

HI THERE! THIS IS MY
PORTFOLIO

valentina
salvo



You can check
my website here!



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://www.behance.net/valentina-salvo>

Props theatre graphics communication brand

My experience

September 2022 **APS MEETING CLUB**
Ongoing Editorial graphic designer and illustrator

August 2024 **PAIR LAB**
Set designer for product shooting

December 2022 **FONDAZIONE TEATRO CARLO FELICE**
August 2024 Stage and lab theatre props maker

October 2022 **EXIBITION "MATERIA VIVA"**
Event curation and realization

June 2022 **ASS. CULTURALE SUQ FESTIVAL**
July 2022 Suq Festival 2022
Props maker and stage assistant

June 2022 **FUORISCENA**
Appennino Lab 2022
Appennino Lab event set-up

March 2022 **IL CACCIATORE DI NAZISTI**
"Il cacciatore di Nazisti", directed by Giorgio Gallione
June 2022 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

September 2019 **STINT**
January 2020 Waitress/Bartender (London, UK)

September 2017 **MEETING CLUB**
June 2019 Minibasketball teacher assistant
Photography course teacher assistant

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	InDesign
Office Suite	Photoshop
AutoCad	Lightroom
Rhinoceros	Illustrator
V-Ray	Adobe XD
Procreate	CapCut
SketchUp	

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





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

1 2 3 4 5 6 7 8 9 10

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



#1D1E1C



#BE1723



#BABABA



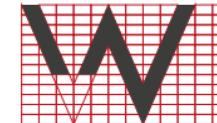
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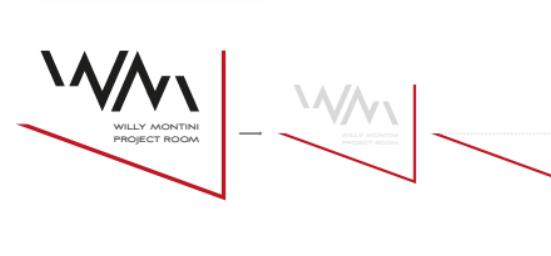
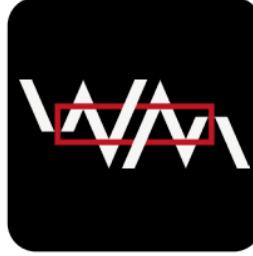
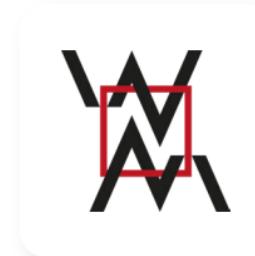
The new logo suite



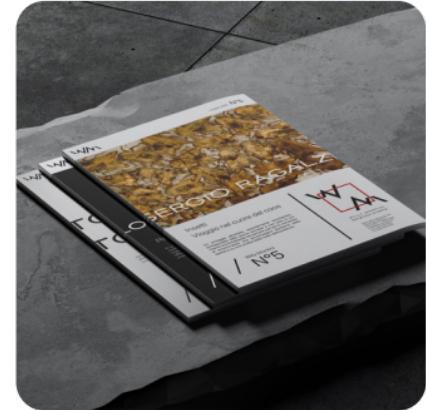
WILLY MONTINI ARTE



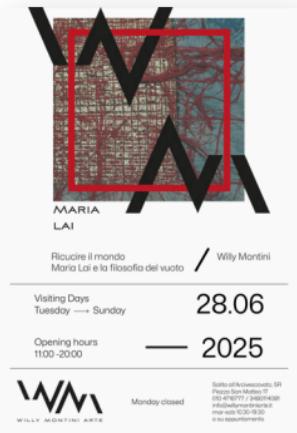
WILLY MONTINI ARTE

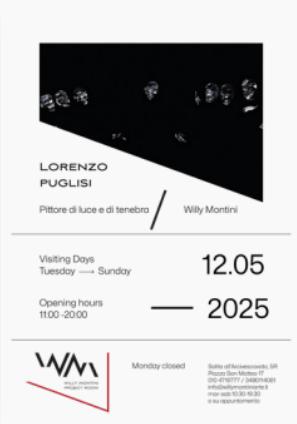












Vinova

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

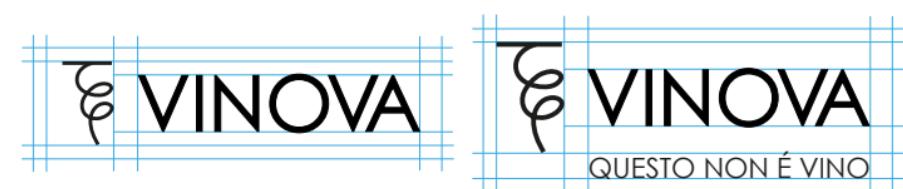
USTROKE REGULAR

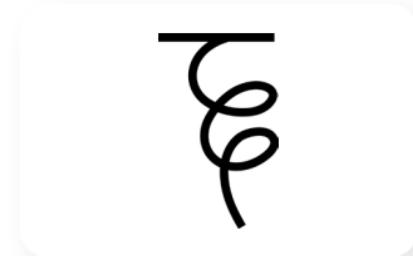
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 1 0



