



## 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



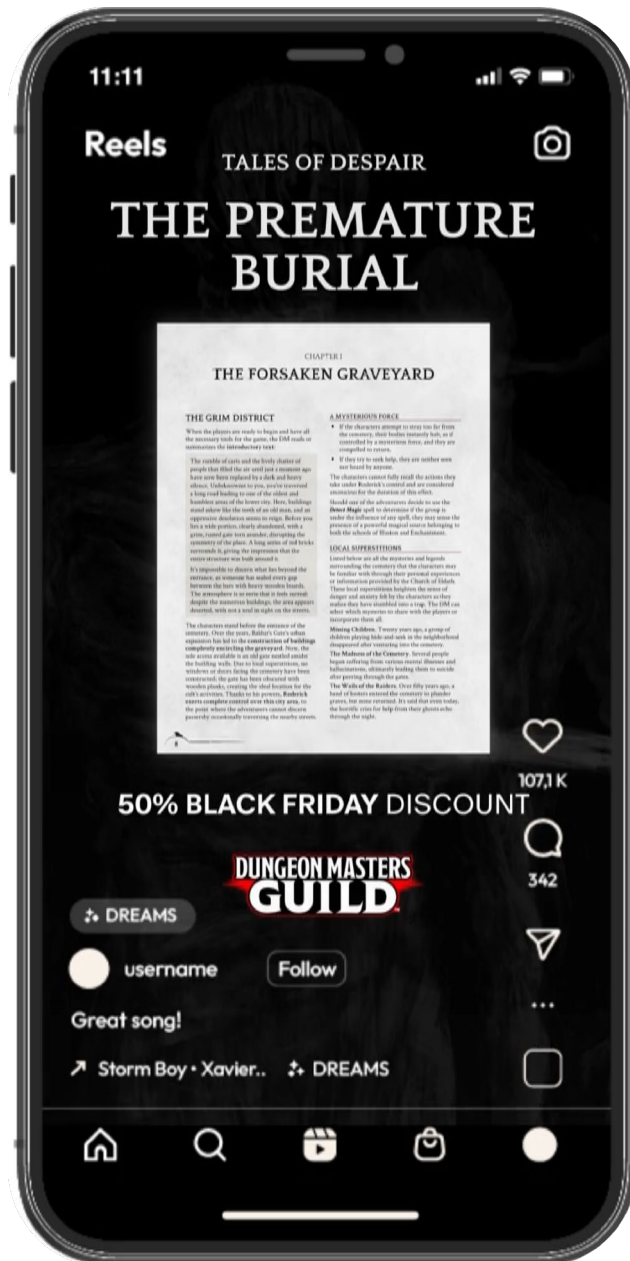
## Website — Cruor Games

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](http://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](http://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





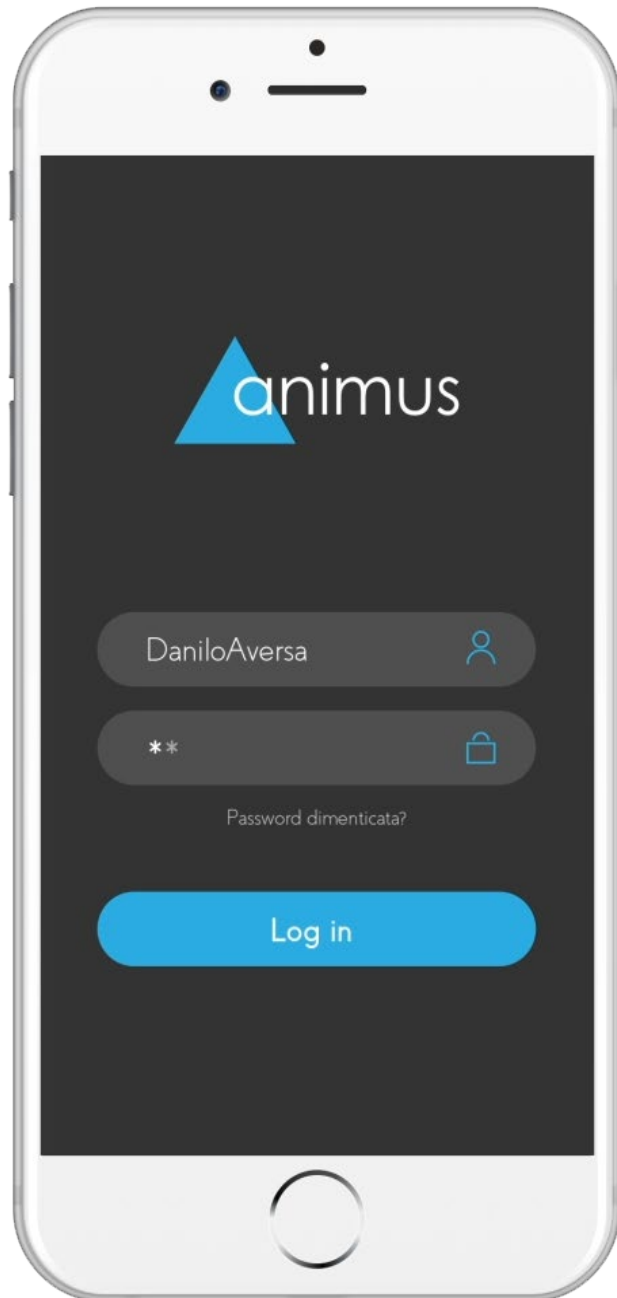
### Materiale Pubblicitario — Cruor Games

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