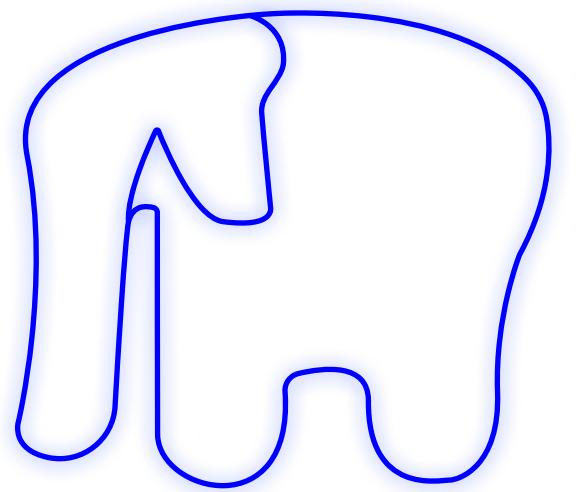


# PORTFOLIO

2021 - 2025



**Selected works**

MATTIA MERTENS

# —This is me

Let me introduce myself, I'm Mattia, born in 1997 (it was getting unsustainable constantly having to update my age by hand) and when I'm not busy with work projects, I dedicate myself to photography, whether it is portraits of friends or landscaping of industrial eco-monsters in Italy.

I have already gathered some life experience abroad, being in Australia for work and then in Portugal for the Erasmus exchange program, but at the moment I'm based in Milan, Italy.

I'm a passionate **designer** especially for digital interaction, user experience and interfaces, photography and video making, and a self-taught **front-end developer**. I have a simple but iterative approach to projects, continuously questioning the already found solutions in order to improve them. I combine this approach with a very pragmatic and practical vision about the subject.

In the past couple of years, my interest towards digital aspects of project and the human-computer interaction has been constantly growing, nonetheless I try to broaden my field of interests, going from editorial design to new emerging web technologies and the physical realization of art installations.

I widely enjoy team working, but at the same time I also feel the need for self-expression, which takes shape in my freelancing activity. I yearn to give my theoretical, as well as a concrete contribution. Moreover, I widely endorse the "learning by doing" method.

I have always approached in this way not only projects, but any situation, accepting various challenges and teaching myself everything that was necessary as I proceeded.

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00

- 01 Fendy MyKPI
- 02 Guida Fuorisalone :)
- 03 Sound Sculpting
- 04 Rhita
- 05 So Cliché
- 06 Wobble
- 07 Verbier Bike Festival

# —Fendi MyKPI

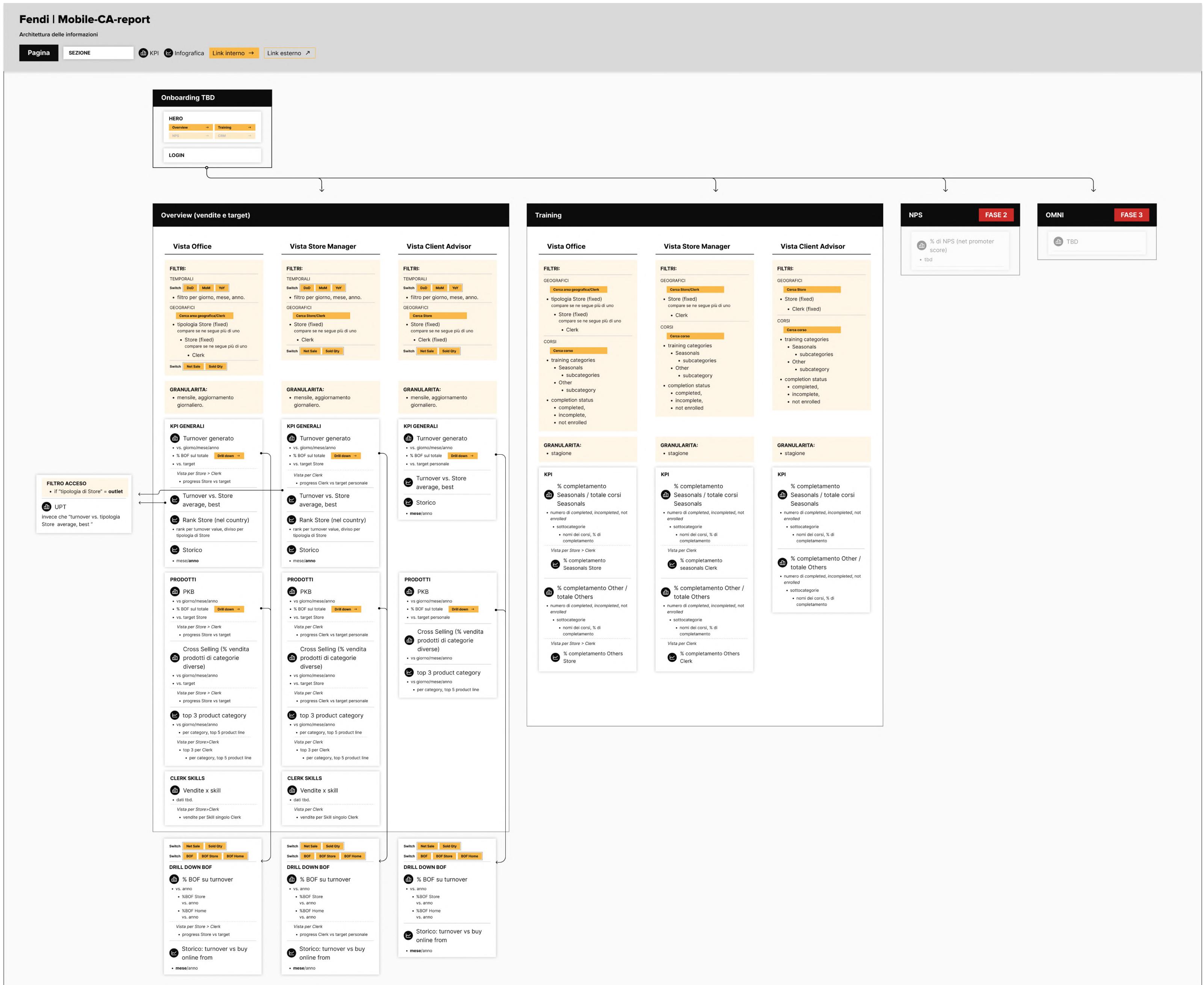
01

Fendi MyKPI is a new dashboard tool introduced by the luxury fashion brand to enable Client Advisors to easily monitor their KPIs and monthly targets.

The dashboard, developed in Power BI, is used across different seniority levels and hierarchies, thus being used by store managers and office/country managers to monitor performance and conduct reviews accordingly. As a result, the dashboard includes three distinct visibility cones based on user permissions. The dashboard comprises a total of four sections (Sales, Training, NPS, and Omni), two of which will be implemented in future phases as outlined in the product roadmap. The focus of the first release was to provide users with the ability to view not only their net sales and store performance but also track the mandatory training courses they need to complete. Additionally, it offers real-time data correlating training completion with its impact on sales performance.

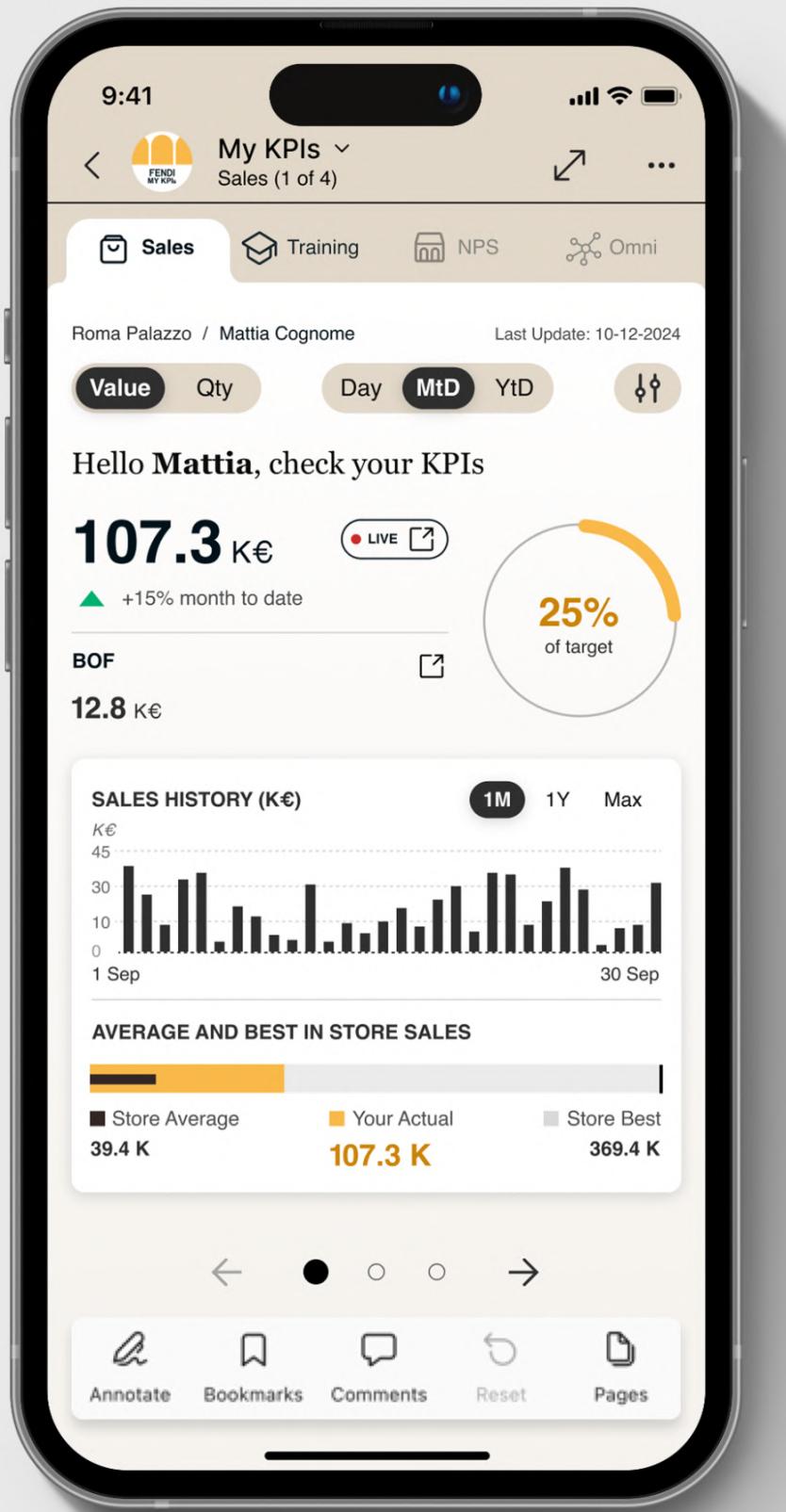
The project was developed following four key steps: information architecture, wireframing and look-and-feel design, data visualization sketching and mockup, and finally, the conduction of four user acceptance tests. The final step proved particularly important, as it enabled refinements and adjustments of features and parts of the interface based on feedback from the tests.



