

# PORFOLIO

ILARIA  
TORCOLACCI



# ILARIA TORCOLACCI

## ABOUT ME

I started my study career as a cartoon drawer, but I came out into a **junior UX/UI designer**. I hold a Bachelor's degree from ISIA Firenze (Product & communication design) and am currently pursuing a Master's degree in Digital and Interaction Design at Politecnico di Milano.

I have **experience in product and graphic design**, managing the entire process from **corporate identity development to prototyping**. Over the years, I have honed strong **analytical skills**, attention to detail, and a keen **aesthetic sense**. I am quick to learn and adapt to new tasks and possess **problem-solving abilities** within the design field. I have a foundational knowledge of **user research methodologies and usability testing**.

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- 💻 B

## PROFESSIONAL EXPERIENCE

**08\_2024/ UX/UI Designer**  
Present CasetraPrivati

Complete website redesign, development of an integrated Digital Marketing strategy.

**07\_2022/ Aircraft Interior Design | External relations**  
**12\_2023 MBVision**

UX in aviation and museum, assistant and coordinator for workshop activities, editorial responsibilities.

**3\_2023/ AR teacher\_100h**  
**6\_2023 corso ITS MAR, Florence**

Teaching the development of Augmented Reality applications and software.

**Ed. 2023/ Coordinator | Graphic&web designer**  
**2022/ Creac@tivity event, Piaggio Museum**

Coordinator, on/offline designer and curator of communication, internal and external relations of the Creac@tivity event, 3 editions, XVI (2021), XVII (2022), XVIII (2023).

**07\_2021/ Internship\_200h**  
**08\_2021 MBVision**

Aircraft Interior design, brand identity and content management.

**Ed. 2018/ Photographer | Videomaker**  
**2019 Animavi\_International Film Festival of Poetic Animation by ARS Animae**

Documenting the interviews of the main guests.

## EDUCATION

**02\_2025/ Extra UE Erasmus+ Program**  
**07\_2025 Jiangnan University, Wuxi China.**

**2023/ MSc\_Digital and Interaction Design**  
Present Politecnico di Milano.

**2018/ BA\_Produc&Communication design**  
**2022 ISIA Design Firenze.**

**01\_2020/ Erasmus+ Program**  
**06\_2020 Savonia University of Applied Sciences, Kuopio Finland.**

## SOFT SKILLS

User-Centered Design (UCD), Cross Functional Collaboration, User Research, User Needs Analysis, Content Management Systems, Startup Culture.

## HARD SKILLS

Wireframing, Rapid Prototyping, User Experience(UX), Information Architecture (IA), Visual Design, Interaction Design (IxD), Stakeholder Presentations, User Research, Usability Testing (SUS, UEQ, SEQ), User Needs Analysis, AI Tools, Photographer, Videomaker and Editing.

## SOFTWARE

UX/UI\_Web Developer\_Adobe



Microsoft Office



Code </>



3D\_Render



## LANGUAGES

Italian\_NativeSpeaker

English\_Fluent

## RECOGNITION

**01\_2025 Selected for the exhibition the DIS 2025 in Madeira with the project CoHub (University project).**

**2023 My publication "International Design" in the "Creac@tivity Emagazine".**



01.



04.

# CONTENT

## 01. QUIEAR

Insulation earpiece that protects the hearing system from noise pollution.

## 02. CHAIR CRAFTED FROM E.V.A. MATERIAL DESIGN

Utilizing waste products for sustainable creation.

## 03. ICE&CLEPSY

Air purifiers that blend functionality with elegance.

## 04. LA-8 SEAPLANE INTERIOR AND EXPERIENTIAL DESIGN

An academic thesis that explores an opportunity to reinterpret an old way of travelling.



02.



03.

Quiear - insulation earpiece

# QUIEAR

insulation earpiece that protects the hearing system from noise pollution

2020

Team project

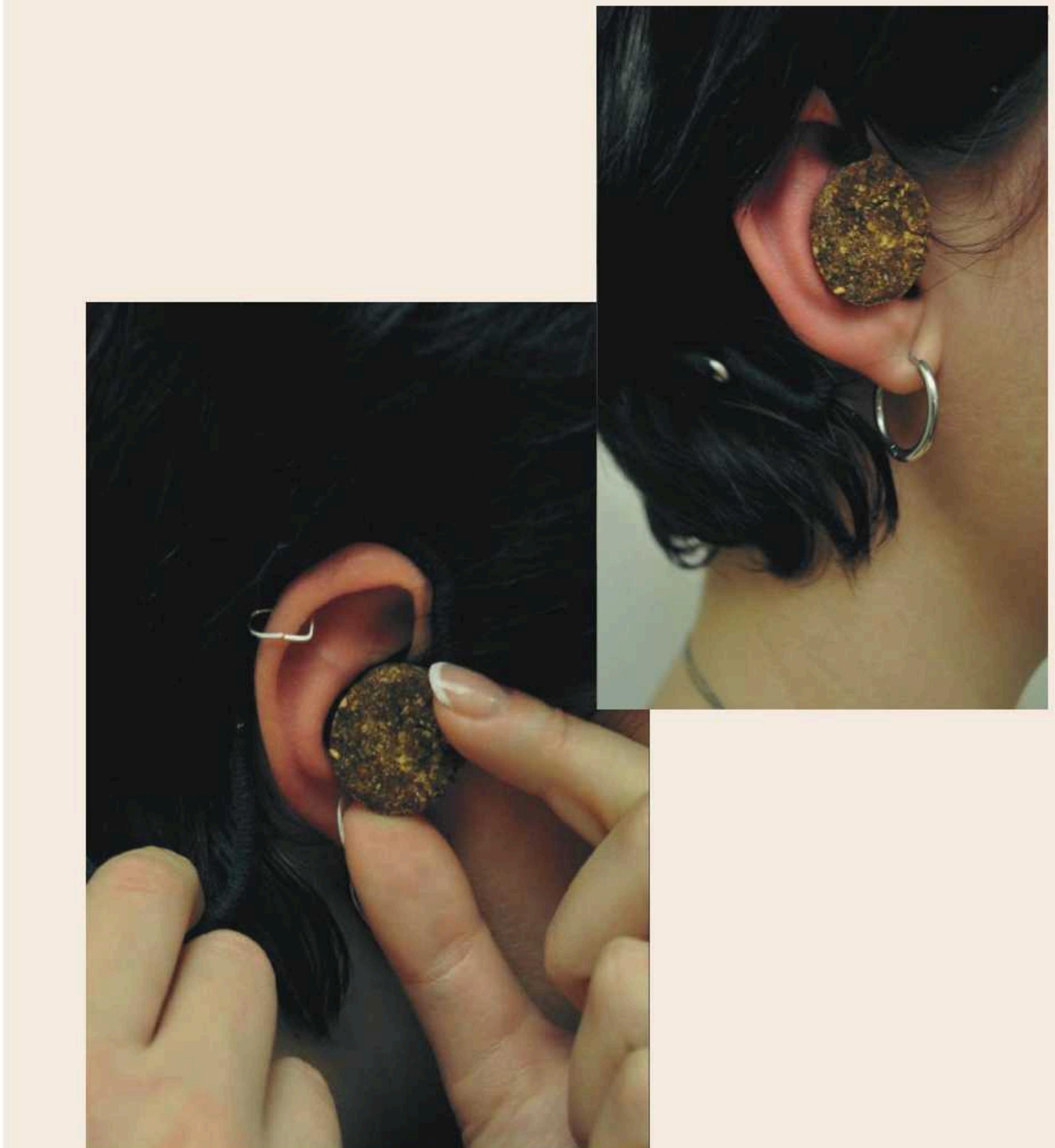
My rules: market research, competitor analysis, concept design and service development

Educational path

Prof. Raffaella Fagnoni, ISIA Design Firenze

## PRODUCT BRIEFING

“Quier” is an insulating earphone that protects the auditory system and invites reflection on the issue of noise pollution in cities and the issue of sustainability through a project upcycling. The reuse of waste materials allows the creation of functional objects without the use of toxic materials, plastic or pollutants. The plate made of organic materials is processed and applied to the shape of the ear in the form of an earpiece; it is attached to a long appendage with a metal core, covered with recycled fabrics, especially recycled cotton, allowing it to be adapted to one's needs.



Material prototype, scale 1:1

## CONCEPT ACCESORY

### VALUES

The people who buy it choose to act responsibly towards the environment and their health, promoting an eco-friendly and conscious attitude in other potential customers. With the sale of "Quier", you can access a personal code usable for installing an application related to the product, which provides information and monitoring of their health data in real-time.

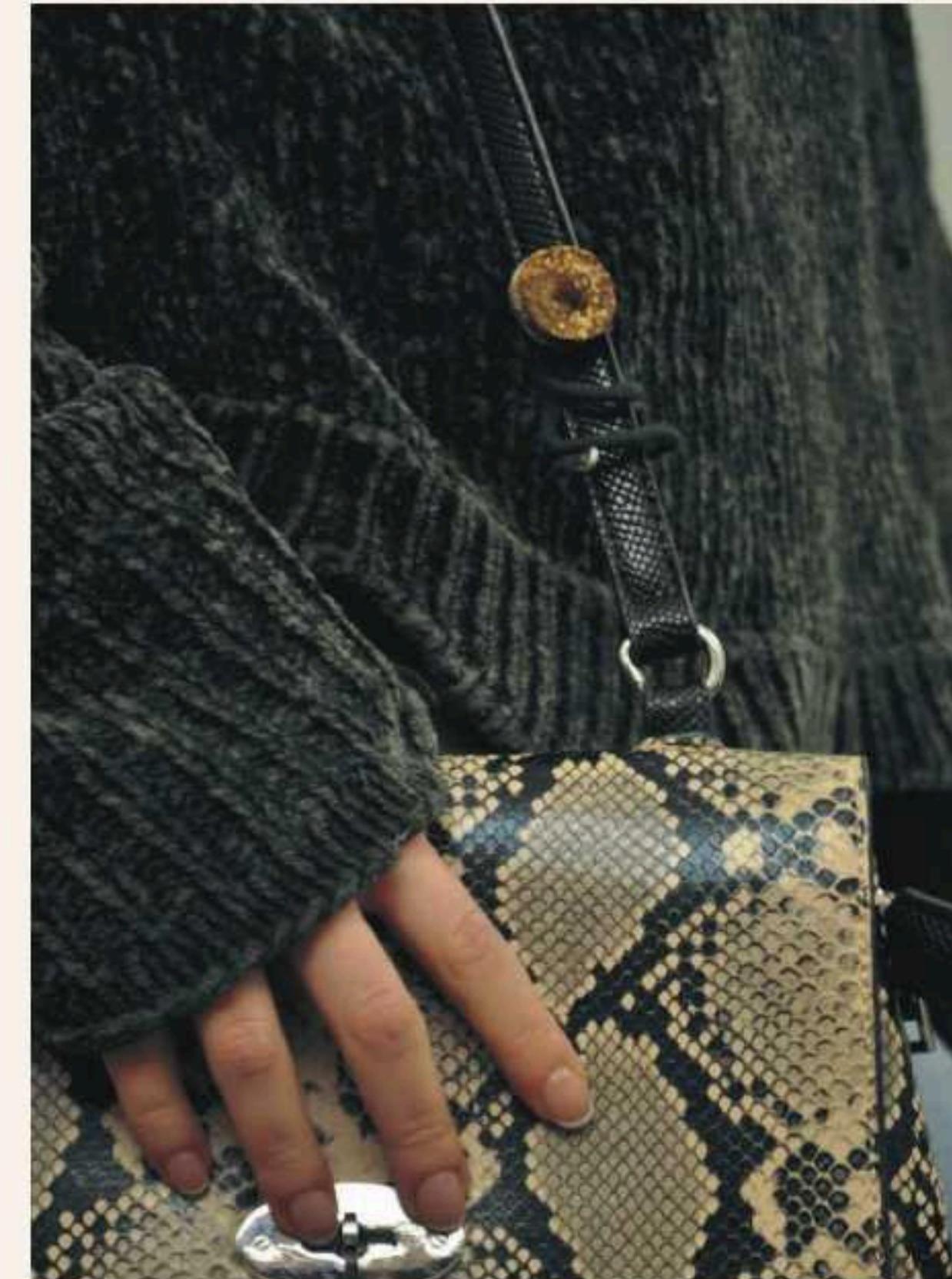
### Target

- A young audience, accustomed to moving in the urban environment and frequenting chaotic and crowded places;
- Subjects who have experienced health problems related to noise pollution;

### USE

Quier is designed as accessory-ear protection for those who want to be stimulated and informed on the issues in which "Quier" identifies itself, as well as protected from the causes of countless repercussions on the body, which city noise causes.

