

# Hi, I'm Paolo

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DISCOVER MY DESIGN JOURNEY



# I'm a Creative Mind specialized in Visual and Motion Design.

My goal is to communicate using beautiful design and emotional feelings.

I try to focus all my creativity, visuals, and motion skills on telling stories and ideas because I believe that it's my path as a designer that wants to improve people's life quality with polished, curated, and emotional stuff.

# Motion Design



An emotional visual journey for  
a company becoming a group.

# Eisworld Horizons

CLIENT

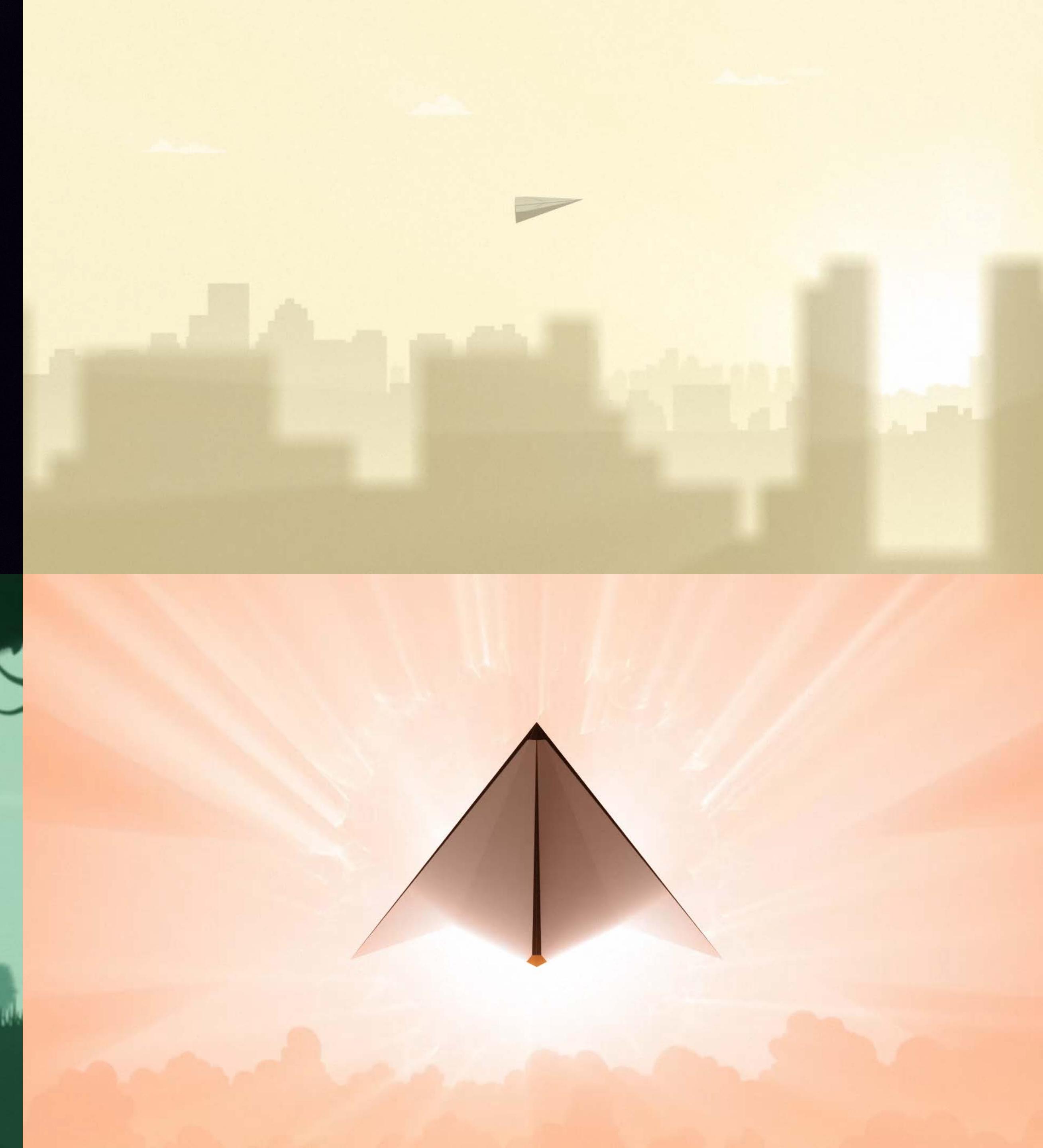
Eisworld

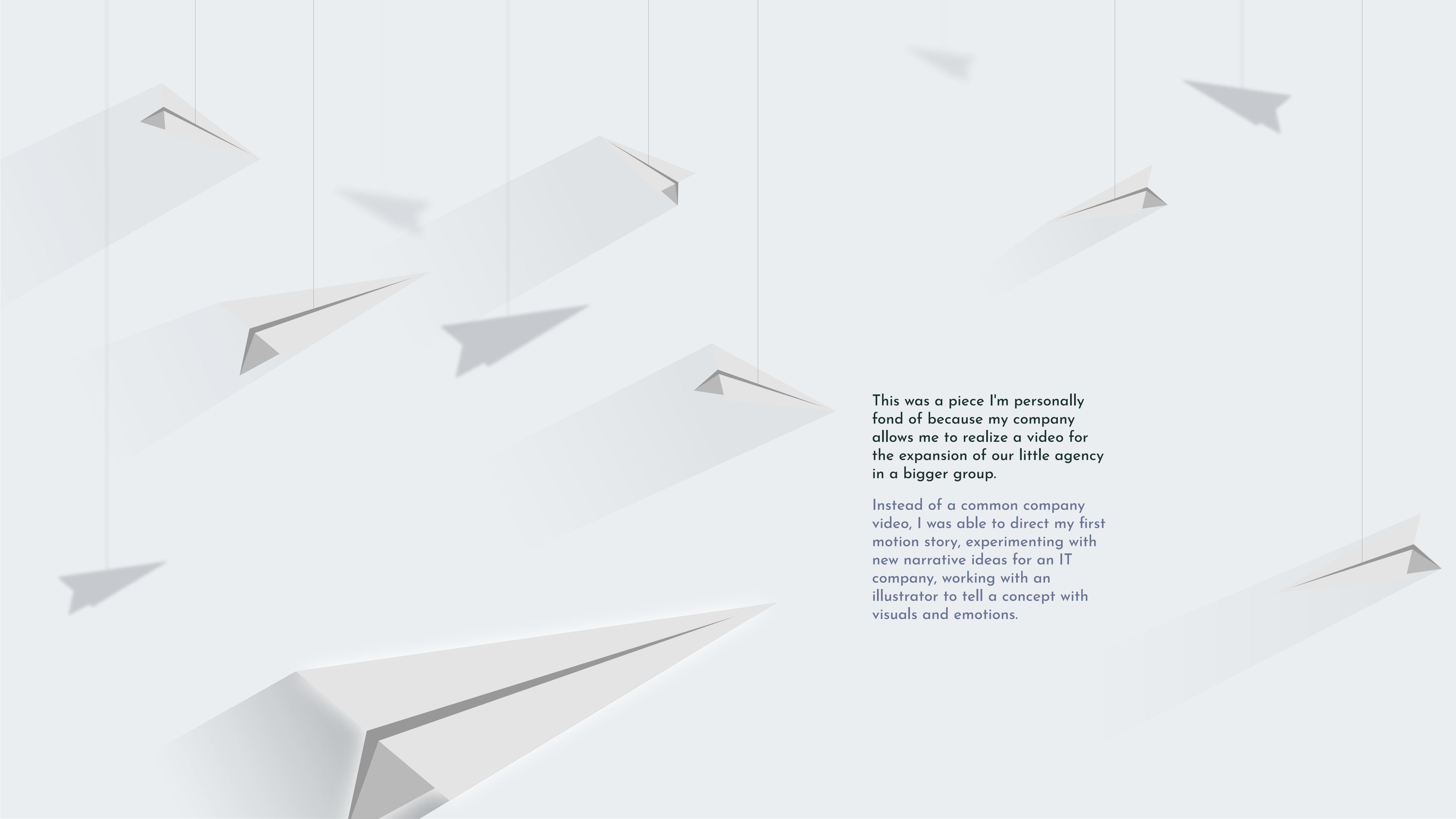
ROLE

Creative Direction - Storytelling -  
Motion Design - Audio Mix

PLAY VIDEO







This was a piece I'm personally fond of because my company allows me to realize a video for the expansion of our little agency in a bigger group.

Instead of a common company video, I was able to direct my first motion story, experimenting with new narrative ideas for an IT company, working with an illustrator to tell a concept with visuals and emotions.

A puzzle skill-based game with minimalist and polished design.

# Project Loading

CLIENT

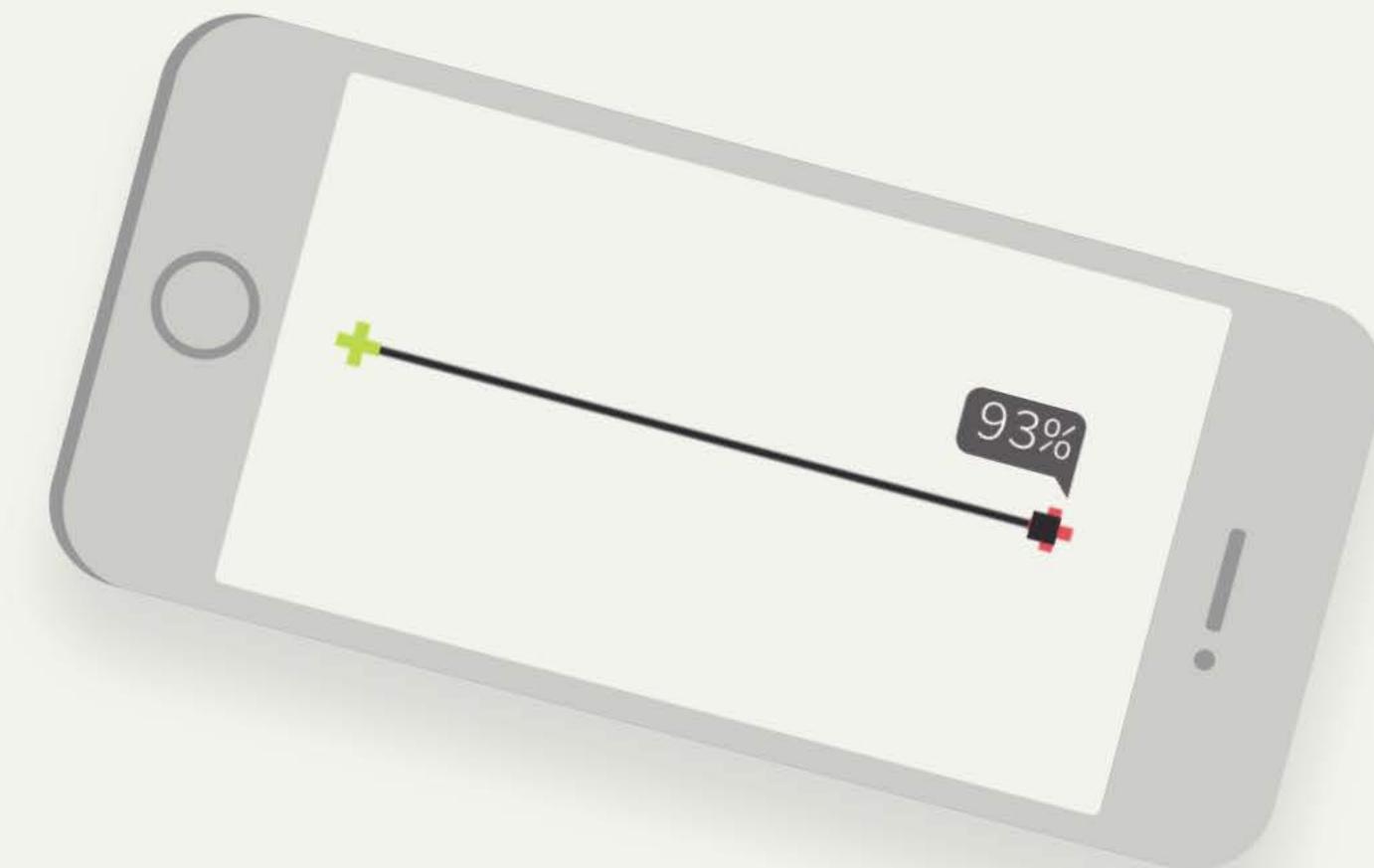
Analphabeta Studio - Personal Project

ROLE

Creative Direction - Motion Design  
- UI/UX Design - Audio Mix

PLAY VIDEO







As a part of the Analphabeta Studio Team, I made all the graphics, motion advertising on youtube, and animation inside the game, UI/UX design, and also helped out with the main concept and the level design of the entire game.

