# Home

### Ui Designer Developer

I'm Federico Corradi, a digital minded professional living in London. Academically a whole rounded media professional, I dedicated my professional life to the digital world and its products. Code and Design are both passions for me, and I like to grow in both fields, marrying this, sometimes, opposite skills together.

# Agency Space

### THE START

My agency, as a digital service, offers a variety of packages. Most commonly, we sketch and build the site, following the client from creative concept to the final product. Projects come in all shape and form, so we sometimes need to adapt to client requirements. This was the case for Space, an advertising agency based in London, which required a refreshed digital presence, build to showcase their best work.

### THE ROLE

Indeed the design for this website came from within the client's creative team. As the designer, my contribution was still needed though. Indeed the creative in charge of the design required some guidance in terms of most common web standards and tweaking a few things. Furthermore, purely for development, I translated the layout and the UI into Sketch, which helped me a lot in sizing everything correctly and adapt the structure to a mobile environment.

The site was mainly made of five main level pages: home, about, work, news; together with two secondary level pages used for blog posting and case studies. One of the main technical challenges of the project was to make these pages easy to build. Indeed, the client wanted to be able to adapt the layout according to each case study. To do that we scoped specific UI elements that they could have access to, such as copy, gallery, stats modules etc

The new brand 'Space' had just developed needed to come across not only in the design but in the whole experience as well. In collaboration with the client's creative team, we focused on creating a simple animation, based on the user's scroll, which would feel elegant in its simplicity.

### THE TECHNICAL

From a technical point of view, keeping in mind the modularity of parts of the site, I opted to use React as a front-end framework. Such framework keeps the CMS separated from the front-end, which it's great when in future the client wants to re-style part of the site. Furthermore, animation and other modular features of the website were a lot easier to build and use multiple times across the codebase.

One of the most complex aspects of this project was the changing theme, going from page to page, in particular, the news section would differ in them from the rest of the site. When I built the website, I wasn't yet aware of React Context, so I opted to use Redux. The very famous tool helped in creating a global state which was easy to manage from various level of the site.

The data was injected in the DOM using simple endpoints which in the case of the Case Studies and Blog posts were used dynamically using slug query. React Router took care of the rest by mounting and umounting the pages based on the URL.

The simple scroll animation was achieved, combining ScrollMagic and the Greensock library. The same was possible for the modular pages, excluding the blog post, where we wanted to keep a more simple a ready for use page.

The whole project, including part of the design phase, took no longer than three working weeks. This is the actual time spent on it, but in calendar months it took a little longer, given the client own agency restructuring.

Some pages were redesigned which meant amending them during the build phase, but as a team, we responded promptly and in a short time.

The project was delivered with great enthusiasm by the team and me. It was a pleasure to work with creative-minded people that understand the industry, and we're open to conversation when we met an obstacle. The site could be the beginning of a collaboration, given the great feedback we've received from the client when they received the final product.

# Atherton Cox

### THE CHALLENGE

Atherton Cox came into our office with a simple request: to modernise their digital look. The existing website was, indeed, outdated and needed a rethink. As part of the creative process, I tried to identify my self as the user, to highlight the structural problems of the current site.

Two main issues emerged, from my research: countless clicks to get to a piece of simple information, and such little content was often on its own page, which was unnecessary.

### THE APPROACH

So the first challenge was the rethink how the content was distributed across the site. As per every project I work on, an object-orientated approach helps with consistency for the design and scalability for the codebase. With that in mind, I defined design elements that could contain and redistribute the content in a more digestible way. Such an approach made the translation from design to production much quicker and more organised.

### THE DESIGN

Straight from the start, I imagined the site where the clean look and feel would highlight the great product the client delivers. With that in mind, light use of colours and an exciting approach to typography were crucial aspects in bringing elegancy to the site.

