

# 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

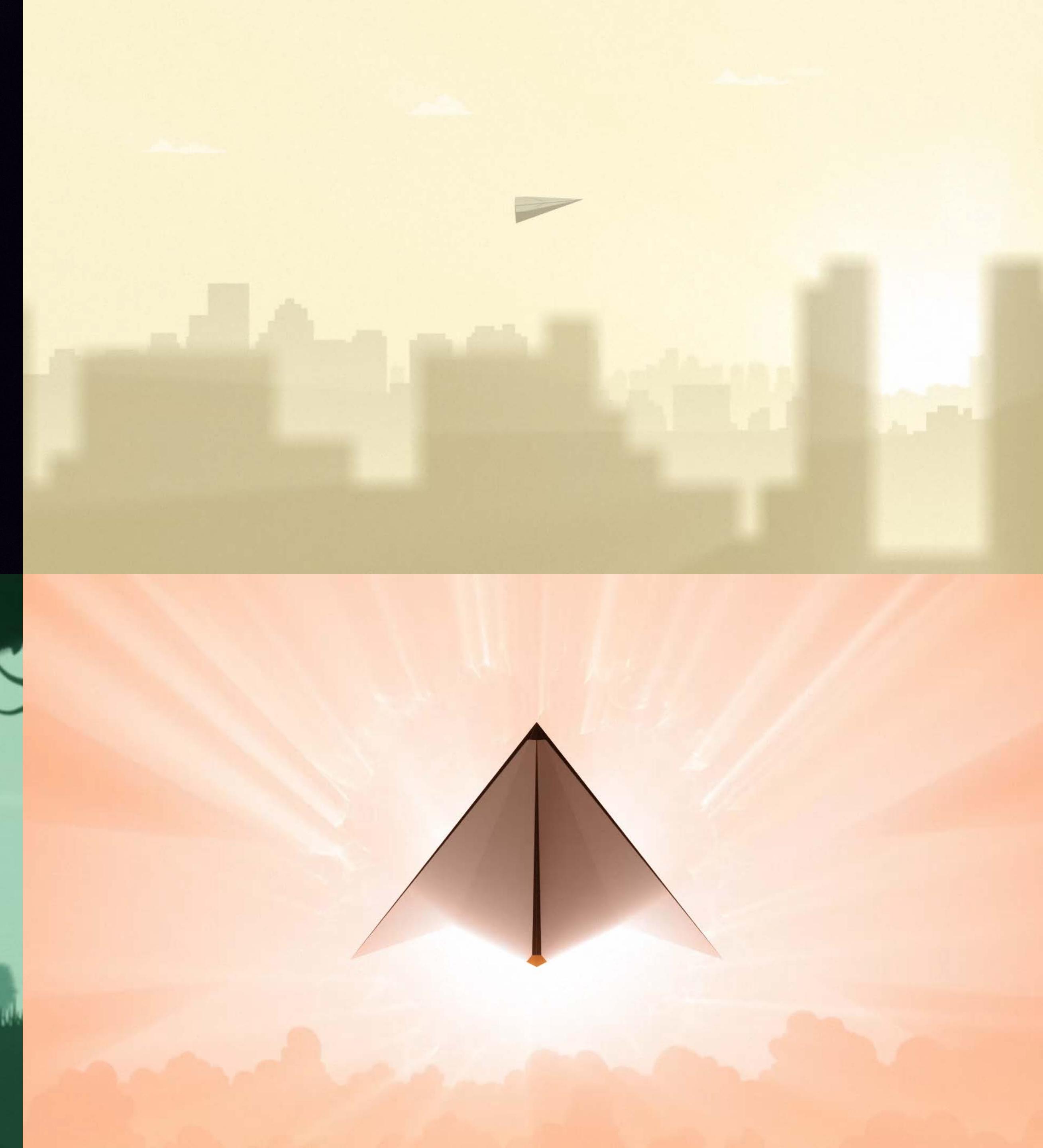
Eisworld

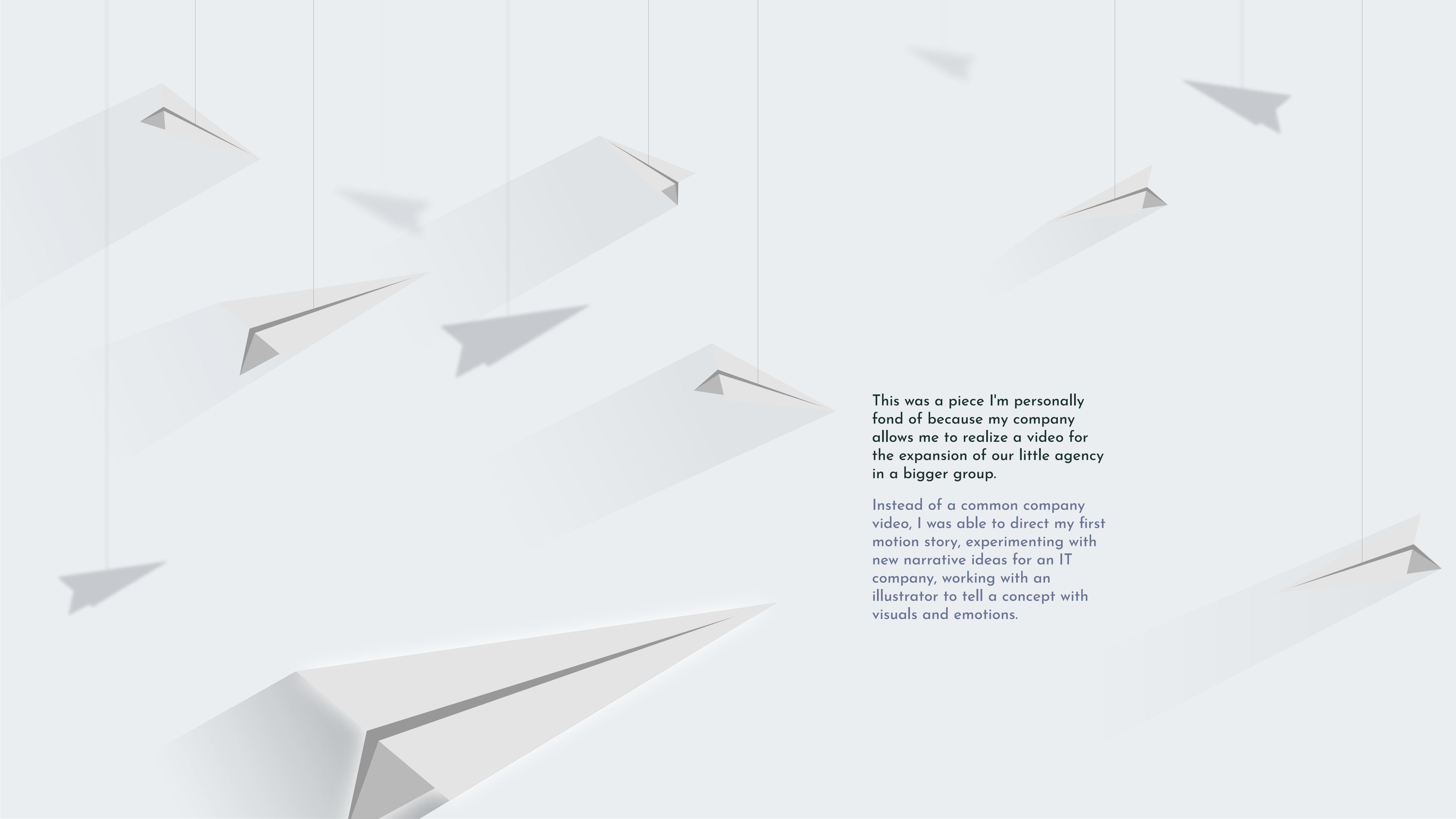
ROLE

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

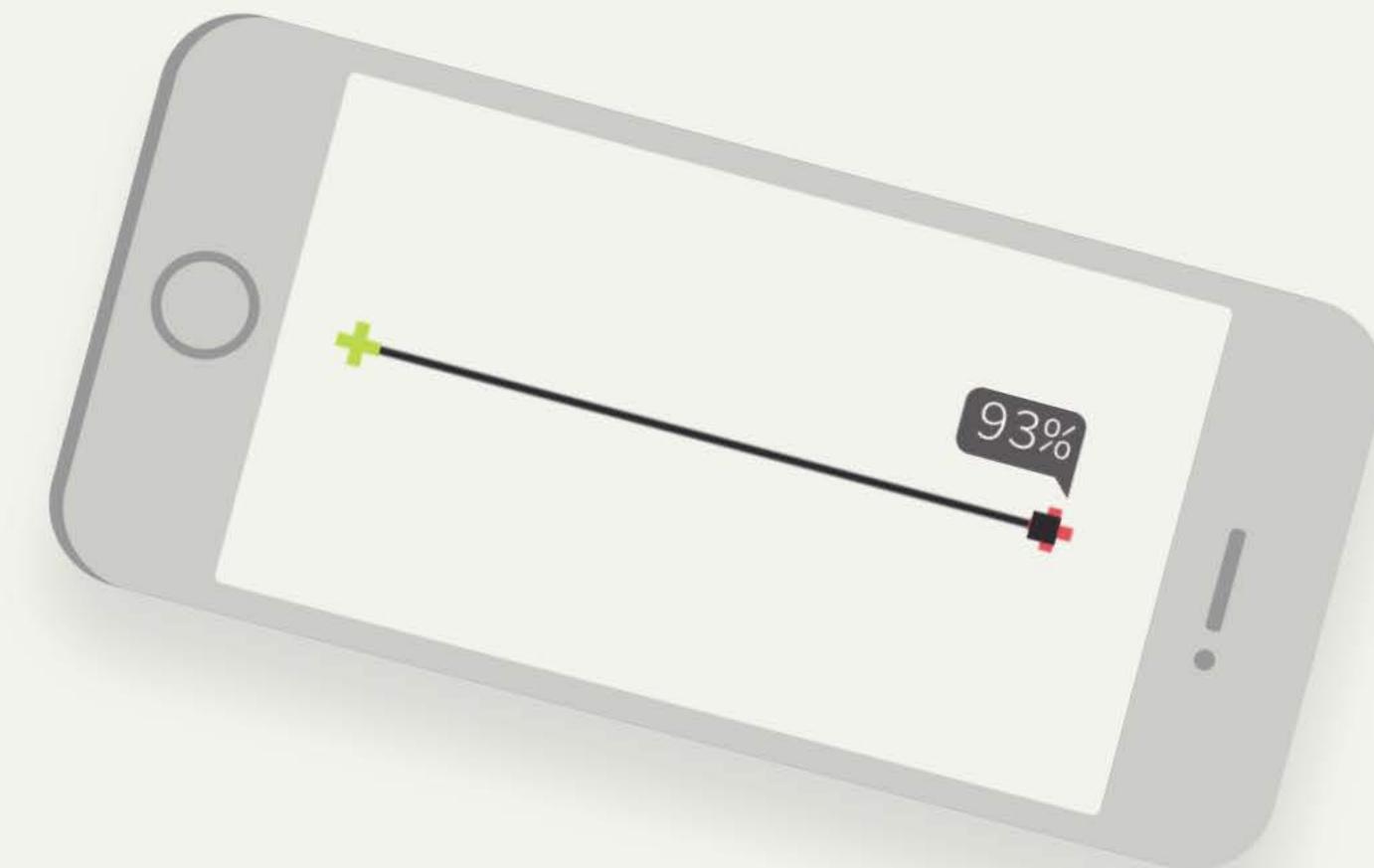
Analphabeta Studio - Personal Project

