Moving image

I worked in the broadcast industry for over 13 years, exploring without boundaries this beautiful craft. It allowed me to discover, learn and master the disciplines that a successful cinematic piece entails. Storytelling, animation, graphic design, 3D production and composition represent the foundation of my creative thinking. I am versatile hands-on designer, able to come up with a broad range of visual languages and treatments. Today, this expertise enables me to explore untold territories with ease and confidence.



Adidas Techfit

What if you could visualise and understand performance data live and real time? What if you could read immediately the peak moment of your capabilities? And by doing that achieve quicker and higher goals.

In 2009 earlier than any AR envisioning I created a framework for an engaging futuristic tool. A scenario that today, thanks to the latest technology advancement, inspire and seduce millions of users worldwide even more.