

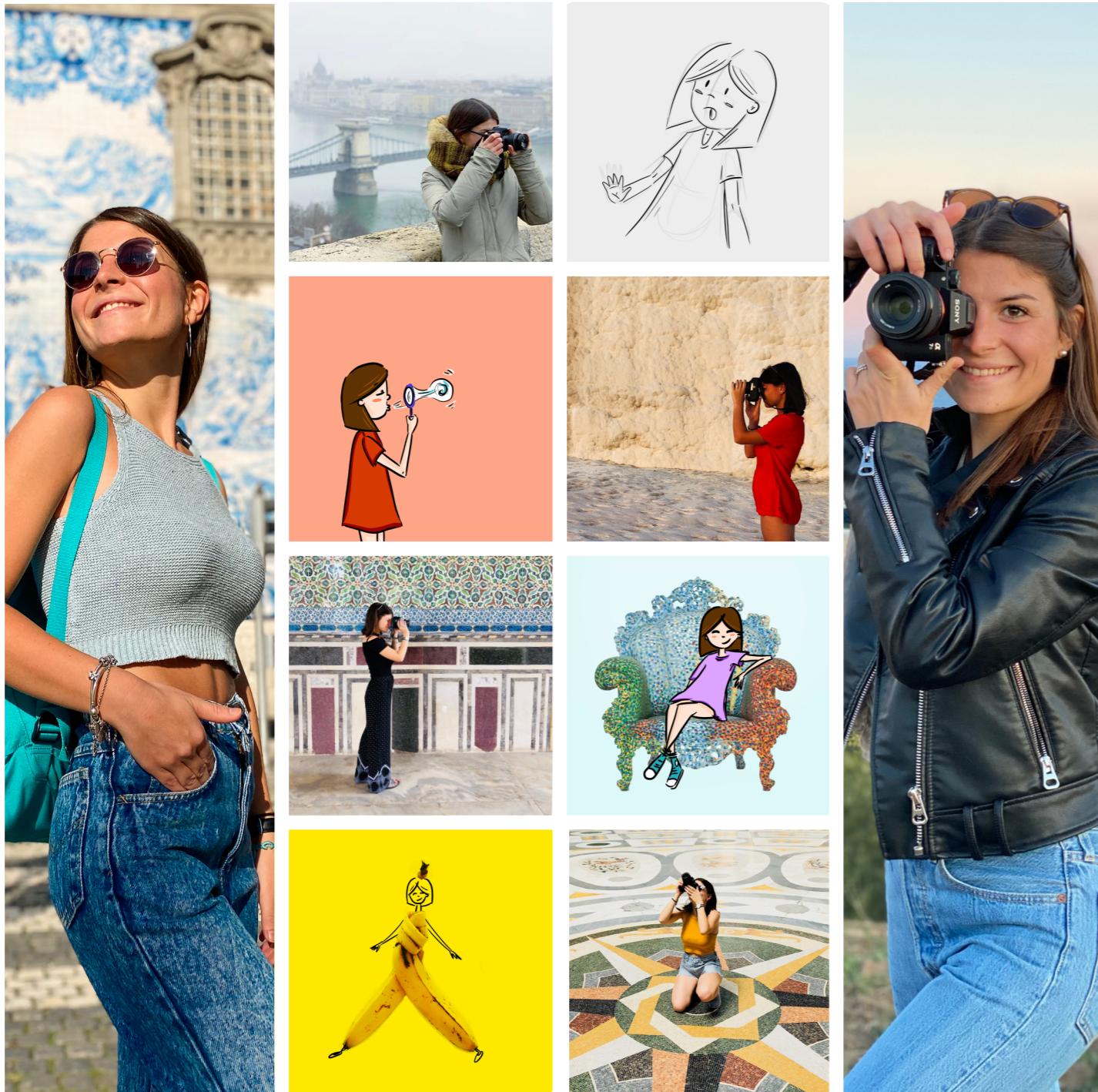


# **GaiaArtemisiaVergari**

digital and graphic designer

**PORTFOLIO 2022**

# LET ME INTRODUCE



My name is **Gaia Artemisia Vergari** and I think it tells a lot about me.

**Gaia** in Italian means “joyful, happy”, while in ancient Greek means “Earth” and perhaps it’s no coincidence that I love to travel and learn about places, cultures, ideas, and meet new people and at the same time that I feel a very strong bond with our planet and its nature, which I try to give value through my projects.

**Artemisia** on the other hand is a plant, but also the first Italian female painter of the early 1600s to be officially recognized as an artist despite being a woman. Inspired by her strength and courage, I consider myself a very creative person as well.

