.

The key to this project was to integrate the playful part of learning with illustrated icons which also allowed us to avoid the use of many photos.



CHALLENGES ENCOUNTERED

Finding a graphic style that would allow us not to use many photographs since this organization does not have a well-stocked photographic archive;

Finding a graphic interpretation playful but not childish.



WORK DONE

Illustrations development;

Development of the structure and layout of the website;

User Experience Design;

User Interface development;

Style tile development.



SKILLS & SOFTWARES USED

Ability to interface with interlocutors with different cultures in order to arrive at a shared result.

Adobe Illustrator | Adobe Photoshop | Adobe UX | Keynote



DURATION OF THE ENTIRE PROJECT

2 months for the completion of the entire project

LVSC | THE PROCESS

The process phases for this project were very linear and this allowed the project to be completed in a very short time. The Design Thinking methodology was also adopted for this project to allow rapid and quick prototyping.

2 months



COLLECTING MATERIALS & FLOW

Working with a team of tough professionals makes my job easy and fun. In this case, working together with a User Experience expert allowed me to start my work having already available a lot of qualitative research material on our users. In this first phase of analysis, it was therefore very important to understand who were the people who go to use the site and what they expect to find us. This was also the phase of defining the website architecture and defining the design priorities.

STYLE TILE

Without a doubt, this phase was the most fun for me and my client. This is where you can play with colours, styles and elements. This is where the idea begins to take shape. It is in this phase that the client has the first opportunity to imagine what the website could be. For this project, the phase of analyzing the user and his needs allowed me to create a style tile that the client liked almost in its entirety on the first try. These are the moments when I think my job is the best in the world and my self-esteem goes up. I like that the client believes that I read his mind, although it is all thanks to the previous phase of analysis (but we do not tell him!)

WEBSITE LAYOUT

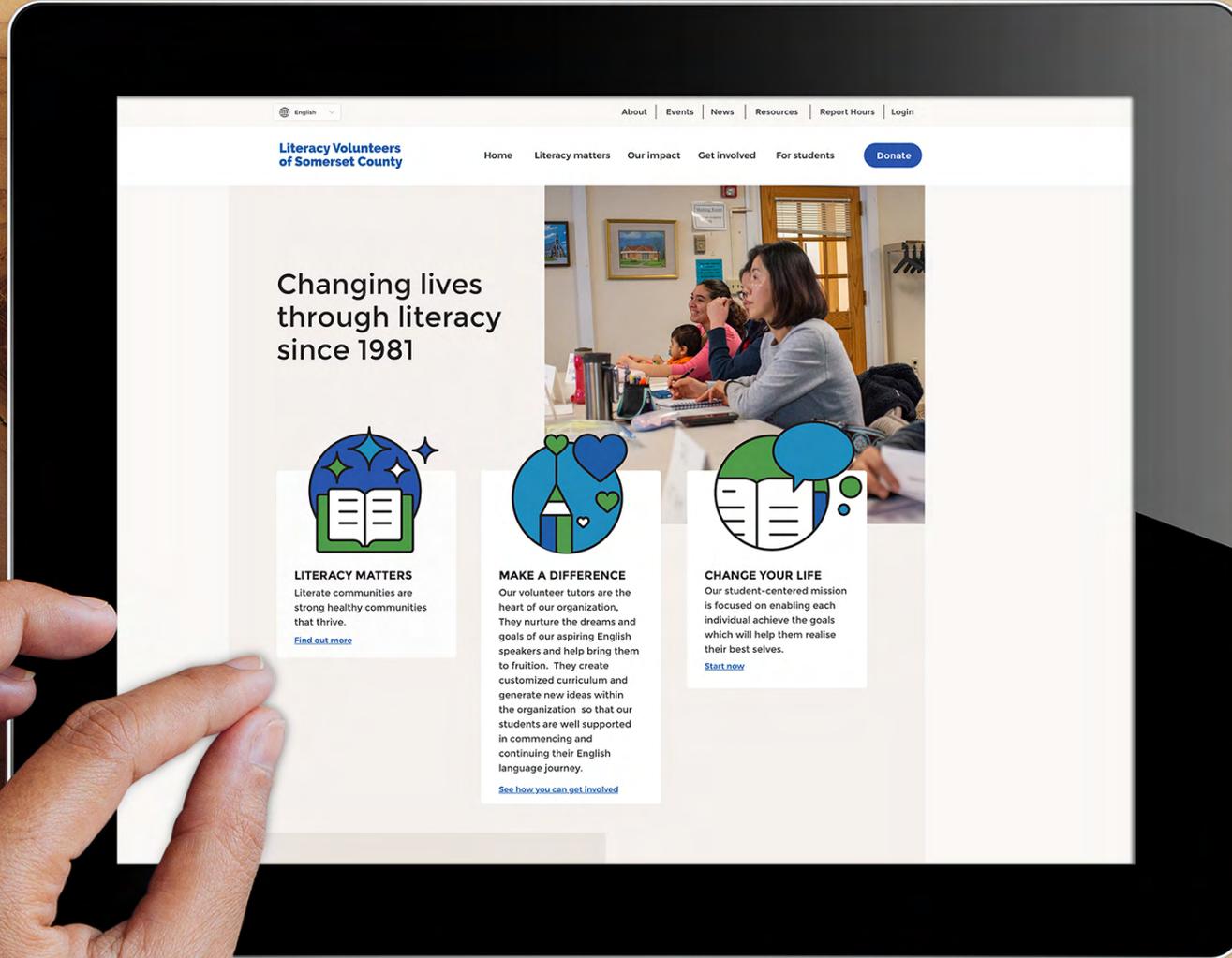
The layout of the website has been designed to create the right balance between icons and photographs. I always like to use real and don't buy photographs when possible. I think it is very important that those who visit the website have a real perception of the organization. In this case, however, for various reasons the quality images were few and therefore we opted for a more drawn and less photographic option.

FINAL TWEAKS

In this project, it was important to maintain frequent communication with the customer. I like knowing that my client feels listened to and taken into consideration during all phases of the project. This also allows me to advance the project more easily because with the weekly work progress checks proposed everything is simpler and faster.

CUSTOMER FEEDBACK

Hurray! From a client who was initially reticent and a little suspicious to a client who was satisfied with the result obtained. This is a success story. and it would be nice (but false) to say that all projects always end up like this.



Changing lives through literacy since 1981



LITERACY MATTERS
Literate communities are strong healthy communities that thrive.
[Find out more](#)

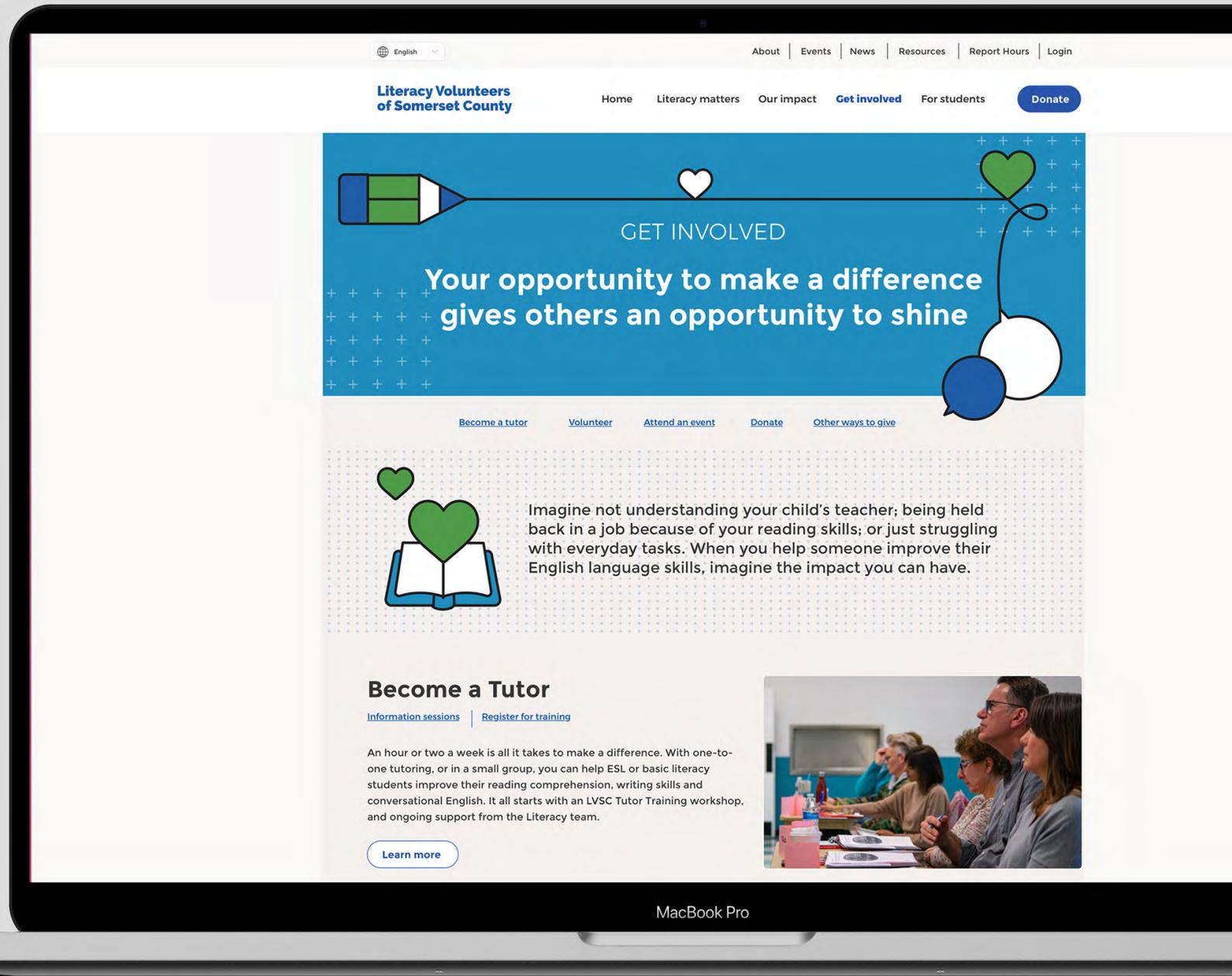
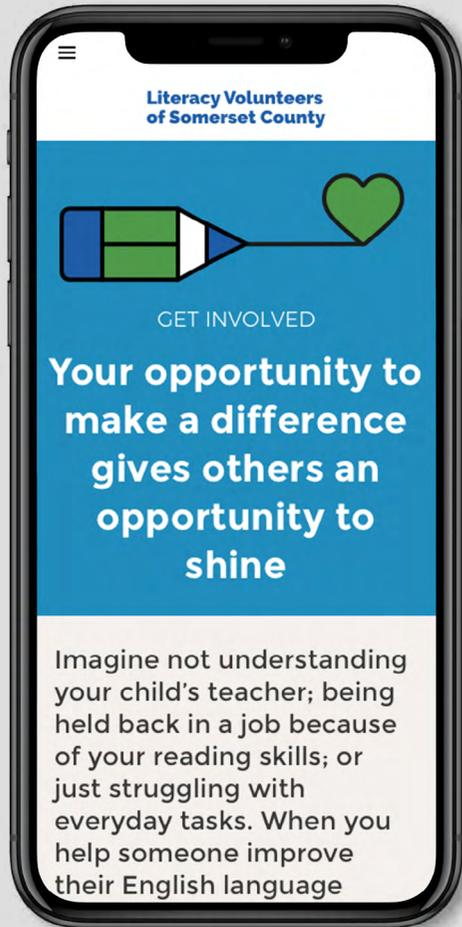


MAKE A DIFFERENCE
Our volunteer tutors are the heart of our organization. They nurture the dreams and goals of our aspiring English speakers and help bring them to fruition. They create customized curriculum and generate new ideas within the organization so that our students are well supported in commencing and continuing their English language journey.
[See how you can get involved](#)



CHANGE YOUR LIFE
Our student-centered mission is focused on enabling each individual achieve the goals which will help them realise their best selves.
[Start now](#)





Aren't you curious to know what it's like to work for a culture other than yours? If you are, ask me what I learned!