Bracelet



Purse accessory

## UI CONCEPT

S E R V I C E

"Quier" is an online platform, accessible through the app in the stores of your smartphone, designed for anyone who wants to have more information, after the purchase of the product, about noise pollution around him. The appropriation of the app takes place only after the purchase of the headset "Quier". Its packaging contains a code that will be requested during the initial entry of the buyer's data.

### PURPOSE AND USEFULNESS

It is an app designed to broaden the knowledge of users on the subject of noise pollution, in fact, in addition to monitoring are also

sent information on the problems caused by loud noise that damage the human body.

### USE

There's a personal app available where you can monitor your health and the noise you've been subjected to, on a daily or weekly basis. On the home screen, the sounds around you are graphically represented when the app is open. The application warns the user when it perceives harmful noise in the environment. Therefore, it is active at all times of the day. There is also a notification pane, a personal data report and a user profile.



# USER INTERFACE

## REGISTRATION



# USER INTERFACE

## MONITORING



### MONITORING

In case of exceeding the maximum threshold, the application alerts the user via a notification and invites the use of the product to protect themselves.



# USER INTERFACE

## MONITORING



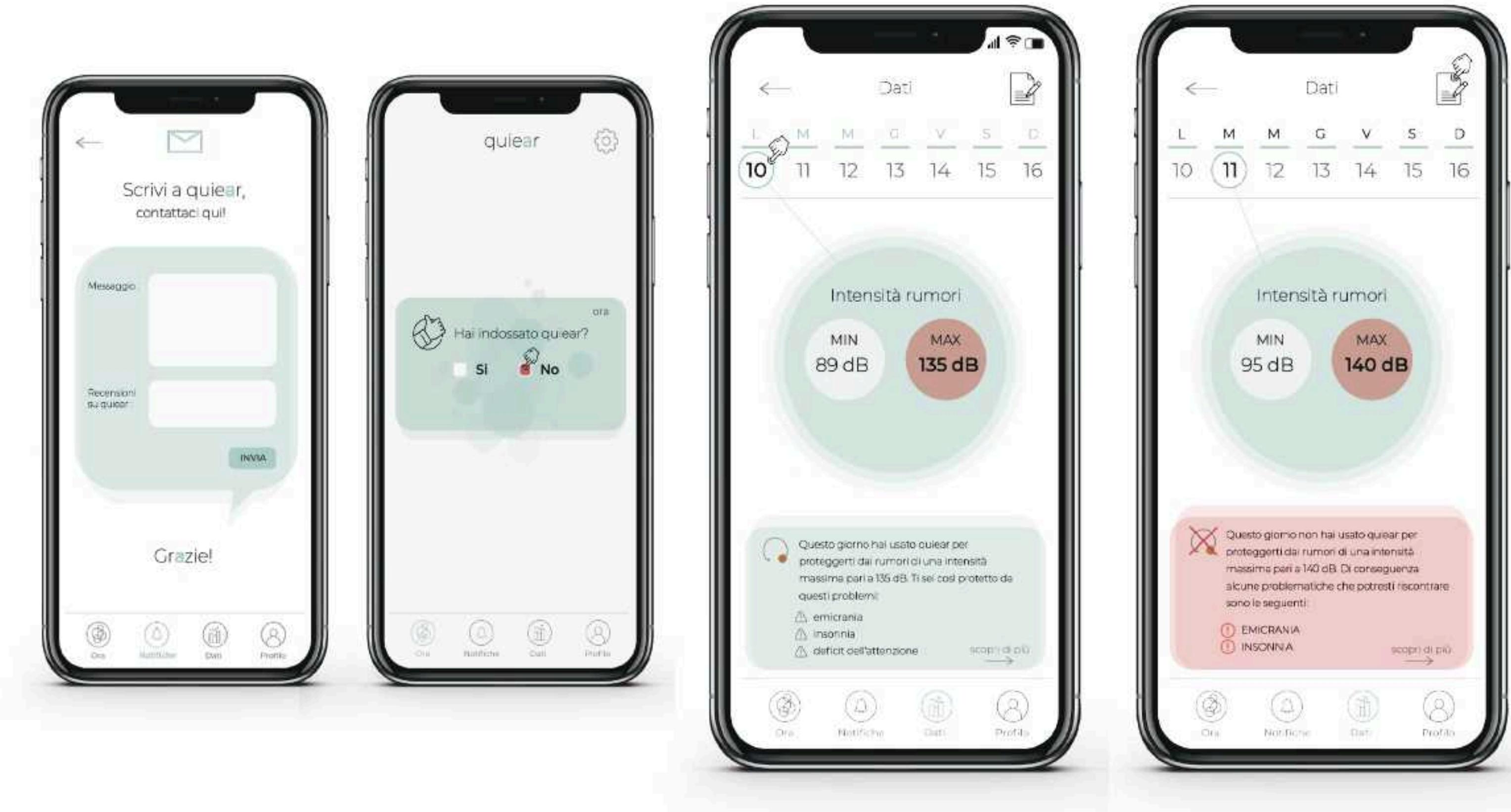
### MONITORING

In addition to having a warning function, it informs the user about the effects that those certain sounds may have on health.

This information is gathered in a database.

# USER INTERFACE

## CONTACT US AND DATA-BASE



### FEEDBACK

After the first notification, a request is made for feedback where it is asked whether the user has or has not used the product / and whether this has fulfilled its protection function.

### DATA-BASE

This will serve the application to report any malfunctions directly to the manufacturer, but at the same time to record data and provide a report weekly report regarding the user's health and product use.

# DESIGN OF CHAIRS IN E.V.A. MATERIAL

starting from production waste

2021

Team project

My roles: market research, concept design  
and prototype construction.

Education path

Prof. Chiara Caramelli, ISIA Design Firenze.

In collaboration with  
Selasti Srl.

## PRODUCT BRIEFING

Chair made from industrial waste material E.V.A. (Ethylene Vinyl Acetate). Designed to trigger an industrial symbiosis with several local companies, investing in sustainable production and generating a unique and customized product. Aimed at general customers who appreciate modern, comfortable and sustainable design, intended for a national market. Available on e-commerce and in a retail store.



## CONCEPT STARTING POINT

Disposal is a huge cost for companies producing E.V.A. materials. To avoid this problem, we thought about how to give a new life to the production waste of companies such as Selasti, one of the main producers of E.V.A. (Ethylene Vinyl Acetate). Exploiting the properties of the material (water repellent, easy to clean, resistant to weathering, and light) and orienting the furniture in-door and out-door, chairs have been created composed of only two materials: tubular metal for the supporting structures and waste of EVA for the seat. The latter is reduced to strips of different sizes and shore, held together by bolts or rivets (depending on the characteristics of the bands). Starting from these formulas, we

define more combinations of weaves, generally dictated by the characteristics of the material, offering optimal seating comfort without distinction thanks to the softness of the EVA. The result of the reuse of waste materials has led to obtaining a colourful piece of furniture and certainly unique for the customer, who chooses, based on the sales proposals of the moment, the shape and colour of the strips and the supporting structure he prefers.

Types of waste E.V.A. (shore and colour), used according to the production of the Selasti Srl company.



# INDUSTRIAL SYMBIOSIS

## INDUSTRIAL ECOLOGY

The goal is to create a production network that works through collaboration and intermediation between companies and manufacturers. In the case of E.V.A. waste material, the industrial symbiosis takes place by relating the need to dispose of the large quantities generated with the start of an industrial cycle of new products exploiting what you already have.

Surely a local collaboration in a small area can reduce the number of emissions and energy consumption regarding transport and logistics. In this way, a virtuous and advantageous circle is established for several companies involved in the production, not having to deal directly with the disposal of waste.

### ► **Selasti srl**

Suppliers of E.V.A. waste slabs.