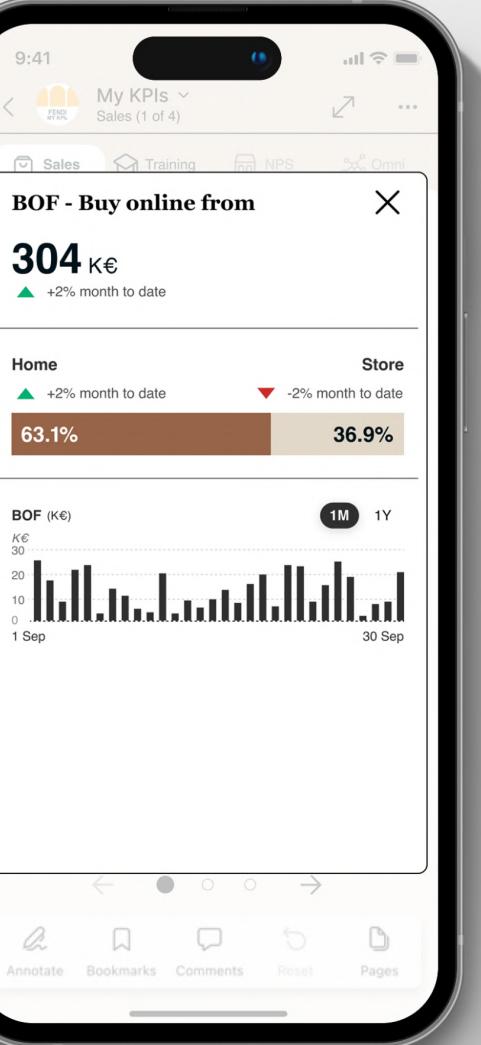


## Information architecture

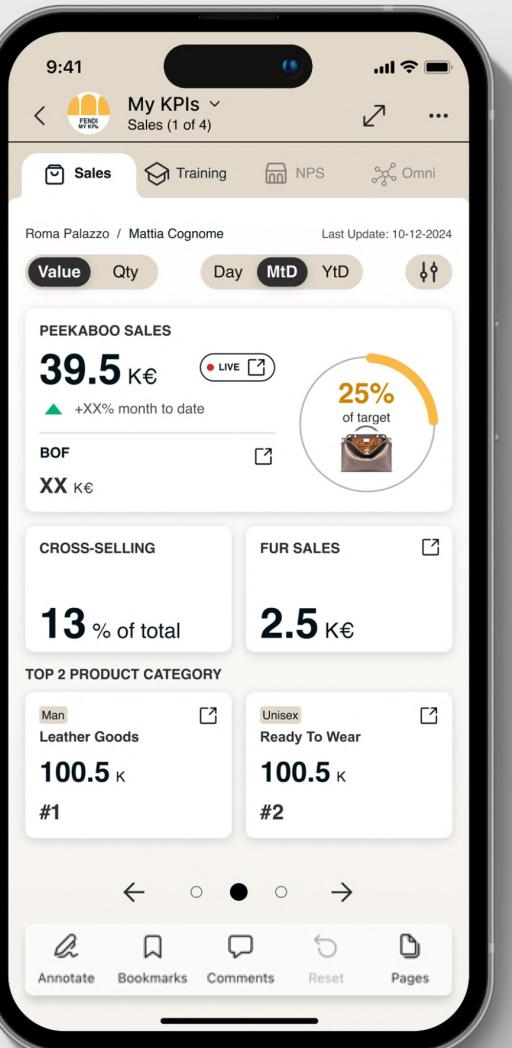
MM



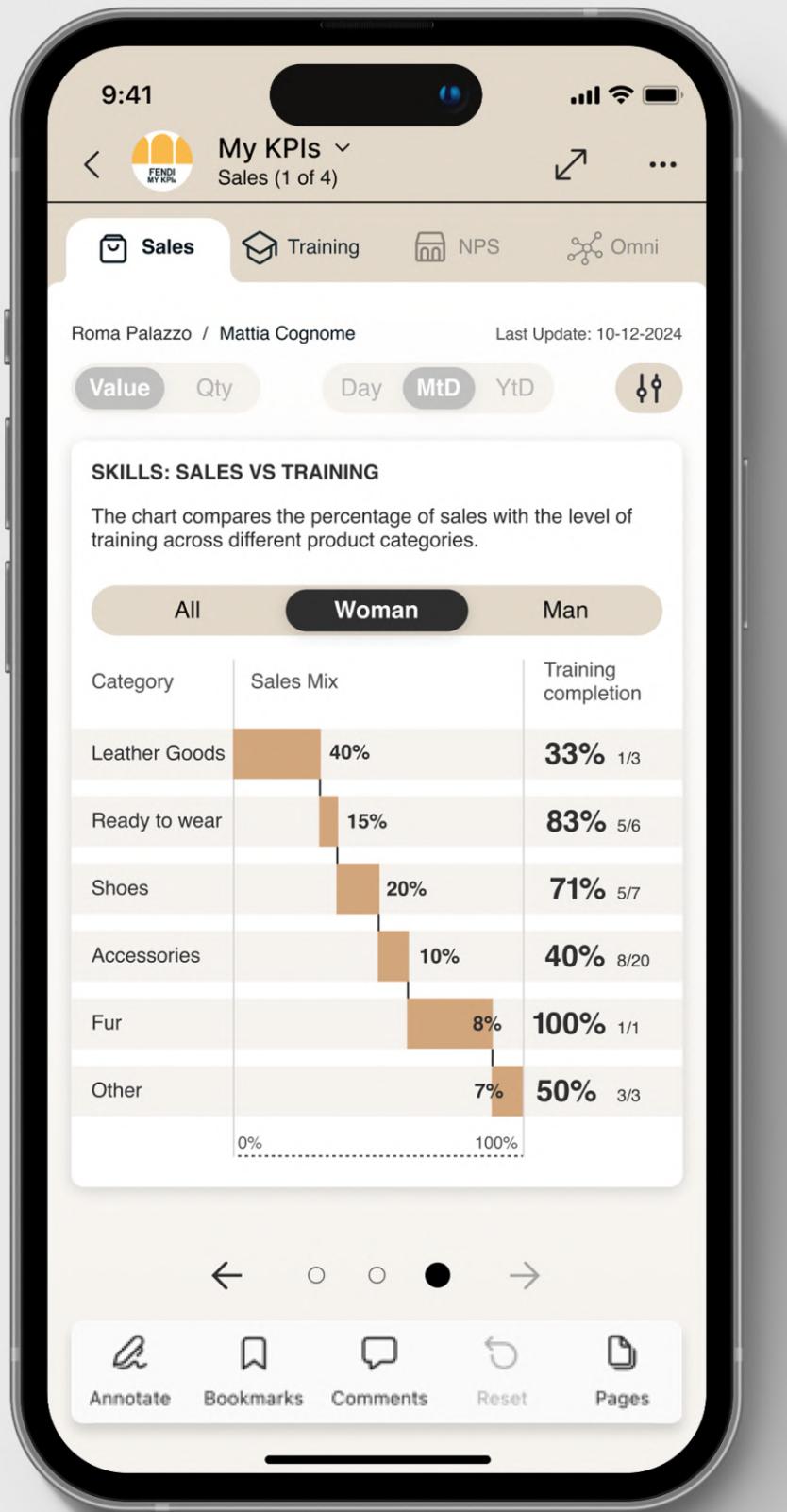
Sales KPI section



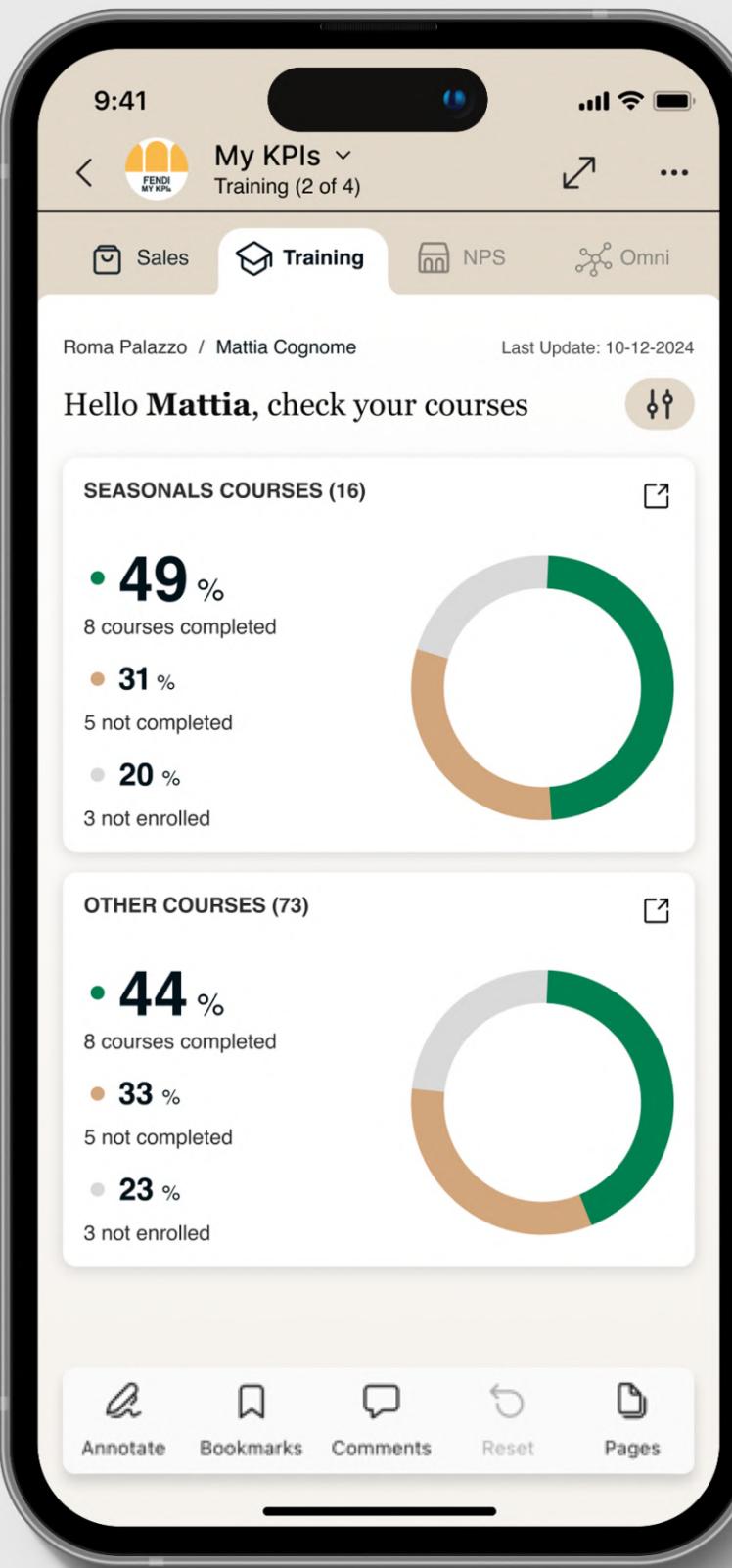
Modal window



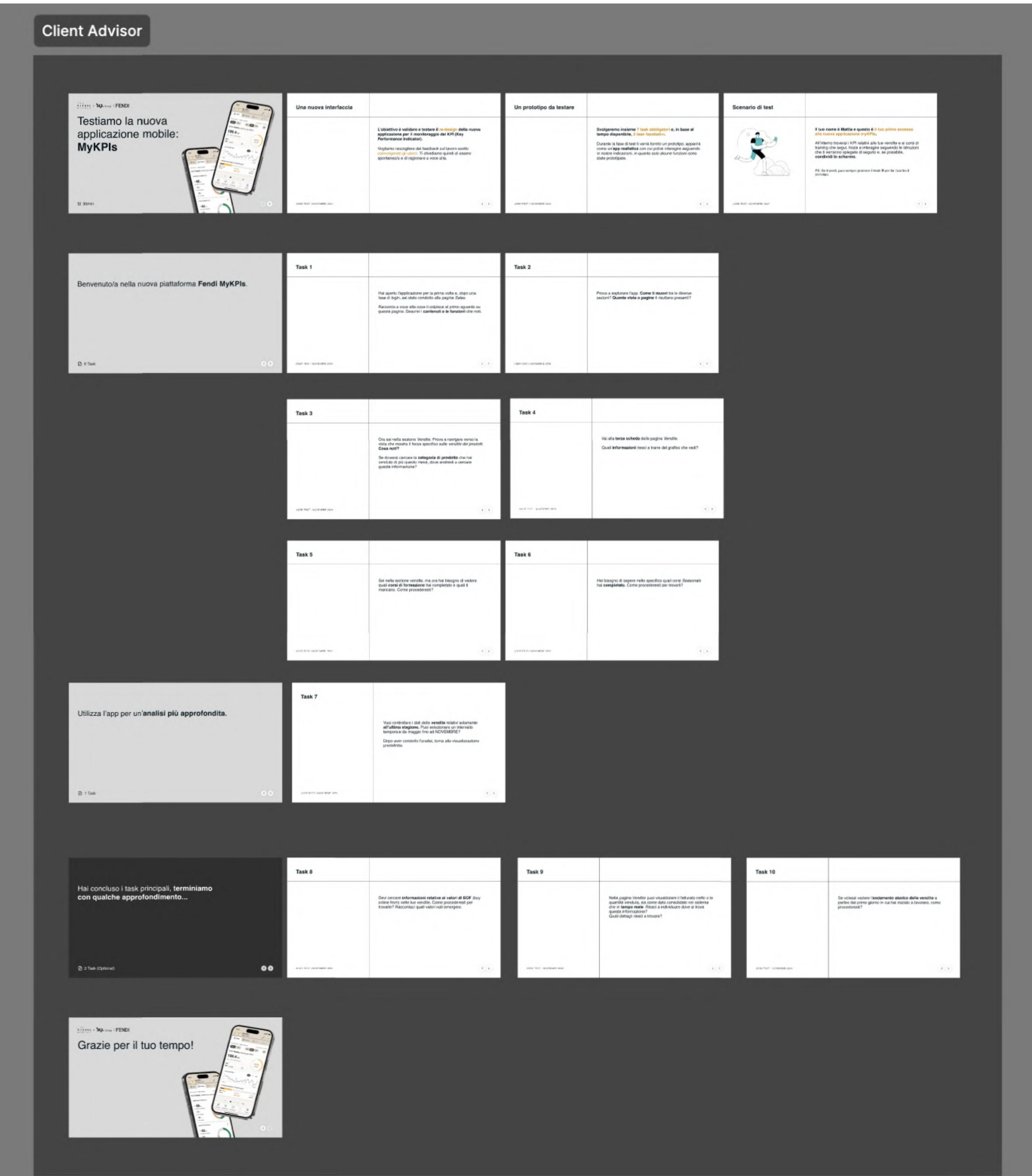
Single product sales section



Sales mix section, showing correlation between training and sales



Training section



**04112024 - User test | FENDI - MyKPIs**

**Task 5: Sezione training**

*Testo del task: Sei nella sezione vendite, ma ora hai bisogno di vedere quali corsi di formazione hai completato e quali ti mancano. Come procederesti?*

- **Success rate:** 100% (4/4)
- **Perceived effort:** Bassa; l'interfaccia e la suddivisione dei corsi è risultata intuitiva a colpo d'occhio.
- **Feedback generale:** Un utente riporta la richiesta di accedere, tramite link diretto, ai corsi cliccando nel relativo nome, così da trovare in autonomia tutti i corsi ancora da completare.

**Action items:** Il task ha mostrato la necessità di:

- Valutare se inserire un' icona per i corsi non completati (richiesta da 1/4 utenti) **Owner: Client** **Da implementare**
- Valutare se inserire il link diretto ai corsi **Owner: Client** **Backlog**

**Task 6: Corsi Seasonals**

*Testo del task: Hai bisogno di sapere nello specifico quali corsi Seasonals hai completato. Come procederesti per trovarli?*

- **Success rate:** 100% (4/4)
- **Confusioni rilevate:**
  - Un utente si aspettava che la modale cambiasse in base al completamento dei corsi, quindi di avere una modale per corsi completati, non completati, not enrolled. Una volta spiegata l'esistenza di una sola modale per tutti è risultato intuitivo.
- **Perceived effort:** Bassa: l'interfaccia e la suddivisione dei corsi è risultata intuitiva.