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

12345678910

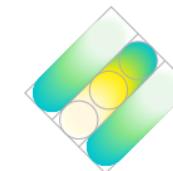
Aa

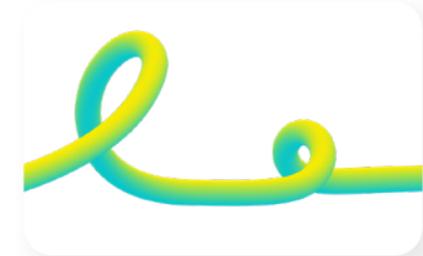
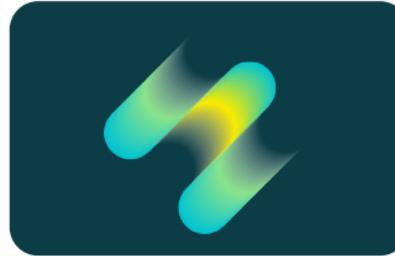
Argon bold

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

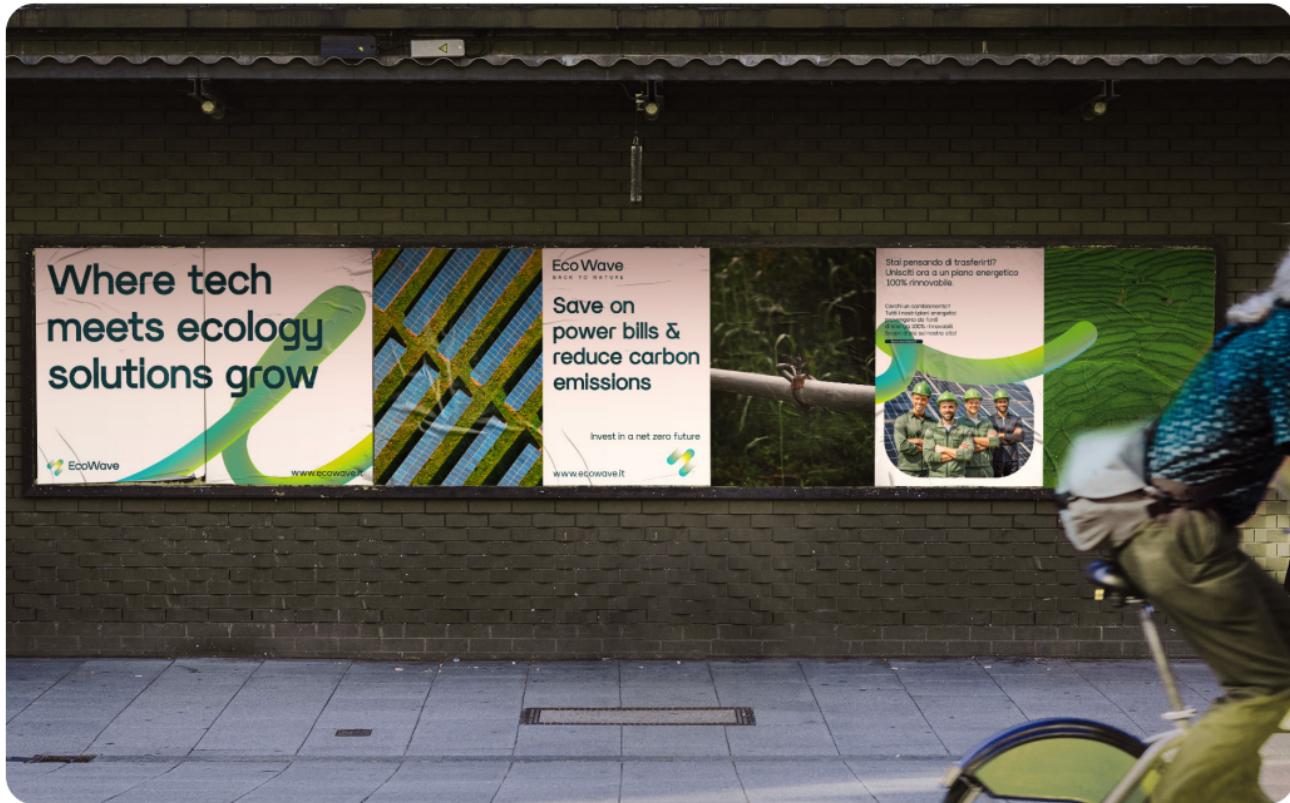
a b c d e f g h i j k l m n o p q r s t u v w x y z

