



CREATIVE  
DESIGN

# PORT **FOLIO**

ALBERTO  
SCARPELLINI

Selected Works

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# BRAND Design

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Every project I take on begins with understanding my clients. I dive deep into what makes one brand unique, its goals, its audience. From there, I blend creativity with strategy to turn those ideas into compelling designs that help brands tell their stories. Whether it is crafting a logo that captures the essence of a brand or creating eye-catching marketing materials, I deliver designs that not only look good but also work hard for my clients.



## Cocoa Identity

<b>Made for</b>	: CocoaFrog Srl
<b>Type</b>	: Print, Digital
<b>Softwares</b>	: Illustrator, Photoshop
<b>Material</b>	: Paper
<b>Role</b>	: Creative Designer

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I developed a fresh and engaging brand identity for Cocoa Frog Communication Agency, inspired by the cocoa frog—a newly discovered species in Brazil. The branding evokes themes of discovery and opportunity. Instead of using the largely used frog as a direct symbol, I featured the cocoa broad bean. This choice reflects the depth and richness of communication. It symbolizes the essence of the agency – offering a full-bodied experience and fresh perspectives. The colour palette is inspired by the cocoa broad bean – rich browns, deep chocolates, and subtle golds. These colours convey a sense of warmth and trustworthiness. A modern, elegant and minimalistic typeface complements the richness of the cocoa bean. It enhances readability while reflecting the agency’s innovative and sophisticated approach.

COCOAFROC S.r.l.s  
Via Canina Lattoriana, 12  
41010 - Cap. 24121  
35005428  
2927939  
@cocoafrog.it  
@legalmil.it  
7430164  
0001.w

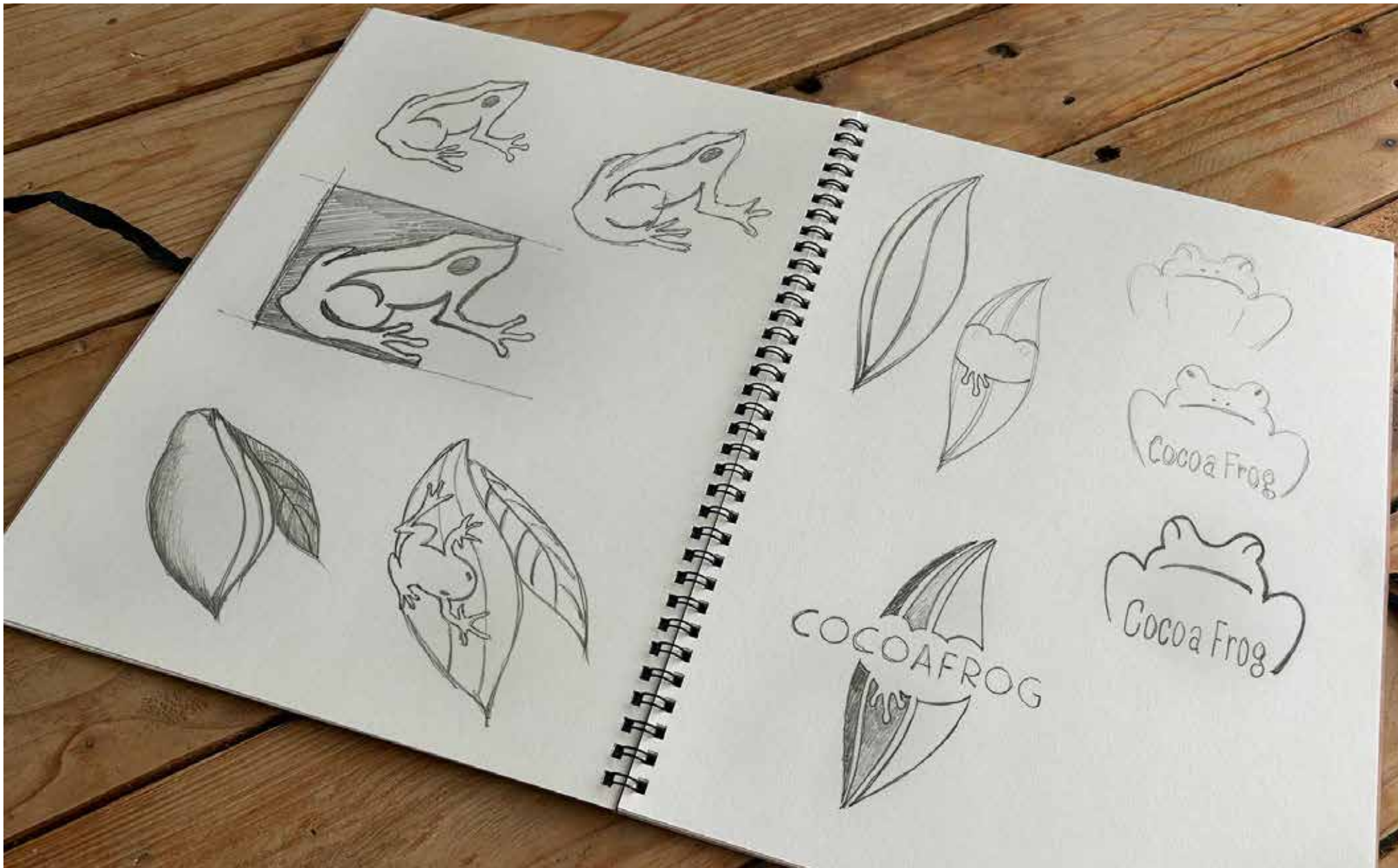


Via Canina Lattoriana, 12 • BERGAMO - Cap. 24121



COMMUNICATION DESIGN

giuseppe carbone  
color@giuseppecarbone.it









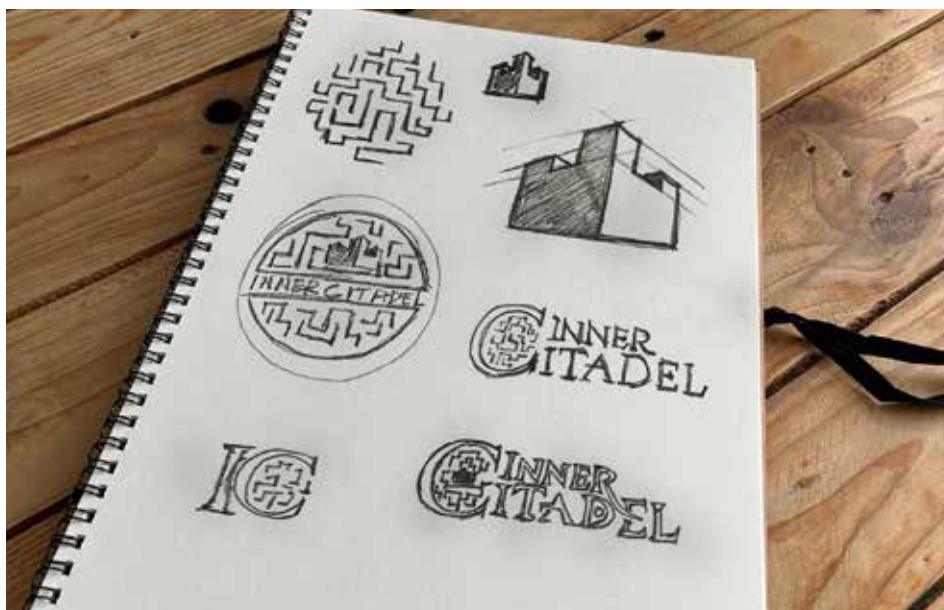
## Inner Identity

<b>Made for</b>	: Inner Citadel Ltd
<b>Type</b>	: Digital, Print
<b>Softwares</b>	: Illustrator, InDesign, Photoshop
<b>Role</b>	: Creative Designer

The branding symbolizes both the complexity of the mind and the transformative journey towards inner clarity. The labyrinth represents both the complexity of psychological exploration and the quest for reaching one's inner core. It embodies the idea of navigating through challenges to uncover profound understanding and healing.