Project Loading won the Apple Game of the Day and Android Game of the Month in 2019.

A security learning platform  
with funny gamification quizzes.

# Are you sure?

CLIENT

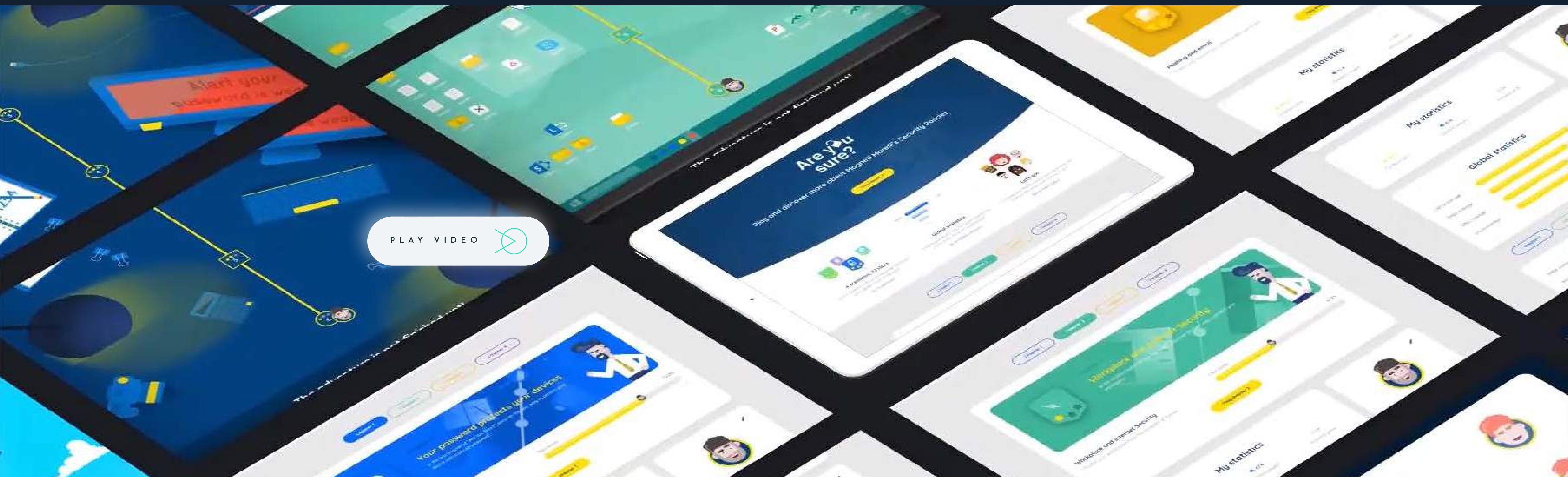
Magneti Marelli

ROLE

Creative Direction -  
Motion Design - Audio Mix

AGENCY

Sobrio

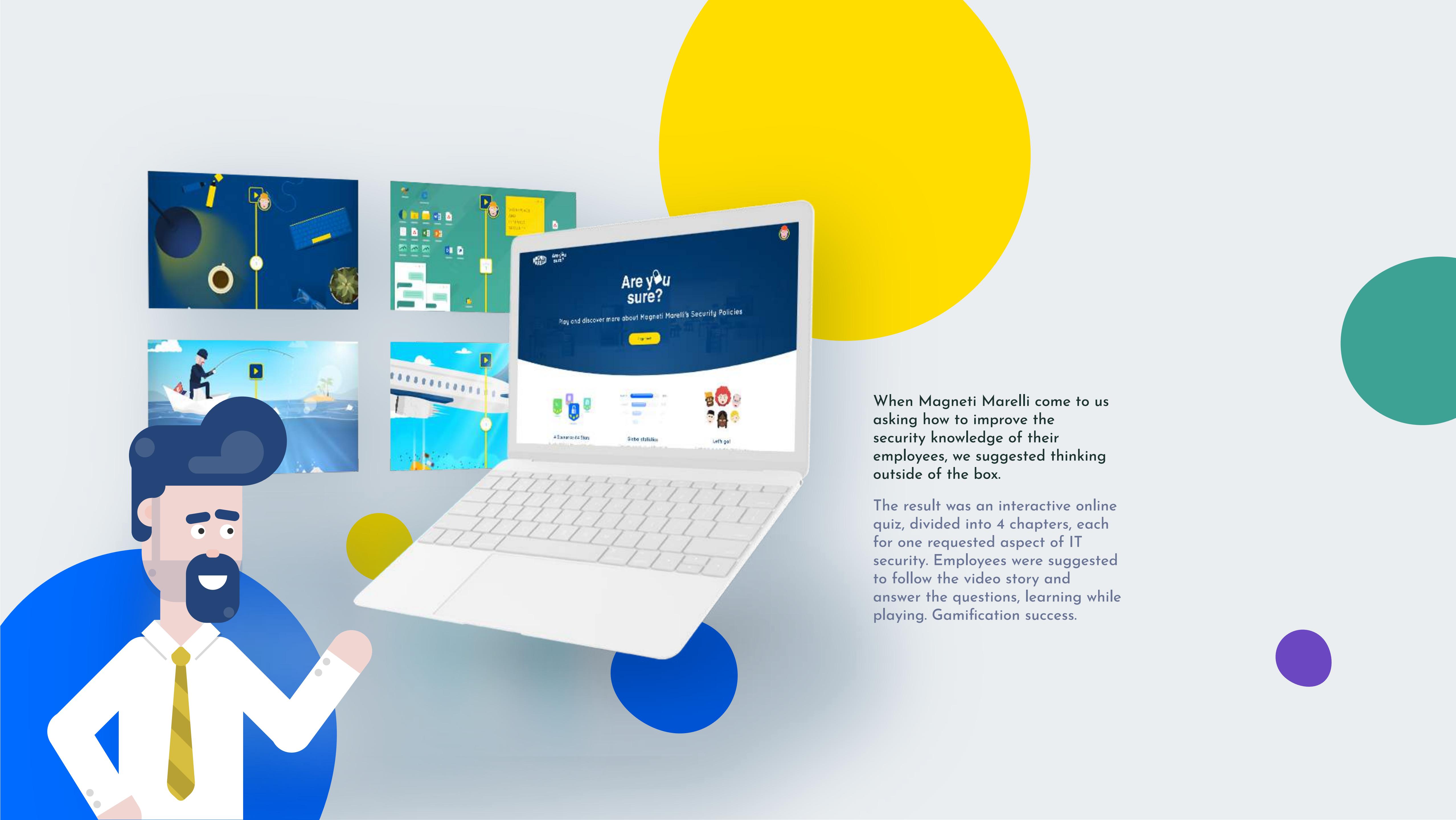




The image is a collage of four distinct illustrations, each depicting a different aspect of cybersecurity:

- Top Left:** A large, bold question "Are you sure?" is displayed in dark blue text. A small blue padlock icon is positioned above the letter "u". The background features a stylized city skyline with buildings and clouds.
- Top Right:** A person with short brown hair and a pink headband is sitting at a desk, looking at a computer monitor. The monitor displays a large blue shield icon with a checkmark inside, surrounded by icons for databases, locks, and email. The word "SECURED" is written in white capital letters below the shield. The background is yellow.
- Bottom Left:** A cartoon character wearing a black balaclava and a red mustache is climbing up the side of a green building. In the foreground, there's a computer monitor showing a user interface with the text "WORKPLACE APP INTERNET SECURITY".
- Bottom Right:** A person wearing a blue cap and a mask is sitting at a desk, looking at a computer monitor. The monitor shows a red screen with a skull and crossbones, a speech bubble with an exclamation mark, and a small window with a sun icon. The background is dark.

# Are you sure?



When Magneti Marelli come to us asking how to improve the security knowledge of their employees, we suggested thinking outside of the box.

The result was an interactive online quiz, divided into 4 chapters, each for one requested aspect of IT security. Employees were suggested to follow the video story and answer the questions, learning while playing. Gamification success.

An explainer video for an innovative IT FCA product.

