

# Hi, I'm Paolo

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DISCOVER MY DESIGN JOURNEY



I'm a  
Creative  
Mind  
specialized  
in Visual  
and Motion  
Design.

My goal is to communicate using beautiful design and emotional feelings.

I try to focus all my creativity, visuals, and motion skills on telling stories and ideas because I believe that it's my path as a designer that wants to improve people's life quality with polished, curated, and emotional stuff.

# Motion Design



An emotional visual journey for  
a company becoming a group.

# Eisworld Horizons

CLIENT

Eisworld

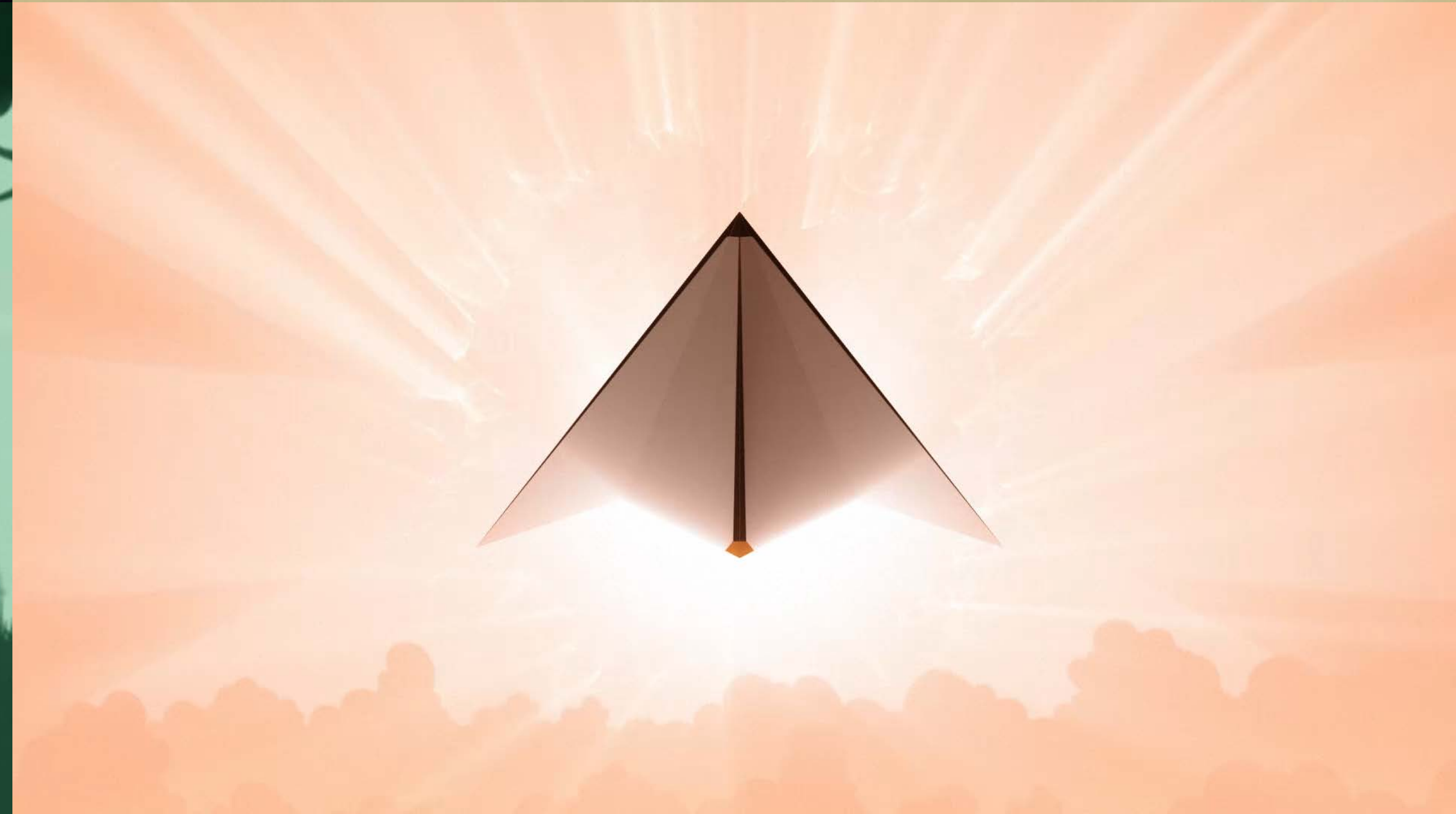
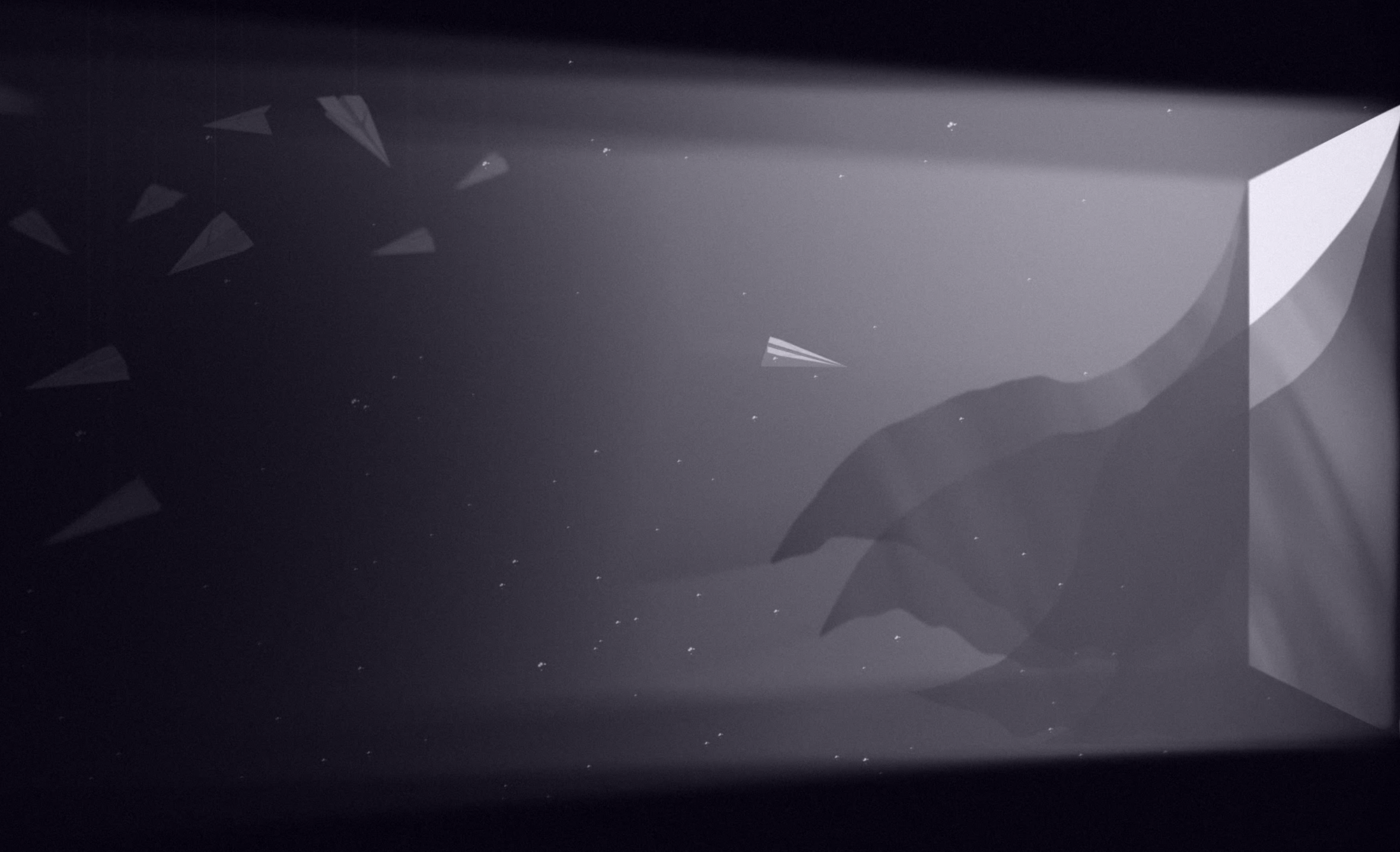
ROLE

Creative Direction - Storytelling -  
Motion Design - Audio Mix

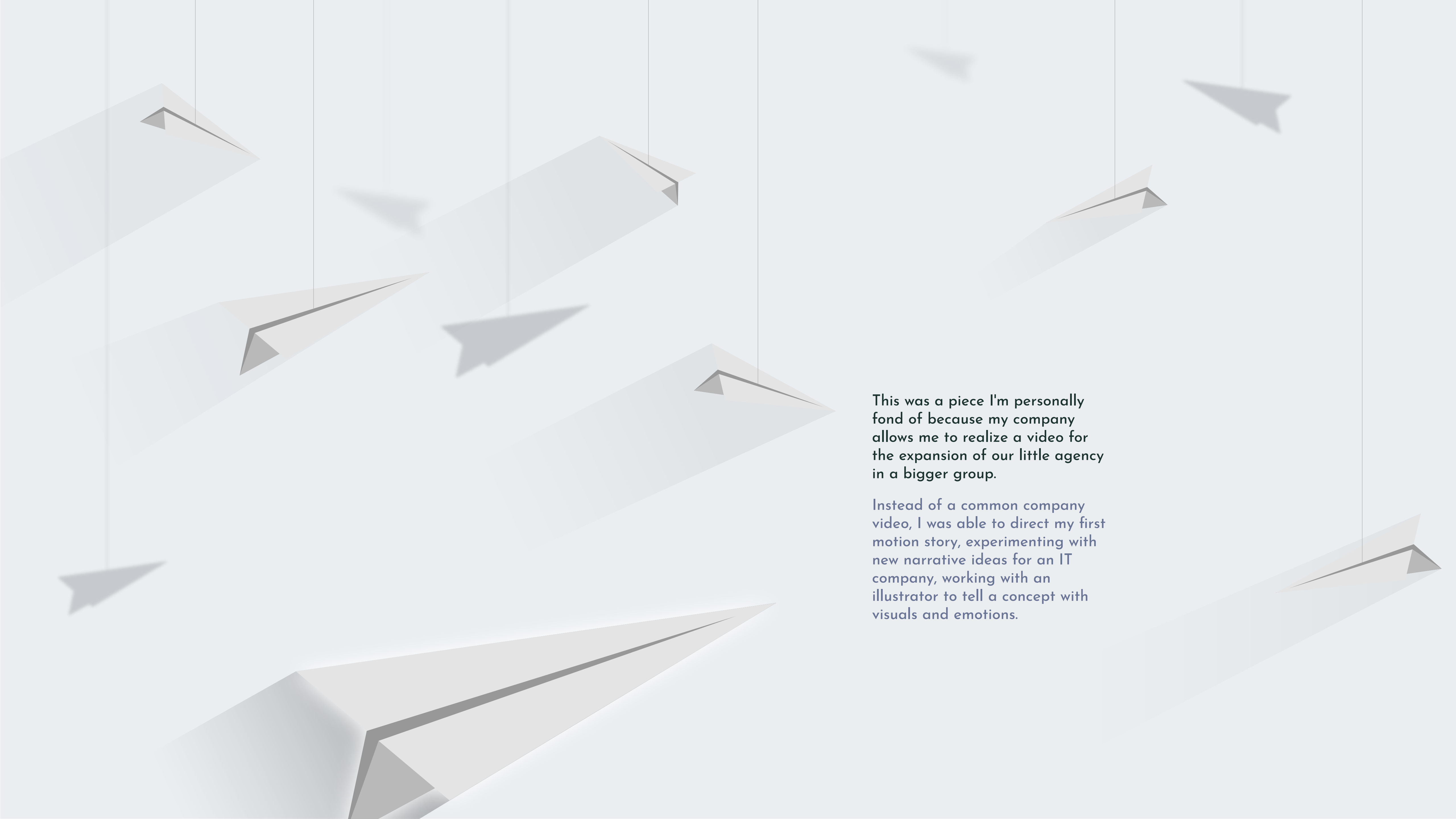
PLAY VIDEO









The background of the entire page is a light blue-grey color. It features several stylized paper airplanes in various shades of grey and beige. Some airplanes are in sharp focus, while others are blurred, creating a sense of depth and movement. The airplanes are scattered across the frame, with some pointing towards the right and others in different orientations.

This was a piece I'm personally fond of because my company allows me to realize a video for the expansion of our little agency in a bigger group.

Instead of a common company video, I was able to direct my first motion story, experimenting with new narrative ideas for an IT company, working with an illustrator to tell a concept with visuals and emotions.

A puzzle skill-based game with  
minimalist and polished design.