Purple is the primary colour, chosen for its associations with wisdom, reflection, and transformation. This rich and calming hue will convey depth and professionalism while also creating a serene, inviting atmosphere.

The branding evokes a sense of expertise, calm, and guidance, appealing to clients seeking advanced psychological support and professionals pursuing development. It should communicate both the depth of psychological insight and the supportive, educational nature of the centre's services.



## COURSE DETAILS

The course provides about 135 hours of learning in total and is divided into three modules summarised below. Please note there is an 80% minimum attendance requirement when sitting a person. Students might be invited to complete some extra tasks to keep up with the rest of the group.

### MODULES

#### 1. Foundation in Counselling Skills

Students will learn foundational counselling skills including therapeutic presence, listening, empathic reflection, assessing clients' preferences, alliance building, working through alliance ruptures, and sitting with painful affect. Assessment: a video recorded role-play with reflective commentary (1,500 words).

#### 2. An Introduction to Integrative Psychotherapy Theory

Students will be introduced to some of the major theoretical orientations and will be encouraged to reflect on similarities and differences across approaches. They will also learn the key concepts informing psychotherapy integration, while reflecting on their own personal theories on how people change. By actively engaging with the course material, students will develop an informed perspective on how therapy works. Assessment: 3,500-word essay.

#### 3. Self in Process

This module will offer opportunities for self-discovery by a contemplative engagement with philosophy, literature, and the arts. Working with metaphor and imagination, students will be invited to expand their self-awareness and share their insights within the group. Moreover, yoga and meditation practices will be introduced to support ongoing presence and bodily awareness. Assessment: 2,000-word personal process report and creative group presentation.

## ASSESSMENT

Students are assessed by their Critical staff.

Students will also be given feedback on their participation and self-awareness, to further develop their personal readiness for future trainings.



## TEACHING PHILOSOPHY

We believe teaching should be a transformative practice that challenges more established ways of seeing, supporting learners in exploring novel perspectives and integrating new insights into their way of being in the world.

Being mindful of our power as tutors, we try to use it to give voice not only to underrepresented students, but also to underrepresented ideas, challenging mainstream assumptions in the field of counselling and psychotherapy. Diversity is not discussed as part of a dedicated session, in a didactic way, but interweaves throughout our teaching.

### Course Leader



**DR. TANYA LECCHI**  
BA HONS PSYCHOLOGY, MSc  
COUNSELLING AND PSYCHOLOGY  
DEGREE

Tanya is a BPS Chartered Psychologist, Registered Counselling and Clinical Psychologist (HCPC), Relational Psychotherapist, Mindfulness Teacher, and Senior Research Fellow.

She has extensive training in a range of approaches to therapeutic work, with a focus on psychodynamic approaches and relational models. She has 15 years of experience in providing psychological assessment and treatment to adults, families, children and young people in different care settings, including the hospital environment and private practice.

Tanya is a lecturer on the DPsych at City, University of London, and a senior research fellow and a senior research fellow within the Child Attachment and Psychological Therapies Research Unit (CAPTRU) at the Anna Freud Centre. Tanya has designed this introductory course to show her passion for and expertise in psychotherapy and is excited to bring it to life together with the following team.

### Testimonials

"When Tanya teaches, she really has an excellent and relationally aware way of being together with a deep theoretical and creative knowledge of psychotherapeutic theory. Above all you feel seen, validated and encouraged to learn."

**Tobias**  
In-Training Psychoanalyst  
Edinburgh Institute for Family

"I had the pleasure of having Tanya as my main tutor during a year of my doctoral training. She displays a rare combination of outstanding academic knowledge with the highest communication skills, including to learners outside and years of professional practice."

**Alexandra**  
In-Training Psychoanalyst  
Edinburgh Institute for Family



# FOUNDATION COURSE IN INTEGRATIVE PSYCHOTHERAPY

AN OPEN-ACCESS COURSE FOR ANYONE INTERESTED IN AN EXPERIENTIAL EXPLORATION OF THE THEORY AND PRACTICE OF PSYCHOTHERAPY

INSTITUTE FOR INTEGRATIVE PSYCHOTHERAPY

## La Dolce Vita Identity

<b>Made for</b>	: La Dolce Vita Hotel
<b>Type</b>	: Print, Digital
<b>Softwares</b>	: Illustrator, Photoshop
<b>Material</b>	: Paper
<b>Role</b>	: Creative Designer

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Inspired by a world where the allure of Italian glamour meets the vibrant pulse of the 1960s.

For "La Dolce Vita," I crafted a brand that dances to the rhythm of Fellini's iconic comedy-drama, capturing the whimsical and sophisticated spirit of the era.

I envisioned an escape into the golden age of Italian cinema, where the screen's magic comes to life in every corner. The design should radiate the playful elegance and cinematic grandeur that define Fellini's universe, bringing a touch of vintage sophistication to modern luxury.

The colour palette is a fusion of green and black. The green embodies the lush, lively essence of the era, while black adds a timeless elegance, creating a contrast that feels both luxurious and classic. The font is supposed to evoke the 1960s—elegant yet eccentric, capturing the era's charm with a playful twist that hints at drama. The imagery evokes glamorous dynamic visuals, abstract shapes, bold patterns reminiscent of a bygone era.







# LOGO Design

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A logo should do more than look good. It needs to capture the brand's essence, resonate with the brand's audience, and stand out in a crowded market. I approach every project with this in mind, combining strategic thinking with creative flair. Each logo I create is tailored specifically to my clients' brand personality. I research their industry, competitors, and audience to ensure the logo is not only unique but also relevant and powerful. Trends come and go, but a strong logo endures.

I focus on clean, versatile designs that look great today and will continue to do so for years to come. To do so, I start by understanding the essence of my client's brand. With a clear direction, I explore multiple design concepts, focusing on how each option aligns with a brand's story and future vision. Together with the client I fine-tune the chosen concept. Feedback is key, and I am here to collaborate every step of the way. Finally, I deliver the logo in all the formats you need, along with brand guidelines to ensure consistent use across all media.