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

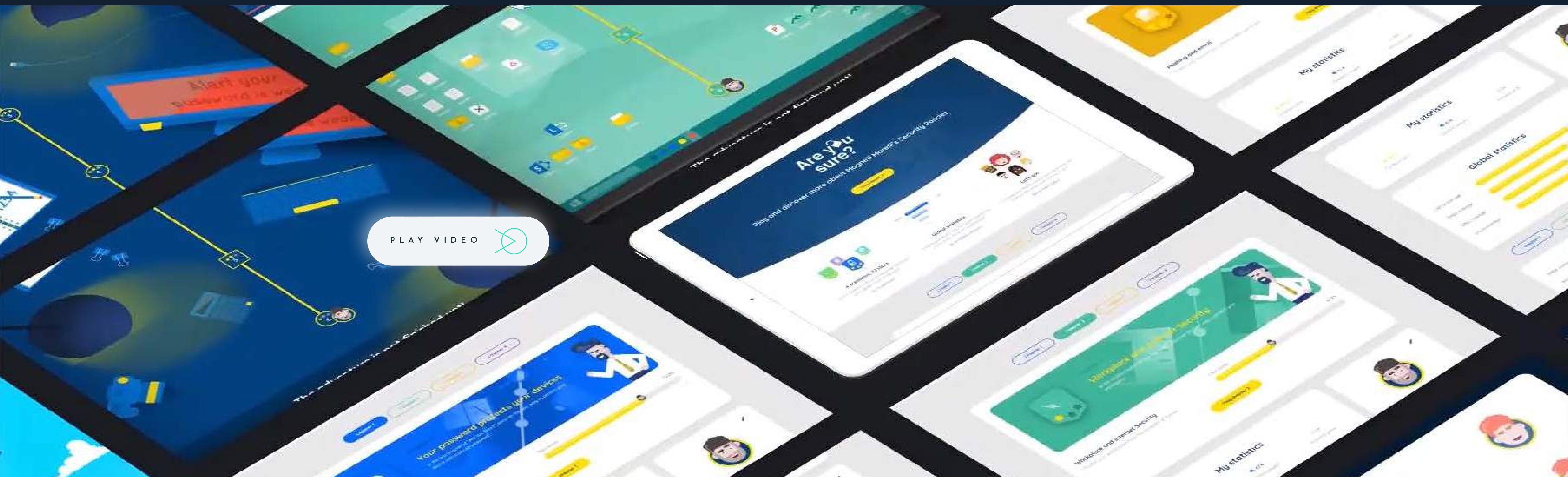
Magneti Marelli

ROLE

Creative Direction -  
Motion Design - Audio Mix

AGENCY

Sobrio

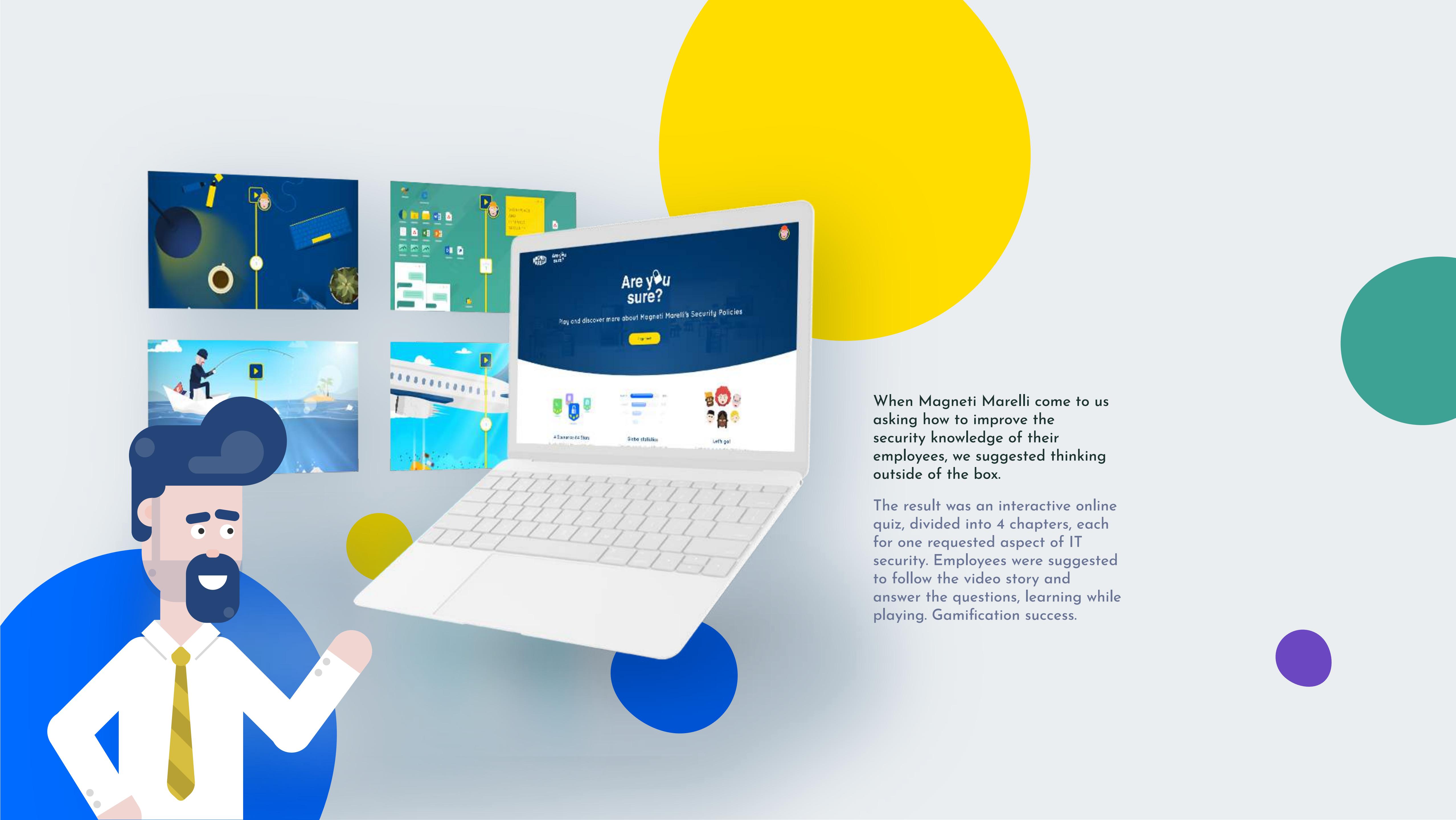




The image is a collage of four distinct illustrations, each depicting a different aspect of cybersecurity:

