



Layout & Print — Burn the Witch

Full layout design and print-ready production of the tabletop RPG module, including writing, game design, and visual materials.

I also created the interactive version, final PDFs, and a small supporting social media campaign.

Tools: InDesign, Illustrator, Photoshop

Output: Interactive PDF, standard PDF, print-ready files, social assets



Website — Cruor Games

Full design of the interface and feature set for the official website showcasing the creator's published content. I defined the visual identity, developed interactive elements (such as interactive maps and dynamic sections), and implemented accessibility features, including light/dark modes and user-adjustable line spacing.

The website is currently under construction: as of November 18, 2025, only a few sections are available, specifically the Druid and the Tower of Silence. The project is available at www.cruorgames.com

Tools: HTML, CSS, JavaScript, Illustrator, Photoshop

Output: UI/UX prototype, graphic layout, interactive components, accessibility system



Motion — Cruor Games

Creation of a promotional Instagram reel showcasing a Dungeons & Dragons manual I designed and laid out. I handled page animations, visual adaptation of the content, and a conversion-oriented information structure, highlighting the product's key features within a few seconds.

The video was fully produced in After Effects, using a deliberately calmer and more readable pacing, consistent with informational reels of this kind.

Tools: After Effects, Photoshop

Output: Instagram reel, social-optimized video assets



Website — Seeker

Original tabletop RPG developed by me as Game Designer. I created the game system, artistic direction, and full visual identity, as well as the website hosting all game materials, available at www.seekerttrpg.com

The setting, inspired by the Spanish and English Age of Discovery, required an evocative and historically influenced aesthetic. I used antique gold tones, ornate decorative elements, and rich palettes while maintaining a modern, readable structure for clear rules navigation. The project is still in development, and current content is not final.

Tools: HTML, CSS, JavaScript, Illustrator, Photoshop

Output: Game system, visual identity, website design, interactive components



Instagram Format — Cruor Games

Development of the graphic format for Cruor Games' Instagram profile, where all weekly content is published. I created a visually striking style consistent with the creator's macabre aesthetic, while ensuring it could be reproduced quickly to support a posting schedule of roughly three posts per week.

To streamline production I built modular templates in Illustrator and After Effects, including a page-flipping book animation that presents the new weekly content. The system allows for rapid updates of text and images, enabling new posts to be produced in just a few minutes.

Tools: Illustrator, After Effects, Photoshop

Output: Reusable graphic templates, social animations, recurring publication format



Red Potion Studio — Branding & Web Design

Complete visual identity project for a graphic design studio focused on the TTRPG industry. I developed the full branding system: palette, logos, artistic direction, and service presentation.

I built the website myself, available at <https://danilo-aversa.github.io/red-potion-site/>, applying a strong mobile-first approach. The project required designing every visual element to work effectively across multiple devices and screen sizes.

Tools: HTML, CSS, JavaScript, Illustrator, Photoshop

Output: Visual identity, logos, color palette, responsive website, branding materials



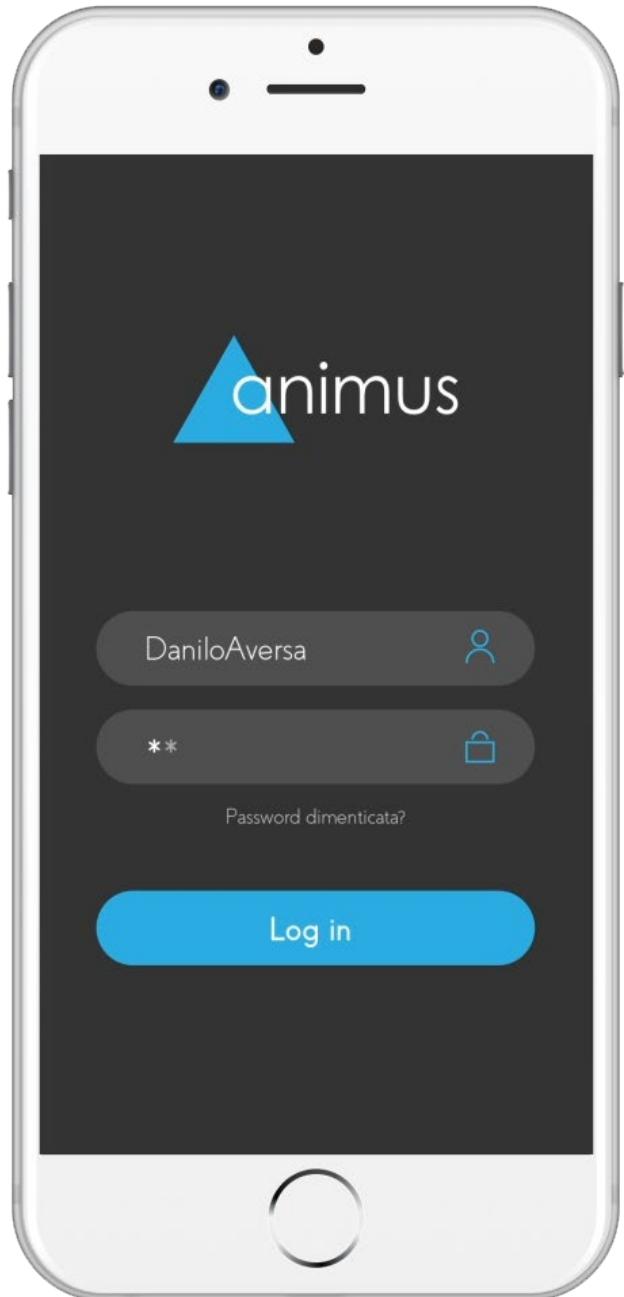
Materiale Pubblicitario — Cruor Games

Design and print-ready production of the promotional materials for Cruor Games at Modena PLAY 2025. I handled layout, graphics, and color preparation, working with a challenging palette that required careful adjustment to reproduce well on paper.

The goal was to create a visually striking piece: at a fair where visitors receive large amounts of promotional content, the design had to communicate Cruor Games' identity at a glance and ensure quick access through the QR code.

Tools: Illustrator, InDesign, Photoshop

Output: Print-ready files, promotional material, event assets



App Prototype — Animus

Animated prototype of an app concept developed in 2016 for the music industry. I produced a demonstration video to showcase the interface and user flow, working through a complex task that required detailed motion design.

As one of my first animation-focused projects, it highlighted my ability to learn quickly and adapt to new tools. The work demonstrates not only motion skills but also a strong problem-solving attitude and the capacity to develop functional prototypes from scratch.

Tools: After Effects, Illustrator

Output: Prototype video, UI/UX animation