## Surf and Study

<b>Made for</b>	: Surf Language
<b>Type</b>	: Digital, Print
<b>Softwares</b>	: Illustrator, Photoshop
<b>Role</b>	: Creative Designer

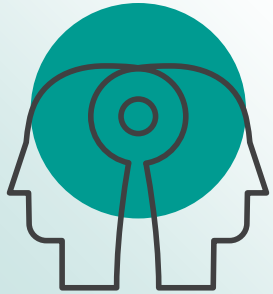
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From the design brief, it was clear that the brand needed a vintage-inspired identity that resonated with its core audience: primarily young, adventurous students.

The goal was to create a symbol that not only captured the essence of the company but also blended the spirit of surfing with the pursuit of education, embodying both in a design that stands out and speaks to their lifestyle and values.

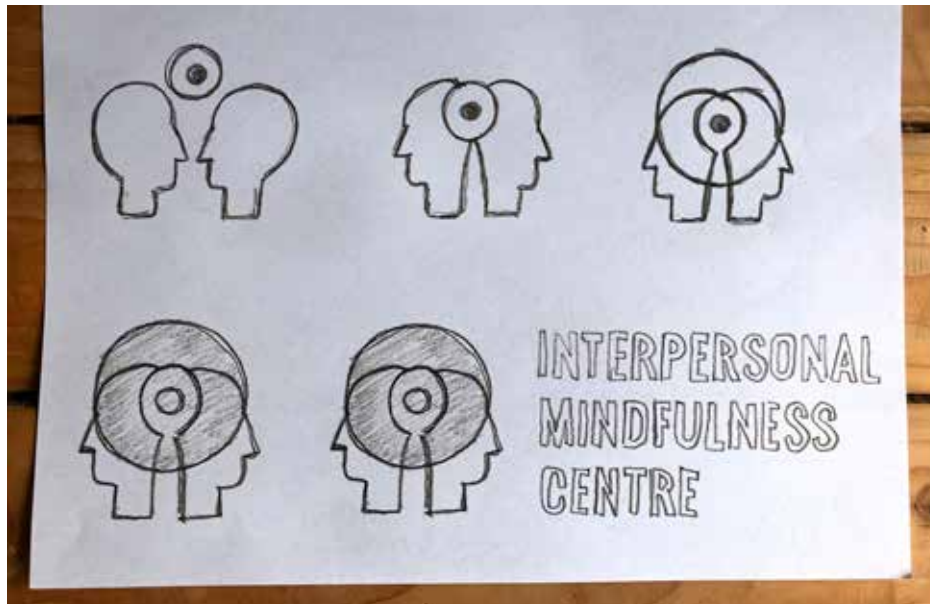






# INTERPERSONAL MINDFULNESS CENTRE

17



## Mindful Minds

<b>Made for</b>	: Interpersonal Mindfulness Centre
<b>Type</b>	: Digital
<b>Softwares</b>	: Illustrator, Photoshop
<b>Role</b>	: Creative Designer

The founder sought a minimalist, mindfulness-inspired design that was both distinctive and eye-catching in a competitive market. Through discussions with the clients and an understanding of the target audience, it became evident that we needed a clean yet iconic brand aesthetic.

I created a logo that combined a distinctive symbol with a bold wordmark to achieve this. Experimenting with various brain and head motifs, I paired them with sharp, clean lines for the logo symbol and chose a striking sans-serif font for the logotype. The choice of a simple teal and white colour palette evokes a sense of health and relaxation, perfectly aligning with the brand's ethos.



## Experience Day

**Made for** : University of Northampton  
**Softwares** : Illustrator, Photoshop  
**Role** : Lead Designer

The Experience Day logo encapsulates the essence of a "special day," with design elements that evoke a sense of celebration, uniqueness, and memorable experiences for all participants.



## Employment Promise

**Made for** : University of Northampton  
**Softwares** : Illustrator, Photoshop  
**Role** : Lead Designer

This logo highlights the university's pioneering spirit, symbolizing its commitment to being the first to guarantee students a secure path to their future with a paid internship if they cannot secure a job after graduation.



## People Awards

**Made for** : University of Northampton  
**Softwares** : Illustrator, Photoshop  
**Role** : Lead Designer

The logo I designed for the People Award draws inspiration from the prestigious Academy Award, featuring elegant and iconic elements that convey a sense of honor, recognition, and distinction.

# UX/UI Design

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Great design is about solving problems. It's not just about how something looks, but how it works. I believe in a user-centred approach, where every design decision is driven by understanding users' needs, behaviours, and motivations. The result are engaging interfaces that make technology feel effortless. I create user journeys that are logical and smooth. From wireframes to prototypes, every interaction must be meaningful. I combine functionality with aesthetics to create interfaces that are not just easy to use but also pleasing to look at. However, research and usability testing are key to validating designs.

The starting point is always understanding the client's goals and users' needs. I dig deep into user personas, pain points, and motivations to lay the foundation for a user-centred design. I sketch user flows that map out the user journey, focusing on functionality and user experience before moving into visual design. With a clear plan in place, I bring the wireframes to life with compelling visuals and prototypes, ensuring every element is aligned with the client's brand and optimised for user engagement. Finally, I conduct usability testing and gather feedback to refine and perfect the design, making sure it meets the needs of users and business goals.

## Public Website

**Made for** : University of Northampton  
**Type** : Digital, Print  
**Softwares** : Illustrator, Photoshop, Figma, XD  
**Role** : Lead Designer

[www.northampton.ac.uk](http://www.northampton.ac.uk)

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UON entrusted me with the challenge of rebranding their public website to align with their updated corporate identity. They needed more than just a fresh look—they wanted a complete overhaul to address an outdated design, improve conversion rates, and resolve user journey issues, among other concerns.

The outcome was a fully reimagined website that transformed how students engage with the platform. The revamped site features a sleek, modern interface, a visually appealing aesthetic, and a new layout optimized for user experience. By integrating SEO best practices, the redesign not only enhanced the site's usability but also drove significant improvements in user engagement, as reflected in monthly, quarterly, and yearly metrics.





**OPEN DAY**  
Saturday 20 January



**Bags of potential.**

Book your place

### FIND YOUR COURSE

Enter course title or key word



Most Popular: [Business](#) [Biological Science](#) [Computer Science](#) [Engineering](#) [Law](#) [Nursing](#) [Psychology](#)

ENT

**SOCIAL IMPACT IS OUR PURPOSE**

University of Northampton

HOME | STUDENT LIFE | RESEARCH | COMMUNITY | ABOUT US

Home | Staff

OPEN DAY  
Saturday 20 January

Back your plans

**Bags of potential.**

UO

**FIND YOUR COURSE**

Enter course title or key word

See Programmes | Business | Health & Social Care | Computer Science | Engineering | Law | Health | Learning

**HELLO DIFFERENT**

**SOCIAL IMPACT IS OUR PURPOSE**

Social impact means addressing challenges with confidence and making positive contributions to everyone there, which is why our projects create a better society through our students, our research, and our engagement with the wider world. Our social impact reaches beyond Northampton to enhance lives, communities and businesses for the better. Find out more about how our strategy is supporting, inspiring, creating opportunities and delivering impact.