I have put my creativity into practice especially in recent years, deepening my knowledge in the field of graphic design thanks to my bachelor degree at **ISIA Firenze** and especially thanks to the two semesters **Erasmus+** that I had the opportunity to attend in **Barcelona**, Spain, in 2019, and in **Augsburg**, Germany, in 2020.

Along with my studies, I have acquired various working experiences mainly as a **communication manager** and in particular in the food sector, but also in collaboration with different companies.

In order to meet the clients' demand that at these new and changing times is moving toward **digital communication**, in the last year I have been specializing in creating digital content, web and interactive design and digital photography.

This transition toward digital design and my love for the dynamic city of Barcelona made me decide to come back to start a **Master in Digital Experience Design at BAU**, that I am currently attending, to specialize in UX, UI, digital business, and coding (HTML and CSS).

Thanks to the many travels I've done, I've learned to be **open-minded, cosmopolitan, empathetic**, and always **willing to learn and challenge myself** in new adventures. I enjoy communicating and dialoguing with others, especially working actively in a team, in order to (try to) facilitate the co-design of better solutions that can bring **concrete benefits and positive change**.

# LET'S START!

## Where from?

Explore each section by clicking on the buttons and navigating through this interactive PDF.  
You will also find highlighted other clickable buttons.

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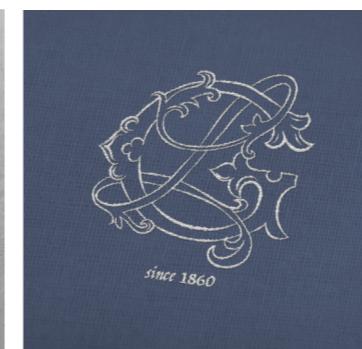
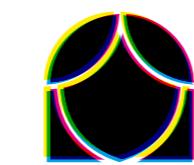
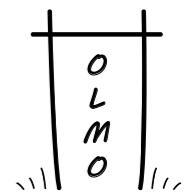


# LOGO DESIGN & BRAND IDENTITY

Here are some logo and brand design projects done for various clients active in different sectors and also in university projects.

What I wanted to show are not only the best designs, but the **evolution made through experience** - starting from the earliest design of my career on the upper left - and the diversity in the **range of styles applied**, from simple vectors to detailed illustrations, and their use in mock-ups.