# Mopar Ant

CLIENT

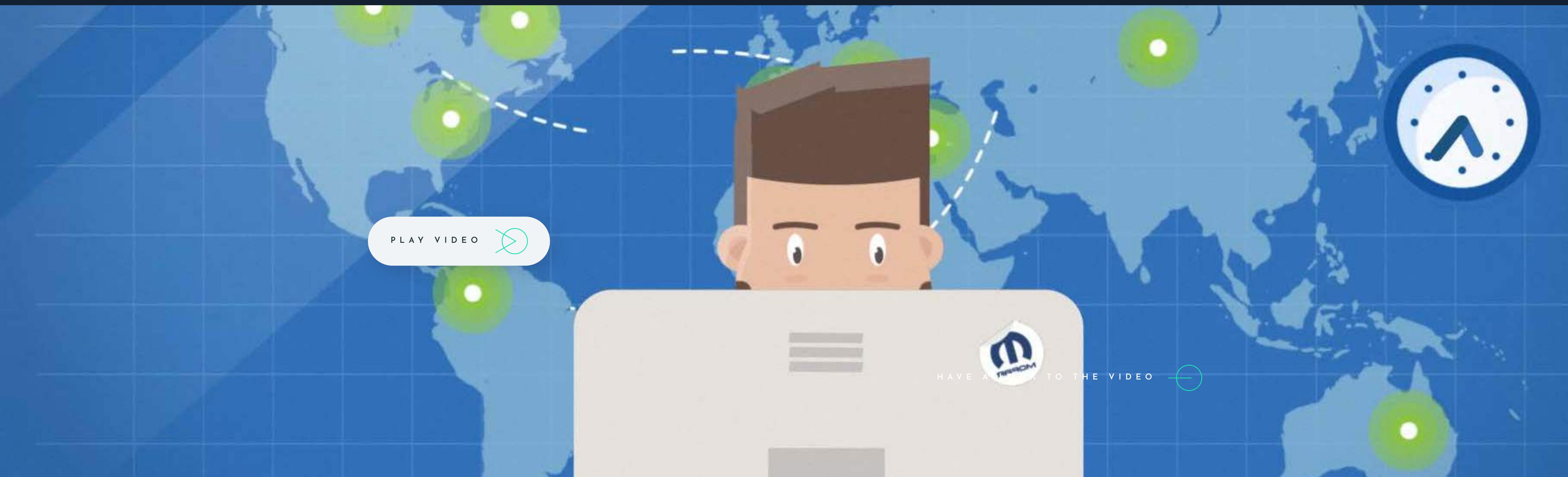
FCA Mopar Italy

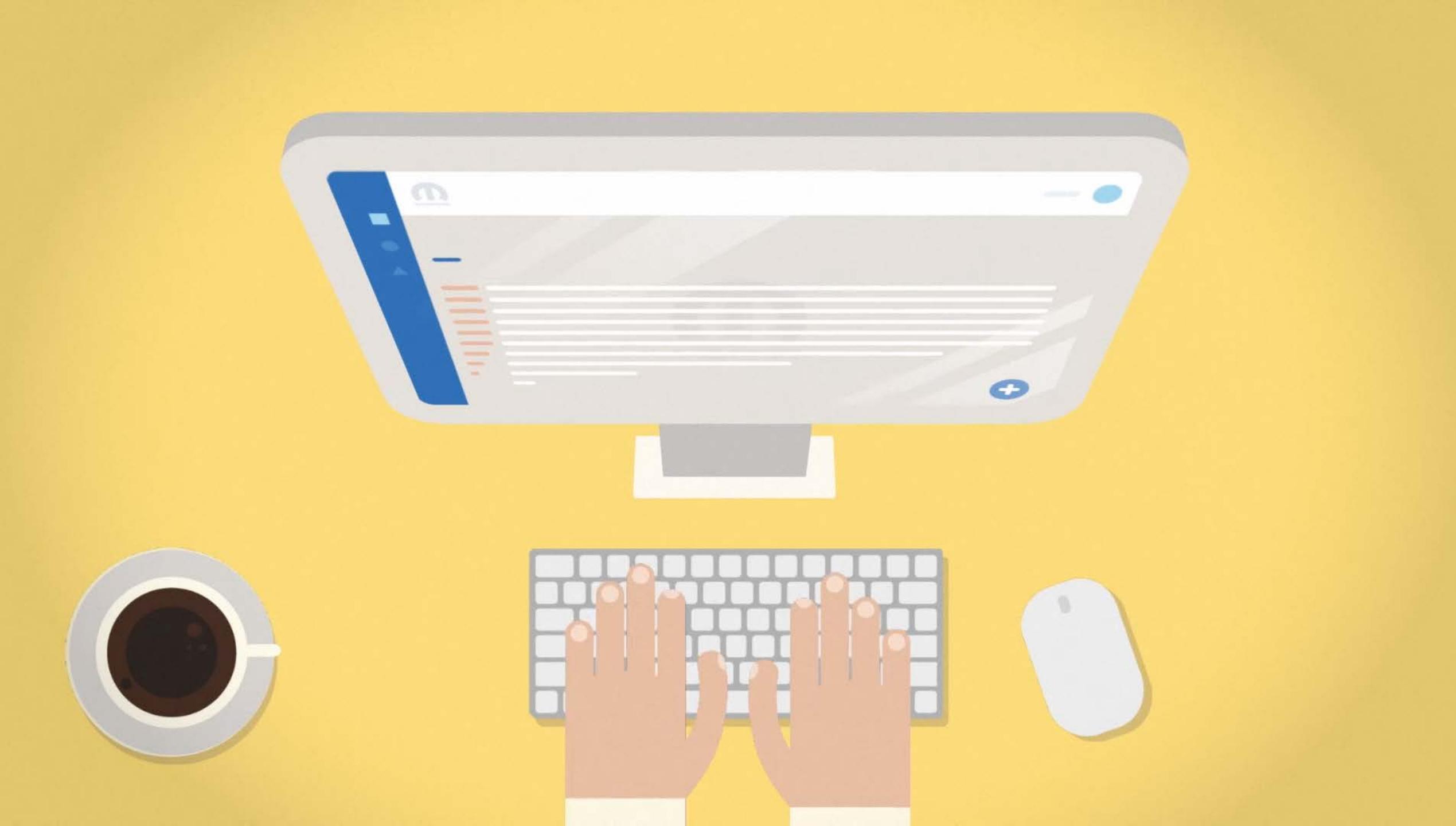
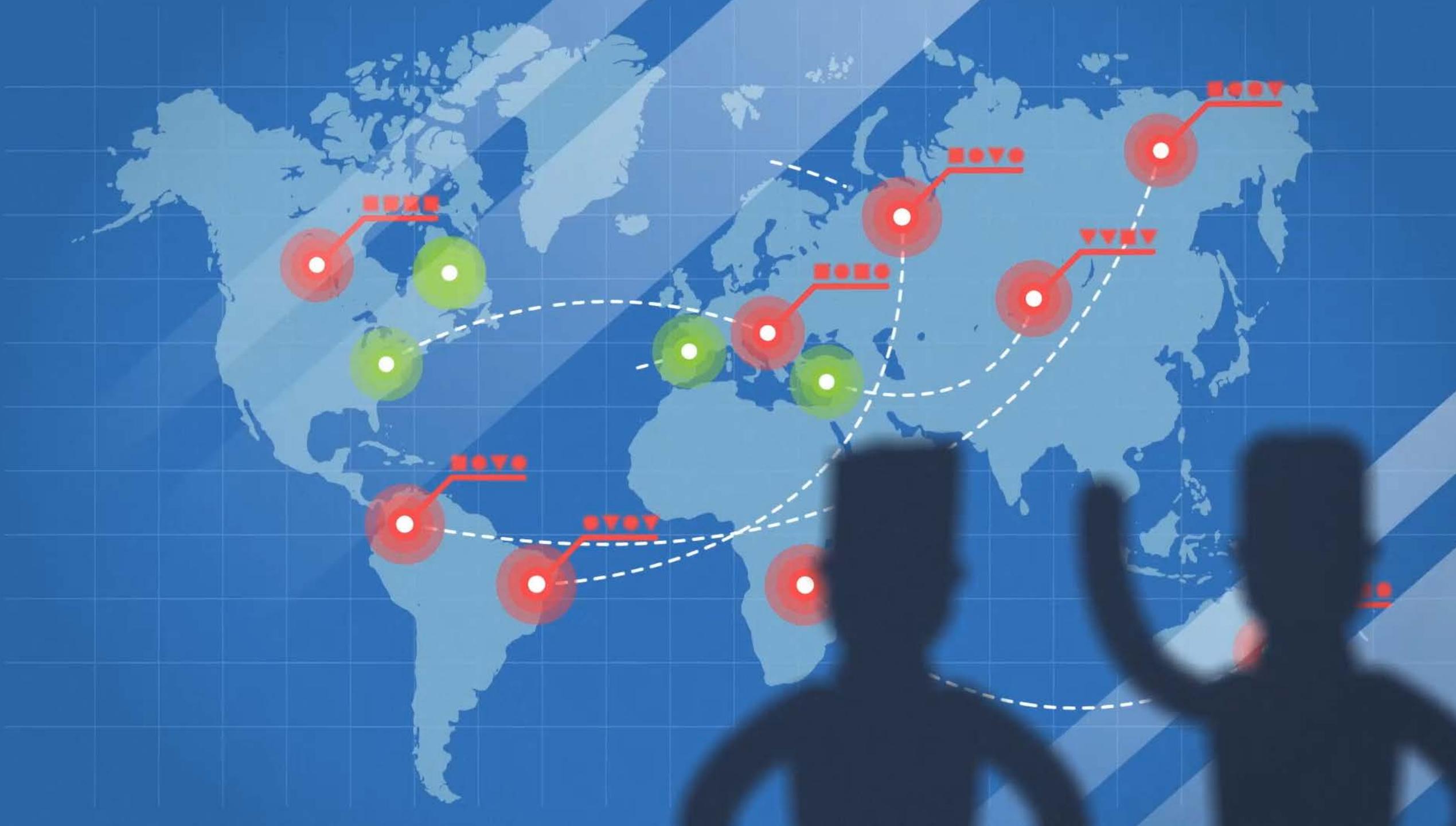
ROLE

Creative Direction - Storytelling -  
Motion Design - Audio Mix

AGENCY

Sobrio







We were contacted by a small team inside FCA, asking to promote their new innovative tool for a more efficient organization of the warehouse around the globe.

In a big company like FCA, usually, there is a very serious and low-quality presentation style but we realized a fresh and colourful video, that stands-out. being able to explain simply and playfully, a complex but important tool.

# Visual Design



A colourful and vibrant brand identity for a modern museum.