Ask a Student | Open Days | Employment Promise

**MAKE IT COUNT**

**STUDY AT NORTHAMPTON**

UNDERGRADUATE STUDY

POSTGRADUATE STUDY

INTERNATIONAL STUDY

University of Northampton

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Home | Staff

**Fine Art BA (Hons)**

KEY FACTS

**UKFE Code:** 48-20-06  
See www.ukfe.ac.uk

**Level:** Undergraduate

**Duration:** Full Time: 3 years  
Full Time Foundation: 4 years  
Part Time: 5-8 years

**Rating:** Excellent

**Entry Requirements:** BTEC in a related field or A-levels

**Fees for 2025:** Full Time: £2,200  
Full Time: £2,200 per year (incl. Northampton Foundation Year: £3,000)

**Fees International 2025:** Full Time: £7,200  
International Foundation Year: £75,200

**Location:** Deanshott Road (Northampton)

**Get in touch**

For questions regarding study and admissions please contact us.

**UK STUDENTS ENQUIRED:** [enquiries@northampton.ac.uk](mailto:enquiries@northampton.ac.uk)  
01603 861272

**INTERNATIONAL STUDENTS ENQUIRED:** [www.northampton.ac.uk](http://www.northampton.ac.uk)  
+44 (0)1603 861272

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Apply Now | Open Days

**OVERVIEW**

Our BA Fine Art degree gives you the chance to explore contemporary approaches to fine art across a range of disciplines, making use of our excellent resources for printmaking, sculpture, installation, photography, video and digital art.

You will be part of a diverse group of students, each of whom bring their own unique experiences and interests to the fine art course, making our supportive studio environment an ideal place to find your own artistic voice.

In our fine art modules, you will gain experience and confidence with various media and concepts, and start to discover your own personal goals to which you will then build upon over the next two years. Throughout your fine art degree, we will support your journey with tutorials, seminars, study visits and opportunities to participate in live projects, competitions and exhibitions.

Our BA Fine Art degree gives you the chance to explore contemporary approaches to fine art across a range of disciplines, making use of our excellent resources for printmaking, sculpture, installation, photography, video and digital art.

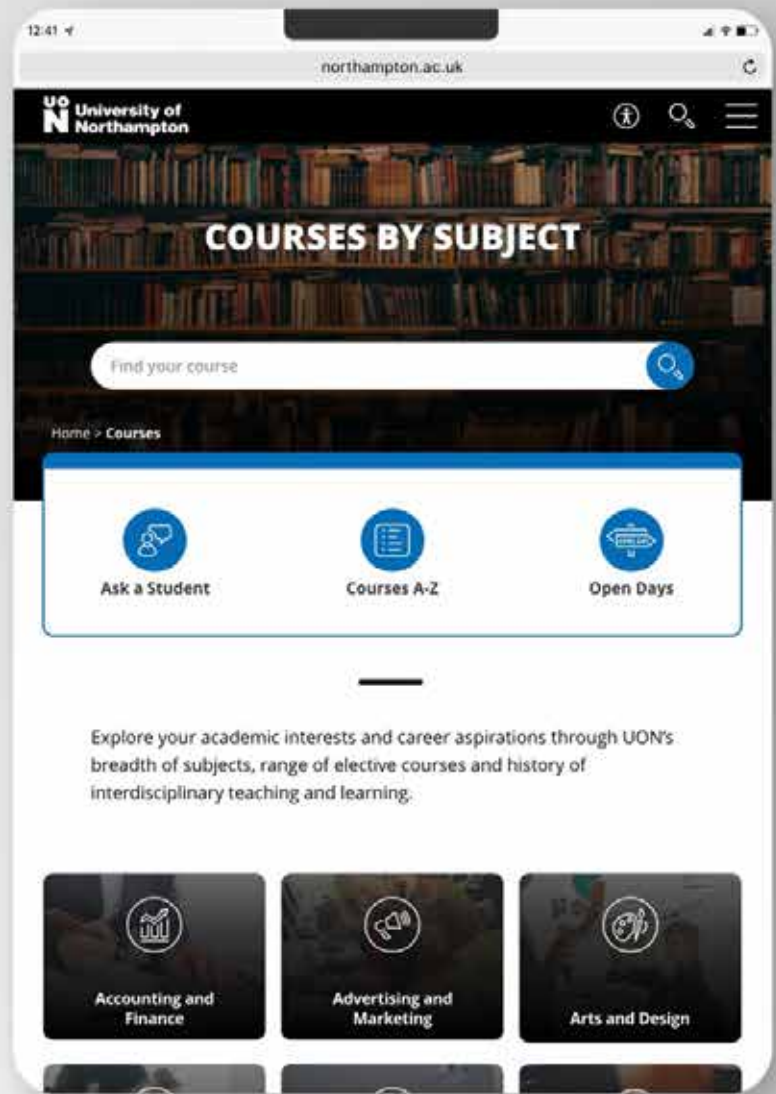
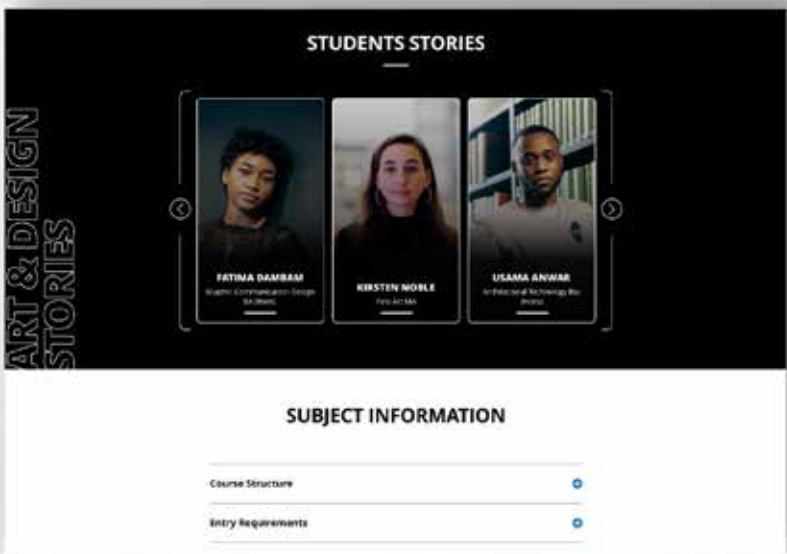
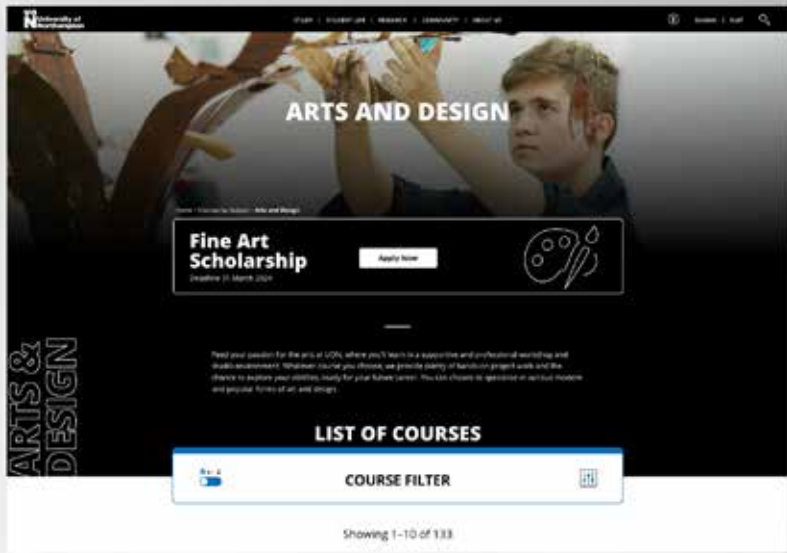
**HIGHLIGHTS**