# Project Loading

## CLIENT

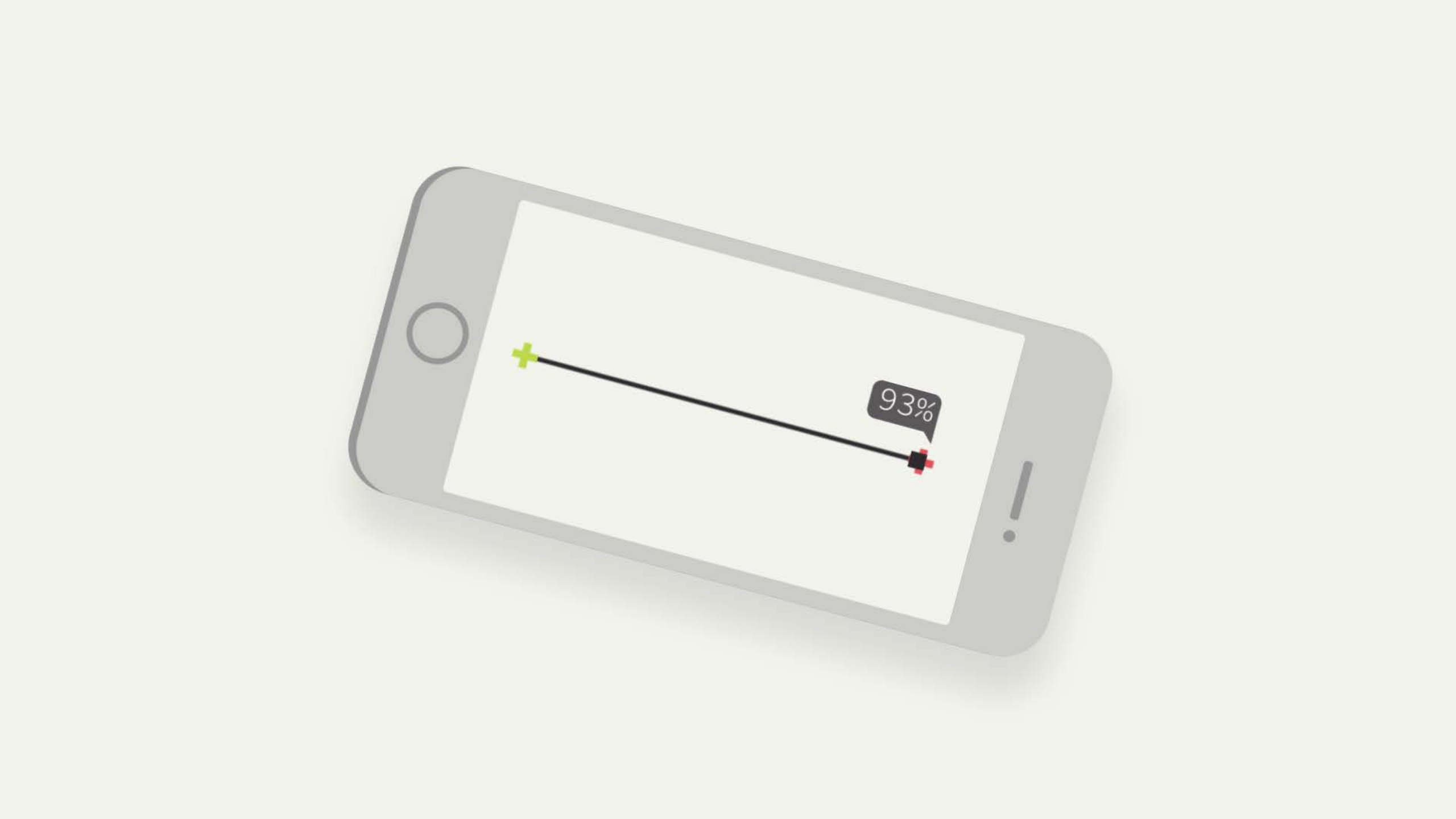
Analphabeta Studio - Personal Project

## ROLE

Creative Direction - Motion Design  
- UI/UX Design - Audio Mix

PLAY VIDEO









As a part of the Analphabeta Studio Team, I made all the graphics, motion advertising on youtube, and animation inside the game, UI/UX design, and also helped out with the main concept and the level design of the entire game.

Project Loading won the Apple Game of the Day and Android Game of the Month in 2019.

A security learning platform  
with funny gamification quizzes.

# Are you sure?

CLIENT

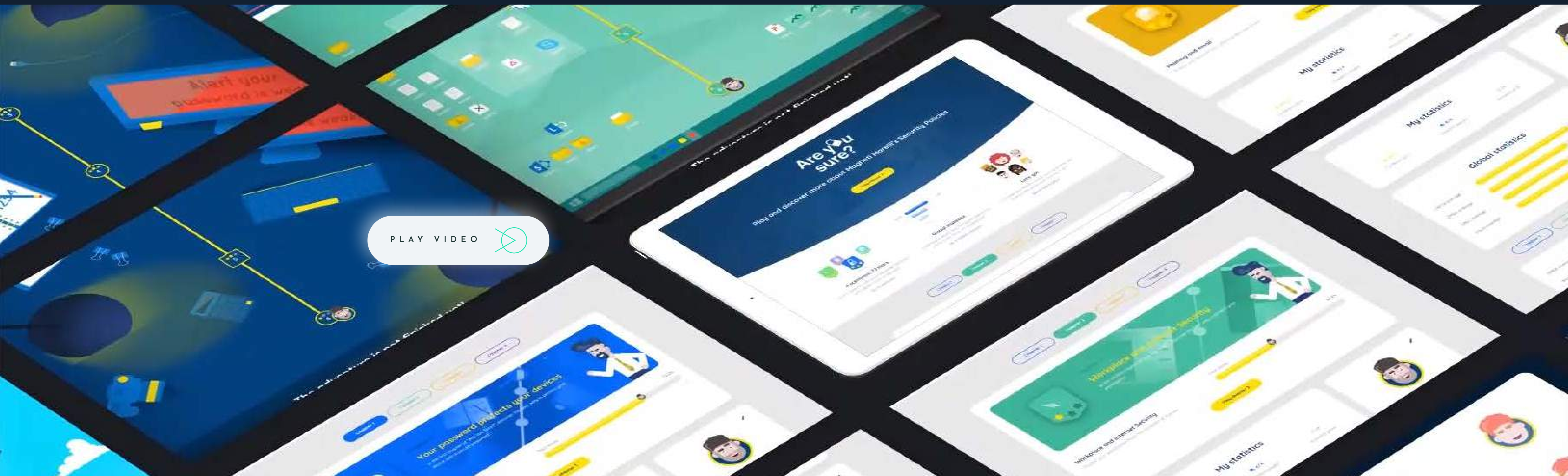
Magneti Marelli

ROLE

Creative Direction -  
Motion Design - Audio Mix

AGENCY

Sobrio











When Magneti Marelli come to us asking how to improve the security knowledge of their employees, we suggested thinking outside of the box.

The result was an interactive online quiz, divided into 4 chapters, each for one requested aspect of IT security. Employees were suggested to follow the video story and answer the questions, learning while playing. Gamification success.

An explainer video for an innovative IT FCA product.

# Mopar Ant

## CLIENT

FCA Mopar Italy

## ROLE

Creative Direction - Storytelling -  
Motion Design - Audio Mix

## AGENCY

Sobrio

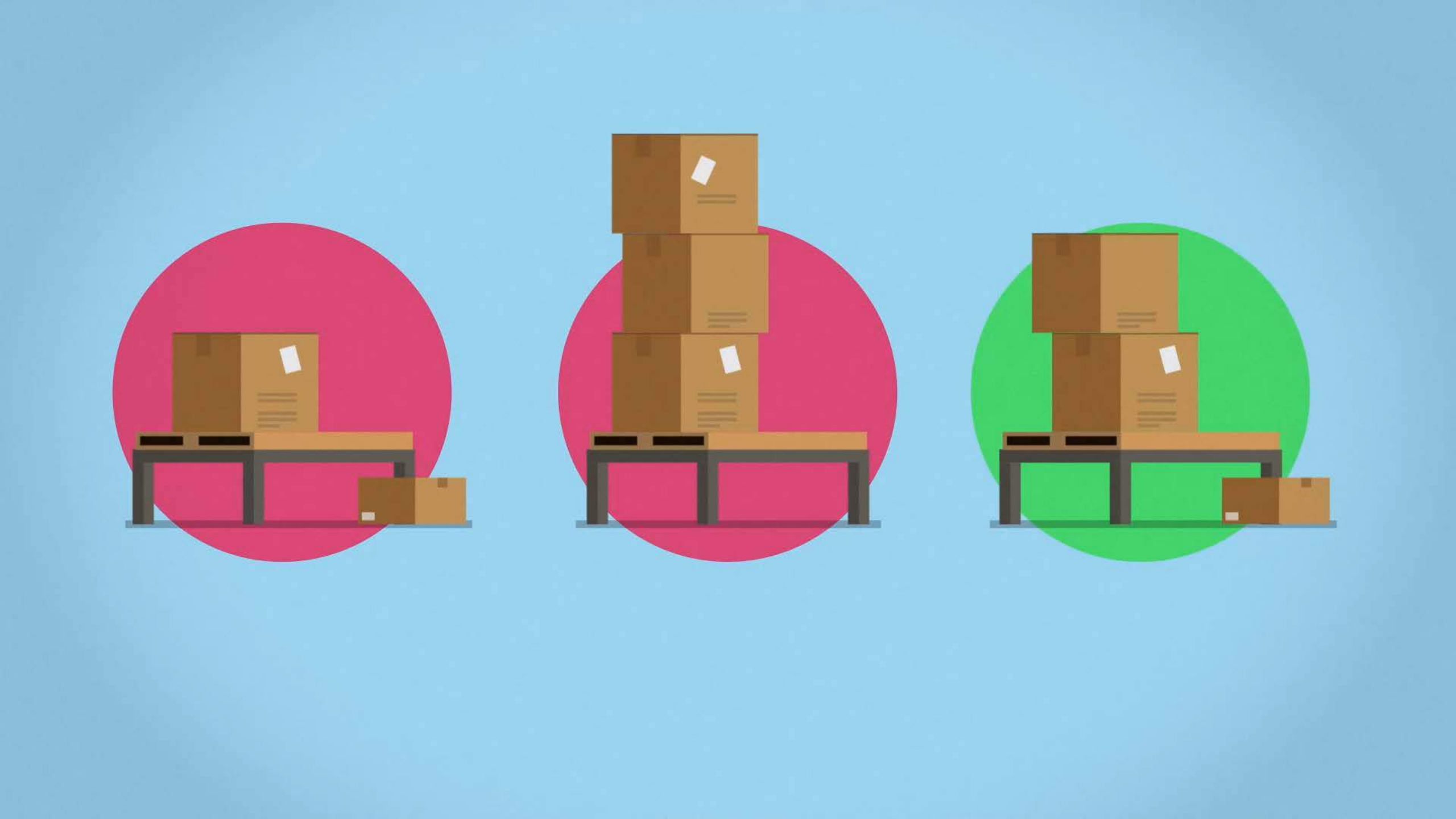
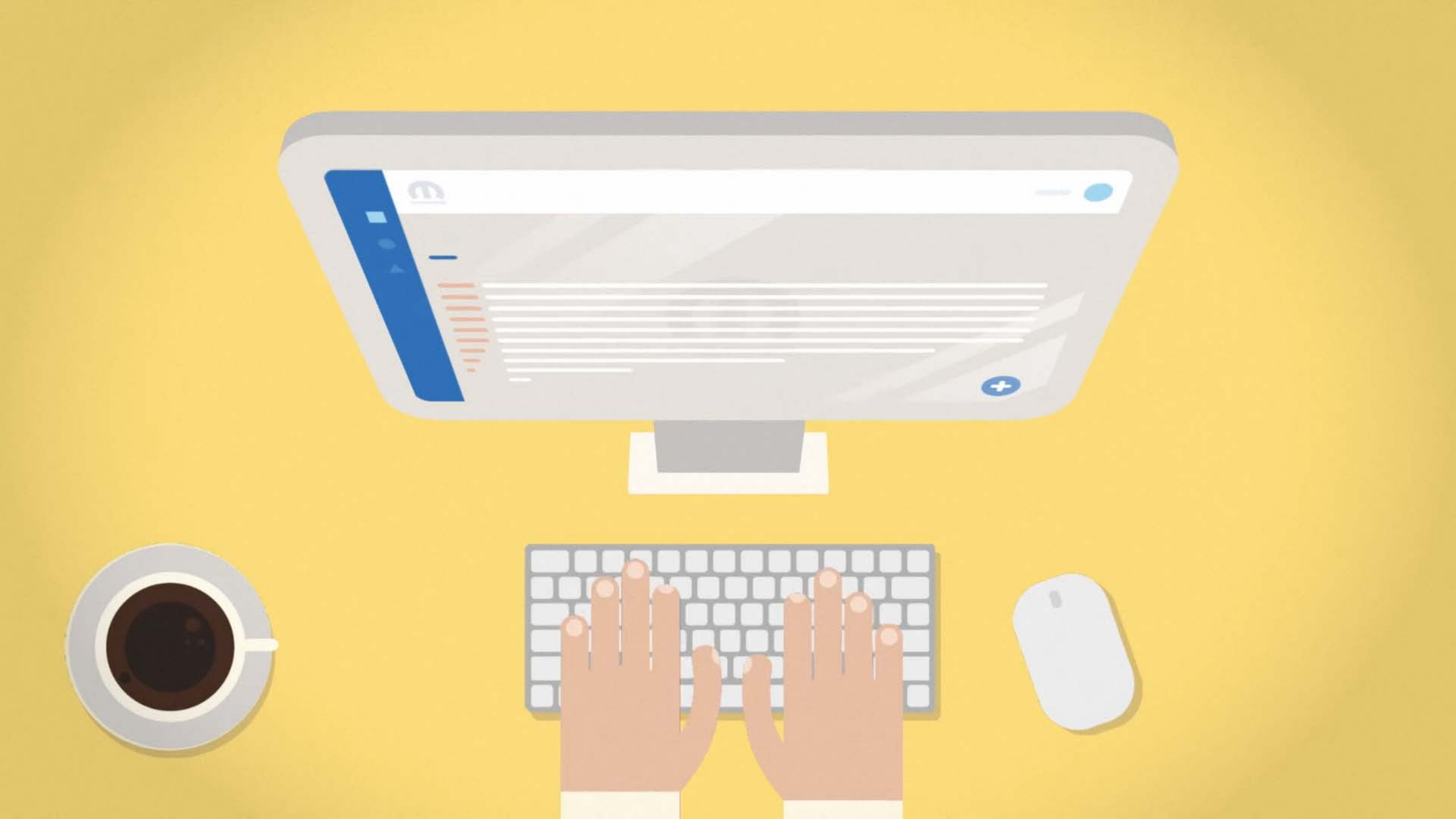
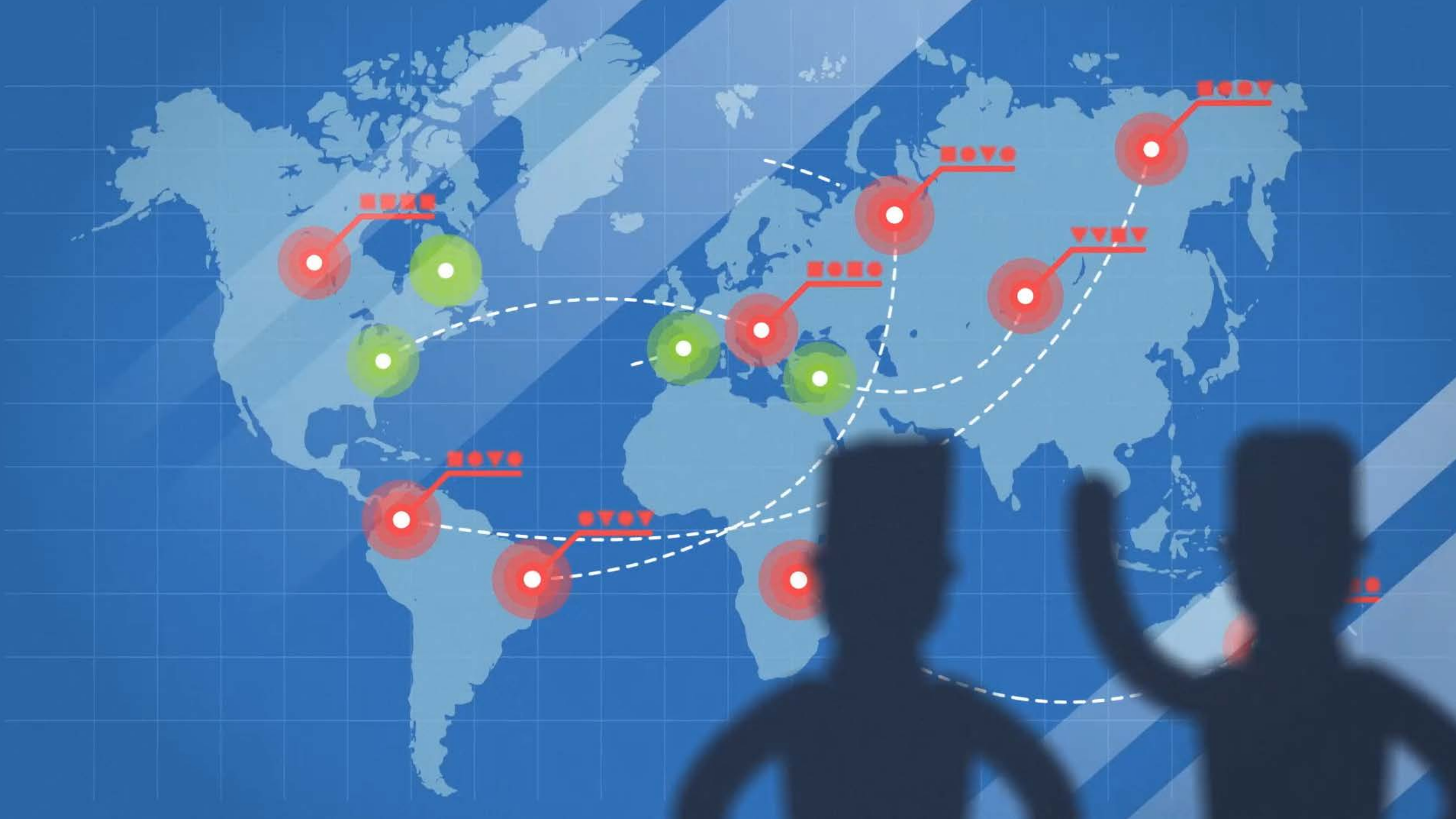
PLAY VIDEO



