



HI THERE! THIS IS MY
PORTFOLIO

valentina
salvo



You can check
my website here!



<https://valentinatalvason.github.io>



Hi! I'm Valentina A multidisciplinary designer focusing on brand and visual design.

My name is Valentina, and I'm from Genoa. From an early age, I loved art and design, dedicating my life to these passions. I began my studies in 2019 at the University of Arts London, but due to the COVID-19 pandemic, I returned to Italy and graduated from the Academy of Fine Arts with a bachelor's degree with honors in set design.

My professional journey has been diverse and enriching. I've worked as a set designer for theatre and events, a props maker in the opera theatre, and a graphic designer for a small sports society. In 2024, I honed my brand and visual design skills to pursue a career in the communication field.

I'm always seeking new challenges with a strong focus on producing high-quality and impactful designs. I've been delivering creative and engaging solutions across brand identity, visuals, editorials, and digital products. I value storytelling and human-based design, exploring new ways for brands to connect with people. Constantly gathering inspiration and searching for innovative ideas, I strive for continuous evolution.

Curiosity and passion drive me, and I've made creativity my lifestyle. Today, I apply my multidisciplinary design skills to create light, aesthetic, and minimalistic brand and visual designs that solve problems through effective solutions.

- valentina.salvo.ge@gmail.com
- 3407018416
- Genova, Italia
- <https://valentinatalosalvo.github.io>

Props theatre
graphics communication
brand

My experience

September 2022 Ongoing	APS MEETING CLUB Editorial graphic designer and illustrator
August 2024	PAIR LAB Set designer for product shooting
December 2022 August 2024	FONDAZIONE TEATRO CARLO FELICE Stage and lab theatre props maker
October 2022	EXIBITION "MATERIA VIVA" Event curation and realization
June 2022 July 2022	ASS. CULTURALE SUQ FESTIVAL Suq Festival 2022 Props maker and stage assistant
June 2022	FUORISCENA Appennino Lab 2022 Appennino Lab event set-up
March 2022 June 2022	IL CACCIATORE DI NAZISTI "Il cacciatore di Nazisti", directed by Giorgio Gallione Set designer trainee for Guido Fiorato and Lorenza Gioberti
February 2022	DA MADRE A MADRE "Da madre a madre", directed by Enrico Campanati Stage and lighting intern
November 2021	FUORISCENA Villa Bombrini Christmas Village 2021 Stage set-up and creation of scenic element
September 2021	MUSEO ETNOSTORICO DI TRIORA Creation of scenic element

Education

Accademia Ligustica di Belle Arti
Bachelor's degree Set design
January 2020 - October 2022

University of the Arts London
Theater Design
September 2019 - January 2020

Klee-Barabino Art School
September 2014 - June 2019

Softwares knowledge

MAC/Windows	Photoshop
Office Suite	Lightroom
AutoCad	Illustrator
Rhinoceros	Adobe XD
V-Ray	CapCut
Procreate	VS Code
InDesign	HTML - CSS

Skills

Creativity
Event and project management
Teamwork
Visual communications

Out of work

Academic lecture held at the Accademia Ligustica di Belle Arti in Genoa regarding: "eco-sustainable materials, what they are and how to apply them in scenography"

Driving license - B

Italian

English



behance.net/valentina-salvo



linkedin.com/in/salvo-valentina



Willy Montini Arte

Rebranding of a contemporary art gallery



About the brand

Brand Identity for Willy Montini Arte, a new gallery in the heart of Genoa, that exhibits and sells works of contemporary art, created with different techniques and tools. The collection at Willy Montini Arte is a fusion of contemporary artworks, carefully selected to challenge perceptions and ignite thought-provoking conversations. From paintings that blur the lines between reality and fantasy to immersive multimedia installations that engage the senses, each piece in the gallery tells a unique story and, like a window, it offers you an unprecedented view of contemporary art.

Challenges

The main challenge was ensuring coherence between the new brand identity and the existing front door sign that the client wanted to keep. To achieve this, I retained the original font and color palette, seamlessly integrating them into the new design. This approach allowed to incorporate the gallery's exterior while introducing a fresh, contemporary look that aligns with the new brand vision.