12345678910



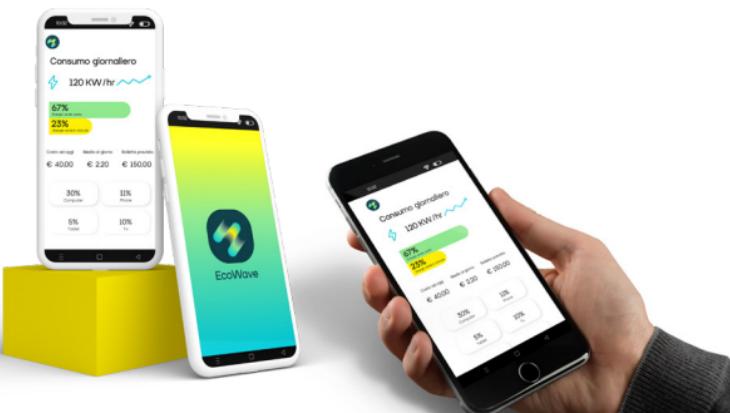






The image displays five wireframes of the EcoWave website, illustrating the user interface design across different sections:

- Homepage:** 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".
- Risparmia energia attraverso l'economia circolare:** Shows a green leaf with the text "Risparmia energia attraverso l'economia circolare".
- Prezzi semplici e trasparenti:** Displays three energy plan options: "Piano base" (€ 60 al mese), "Piano variabile" (€ 90 al mese), and "Piano energetico" (€ 110 al mese).
- Ascolta le opinioni di chi è già nostro cliente:** Shows five star ratings from satisfied customers.
- Footer:** Includes social media links (Instagram, LinkedIn, Facebook) and newsletter sign-up forms for "Electricity", "Solar energy", "Our Mission", "News", "FAQ", "Home", "Products", "Services", and "Contact".





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

Euclid Circular A 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

Euclid Circular A bold

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

Courier new 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

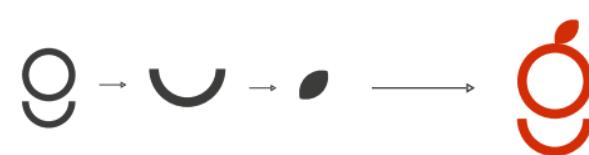
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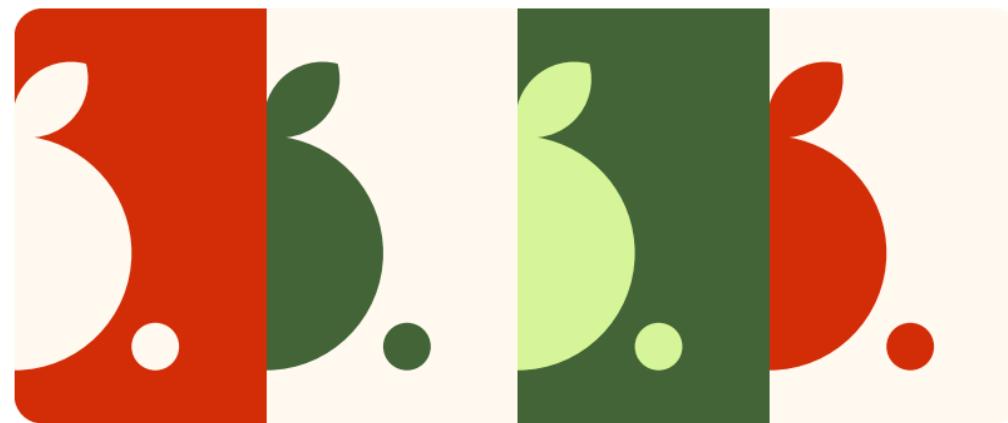
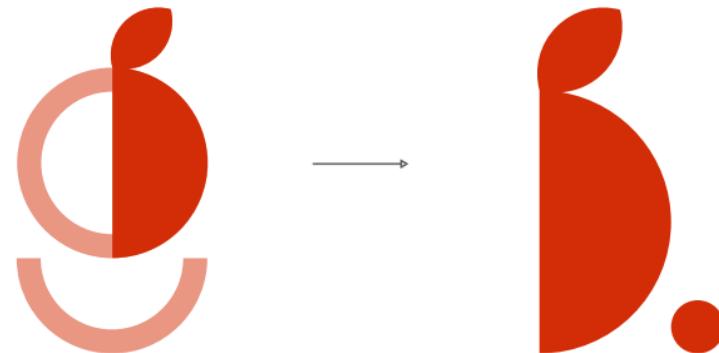
gUSTOVIVO