# MUDEC Museum

CLIENT

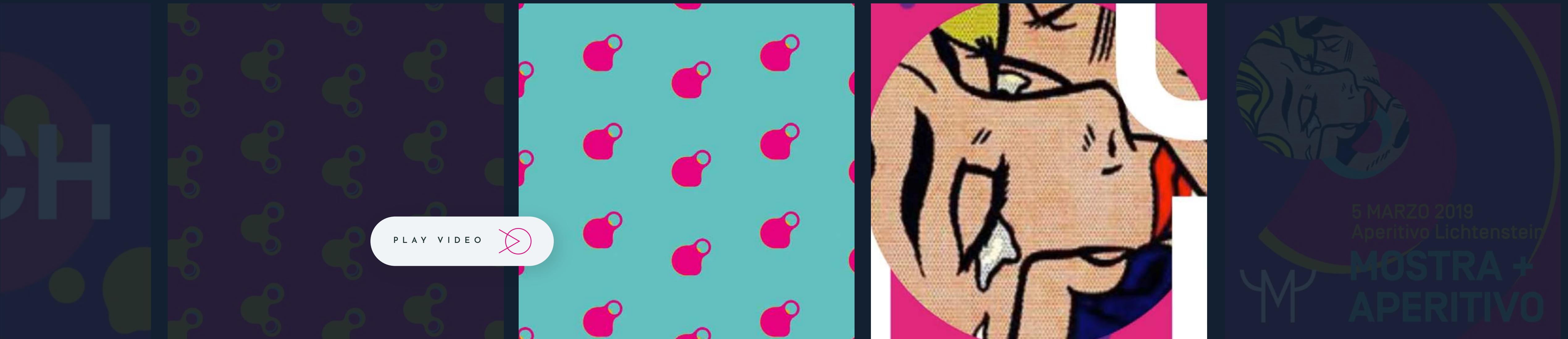
MUDEC - Competition project

ROLE

Visual Design - Motion Design

AGENCY

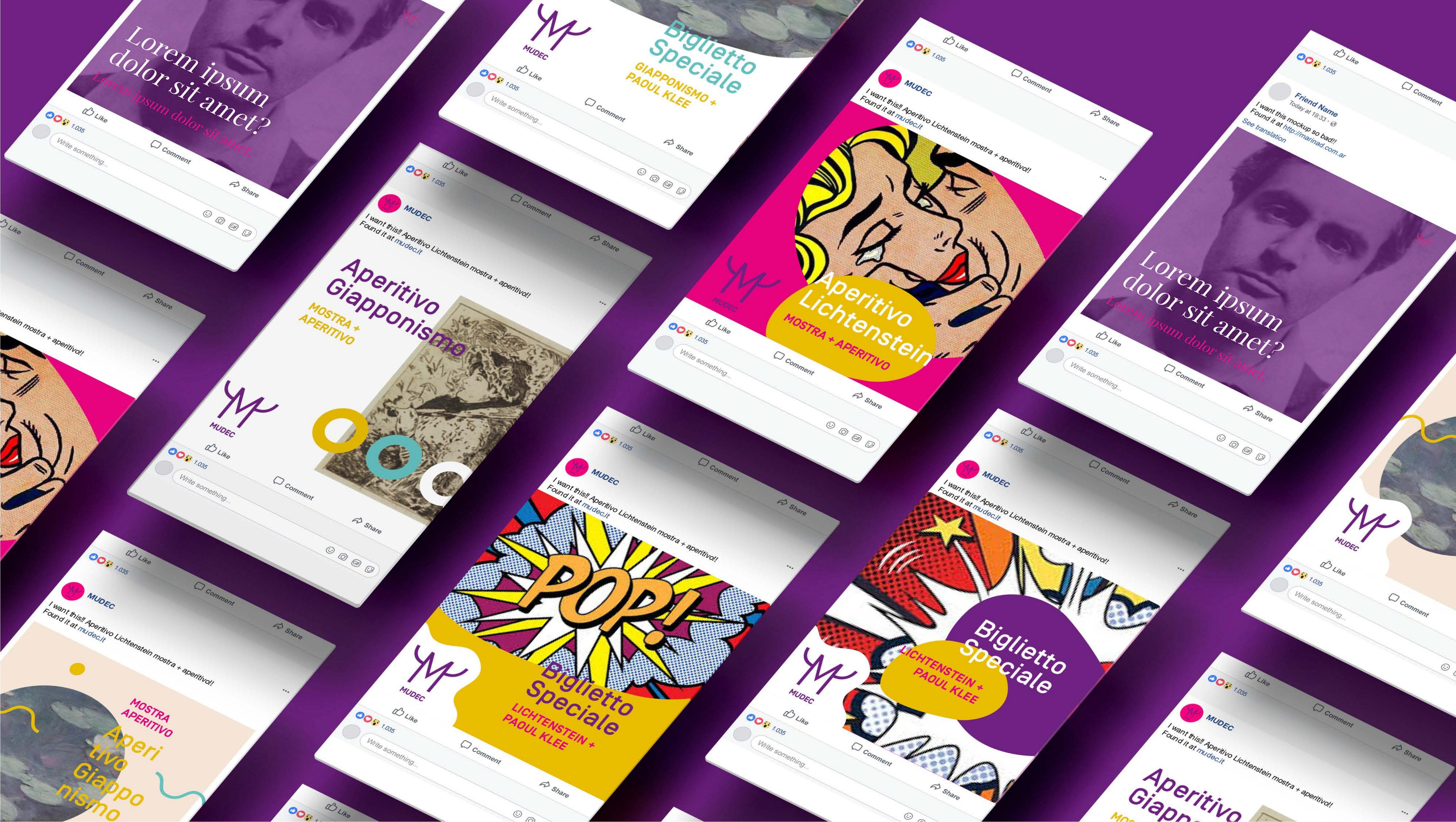
Sobrio



This was a proposal for a contest that, as a little agency, we did in two days (an nights).

Mudec (Milan Cultural Museum) asked to transform their digital appealing and we answered the challenge with a mix of pop style and colours. We made all the visual and motion samples for a cool and new style of online digital communication.





A visual online herbarium,  
with plenty of healthy advice.

# Winter Natura

CLIENT

Winter Natura

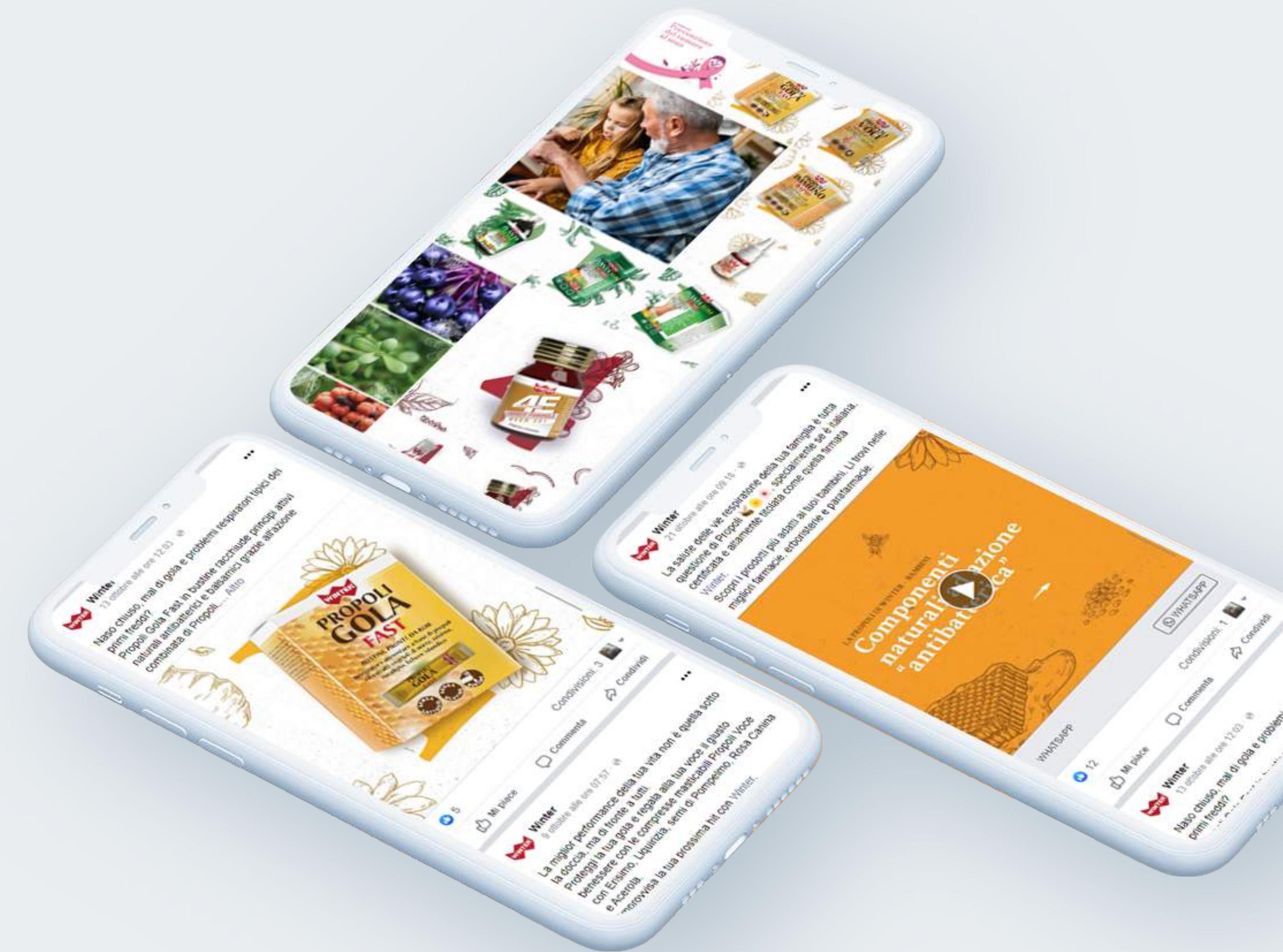
ROLE

Creative Direction - Motion Design



Winter Natura is a natural Italian phytotherapy brand for middle-aged people. In 2020 I was in charge of the Creative Direction of the social brand.

I chose a delicate colours palette and a simple drawing style to communicate the benefit and the value of each product in the catalogue, with a series of informative and effective stories to create a social online herbarium.



# Brand Design UI / UX



A newborn e-commerce for  
natural brands and cosmetics.

# Erboristeria .com

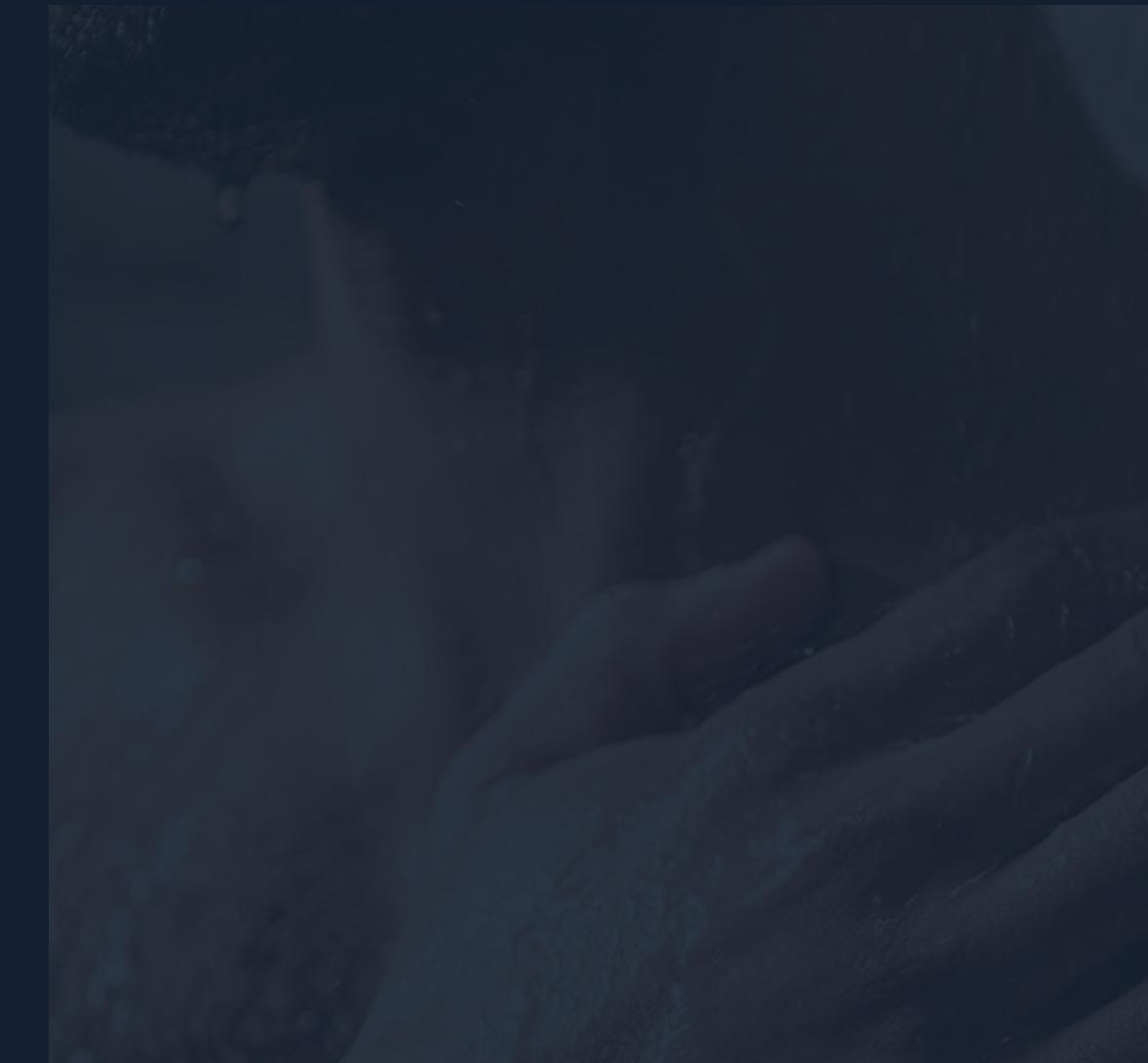
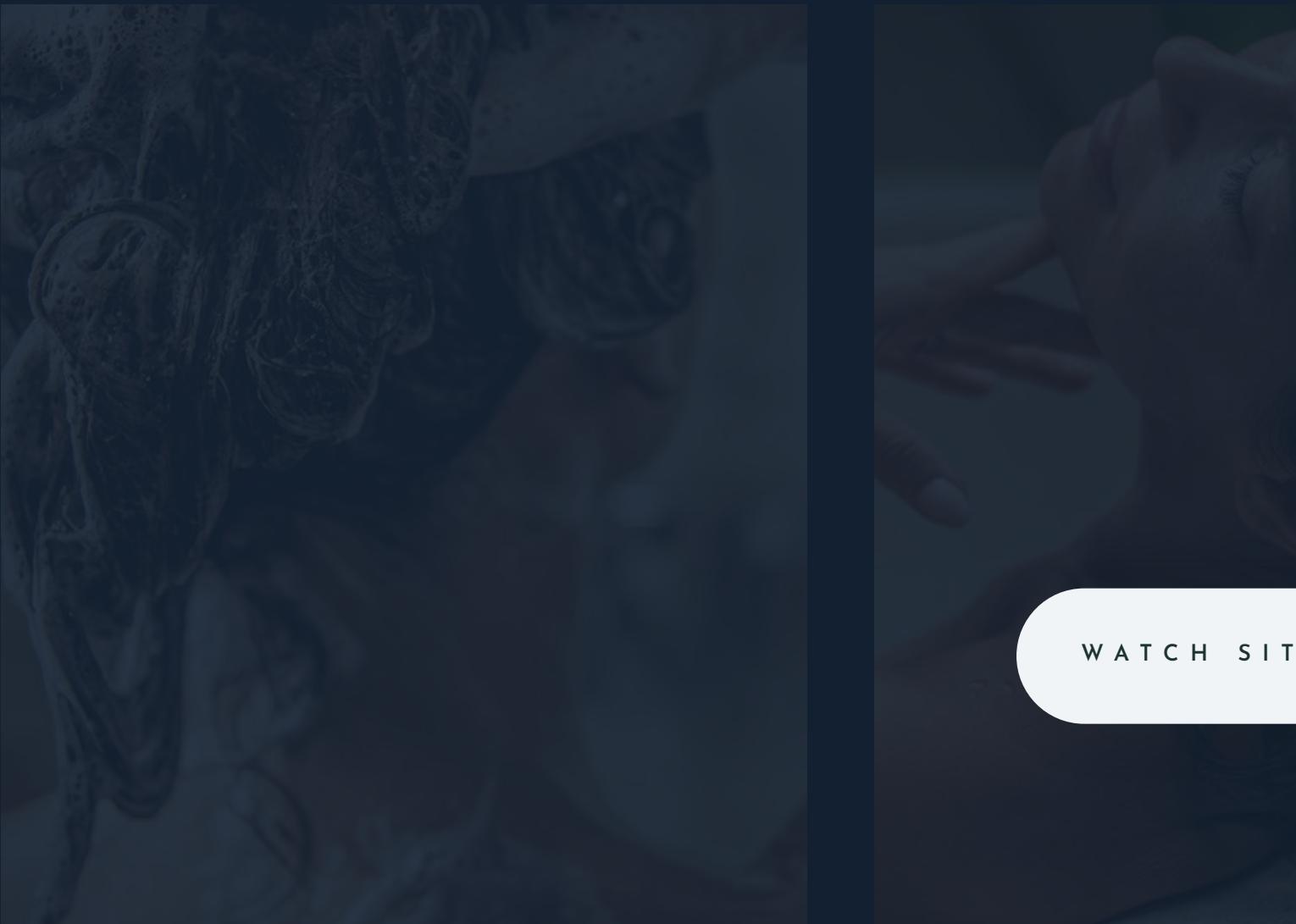
CLIENT