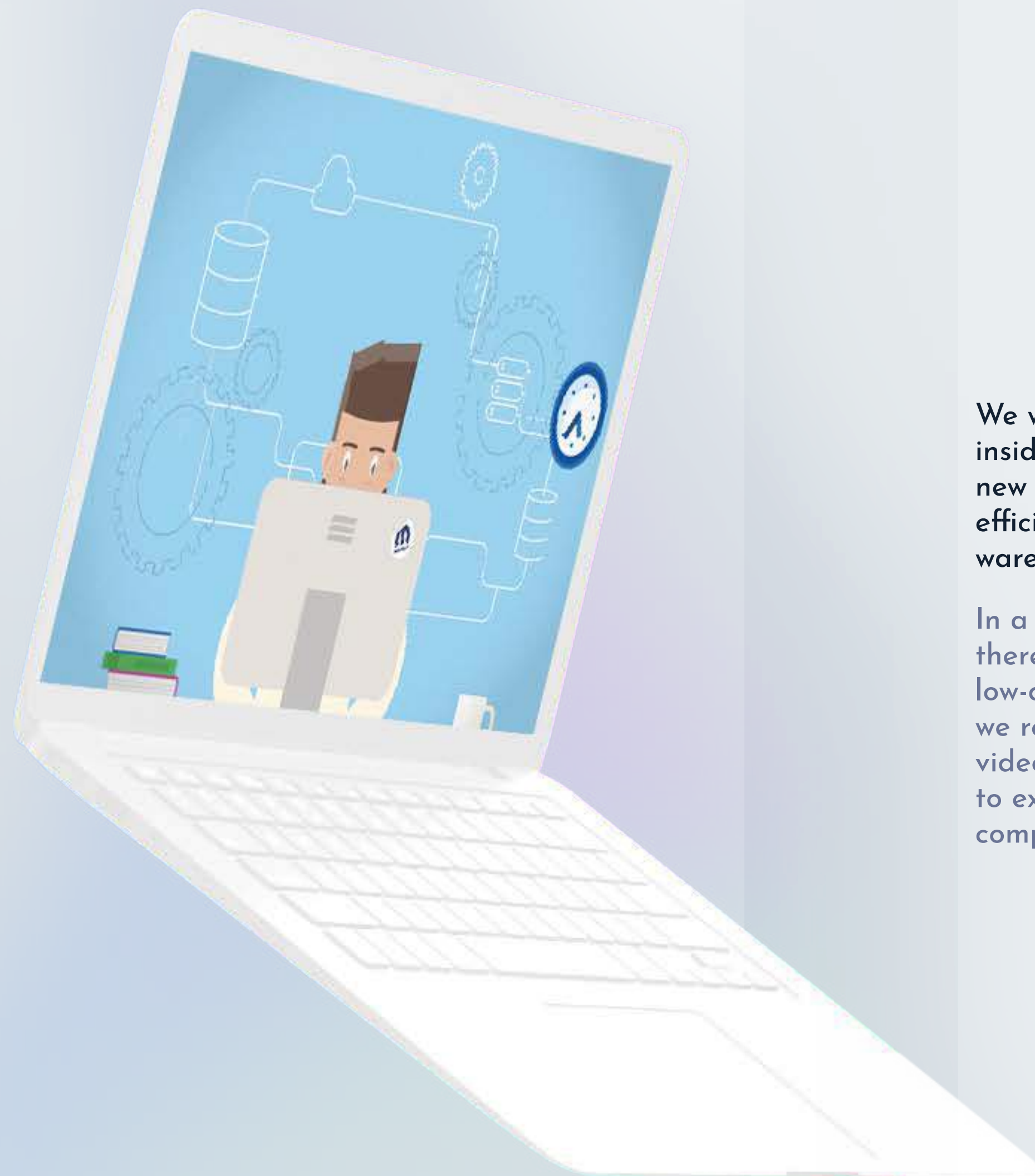
HAVE A LOOK AT THE VIDEO





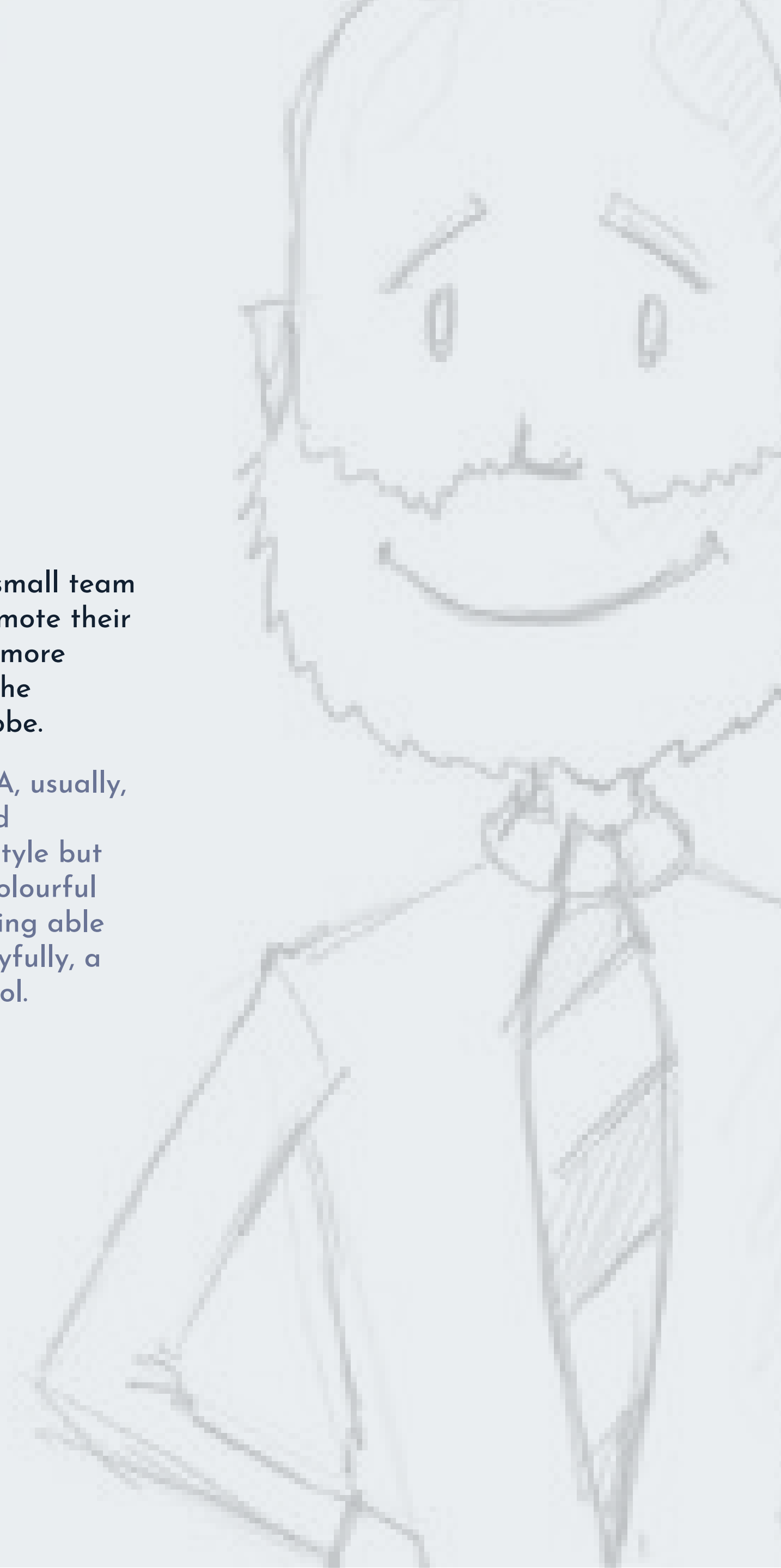






We were contacted by a small team inside FCA, asking to promote their new innovative tool for a more efficient organization of the warehouse around the globe.