### ► **Chiti Metalli srl**

Suppliers of metal for structures

### ► **NO DUMP**

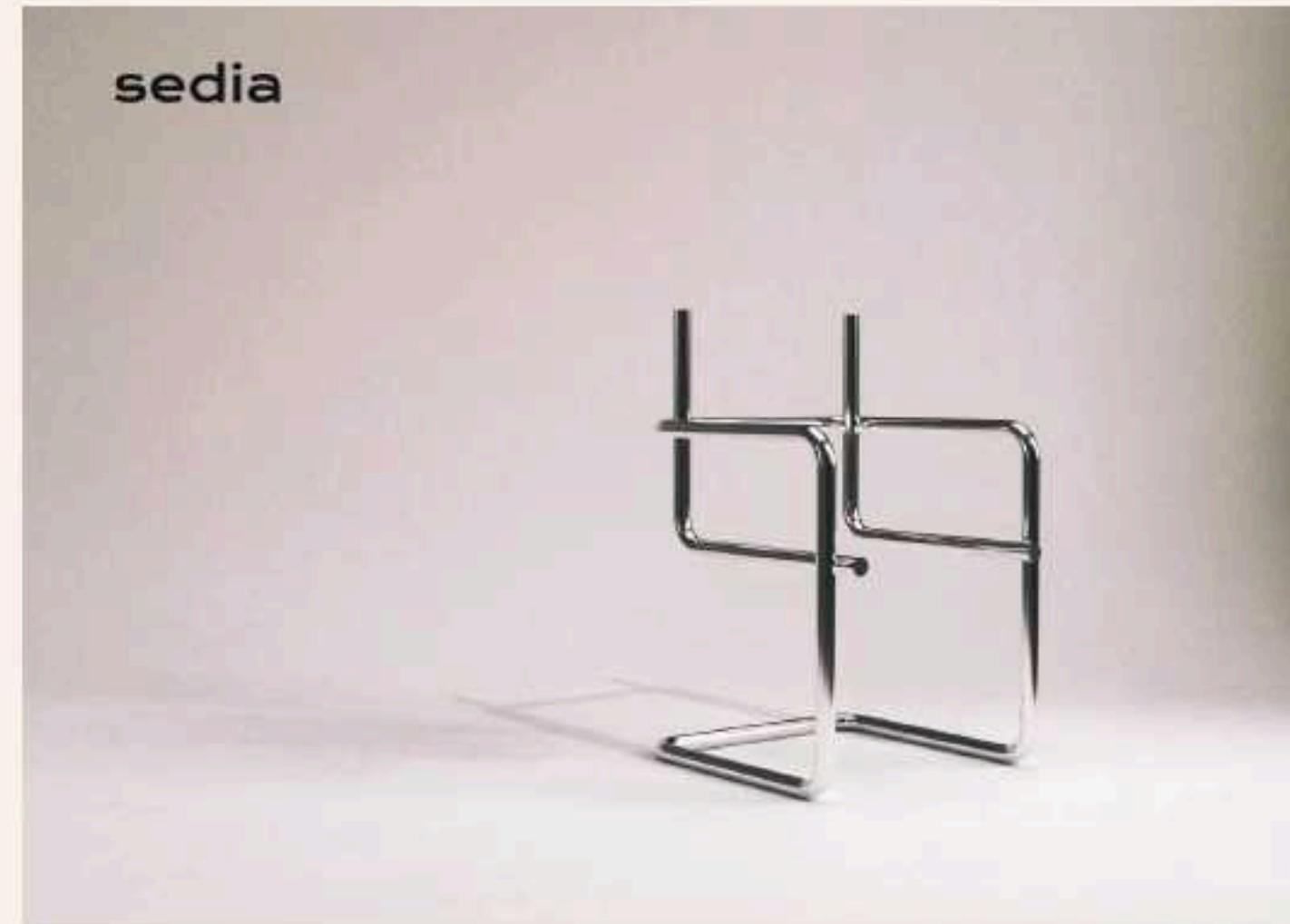
Association for component assembly

## PRODUCT CHAIR STRUCTURE

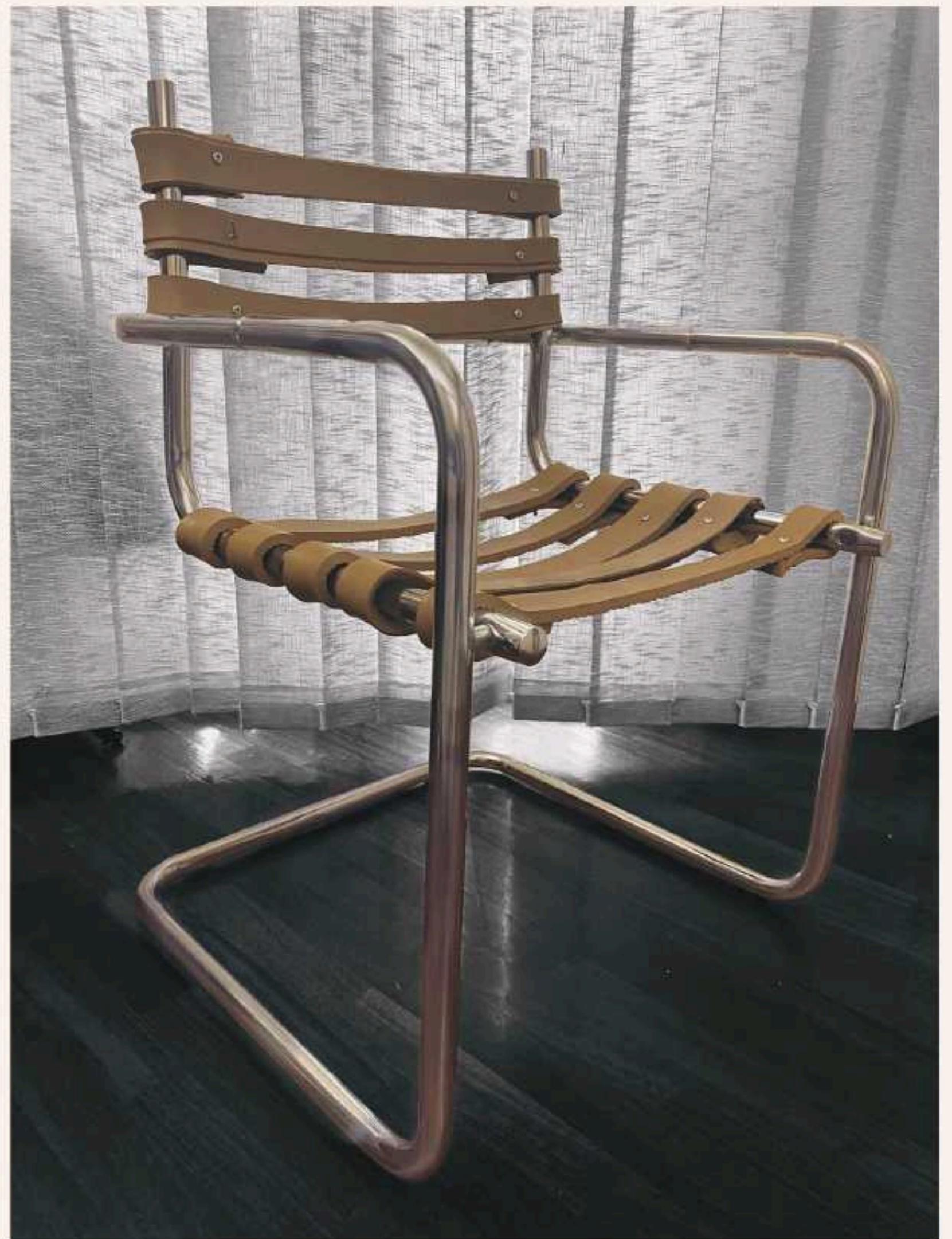
Indoor or outdoor chairs, composed of a tubular metal structure (4 different types), on which are applied E.V.A. strips recovered from processing waste, woven according to different configurations, colours, textures and shore, all based on the availability of material of the moment when you decide to buy the product.

### # COMPONENTS

Tubular aluminium  
Strips of E.V.A.  
Bolt/ Rivet



## PRODUCT PROTOTYPE



#1 ELEMENTARE  
#2 FILO D'ARIANNA  
#3 SCHACCHIERA

Scala 1:1

## PRODUCT PROTOTYPE



#1 ELEMENTARE

**#2 FILO D'ARIANNA**

#3 SCHACCHIERA

Scala 1:1

## PRODUCT PROTOTYPE

#1 ELEMENTARE  
#2 FILO D'ARIANNA  
**#3 ALTALENA**



Scala 1:1

## COMMUNICATION

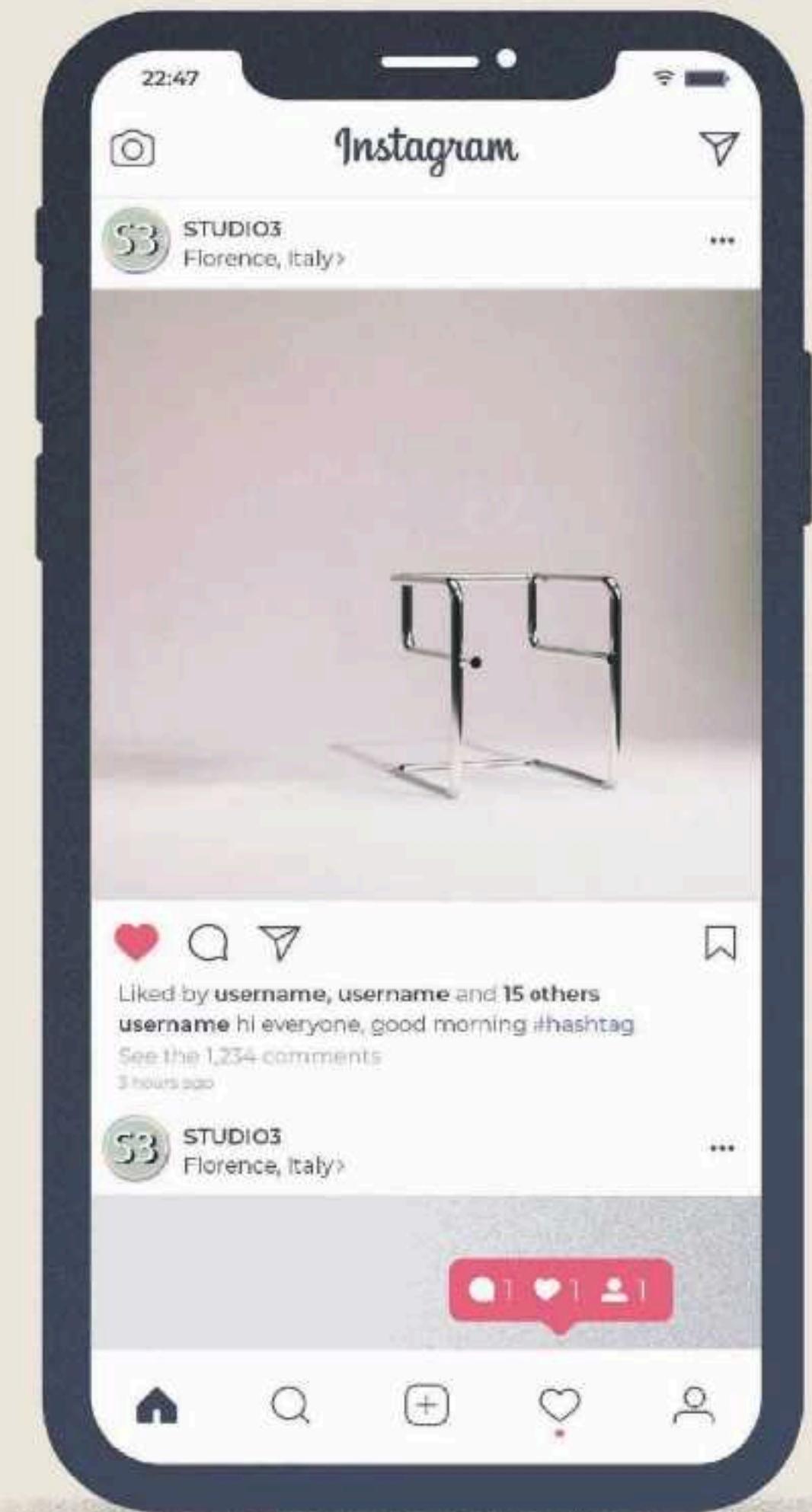
### E-COMMERCE AND RETAIL STORE

The website serves as a means of communication as well as an online store. The latter provides countdowns on new seat releases to create curiosity about new releases, especially given the small quantity released each time, generating in the customer a kind of exclusivity in buying the almost unique piece.

The Instagram and Facebook pages, on the other hand, support and complement the brand communication to make it more authentic and close to the user. The permanent catalogue of production will always be visible on the site,

just as the entire supply chain will be transparent and easily accessible to the consumer so that the industrial symbiosis adopted by the brand is perceived in its entirety.