MIELE VIVO

What have I done | Brand identity, packaging & website

The client | Miele Vivo, Italy

Miele Vivo is a biological, bee-friendly, honey producer. The company was created by a couple tired of living the hectic lifestyle of a big city. Moving to the country to create a product not only good for the client but fair for the insects producing it. The company is still young but it's already expanding the product's range.

In collaboration with them I have defined a look and feel for the new brand communicating their values of respect for the nature, love for their work and care for the animals and environment. The tone of voice defined for this company is traditional and yet modern, young and clean.

A small new organization like Miele Vivo needs to be helped and understood. The ideas and energy were many and it was, therefore, important to channel all the client's enthusiasm into a lively and modern communication.

The most interesting part of the project was discovering a world, that of bees, completely unknown to me. Working for people who have so much respect for these insects was an inspiration to me!



CHALLENGES ENCOUNTERED

Create a brand identity that allowed him to have maximum flexibility on the range of products;
Designing a simple but captivating site, different from that of its competitors.



WORK DONE

Art direction;
Logo and branding, branding guideline;
Development of the structure and layout of the website;
Development of the packaging;
Defining look and feel on print materials.



SKILLS & SOFTWARES USED

Ease of managing a project that includes both the online part (website, logo, etc.) and the offline part (packaging, brochures, etc.)
Adobe Illustrator | Adobe Photoshop | Sketch | Adobe Indesign



DURATION OF THE ENTIRE PROJECT

3 months for the completion of the entire project

MIELE VIVO | THE PROCESS

The process of creating this brand was multilevel because it led to the creation of both the brand but also the website and packaging. So the management of the creation of the online and offline material was a cornerstone for the success of the project.

Some of the phases have therefore intersected but for the sake of clarity, I report them as successive one to the other.

3 months

BRAND DEFINING

The initial part was characterized by a lot of enthusiasm and energy. This energy has been channelled into the definition of the key points of the brand such as the mission, the vision and the definition of the tone of voice. In this initial phase of analysis, I also tried to understand what the objectives of the brand and its target audience were.

LOGO & BRANDING

For a company that speaks of honey and respect for nature, it was important to have an element in the logo that made a clear reference to bees. The stylistic choice fell on a very realistic representation of the bee. To add modernity and dynamism to the logo, a touch of colour has been added with one of the wings. The colour of the wing changes according to the type of honey chosen.

STYLE TILE & WEBSITE

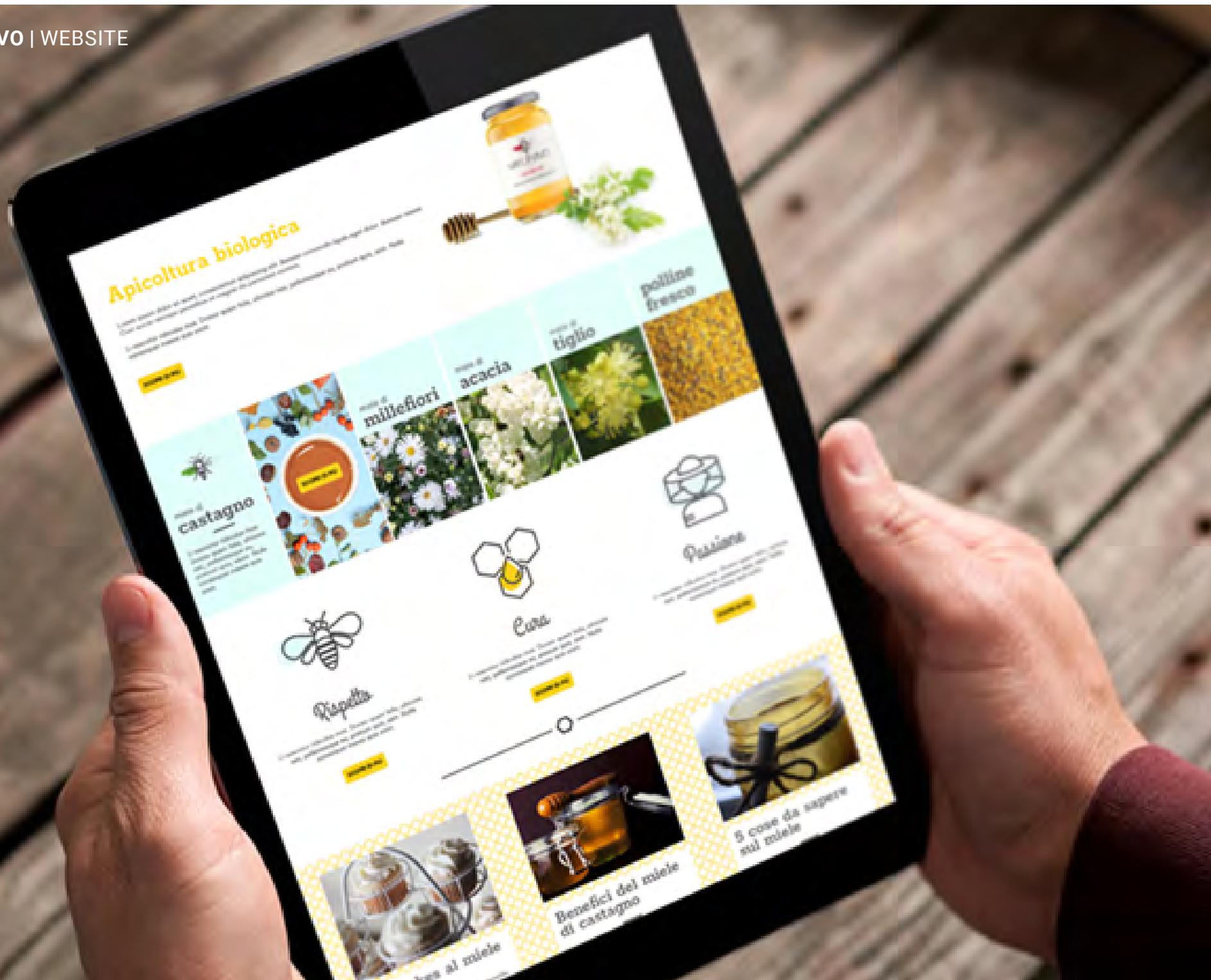
The definition of the site was a complex phase of the project precisely because, being a startup, many things were in the making. The definition of the website architecture was, therefore, subject to several changes during the project.

PACKAGING

As mentioned, some phases, such as that of the packaging design, were mixed together with the design of the website. The packaging included the definition of the labels for each jar as well as the creation of an ad hoc pack for gift boxes. What a sweet gift!

WRAPPING UP

The project lasted 3 months but some of the activities continued also in the following months precisely because working with a start up can mean changing plans very often. This flexibility was also possible thanks to Design Thinking which involves continuous iterations with the customer.



MIELE VIVO | LOGO

When creating a completely new product for a company, it is necessary to try to predict how this product will be used and what functions may be not expressly requested but desired by our user. The design of the dashboard gave me the opportunity to investigate these features and to build a usage scenario together with the customer. Some of the ideas we tried have been implemented, others have been discarded to be replaced by better ones. I learned that in design there is never anything definitive and that the important thing is always to build from one's mistakes!



MIELEVIVO



Want to see more food packaging? I can send you more examples of sweet and crunchy projects! Just ask me!

RANCILIO CUBE

What have I done | Brand identity & website

The client | Rancilio Cube, Italy

Rancilio Cube is an impact investing company, investing in new companies and start-ups, in their products or services.

In collaboration with them, I have defined a look and feel for the brand starting from the definition of the brand's qualities: funny, colourful and versatile.

For this reason, the designed logo symbol is a dynamic stylized cube. The symbol can then be opened to contain other elements, as can be seen for example in writing paper and business cards. This makes the logo fun and versatile, easy to associate with the different start-ups that the company helps to grow.

Designing this identity was fun and very inspiring.



CHALLENGES ENCOUNTERED

Create a logo that can be versatile for the company in order to be used in conjunction with the brands of all the other start-ups.



WORK DONE

Art direction;
Logo and branding;
Development of the structure and layout of the website;
Development of the print material.



SKILLS & SOFTWARES USED

Ability to understand the user's needs going beyond the requests in the original brief.
Adobe Illustrator | Adobe Photoshop | Adobe Indesign | Sketch | Keynote



DURATION OF THE ENTIRE PROJECT

2 months

RANCILIO CUBE | THE PROCESS

The process of creating this brand was multi-level because it led to the restyling of both the brand but also the website and the conventional communication material. So managing the creation of the online and offline material was a cornerstone for the success of the project.

Some phases have therefore intersected but for clarity, I report them as successive one to the other.

2 months

BRAND UNDERSTANDING & BRIEFING

Changing an existing logo means first of all understanding what the strengths of the company are, understanding the history, mission and vision and understanding the reasons behind this request. In this case, the request for change was quite radical, to rejuvenate a logo that no longer fully represented them.

LOGO & BRANDING

The logo creation phase focused on the creation of a visual element that on the one hand incorporated the concept of the cube and on the other that of a flexible container. This phase led to the definition of a dynamic logo completed with a branding guideline to be followed for the rest of the communication materials.

STYLE TILE

This phase was a breath of fresh air because having spent a lot of time in the brand definition phase and having created a very comprehensive branding guideline, I managed to get to the style tile definition phase with a clear idea of what we wanted to achieve.

WEBSITE

The site creation phase led to some slowdowns due to the complexity of some elements. We had considered it but it is still a slowdown. The site was designed specifically for this customer to enhance its uniqueness. Going back, I should have calculated the development times better. You learn by making mistakes!

COLLATERALS

The final and even more relaxed phase of the project was the creation of additional material such as business cards, letterheads etc.

The conclusion of the project also allowed me to reflect on what needed to be improved and refined in my time management tasks.