Erboristeria.com

ROLE

Creative Direction  
Brand Design  
UI / UX

WATCH SITE



erboristeria.com

# Crimson Text

**bold • bold italic • regular**

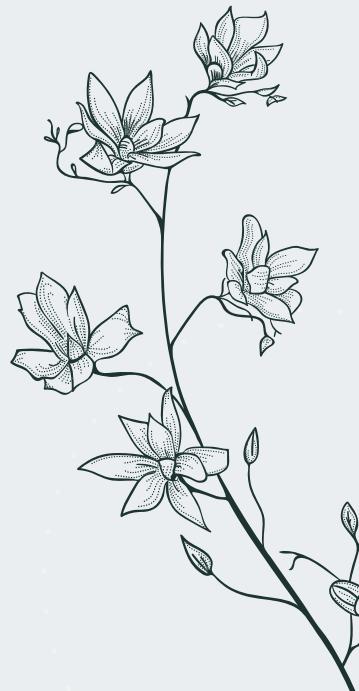


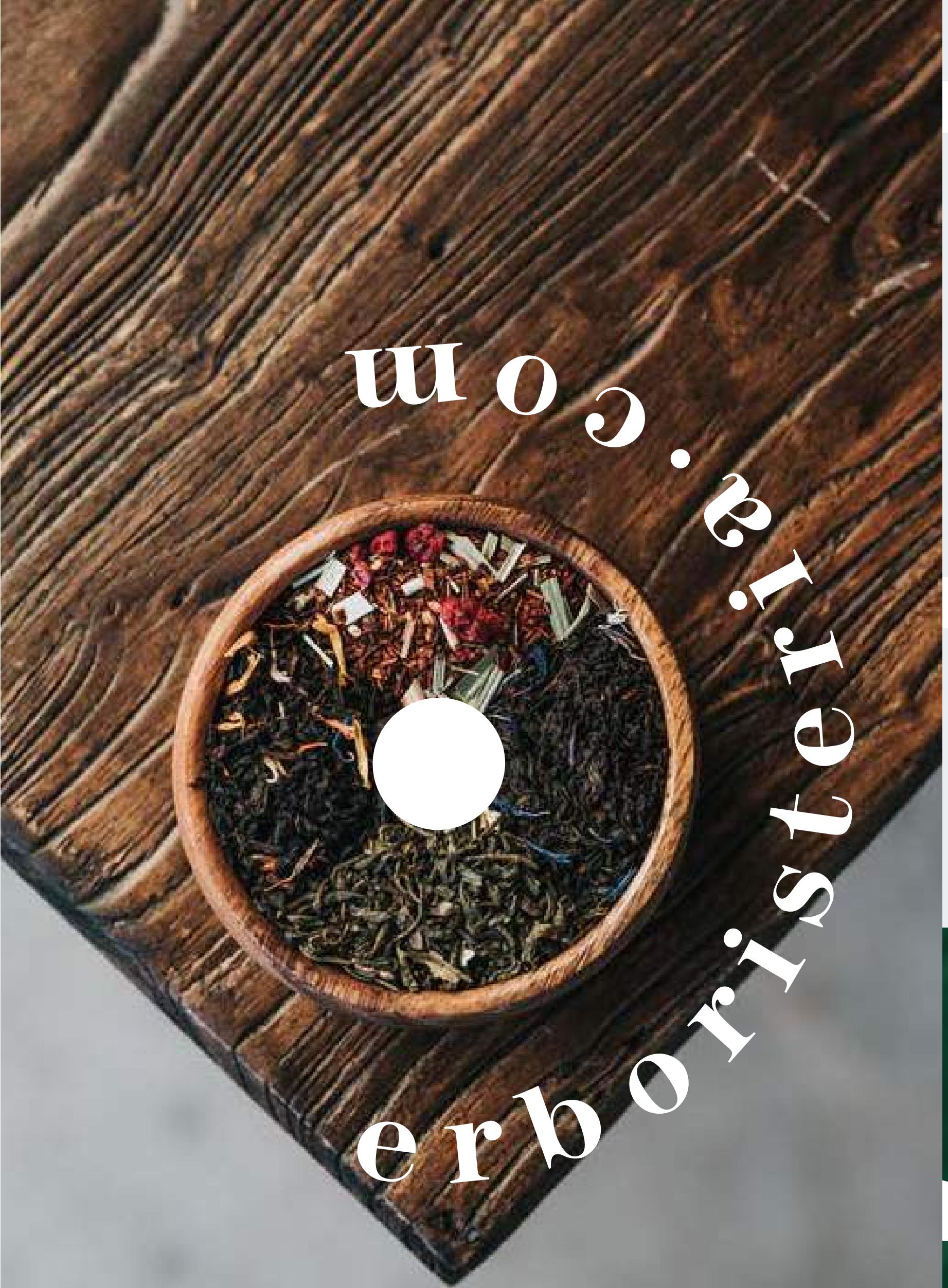
[ *herboristerie* ]

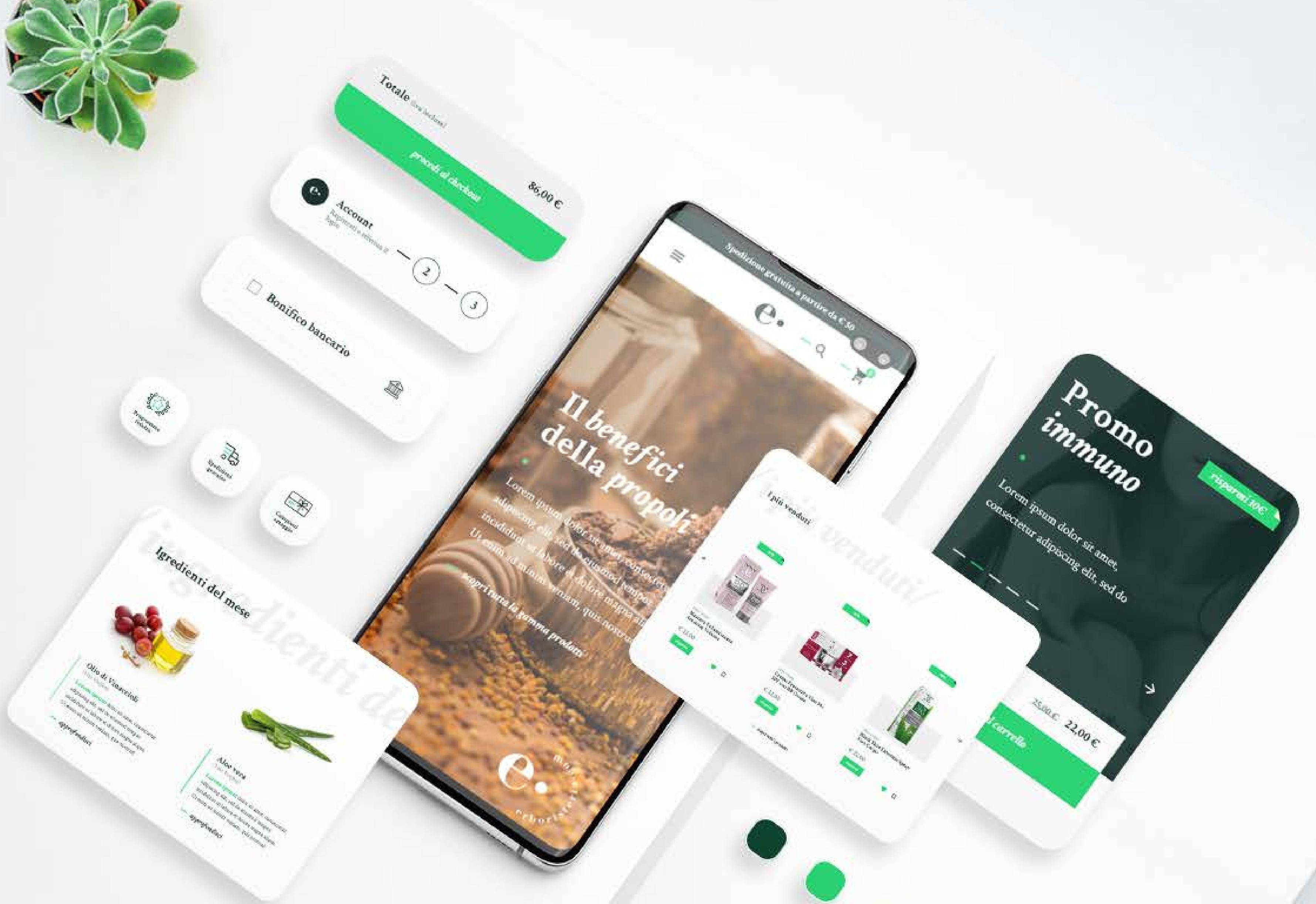


Erboristeria.com is a new Italian brand born with the purpose of sells natural cosmetic and phytotherapy products. I suggested following an elegant but traditional mood, with some reminders to the dictionary and encyclopedic world.

The result is a simple and adaptable brand design with natural and warm colours matched with craft materials for boxes, letters and tags. The UI/UX design comes after the brand images, focusing on a simple and clear design adaptable to various future products to join the store.







A smarter way to find and book a recording session.