**Action items:** Il task ha mostrato la necessità di:

- //

**Task 7 e 8: Corsi training - vista Personal (Store manager) e Progressi singolo CA (store manager)**

User acceptance test presentation & report

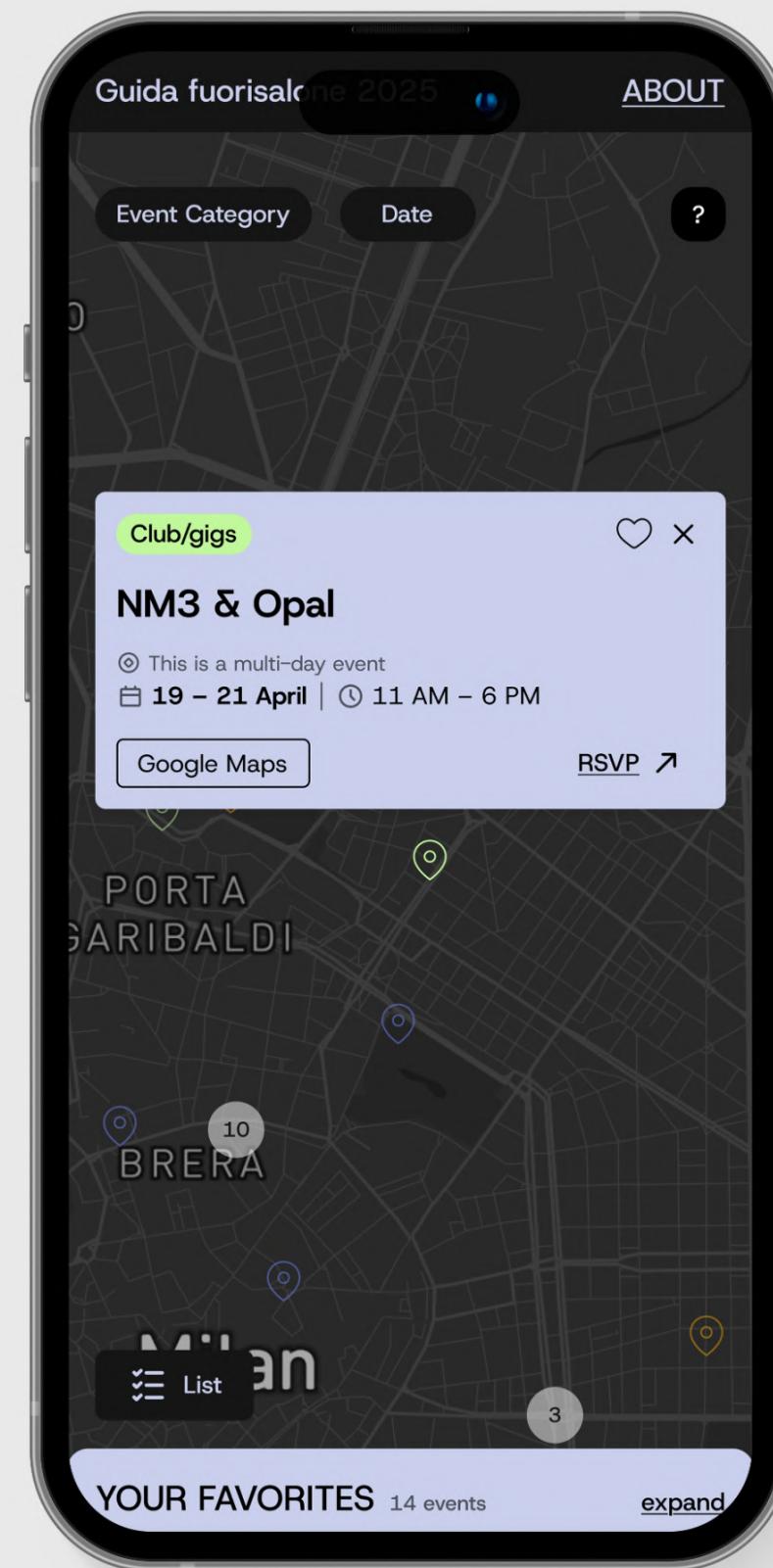
# —Guida Fuorisalone :)

02

## — Live Site

The 2025 Fuorisalone guide is a side project born from the very personal necessity of organizing all the different events that pop up in Milan during the Design Week. This project proves to be extremely user design centric, taking into account the users' needs which commonly include: get some sort of itinerary and plan for the Milano Design Week, and/or snatch a couple of free drinks here and there, but maybe we're not ready to have this conversation.

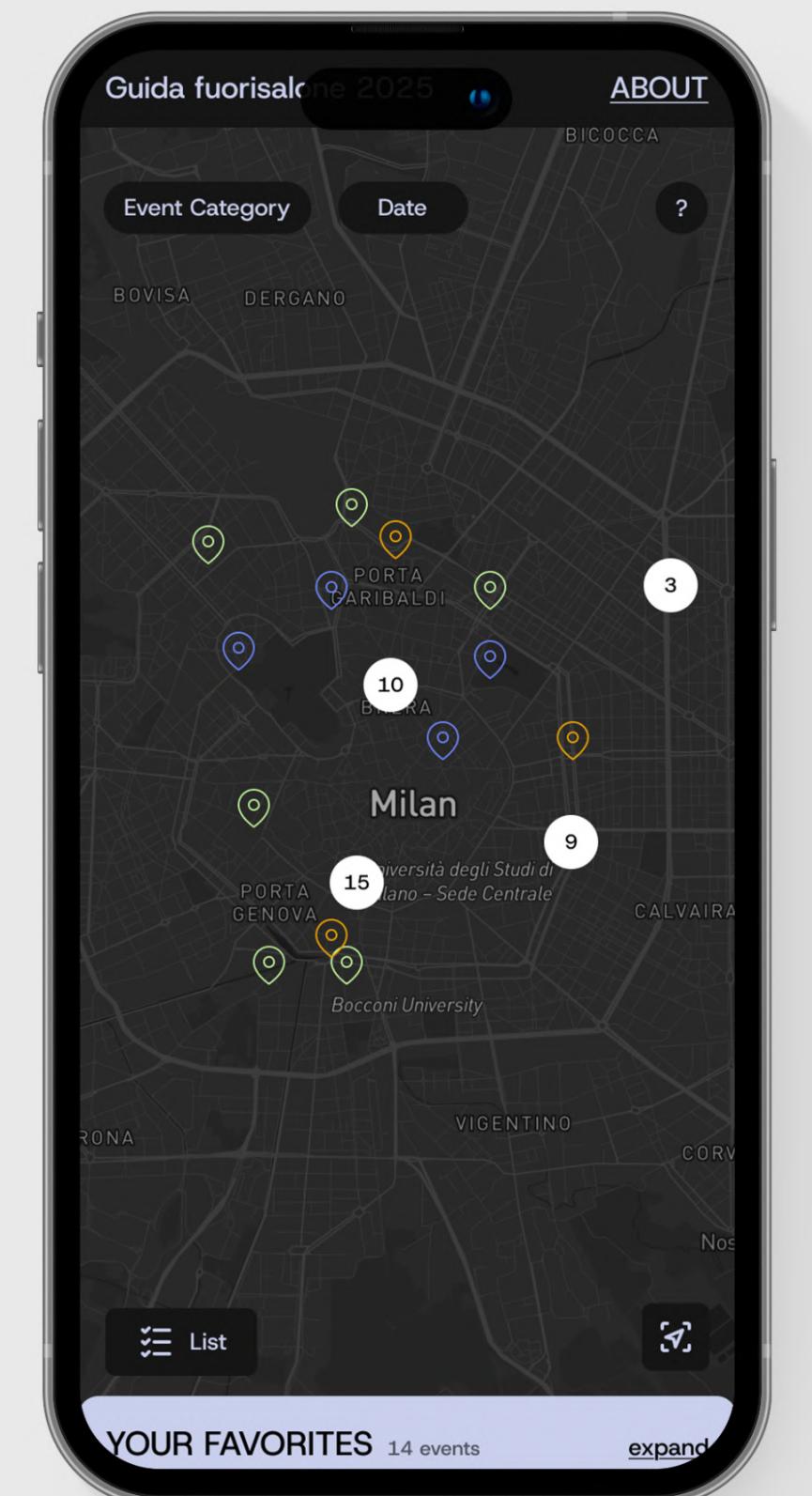
The project consists of a fully responsive website, but with a mobile first approach, that hosts an interactive guide with both a map, relying on Mapbox services, and a list based on a curated selection of events, to filter out all the noise and not get lost while visiting and roaming around from one event to the other. Worth a mention, it has some other nice and helpful functions, like filtering, bookmarking your favorites events and having a direct RSVP link where necessary.