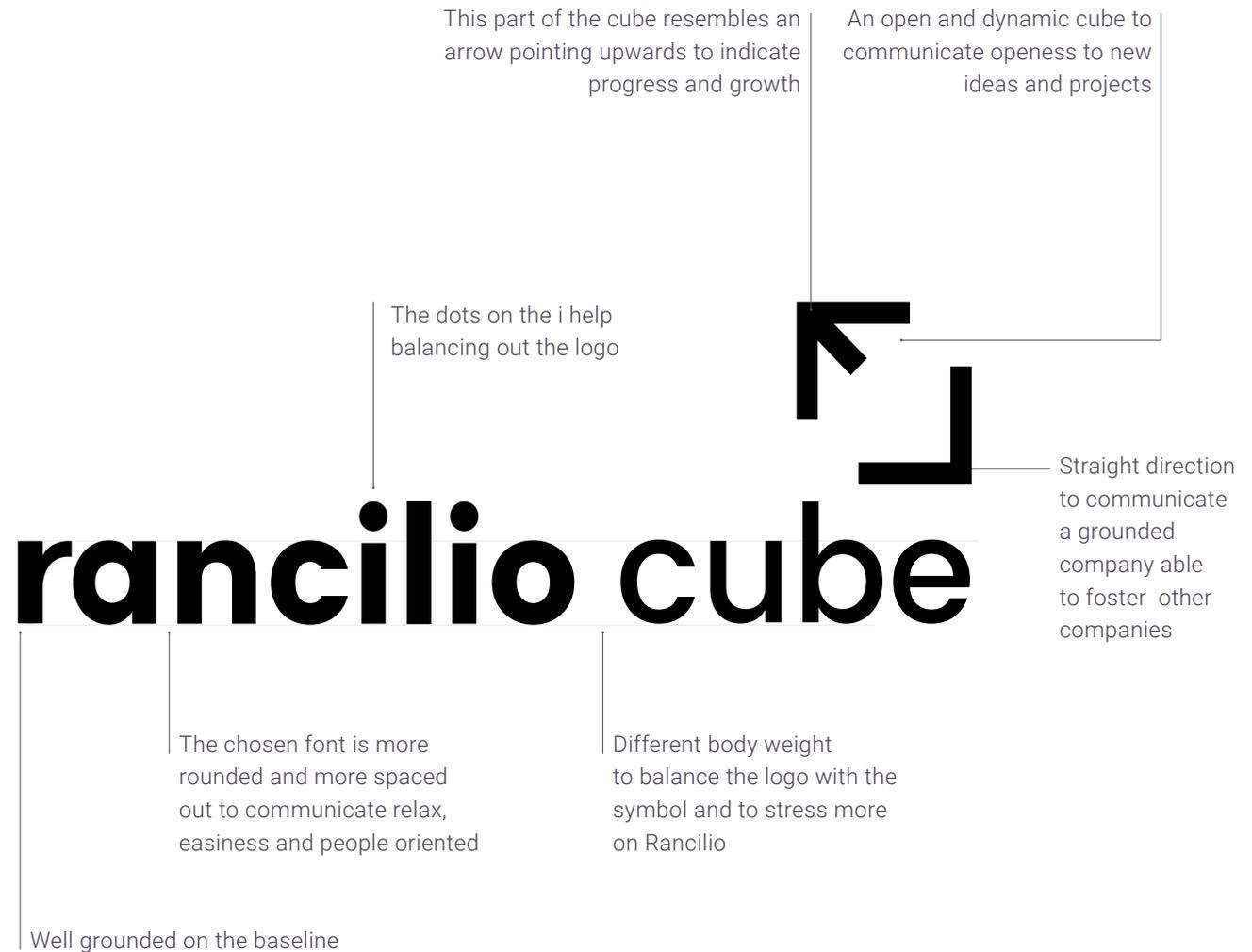
RANCILIO CUBE | LOGO

The logo is a dynamic logo.

Like a chameleon, the logo can in some cases take the colours of the company represented.

The symbol of the logo expands to contain other elements, just like Rancilio Cube is a container, a vehicle for other companies to grow, improve and expand.

Although the logo is a chameleon it still has a strong and recognizable identity.



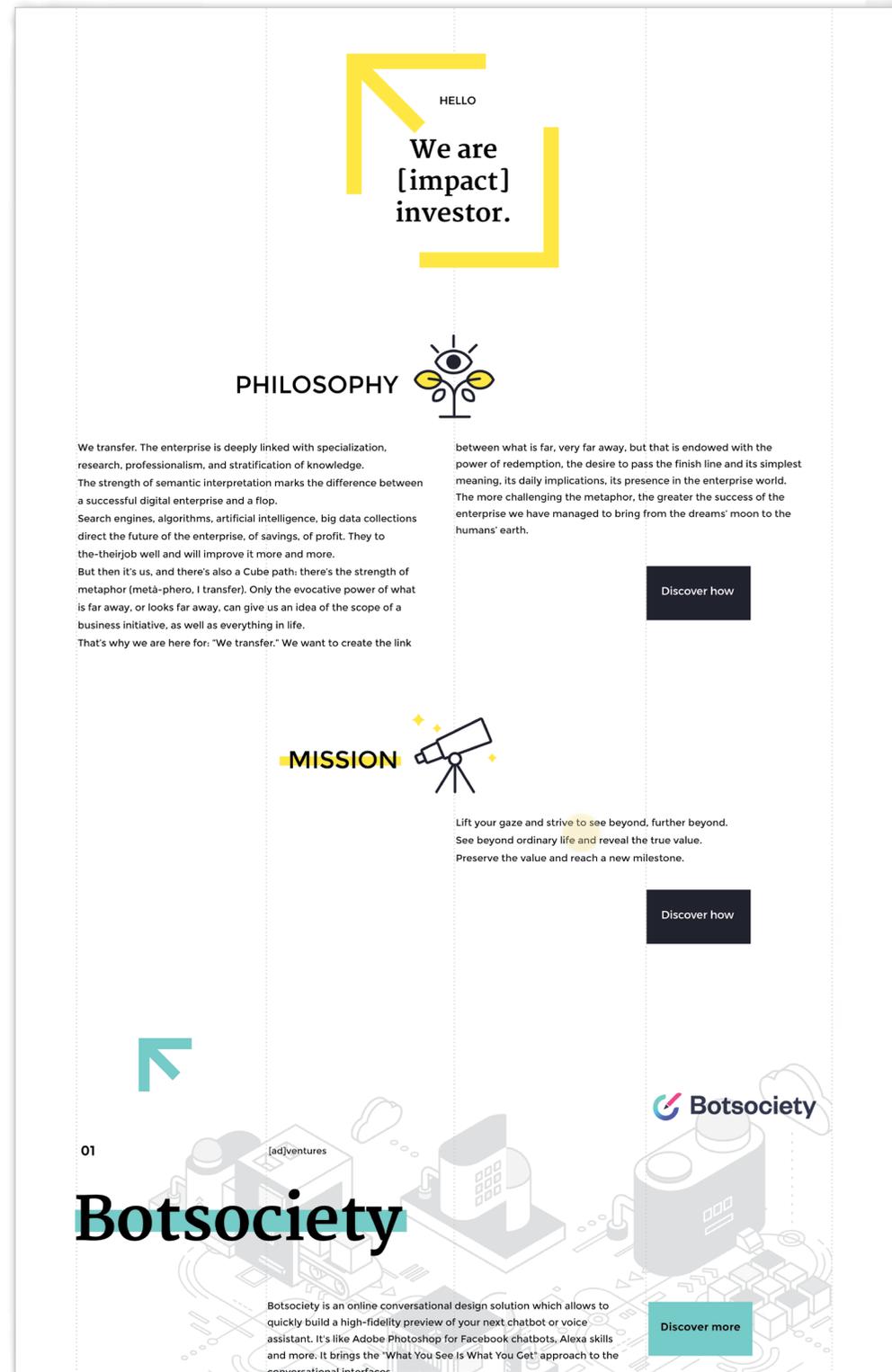
RANCILIO CUBE | STATIONERY

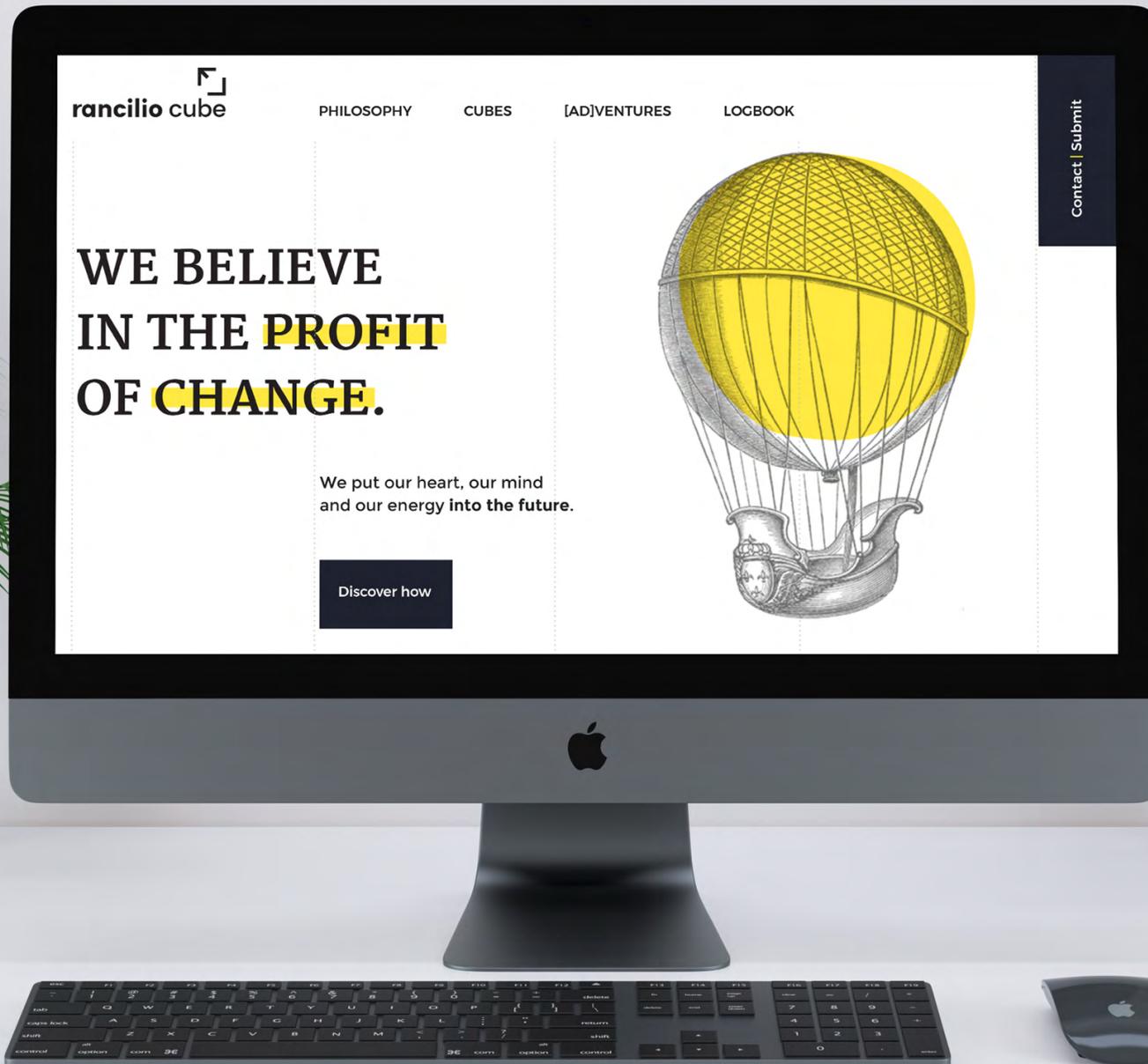


RANCILIO CUBE | WEBSITE

The website is inspired by the dynamic logo. It uses the square that opens and closes, to display the projects once they are clicked. This makes the site more playful and the user experience more streamlined.

The icons within the site are flat and creative and recall the same imaginary made up of possibilities, creativity, inspiration and innovation. All values that the organization pursues with its projects.