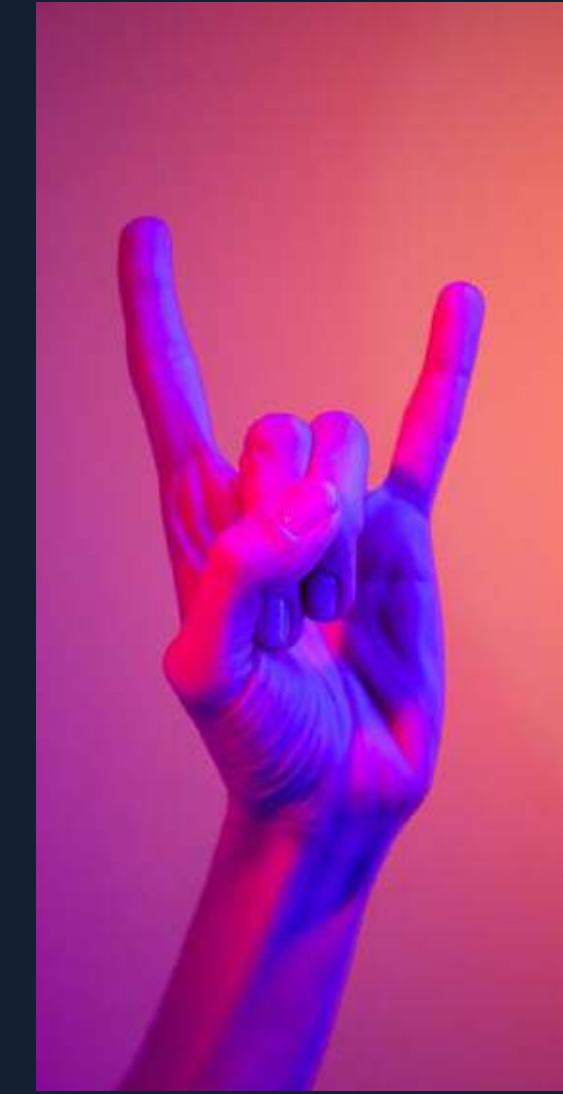
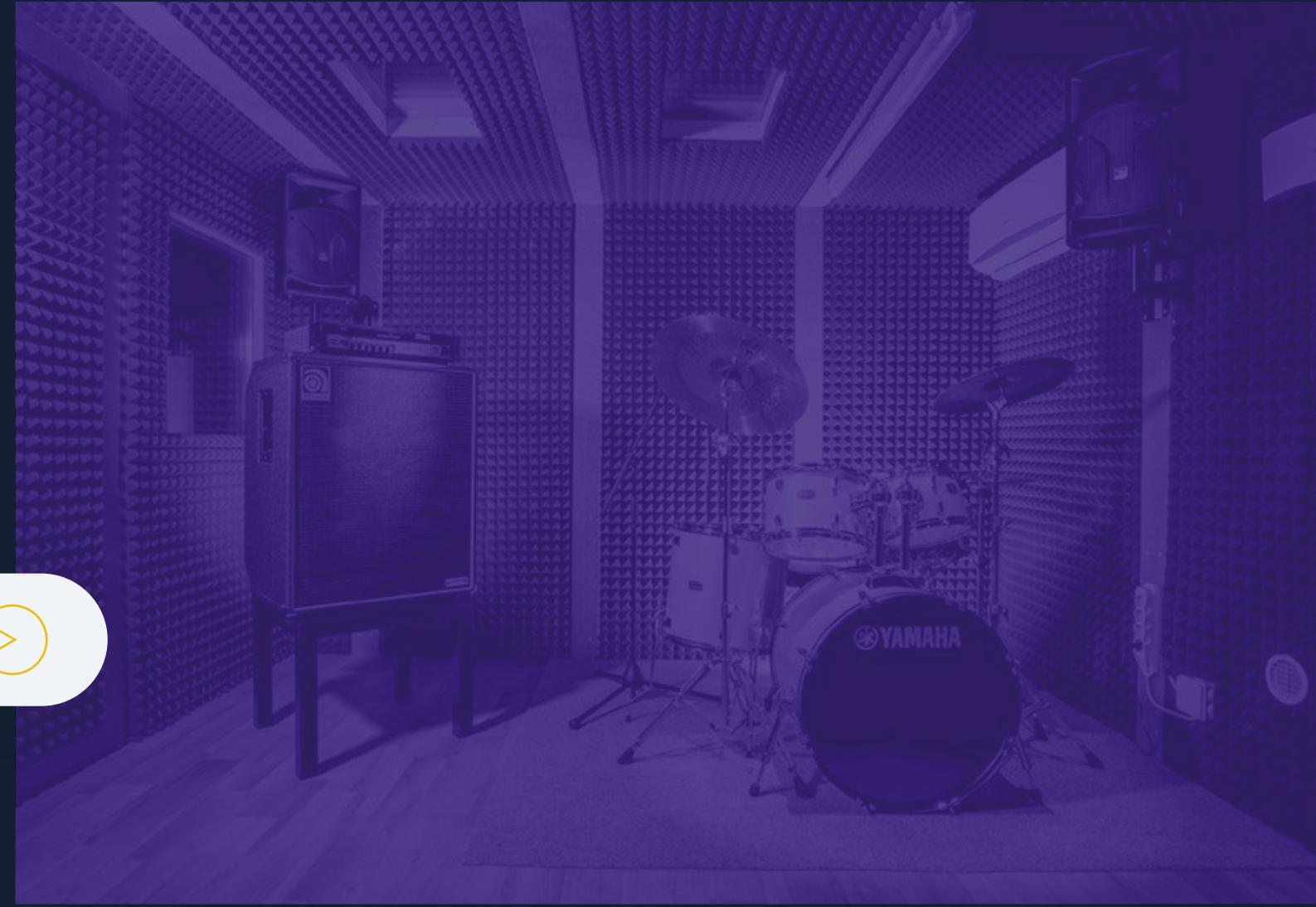
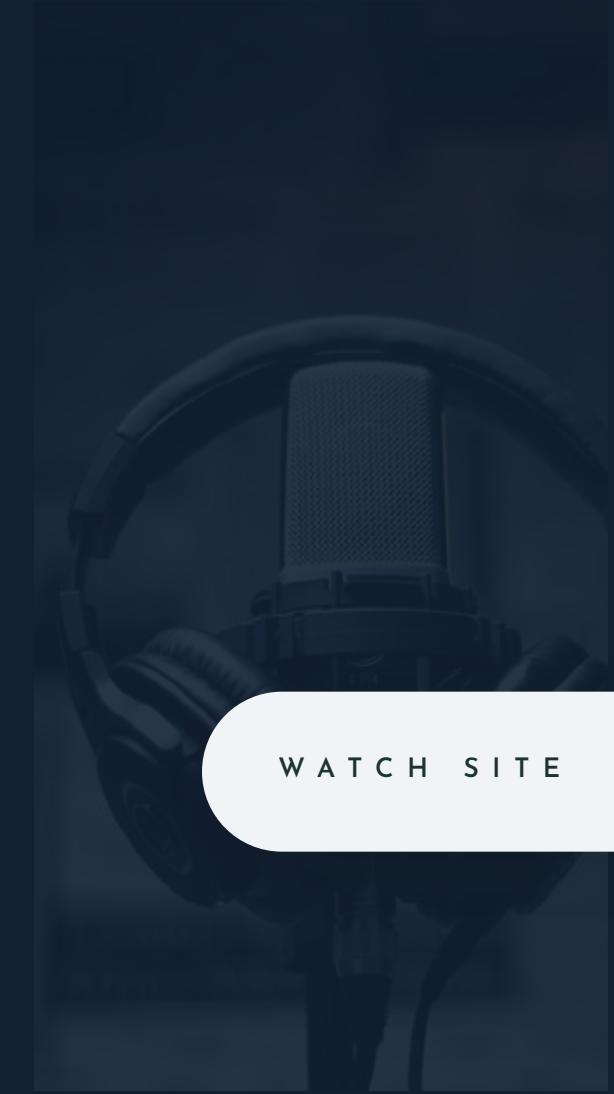
# Music to Go