Brand identity
Visual identity
Editorials

The old logo, symbol of the front door sign, was designed with Aviano Sans typeface and a touch of red #BE1723.

To maintain a link between the old front door sign and the new brand identity the same red has been included in the new logo suite and also Aviano Sans has been the starting font for the design of the "W M".

→ WILLYMONTINIARTE

AA

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

AVIANO SANS LIGHT

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Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Mona-Sans light

12345678910



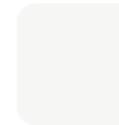
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#BE1723



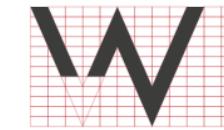
#BABABA

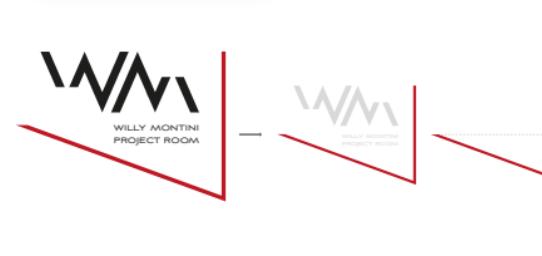
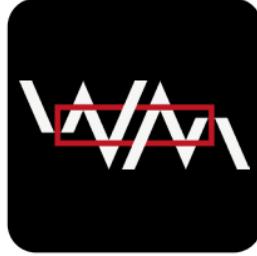
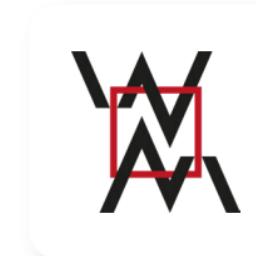


#F6F6F5



The new logo suite



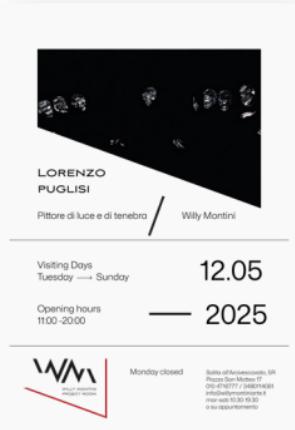












Vinova

A brand new no alcohol wine



About the brand

Vinova is a brand dedicated to offering high-quality alcohol-free wines, allowing customers to enjoy the pleasure of wine without compromise. With the goal of promoting a healthy and conscious lifestyle, it aims to become the leading brand for alcohol-free wines, recognized for quality, innovation, and sustainability. It uses only high-quality ingredients and ecofriendly production processes, reducing environmental impact through sustainable practices and eco-friendly packaging.

Challenges

The challenge in creating Vinova's brand identity was in capturing the essence of elegance while appealing to a modern, young audience. The design had to strike a balance between minimalism and sophistication, ensuring that the packaging communicated the brand's light, fresh identity without overshadowing classic wine heritage.

Brand identity

Visual identity

Packaging

Aa

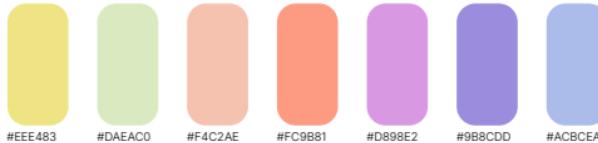
Century Gothic regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 1 0

AA

USTROKE REGULAR

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A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
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VINOVA

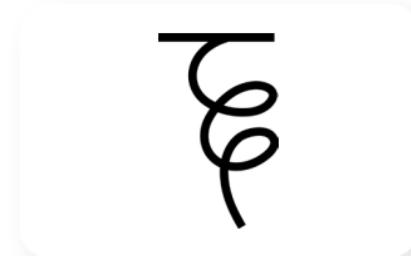
VINOVA

QUESTO NON È VINO

VINOVA

VINOVA

QUESTO NON È VINO













Ecowave

100% renewable energy , striving to achieve a net-zero future



About the brand

EcoWave is a retailer dedicated to 100% renewable energy, striving to achieve a net-zero future. They focus on developing and implementing clean energy solutions in areas such as solar power, battery storage, and eco-friendly home appliances. Their mission is to assist individuals and organizations in transitioning to more sustainable energy sources and contributing to the fight against climate change.