### THE TECHNICALS

The build needed to be flexible and scalable in the long term, open non the less to rethinking and round the clock amends. The choice of React, combined with a Headless CMS, was the right choice. I've used two JS libraries: FullPage.js, GSAP, aka Greensock library. The first one for navigation, which easily splits your markup into a section which you can navigate through. The other one, used for animations. Its versatility and capabilities are pervasive. CSS grid played a crucial role by splitting the slides into rows and columns, which avoided the site falling apart on smaller screens.

The site couldn't leave without fresh content, so with the help of a back-end developer, we opted for a WordPress CMS, with a significant difference. The CMS was going to be headless, which meant that back-end and front-end would work separately, helping future development on each side of the spectrum. Last but not least, one of the essential requirements was to integrate Gappt into the site. Gappt is indeed a necessary tool for the client when it comes to managing bookings for different services.

# Bpl Marketing

### SINK OR SWIM

I joined BPL Marketing on February 19, and they decided to put me straight up to a challenge with the new company website…a sink or swim situation. The entire company’s brand was being re-developed, with the ‘go-to’ message at the heart of it. Visually the brand message is translated by curvy lines connecting elements, as per the connection between the client and the agency.

Every project is subject to rapid changes and requests coming from the client, and in-house projects are not any different. To prevent more significant headaches, I opted for an object-orientated approach. This method was more easily achievable, by the use of Sketch for the design phase and a JS framework, known as React.

### START WITH THE RIGHT METHOD

The design phase was characterised by researching a valid method to integrate the lines into the design. Such an application would have to work in the development stage, including the responsive aspect. I, so, decided to limit the more creative use of lines to some of the pages. Sections, such as the case studies index, have a more creative use of the tracks, while others had a lighter representation of the brand message. This differentiation was necessary to enable some pages, to be built, at a faster speed

### BRING IT TO LIFE

Certain design elements, such as the colours, were already being established in the new brand identity. I then applied such colours in the best way possible to my layout. The light blue, in contrast with the dark blue, for the copy and yellow as the highlight colour used for the lines as well. Typography is the other very important element for any design. I opted for two google fonts, fast and easy to load on the page. I picked Barlow as the headline font - thick and slightly squared - followed Lato, used for body copy - light and elegant, to contrast the headline.

After a couple of weeks between initial design and reviews from the board, we moved onto bringing the site to life. Starting by separating the website in single objects as highlighted in the design system, so that the styling could be consistent using CSS Modules. The content fo the website is managed by a WordPress Headless CMS, which helps to separate the front-end from the backend, giving us great flexibility for future scalability and new design.

Even with the use of React, I have achieved SEO compatibility using NPM packages such as Helmet, which combined with the use Prerender.io assured the possibility to use the blog section to its full potential.

The launch of the site was a great day for the agency and me, giving the company a new digital presence and me the confidence I needed to fully immerse in the agency spirit.

# About

Born and raised in Milan (Italy), I have a real rat passion for everything that is an expression of creativity – I am always looking for ways to express my digital thinking. I’m always hungry to explore new fields of the industry and learn new skills, and I’ve got a profound interest in understanding the human interaction with the digital world. Outgoing, confident, client-facing and sociable, but at the same time a passionate hard worker that is completely dedicated to achieving both my professional and personal goals.

### CODING SKILLS

As with the software element of my skillset, my coding knowledge followed a similar process of development. My skills have improved dramatically since I started working full-time. Since then I’ve had the opportunity to build upon the range of languages I can code in and proficiency in it has improved markedly

### DESIGN SKILLS

Attending a technical institute (ITSOS Albe Steiner) gave me the opportunity to learn most of the Adobe Creative Suite software, and spend time getting to know it back to front. I now apply what I learned at university at the agency that I currently work at. I'm proficient with most common software, and more knowledgeable with Photoshop and Illustrator.

### SOCIAL SKILLS

A real team player, focused on the group objectives rather than my personal one. Not afraid of confronting my self with different point of views and always open to learn from constructive criticism. Sociable and keen to bound with my coworkers, not only on a professional level but also on a personal one.

I hope you've found something that caught your attention. If that's the case, please get in touch, I'm always open to discuss new exciting opportunities.