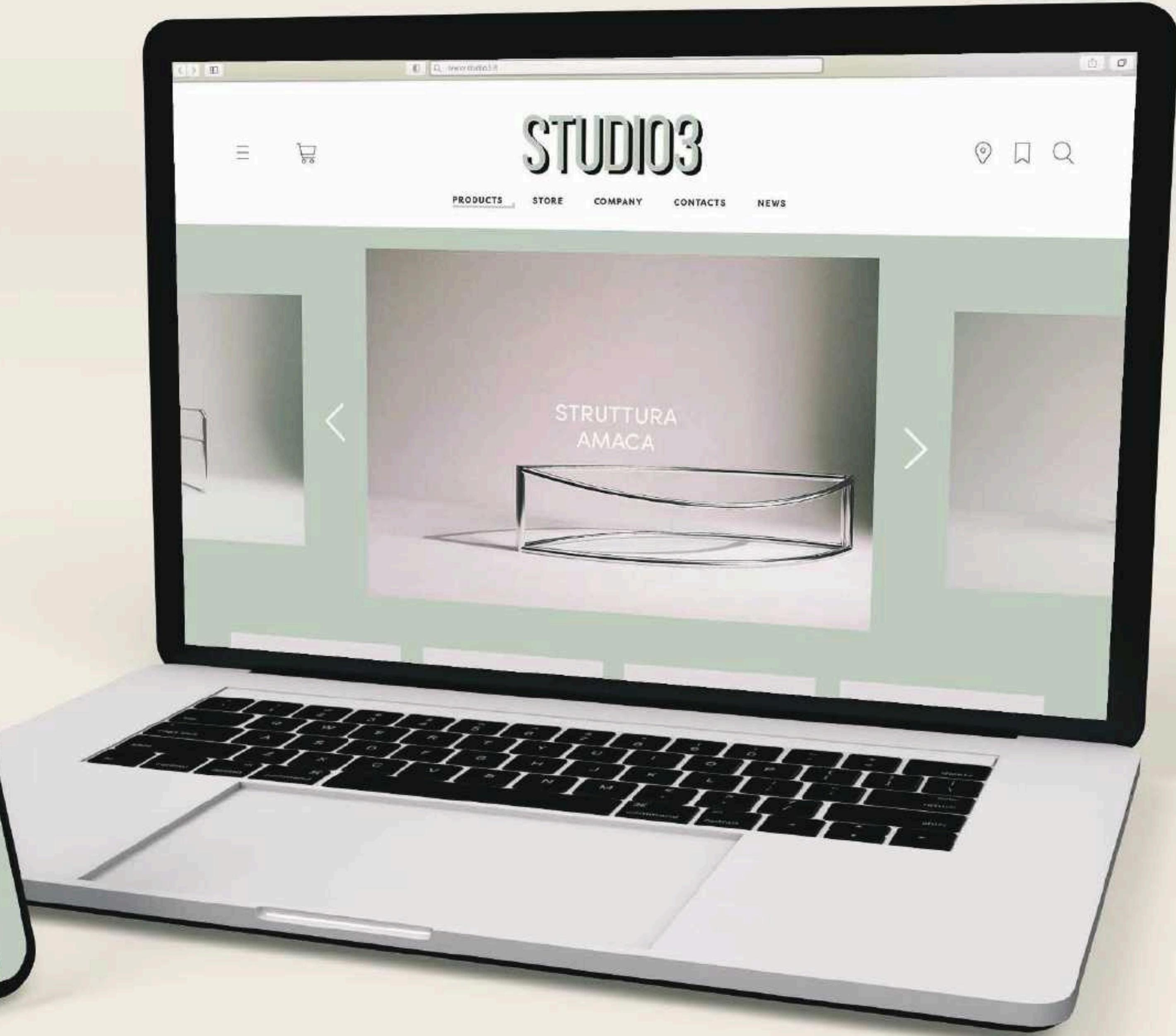
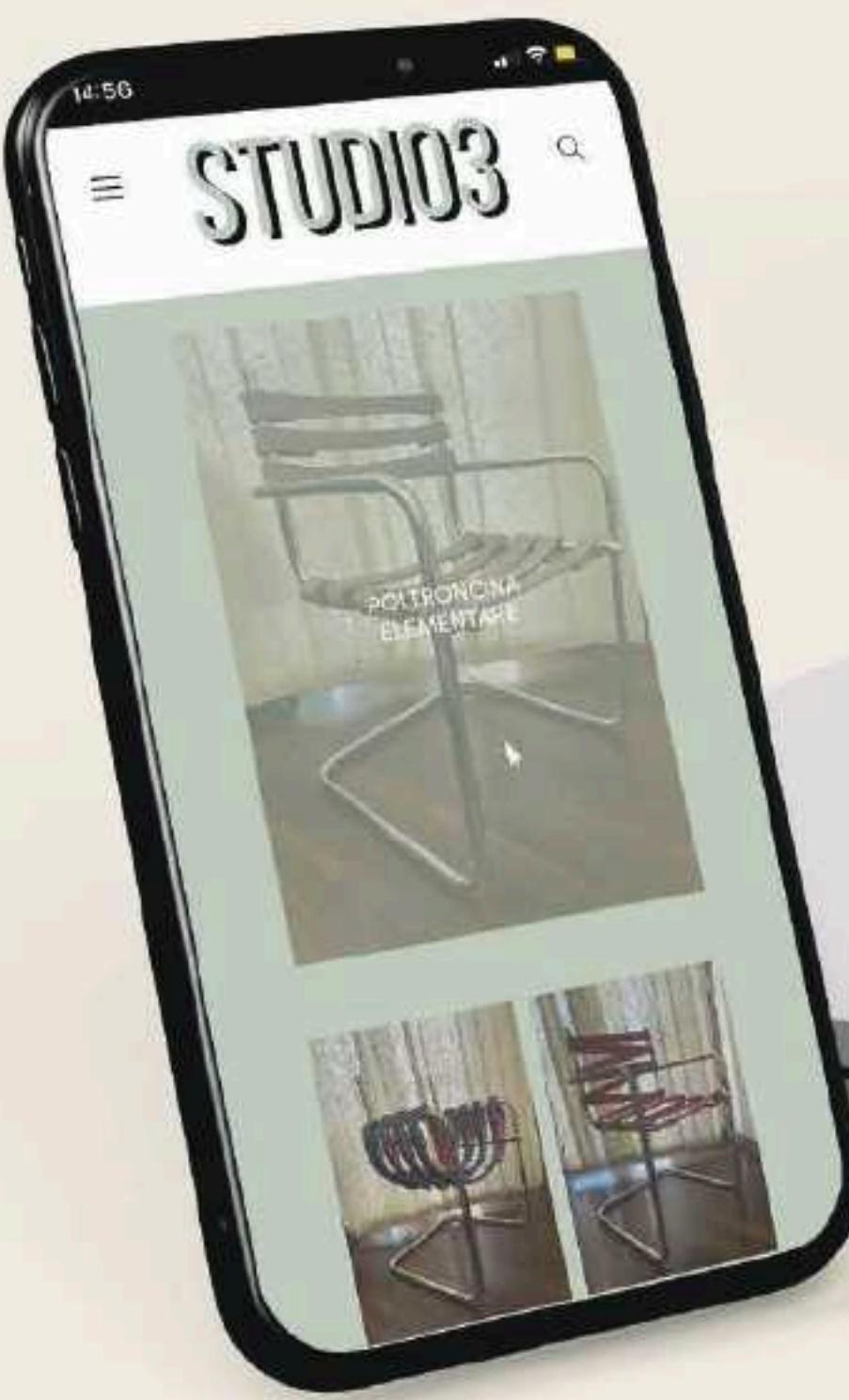
Communication will also take place in physical places such as our distribution stores or through the inclusion of our products within dining establishments such as Amblè (Florence), where an experiential purchase of furniture is proposed.





# STUDIO3

[PRODUCTS](#)[STORE](#)[COMPANY](#)[CONTACTS](#)[NEWS](#)



# ICE AND CLEPSY

## Air Purifiers

2021

Team project

My roles: product and service ideation,  
3D modelling and rendering

Education path

Prof. Biagio Cisotti, ISIA Design Firenze

In collaboration with

Ariete, small appliances

### PRODUCT BRIEFING

After the pandemic, it became important to live in an increasingly sanitized environment. We focused on the development of two single-use purifiers, dedicated to two types of targets: students and workers. The purifiers are equipped with activated carbon and HEPA filter, more durable. They are equipped with an application that monitors air quality (AQI) providing a database of the purifier activities and a display integrated into the product for direct control.



ICE

Air Purifiers

Target: Adult.

Place of use: Public place, office.



Cooler palette for a professional and serious environment. The product also becomes a piece of furniture

# CLEPSY

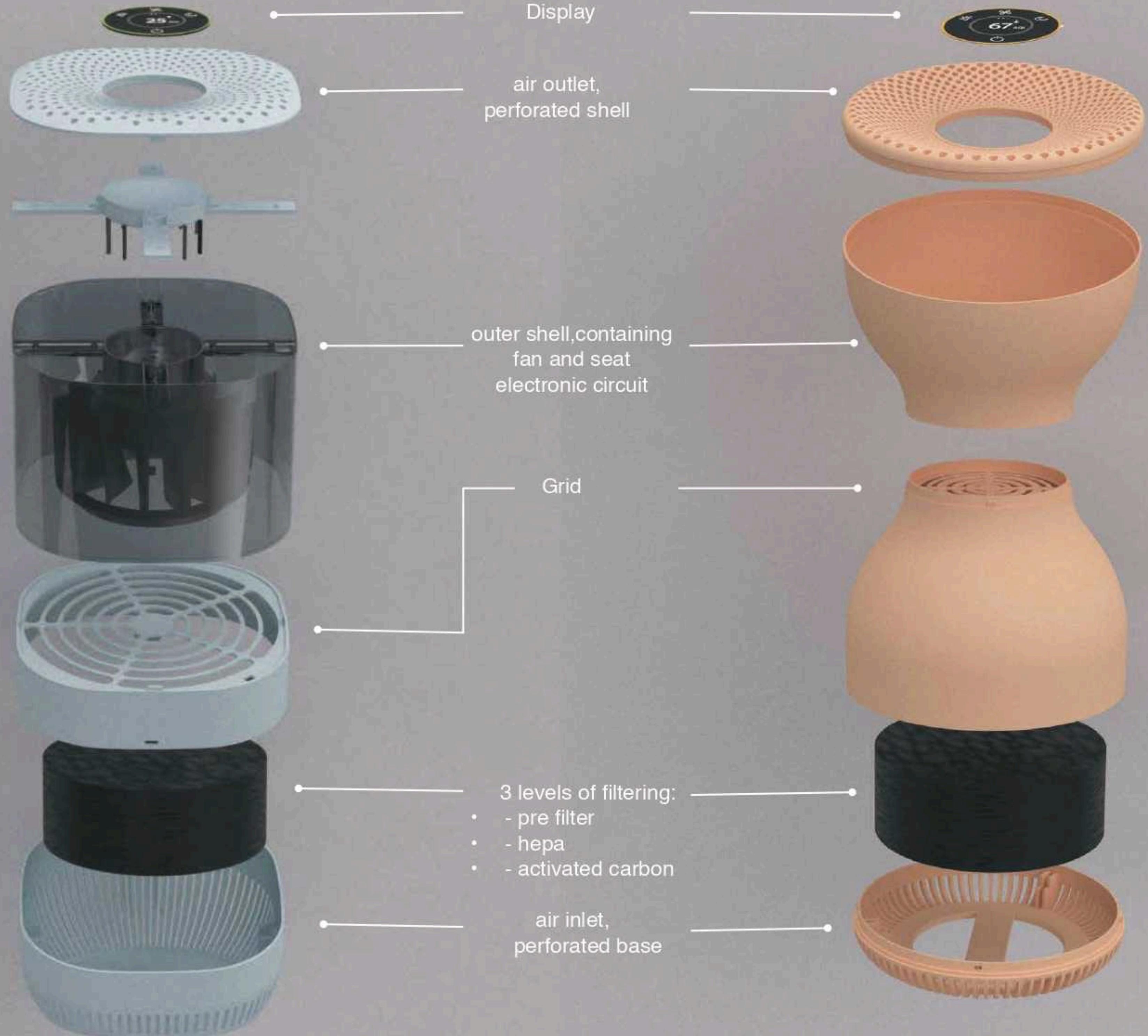
Air Purifiers

Target: Student

Place of use: Study place, bedroom.



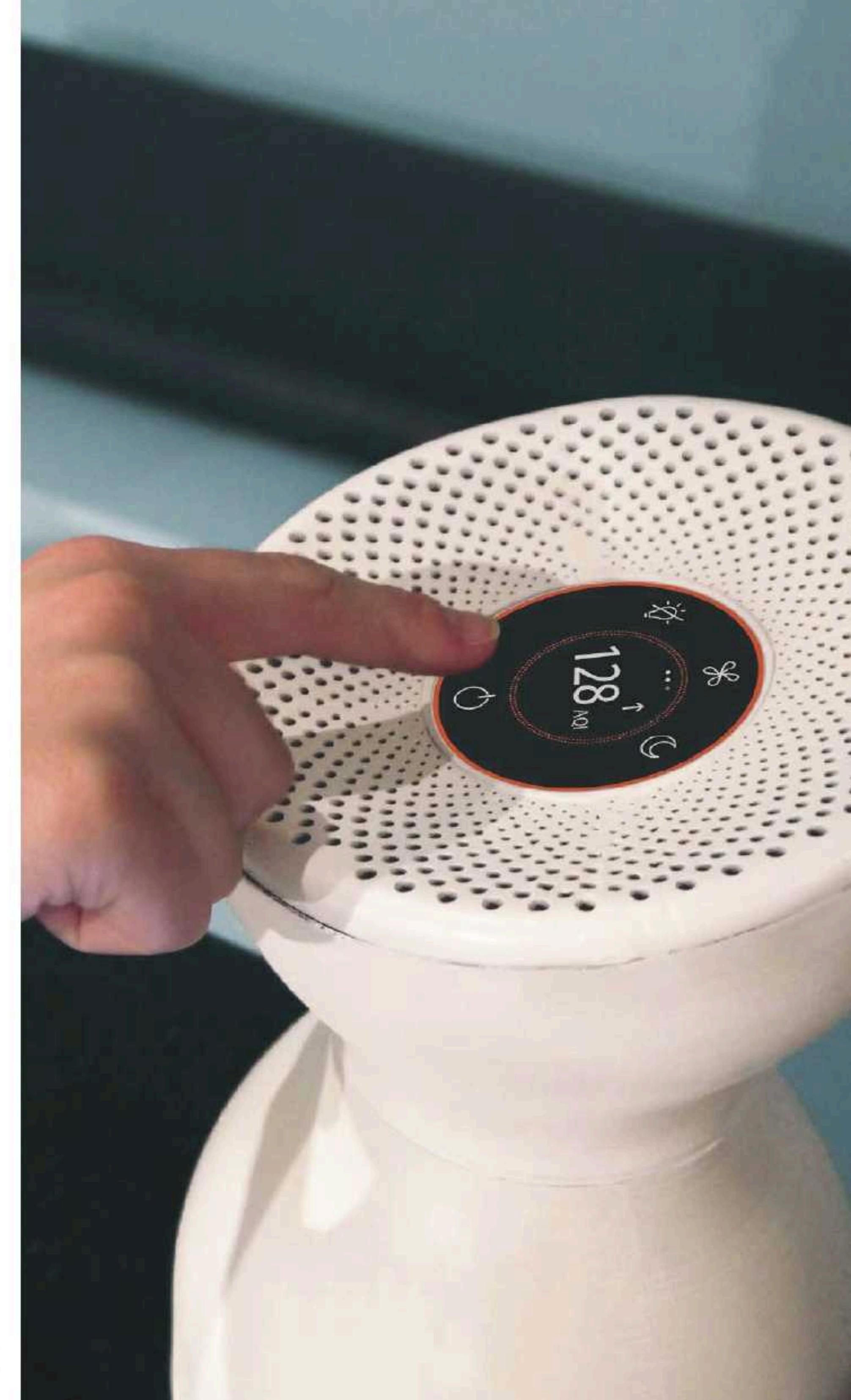
Warmer palette, to make the study space more welcoming and stimulating



## UX CONCEPT DISPLAY

We focused more on the user experience of the product. Making the communication of the object, through its controls as easy and intuitive as possible for the user. The air purifier has a display on which you can interact with the machine, adjusting the fan power and activating the night mode. If it is not possible

to physically interact with the object, it is possible, through the application, to activate the air purifier and access all its functions remotely. The application contains the activity of the purifier in a database and monitors the level of AQI present in the environment. It also informs the user when it is time to change the filter.