In a big company like FCA, usually, there is a very serious and low-quality presentation style but we realized a fresh and colourful video, that stands-out. being able to explain simply and playfully, a complex but important tool.



# Visual Design





A colourful and vibrant brand identity for a modern museum.

# MUDEC Museum

CLIENT

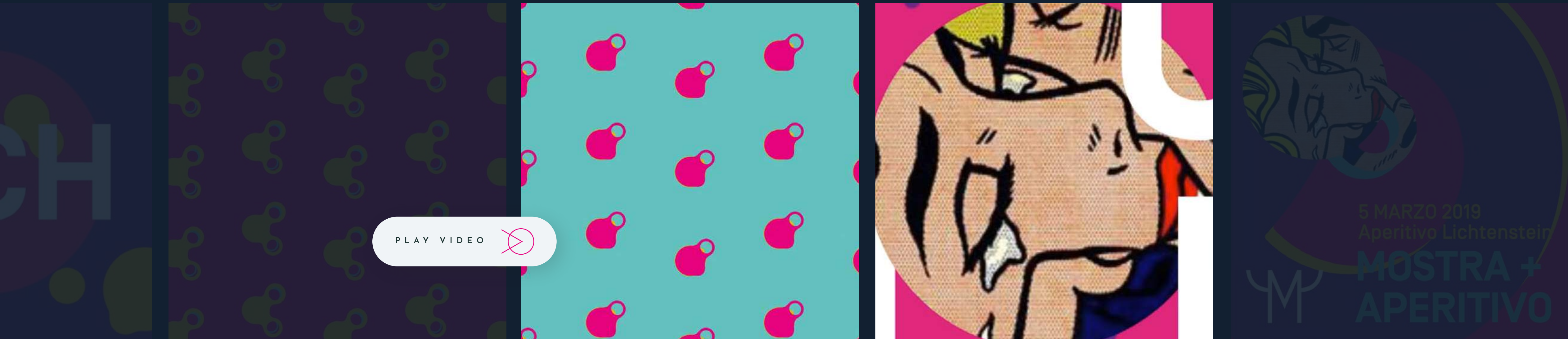
MUDEC - Competition project

ROLE

Visual Design - Motion Design

AGENCY

Sobrio



PLAY VIDEO



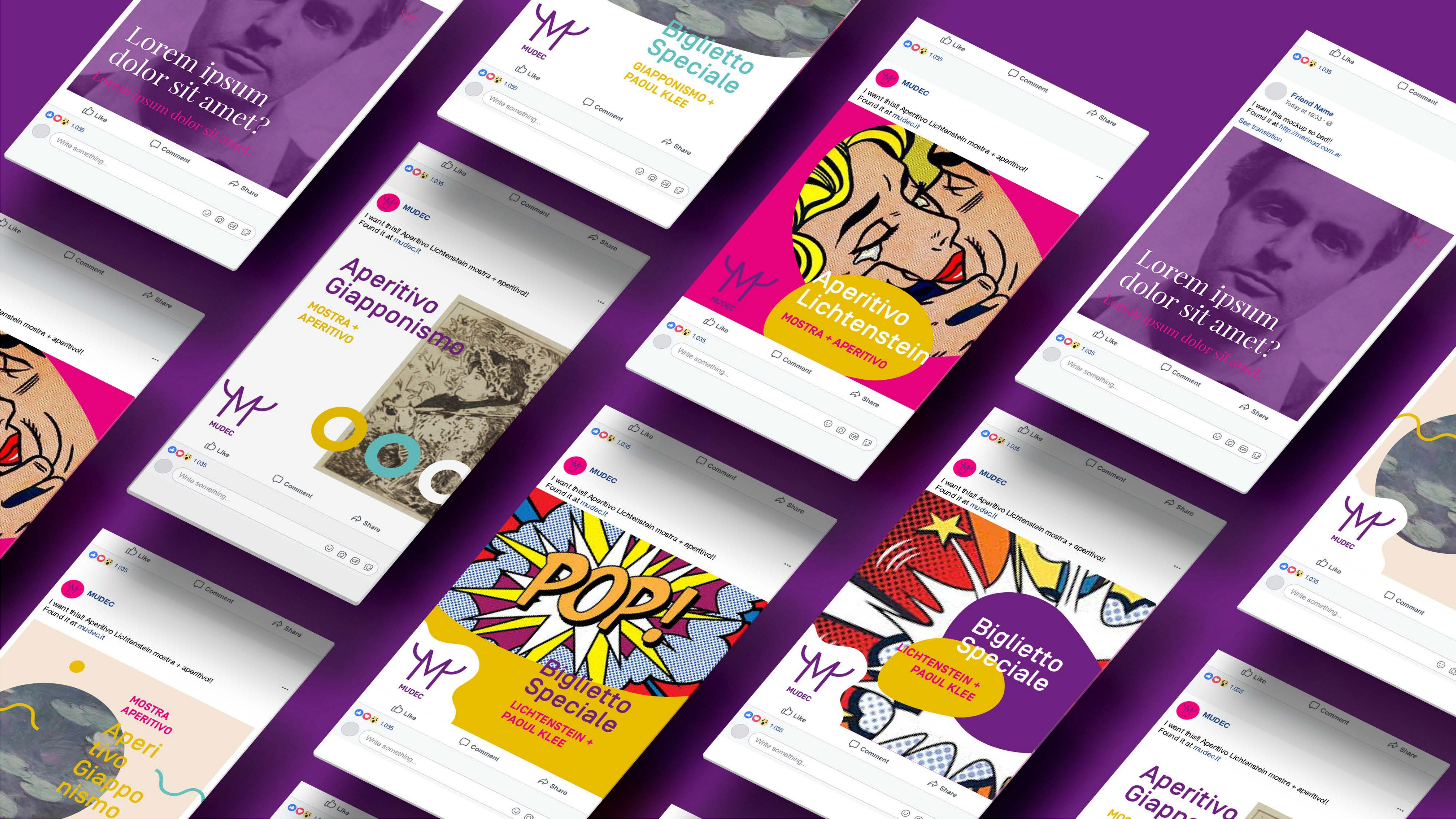


This was a proposal for a contest that, as a little agency, we did in two days (an nights).

Mudec (Milan Cultural Museum) asked to transform their digital appealing and we answered the challenge with a mix of pop style and colours. We made all the visual and motion samples for a cool and new style of online digital communication.







Like 1,035 Comment Share

Write something...

Lorem ipsum dolor sit amet?  
 Lorem ipsum dolor sit amet.

Like 1,035 Comment Share

Write something...

MUDEC  
 Biglietto Speciale  
 GIAPPONISMO + PAUL KLEE

Like 1,035 Comment Share

Write something...

MUDEC  
 I want this! Aperitivo Lichtenstein mostra + aperitivo!  
 Found it at mudec.it

Like 1,035 Comment Share

Write something...

Friend Name  
 Today at 19:33 ·  
 I want this mockup so bad!!  
 Found it at <http://mannad.com.ar>  
 See translation

Lorem ipsum dolor sit amet?  
 Lorem ipsum dolor sit amet.

Like 1,035 Comment Share

Write something...

MUDEC  
 I want this! Aperitivo Lichtenstein mostra + aperitivo!  
 Found it at mudec.it

Aperitivo Giappone  
 MOSTRA + APERITIVO

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 MOSTRA + APERITIVO

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 LICHTENSTEIN + PAUL KLEE

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MOSTRA APERITIVO  
 Aperitivo Giappone

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 LICHTENSTEIN + PAUL KLEE

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Write something...

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Aperitivo Giappone



A visual online herbarium,  
with plenty of healthy advice.

# Winter Natura

CLIENT

Winter Natura

ROLE

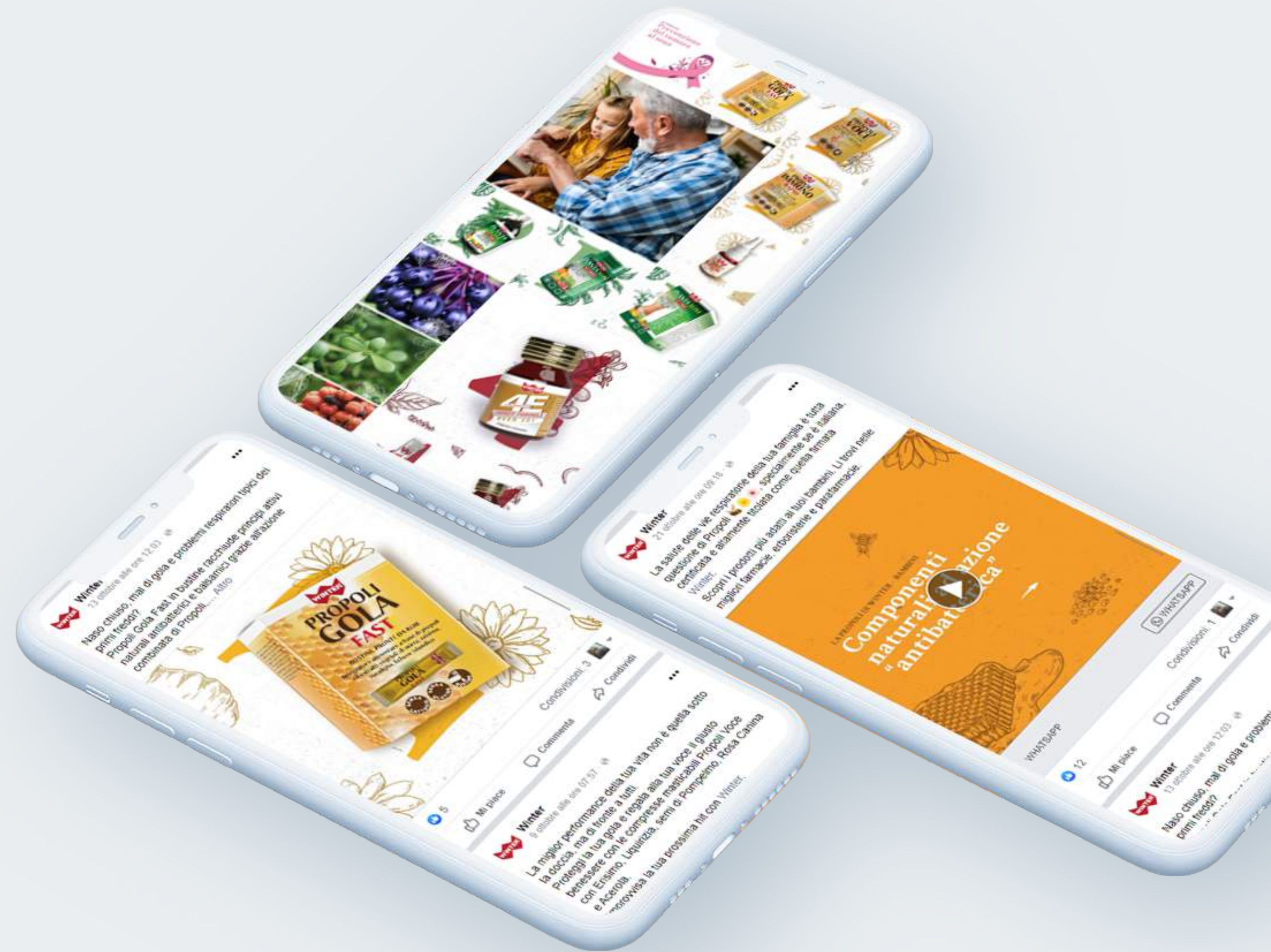
Creative Direction - Motion Design





Winter Natura is a natural Italian phytotherapy brand for middle-aged people. In 2020 I was in charge of the Creative Direction of the social brand.

I chose a delicate colours palette and a simple drawing style to communicate the benefit and the value of each product in the catalogue, with a series of informative and effective stories to create a social online herbarium.



# Brand Design

## UI / UX





A newborn e-commerce for  
natural brands and cosmetics.