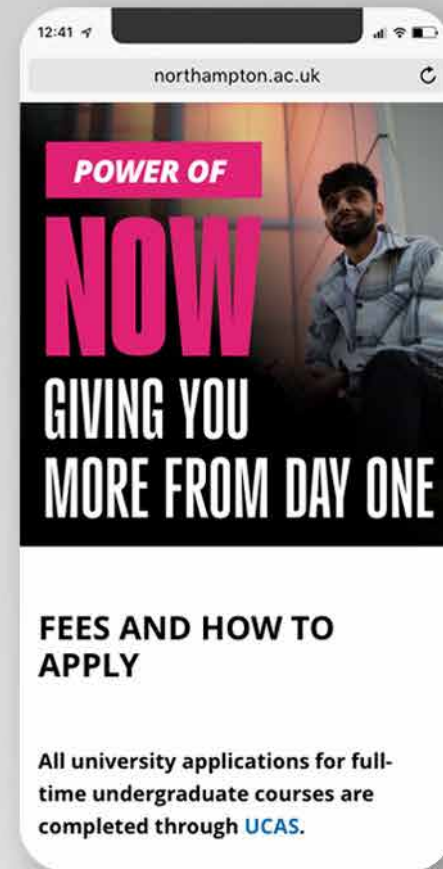
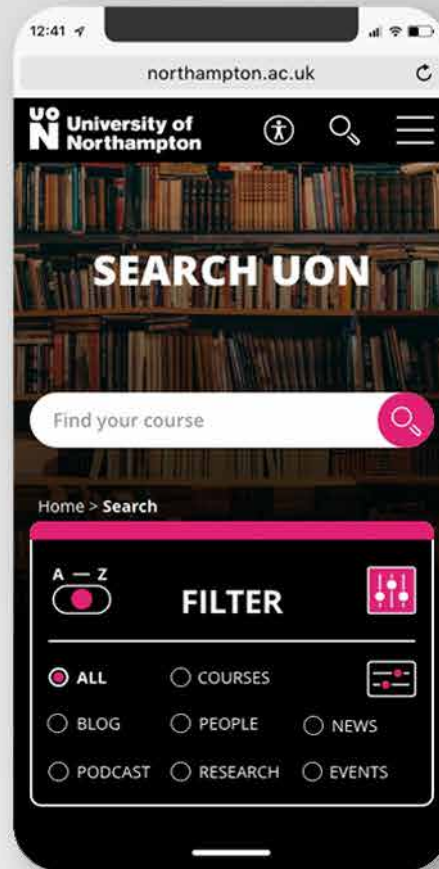
- Access to comprehensive specialist resources and technical instruction and support.
- Research into the broader context of contemporary art practice and theoretical debates.
- International study trips, typically to the European region and/or long-haul destinations.

**Opportunities Abroad**

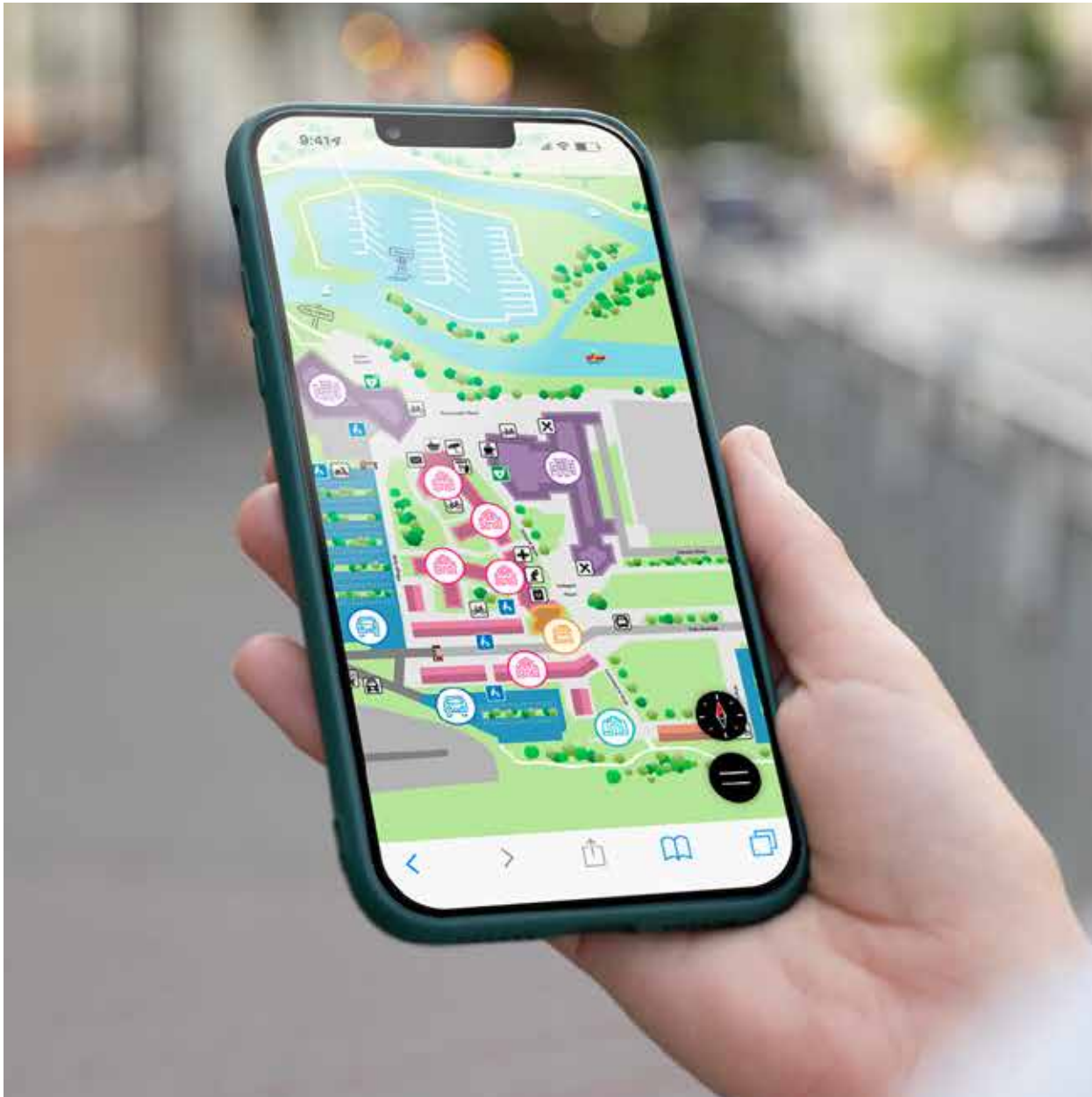
The course includes exchange or international study which have included destinations such as France, Italy, Spain, India and the USA. Costs for study visits vary but are always competitive. UK trips are typically cost £1000. European international travel arrangements cost in the region of £200-400 with a long haul trip such as Mexico, Canada or the region of £800-900. Some students have funded all this further through fundraising activities that relate to the programme you wish to study.