- 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.

# Brand Design UI / UX



A newborn e-commerce for  
natural brands and cosmetics.

# Erboristeria .com

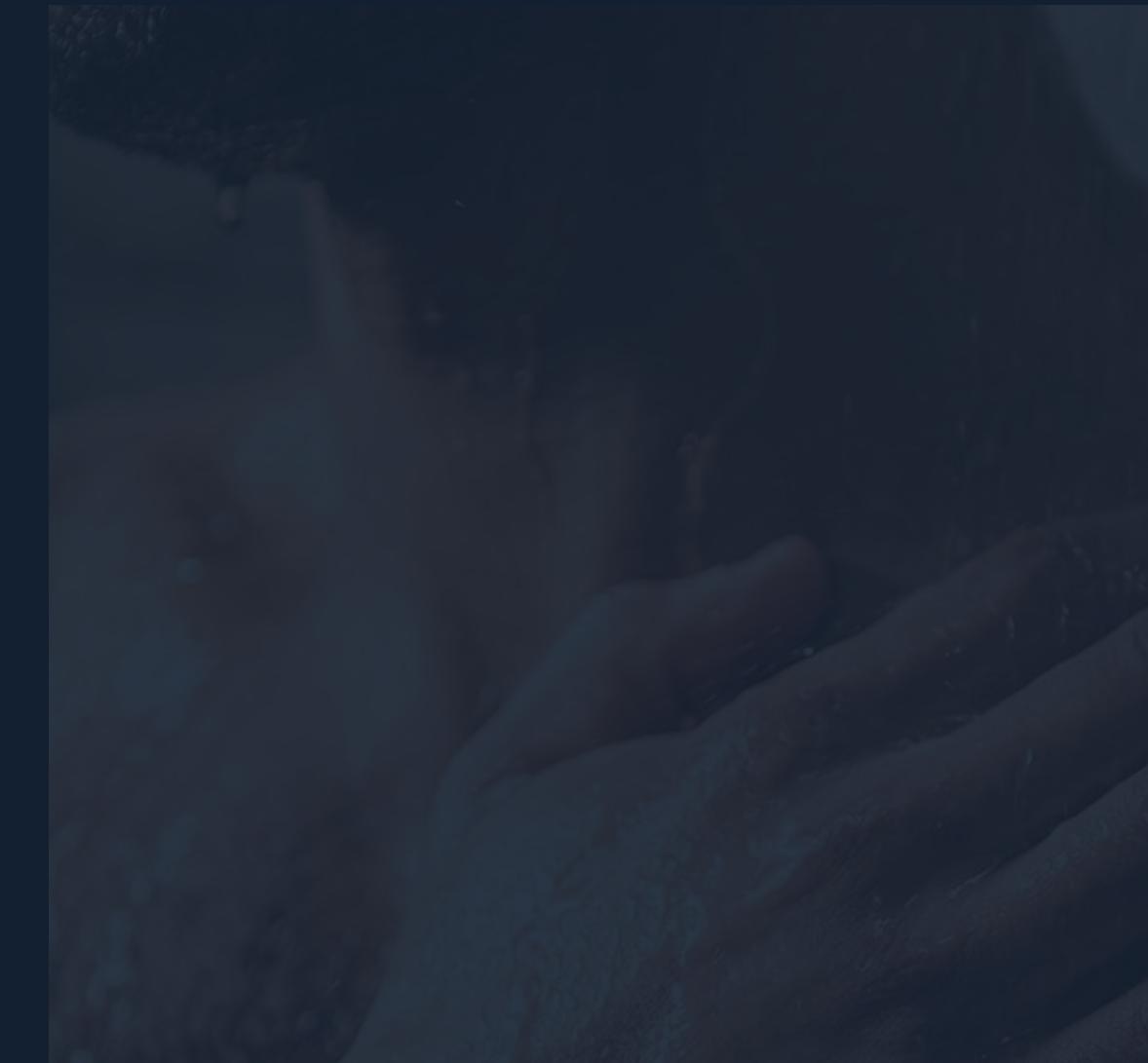
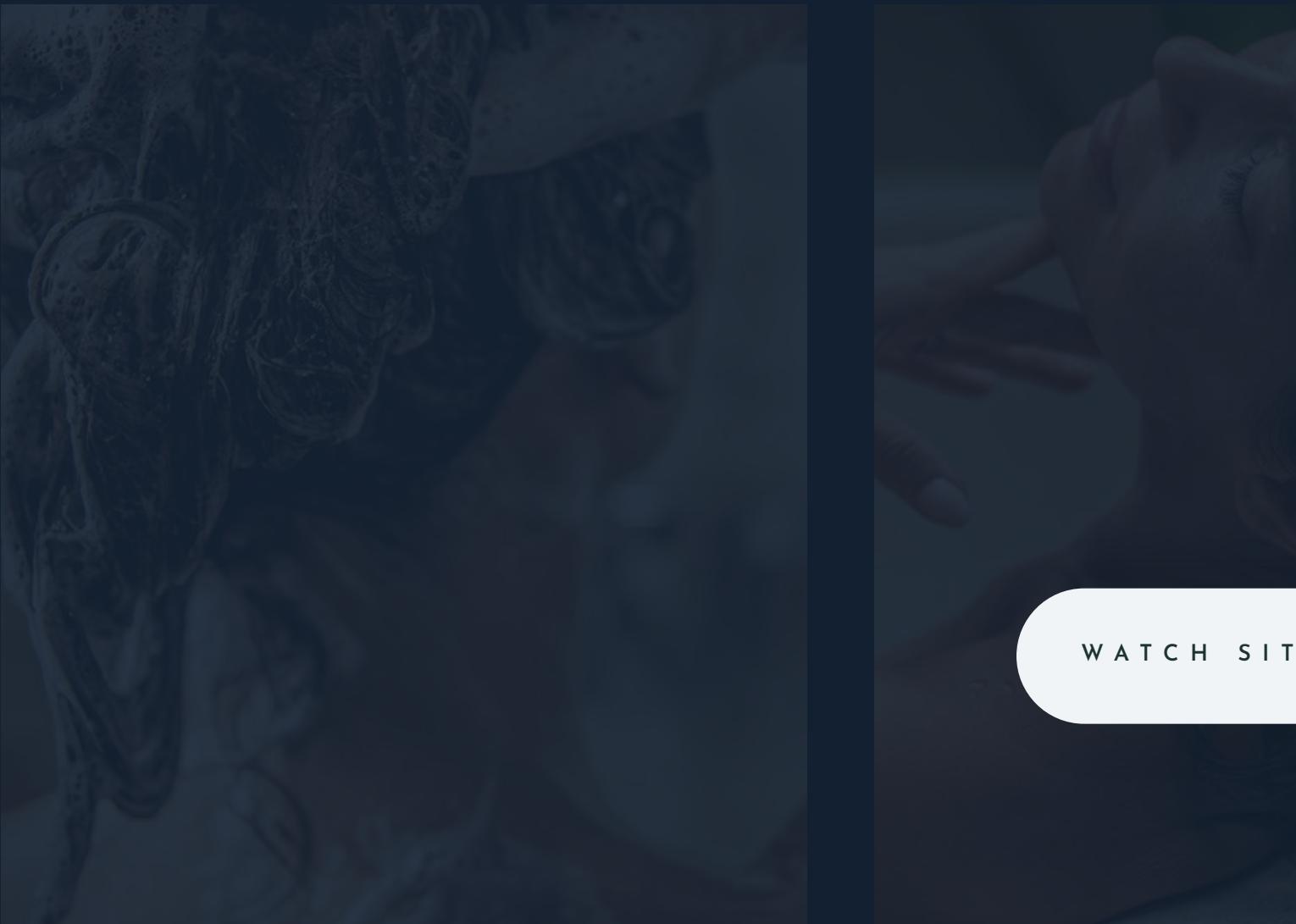
CLIENT