If you are intrigued by this dynamic logo and want to better understand how it works, write to me and I'll show you with more examples!

ABC

What have I done | Illustrations

The client | New English, UK

ABC is part of the Tectonic Collection of ceramic plates design for UK brand The New English.

The collection has been exhibited all around Europe and North America. ABC is an alphabet number of plates. Pick the plate with the first letter of your name, or compose a word with it! Have fun in the kitchen. Each letter is formed by the elements around creating a negative space forming the letter.

The colour palette is bright and colourful, coherent with the playful look of the collection.

Designing collectible porcelain plates was extremely fun and the graphics used bring out the fun in building it.



CHALLENGES ENCOUNTERED

Tell a story through ceramic plates;
Feel recognizable albeit different;
Infuse positive energy to people looking.



WORK DONE

Art direction;
Development of the iconography and structure;
Icons system and colour palette;
Defining look and feel of final product.



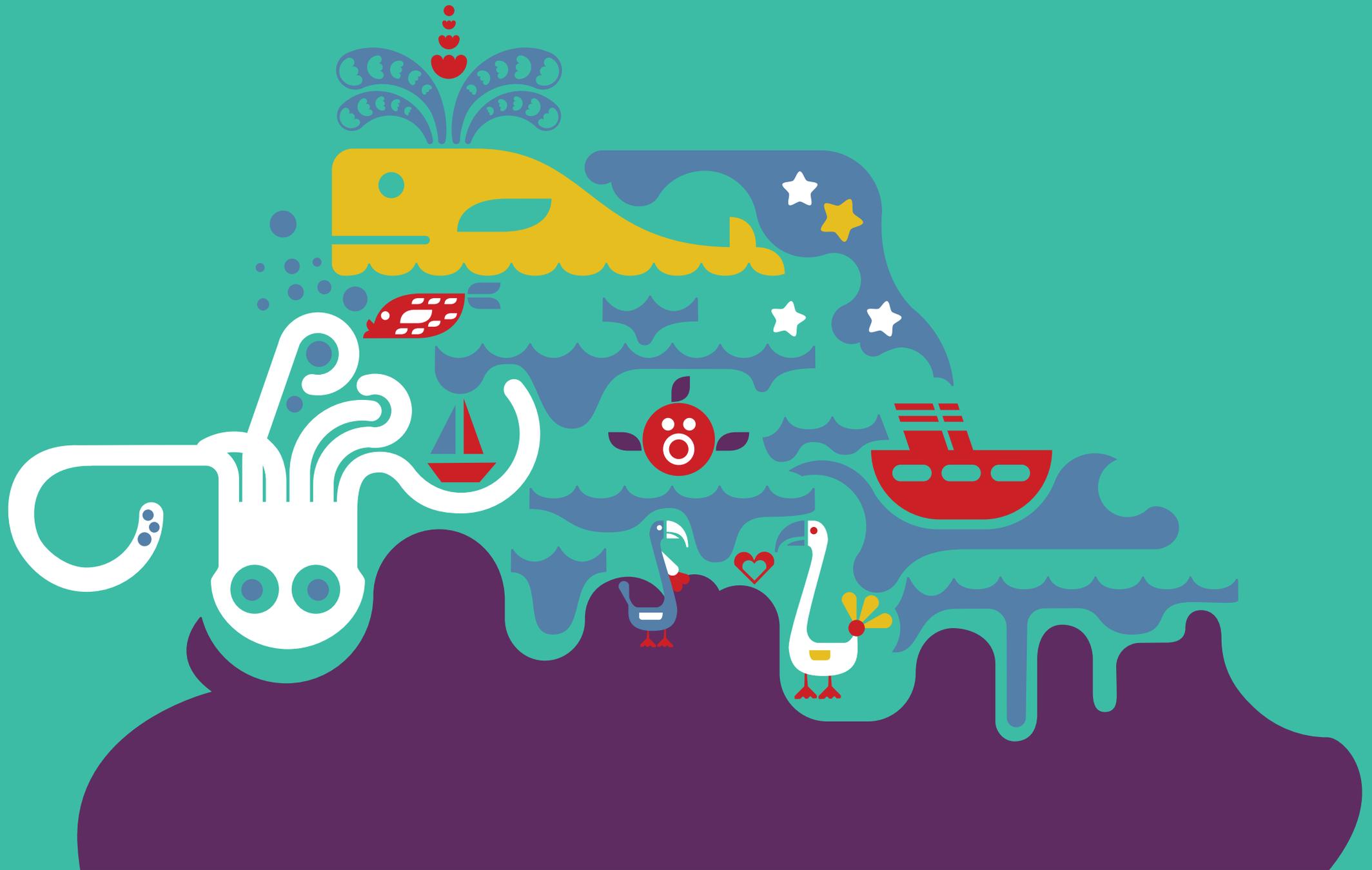
SKILLS & SOFTWARES USED

Ability to tell a story through a decorative element.
Adobe Illustrator | Adobe Photoshop



DURATION OF THE ENTIRE PROJECT

3 weeks





I have used this graphic style of juxtapositions in other projects. If you want I'll show them to you! Write me.

DOPPIO MALTO

What have I done | Illustrations & packaging
The client | Lumen Design, Italy

Doppio Malto is a brewery dedicated to creating unique, award-winning beers. In more recent years, Doppio Malto has also decided to open their first pub with brewery connected.

I was involved in the creation of the new beer labels and design of the pub interiors.

The concept for the labels was to create 11 different graphics for all their range of beers, communicating for each beer its unique flavours and story, enhancing the character of the beer. To create a unique range of labels, a typeface was chosen and modified for each beer.

To make sure the beers were seen as a family a black matt paper was chosen. The graphic is printed with 11 different metal foil colours. For more feminine and light beers a more gentile and floral graphic was designed.

Was it fun? You can bet!



CHALLENGES ENCOUNTERED

Communicate the mood and taste of each individual beer;
Create a group of beers looking great together maintaining their individual character.



WORK DONE

Labels' tone of voice and personality;
Labels' colour palette and typography;
Development of graphic elements;
Labels' general layout.



SKILLS & SOFTWARES USED

Ability to work with intricate lettering in order to create something special and unique.
Adobe Illustrator | Adobe Photoshop



DURATION OF THE ENTIRE PROJECT

2 months

DOPPIO MALTO | LABELS





The beauty is to see these labels in reality: the gloss of the foil of the graphics against the opaque of the paper!

ENDLESS RESIDENCY

What have I done | Brand identity

The client | Endless Residency, Italy

Endless Residency is an exchange platform between artists on residency experiences in Italy and abroad. The starting point is the invitation to artists to present works made during periods of residence and to discuss the impact of this experience from a professional point of view. The residence has gone from being an occasion for episodic and alternative growth to becoming an essential form of the art system.

So with the growing project the need arose to create a brand identity.

Working in the art sector is always stimulating because it allows you to get in touch with people with different ideas, who see the world from a different point of view from mine. This work was therefore very free and creative for this very reason.



CHALLENGES ENCOUNTERED

Create a logo that can be versatile for the company in order to be used in conjunction with the brands of all the other start-ups.



WORK DONE

Art direction;
Logo and branding;
Development of the structure and layout of the website;
Development of the print material.



SKILLS & SOFTWARES USED

Ability to understand the user's needs going beyond the requests in the original brief.
Adobe Illustrator | Adobe Photoshop | Adobe Indesign | Sketch | Keynote



DURATION OF THE ENTIRE PROJECT

2 months

ENDLESS RESIDENCY | LOGO

For them I designed a logo that recalled the concept of infinity expressed in the name.

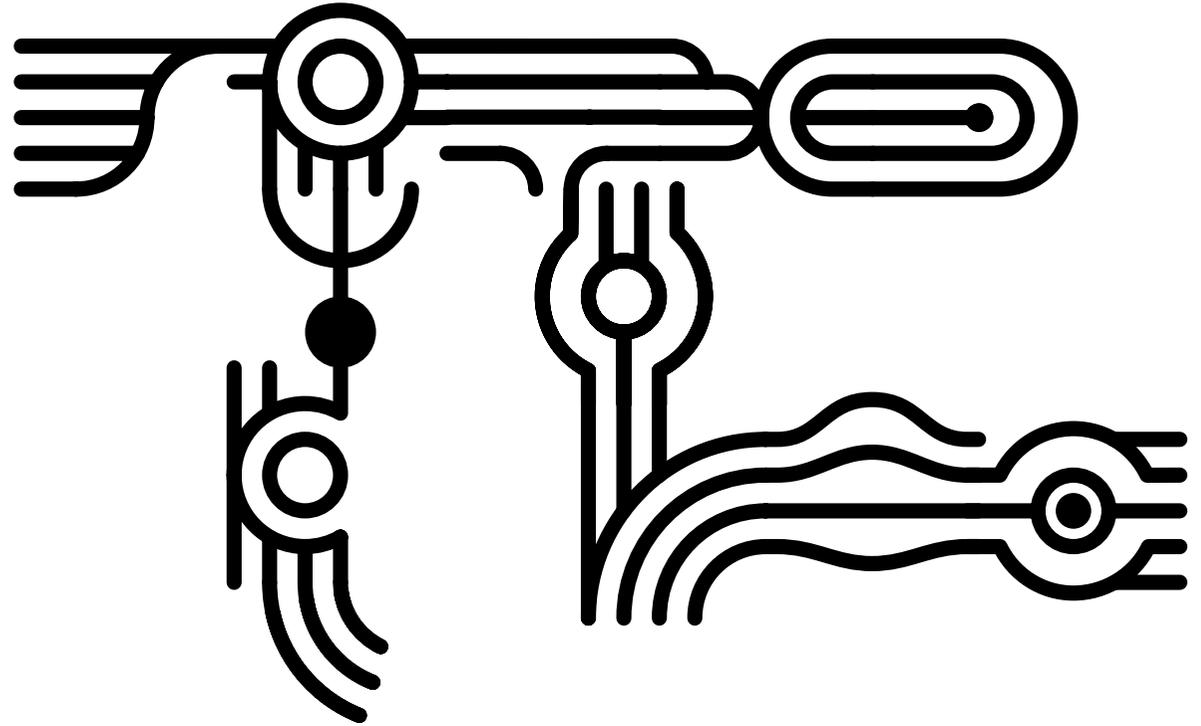
But I didn't want to re-propose the banal symbol of infinity, I wanted to sublimate and make it a strong sign, a gesture that can be drawn with a brush like an artist..

And so the idea of two parts creating an infinite sign was born. The brand was designed in black and white to be a neutral element within an organization that is rich in styles and colours, namely those of artists.



ENDLESS RESIDENCY | ICONS & PATTERNS

I have also created a series of modular and interchangeable icons. A symbol for every resident artist. The idea is to assemble the different elements in such a way that they create always different and unexpected patterns and structures, just like the connection between different people and artists. Each symbol is different just like each artist is. Each symbol contributes in a unique and unambiguous way to the creation of something greater.