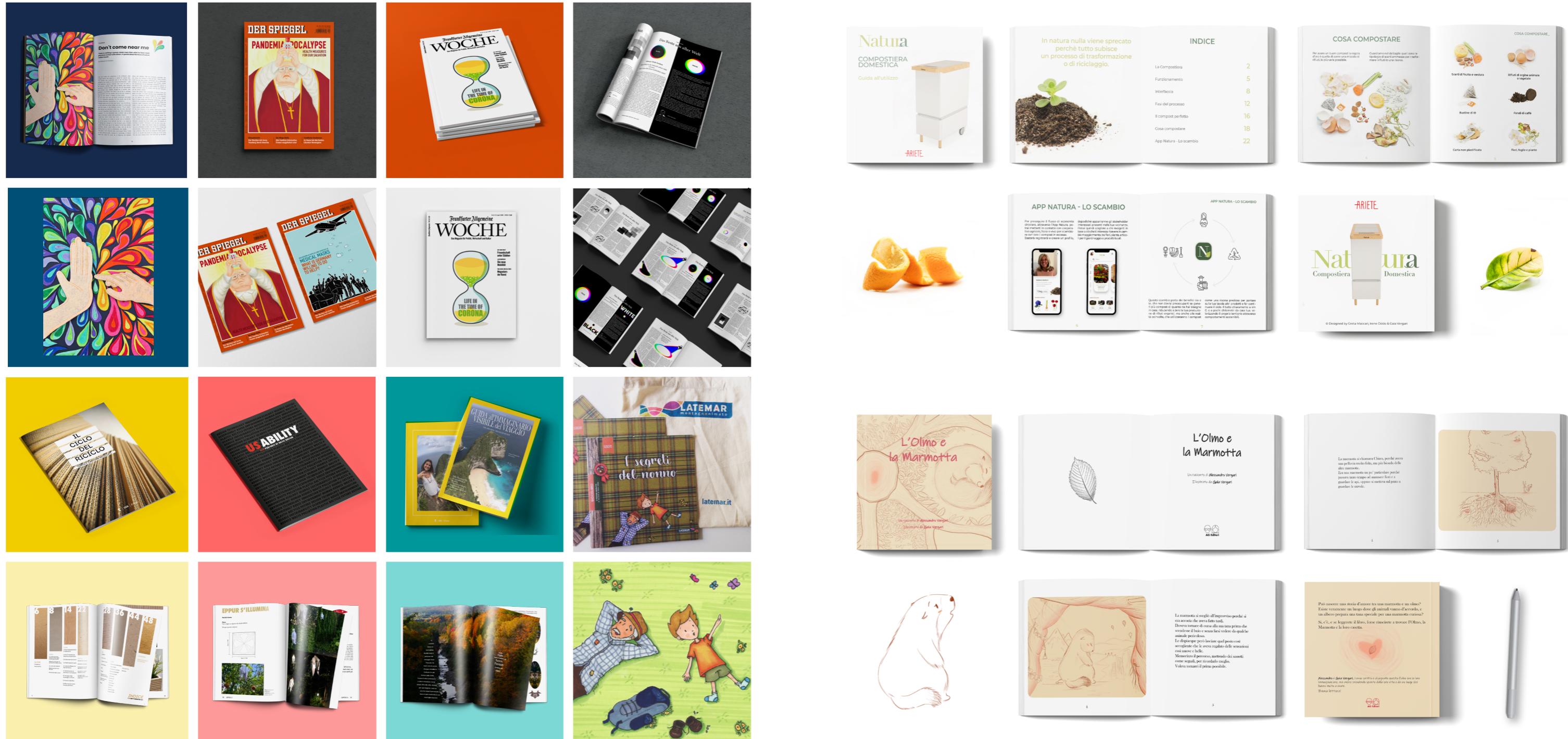




# EDITORIAL DESIGN

Here I present some editorial projects which I had the opportunity to develop mainly for university focusing on **layouts, grids, different kinds of support, and formats**. Some were designed for printing and some for digital use. In particular, you can see (upper left) some **artworks** made during the illustration course taken at Hochschule in Augsburg and two extracts - down on the right - from **illustrated books** that I had the opportunity to work on in the last years.





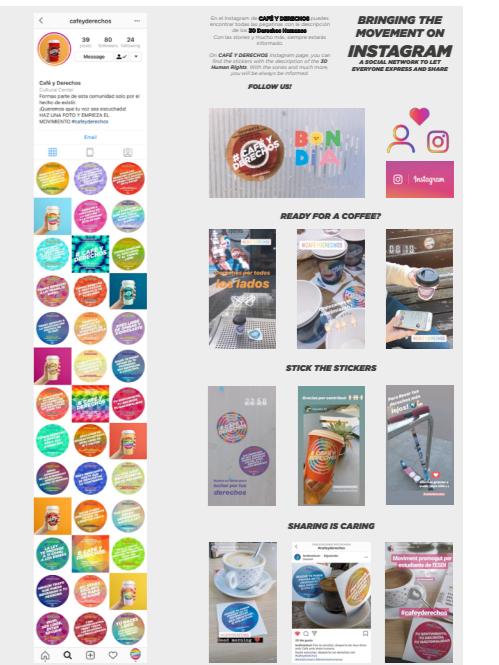
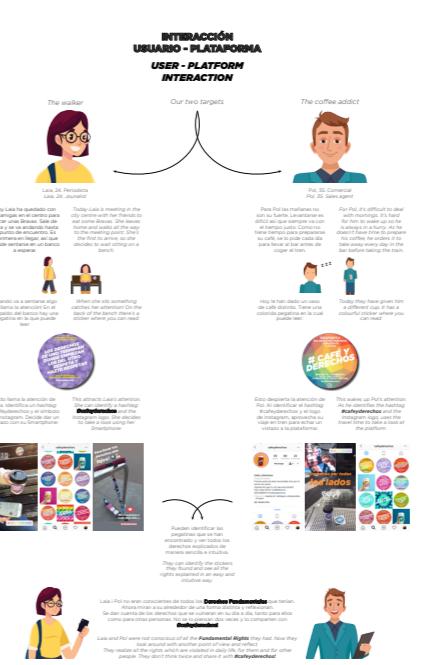
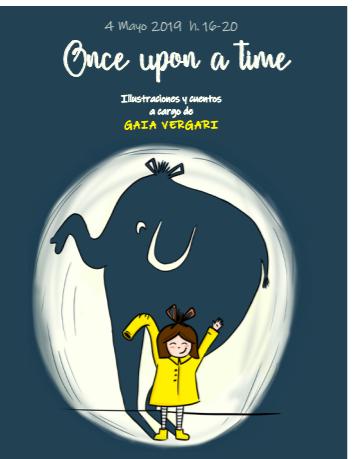
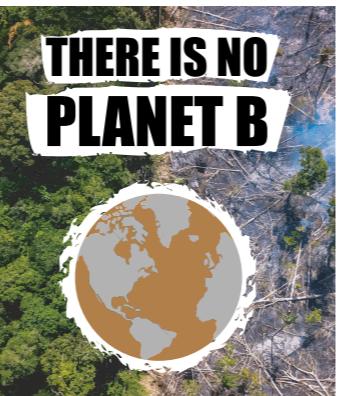


# GRAPHIC DESIGN

In this section, you can find various graphic design projects that I selected in order to show the **wide range of themes and styles** that I have been exploring during my studying and professional career.