Challenges

The main challenge was to make EcoWave a reference point for everyone who wants to change to a renewable energy plan. It was essential that the customers trust the agency, so the brand wants to communicate transparency and reliability. Despite the focus on innovation, it was important to maintain a human and welcoming approach.

Brand identity

Visual identity

Packaging

Web design

Social media

Aa

Argon regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

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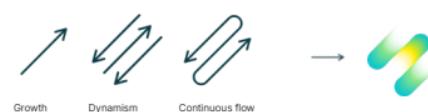
Aa

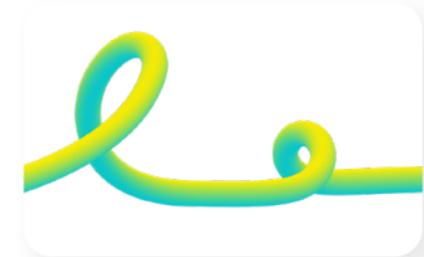
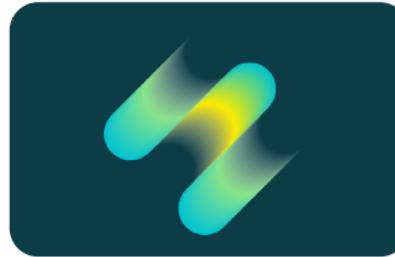
Argon bold

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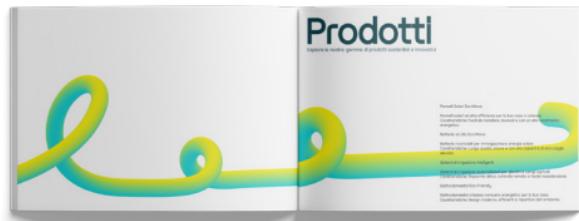
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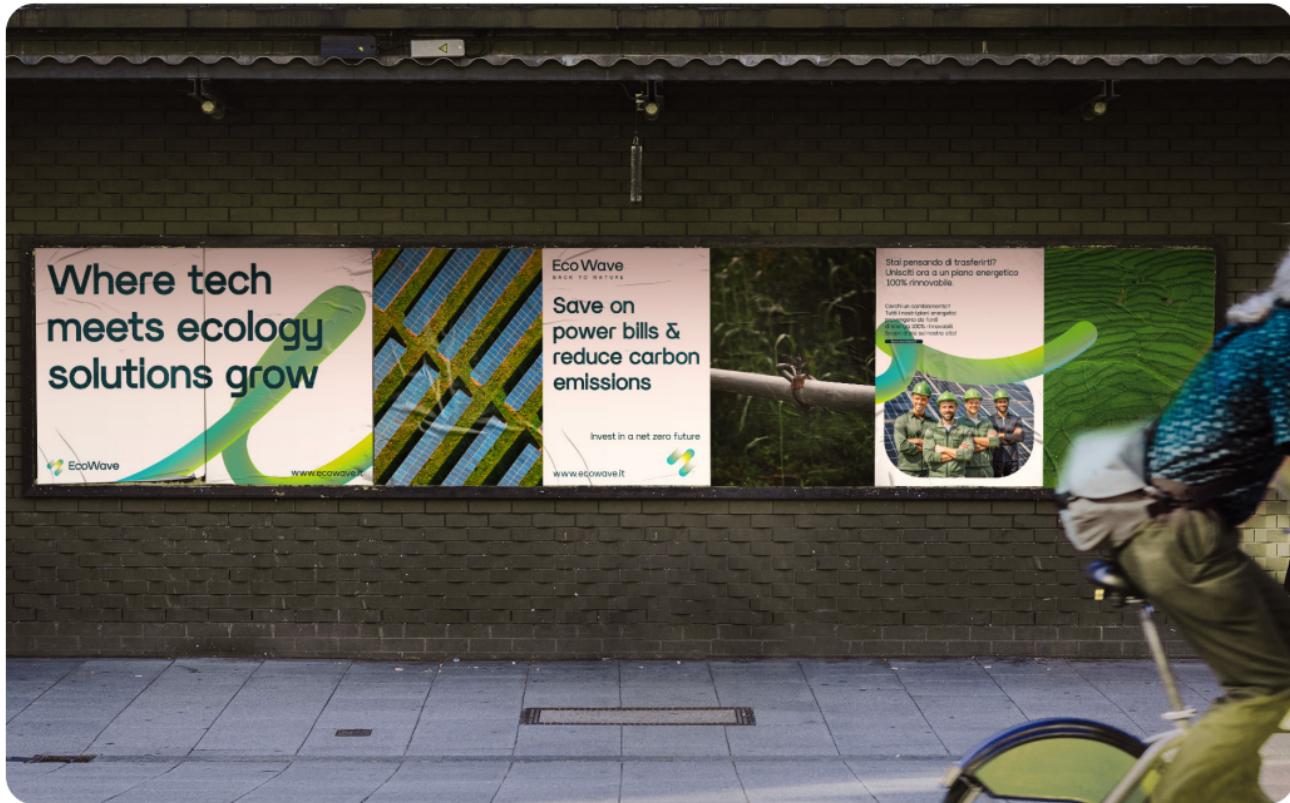
12345678910