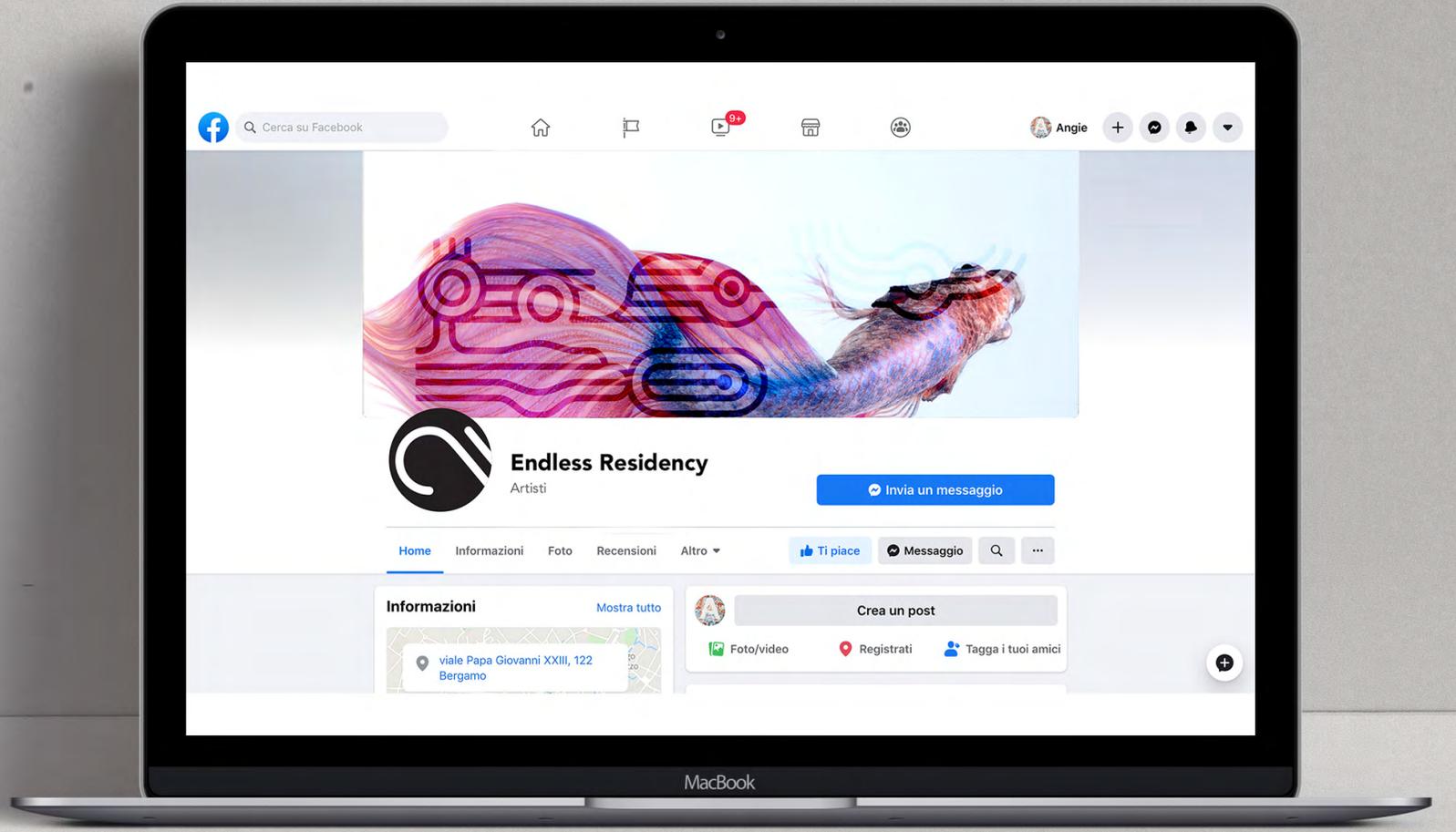
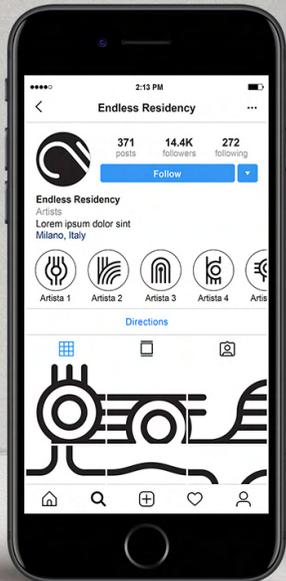
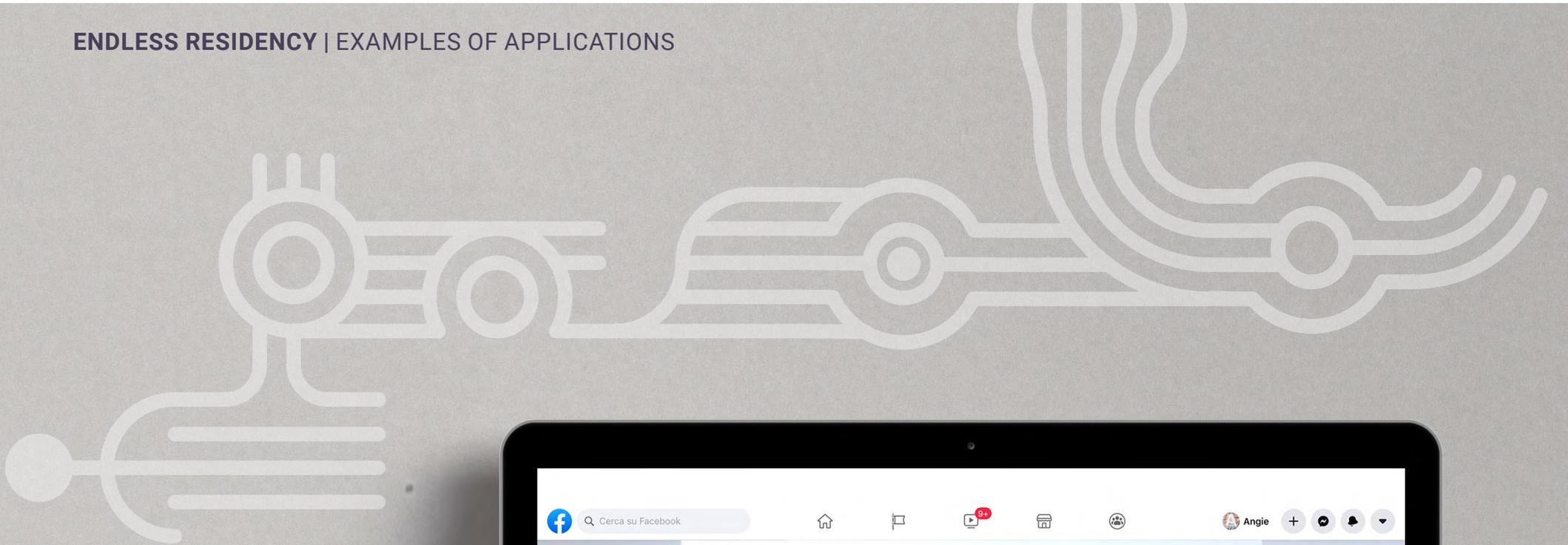


EXAMPLE OF COMPOSITION

ELEMENTS



ENDLESS RESIDENCY | EXAMPLES OF APPLICATIONS



LAMBORGHINI

What have I done | Web app & dashboard

The client | Lamborghini, Italy

Lamborghini is a well-known world brand and manufacturer of luxury sports cars. Lamborghini needs no introduction because it is a brand that exudes competence and attention to detail. (And can I add it was an absolute honour to work for them?)

I was responsible for the design of an internal app for their warehouse for the management of components and a dashboard for the office for the management of suppliers. My job was to define the user experience, flow and design the user interface for both the warehouse app and the office dashboard.

The app includes a log in section that includes scanning with QR code of various elements, the possibility of understanding anomalies in deliveries and possibly managing them.

The Design Thinking methodology was used for this project, guaranteeing a fluid process and very rapid development that always keeps our end user at the center of the design.

Working for an excellence of the Italian market has been stimulating and interesting to understand how each single car is individually designed as a unique work of art, where form follows function and every decision is carefully considered.



CHALLENGES ENCOUNTERED

Creation of an app from scratch to facilitate warehouse workers with a generic brief and the inability to see the warehouse due to Covid-19;

Creation a functional dashboard from scratch for offices that allows maximum integration between warehouse and supplier; Understanding the hidden needs and future problems for two different types of users new to this technology.



WORK DONE

Art direction;
Creation of the flow;
User Experience and User Interface design.



SKILLS & SOFTWARES USED

Ability to manage different levels of complexity of the project to create two interfaces (app and dashboard) communicating with each other in real-time. Programmer management skills at my disposal.
Adobe Illustrator | Adobe Photoshop | Adobe UX | Keynote



DURATION OF THE ENTIRE PROJECT

1 1/2 months for the completion of the entire project

LAMBORGHINI | THE PROCESS

The process for this project was more complex than expected due to the lockdown for Covid-19 which did not allow us at the design stage to see the warehouse or to speak with the end-users of the app and the dashboard. But I am a designer and for every problem, there is always a solution! Just dig in to find a creative solution.

1 1/2 months

COLLECTING MATERIALS & FLOW

This initial phase of the project was very important to better understand the difficulties encountered by the workers who work in the warehouse every day.

The flow of the app was a very complex and intriguing part. This is where you understand how the app will work and what screens will be created. It is at this stage that we begin to understand how the user will interact with the app.

STYLE TILE, APP LAYOUT & DASHBOARD

A very fun part of this project was the creation of the style tile and mood board to make the client understand the look and feel of the app and the dashboard. It was very interesting to base the design on Lamborghini's branding guidelines.

Subsequent to this phase was the actual creation and design of the app screens and the management dashboard. All in all a "simple" phase considering all the preparation work done previously with the style tile!

TRY & ERROR. REPEAT AND DO IT AGAIN!