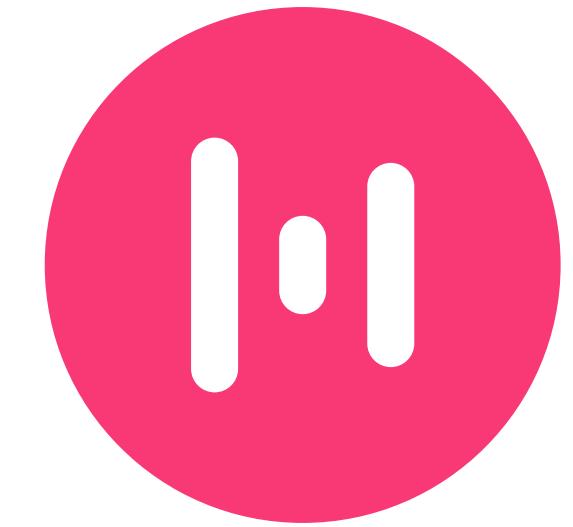
CLIENT

Music To Go

ROLE

Creative Direction  
Brand design



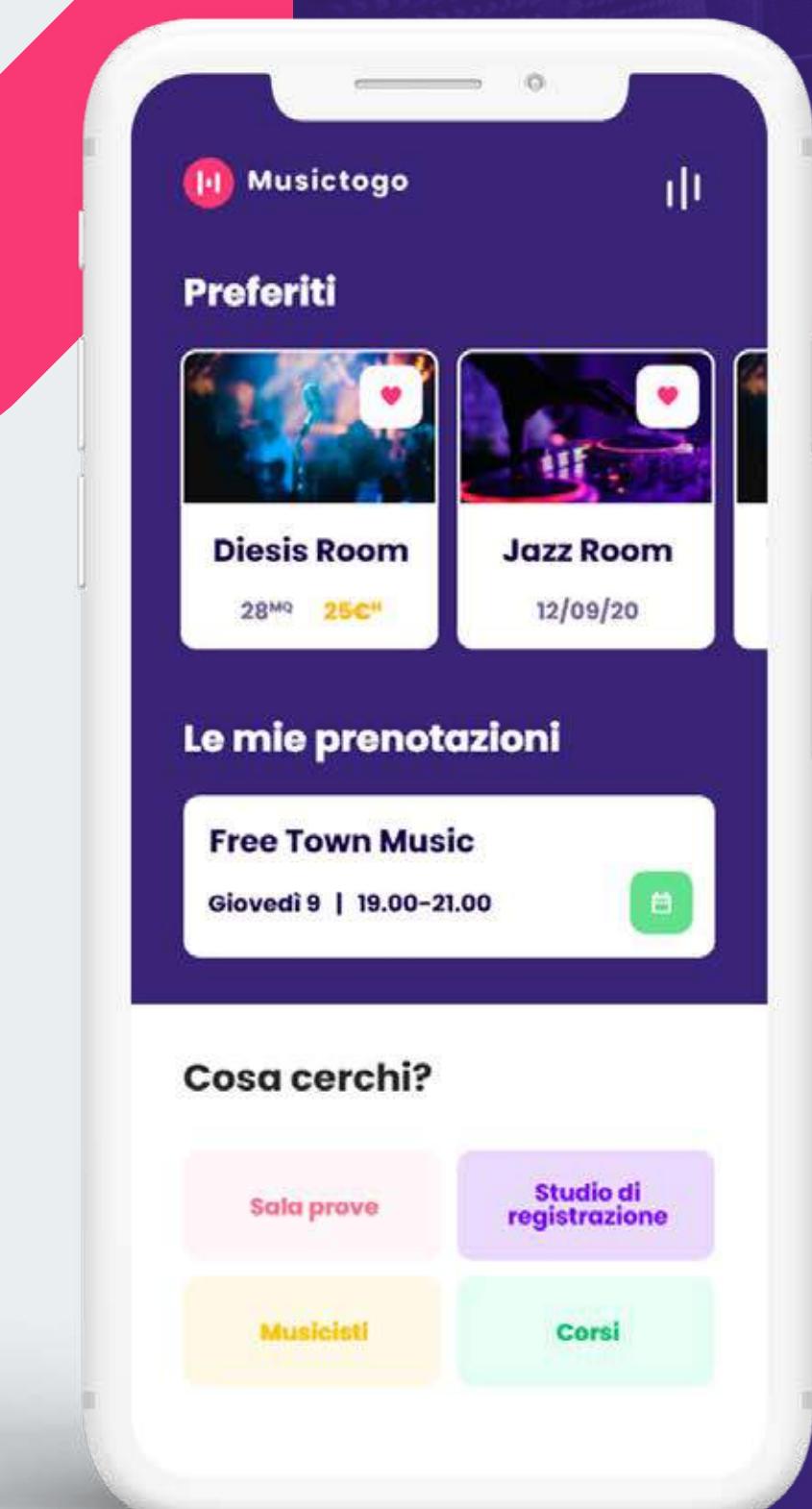


**Music to go**

# Poppins

**bold**  
regular

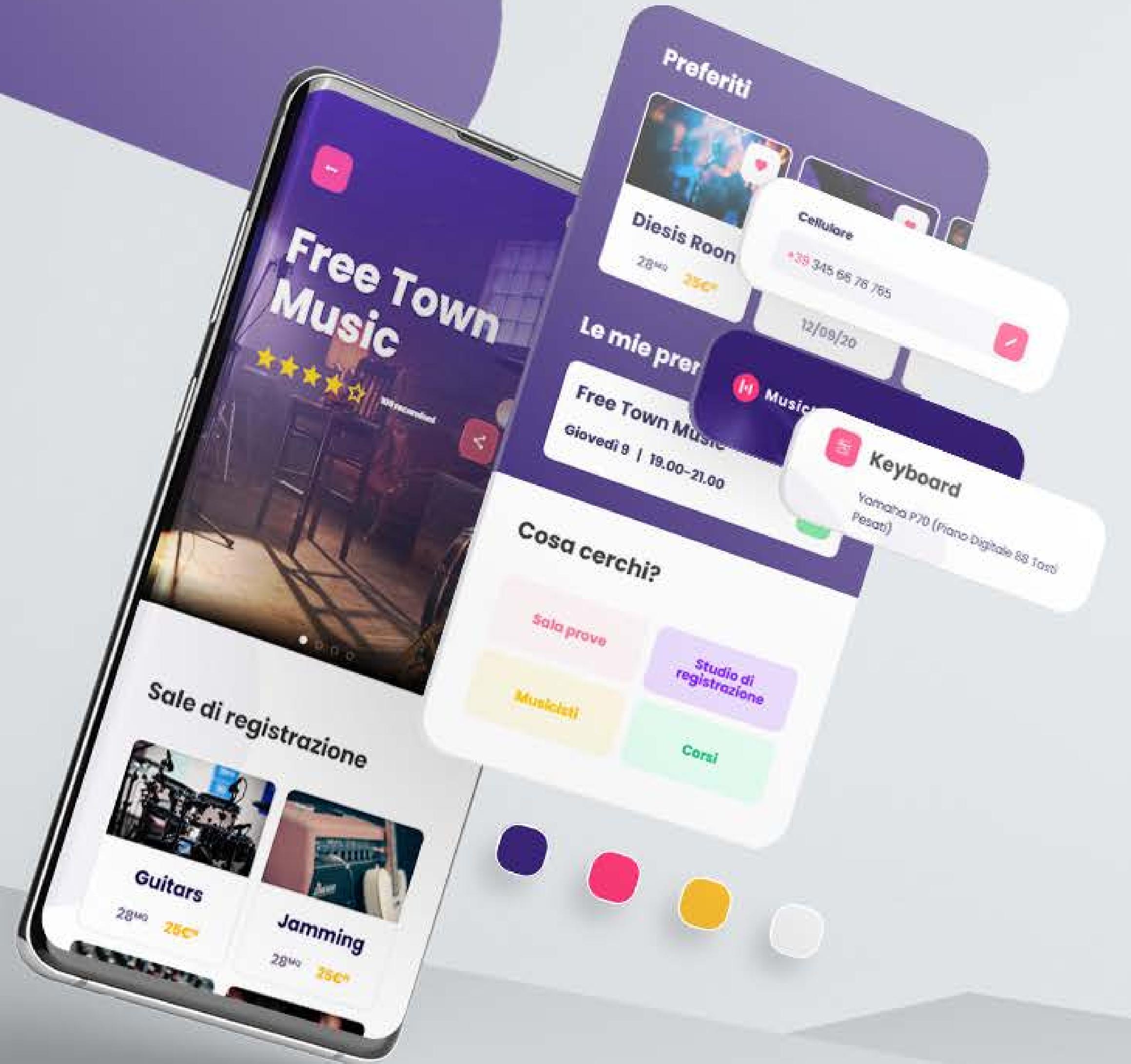
**Tutte le sale prova  
della tua città,  
una sola app.**



Music, passion and lifestyle. Music To Go is the brainchild of a group of professionals and musicians who want to make the world of music smart and just a click away.

I was asked to collaborate in this project aiming to make an easier way to booking for people who want to record and play in their city finding the right place and mates. I designed the logo and the app with a UX/UI designer, setting all the mood, the graphics and the creative feeling.





A collection of learning tools  
for FCA employees.

# FCA – New Bonus System

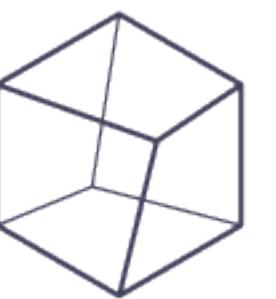
CLIENT  
FCA

ROLE  
Brand Design - UI / UX Design

AGENCY  
Sobrio

The collage consists of five screenshots from the NBeS application:

- Top Left:** Notifications screen showing a list of messages. One message is visible: "How to use the AND and OR operators in the vehicle count" by Riccardo Pontaleone, posted 2 days ago.
- Top Center:** Home screen with a search bar containing "What do you want to learn?". Below the search bar is a "Top Forum" section.
- Top Right:** Profile screen for a user named "Paolo". It shows a "Discover NBeS" section with a video thumbnail, a "Saved Thread" section, and a "Saved Wiki" section.
- Bottom Left:** A detailed view of a post in the forum. The post title is "How to use the AND and OR operators in the vehicle count". Below the title is a snippet of the post content: "The AND and OR operators work in combination with the =/# operators". There are also "VIEW FULL REPLY" and "Clear all" buttons.
- Bottom Center:** A section titled "Basis Campaign Creation" which includes a post about "How to set up the Book Keeping data section".