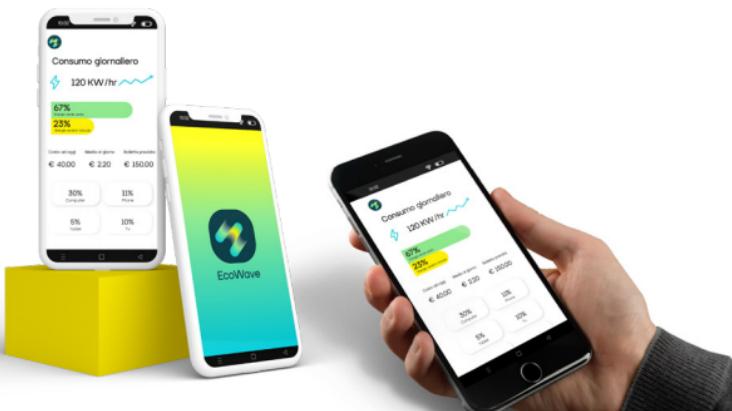






The image displays several wireframes of the EcoWave website, illustrating the user interface design across different devices and sections.

- Home Page:** Features a large image of solar panels with the tagline "Costruire un futuro sostenibile comincia da te". Below it, a section says "Tutta l'energia che generiamo è 100% rinnovabile". It includes a "Scopri di più" button and a detailed paragraph about energy generation and environmental impact.
- Product Page:** Shows a woman sitting by a window with the headline "Goditi l'energia rinnovabile e risparmiala a casa". It includes a "Scopri di più" button and a section titled "Prezzi semplici e trasparenti".
- Service Page:** Focuses on "Risparmia energia attraverso l'economia circolare". It features a large image of green leaves and a "Scopri di più" button.
- Plan Page:** Details three energy plan options:
 - Piano base:** € 60 al mese (includes 600 kWh)
 - Piano variabile:** € 90 al mese (includes 900 kWh)
 - Piano avanzato:** € 110 al mese (includes 1100 kWh)
- Testimonials:** Includes reviews from existing clients with 5-star ratings and their names.
- Footer:** Contains social media links (Instagram, LinkedIn), newsletter sign-up, and footer navigation.





Gusto Vivo

Authentic and refined culinary experience



About the brand

Gusto Vivo is a gourmet restaurant, catering to an audience passionate about fine cuisine and the quality of ingredients. The restaurant is a haven for those seeking an authentic and refined culinary experience, in an environment that combines elegance and warmth, with a strong focus on the organic quality of the ingredients.