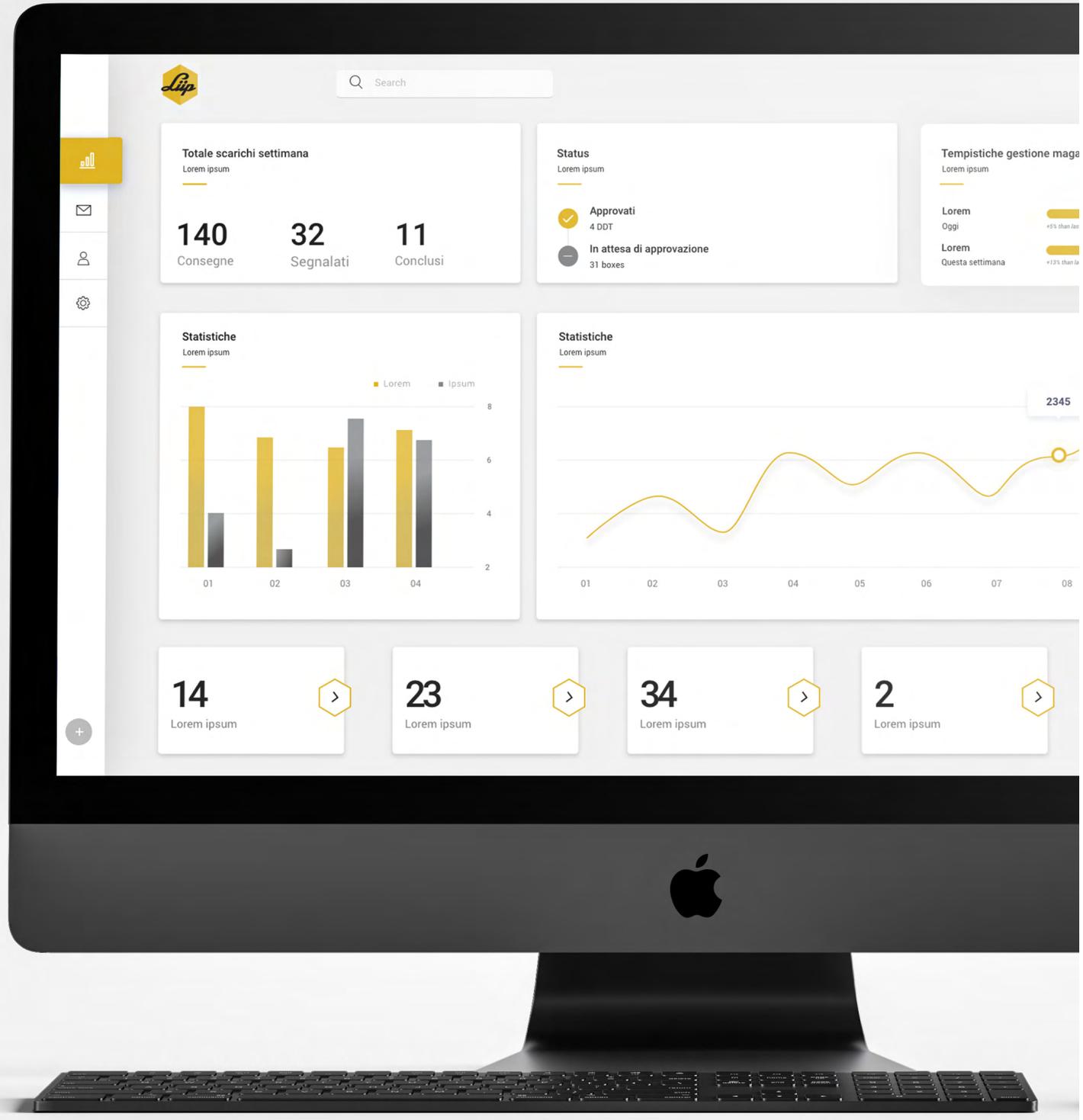
Thanks to constant involvement with the customer, it was possible to create different versions of the app to be tested and perfected at each iteration. With each iteration we learned what worked and what needed to be changed to make the user experience even better.

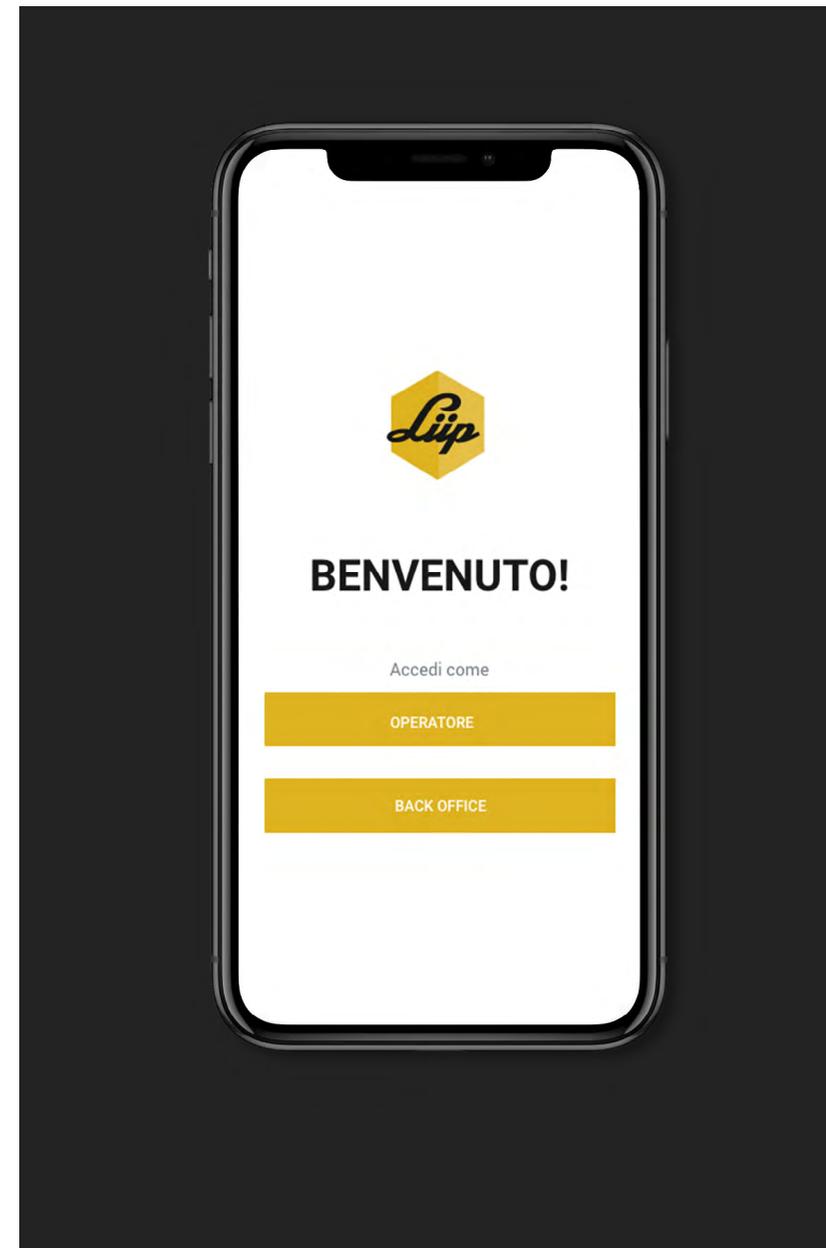
WHAT HAVE WE LEARNT

For the historical moment, we have done everything possible to make up for the impossibility of speaking with the final users. We have tried them all! We realized at the end of the project how much a systematic communication with the customer is fundamental to create a valuable product. Fortunately, the future looks brighter and there will no longer be the need to brainstorm to understand how to understand the user's needs without being able to talk to him! Life is good!

LAMBORGHINI | DASHBOARD

When creating a completely new product for a company, it is necessary to try to predict how this product will be used and what functions may be not expressly requested but desired by our user. The design of the dashboard gave me the opportunity to investigate these features and to build a usage scenario together with the customer. Some of the ideas we tried have been implemented, others have been discarded to be replaced by better ones. I learned that in design there is never anything definitive and that the important thing is always to build from one's mistakes!





It was an amazing team effort!
If you would like to know more about my
approach to this project just ask me!

KELLOGG

What have I done | Website

The client | Biorfarm & Kellogg, Italy

Biorfarm is a start-up connecting local farmers with final customers, allowing the customers to adopt fruit trees, helping the farmers grow and the customers eat well.

Kellogg, famous producer of cereals, is now entering the market with a new range of healthy and environmentally friendly products.

The partnership between the two companies blossomed in a competition to win fruit trees buying some of Kellogg's cereals.

In collaboration with them I have defined a look and feel for the website for the competition making sure the values and brand identity of both the companies were present.

I have also create the illustrations included in the website. The website is completed with a form to claim the tree for the winning contestants.

The added value that I brought to this project was my ability to combine the more decorative side of the illustrations with the more technical side of designing the site layout. In this way, we were able to quickly create a site with a pleasant User Experience and visuals.



CHALLENGES ENCOUNTERED

Being able to link and connect two brand identities in a single project, which spoke the same language.



WORK DONE

Art direction;
UX and UI development;
Structuring of the landing pages;
Development of the structure and layout of the website.



SKILLS & SOFTWARES USED

Ability to synthesize the requests of the two companies to create a shared identity.
Adobe Illustrator | Adobe Photoshop | Adobe Indesign | Sketch |



DURATION OF THE ENTIRE PROJECT

2 months

KELLOGG | THE PROCESS

The process of creating this website for the contest and collecting the winnings was very creative and full of unexpected events! The rules and legislation for the creation of an online game with a contest made us suffer during the design phase, extending production times. But in the end we made it!

2 month

GAME ARCHITECTURE

The first thing we did was to design the game within the contest page for people to win a fruit tree. This first phase was delicate because it was new and full of unexpected events for everyone.

Designing a game suitable for online competition foresee precise rules. We therefore opted for something simple and still fun for users.

WIREFRAME OF THE GAME & WEBSITE

Once we understood the type of game, we moved on to the graphic dressing of the game and simultaneously to the architecture of the site for the collection of the prize.

STYLE TILE & ILLUSTRATIONS

The funniest part for me about this project is definitely creating the illustrations and graphics for the site. The style and color palette was dictated by the branding guidelines of the two companies. Fortunately, the two visual identities allowed for a harmonious medley for both colors and graphic style.

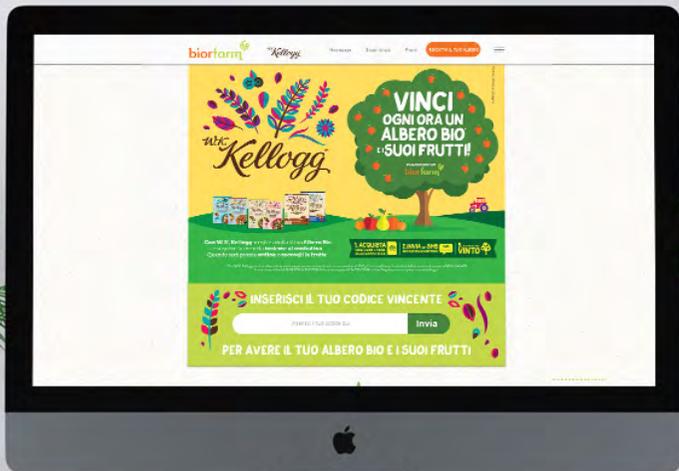
GAME TEST WITH THE USER

Before wrapping up the project, we did a test with some users to understand how they perceived the game and the whole process. This testing phase was not only interesting but also very useful. It is a phase that for a designer can be stressful but it is essential to understand if what has been designed is simple and fun for the end user.

FINAL CHANGES

Yes, the user test went well, but there were some details (actually many!) that needed to be changed. At the end of the changes a second quick user test was done to understand if the process flow was adequate or not. Sometimes a few tricks are enough to make a user experience from mediocre to good. In our case what confused the user was the navigation bar because it was too small.

KELLOGG | WEBSITE



MLDI

What have I done | Annual report, video animation, infographics

The client | MLDI, UK

MLDI (Media Legal Defence Initiative) is an organization based in the UK with a mission to give help and support (both financial and legal) to journalists operating in countries where freedom of speech is at risk.

In collaboration with them I designed the 2017 Annual Report with the infographics and a video animation to explain what the organization does and to create awareness.

Working on different projects for the same company at the same time was complex because there were different interlocutors and different objectives to manage. For this reason, especially with regard to video animation, the mood and style differ from the rest of the material produced.



CHALLENGES ENCOUNTERED

Create different content for the same company at the same time.
Management of different interlocutors for the same project.

WORK DONE

Annual report printed and online version;
Art direction;
Creation of the video animation and illustrations;
Design of the infographics.



SKILLS & SOFTWARES USED

Ability to interface with different figures within the company with different objectives, respecting the required deadline.
Adobe Illustrator | Adobe Photoshop | Adobe Indesign | Keynote



DURATION OF THE ENTIRE PROJECT

3 months



OUR LONG-TERM IMPACT
During the year MLDI carried out a number of evaluation activities to find out, among other things, the impact we have on the partners that we support, and the impact they in turn have in their home countries.