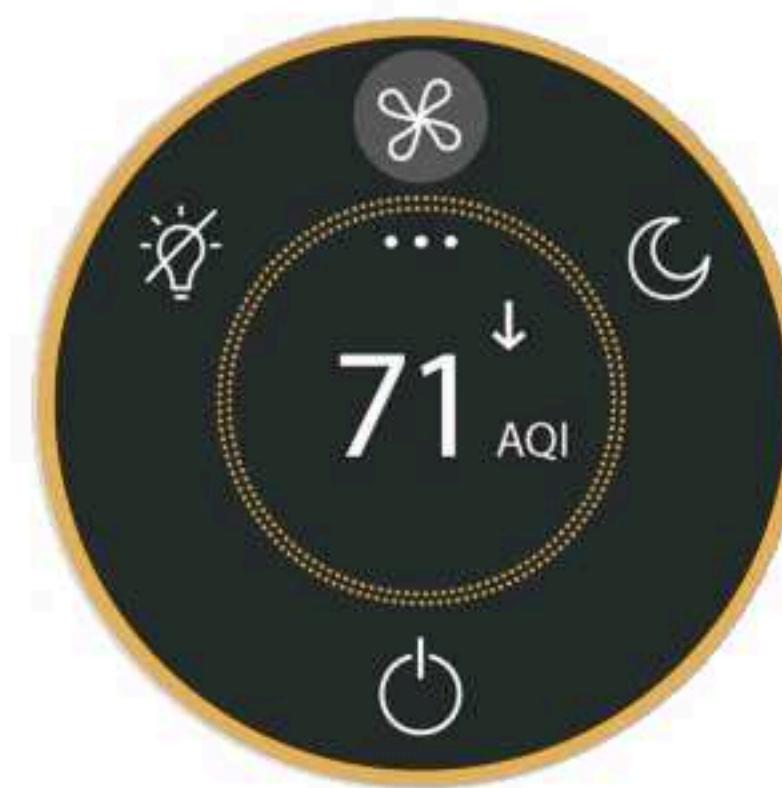
## UX CONCEPT DISPLAY



Turn on/off



Achieving good AQI



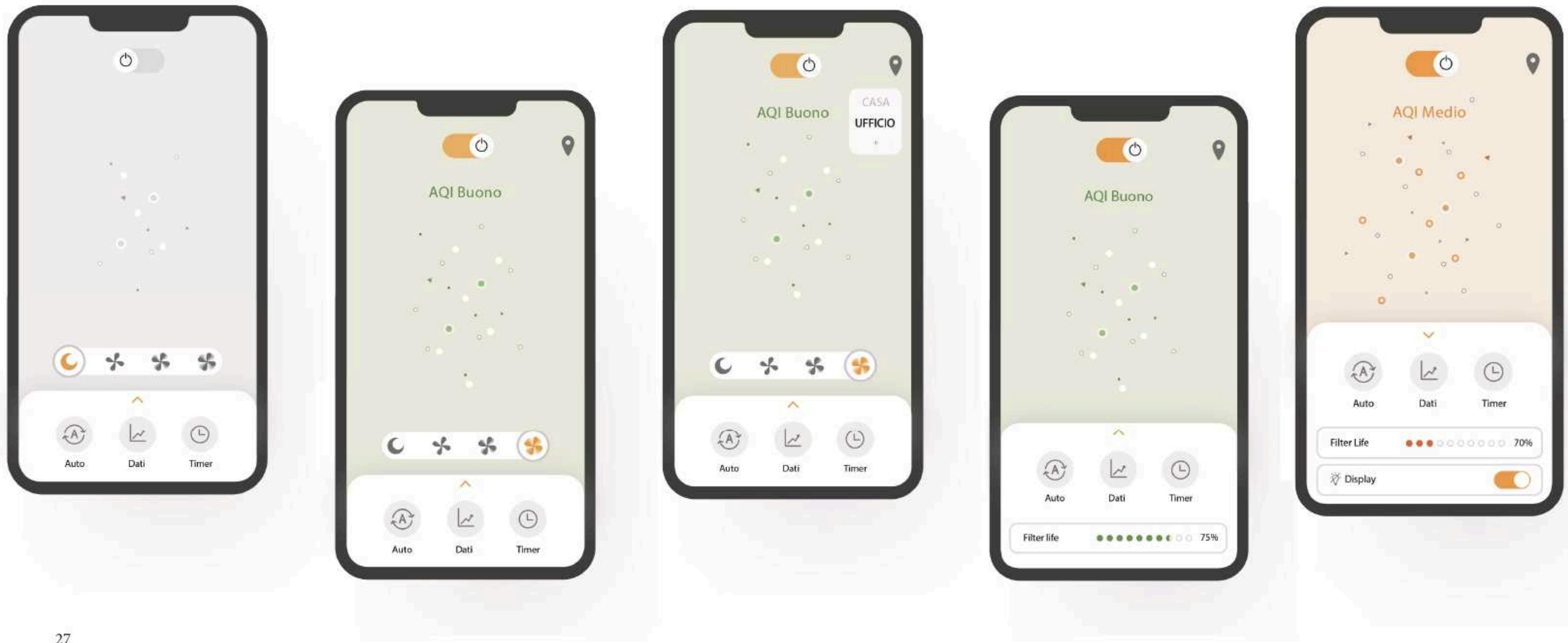
Average level of AQI

Polluted air  
increased fan speed

Night mode

# USER INTERFACE

## TURN ON AND STARTING MONITORING



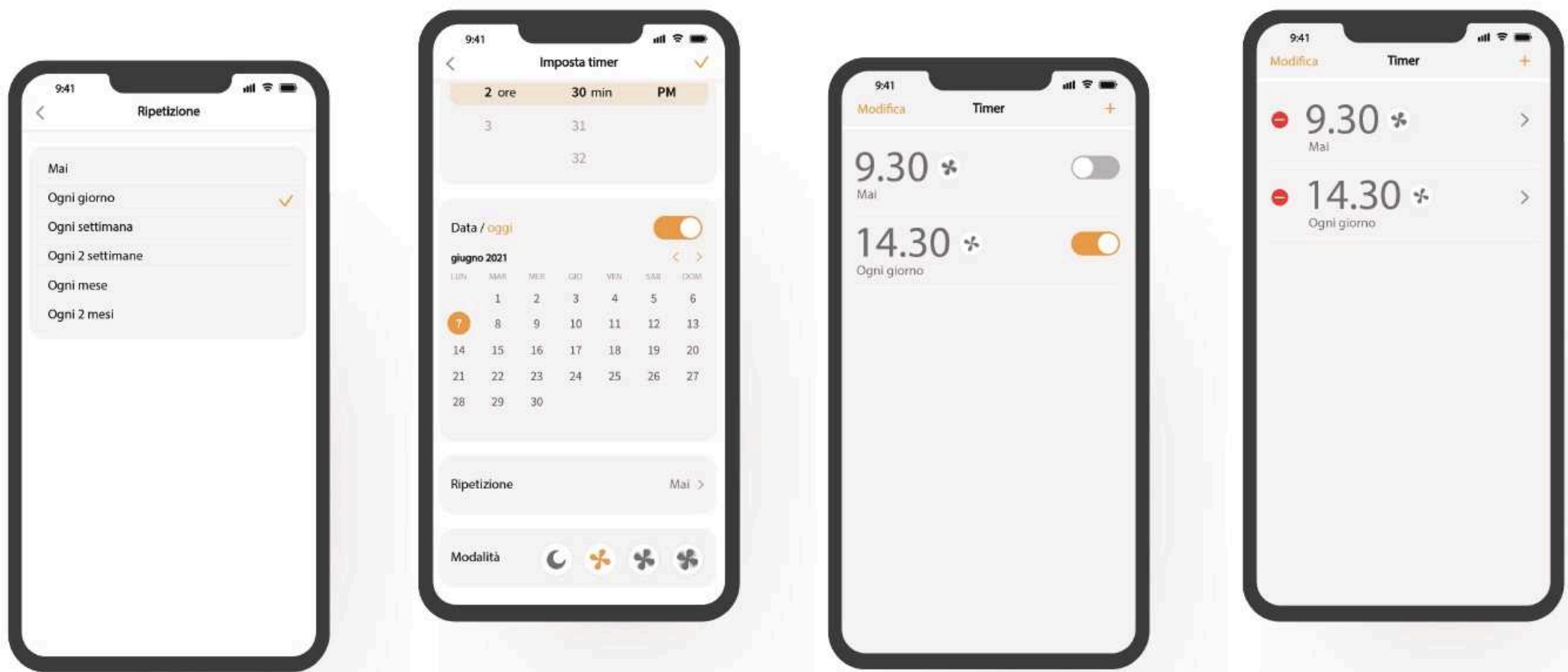
# USER INTERFACE

## SELECT THE ENVIRONMENT AND DATABASE



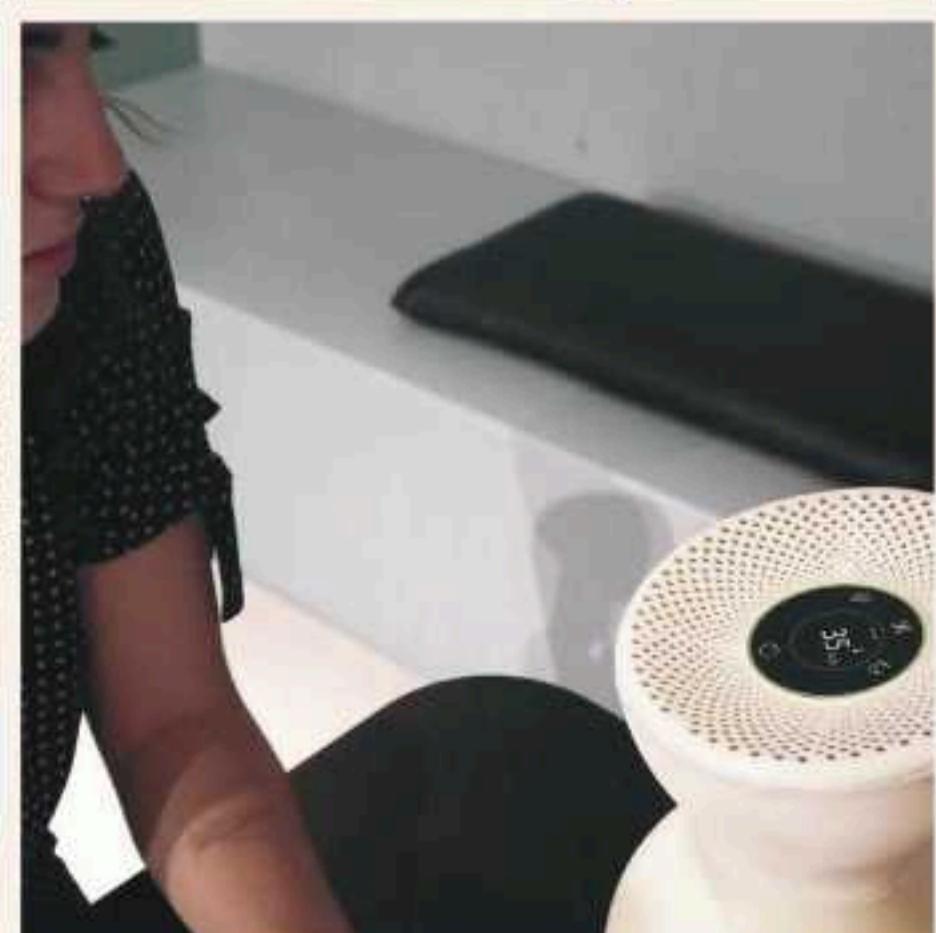
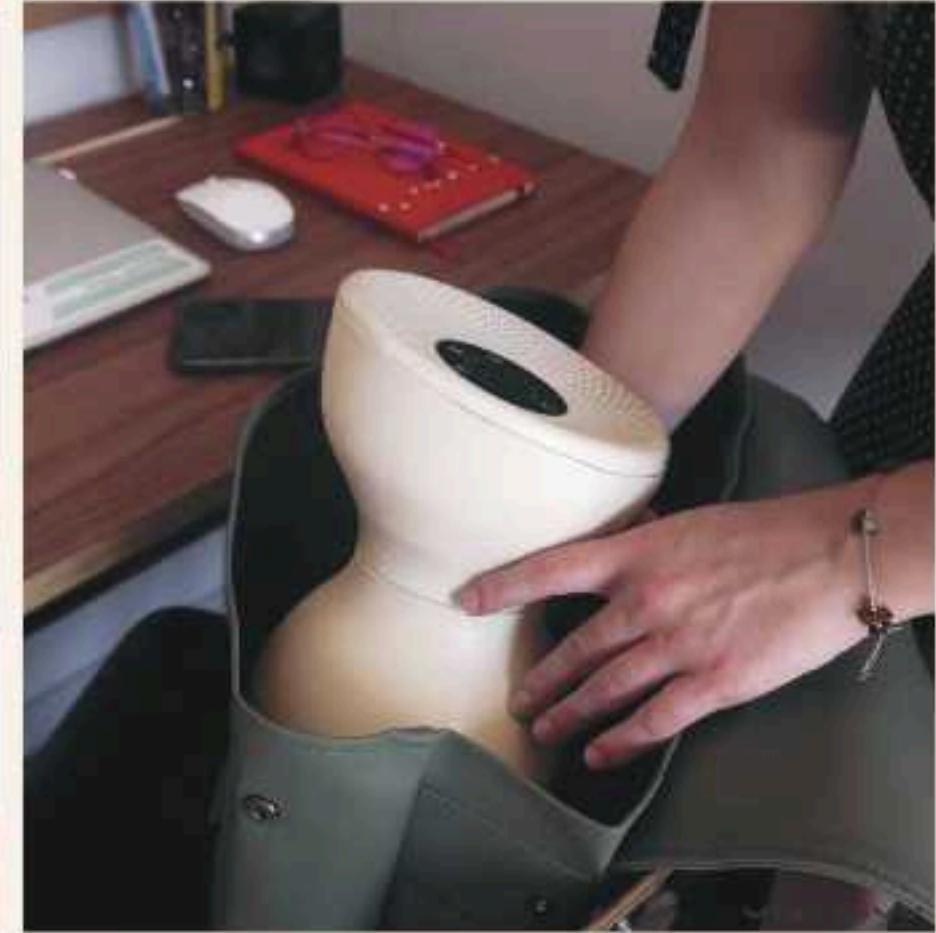
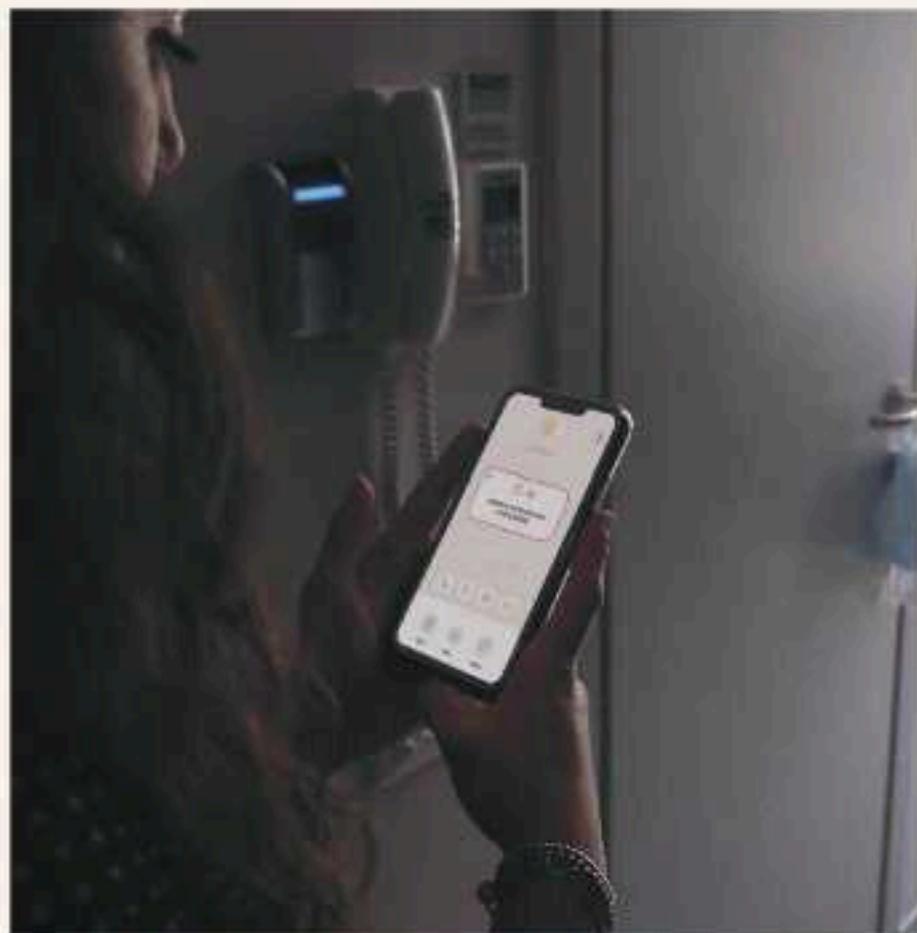
# USER INTERFACE

## REMOTE SETTING OF THE AIR PURIFIER ACTIVATION



# LET'S GET SOME FRESH AIR

## CLEPSY AIR PURIFIER STORYTELL



3D Prototype scale 1:1

# LA-8 SEAPLANE INTERIOR AND EXPERIENTIAL DESIGN

an opportunity to reinterpret an old way of travelling



2022  
Degree project

Team project  
My roles: competitor analysis,  
target and ergonomic analysis,  
concept design, 3D modelling  
and rendering

Educational and Professional Path  
Prof. Massimiliano Pinucci, ISIA  
Design Firenze

In collaboration with  
Jekta Switzerland SA,  
Savonia University Kuopio, Finland

## PRODUCT BRIEFING

Redesigning the interior of the LA-8 seaplane,  
including a VIP version for business flights and  
an adventure version for experiential tourism that  
allows enjoying unique journeys, to remote and  
wild destinations

# PURPOSE, GOALS AND RESEARCH

The redesign of the cabin concept follows a simple and functional design shape, that we understand as a combination of technical and visual solutions, which provide a new generation of “sky ships”. To fully understand the needs and activities that a high-budget customer is interested in carrying out, we covered a part of the research