

Jacopo Ruoti

Portfolio



Ciao, I'm J! 🙌

I am seeking an internship in the field of UX Research/UI design, to incorporate aspects of the work carried out during the internship into my thesis project. My bachelor's degree in **Communication Sciences** allowed me to delve into various aspects of **advertising** communication and provided me with a solid foundation in artistic subjects such as **cinema** and **contemporary art**. Meanwhile, the master's program I am currently pursuing is focused on the study of **UX/UI design**, **Web Design**, and **Front-End**.



My Process

0 Discovery call

1 Design phase

2 Build phase

3 Launch phase



Skills

HTML



CSS



Adobe



Project

Briefing: Create a website or an application aimed at seniors

Skill used: Figma, Adobe Illustrator

LUN-AI



Canva Link



Figma Link

Game Design

BoardGame: Garden Groove

I am creating a board game with a friend who is a game designer. Our goal is to sell the product through a crowdfunding campaign on Kickstarter.

Through an **iterative design process**, we are enhancing the gaming experience and modifying the prototype rules to achieve an excellent **gaming experience** that is both enjoyable and balanced. The following research methods have been utilized: **post-event surveys** on Qualtrics, game recording via video, and **A/B testing**.



"Meet and Play 2024" at SpazioWow in Milano

Treedy - Gamification

Briefing: Restyle a brand UI by adding a new feature while maintaining the same brand's identity and core business of the company

Skill used: Figma, Adobe Illustrator, Adobe Photoshop





[Canva Link](#)



Project

Briefing: Create a website based on a TV series

Skill used: Figma, Adobe Illustrator, Adobe Photoshop, Html, CSS



PEPSIJET

Figma Link



Github Link



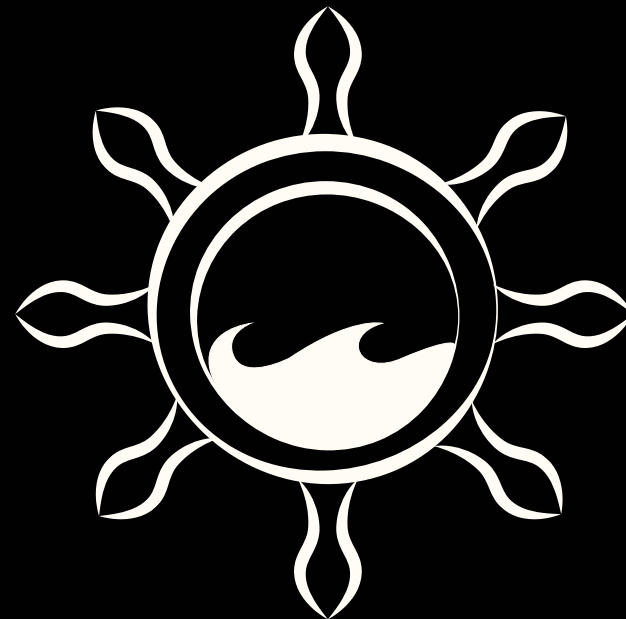
*Attention this project is only for desktop screens

Project

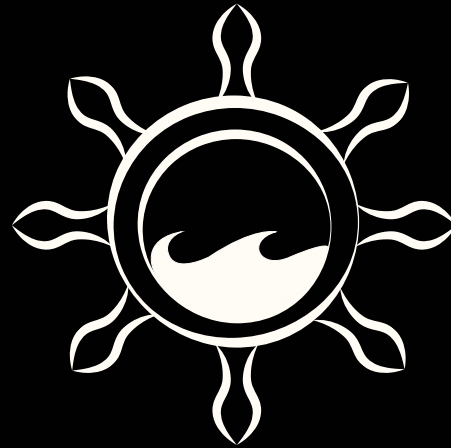
Briefing: Create a website themed around time travel using clocks

Skill used: Bootstrap, Adobe Illustrator, Adobe Photoshop

ODYSSEY WATCHES



Figma Link



Website Link



Project

Briefing: Create a website that can be economically sustainable

Skill used: Wordpress, Adobe Illustrator



Figma Link



Website Link

Visual Design

I created an **A4 poster** for a hypothetical exhibition at Hangar Bicocca in Milan, commemorating **the centenary of Italo Calvino's birth**. The poster has a cheerful and playful tone, given by the combination of bright colors and the alternation of planets and constellations. The aim was not to create a stern and serious poster but rather the opposite, to **attract the attention** of passersby. Furthermore, the graphic choice is inspired by a novel by Calvino titled "**Cosmicomics**," in which the title is a pun of word between **cosmo** and **comedy** is already associated with humor in the title, thus creating a reference to Calvino's literary work.