Brand identity
Visual identity
Packaging
Social media

Challenges

The challenge was to convey authenticity and passion for Italian cuisine. The goal was to present the brand as a high-quality restaurant with a strong commitment to sustainability through eco-friendly materials. It was essential that customers perceive Gusto Vivo as a family-friendly and welcoming place despite its elegance.

Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 1 0

Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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Courier new regular

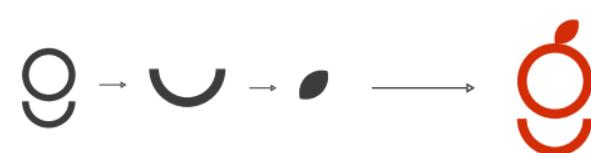
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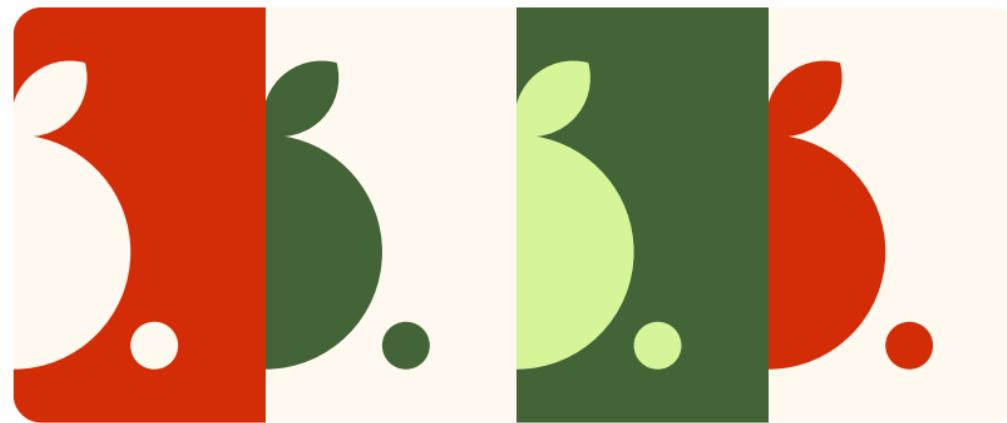
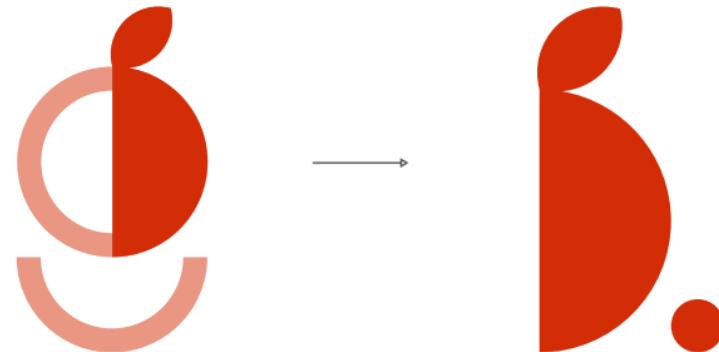
gUSTOVIVO

gUSTOVIVO

ITALIAN BIO CUSINE · TRADITION IN EVERY BITE

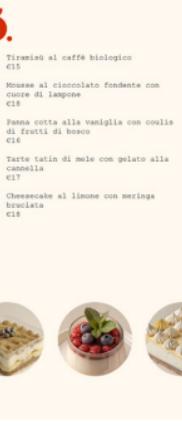
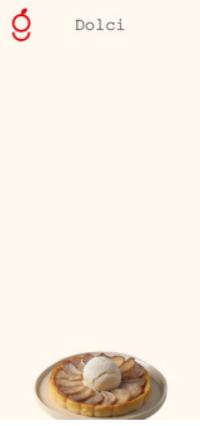
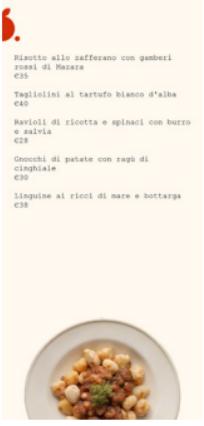
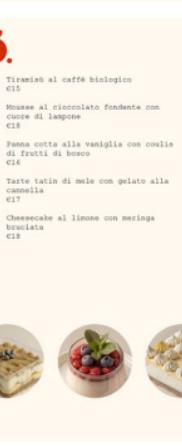
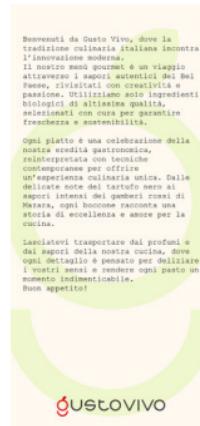