focused on the trends of experiential tourism and innovations in the luxury transport market. All this will provide a complete view of the accommodation and entertainment on board the LA-8 aircraft. The purpose of the thesis is to clarify and create two concepts

of interiors, highly different in visual content and meaning, that offer luxury accommodation, that exalt the concept of flight experience and motivate people to take advantage of the LA-8 for new adventures. The VIP and Adventure concepts of the LA-8 seaplane are based on ergonomics research studies to create a smart space for comfortable and safe flying, lasting 3 or 3.5h. To improve the quality of the LA-8 cabins while maintaining all the modern standards of quality and safety of modern VIP flight cabins.

## GOAL

- Locate the luxury activities preferred by high-budget travellers that are possible to accomplish with seaplanes;
- Innovative redesign of the cabin that meets the needs of the passenger and provides a personalised travel experience depending on the configuration of the chosen vehicle (VIP or Adventure) in correlation with indoor and outdoor activities;

# USER PROFILE

BASED ON INTERVIEWS AND ARTICLES

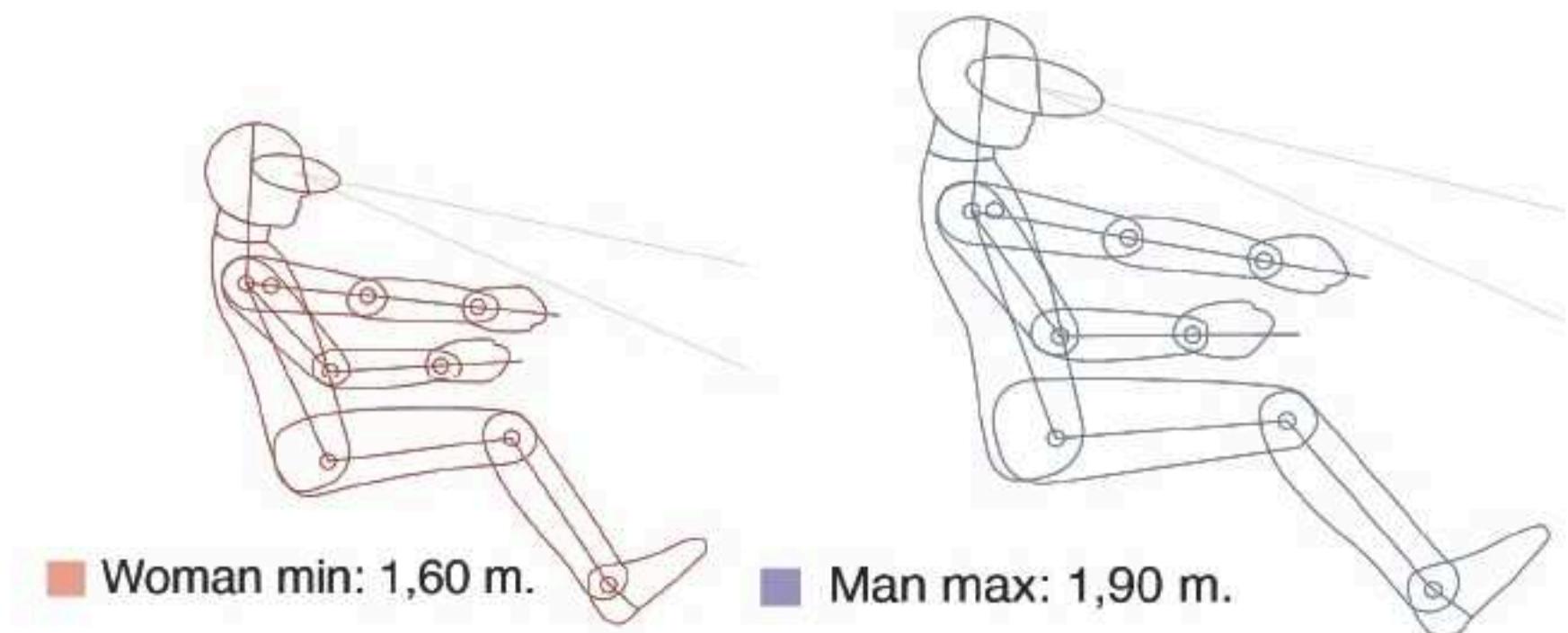
- Luxury experiential tourism is space, aesthetics and service;
- “Crumped itinerary” with different expectations and objectives;
- Hungry for atypical experiences;
- Sustainability within an offer becomes an attractive cost that you can not give up;
- They can afford a high level of comfort and high safety standards;
- A constant search for psychophysical well-being;
- Tends to prefer luxury experiences to luxury goods;
- Personalization of the service;