We collected data through different evaluation projects, including analysis of all partner reports received between 2012 and early 2017 as well as one year evaluations of our partners in Ukraine, Uganda and Kenya.

Historically, 75% of our partners were successful in achieving their case targets – our partners in Central Asia and Europe had the highest rates of success in meeting case targets.

Many partners expressed the view that journalists felt more confident writing on controversial stories because our partners were ready to step in and support them if their work became the subject of litigation.

Funding our partners is helping to make the world a safer place.

69% COMBINED SUCCESS
of cases supported under the grants

78% of the so far cost

OUR MEDIA CENTRE PARTNERS

OUR ACTIVITIES IN 2017:
In 2017, we continued to grow our network of partner organisations. We entered into new partnerships with the Foundation for Press Freedom (FPF) in Colombia, a country with one of the highest impunity rates in the world as well as a Ukraine's Human Rights Platform and a new partner in Turkey. We continued to strengthen our existing relationships by providing grants and support to our existing partner organisations such as the Committee for Legal Aid for the Press (India), the Hungarian Civil Liberties Union (Hungary), Media Development Centre (Macedonia), Media Policy Institute (Wikipedia), Organisation for Information (Turkey) and Platform 24 (Turkey). Our partner Kenya Union of Journalists also continued to provide legal defence to cases of journalists and bloggers in the country during 2017 under their 2016 grant.

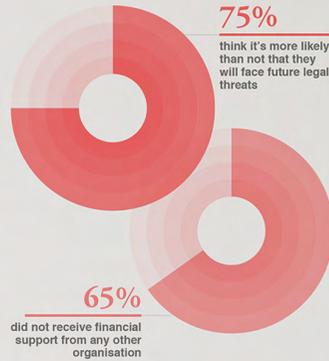
IMPACT
Our partners include:

119 ORGANISATIONS IN 17 COUNTRIES
supported through grants under the grants

175 NEW CASES LITIGATED BY OUR PARTNERS IN 2017

Some of the organisations we supported in 2017 were: the Committee for Legal Aid for the Press (India), the Hungarian Civil Liberties Union (Hungary), Media Development Centre (Macedonia), Media Policy Institute (Wikipedia), Organisation for Information (Turkey) and Platform 24 (Turkey). Our partner Kenya Union of Journalists also continued to provide legal defence to cases of journalists and bloggers in the country during 2017 under their 2016 grant.

Why did you choose MLDI for support with your case?



Many think the biggest legal threats they face are:

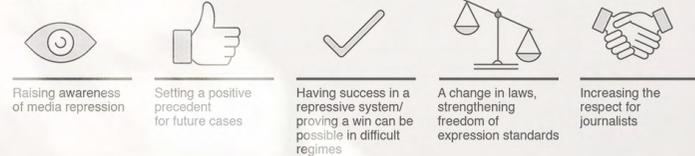


Without MLDI I most likely would have ended up in jail or remained there."

Level of satisfaction



Many think their case has contributed to:



JOURNALIST IMPACT SURVEY: FINDINGS

Cases supported by MLDI



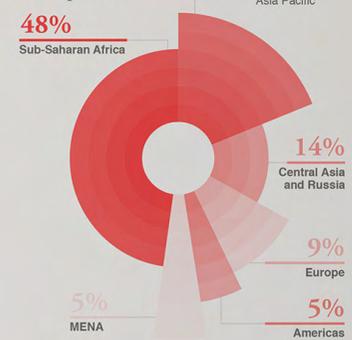
journalists, bloggers and media outlets associated with 56 cases were contacted



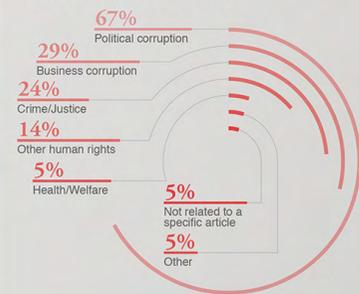
Gender of respondents



Region of respondents



The content of the article, publication or broadcast associated with the case



How many have continued to report since the closure of the case?



UNHCR

What have I done | Newsletter

The client | UNHCR, Italy

The UNHCR is a United Nations agency with the mandate to protect refugees.

In collaboration with them I have made a proposal for the Newsletter restyling. The newsletter “Rifugiati News” is the UNHCR’s magazine dedicated to donors and issued every four months. The aim for restyling of the Newsletter was the transformation from a newsletter/tabloid to a well structured and organized news magazine.

For these reasons different graphic solutions and names were taken in consideration.

The name proposed for the newsletter is OUTSIDER. An outsider is someone who doesn’t fit in or someone who watches a group from afar. An outsider is out of the group. This proposal was designed to be dramatic, journalistic and with a reportage style. The decentralized black and white image reinforces the content of the large and underlined texts, to bring back a tone of urgency and drama.



CHALLENGES ENCOUNTERED

Changing the perspective of viewer on the magazine;
Creating a new look and feel while staying consistent with the brand.

WORK DONE

Art direction;
Naming of the newsletter;
Design and development of all the layout;
Definition of branding elements for the newsletter;
Defining look and feel of final printed material.



SKILLS & SOFTWARES USED

Ability to interface with interlocutors with different cultures in order to arrive at a shared result.
Adobe Illustrator | Adobe Photoshop | Adobe Indesign | Sketch | Keynote | Pages | Miro



DURATION OF THE ENTIRE PROJECT

1 month





OUTSIDER

informiamo le opinioni

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This was a very interesting project. Do you want to know the details? Ask me!

THE SECRET LIVE OF...

What have I done | Infographic
The client | Prostate Cancer, UK

Prostate Cancer UK is a charity working to stop prostate cancer from damaging bodies and lives.

I was contacted by them because they saw some of the work I had done for another UK based charity and wanted to work with me on an infographic.

I started from the logo of the non-profit to develop a visually strong and coherent infographic using a pictogram and the brand's colours and typography.

The Secret Lives of Volunteers is not only a screening of what the volunteers do in their lives and who they are but also communication material to make them feel part of a big, collaborative family.

It is always challenging to work in an ironic way when dealing with sensitive challenges, but I managed to achieve it, remaining informative and respectful.



CHALLENGES ENCOUNTERED

Find an interesting way to represent the data.



WORK DONE

Art direction;
Development of the structure and layout of the infographic;
Project management.



SKILLS & SOFTWARES USED

Ability to summarize and condense the most important data in visual form.
Adobe Illustrator



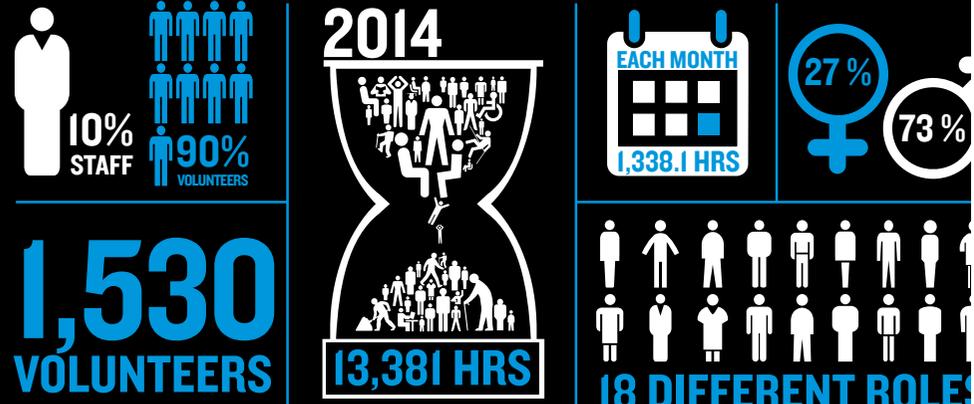
DURATION OF THE ENTIRE PROJECT

2 weeks

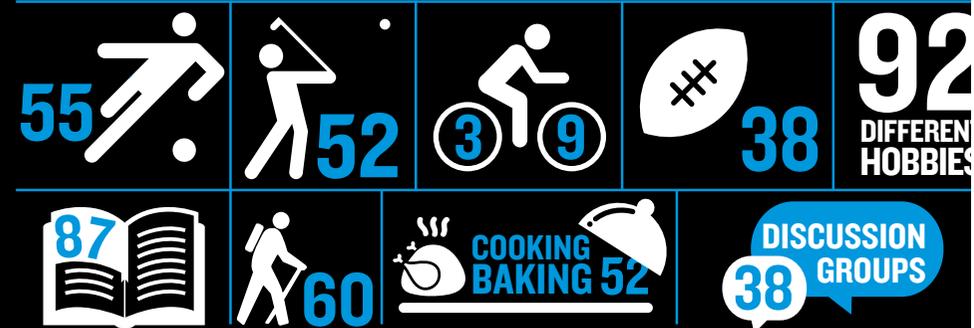


PROSTATE CANCER UK THE SECRET LIVES OF VOLUNTEERS

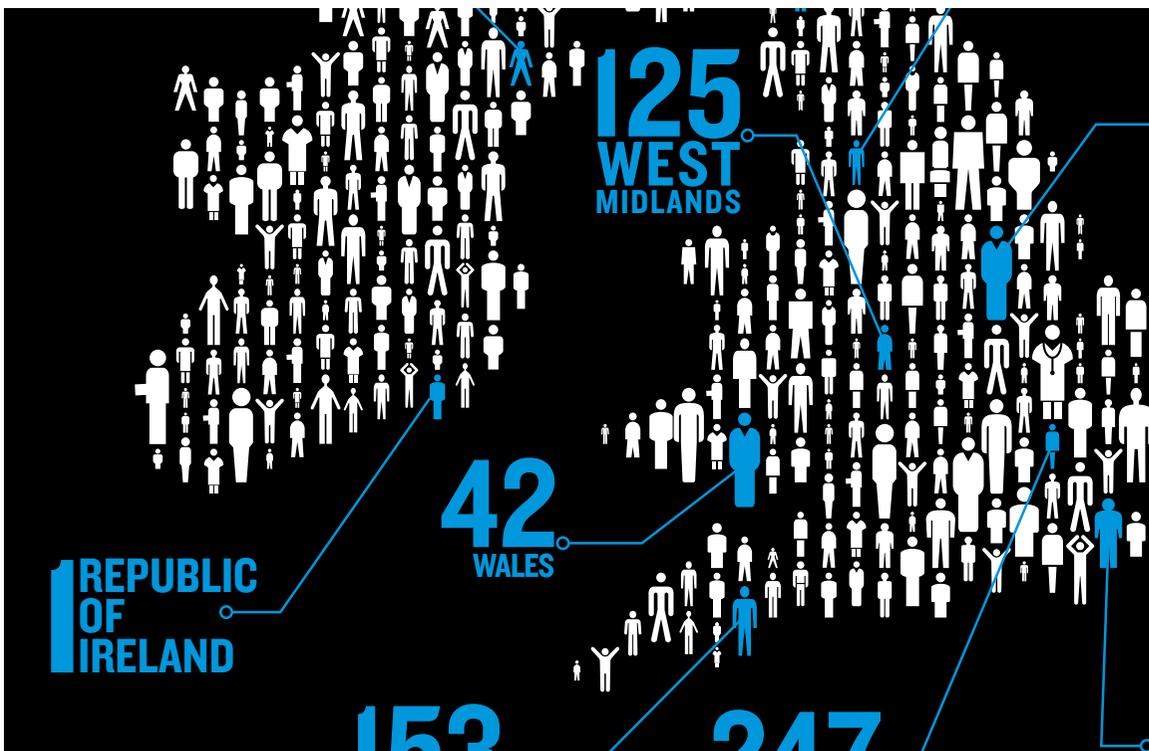
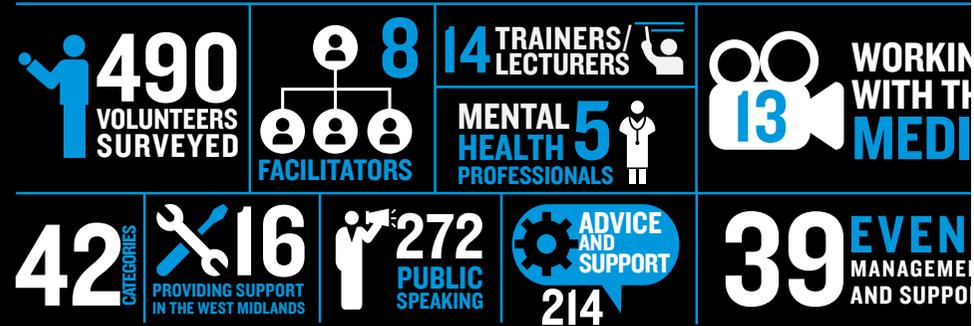
WHO ARE OUR VOLUNTEERS?