Pureza - skin studio

Luxury cosmetics line that focuses on natural beauty



About the brand

Pureza - skin studio is a luxury cosmetics line that focuses on natural beauty and sustainability. Their products are formulated with organic and natural ingredients, without the use of harmful chemicals, pursuing the belief that authentic beauty comes from skin care and the use of products that respect both the body and the environment. Their mission is to provide high-quality beauty products that improve the skin and promote a sustainable approach to personal care. They want customers to feel confident and beautiful, knowing they are making a positive choice for themselves and the planet. Become the go-to brand for those seeking natural and sustainable beauty products, recognized for its quality, effectiveness, and commitment to the environment is their goal.

Challenges

The challenge was to design a visual identity capable to provide a sense of high-quality beauty products. Pureza's goal was to become the go-to brand for those seeking natural and sustainable beauty products, recognized for its quality, effectiveness, and commitment to the environment. The logo needed to be easily scalable, which allows it to maintain its visual appeal across various media. That's why it has been designed in a minimalist style, embodies a modern, stylish, and elegant aesthetic. It symbolizes the essence of naturalness and femininity.

Brand identity
Visual identity
Packaging
Web design
Social media

Aa

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a b c d e f g h i j k l m n o p q r s t u v w x y z

Source serif 4 semi-bold italic

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Aa

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a b c d e f g h i j k l m n o p q r s t u v w x y z

Helvetica light

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#1D1D1B



Texture



purezā | skin studio

purezā

skin
studio

purezā | skin studio



purezā

skin
studio

purezā | skin
studio

purezā | skin
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skin
studio







feel good in your skin, find more about our products on:

www.pureza.com

purezā | skin studio

Nourishing body cream

Deeply nourishes
Improves skin softness
Protects against free radicals

Argan oil
Cocoa butter
Vitamin E
Green tea extract
Jojoba oil

Deeply nourishes
Improves skin softness
Protects against free radicals

Argan oil
Cocoa butter
Vitamin E
Green tea extract
Jojoba oil

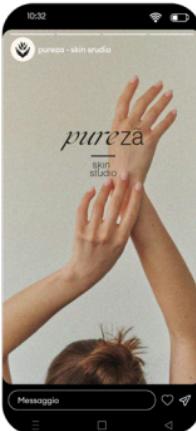
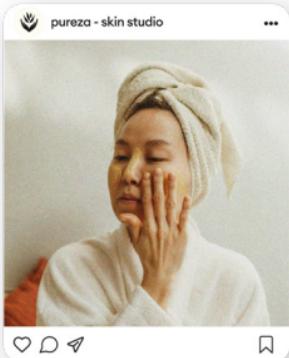
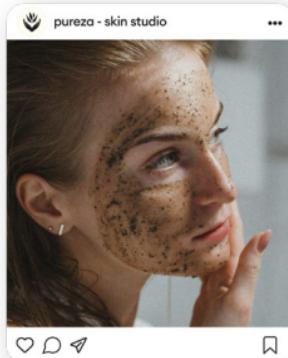
Ingredients: Aqua (Water), Glycerin, Butyrospermum Parkii (Shea Butter), Prunus Amygdalus Dulcis (Sweet Almond) Oil, Cetearyl Alcohol, Sodium Hyaluronate (Hyaluronic Acid), Tocopherol (Vitamin E), Camellia Sinensis (Green Tea) Leaf Extract, Aloe Barbadensis (Aloe Vera) Leaf Juice, Ascorbic Acid (Vitamin C), Phenoxyethanol, Ethylhexylglycerin **CE**

The organic date is related to the organic certification, not the manufacturing date.
Tula S.p.A. - Montebello
33134 Udine Italy - 11-00003
Bulgaria

60 ml. US 1.0 Fl.oz.