## FUNCTION ANALYSIS

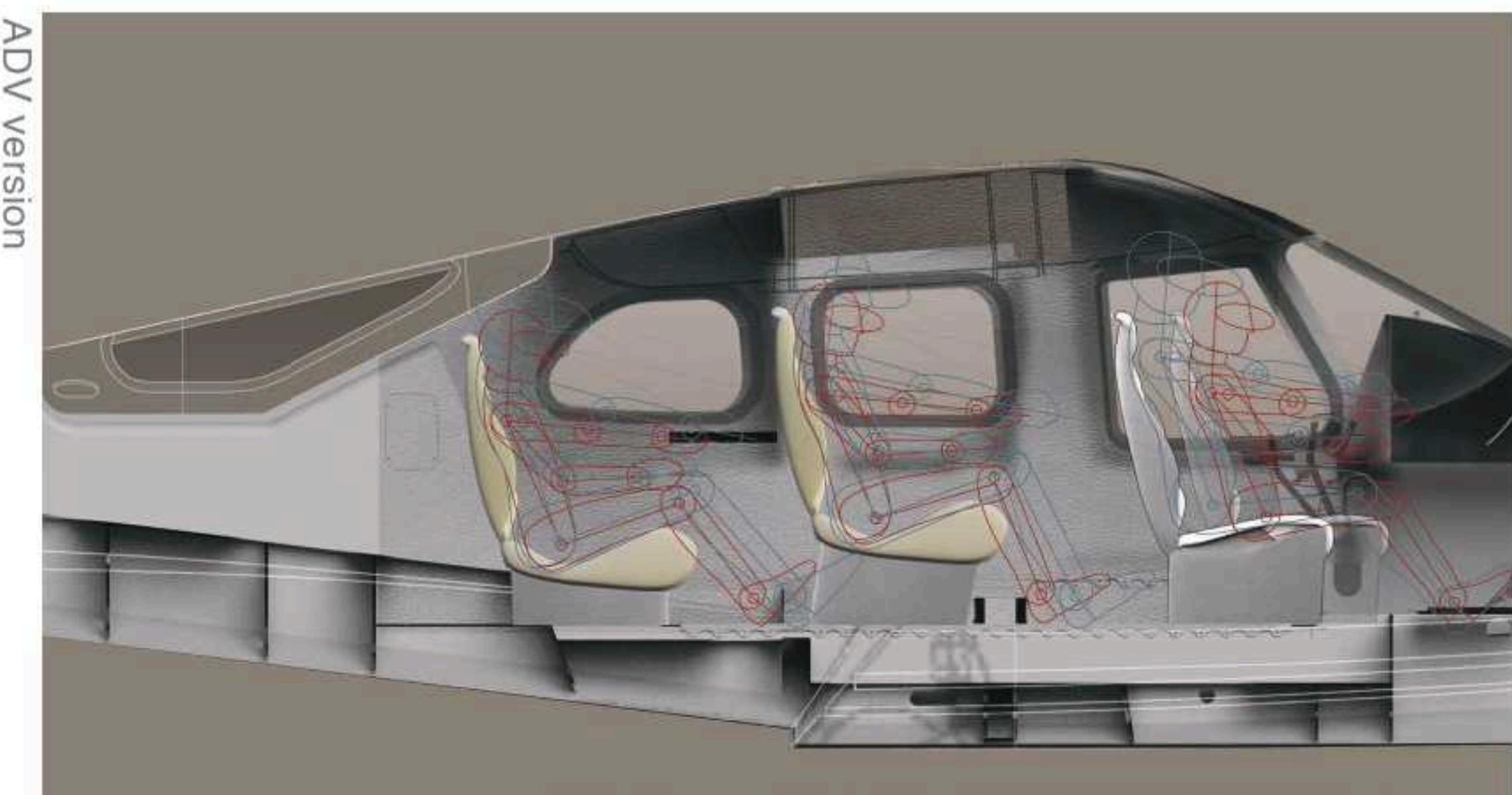
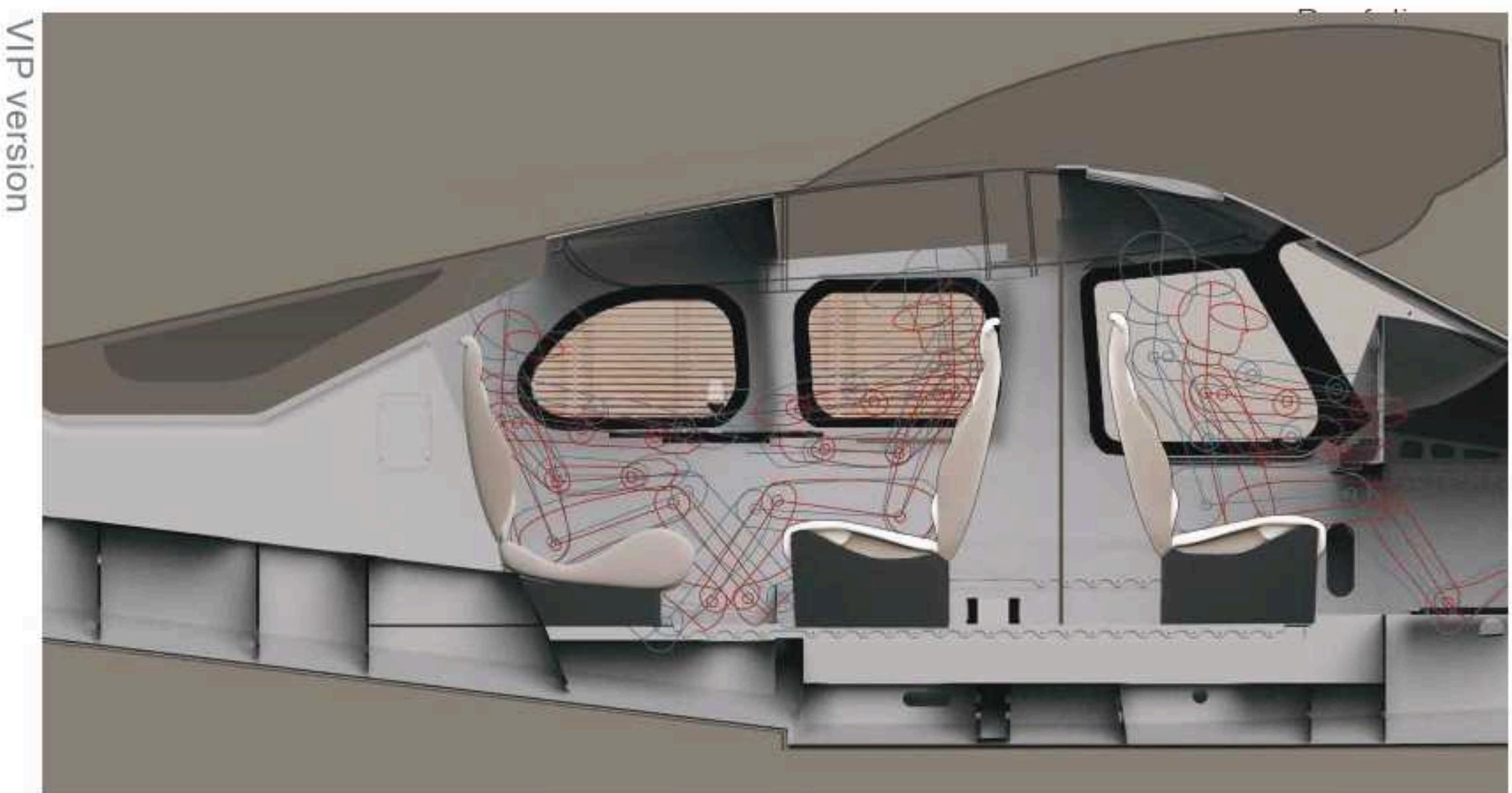
Were analyse all the main activities that are possible to do inside and outside of a seaplane during the flight and after it. In some cases, outdoor activities like; picnicking, hiking, scuba diving, shallow fishing and paddle boarding need special equipment that should be fitted inside the seaplane. Some of those activities are suggested by travel companies or based on interviews and user profile research.



## ERGONOMIC PERCENTILES TESTS



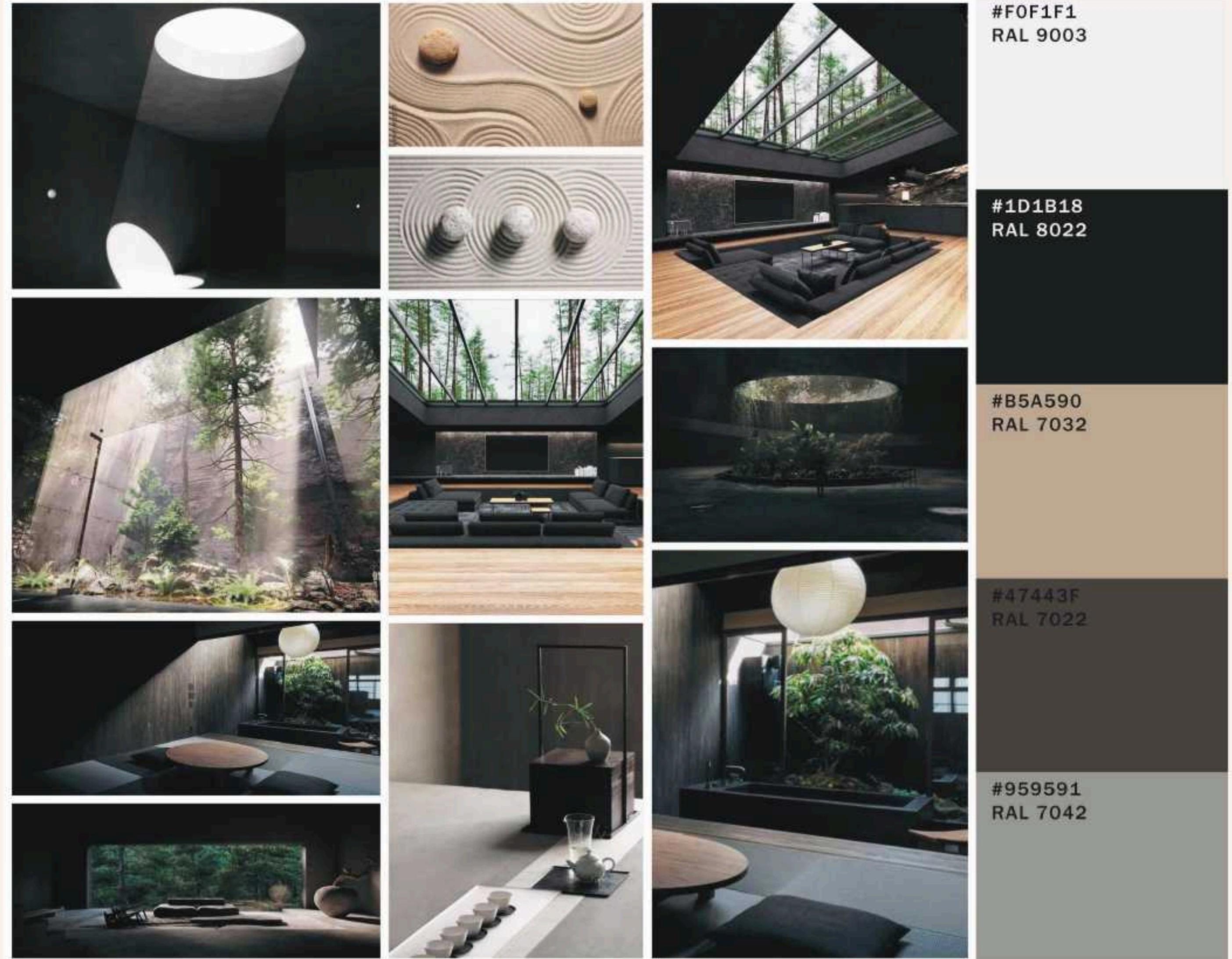
To understand the right measure inside the cabin, we use the maximum and the minimum human being measures.