Erboristeria.com

ROLE

Creative Direction  
Brand Design  
UI / UX

WATCH SITE



erboristeria.com

# Crimson Text

**bold • bold italic • regular**

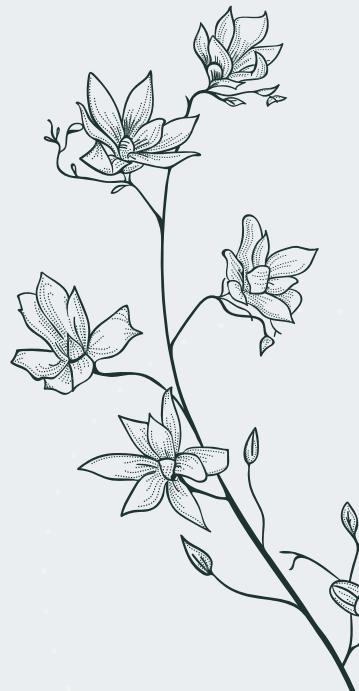


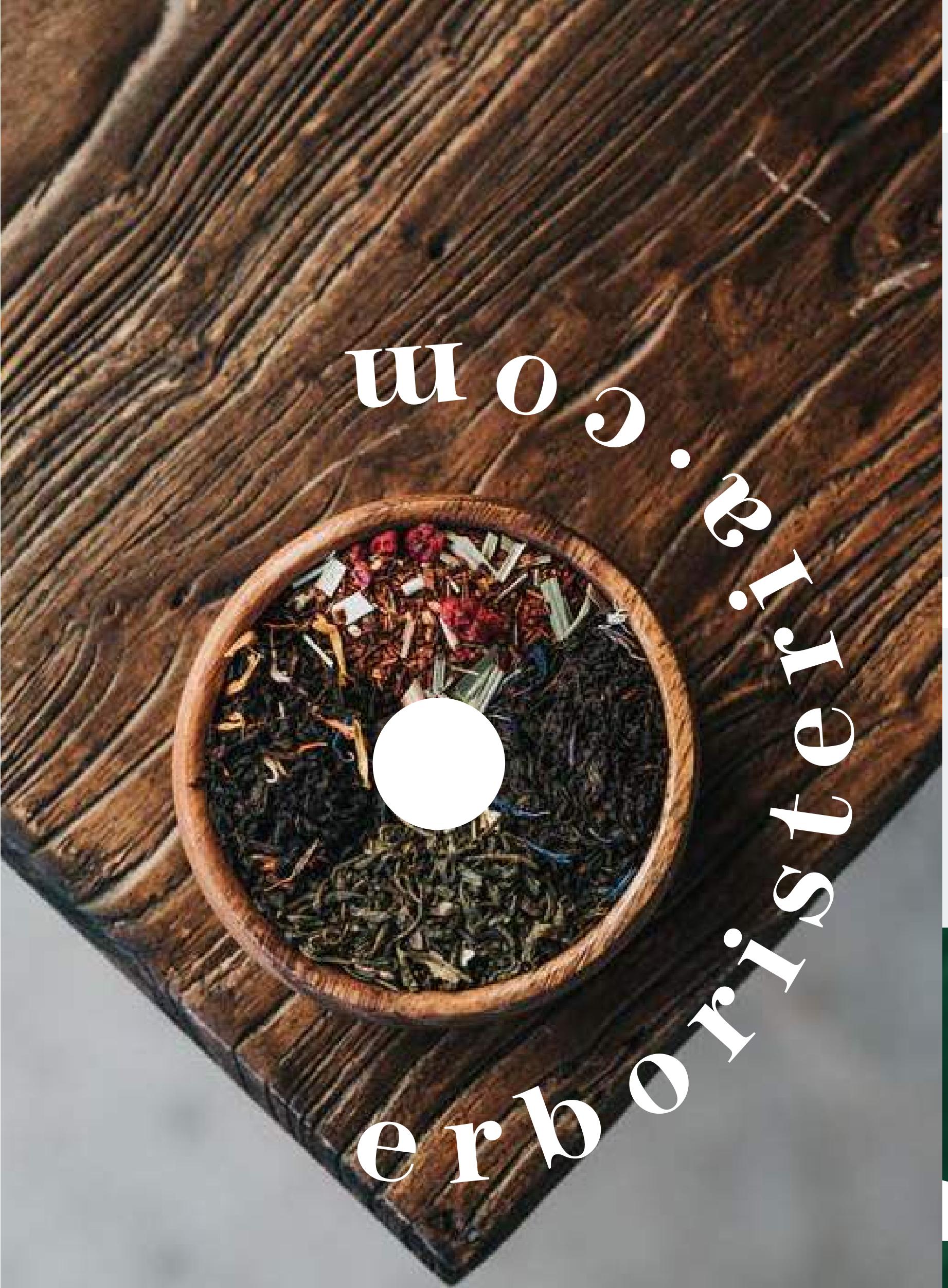
[ *herboristerie* ]