The most relevant aspect of these projects is to highlight the application of different visual techniques such as **photomontage, vector art, typography in posters, flyers, advertising and book covers, hand and digitally drawn illustrations**.





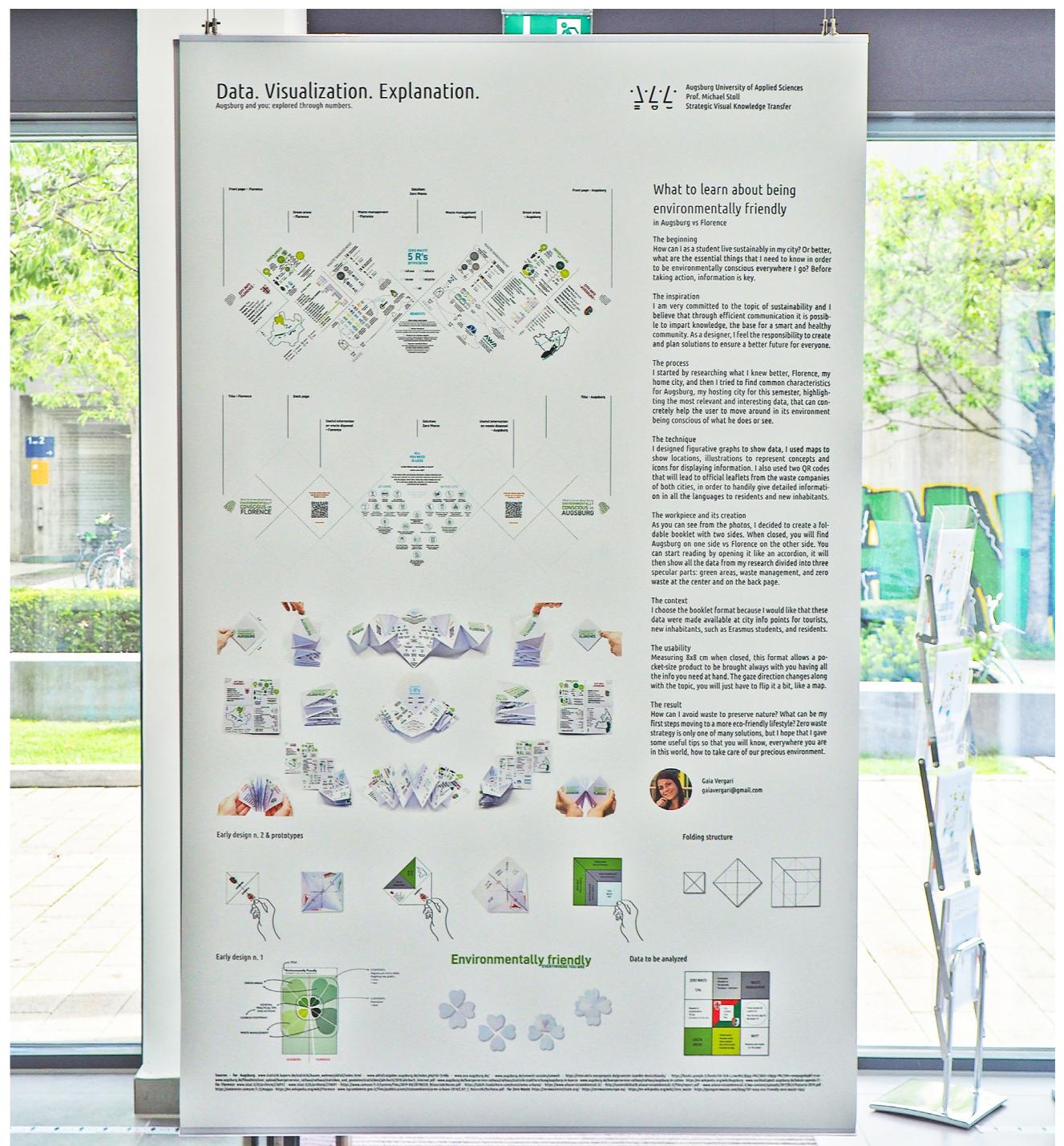


# INFORMATION DESIGN

During my Erasmus at Hochschule in Augsburg, I attended a course on **data visualization and information design** in which I developed the project presented in this section: *What to know about being environmentally conscious in Augsburg vs Florence*.