**COURSE FEATURES**









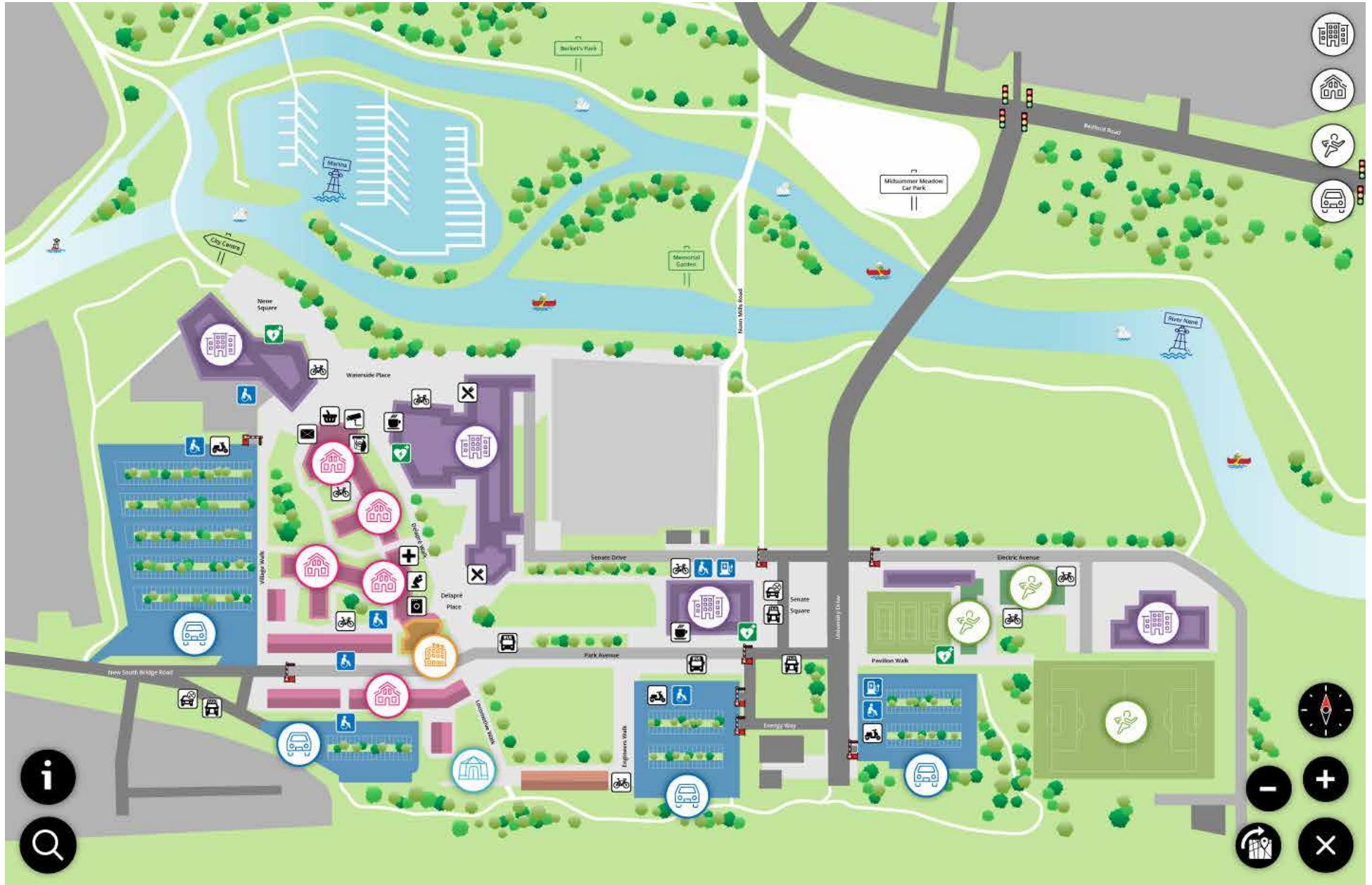
## Interactive Campus Map

<b>Made for</b>	: University of Northampton
<b>Type</b>	: Digital
<b>Softwares</b>	: Illustrator, Photoshop, Sketch, XD
<b>Role</b>	: Lead Designer