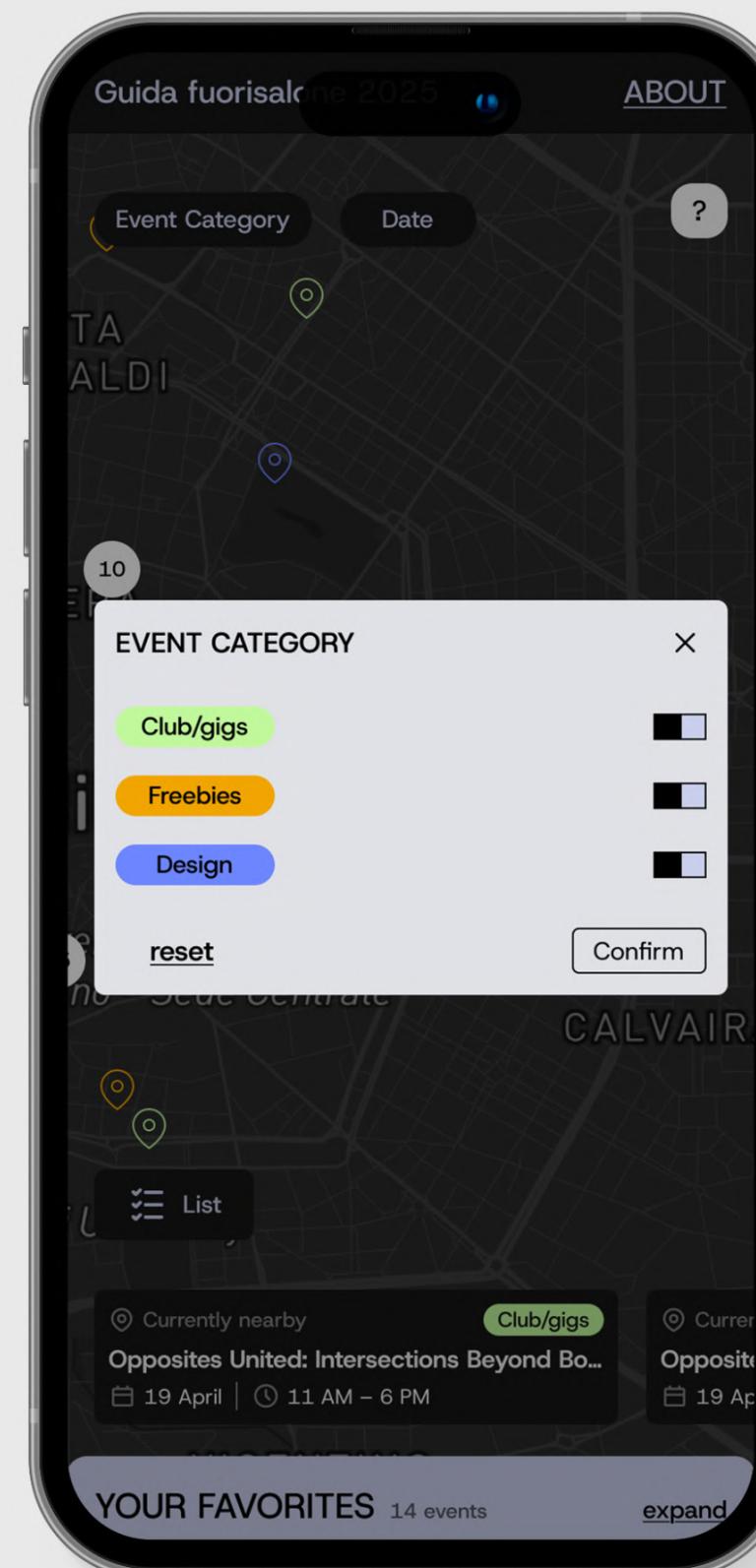
field – UX/UI / coding

year – 2025

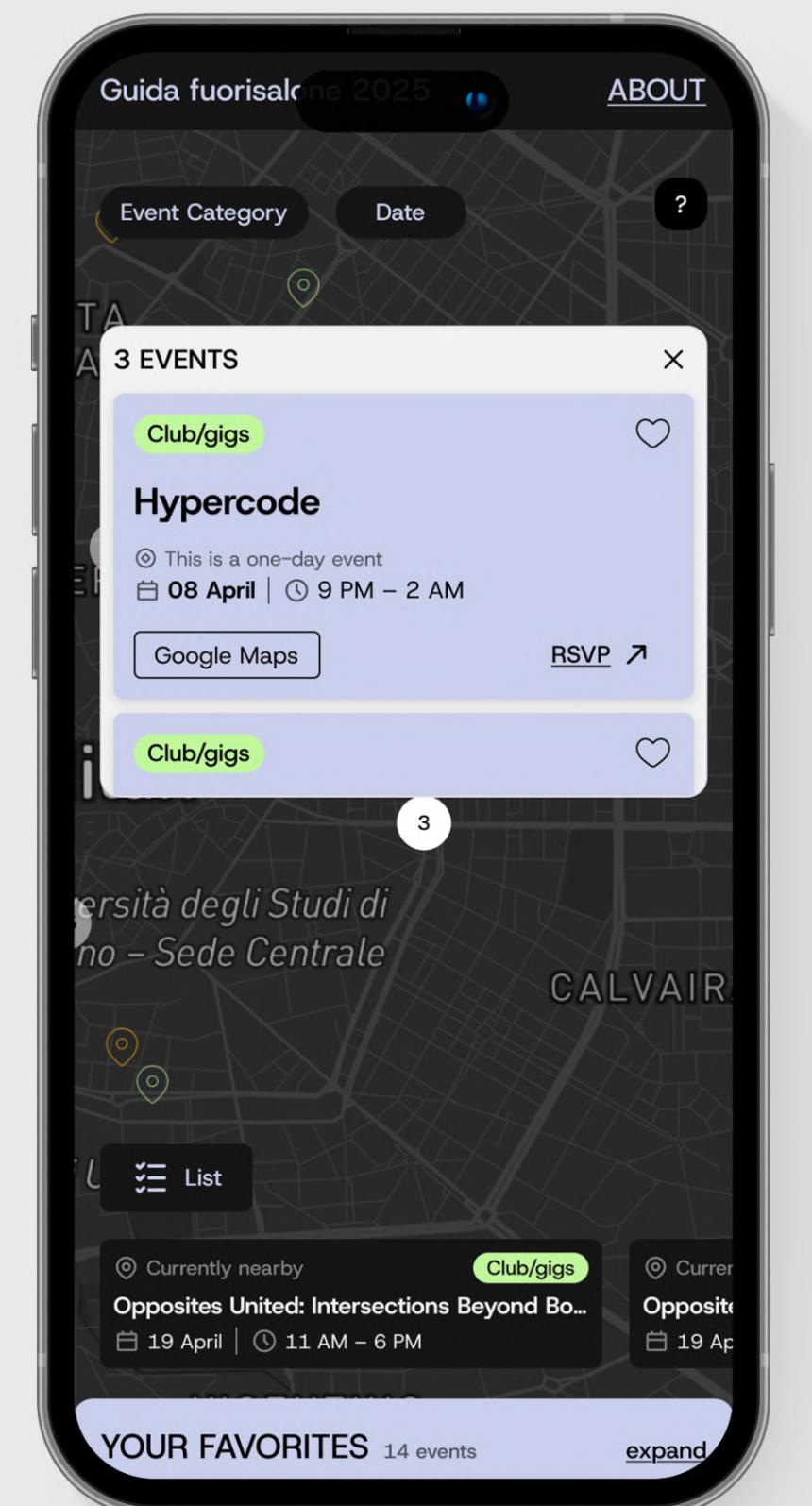
type – Personal



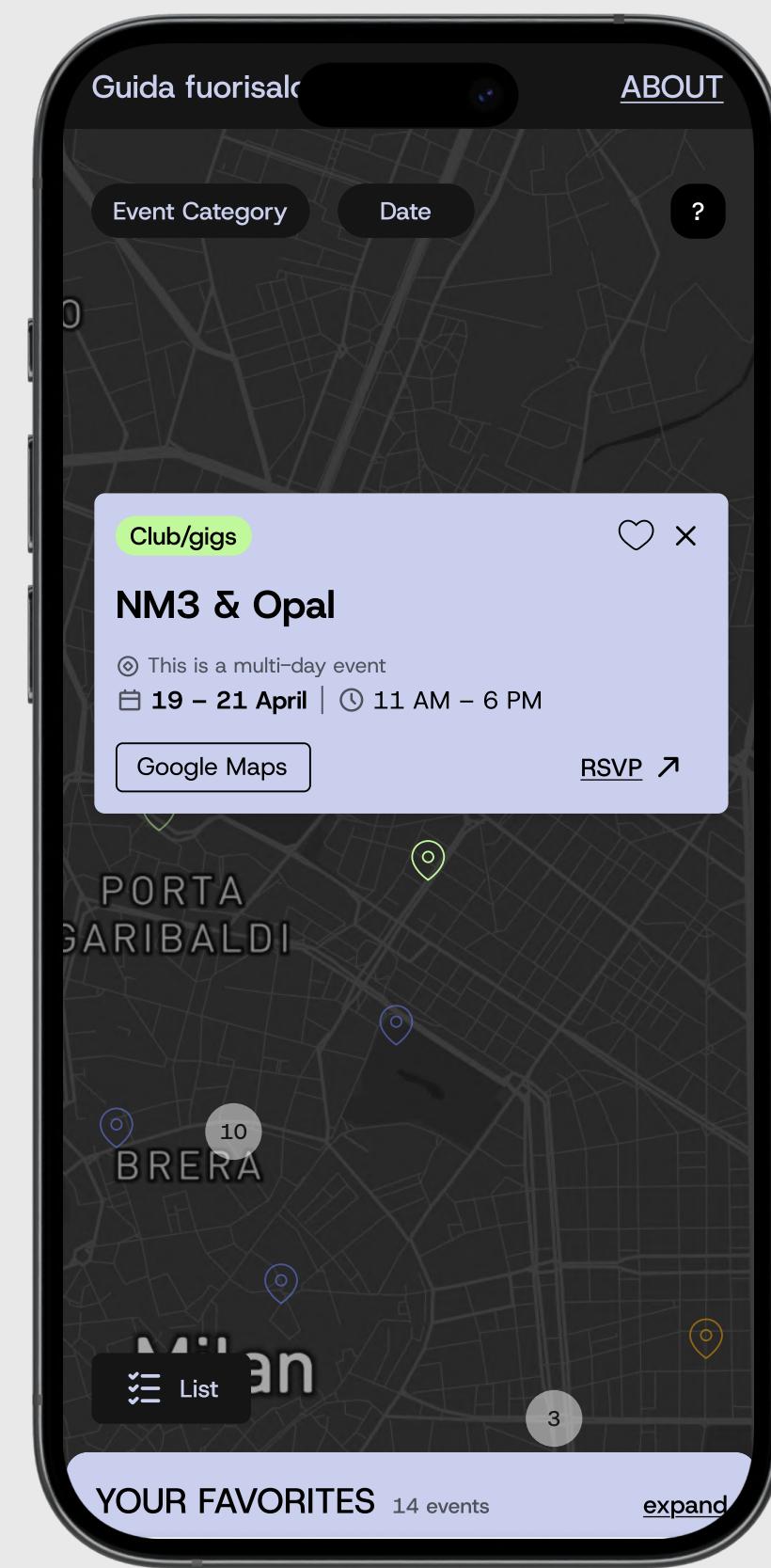
Home screen - Map



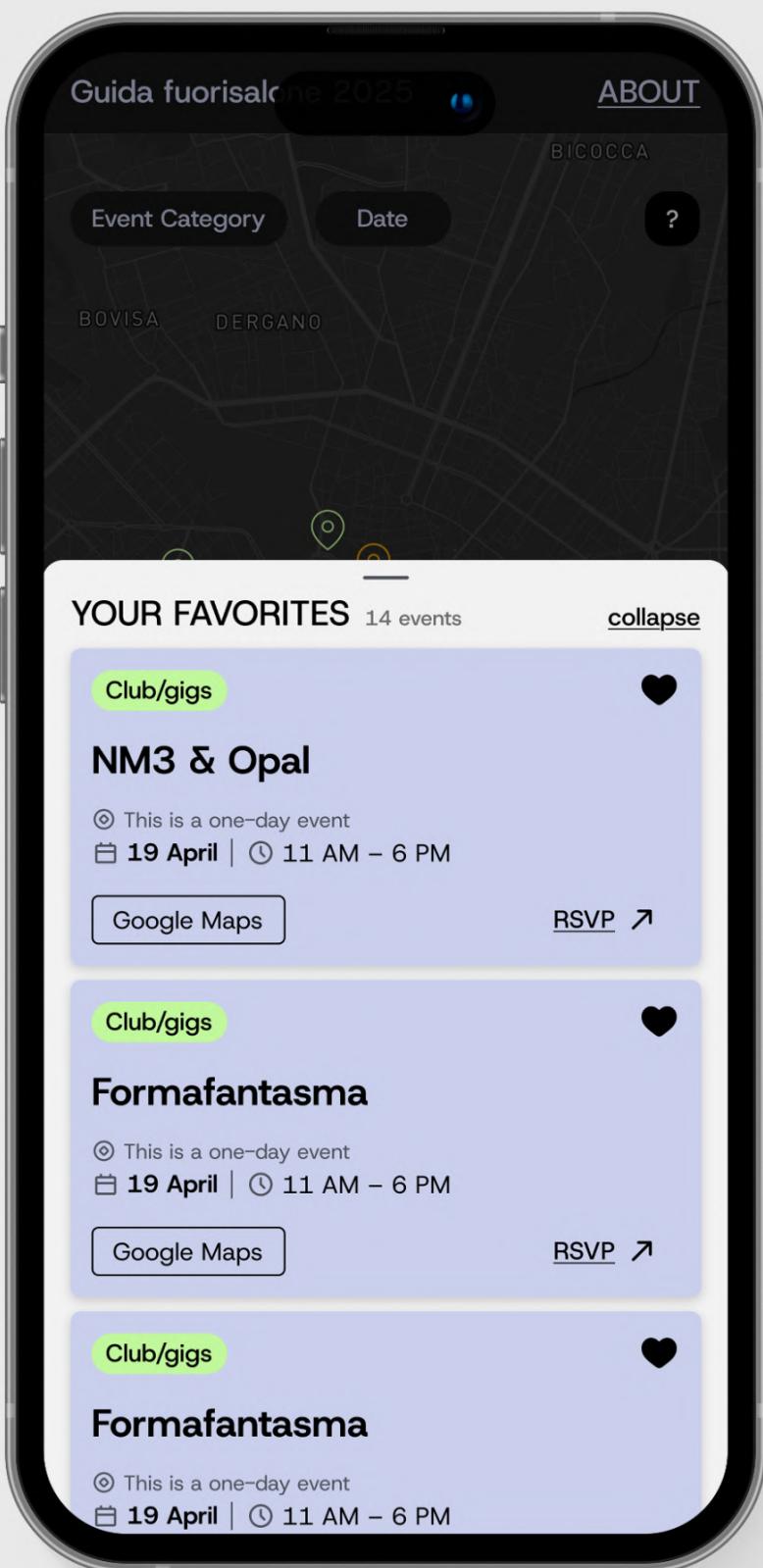
Home screen - event category filters



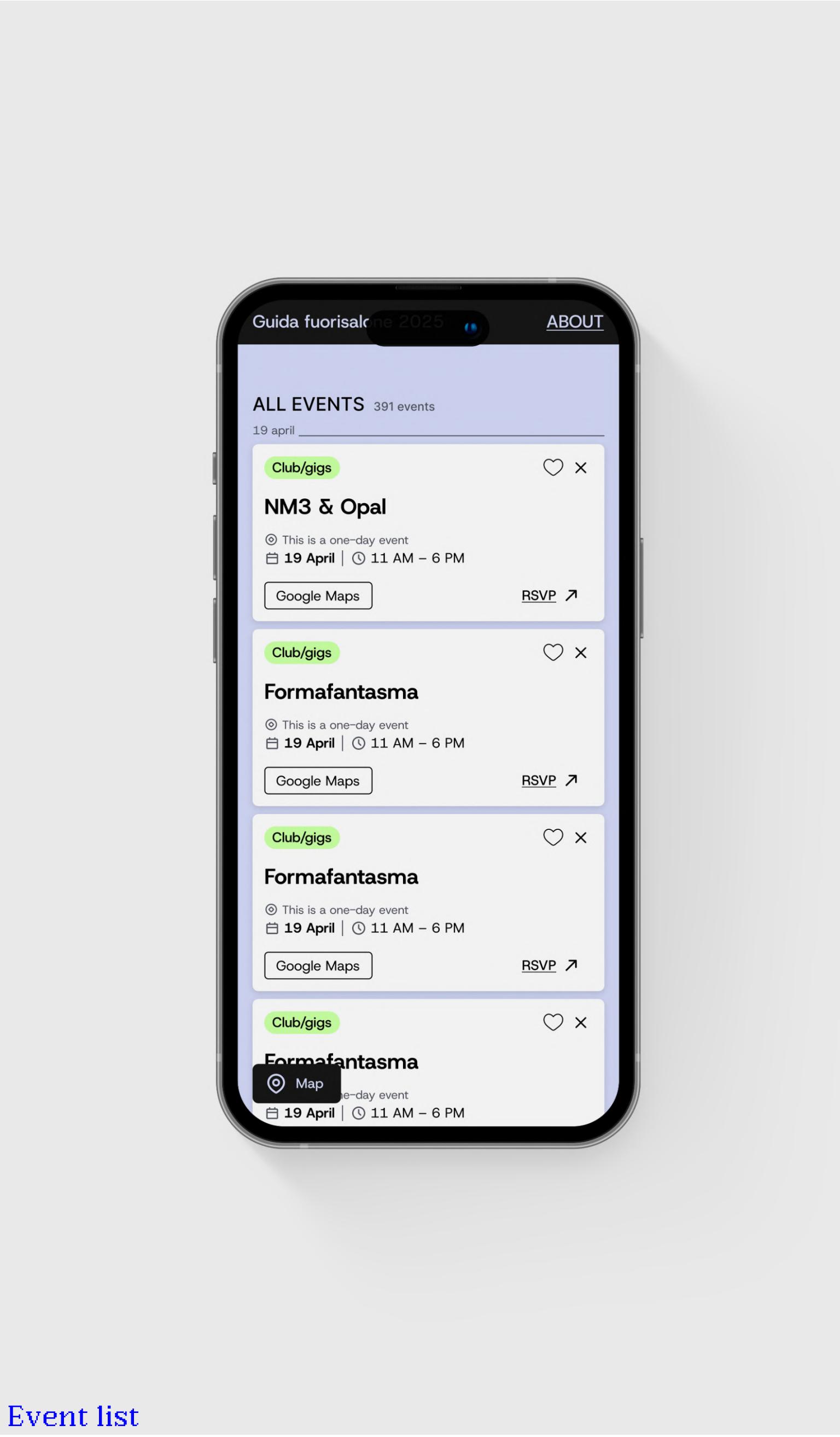
Home screen - Event cluster



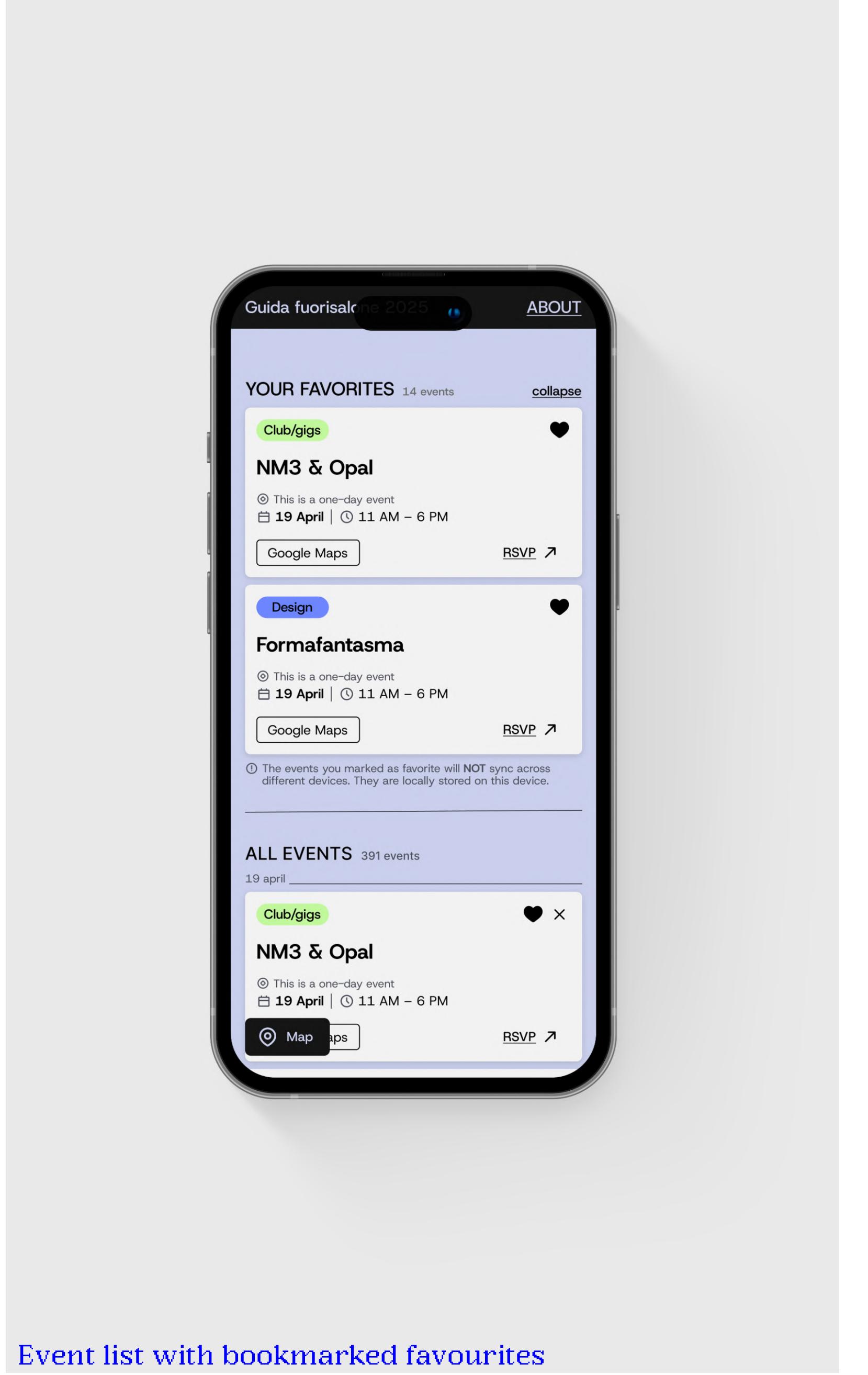
Home screen - Single event



Your favorites modal on map



Event list



Event list with bookmarked favourites

# —Sound Sculpting

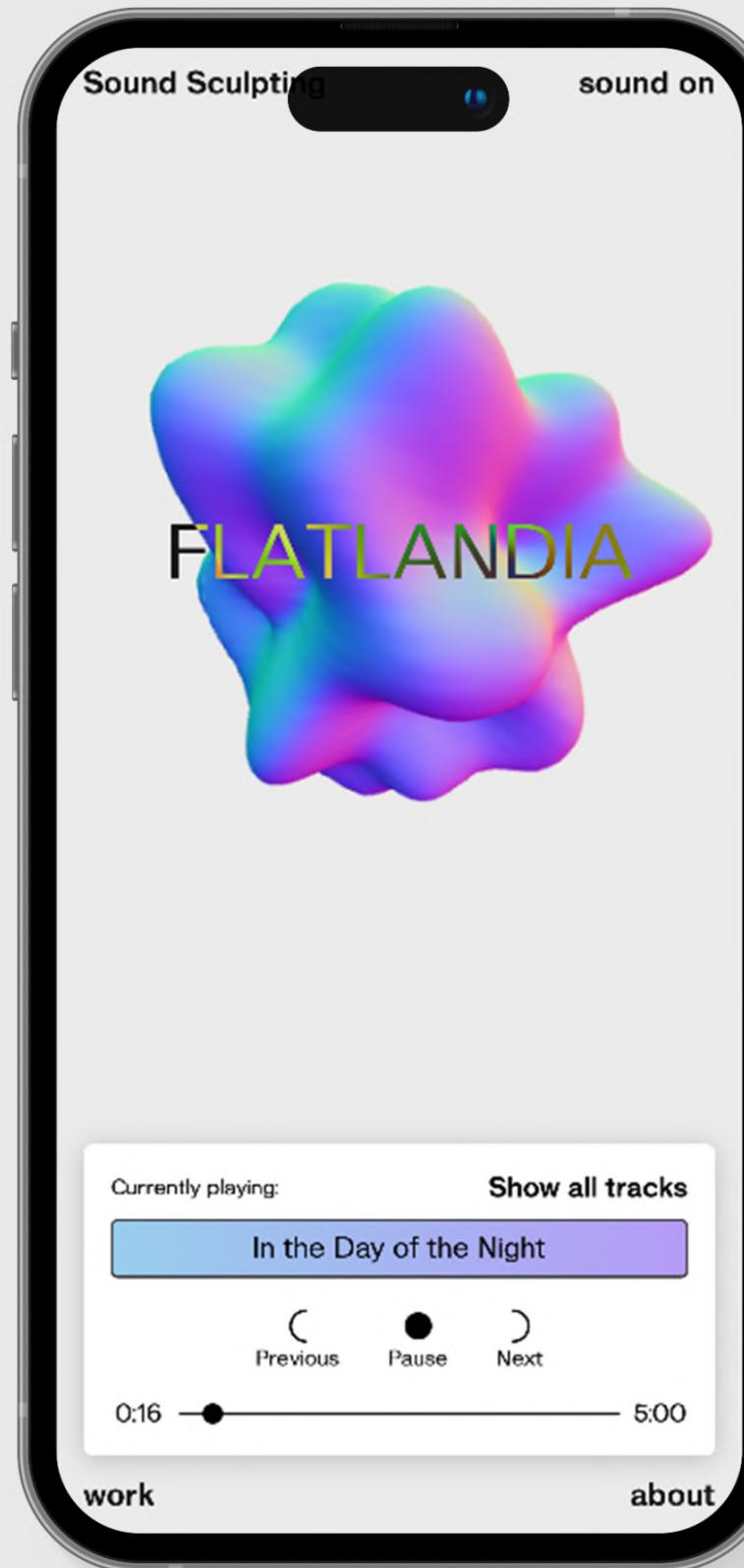
03

## — Live Site

Sound Sculpting is an interactive audio and visual experience designed to showcase the work of musician and composer Alessio Santolini Raggi. The music can be experienced not only aurally but also visually through an audio-reactive morphing shape created with web shaders.

The website is conceived not just as a work repository but also for branding purposes. It features three sections: the Home page, a Work section that can be progressively filled with new albums as they are released, and an About section that details the composer's bio and related images.

The visual leitmotif of the website is represented by a generative identity, which is declined in points and spheres, conceived as data points. These shapes are adapted to store audio data for the albums, as well as images and bio extracts in the About section.