I wanted to highlight this project, even though it had to be designed for printing purpose because it opened my way to expand my knowledge in **infographics** which I consider to be a very interesting field that is taking more and more relevance especially nowadays as it can be applied to almost everything as a way of **presenting data to a wide public in a simple, quick and accessible way**.







# ENVIRONMENTAL DESIGN

Here I present my final thesis project for ISIA Firenze made in collaboration with **Social Trekking** and **Walden Viaggi a Piedi**.

*Sustainability Steps Toolkit* is a **digital product** that can be distributed for free to travelers, tourists, and citizens in the urban area of Florence, Italy, to enhance them to have a more eco-friendly staying in the city through displaying in a simple and practical way all the necessary tools to reduce our own social, environmental and economic footprint, not only as tourists but also as citizens of one big planet.



Click on the button below and discover the web page dedicated to the "Sustainability Steps Toolkit for Florence and its surroundings".



Click on the button below to view directly online or download the Toolkit on your smartphone or desktop



Click on the button below to open the interactive map of the "Sustainability Steps Toolkit for Florence and its surroundings".



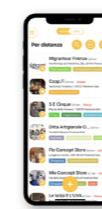
LA MAPPA INTERATTIVA SU FIRENZE E DINTORNI:



CON TANTISSIMI LUOGHI E REALTA LOCALI SOSTENIBILI,



CON FILTRI E TAG PER CERCARE QUELLO CHE TI INTERESSA,



TROVARE IL LUOGO CHE VUOI CONOSCERE



E AVERE TUTTE LE INFO UTILI COME ORARI, TELEFONO E SITO,



ORGANIZZATA IN UNA COMODA LISTA PER DISTANZA,



IL TOOLKIT ESSENZIALE PER SCOPRIRE LA CITÀ ATTRAVERSO PERCORSI DI TURISMO SOSTENIBILE

È UNA MAPPA INTERATTIVA SEMPLICHE DA USARE

PER SCOPRIRE LUOGHI INSOLITI

E RAGGIUNGERLI SENZA PERDERTI!

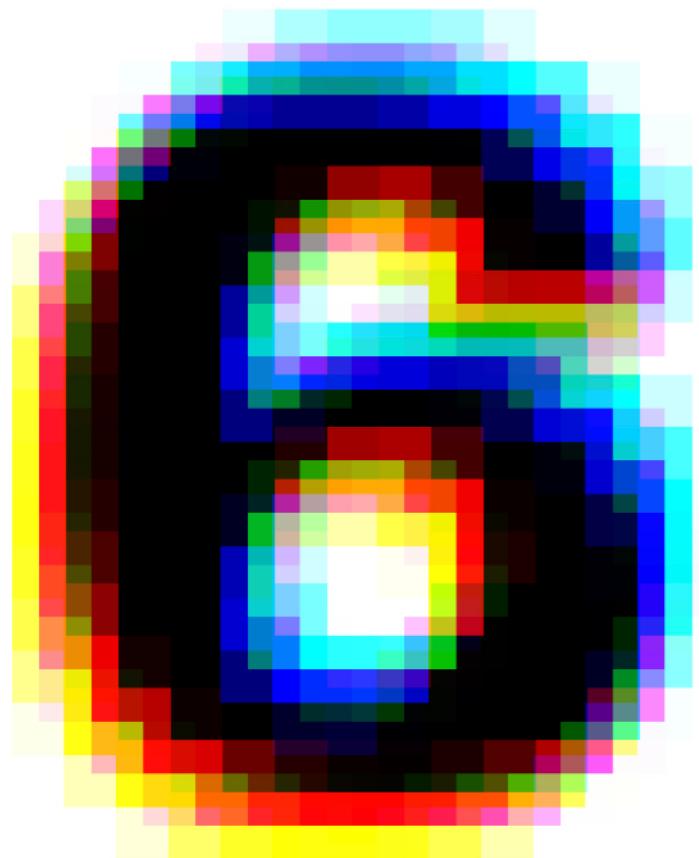


**IL TOOLKIT ESSENZIALE PER SCOPRIRE LA CITÀ ATTRAVERSO PERCORSI DI TURISMO SOSTENIBILE**



Are you a traveller, a tourist or a florentine citizen?  
Do you want to know an **alternative** and **sustainable** way to enjoy the city of Florence?