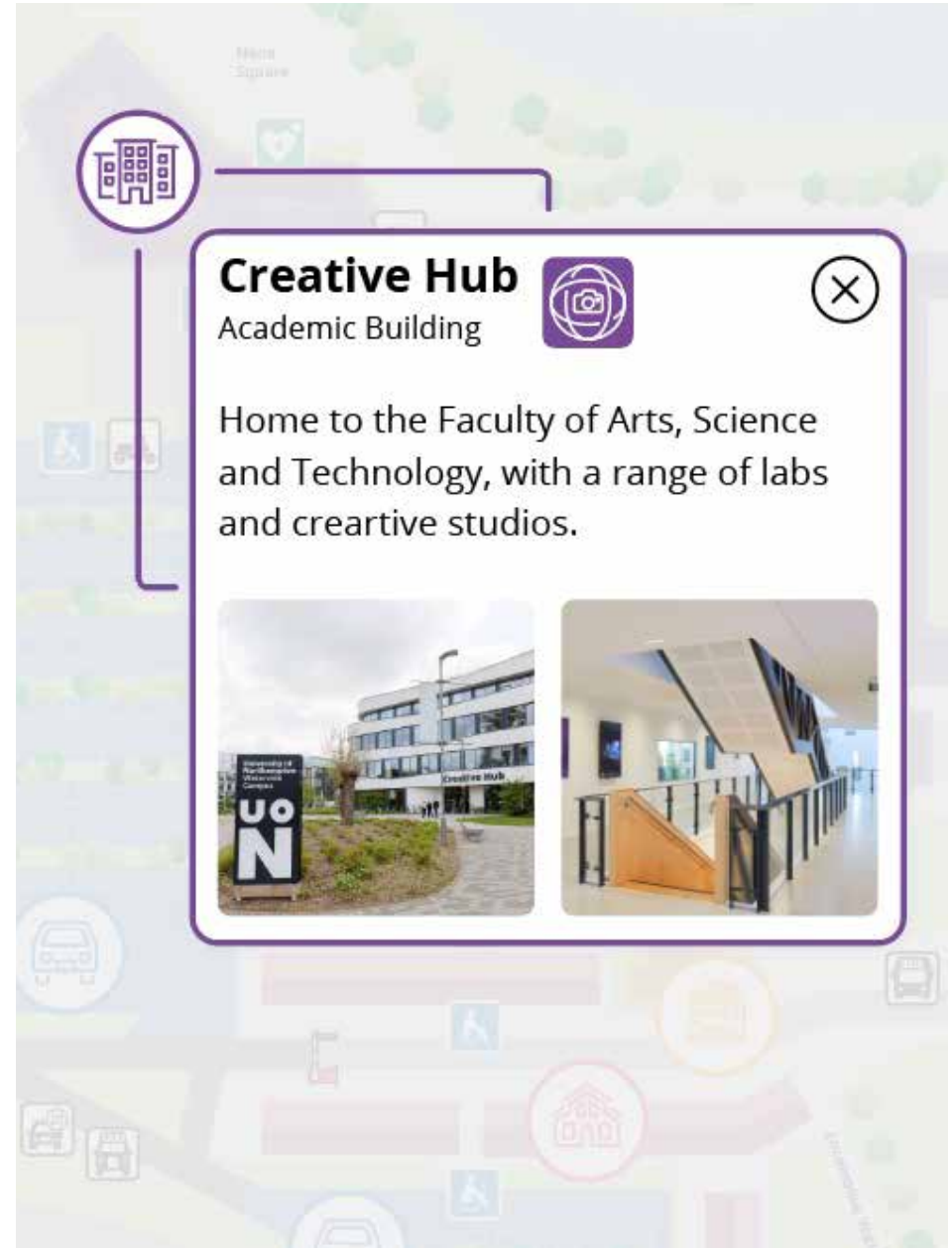
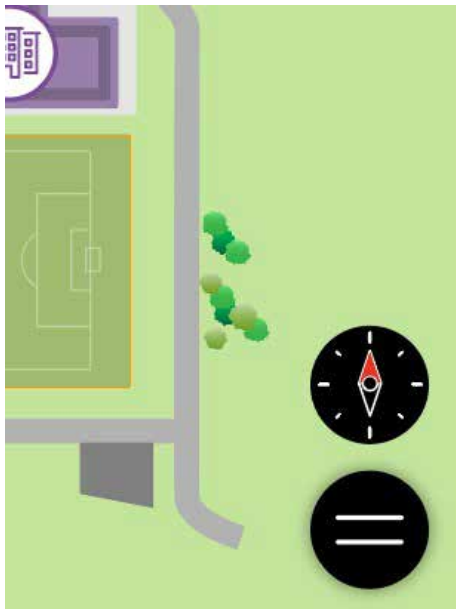
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I was tasked with boosting customer engagement during open days by highlighting the significance of UON's new campus. To achieve this, I crafted a one-of-a-kind solution in the university sector: a web-based interactive campus map. This innovative tool not only guides prospective students through the campus but also enhances their exploration during open days. The map features a sleek, flat design that seamlessly incorporates UON's brand colours, with UI elements that perfectly align with the university's public website. The result is a cohesive, engaging experience that sets a new standard for campus tours.











## M.E.S.C.

<b>Made for</b>	: Catholic University of Sacred Heart - Italy
<b>Type</b>	: App
<b>Softwares</b>	: Illustrator, Photoshop
<b>Role</b>	: Lead Designer

M.E.S.C. (Mindfulness Experience Sampling for Children) is an innovative mobile application designed to monitor and support children's feelings, emotions, and thoughts throughout the day. The primary objective of this app is to enhance children's emotional awareness and overall wellbeing by providing a safe, engaging, and user-friendly platform tailored specifically to young users. The app features a child-friendly design, with vibrant colours, a simple and intuitive design, and interactive elements that are visually appealing and easy to navigate for children of various ages. The interface focuses on simplicity and accessibility. To help children be open and log their feelings, M.E.S.C. became a fictional character that implements a narrative approach to keep children engaged.



# ADVERTISEMENT Design

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Good advertising is about telling a story. I help craft narratives that connect with audiences on a deeper level, creating emotional engagement that drives action. The initial approach is like that of creating a brand identity or designing a logo. However, the most important part is understanding the message and therefore the most powerful way to deliver it.

I brainstorm and sketch out multiple ad concepts. Then, following client feedback, I bring it to life with bold visuals, compelling copy, and strategic layouts that guide the viewer's eye and drive them to act. Advertising is as much science as it is art. I test designs across different platforms and refine them based on performance data to ensure they hit the mark every time.



## Adv Campaign

<b>Made for</b>	: McCain Food - Italy
<b>Type</b>	: Digital, Print
<b>Softwares</b>	: Illustrator, Photoshop
<b>Material</b>	: Paper, Vinyl
<b>Role</b>	: Creative Designer

For McCain Foods Italy, I was entrusted with the comprehensive design of a broad spectrum advertising campaigns set to launch across multiple platforms, including magazines, underground billboards, buses, and the Metro Cash & Carry website. This campaign was not just about creating visually compelling advertisements, but also about ensuring a cohesive brand narrative across all media.





## LAB Adv Campaign

<b>Made for</b>	: CEM Microwaves
<b>Type</b>	: Print
<b>Softwares</b>	: Illustrator, Photoshop
<b>Role</b>	: Creative Designer

Designing the editorial campaign for CEM Microwave in the sector magazine LAB was a rewarding experience that allowed me to merge minimalistic design with impactful messaging. The campaign's central theme was to emphasize the user-friendliness of CEM's products, specifically their ability to process materials quickly and efficiently with just a single touch command. By utilizing a clean, uncluttered layout, I was able to focus attention on this key feature, making it the hero of the campaign. The minimalistic approach not only aligned with the brand's modern aesthetic but also made the advertised products feel accessible and intuitive, appealing directly to the magazine's technically-savvy audience.





I nostri tempi d'attesa  
1980: 2 ore  
2000: 1 ora  
oggi: 10 minuti



**Explorer SPD**  
Il più veloce di sempre.  
Mineralizza in soli 10 minuti

**CEM**



Tutta la nostra efficienza  
semplicemente in un tocco.

**Nuovo Mars**, il mineralizzatore  
con tecnologia ONE TOUCH.

**MARS**

# STAND Design

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In the bustling environment of a trade show, you need a stand that leaves a lasting impression. A fair stand is a space that generates an experience. It's a place where the brand's story comes alive and where potential customers can interact with products and services. I design stands that are strategically crafted to engage and inform, and in a way that customers will remember.