field — UX/UI / coding

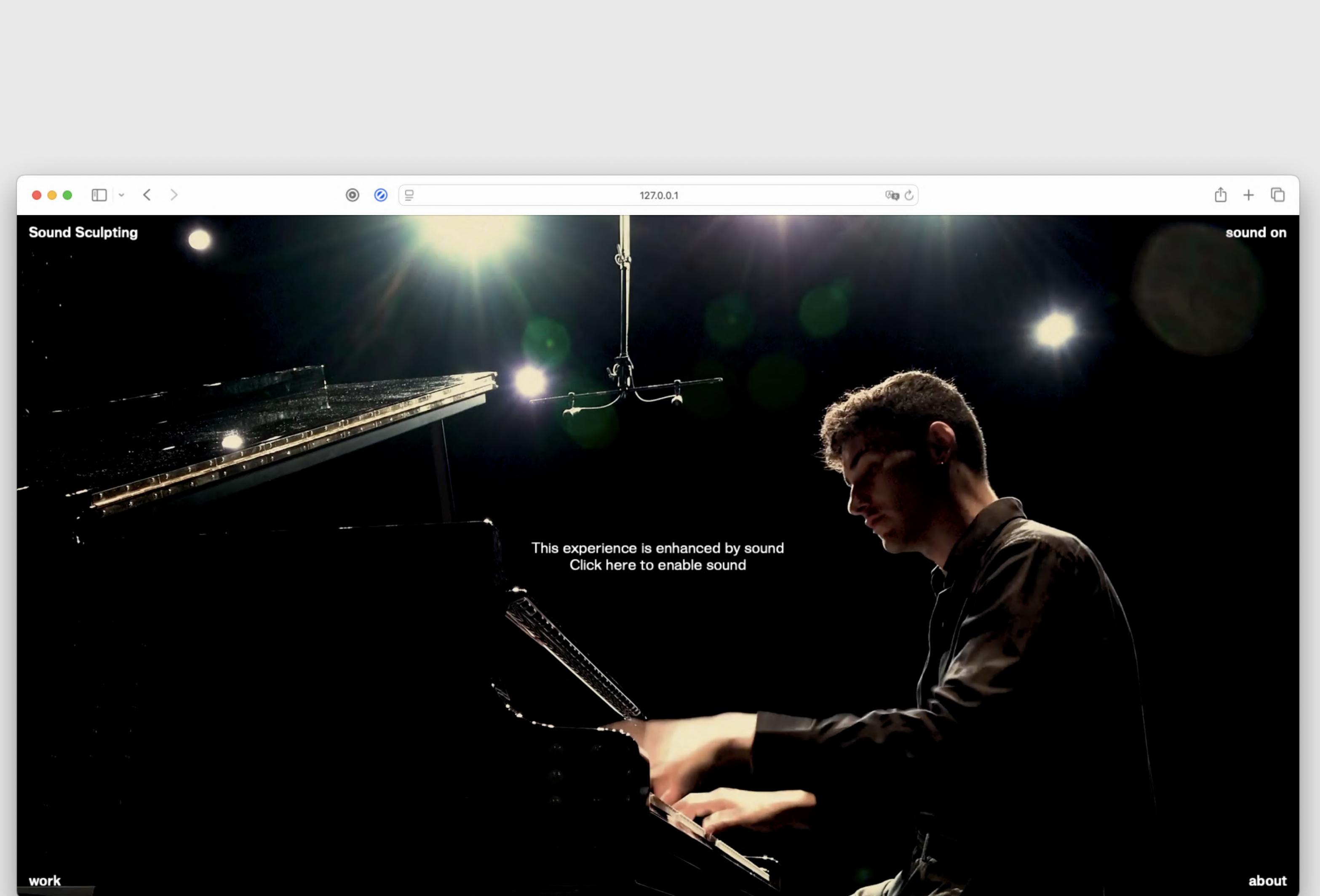
year — 2025

type — Commissioned

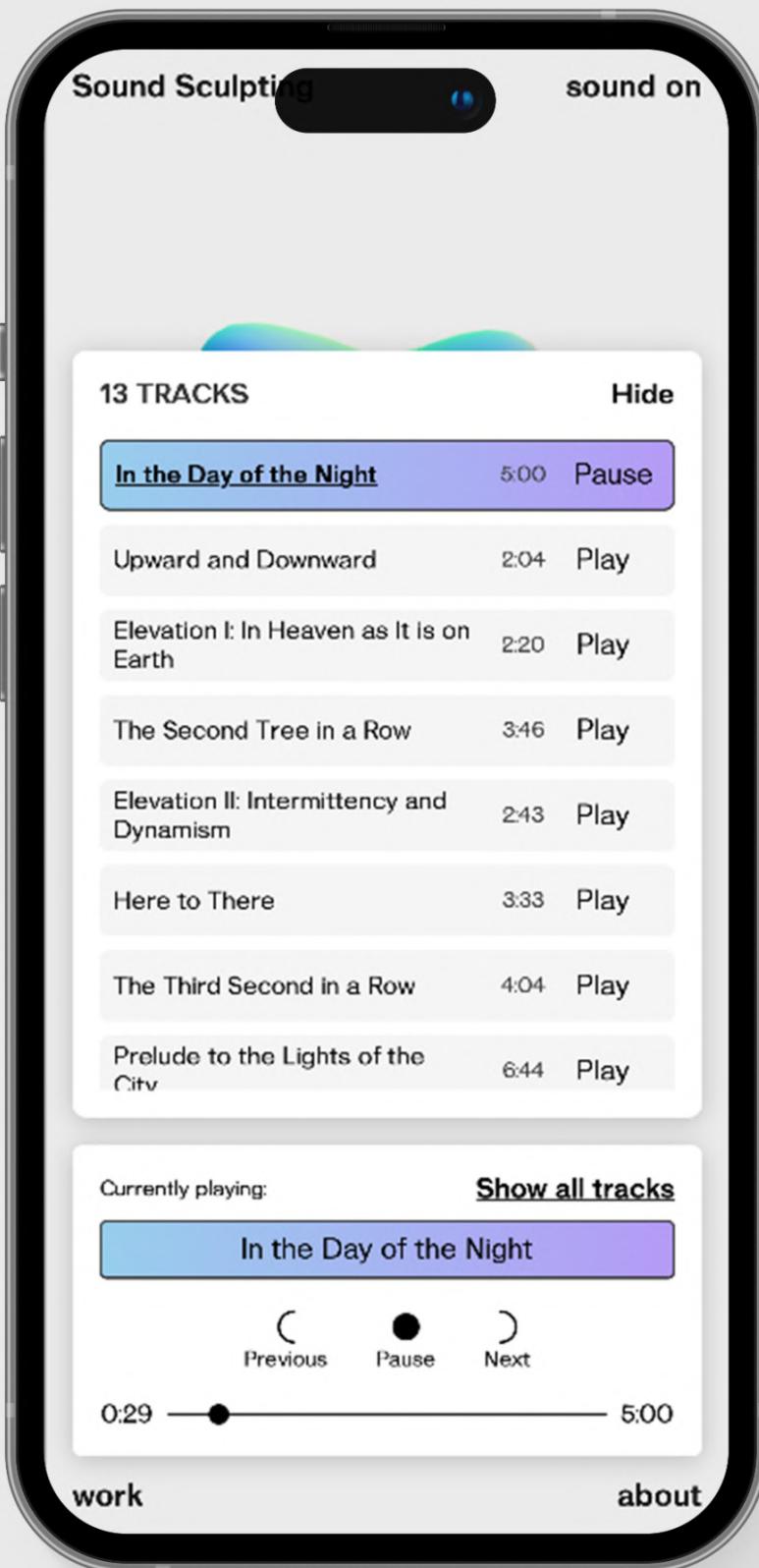


Home mobile

MM



Home desktop



Album tracklist mobile

A desktop browser window titled "Sound Sculpting" with the URL "127.0.0.1". The page has a "sound on" button in the top right. The main content area features a large, colorful, abstract blob graphic with the word "FLATLANDIA" overlaid in yellow and green. To the left of the blob is the word "work". To the right is the word "about". On the right side of the page is a tracklist titled "13 TRACKS". The tracks are:

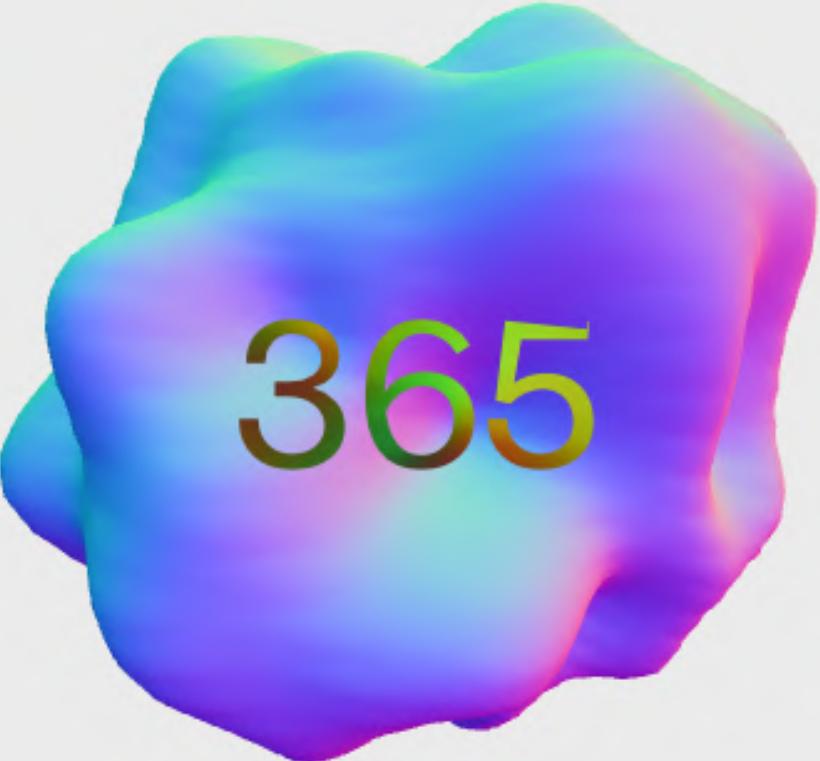
Track Name	Length	Action
In the Day of the Night	5:00	Play
Upward and Downward	2:04	Play
Elevation I: In Heaven as It is on Earth	2:20	Play
The Second Tree in a Row	3:46	Pause
Elevation II: Intermittency and Dynamism	2:43	Play
Here to There	3:33	Play
The Third Second in a Row	4:04	Play
Prelude to the Lights of the City	6:44	Play
Elevation III: The Dry World	1:56	Play
Downward and Upward	3:28	Play
Elevation IV: On Earth as it is in Heaven	1:34	Play

Below the main tracklist is a smaller "Currently playing" section for "The Second Tree in a Row" at 0:03, with "Show all tracks" and navigation buttons for "Previous", "Pause", and "Next".