**DISCOVER NOW  
THE "SUSTAINABILITY STEPS  
TOOLKIT FOR FLORENCE  
AND ITS SURROUNDINGS"  
AVAILABLE FOR FREE**



# WEB DESIGN

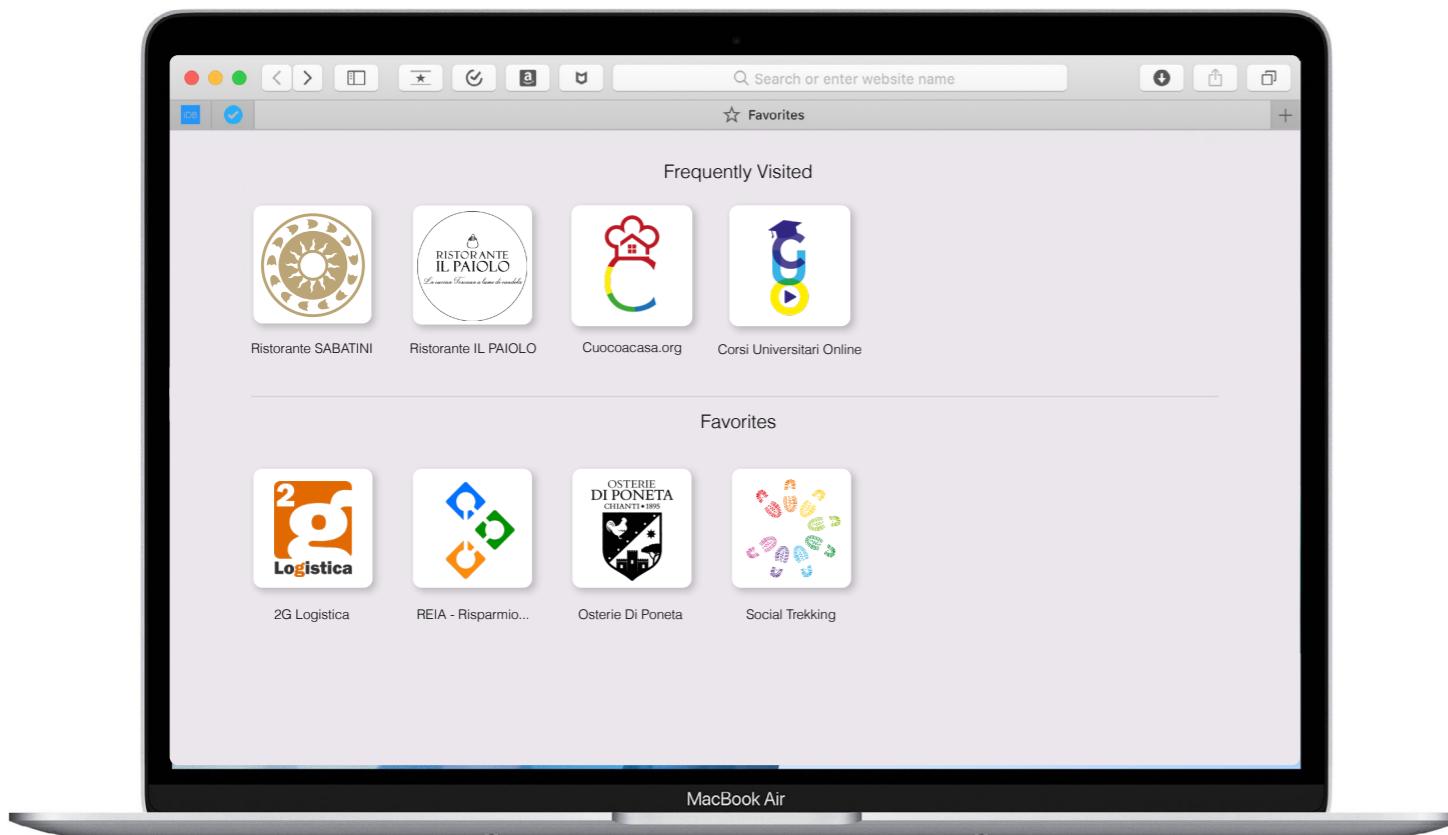
On the next page, you will find some **clickable buttons** that will lead you to websites that I have designed for different clients.

All these **responsive websites** were developed using **Wordpress** and in some cases, I also made some **personalized graphics** to use in context and added an **SEO basic strategy** to ensure better performances.

Each website was designed **with the client's brief in mind** following specific instructions about the contents, but also adding my personal experience in order to make it work and look as better as possible while ensuring **usability**.

You can find the most recent works in the *frequently visited section*.