SPORTS AND HOBBIES



SKILLS AND INTERESTS



CAREERSHIFTERS

What have I done | Website & communication materials

The client | Careershifters, UK

Careershifters is a UK based company helping bright, motivated people who feel stuck in the wrong career find and move into more fulfilling work.

In collaboration with them I am following all the online materials and multiple landing pages to promote their activities. From wireframe to the User Interface design to the newsletter.

The collaboration I have with Careershifter is continuous and is based on the Agile methodology, so you continue to check with the client to always be aligned on objectives and outcomes.

Working for an organization like this, in the making and expanding, means knowing how to build something different every day while being true to their branding guidelines.

Recently designed, the new graphic design of the brand was a project that kept us busy for months, not only for the part of the site but also for the implementation of all the social pages, the documents for the workshops, etc.



CHALLENGES ENCOUNTERED

Ongoing collaboration means always keeping in mind what the shared objectives are;
Coordination with an international team located in different parts of the world.



WORK DONE

Art direction;
UX and UI development;
Structuring of the landing pages;
Development of the structure and layout of the website.



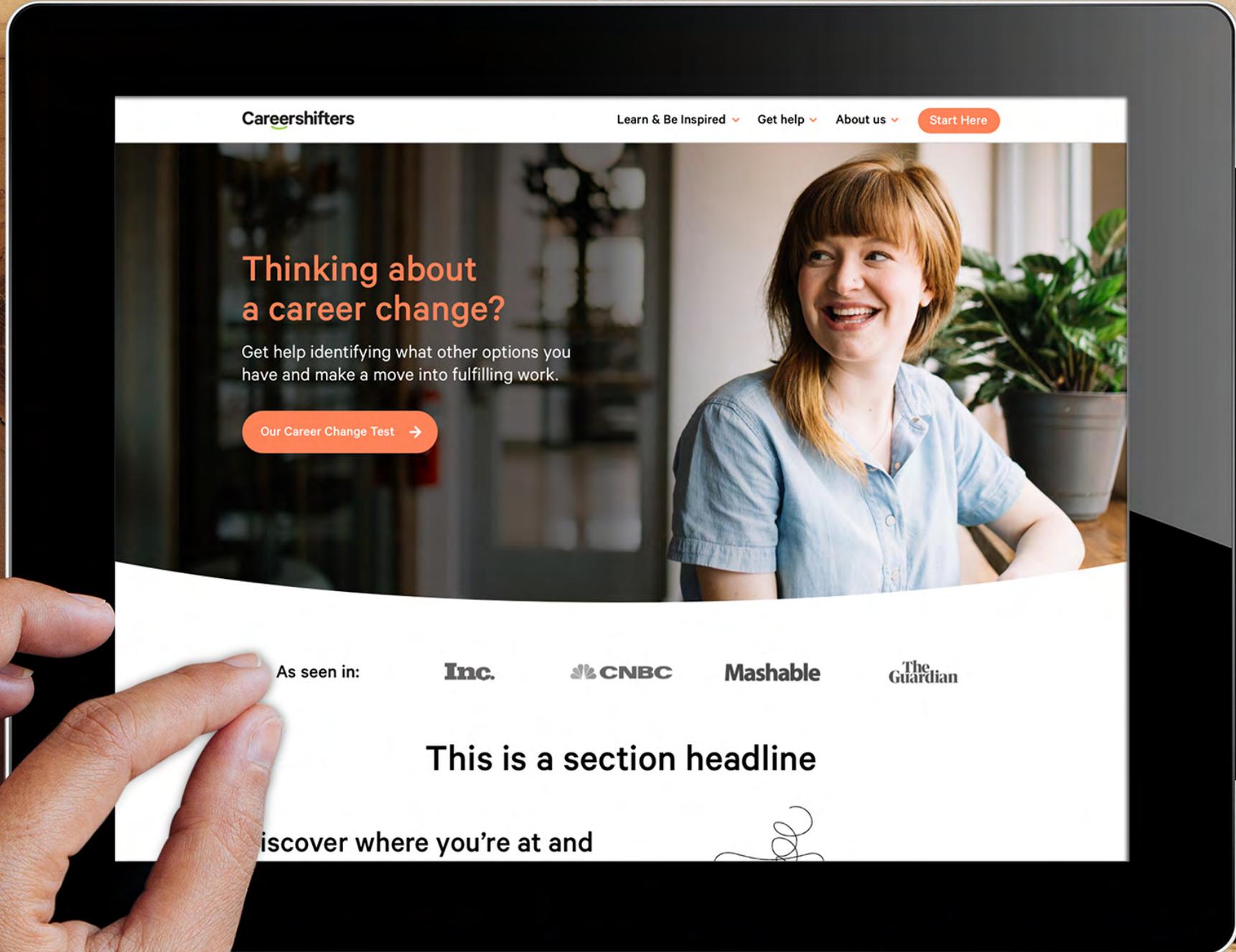
SKILLS & SOFTWARES USED

Ability to interface with interlocutors with different cultures in order to arrive at a shared result.
Adobe Illustrator | Adobe Photoshop | Adobe Indesign | Sketch | Keynote | Pages | Miro



DURATION OF THE ENTIRE PROJECT

Ongoing



Careershifters

Learn & Be Inspired

Get help

About us

Start Here

Thinking about a career change?

Get help identifying what other options you have and make a move into fulfilling work.

Our Career Change Test →

As seen in:

Inc.

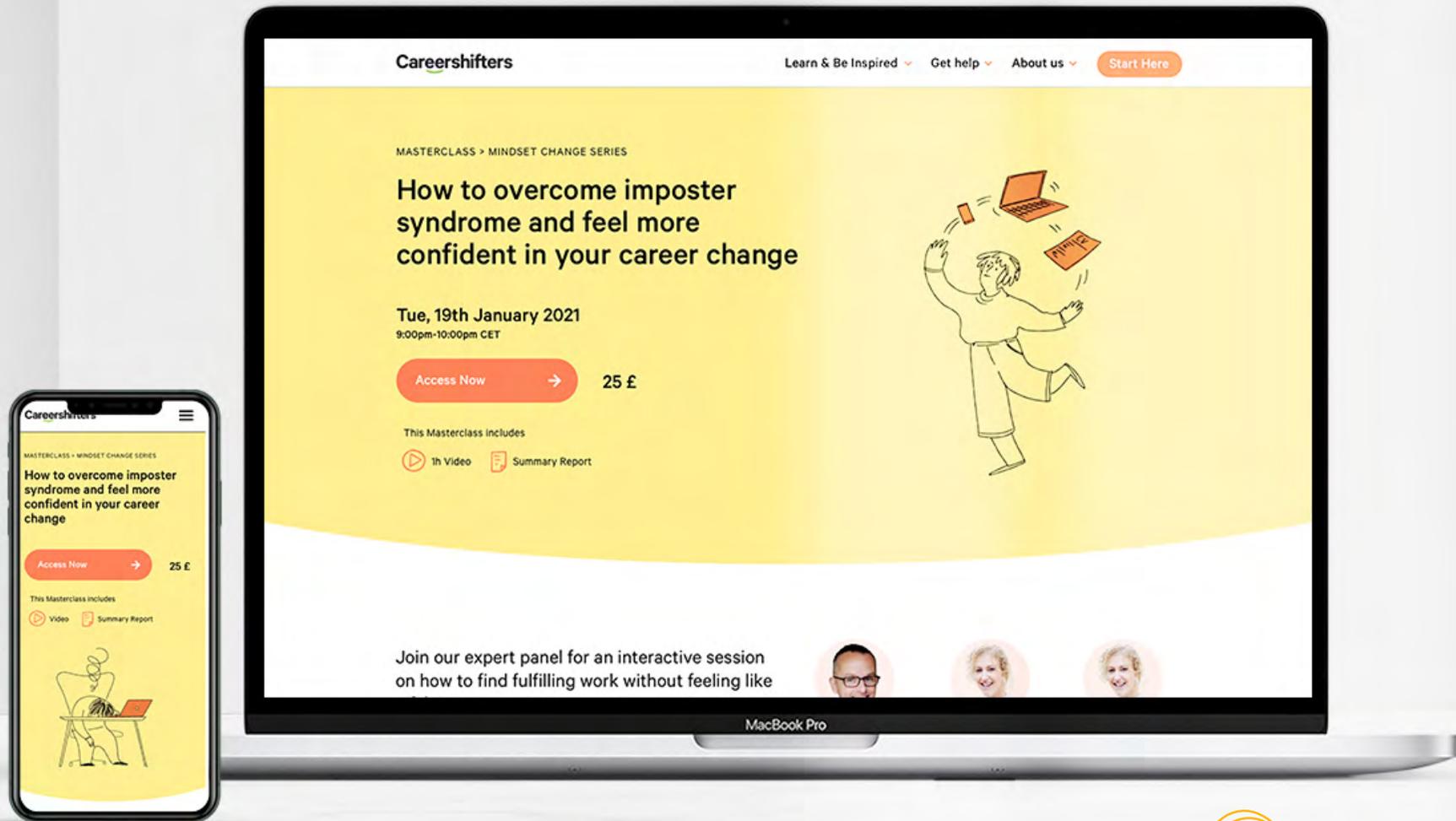
CNBC

Mashable

The Guardian

This is a section headline

discover where you're at and



Yes, I also have regular collaborations with international organizations and not just project-based work. Are you intrigued by how you carry out these collaborations remotely? Ask for more!

**It's the end for now!
I'm glad you liked it so much
that you made it to here!**

doodle.

angie@atelierdoodle.com

www.atelierdoodle.com



I LIKE YOU!

You are curious and you wanted to see what was beyond the last page of my presentation. For this, as a gift, I will give you the link to an extra secret content:

my latest video animation!

CLICK HERE

But keep it for yourself:
only curious monkeys
like you can see it!