Album tracklist desktop

Sound Sculpting

sound on



5 TRACKS

1256 Stone St	2:20	Play
Nachtstück	1:28	Play
Night in New York	1:52	Play
<b>Sternstück</b>	2:30	<u>Pause</u>
Prayer	2:48	Play

Currently playing:  
**Sternstück**

Show all tracks

Previous   Pause   Next

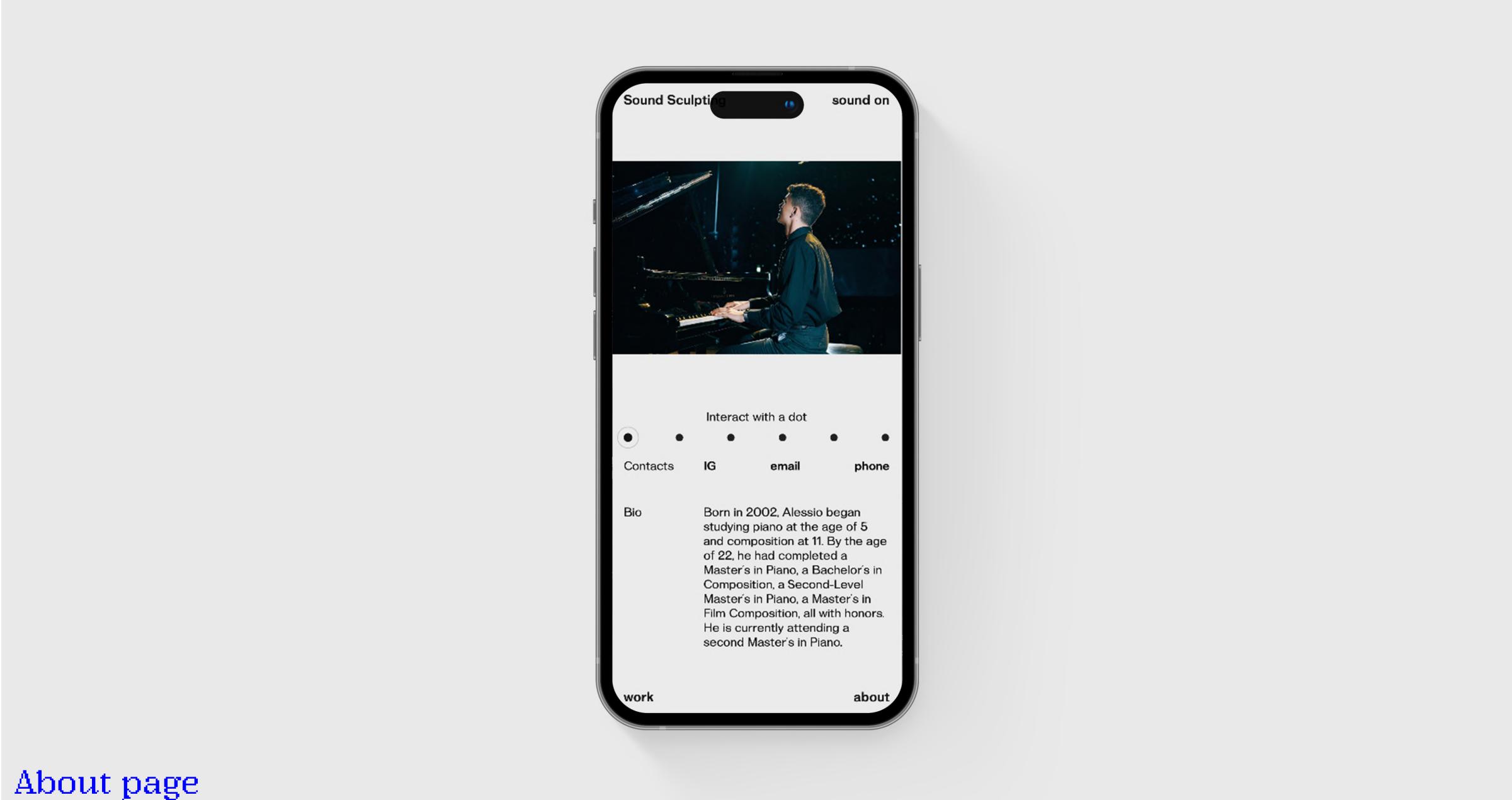
0:07 —————— 2:30

work

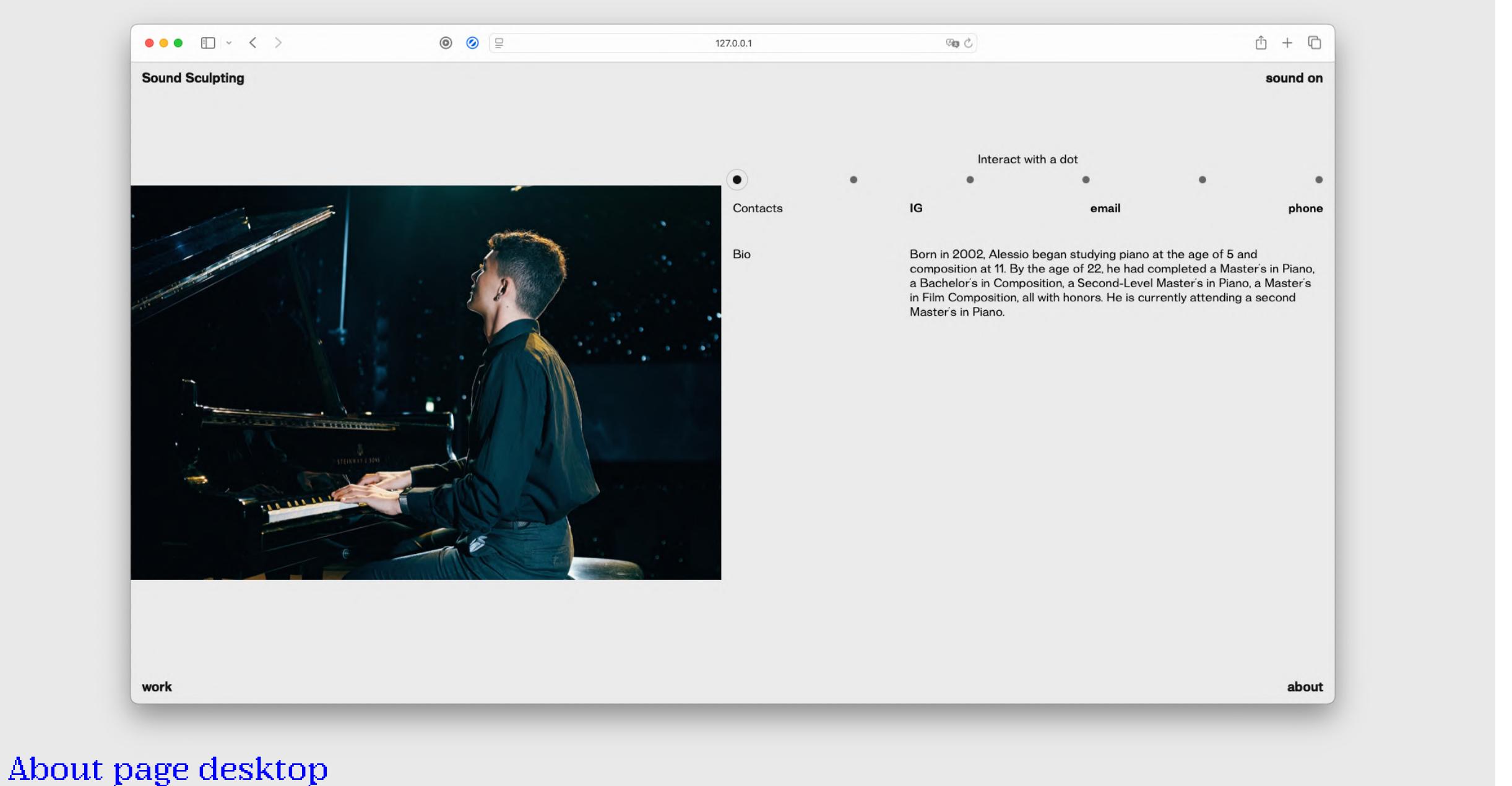
about

[365 Album tracklist](#)

MM



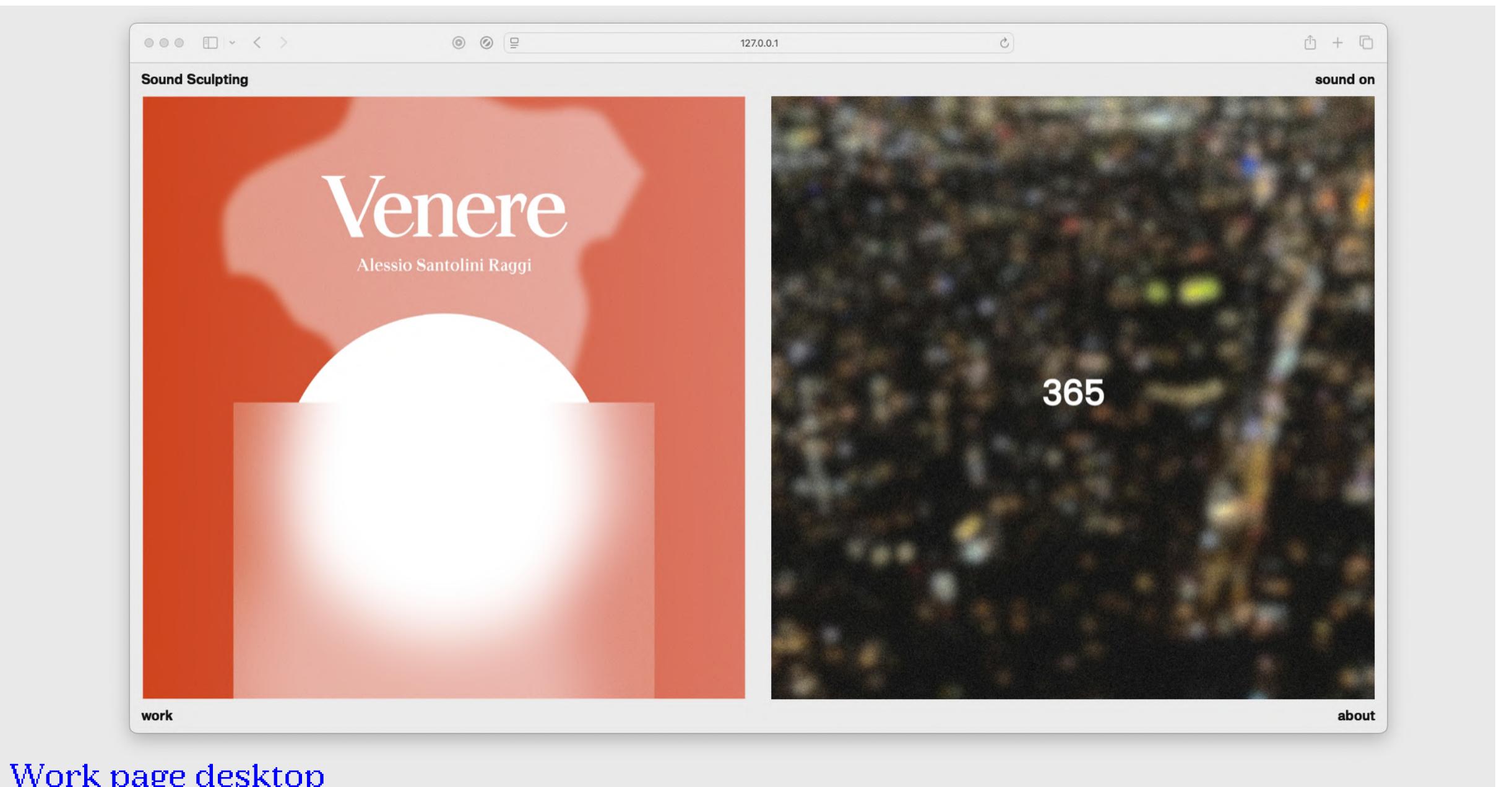
About page



About page desktop



Works page



Work page desktop

# —RHITA - Reshaping fashion made in Italy

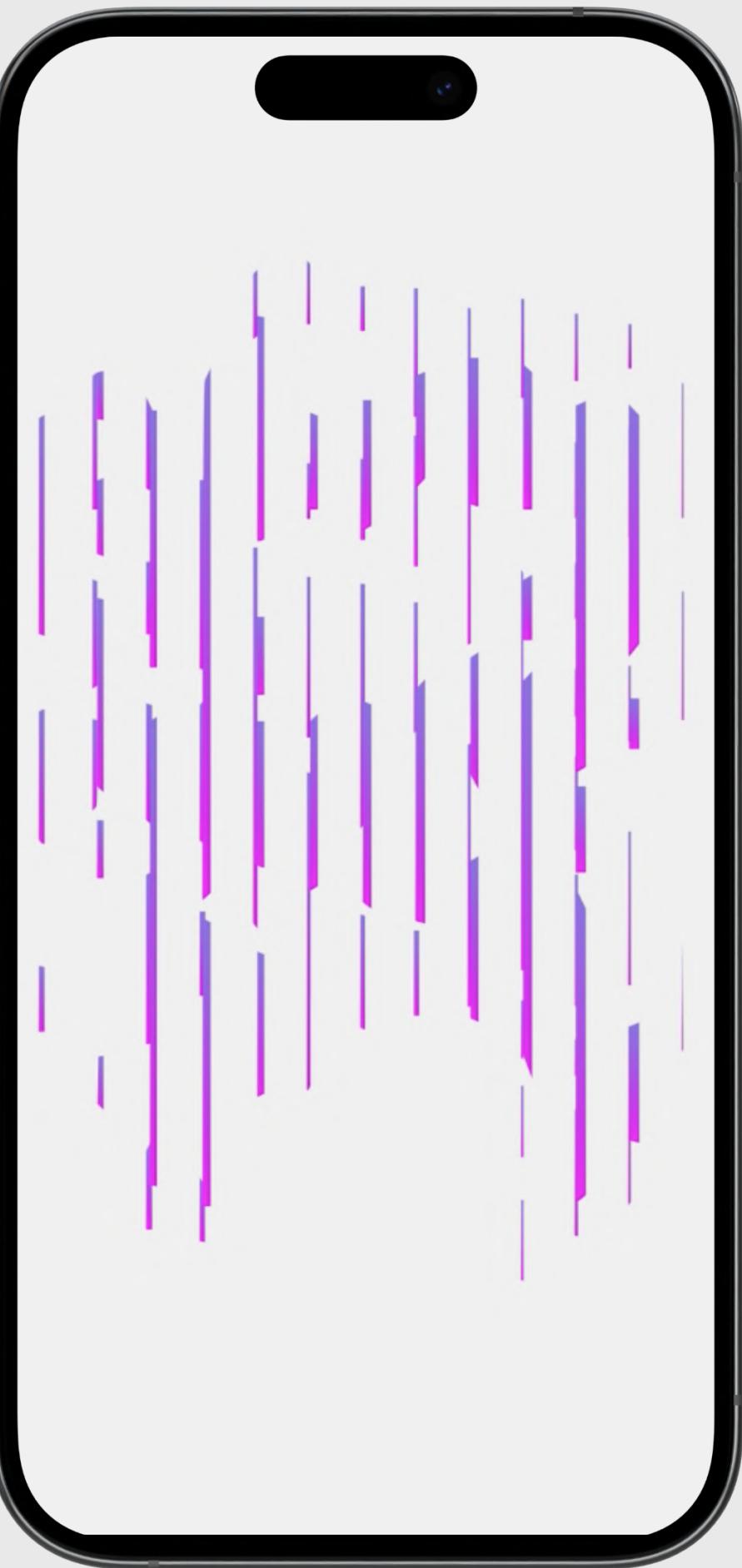
04

## — Live Site

RHITA is a design-driven research project that connects universities, fashion education, and local supply chains to foster sustainable, digital and inclusive innovation across Italy. The goal of the website is to, not only showcase the extensive work that has been done, but also to connect with future interested stakeholders to enhance human capital, promote digital and sustainable transformation.