I believe in the fact that a stand should be a seamless extension of the brand. I ensure every element – from colour schemes to messaging – aligns perfectly with the brand's identity and communicates the key messages clearly. The magic is in the details: from the choice of materials to the placement of signage, it is paramount that every element is carefully crafted to create a cohesive and effective stand.

## ITMA Fair Stand

<b>Made for</b>	: EPSON EMEA
<b>Type</b>	: Print
<b>Softwares</b>	: Illustrator, Photoshop
<b>Material</b>	: Cotton, Acrylic Fabric
<b>Role</b>	: Creative Design

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A compelling and visually impactful fair stand design to showcase Epson's cutting-edge technology and reinforce its position as a leader in the textile and printing industries. The stand is both functional and engaging, effectively communicating Epson's innovative solutions and brand values to a diverse audience. The stand's exterior graphics is printed on high-quality fabric, leveraging Epson's expertise in textile printing. The design, suitable for large-scale printing and installation, incorporates Epson's brand colours and aligns with its global brand identity, conveying innovation, sophistication, and reliability.

The design highlights Epson's motto "There's still a lot to discover" to emphasize the innovative and exploratory nature of their technology. The fabric unveils and reveal cosmic imagery, symbolizing the depth and potential of EPSON's technology. The concept should emphasize discovery, and the expansive possibilities offered by EPSON's solutions.







# PACKAGING Design

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Whether on a shelf or in an online store, a product's packaging needs to tell the brand story and connect with consumers on an emotional level. For this reason, I explore various design concepts, focusing on how the packaging will look, feel, and function. Once the concept is approved, I create detailed designs and prototypes. This phase includes selecting materials, finalising artwork, and ensuring that the design is not only beautiful but also practical for production.

Packaging design is not just about aesthetics—it is about strategy and feeling. In creating packages, I blend creativity with commercial acumen using textures and materials that increase the product's appeal.



## Mediterranean Olive

<b>Made for</b>	: Allegrini Cosmetic Solutions
<b>Type</b>	: Print
<b>Softwares</b>	: Illustrator, Photoshop
<b>Material</b>	: Waterproof Cosmetic Label
<b>Role</b>	: Creative Designer

The "Mediterranean Olive" body lotion label is designed to evoke the natural and premium quality of olive-based skincare, capturing the essence of the Mediterranean. Earthy tones—olive green, soft beige, and hints of gold—blend with clean, sophisticated typography to reflect the lotion's luxurious nature. Subtle imagery of olive branches and oil droplets tells the story of its origins, while the brand name stands prominently, symbolizing the natural richness within. The label balances serene elegance with practicality, providing space for all essential product details, creating a timeless, luxurious feel.





## Natural Lab

<b>Made for</b>	: Allegrini Cosmetic Solutions
<b>Type</b>	: Print
<b>Softwares</b>	: Illustrator, Photoshop
<b>Material</b>	: Waterproof Cosmetic Label
<b>Role</b>	: Creative Designer

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The "Nature Lab" labels weave a narrative of purity, sustainability, and the beauty of nature. Ginkgo and fern leaves are protagonists, symbolizing nature's rejuvenating power. These botanical elements create a sense of harmony, drawing the eye to the product name and key information. The colour palette blend of earthy tones – soft greens, muted browns and yellows – that evoke an organic, eco-friendly feel. The typography is clean and modern, aligning with the brand's commitment to contemporary, natural beauty.



## Argan Source

<b>Made for</b>	: Allegrini Cosmetics Solutions
<b>Type</b>	: Print
<b>Softwares</b>	: Illustrator, Photoshop
<b>Material</b>	: Waterproof Cosmetic Label
<b>Role</b>	: Creative Designer

The "Argan Source" label captures the essence of its premium, organic Argan oil and pictures a fusion of elegance and natural luxury, steeped in oriental charm. The design evokes a world where sophistication meets tradition. At the heart of the label, a stylized Argan flower blossoms. The font of arabesque flavour highlights the 'argan' cultural richness, adding a touch of heritage.

# ART Direction

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Whether on a shelf or in an online store, your packaging needs to tell your brand's story and connect with consumers on an emotional level. For this reason, I explore various design concepts, focusing on how the packaging will look, feel, and function. Once the concept is approved, I create detailed designs and prototypes. This phase includes selecting materials, finalizing artwork, and ensuring that the design is not only beautiful but also practical for production.

Packaging design is not just about aesthetics—it is about strategy and feeling. In creating packages, I blend creativity with commercial acumen using textures and materials that increase the product's appeal.



## Ego Helmet

**Made for** : Caberg Helmets  
**Type** : Video  
**Role** : Art Director

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This product video is a journey where emotion meets innovation, where a helmet is not just gear, but a trusted companion for every ride. Caberg envisions a product video that weaves together the story of their helmet's incredible versatility, showing how it rises to every challenge, no matter the weather. At the heart of this narrative is the cutting-edge CASC system, a feature that not only keeps riders cool with its smart air channelling but also stands as an unyielding shield against the elements, proving its waterproof strength. The video shows a vivid picture of the helmet's reliability, following it through diverse weather conditions and everyday scenarios, proving it as an essential part of any rider's journey. The story begins with a series of close-ups, where the helmet's sleek curves and precise details come into focus. Each shot draws the viewer closer, inviting them to appreciate the artistry and quality embedded in every inch of the design. Then it steps back in time to the drawing board. Through the hand-drawn sketches, I wanted to emphasize the human creativity and dedication involved in its creation. The scene shifts to the real world, where a rider cruises along country roads and faces the unpredictable forces of nature.







## TuttoFood Fair

**Made for** : McCain Food - Italy  
**Type** : Photoshoot  
**Role** : Art Director

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I was tasked to direct the photoshoot of McCain's stand at the prestigious TuttoFood fair in Milan, integrating these visuals seamlessly into the broader campaign. My role was to unify the vision of the entire production, creating a consistent and impactful representation of McCain Foods Italy that would resonate with a diverse audience. Working closely with the chef enabled me to present the food in a highly creative and taste-inspiring way.





## Fashion & Calligraphy

**Made for** : Simartha Design  
**Type** : Photoshoot  
**Role** : Art Director

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Directing a photoshoot for an emergent fashion designer in Milan, set against the backdrop of a conjunct exhibition with a Japanese calligraphy artist, was an extraordinary experience that blended the worlds of fashion and art. The unique collaboration allowed us to explore the interplay between the fluidity of the designer's garments and the expressive strokes of the calligraphy. Each shot was carefully composed to capture the harmony between the flowing fabrics and the bold, deliberate lines of the Japanese characters, creating a visual dialogue that celebrated both traditions. The challenge was to integrate the elegance of the clothing with the dynamic energy of the calligraphy, ensuring that the fashion pieces resonated with the same sense of artistry and cultural depth.







*CREATIVITY REQUIRES THE COURAGE TO LET GO OF CERTAINTIES.*

Erich Fromm