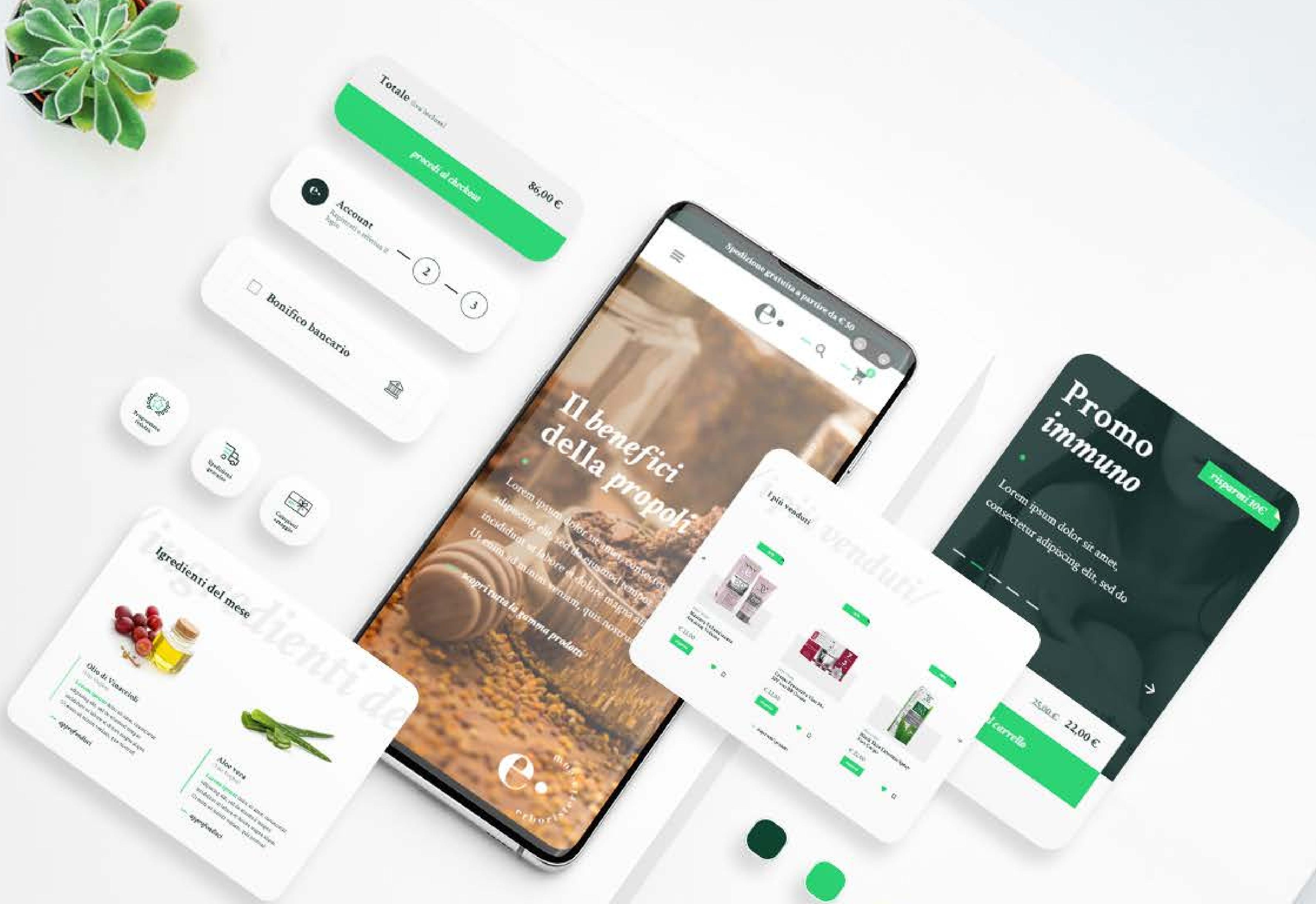


Erboristeria.com is a new Italian brand born with the purpose of sells natural cosmetic and phytotherapy products. I suggested following an elegant but traditional mood, with some reminders to the dictionary and encyclopedic world.

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.