gUSTOVIVO

ITALIAN BIO CUSINE · TRADITION IN EVERY BITE

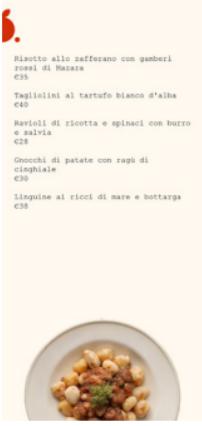
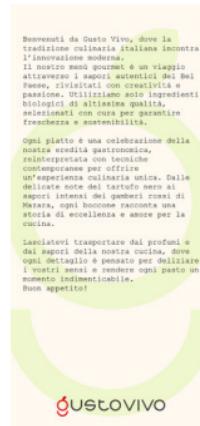


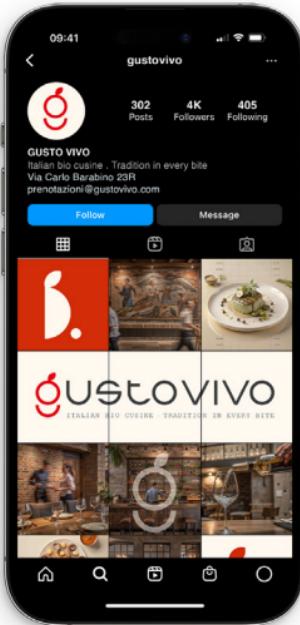












Pureza - skin studio

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

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

Source serif 4 semi-bold italic

1 2 3 4 5 6 7 8 9 10

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

Helvetica light

1 2 3 4 5 6 7 8 9 10



#FFFFE3



#1D1D1B



Texture



purezā | skin studio

purezā

skin
studio

A logo design featuring the 'purezā' and 'skin studio' text on a grid background with blue diagonal lines.



A logo design featuring the 'purezā' and 'skin studio' text on a grid background with blue diagonal lines.

purezā | skin
studio

purezā | skin
studio

purezā
—
skin
studio

purezā
—
skin
studio









purezā | skin studio

Nourishing body cream

Deeply nourishes
Improves skin softness
Protects against free radicals



60 ml. E US 1.0 Fl.oz.

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

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



www.pureza.com

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 claim is related to the
organic Green tea extract, organic
cocoa butter and organic jojoba oil.

Torna S.p.A. - Montebello
53111 Arezzo (Italy) - 055-00003



8878902987234

Pureza | skin studio

New arrivals

Explore products

Stimulating face oil

Firming body cream

Moisturizing face cream

Calm ing Body Mist

Cools the skin, reduces irritation, relieves fragrance. Contains organic jojoba oil, lavender essential oil, chamomile flower water, vitamin B5, zinc oxide.

Explore

Contact us | Follow us | Terms | Privacy

pureza | skin studio

Good for your skin
Good for the planet

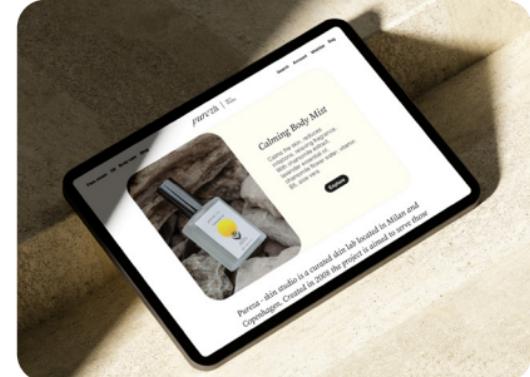
2025

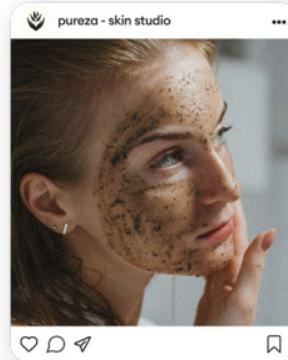
Visit our showroom

Copenhagen
Øver Vandet 62A
1415 København, Denmark

Milan
Via Lodovico Ariosto, 22, 20140
Milano MI

Explore our collections





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

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 10

Aa

Mona-Sans light

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 10



#FFFFFF



#000000



#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

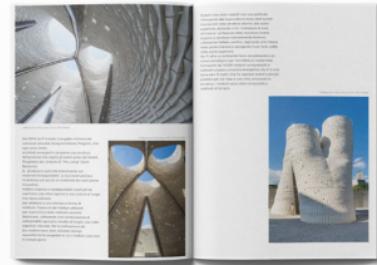
- Vantaggi e svantaggi delle bioplastiche

Sperimentazioni
analitici e campionatura
dei materiali

/N°7







FALSI MITI SUI MATERIALI INQUINANTI - IL POLISTIRENE DEVE ESSERE ELIMINATO





Thank you for your time

valentina
salvo