The website has been developed in Wordpress, creating reusable content templates that are updated and used to share, archive, and communicate the results, as well as, pilot projects about ongoing researches and studies.

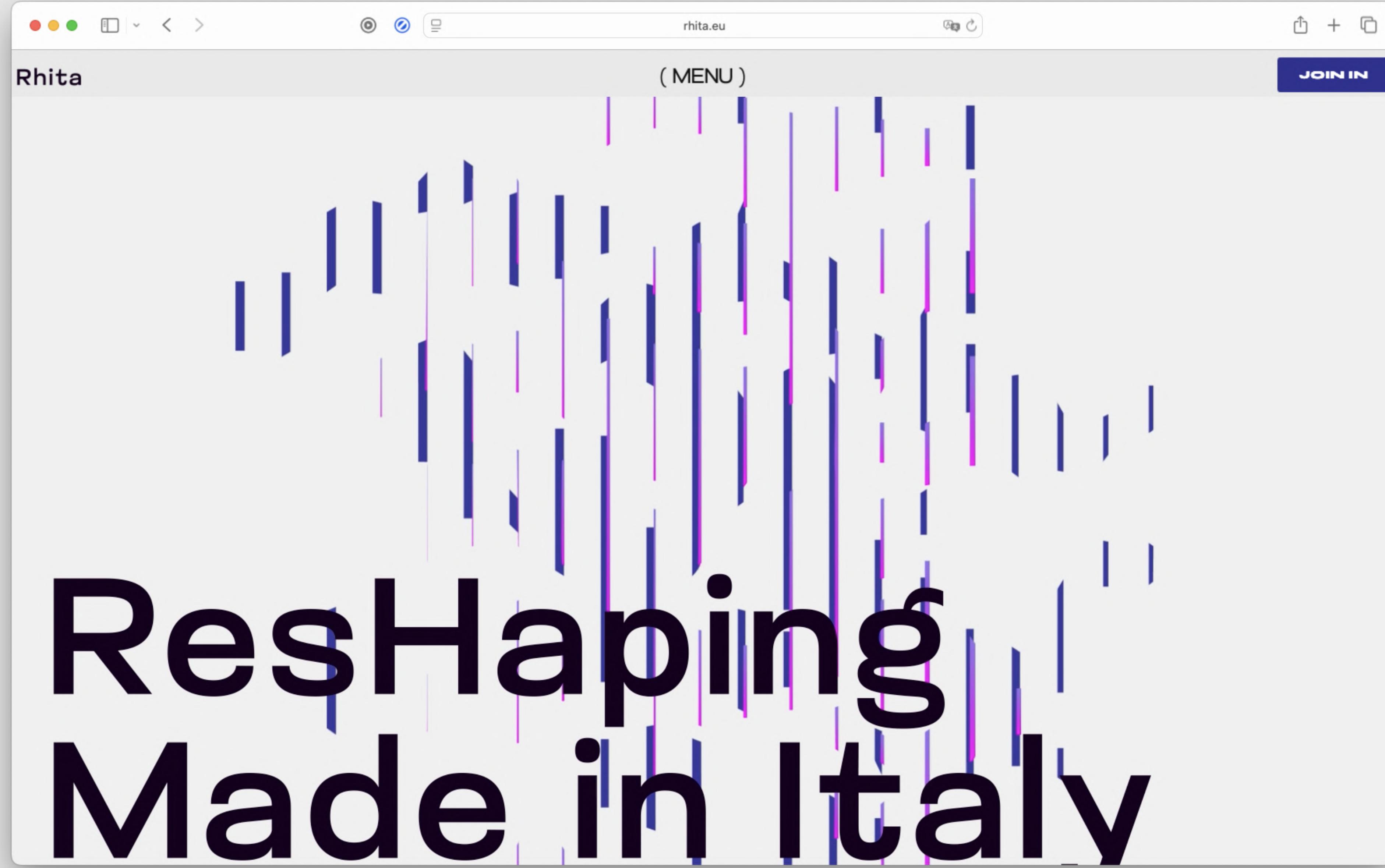
The project required also the production of 3 data visualizations about fashion & identities, manufacturing and fashion education, to depict the state of the art of the industry in the country.



field – UX/UI / coding

year – 2025

type – Commissioned



**ABOUT**

**(PROJECT)**

RHITA is a design-driven research project that connects universities, fashion education, and local supply chains to foster sustainable, digital and inclusive innovation across Italy.

**JOIN IN**

Home - About section

UNIVERSITIES	REGIONS	DIFFUSE LIVING LAB	TRAJECTORIES
5 fashion and design universities collaboration	4 Campania, Lombardia, Toscana, Veneto	1 fashion Italian scientific network	3 design-driven and cross-disciplinary methodologies
<b>INTERVIEWS</b> <b>+800</b> fashion students	<b>INTERVIEWS</b> <b>+30</b> fashion stakeholders	<b>CONFERENCES</b> <b>+7</b> participations in design and fashion conferences	<b>PROJECTS</b> <b>+10</b> fashion design projects developed

**JOIN IN**

Home - The numbers section

**About**

**Shaping Fashion Made in Italy**

**Re-Shaping Fashion Made in Italy**

**RHITA projects**

**Oracle**

**JOIN IN**

**CURIOUS ABOUT THE PROJECT?**

**JOIN IN.**

**CONTACT**

**SOCIALS**

**JOIN IN**

Mega-menu

Footer

MM

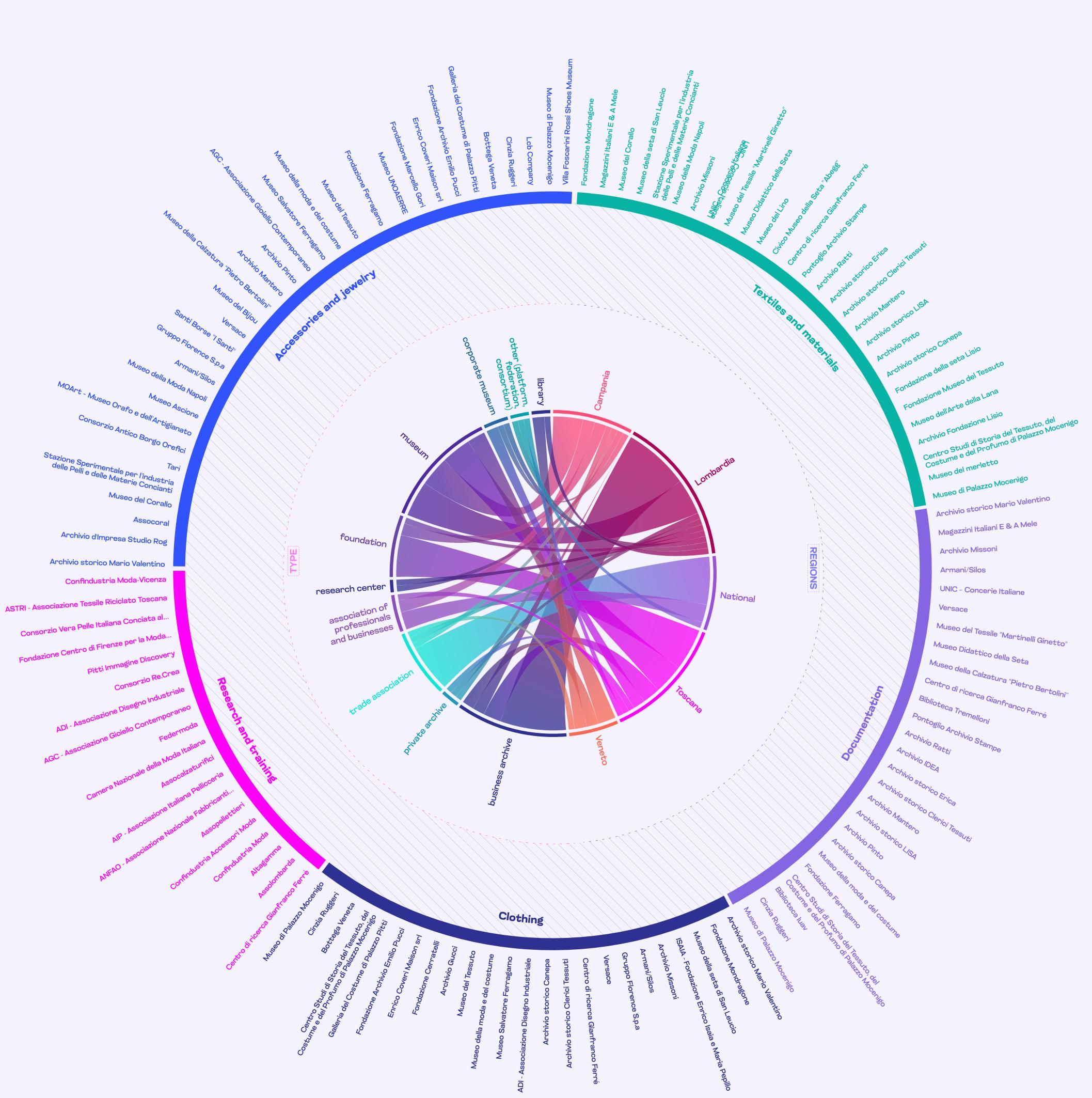
**NAVIGATING FASHION CONSUMER ARCHETYPES**