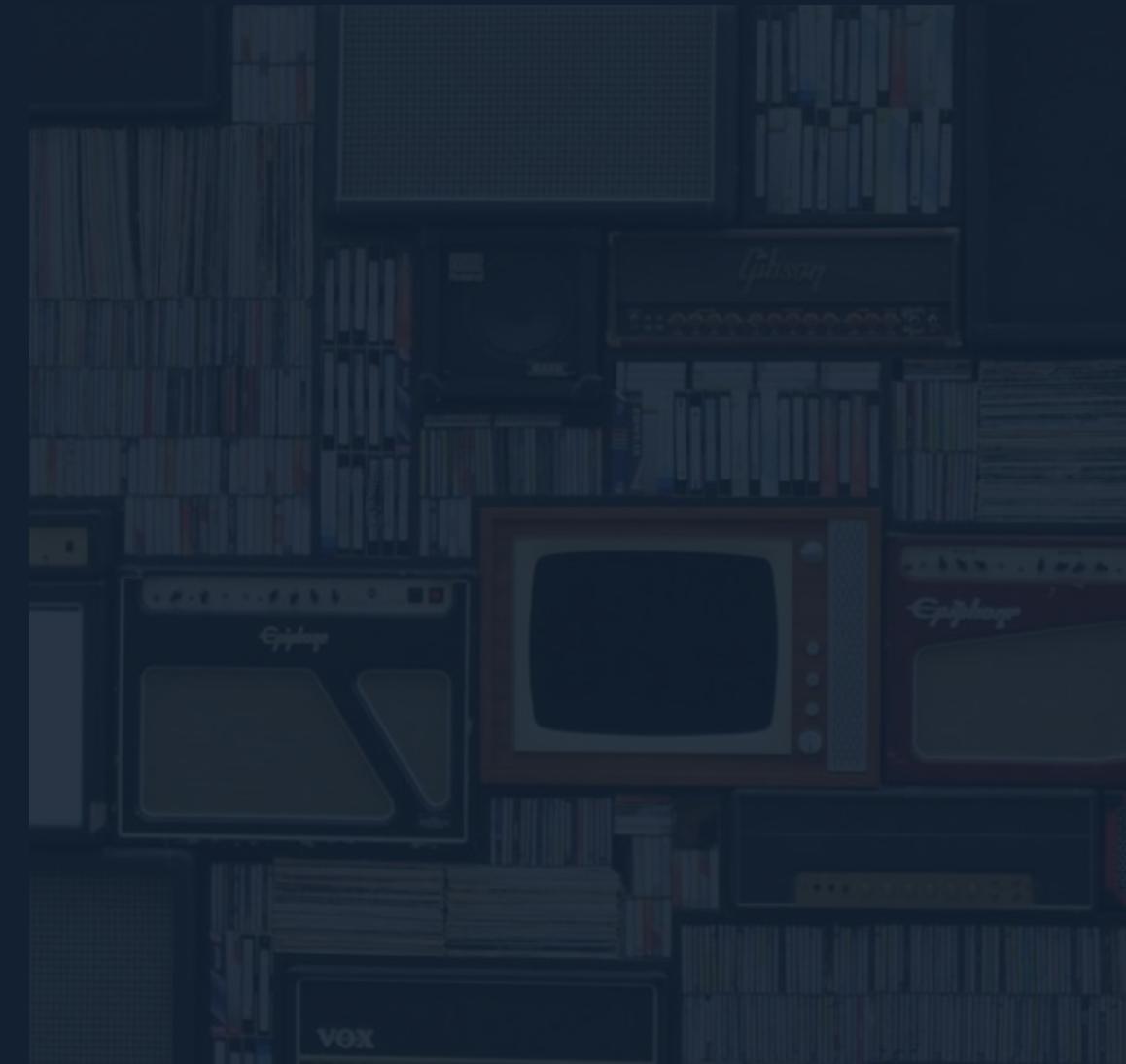
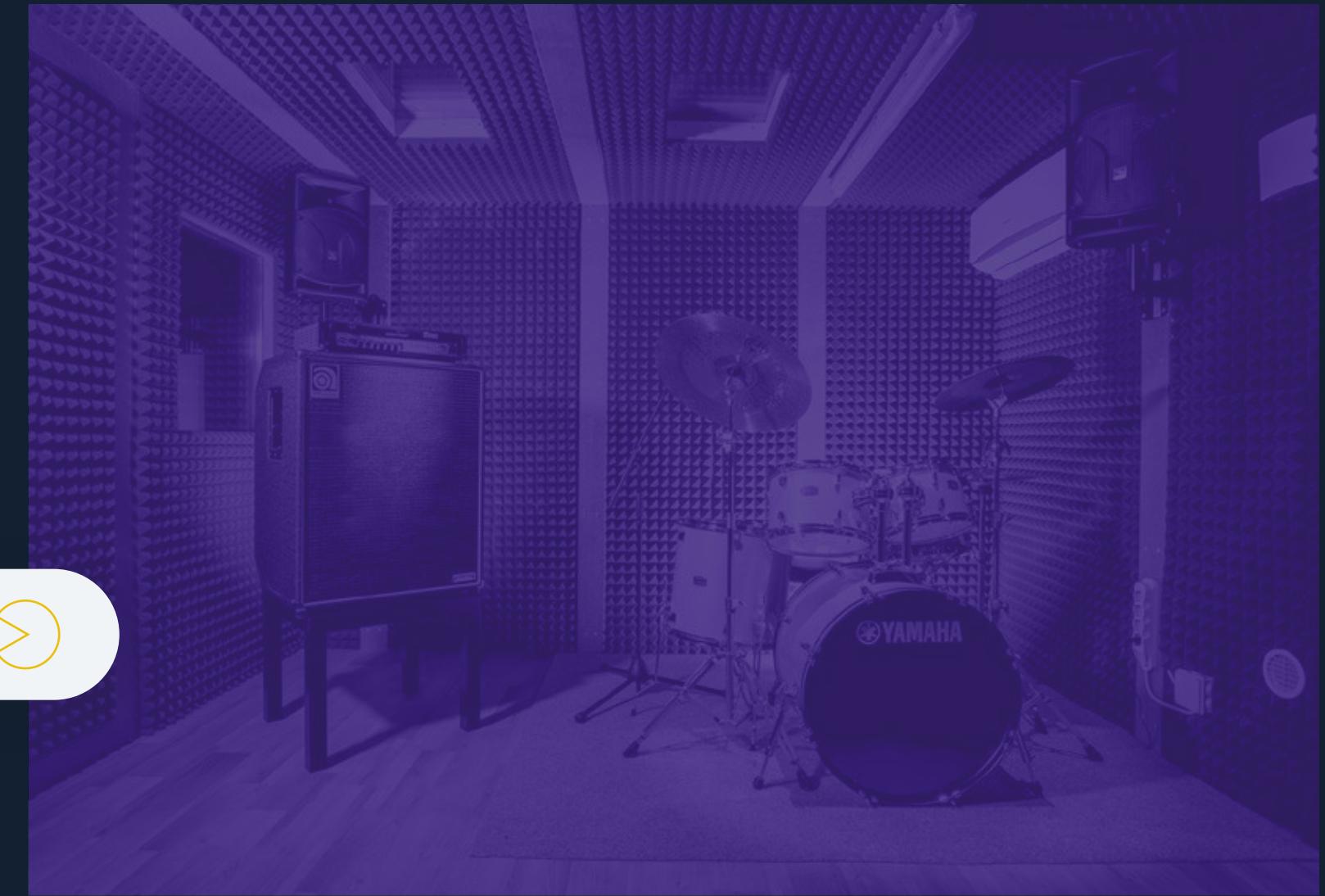
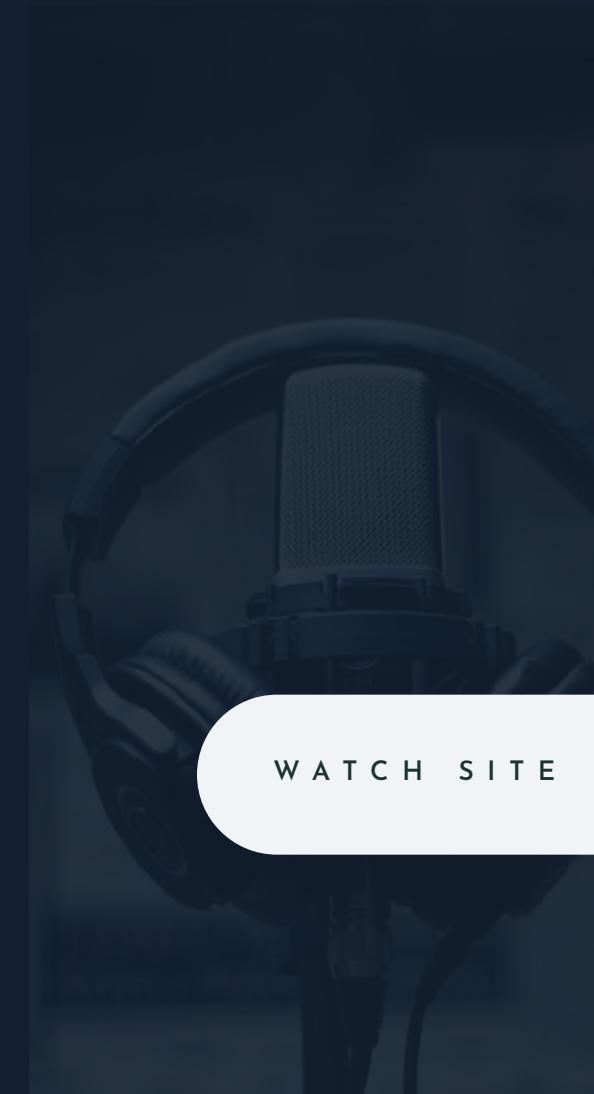
# Music to Go