# Erboristeria .com

CLIENT

Erboristeria.com

ROLE

Creative Direction  
Brand Design  
UI / UX

WATCH SITE



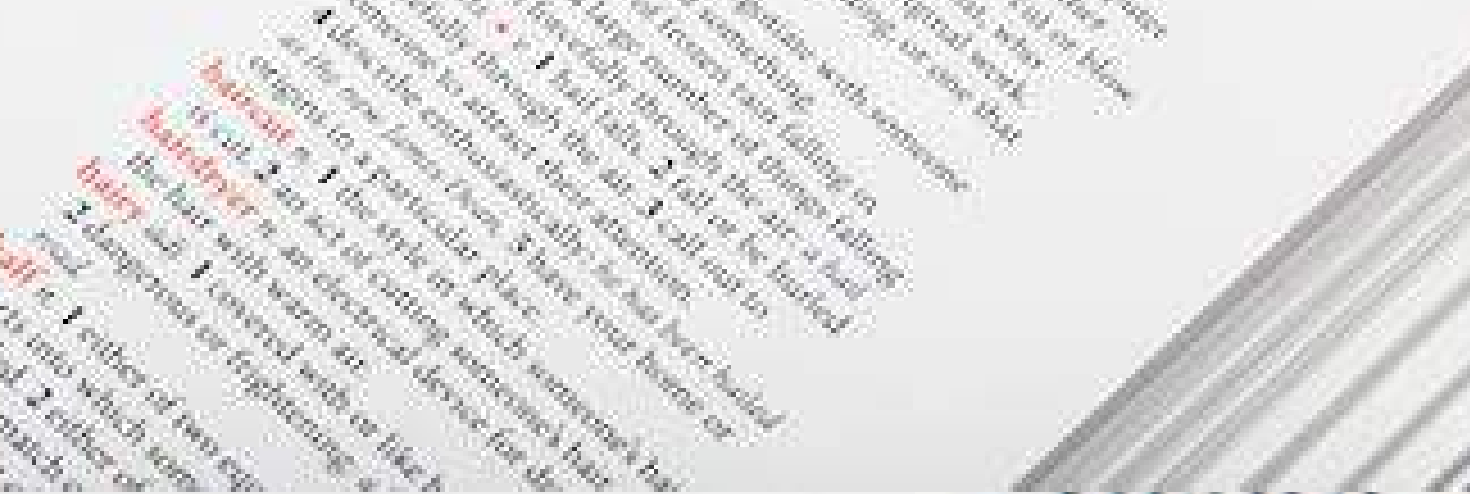


**erboristeria.com**



# Crimson Text

**bold** • *bold italic* • regular



[ *herboristerie* ]

Erboristeria.com is a new Italian brand born with the purpose of selling natural cosmetic and phytotherapy products. I suggested following an elegant but traditional mood, with some reminders to the dictionary and encyclopedic world.

The result is a simple and adaptable brand design with natural and warm colours matched with craft materials for boxes, letters and tags. The UI/UX design comes after the brand images, focusing on a simple and clear design adaptable to various future products to join the store.



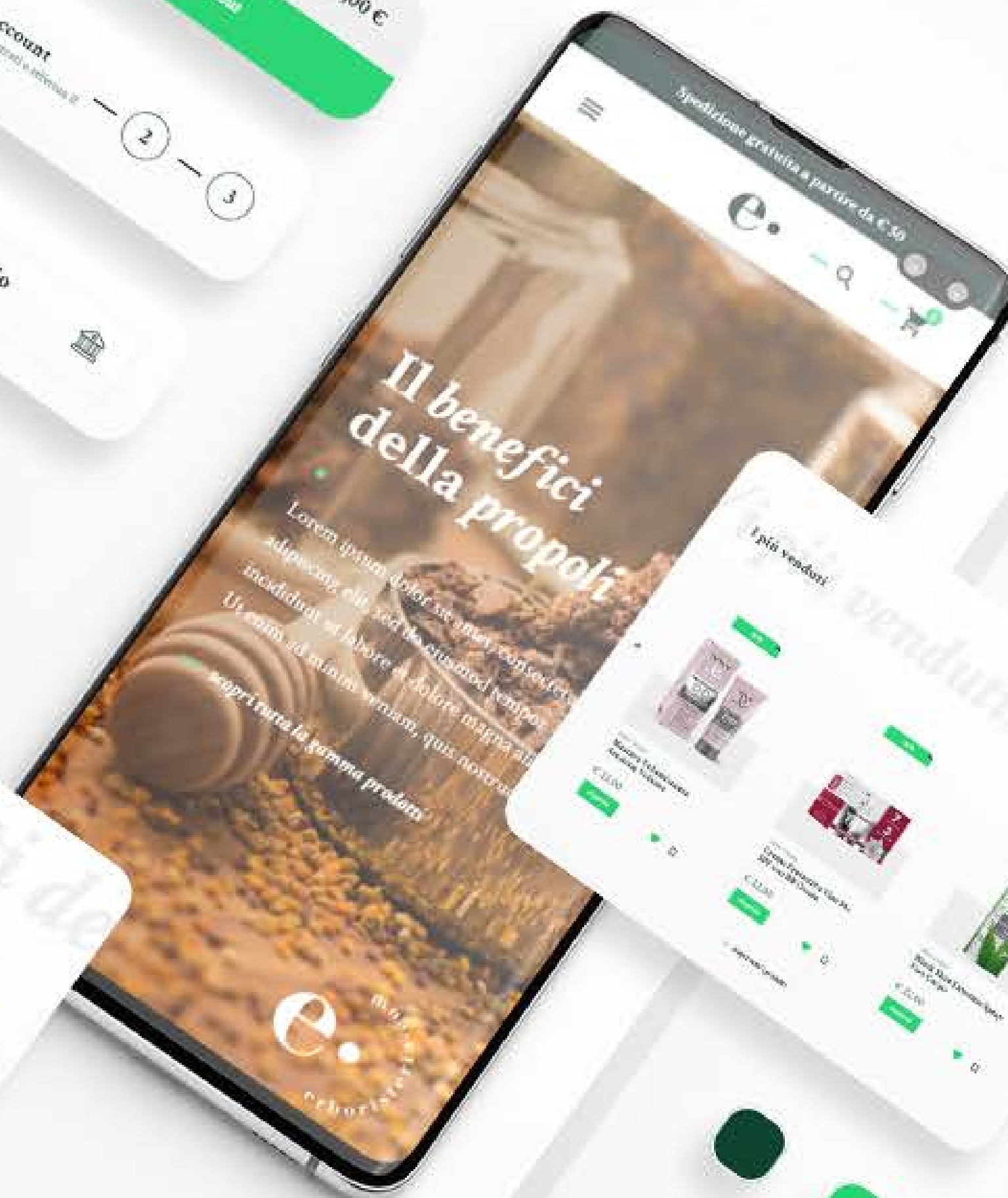




erboristeria.com









A smarter way to find and  
book a recording session.

# Music to GO

CLIENT

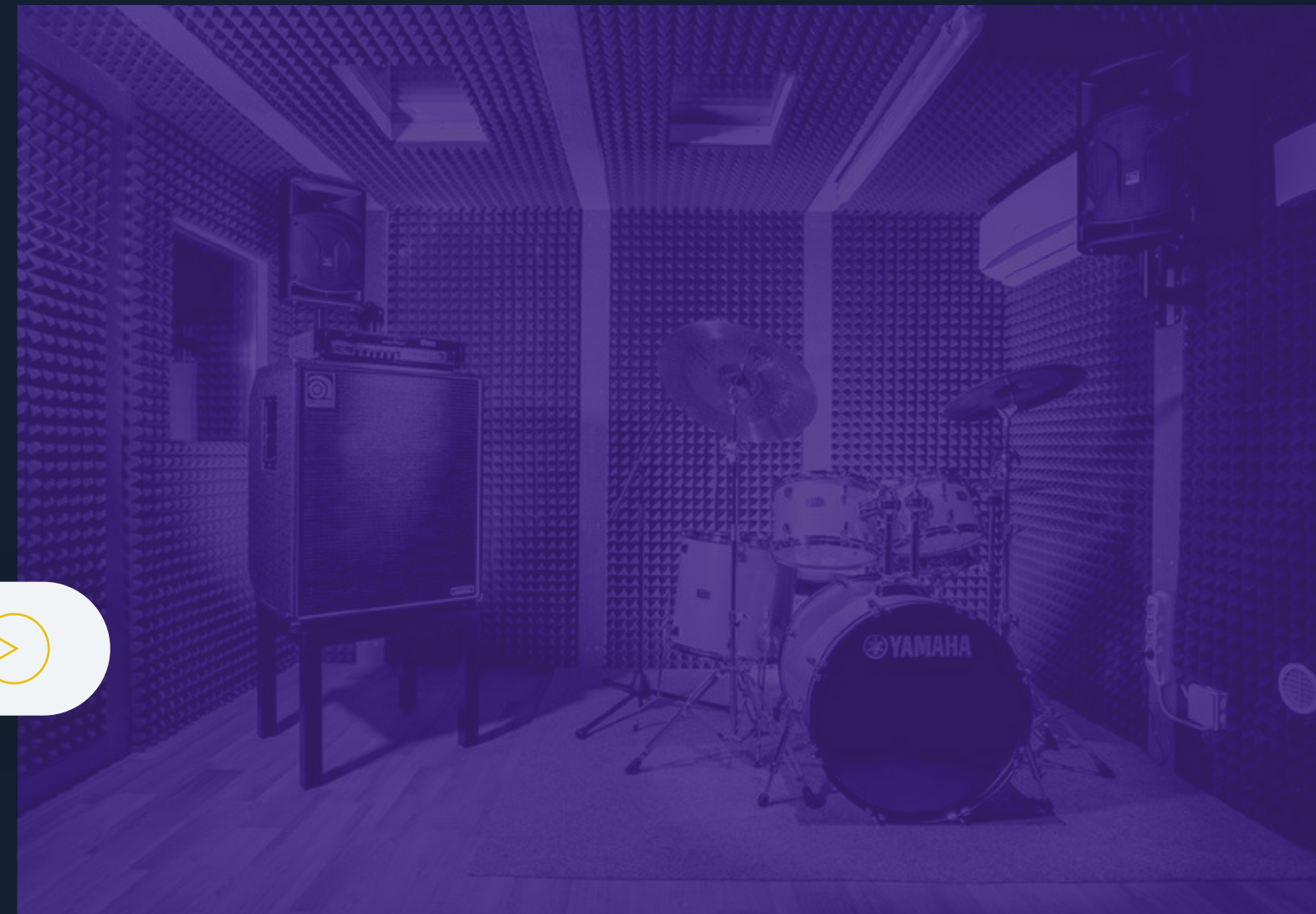
Music To Go

ROLE

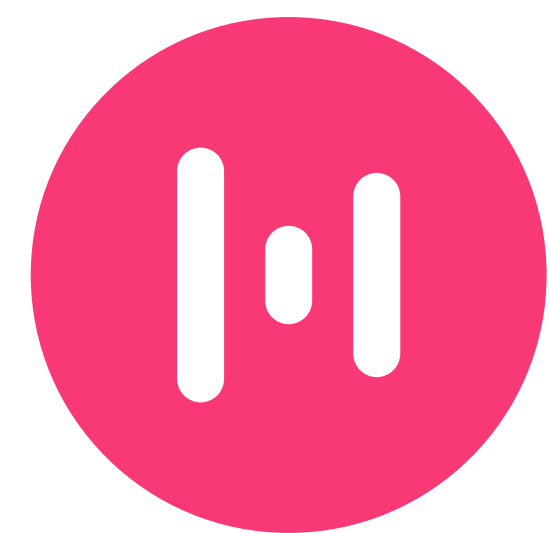
Creative Direction  
Brand design



WATCH SITE







**Musicitogo**

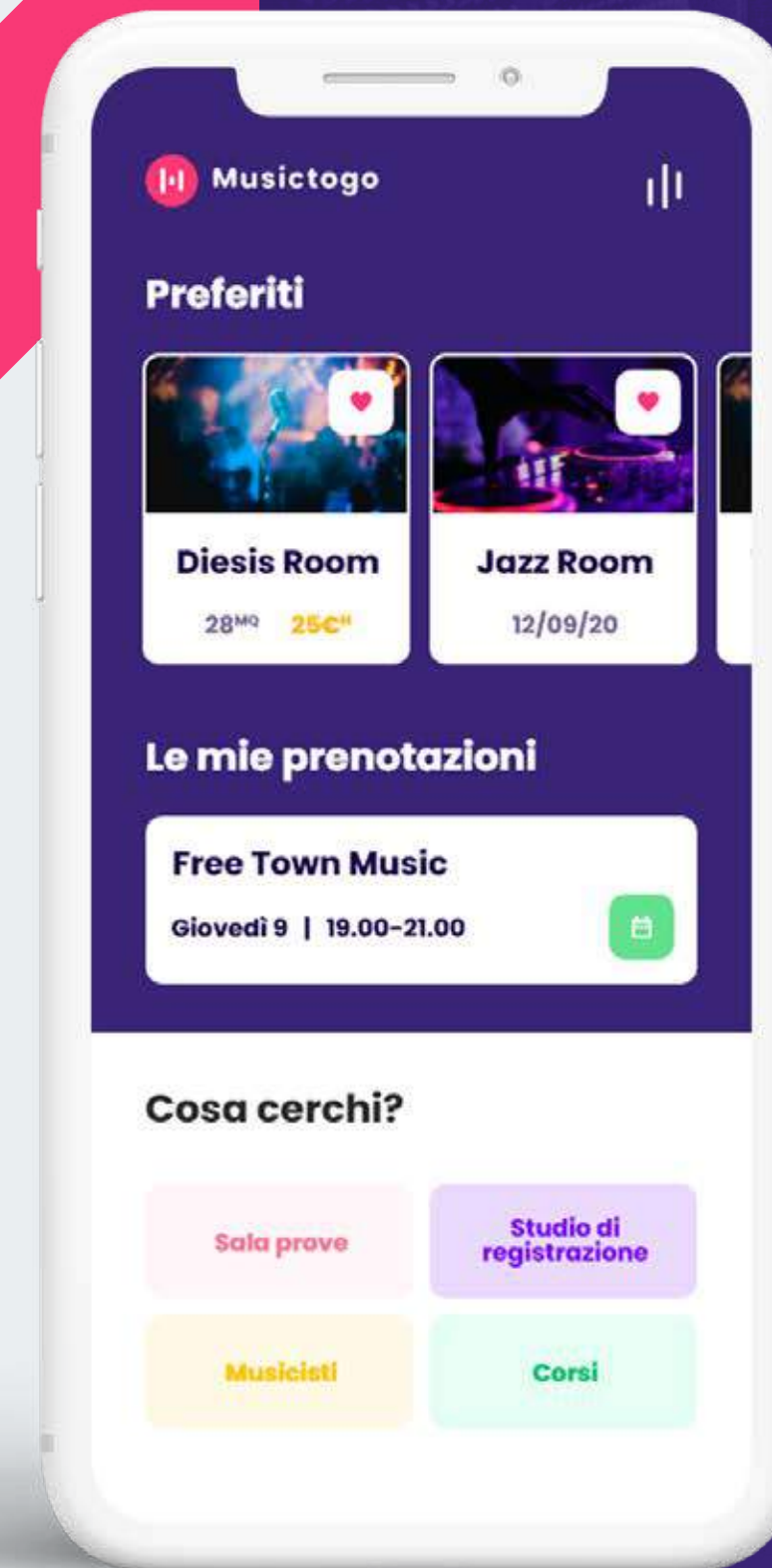
Music, passion and lifestyle. Music To Go is the brainchild of a group of professionals and musicians who want to make the world of music smart and just a click away.