**NBeS**

New Bonus  
evolution Services



**NBS**

CLASSIC



**WBeS**

WORKFLOW



**HBeS**

HELP  
& SUPPORT



**PBeS**

Incentive  
Planning



**SBeS**

SIMULATOR



**MBeS**

MONITORING  
SYSTEM



**IBeS**

IMPORTERS



**TBeS**

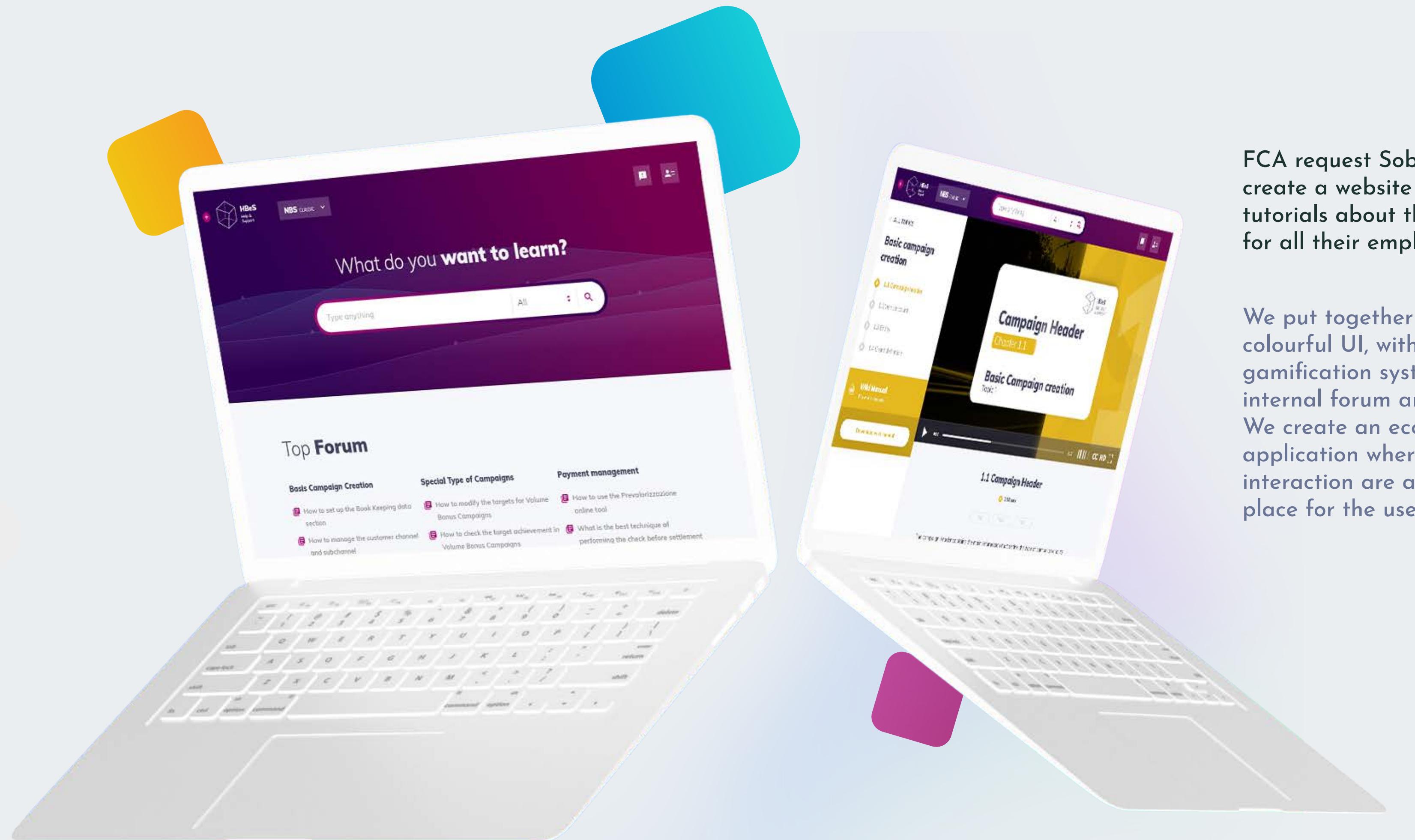
TARGET  
MANAGEMENT



**EBeS**

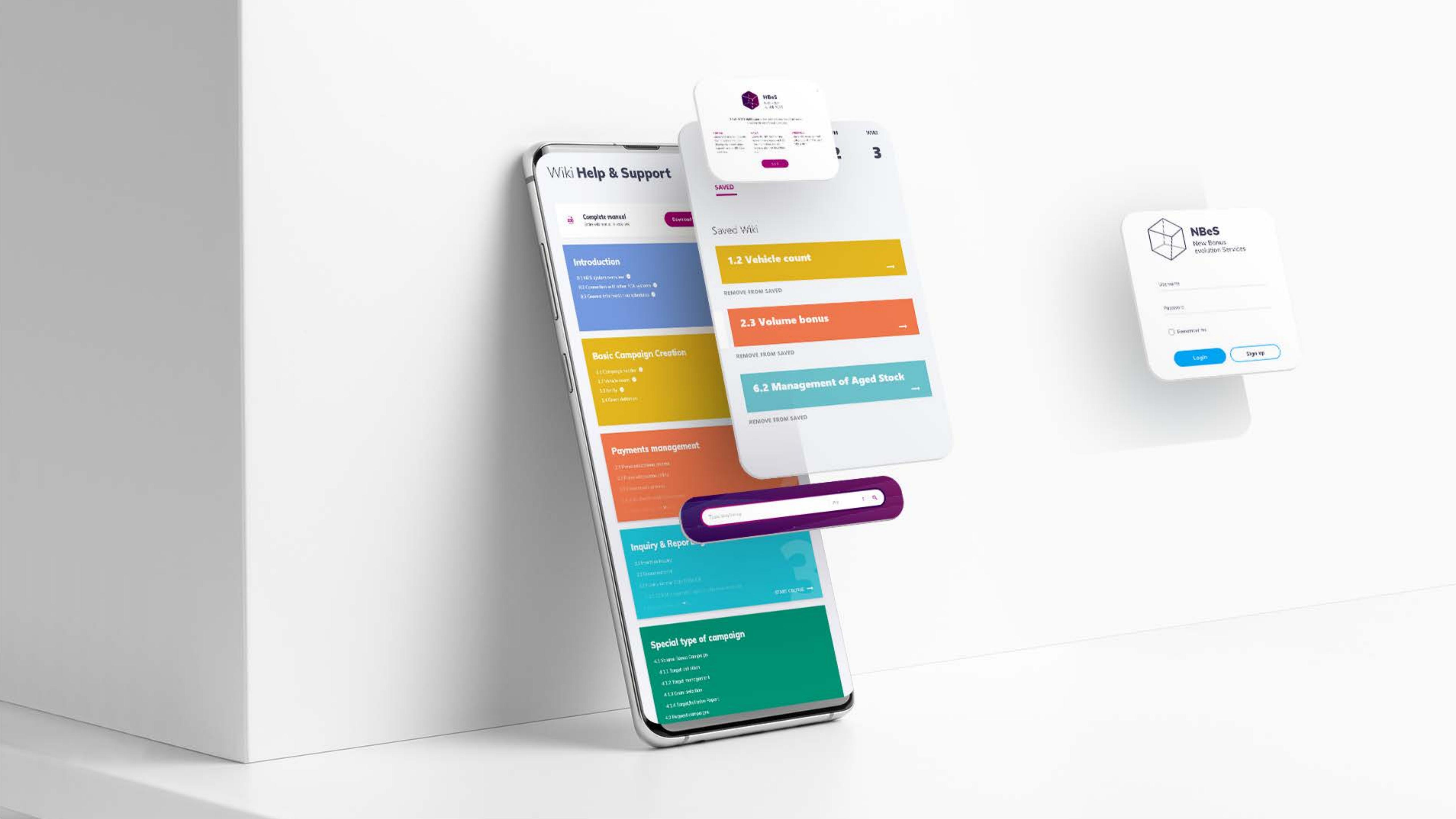
ENGINE





FCA request Sobrio to think and create a website hosting video tutorials about their internal tools for all their employees.

We put together a vibrant and colourful UI, with a solid gamification system and an internal forum and wiki. We create an ecosystem of application where Semplicity and interaction are always in the first place for the user.



A digital interactive experience  
to choose your hairstyle.

# BioKeratin by Dietalinea

CLIENT

BioKeratin

ROLE

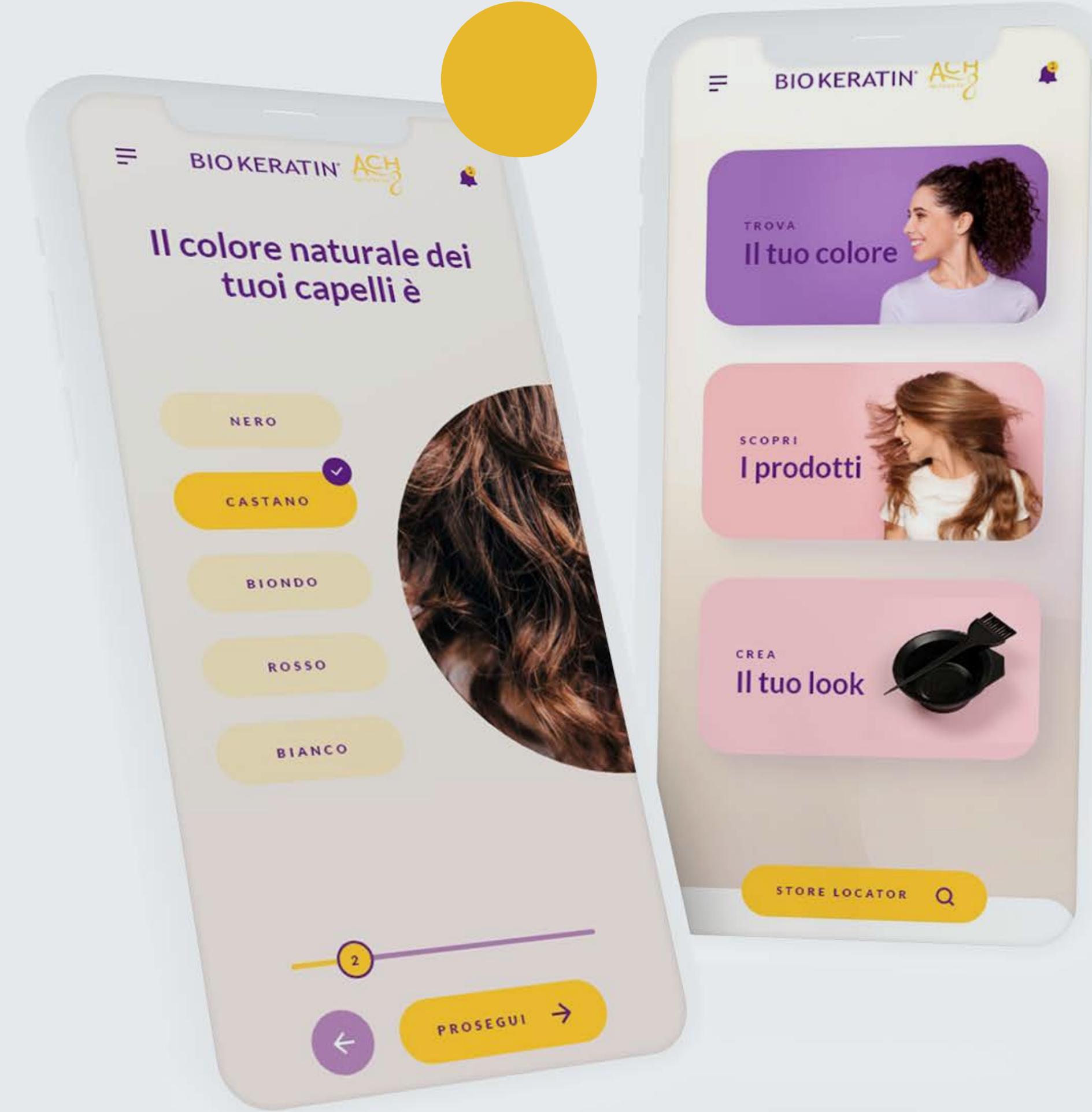
Creative Direction  
UI / UX

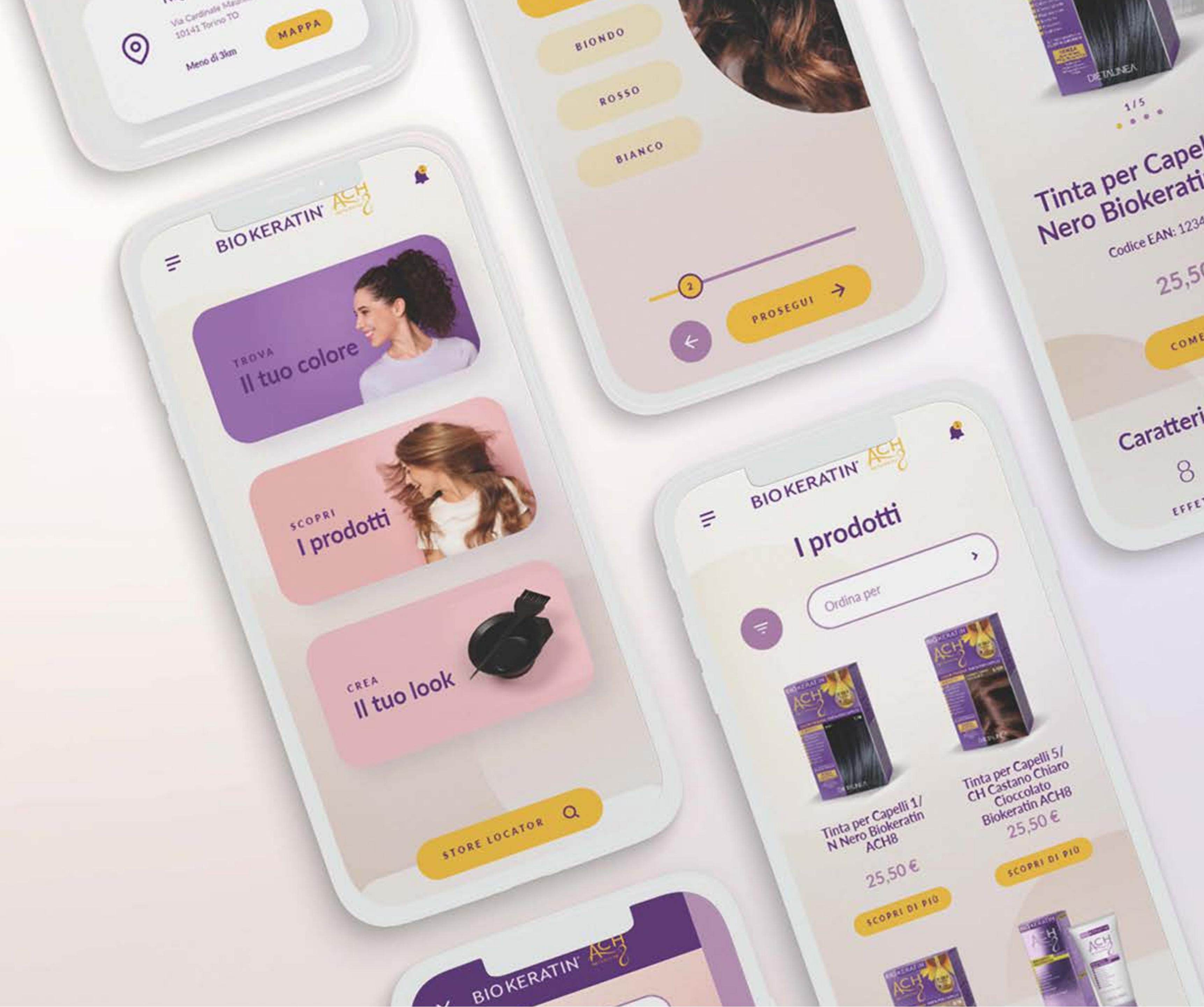
WATCH SITE



Few questions and the right product is on your screen.

With the purpose to simplify and innovate the way people choose their favourite hair colour, we developed a website that instead of showing only the catalogue, brings the right product directly to you. From the idea to the realization I designed the entire UI and managed the development team during the realization.





# Other projects



A mix of stories, visuals, motion  
design and creativity.



PLAY VIDEO



L'Année  
Trailer

PLAY VIDEO



PLAY VIDEO



Cernunnos  
VR Animation

PLAY VIDEO



# Thank you

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