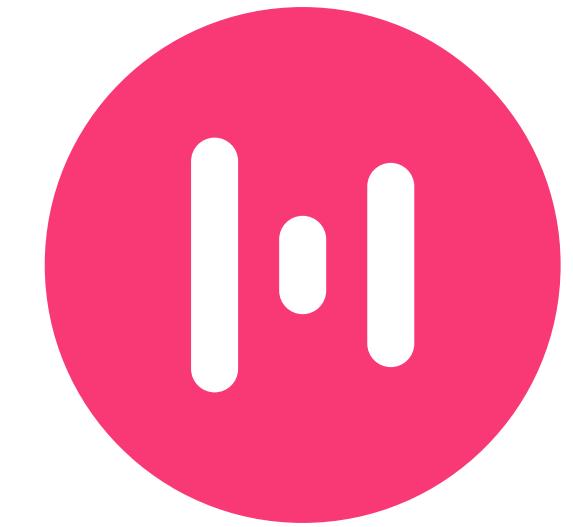
CLIENT

Music To Go

ROLE

Creative Direction  
Brand design



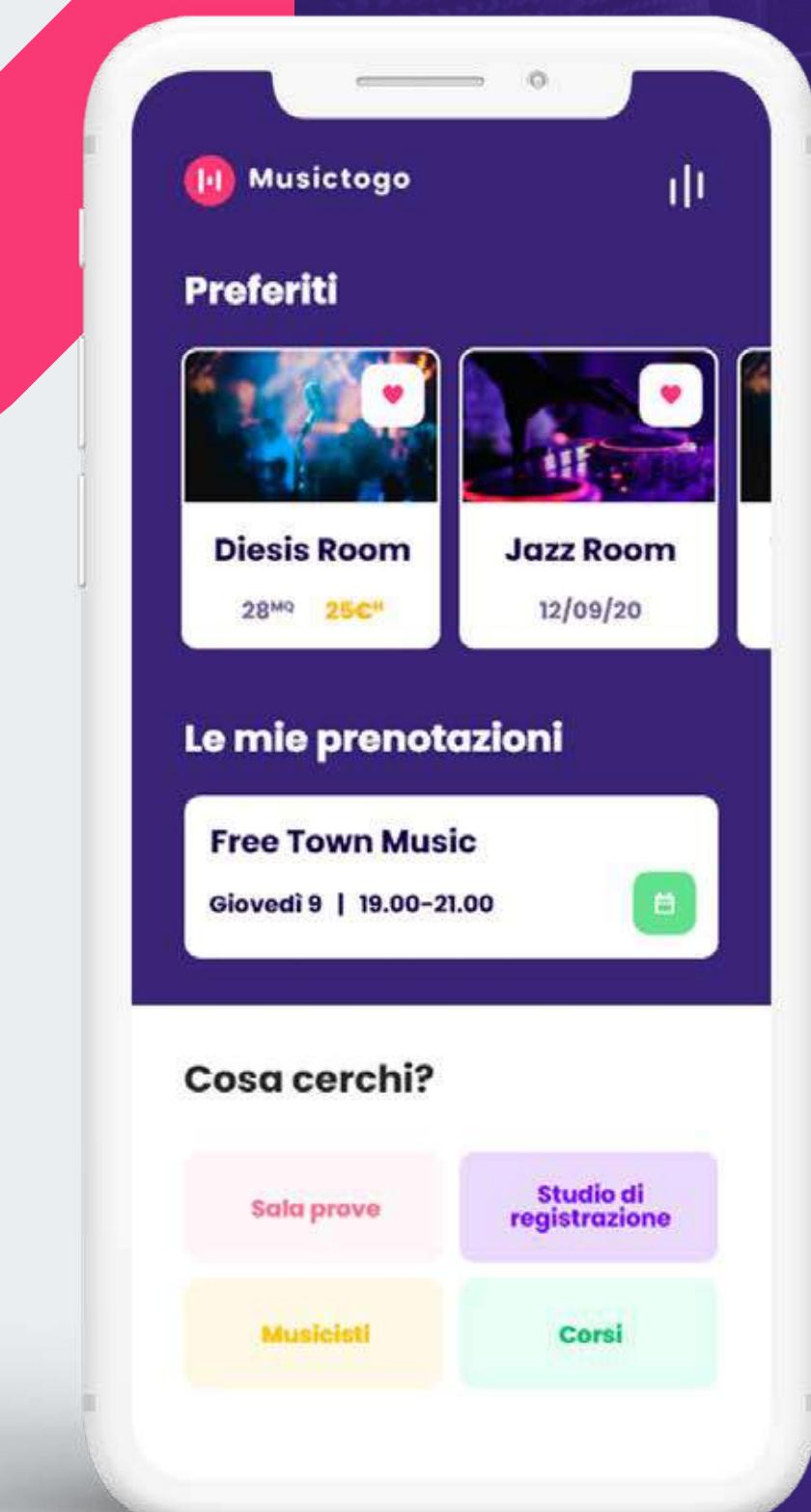


**Music to go**

# Poppins

bold  
regular

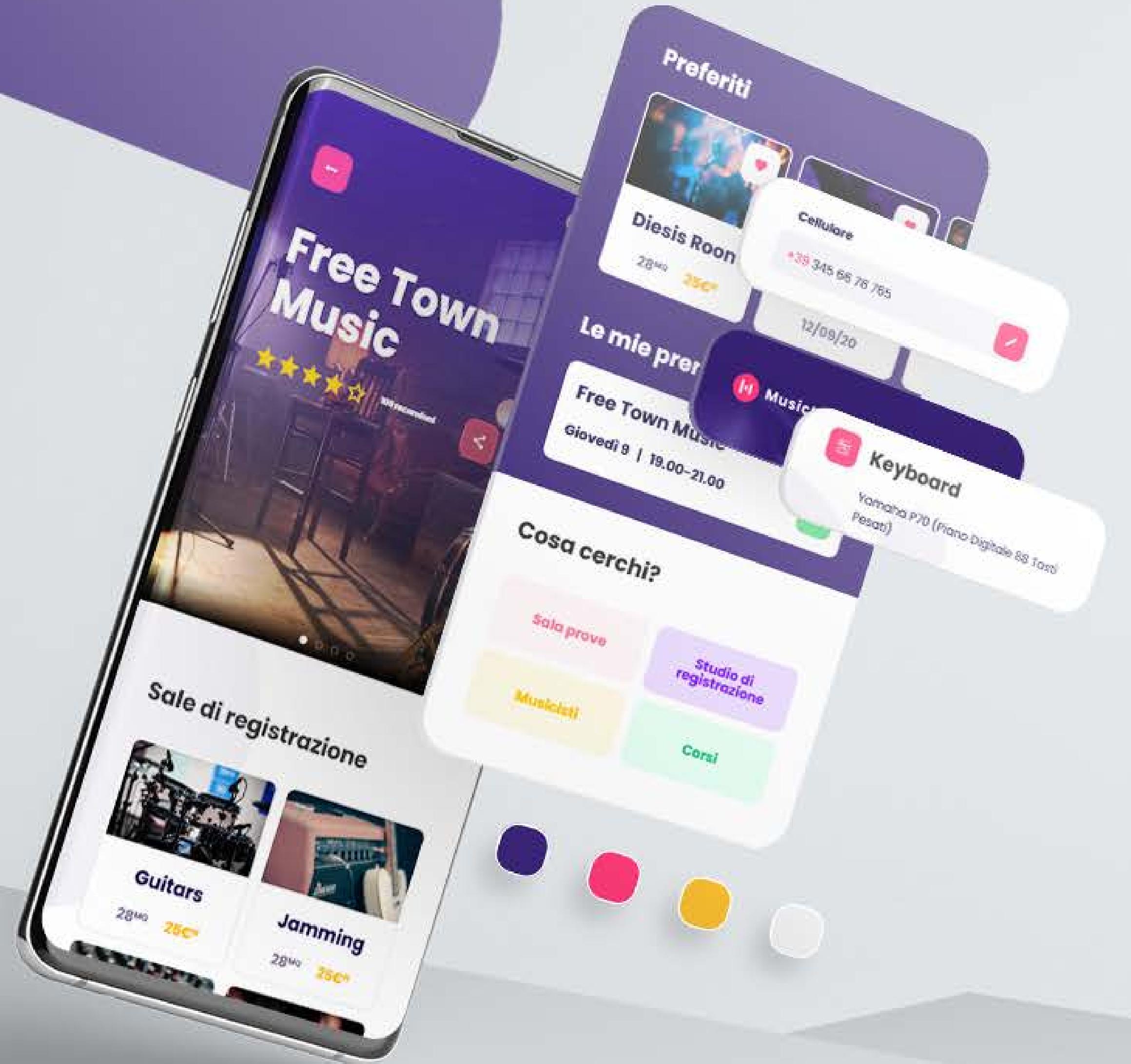
Tutte le sale prova  
della tua città,  
una sola app.