# COLOUR CONCEPT

## BUSINESS VERSION

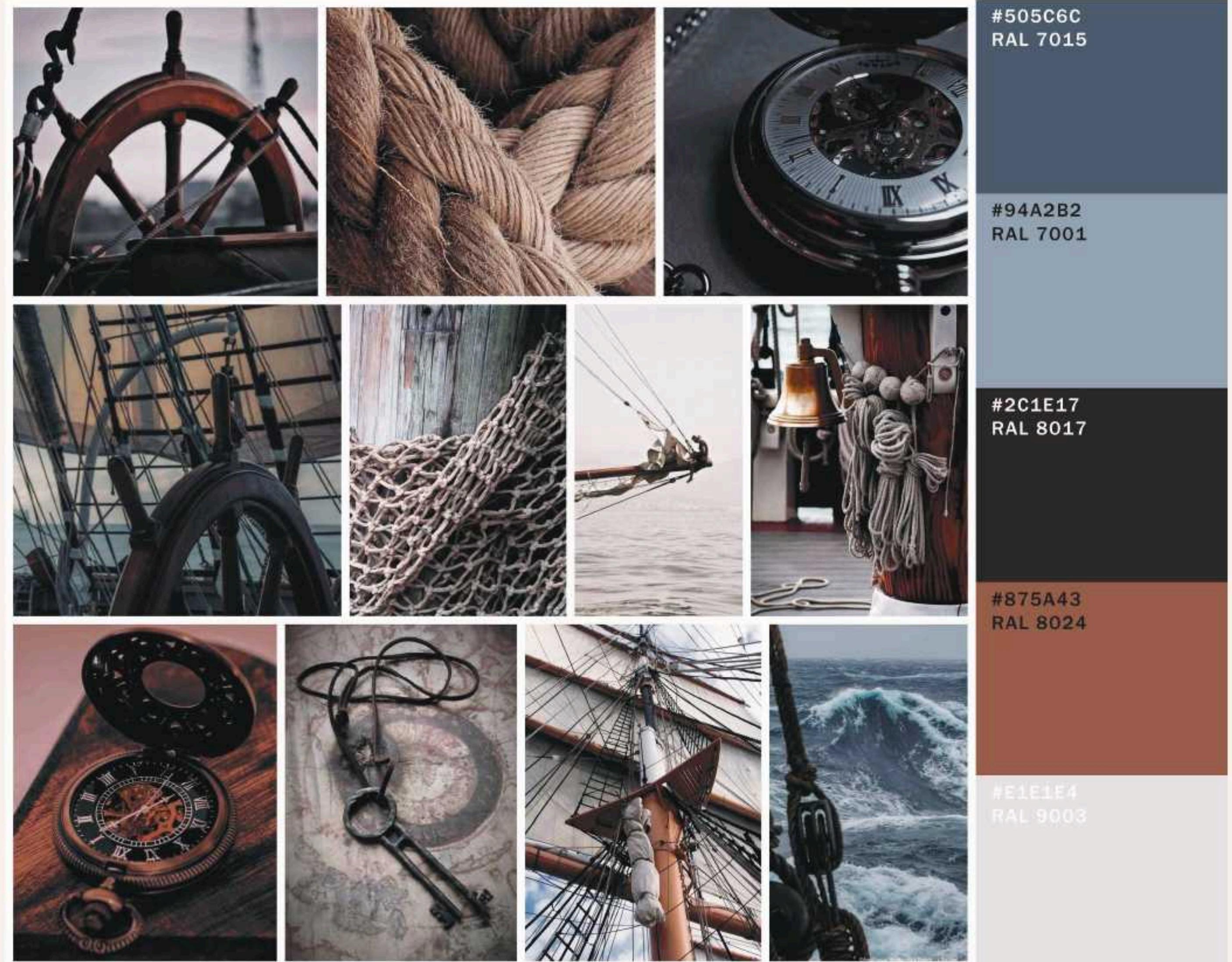
VIP VERSION A  
VIP VERSION B  
VIP VERSION C



# COLOUR CONCEPT

## ADVENTURE VERSION

ADV VERSION A  
**ADV VERSION B**  
ADV VERSION C



## VIP SEAT BUSINESS VERSION



## VIP Seat

### THE BODY SHELL

The same shell was used for both versions of the LA-8 cabin due to the lower manufacturing price, only cushion patterns were designed directly for each version.

→ VIP seat design is simple but functional. It needs to be comfortable and attractive. Clean lines form a modern and minimalist silhouette which is filled with different leather textures. The seat shell is fully covered with leather and its

lower part is covered with a dark shade to minimise seat pollution. Cushions are also covered with leather and in the places where cushions come into contact with the body it is covered with perforated leather for better ventilation. Deepenings in the

cushions improve ventilation. The handle is installed on the outer side of the seat due to safety reasons.

## ADV SEAT ADVENTURE VERSION



## ADV Seat

### THE BODY SHELL

The same shell was used for both versions of the LA-8 cabin due to the lower manufacturing price, only cushion patterns were designed directly for each version.

→ The adventure seat should be ruff and give a clear feeling of adventure. The carbon shell is visible. Leather wrapping gives a special musculin touch. Lumbar cushions are also partly visible and covered with perforated leather. According to

the adventure concept, the back side of the seat is visible. Its form is functional and contains an integrated screen and a pocket for some small stuff. Carbon shell can be made in either finish-matte or glossy. A glossy one is easier to make, but in combination with

leather, it can look too contrasting. Matte finish may look better, more adventurous and stylish, but it is harder to achieve. And in addition, it scratches easier.

# LA-8

## ORIGINAL VERSION



Original photo of  
the cabin interior

# VIP VERSION

## CEILING

It's equipped with elegant leather pockets.

## FLOOR

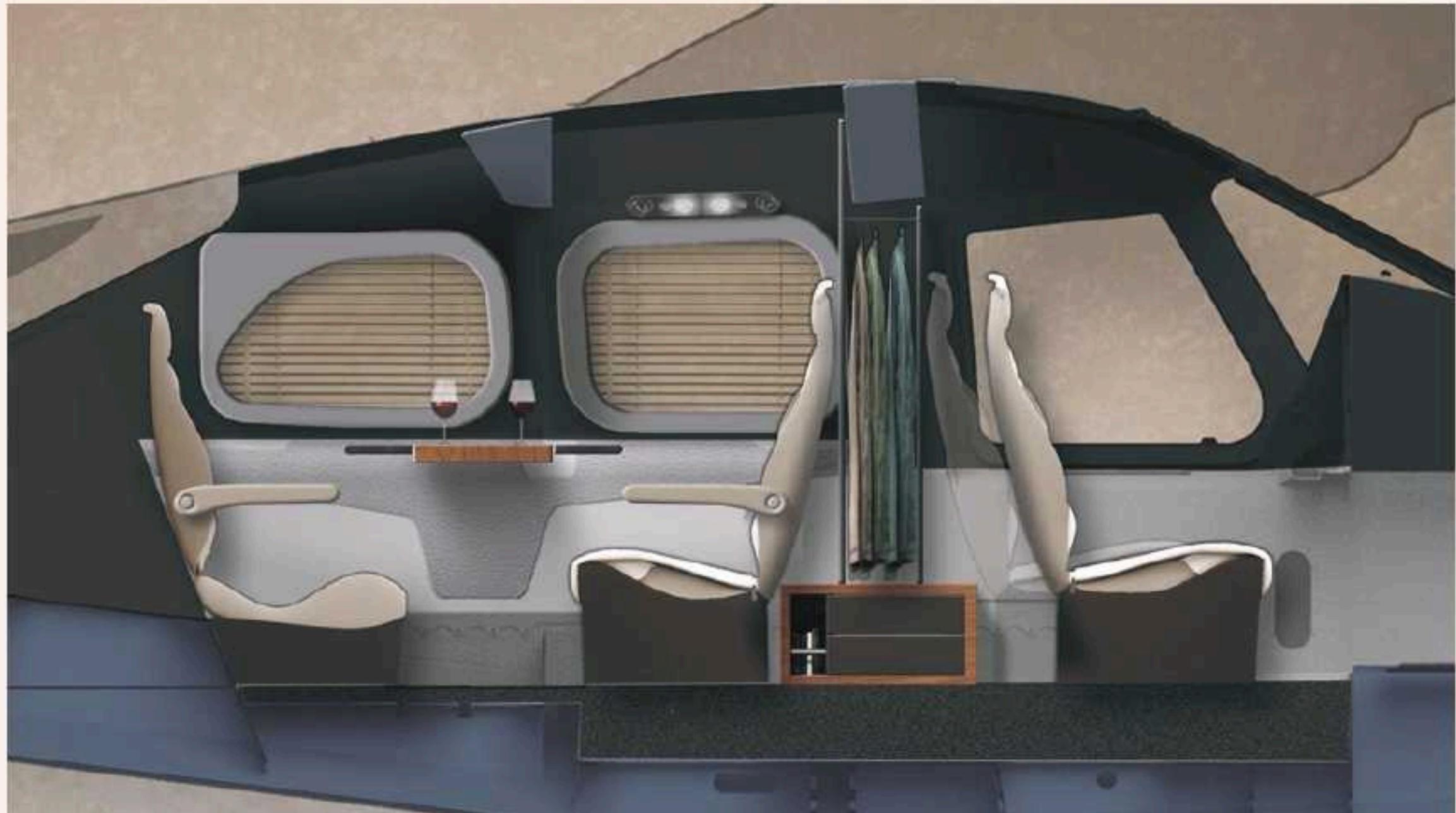
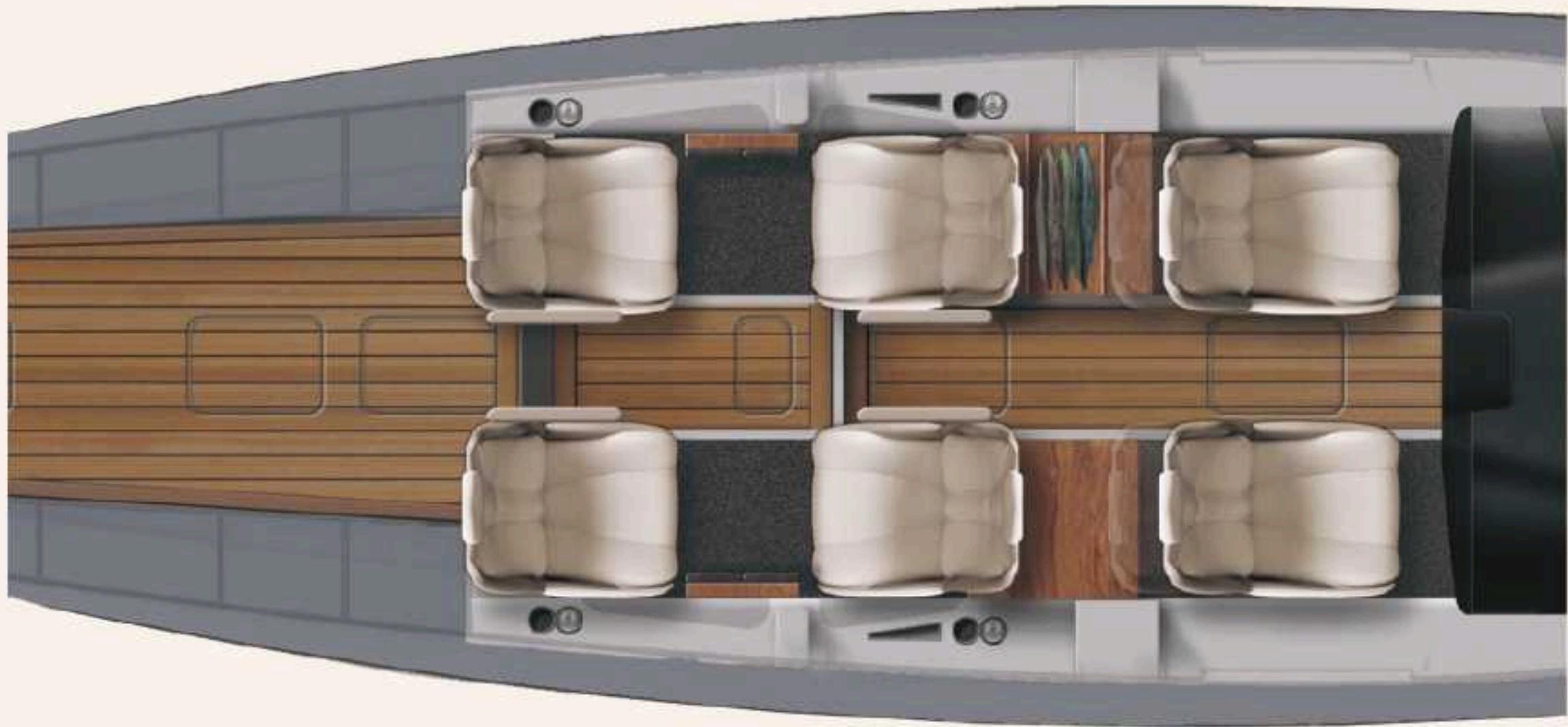
Granorte ultra-light and environmentally friendly cork floor in the VIP version will be used in part. the remaining flooring will be covered with bamboo carpet made by Luxury Carpet.

## MINIBAR

It meets the primary needs of the passenger during the flight in the VIP version.

## WARDROBE

To hang clothes and storage for shoes, to give more space to the passenger during the flight in the VIP version.







# ADV VERSION

## CEILING

the ADV version is equipped with cargo nets (that show the product inside the bag) to give a more adventurous touch.

## FLOOR

Granorte ultra-light and environmentally friendly cork floor will be used all over the version of the adventure.

## ADV VERSION EQUIPMENT

Based on our research, for the adventure version, we have created a space inside the cabin where to safely place the equipment, for the outdoor activities of passengers. The selected activities are fishing and scuba diving.





-B

LR-B

LR-B

KÖRNERUNG

ADVENTURE



UX/UI and industrial designer  
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