**Ristorante Sabatini Firenze**  
[www.sabatinifirenze.it](http://www.sabatinifirenze.it)



**Ristorante Il Paiolo Firenze**  
[www.ristoranteilpaiolo.it](http://www.ristoranteilpaiolo.it)



**Cuocoacasa - Your personal cook at home**  
[www.cuocoacasa.org](http://www.cuocoacasa.org)



**Corsi Universitari Online**  
[www.formazionecontinua.online](http://www.formazionecontinua.online)



**2G Logistica - Trasporti e depositi**  
[www.2glogistica.it](http://www.2glogistica.it)



**REIA - Risparmio Energetico e  
Ingegneria per l'Ambiente**  
[www.reia.it](http://www.reia.it)



**Osterie Di Poneta**  
[www.diponeta.it](http://www.diponeta.it)



**Social Trekking**  
[www.socialtrekking.it](http://www.socialtrekking.it)

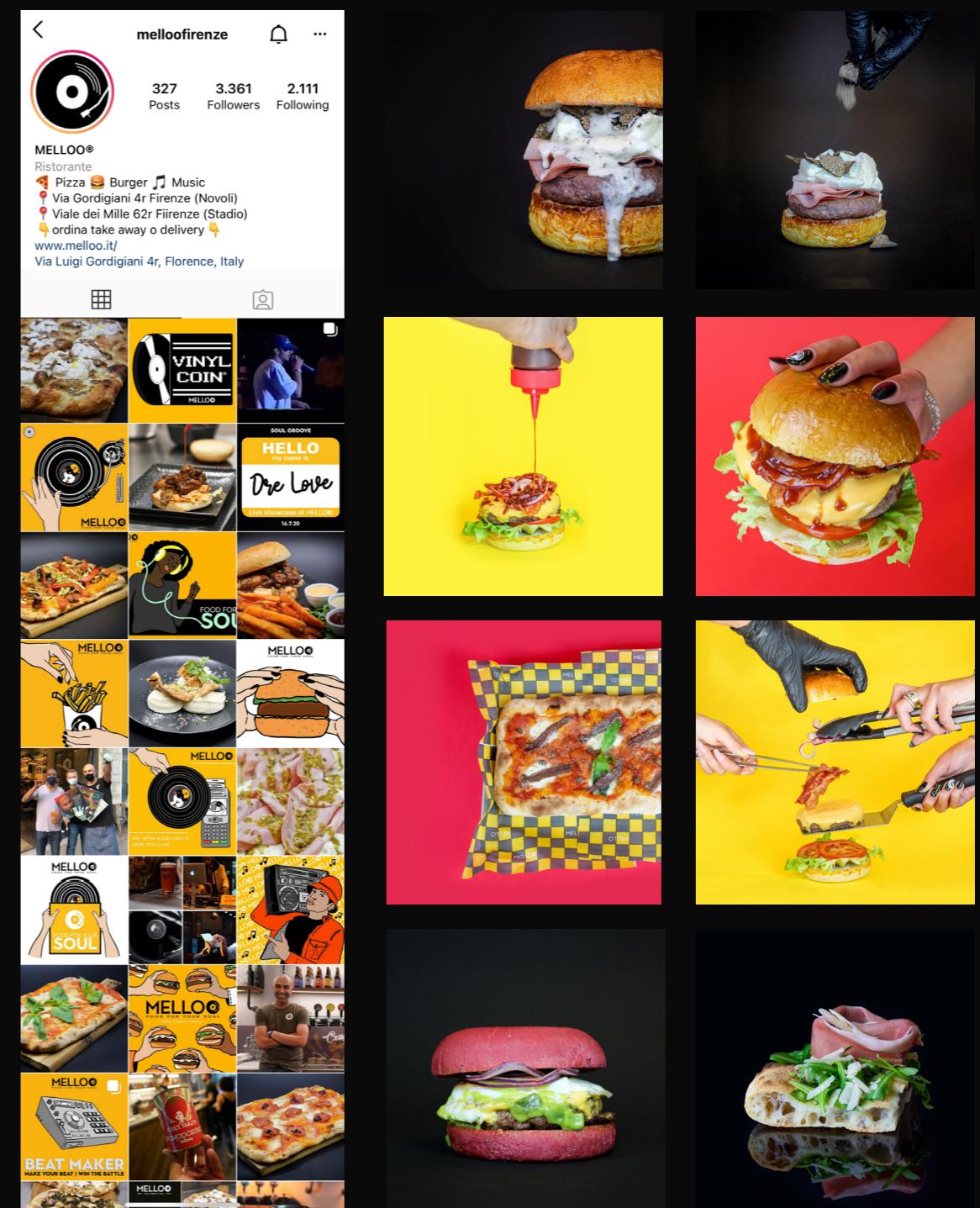
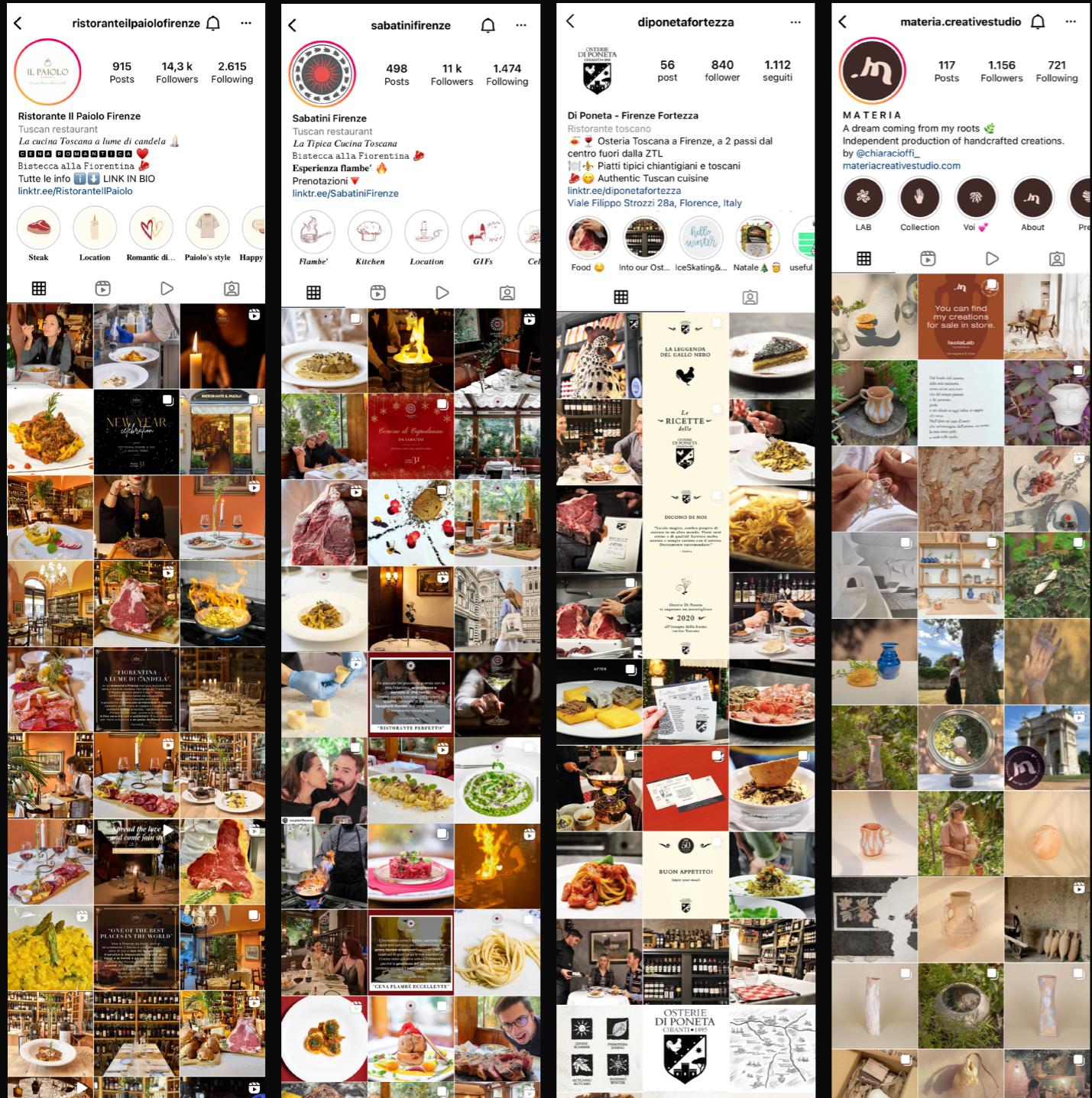


# CONTENT CREATION

Last but not least, in this section I wanted to show some of my **freelance works** as content creator and social media manager mainly in the food sector in Florence, Italy.

Through these projects, I put into practice and expand my knowledge of **social media strategies**, **social media campaigns**, **food photography**, **video editing**, and **graphic creations for different digital formats** depending on the social platforms in which these contents will be displayed.





# **GAIA VERGARI**

graphic designer

COMMUNICATION  
& GRAPHIC DESIGN  
WEB DESIGN  
PHOTOGRAPHY  
ILLUSTRATIONS  
VECTORS & ART

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