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 digital interactive experience  
to choose your hairstyle.

# BioKeratin by Dietalinea

CLIENT

BioKeratin

ROLE

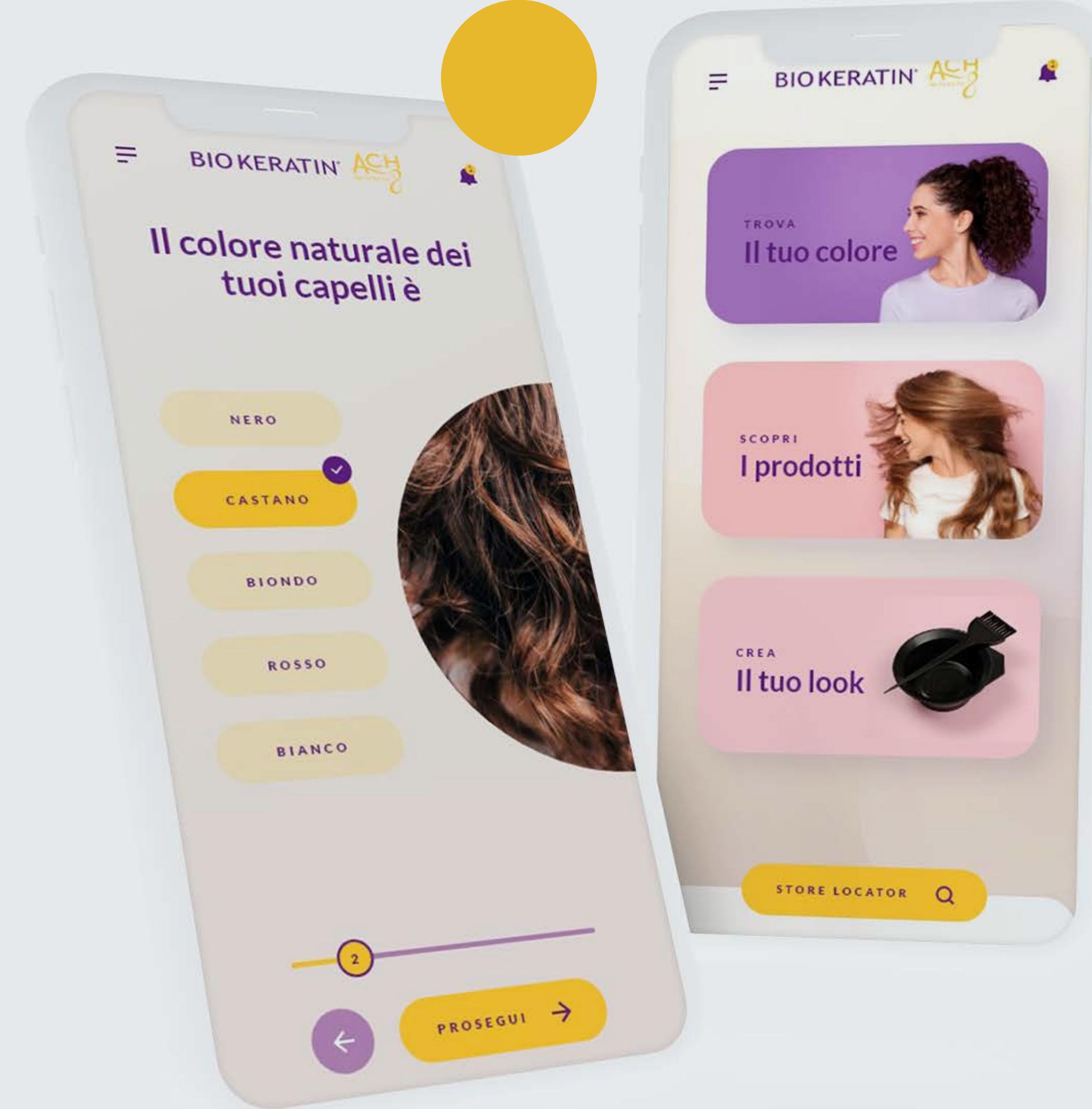
Creative Direction  
UI / UX

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.



The image shows several mobile phone screens displaying the BioKeratin ACH app interface, overlaid on a product packaging image.

**Top Left Screen:** Shows a map with location icons, address (Via Cardinale Massaia, 10141 Torino TO), distance (Meno di 3km), and a yellow "MAPPA" button.

**Top Right Screen:** Shows a large image of hair and three color swatches: BIONDO (Light Brown), ROSSO (Red), and BIANCO (White). Below is a purple progress bar with a circular step icon containing the number "1" and a yellow "PROSEGUI" button with a right arrow.

**Middle Left Screen:** Shows the BioKeratin ACH logo and three main features: "TROVA Il tuo colore" (Find your color) with a woman's portrait, "SCOPRI I prodotti" (Discover products) with a woman's portrait, and "CREA Il tuo look" (Create your look) with a hairbrush icon. At the bottom is a yellow "STORE LOCATOR" button with a magnifying glass icon.

**Middle Right Screen:** Shows the BioKeratin ACH logo and a list of products under "I prodotti". It includes a "Ordina per" dropdown menu and two product cards: "Tinta per Capelli 5/ CH Castano Chiaro Biokeratin ACH8" at 25,50 € and "Tinta per Capelli 1/ N Nero Biokeratin ACH8" at 25,50 €. Each card has a "SCOPRI DI PIÙ" button.

**Bottom Center Screen:** Shows the BioKeratin ACH logo and a partial view of the app interface.

**Product Packaging:** On the right, a product box for "Tinta per Capelli Nero Biokeratin" is shown. It features the BioKeratin ACH logo, a woman's portrait, and the text "DETALINEA". The price "25,50" and code "Codice EAN: 1234567890" are visible. The box is labeled "1/5" and has three small stars.

# Other projects



# Thank you

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