I was asked to collaborate in this project aiming to make an easier way to booking for people who want to record and play in their city finding the right place and mates. I designed the logo and the app with a UX/UI designer, setting all the mood, the graphics and the creative feeling.

# Poppins

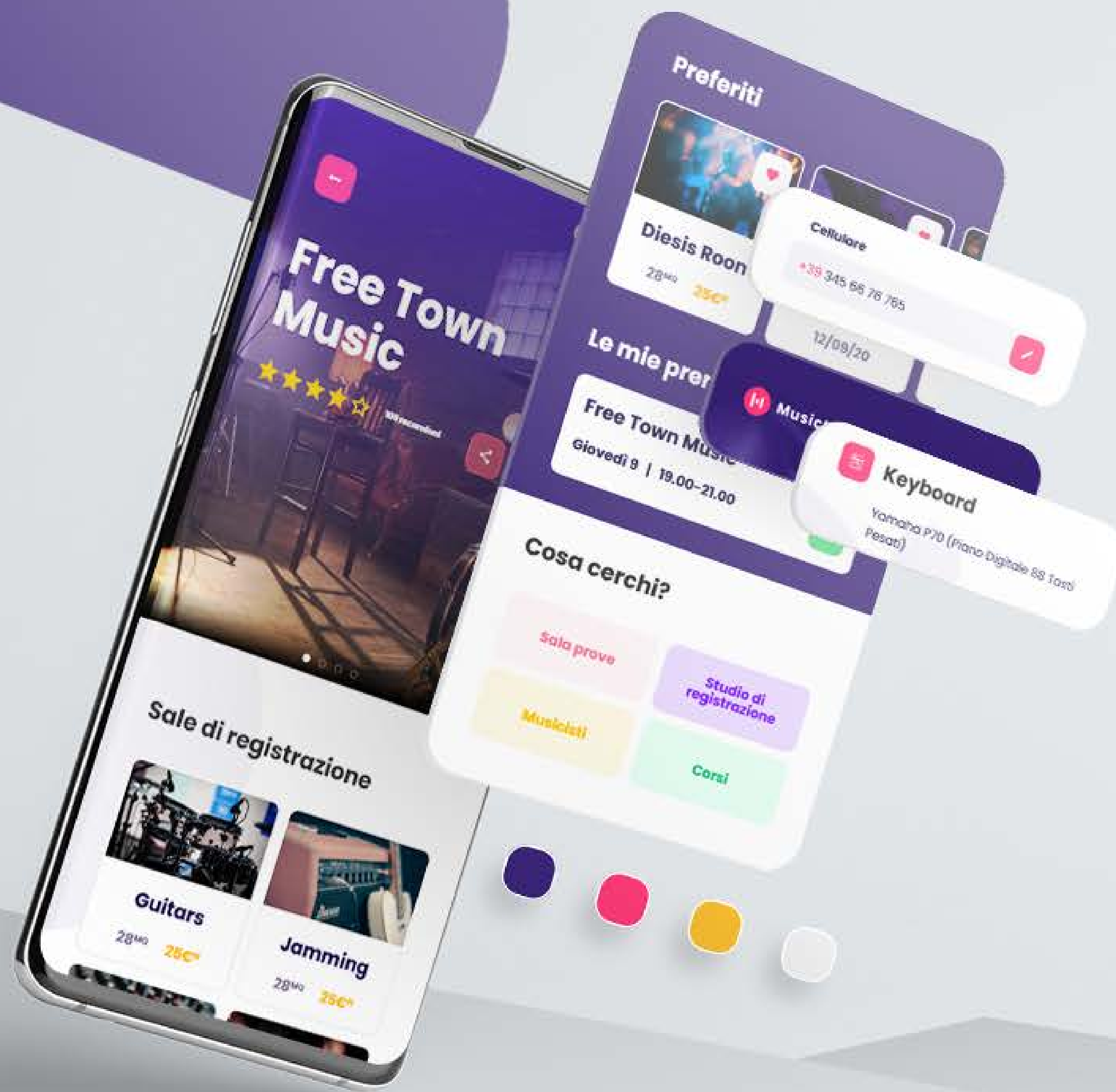
**bold**  
regular

**Tutte le sale prova  
della tua città,  
una sola app.**



 **Musicitogo**





A collection of learning tools  
for FCA employees.

# FCA – New Bonus System

CLIENT

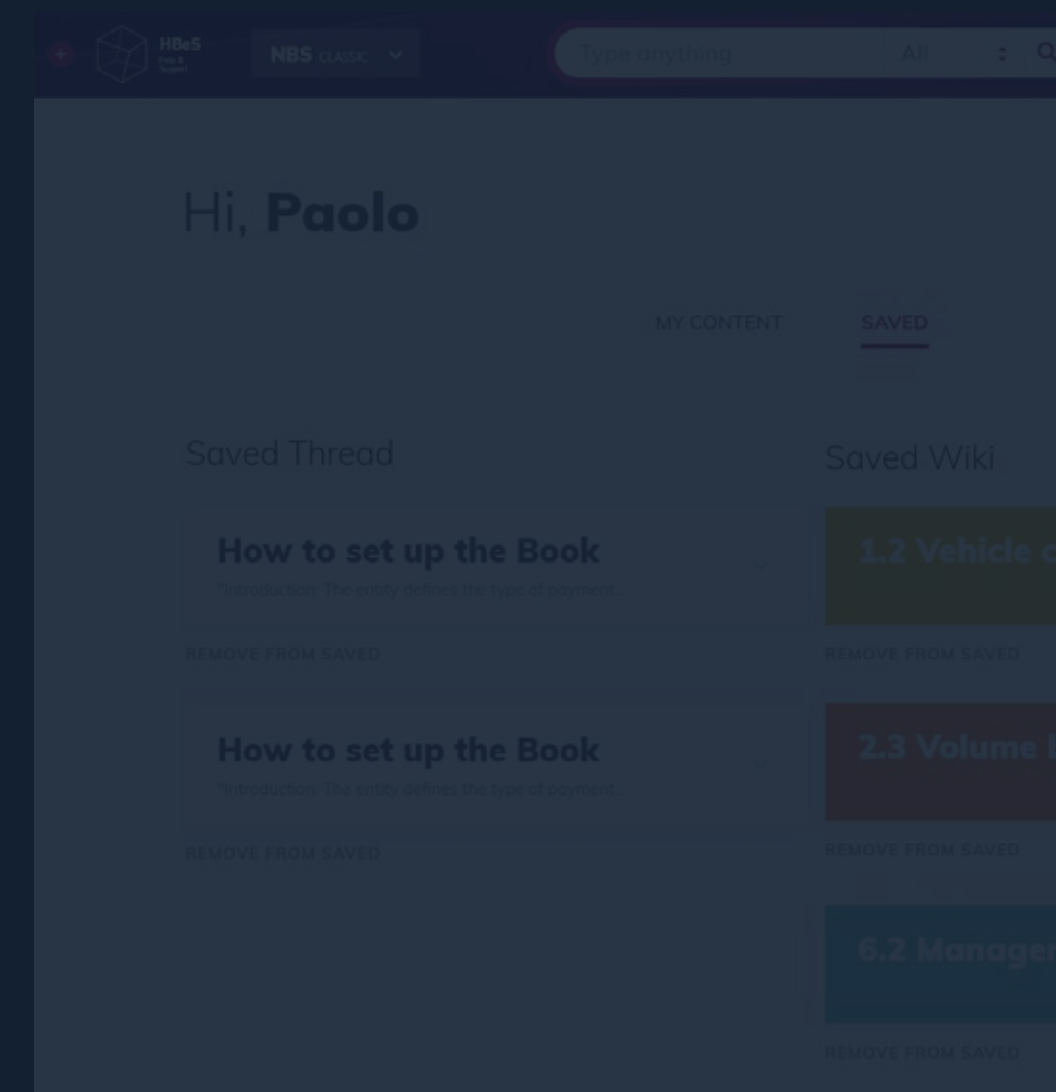
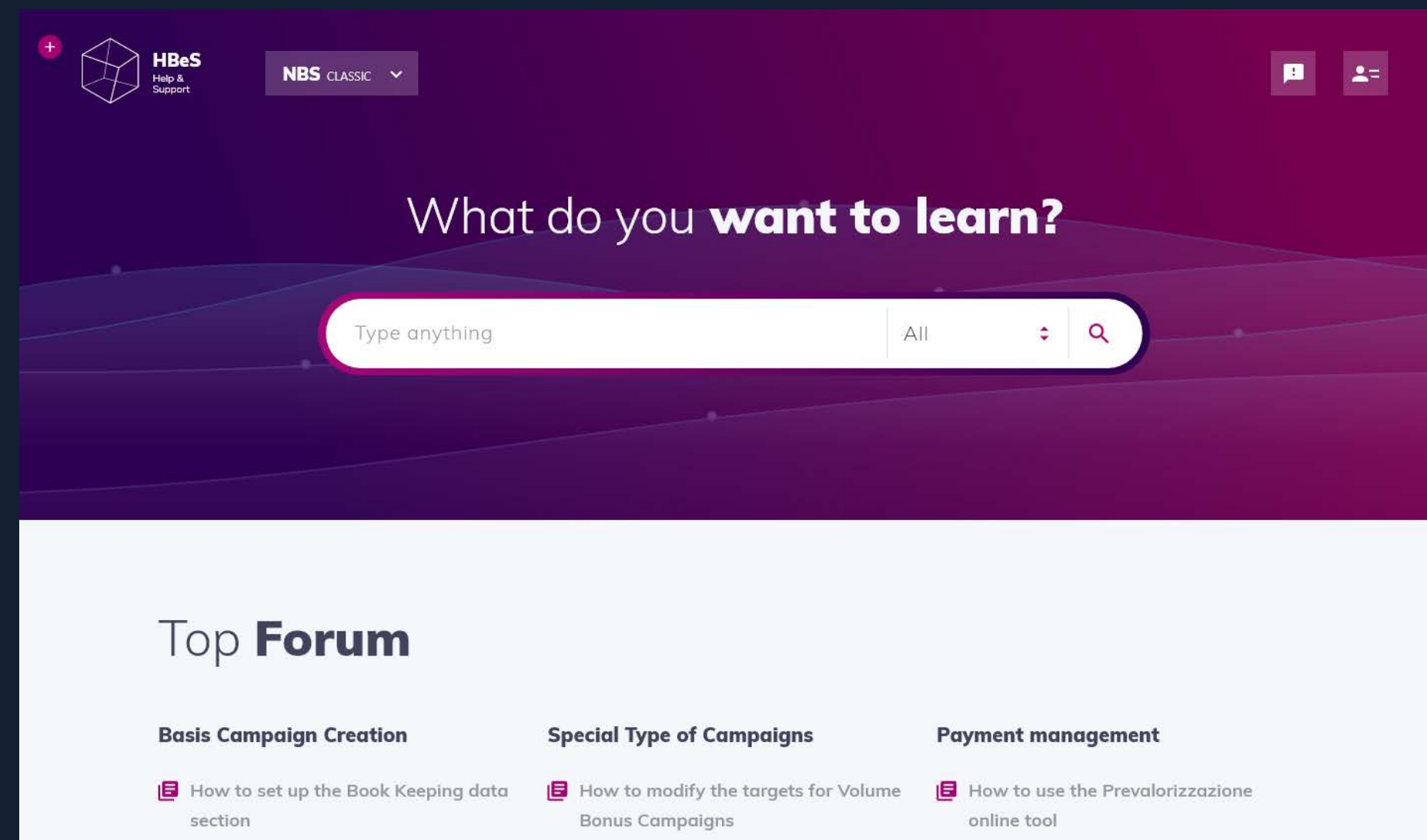
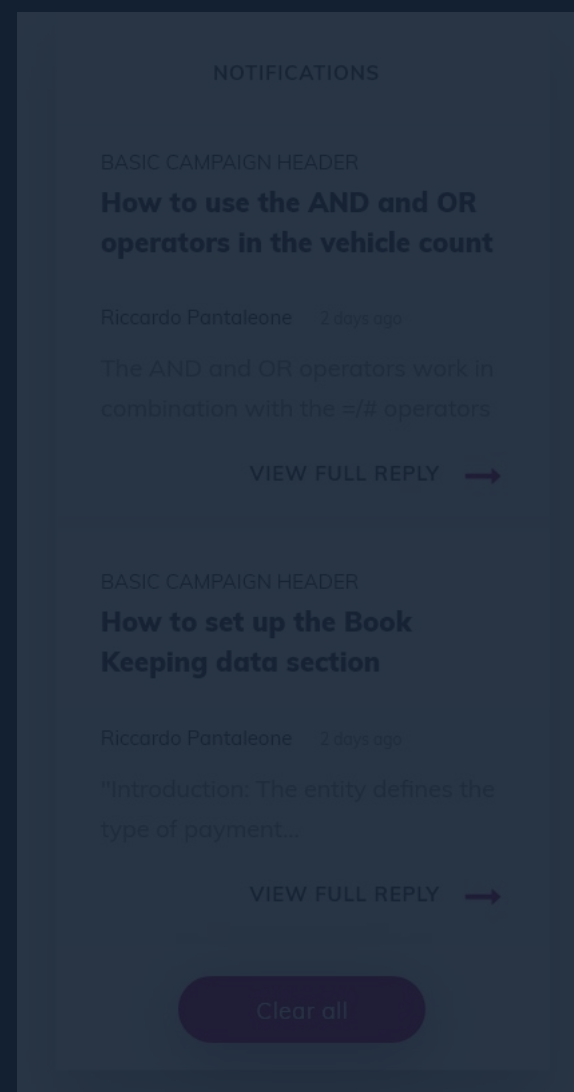
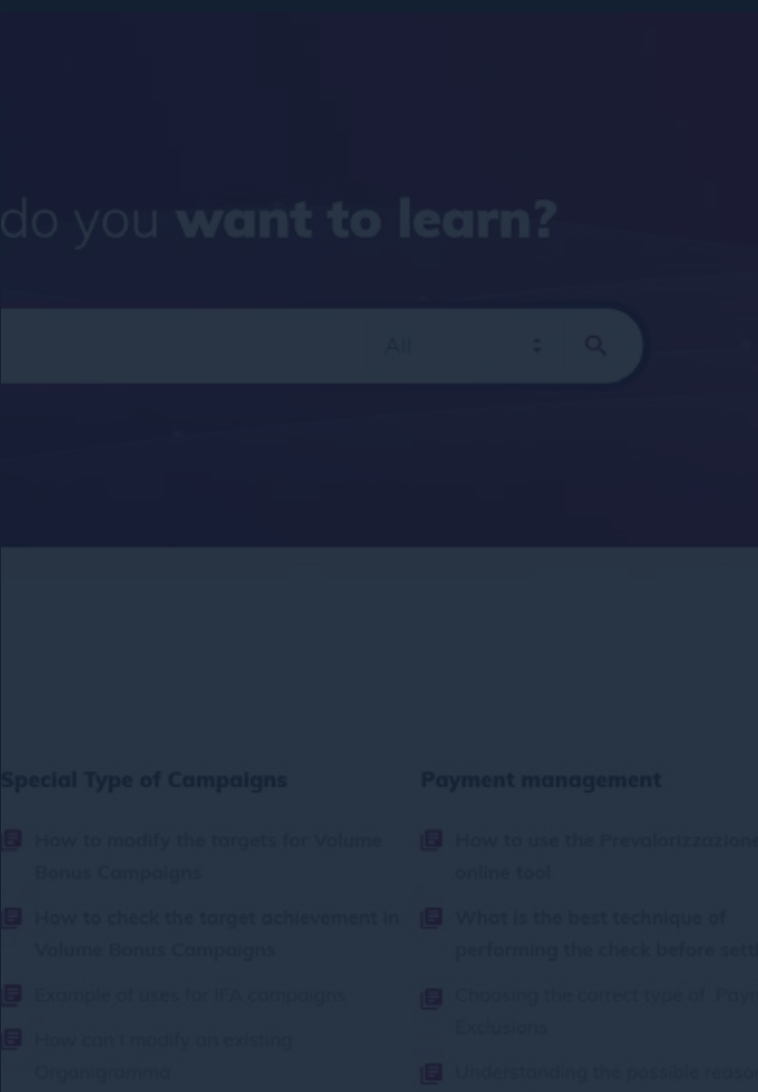
FCA