The screenshot shows the homepage of the Pureza website. At the top, there's a navigation bar with links for "Puro clean", "Oil", "Body care", and "Blog". Below the navigation is a search bar and account-related buttons. The main header features a woman's face with a circular overlay containing the text "Good for your skin Good for the planet" and a "Explore products" button. A large image of a woman applying cream to her face is displayed. Below this, a section titled "New arrivals" shows three product images: "Glossing face oil", "Firming body cream", and "Moisturizing face cream". To the right, there are three smaller images showing close-ups of skin: a woman's face, a woman's hands, and a woman's arm. Further down, a section titled "Visit our showroom" shows images of two storefronts: one in Copenhagen at "Oversiden Over Vandet 62A, 1415 København, Denmark" and one in Milan at "Via Lodovico Ariosto, 22, 20140 Milano MI". At the bottom, there's a "Calming Body Mist" product card with a yellow flower icon, followed by a paragraph about the brand's mission to serve sensitive skin. The footer contains links for "Contact us", "Follow us", "Terms", and "Privacy", along with the "purezā | skin studio" logo and a copyright notice.





Materia Viva magazine

Sustainable materials and how to discover them



About the brand

In a world increasingly aware of its environmental footprint, Materia Viva emerges as your go-to source for all things related to sustainable materials. Their mission is to explore, educate, and inspire through in-depth articles, expert interviews, and the latest innovations in eco-friendly materials.

Challenges

The challenge in creating the layout for Materia Viva magazine has been to strike a delicate balance between maintaining a scientific rigor and presenting content in an artistic and engaging manner, all while preserving a serious tone. One of the primary challenges was ensuring that the scientific information was accurate and accessible. At the same time the material should be visually appealing. Another challenge has been to keep the tone serious and professional, without making the magazine feel too dry or academic.

Editorial design

Aa

Cascadia Mono PL

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Aa

Mona-Sans light

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#BE1622



MATERIA — VIVA

MATERIA — VIVA



> N°5 maggio

MATERIA — VIVA

L'EVOLUZIONE
DELLA
SOSTENIBILITÀ
NEL MONDO
DELL'ARTE

/N°5



> N°6 maggio

MATERIA — VIVA

IL MICELIO —
MATERIALE DEL
FUTURO

- Perchè i funghi
- Dal riciclo al valore
- Dal micelio ai materiali micelio composti

/N°6



> N°7 maggio

MATERIA — VIVA

LE
BIOPLASTICHE
E ALTRI
MATERIALI
BIOBASED

- Vantaggi e svantaggi delle bioplastiche
- Sperimentazioni analitici e campionatura dei materiali

/N°7



Nº5

Secondo l'ingegnere Silvano DeSousa: «576 persone che fanno un'esperienza nelle spalle sono una novità. Un milione di persone che fanno quell'esperienza sono un milione di persone e si è rivelato il luogo dove la Terra pensa la Terra».

I cambiamenti climatici non sono un segnale per le tavoline del salotto, ma per le persone che stiamo liberando e i loro capelli. È ora cosa di fatto. I dati mostrano che i tanti costosissimi ed esclusivi viaggi non sono più un lusso.

È tempo di rivedere



DALLA BIOARTE AGLI ARTISTI ECOLOGICI



La bioarte è una forma di espressione artistica che nasce dalla connivenza tra la natura e l'uomo. È un modo di creare che si basa sulla conoscenza dei processi naturali e sulla capacità di integrarli con le tecniche artistiche.

Le opere di bioarte sono spesso frutto di collaborazioni tra scienziati, artisti e tecnologi. Il loro obiettivo è quello di sensibilizzare le persone all'importanza della conservazione dell'ambiente e alla necessità di adattarsi alle sfide imposte dal cambiamento climatico.









Thank you
for your time

valentina
salvo

You can contact me here!

 valentina.salvo.ge@gmail.com



behance.net/valentina-salvo

linkedin.com/in/salvo-valentina