

Vision

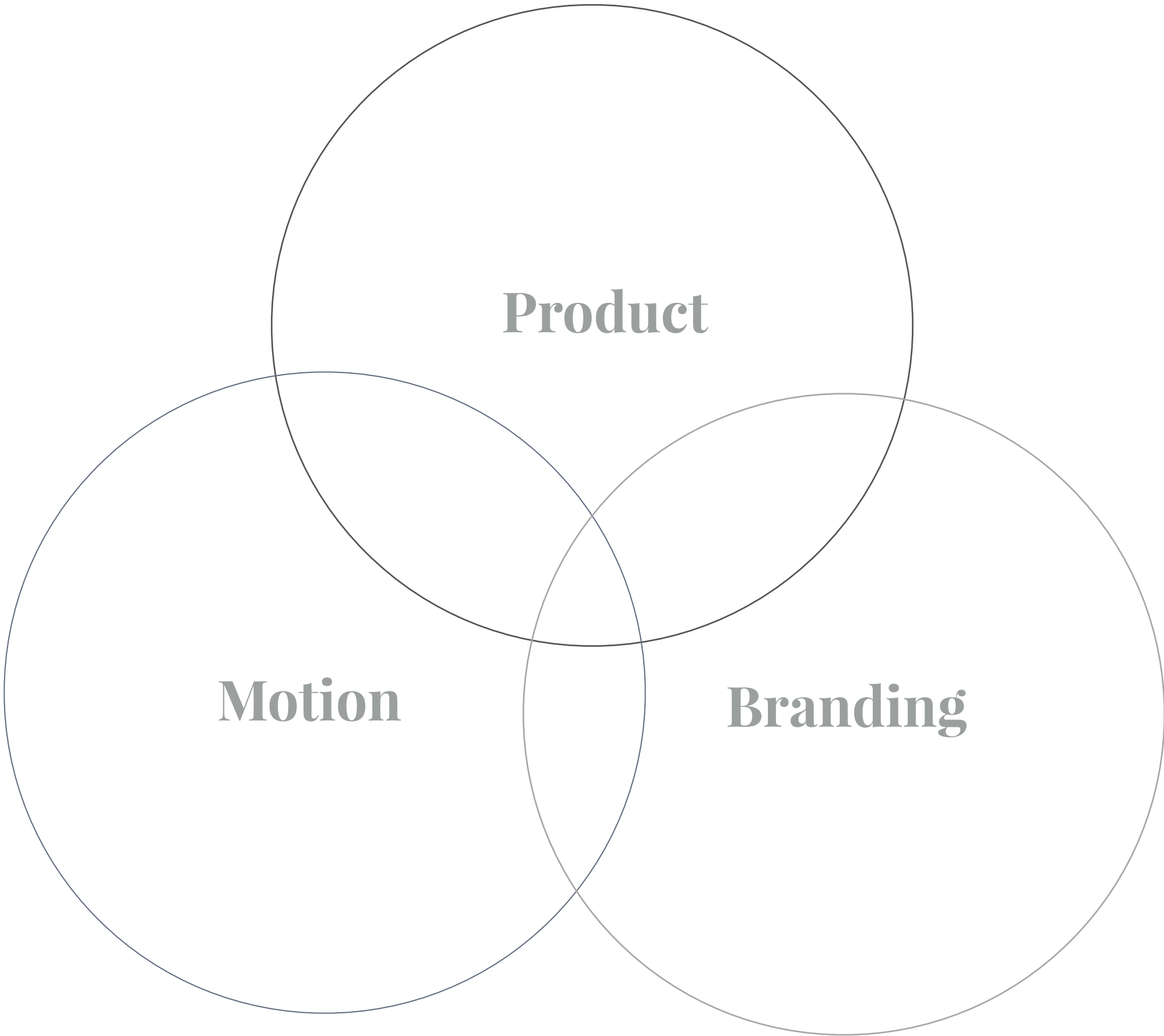
I strive to achieve an **harmonious balance between form and function** by leveraging UDC methodologies

I focus on **simplification** in order to tell great and memorable stories that aim to blend the digital and physical space.

I leverage **data**. Numbers disclose opportunities and enhance the content. While interpreting statistics, is always possible to **adjust the direction** and create better products.

I love to speak to **younger generations** and understand their behaviours. They will soon become the decision makers.

Connecting the dots



Emerging
tech

Brand
positioning

Marketing/
promotion

Tone of
voice

Innovation/
Business dev

3D/VFX
pipelines

Engagement