ROLE

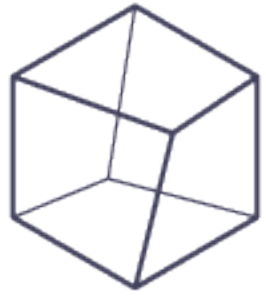
Brand Design - UI / UX Design

AGENCY

Sobrio







**NBeS**  
New Bonus  
evolution Services



**NBS**  
CLASSIC  



**PBeS**  
Incentive  
Planning  



**IBeS**  
IMPORTERS  



**WBeS**  
WORKFLOW  



**SBeS**  
SIMULATOR  



**TBeS**  
TARGET  
MANAGEMENT  



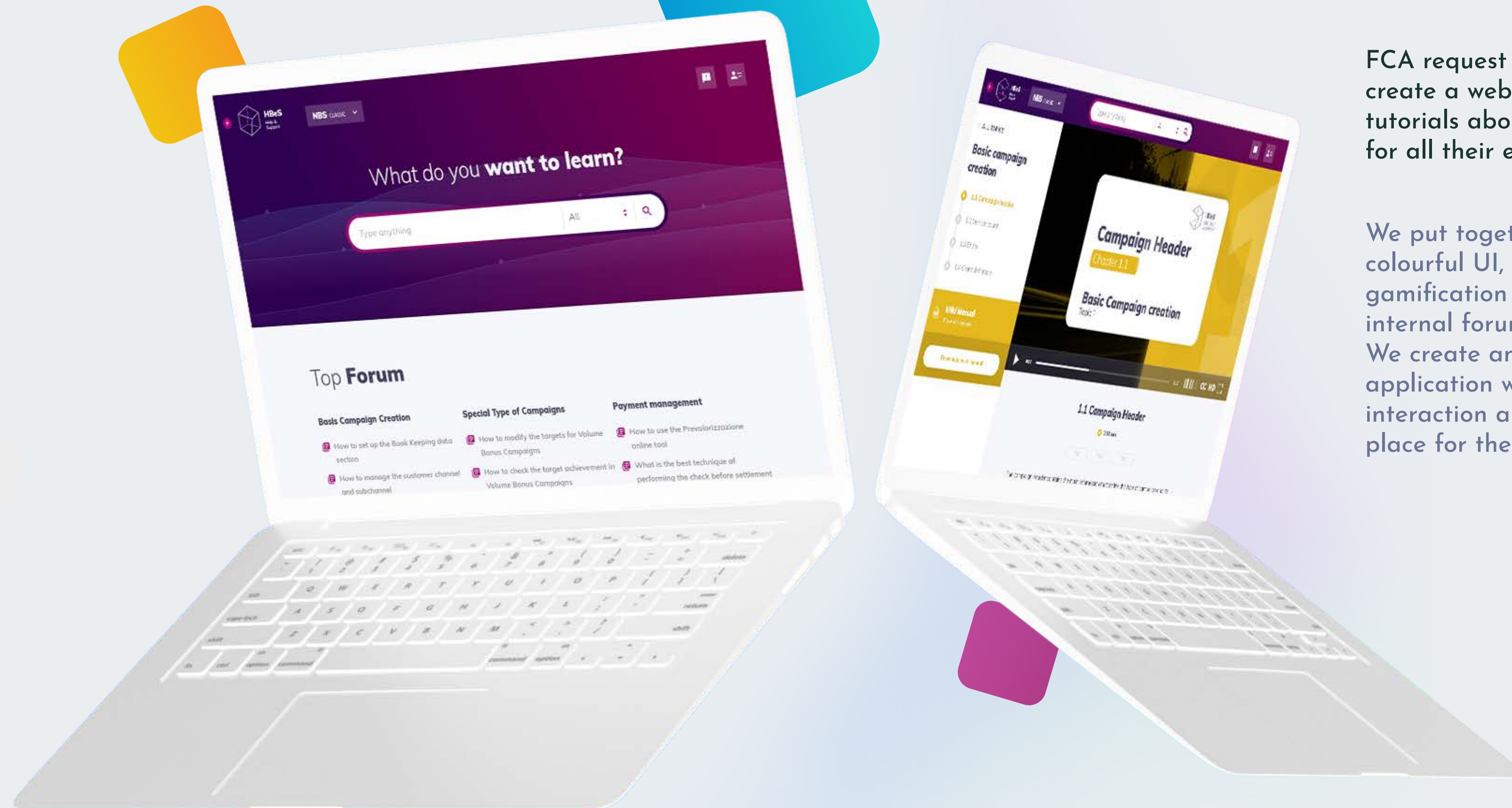
**HBeS**  
HELP  
& SUPPORT  



**MBeS**  
MONITORING  
SYSTEM  



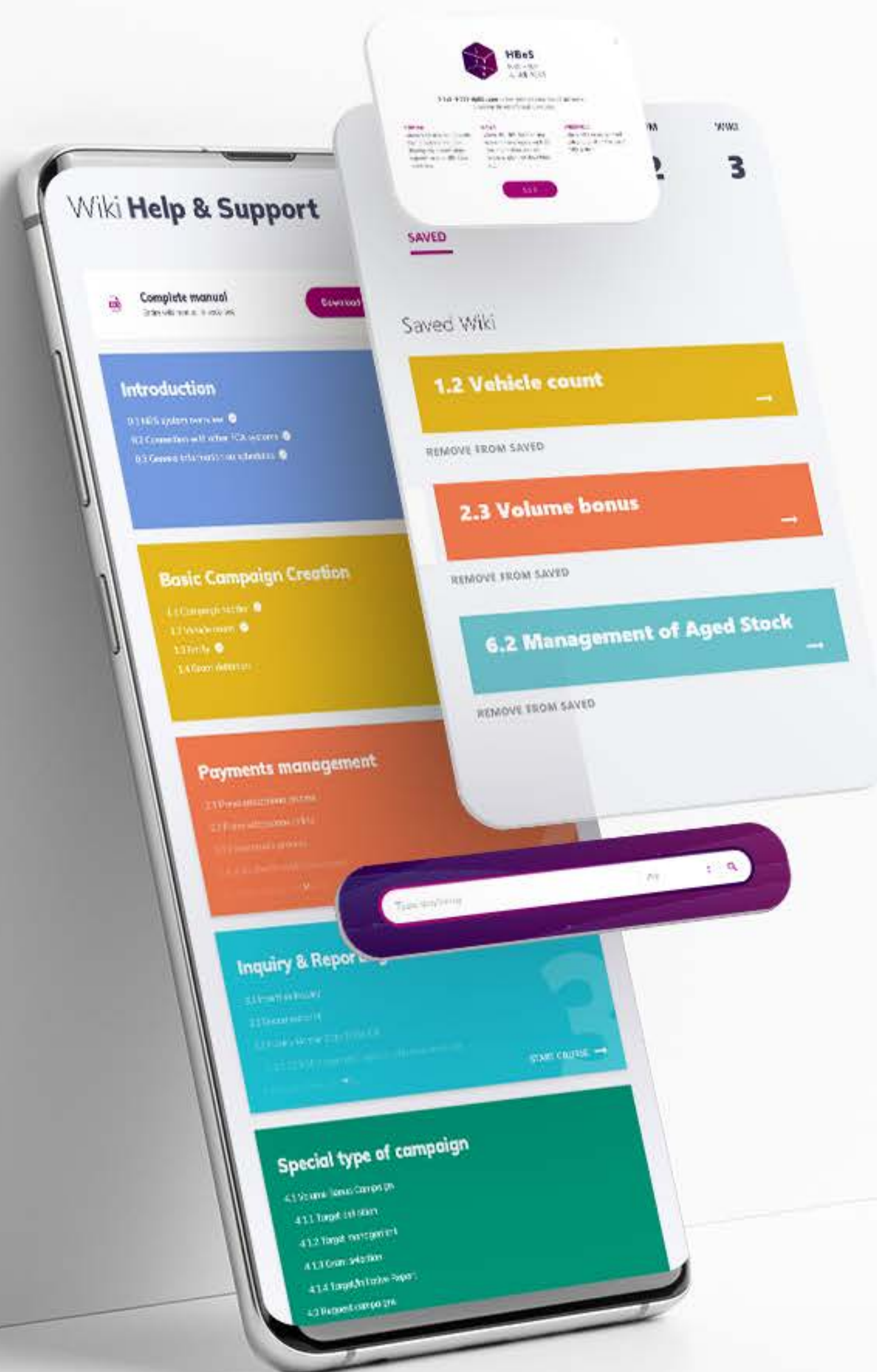
**EBeS**  
ENGINE  



FCA request Sobrio to think and create a website hosting video tutorials about their internal tools for all their employees.

We put together a vibrant and colourful UI, with a solid gamification system and an internal forum and wiki. We create an ecosystem of application where Simplicity and interaction are always in the first place for the user.







A digital interactive experience  
to choose your hairstyle.

# BioKeratin by Dietaline

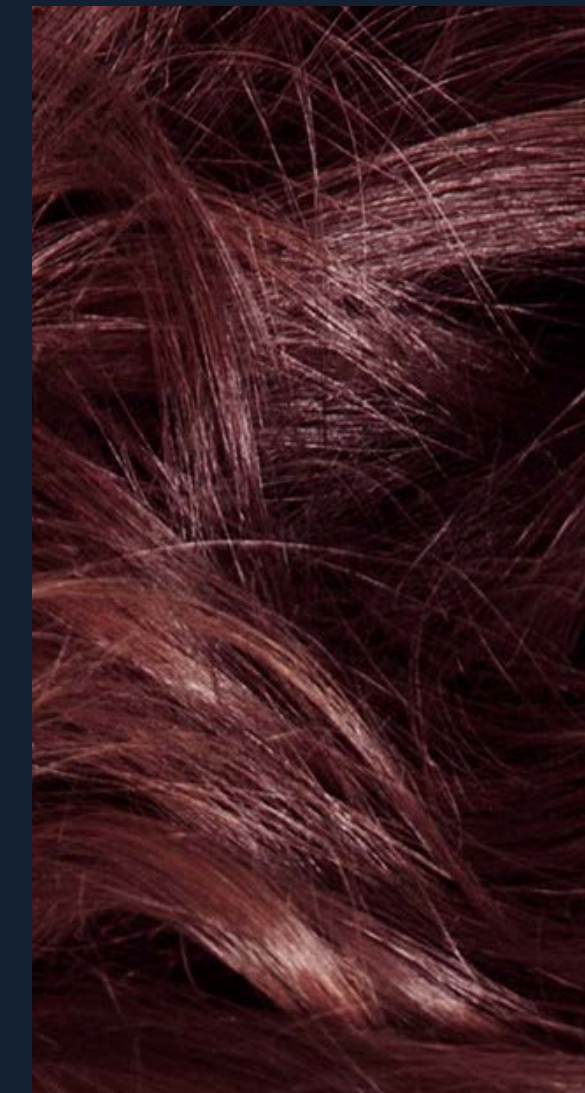
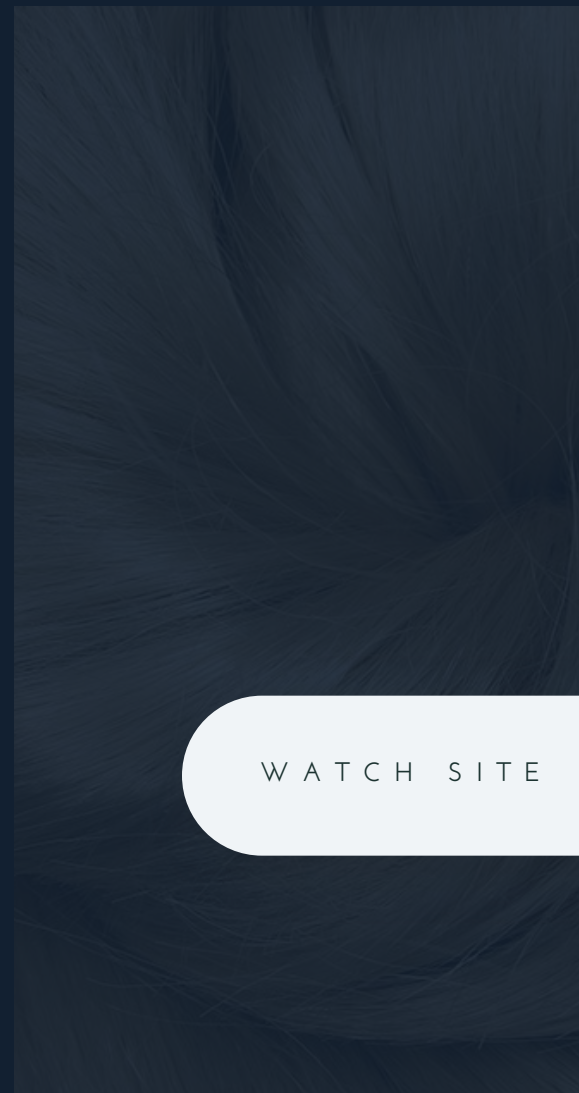
CLIENT

BioKeratin

ROLE

Creative Direction  
UI / UX

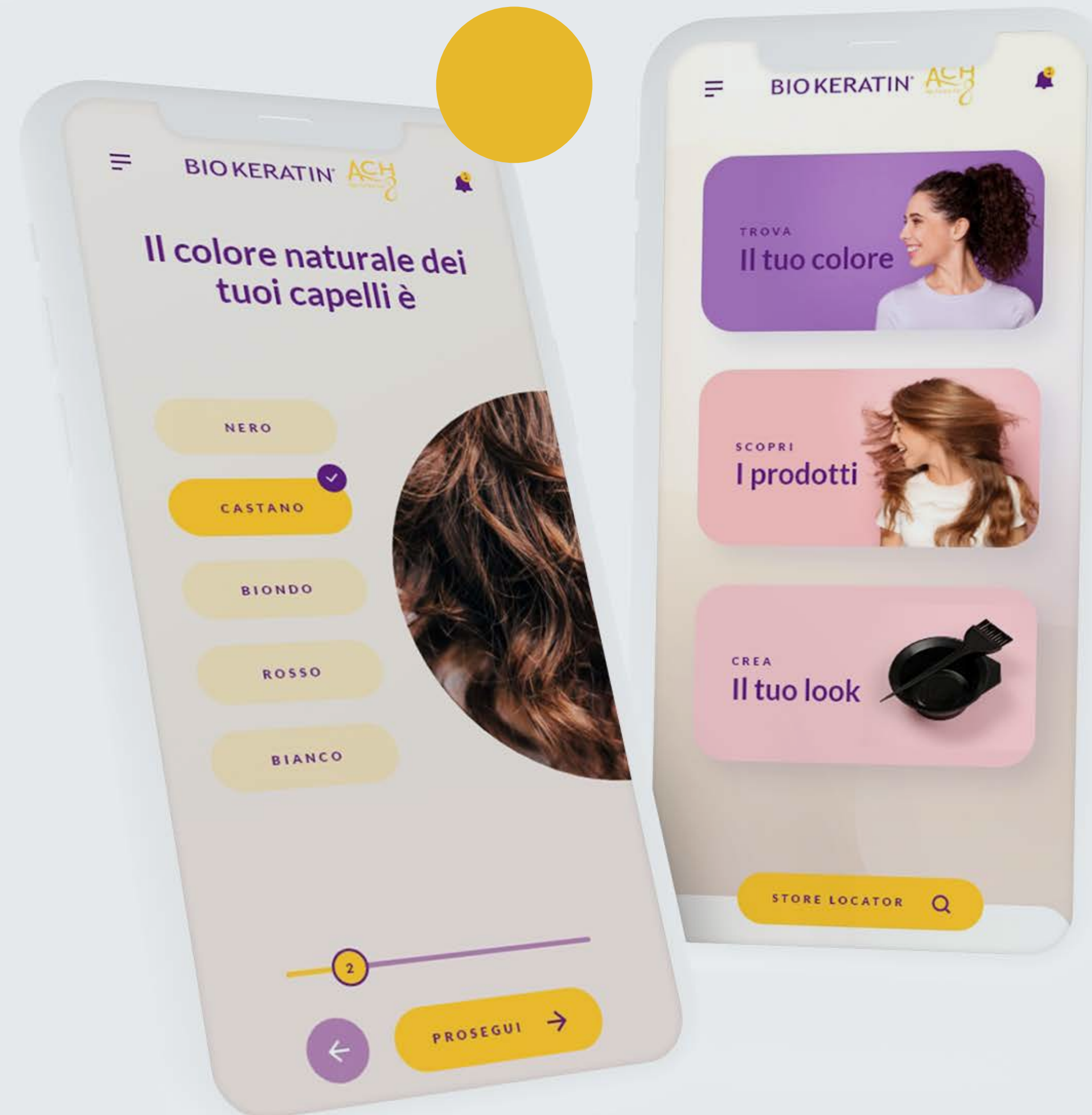
WATCH SITE



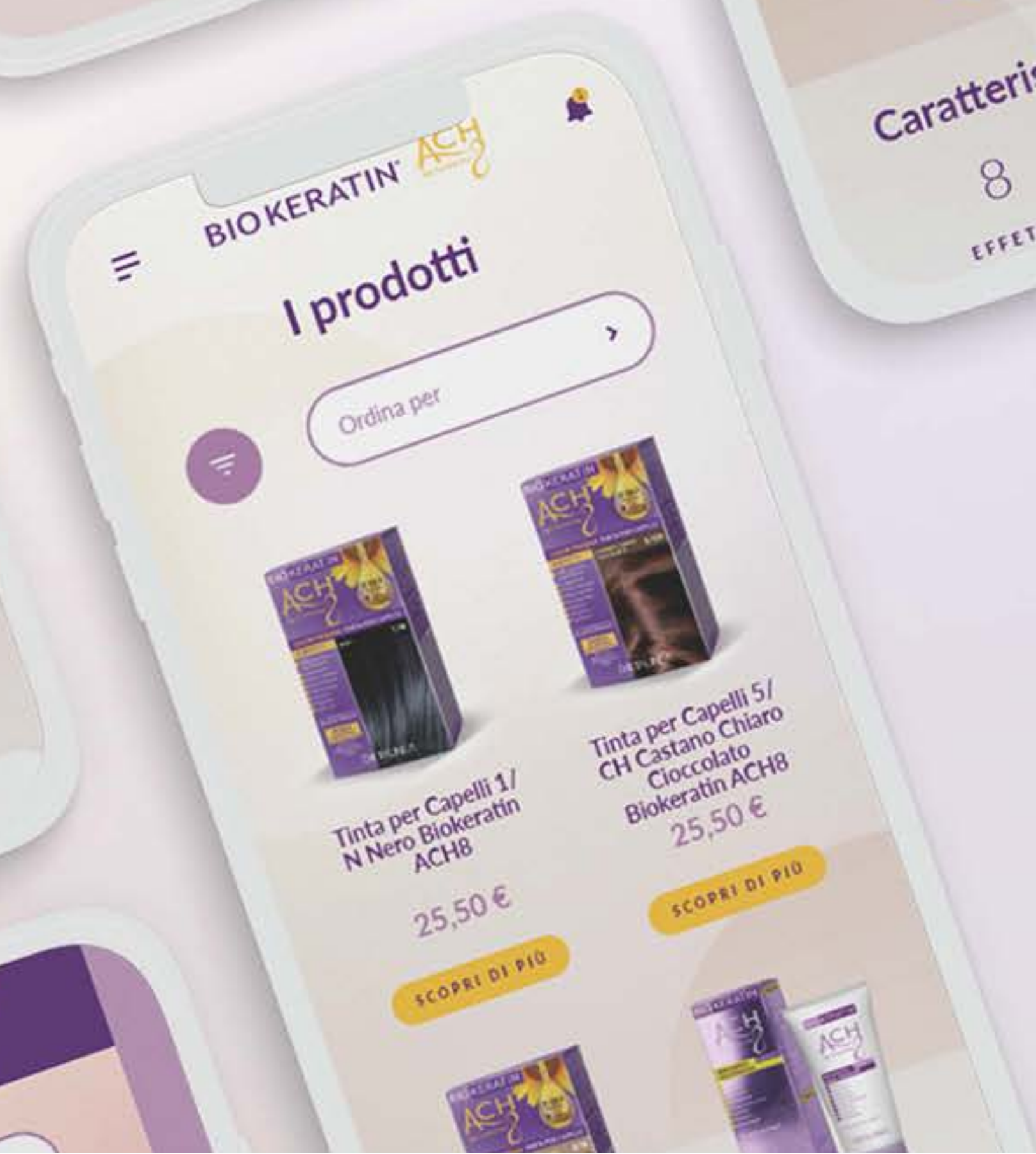


Few questions and the right product is on your screen.

With the purpose to simplify and innovate the way people choose their favourite hair colour, we developed a website that instead of showing only the catalogue, brings the right product directly to you. From the idea to the realization I designed the entire UI and managed the development team during the realization.









# Other projects



A mix of stories, visuals, motion design and creativity.

# Wizard Academy



PLAY VIDEO 

# L'Année Trailer



PLAY VIDEO 

# Agudio Flyingbelt



PLAY VIDEO 

# Cernunnos VR Animation



PLAY VIDEO 



# Thank you

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