**YAMAMAY RELOADED WITH PRISM**

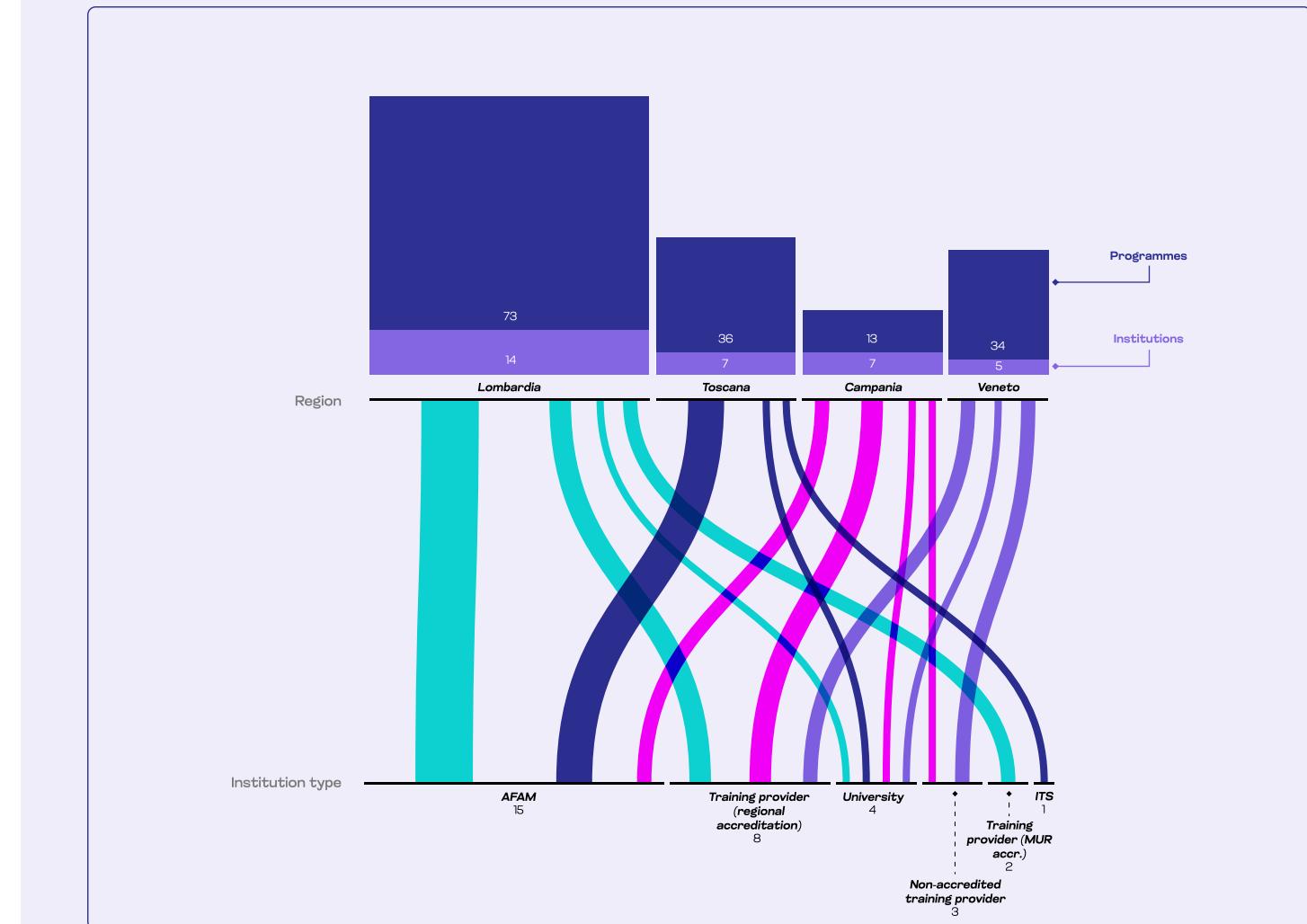
**JOIN IN**

Rhita Projects

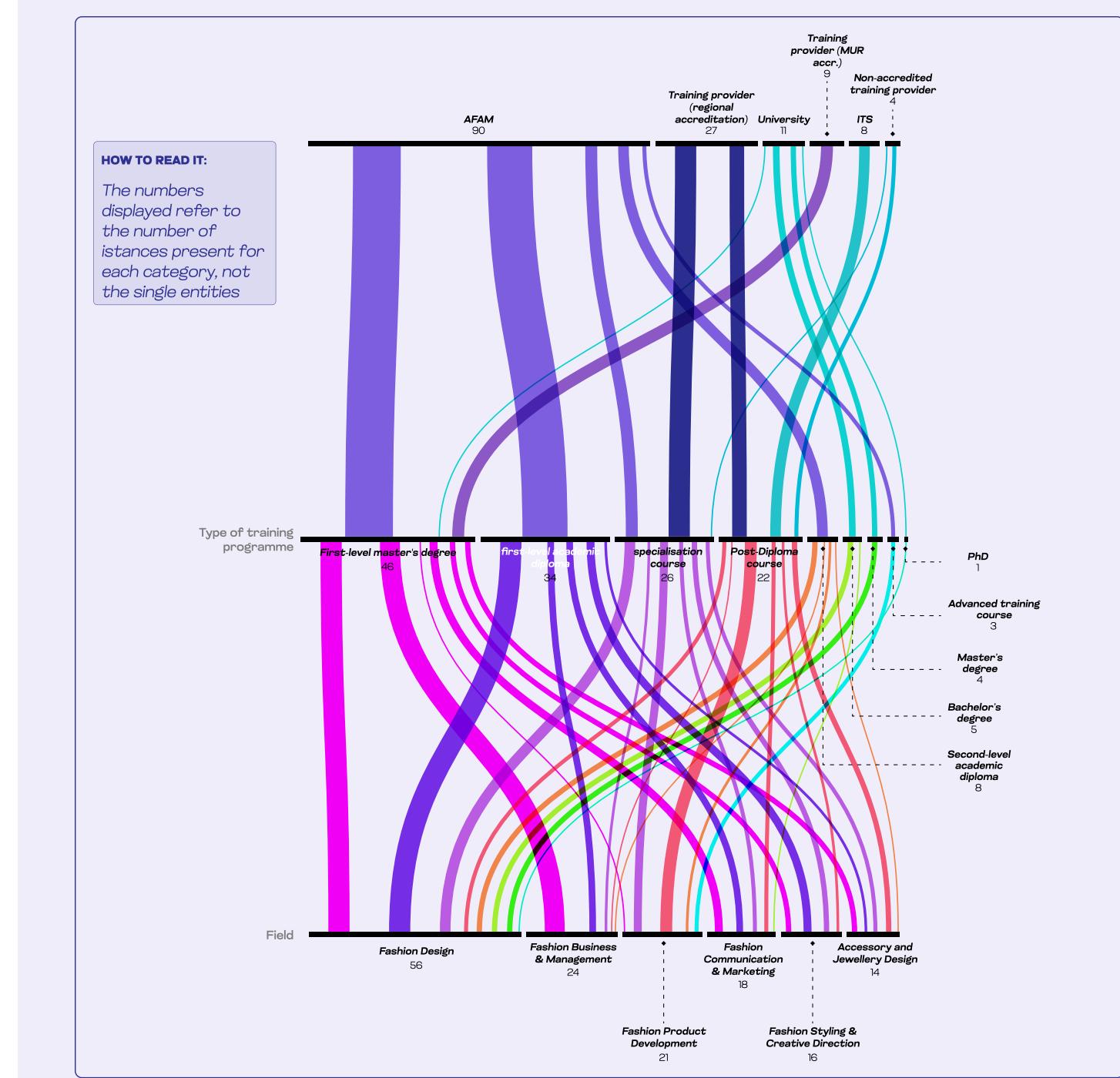
# **IDENTITY AND VALUES**



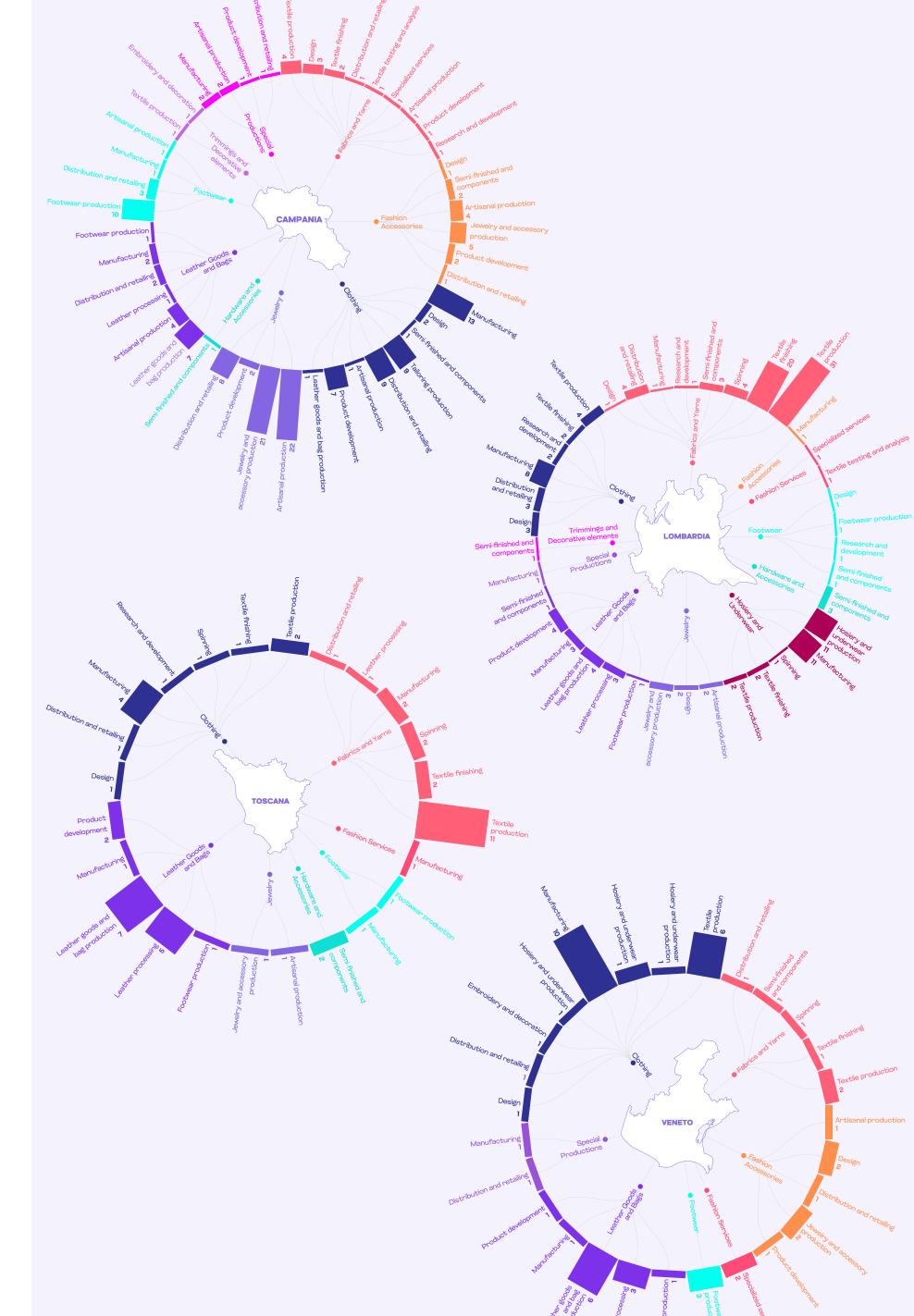
# FASHION EDUCATION



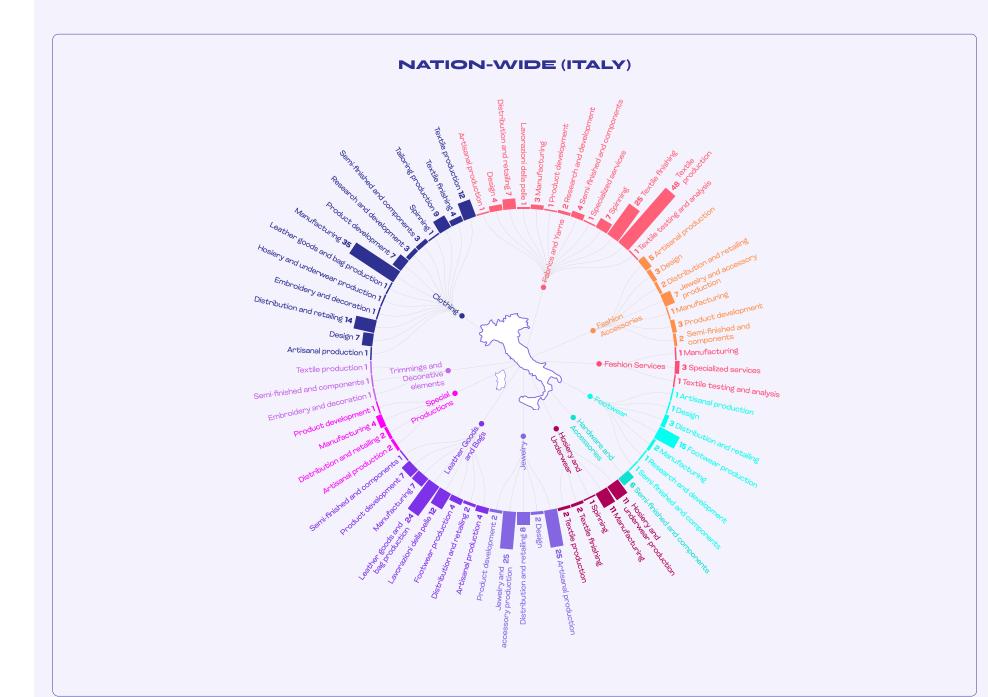
**HOW TO READ IT:**  
The numbers displayed refer to the number of instances present in each category, rather than the single entities



**FASHION MANUFACTURING**



NATION-WIDE (ITALY)



# —So Cliché

05

## — Live Site

So Cliché is a digital archive built upon investigation and data analysis aimed to understand the future societal representation in architecture renders.

We therefore analyzed the people in renders, how they dress and what they seem to be doing. We also decided to include the different means of transportation depicted in the renders, as they can tell us a lot about the values of this imaginary future society. The analysis process started by selecting relevant projects of the Milan area and then finding the renders related to said projects. The following step consisted in cutting out all the people inside the render and catalogue them for the digital archive.

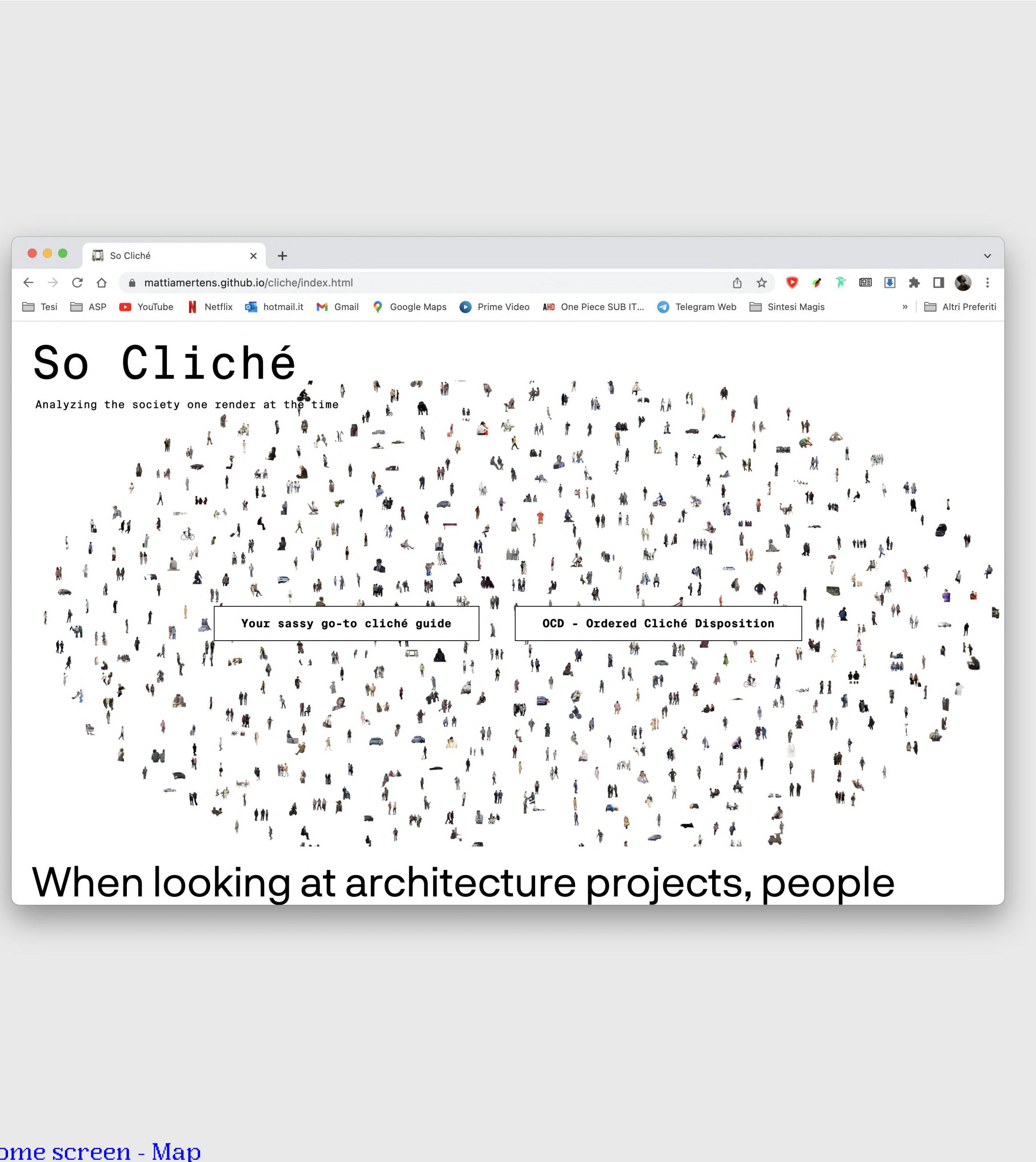
The archive consists in a fully explorable website, built on 3D.js, divided into two main sections: "Your sassy go-to cliché guide" and "OCD – Ordered Cliché Disposition". The first one explores the 19 different categories of cliches that originated from the analysis of the images, with descriptions and the individual cutouts from the renders. The OCD is the more interactive part, where the user can filter the dataset based on two parameters: the project in which the people are and the position inside the render.



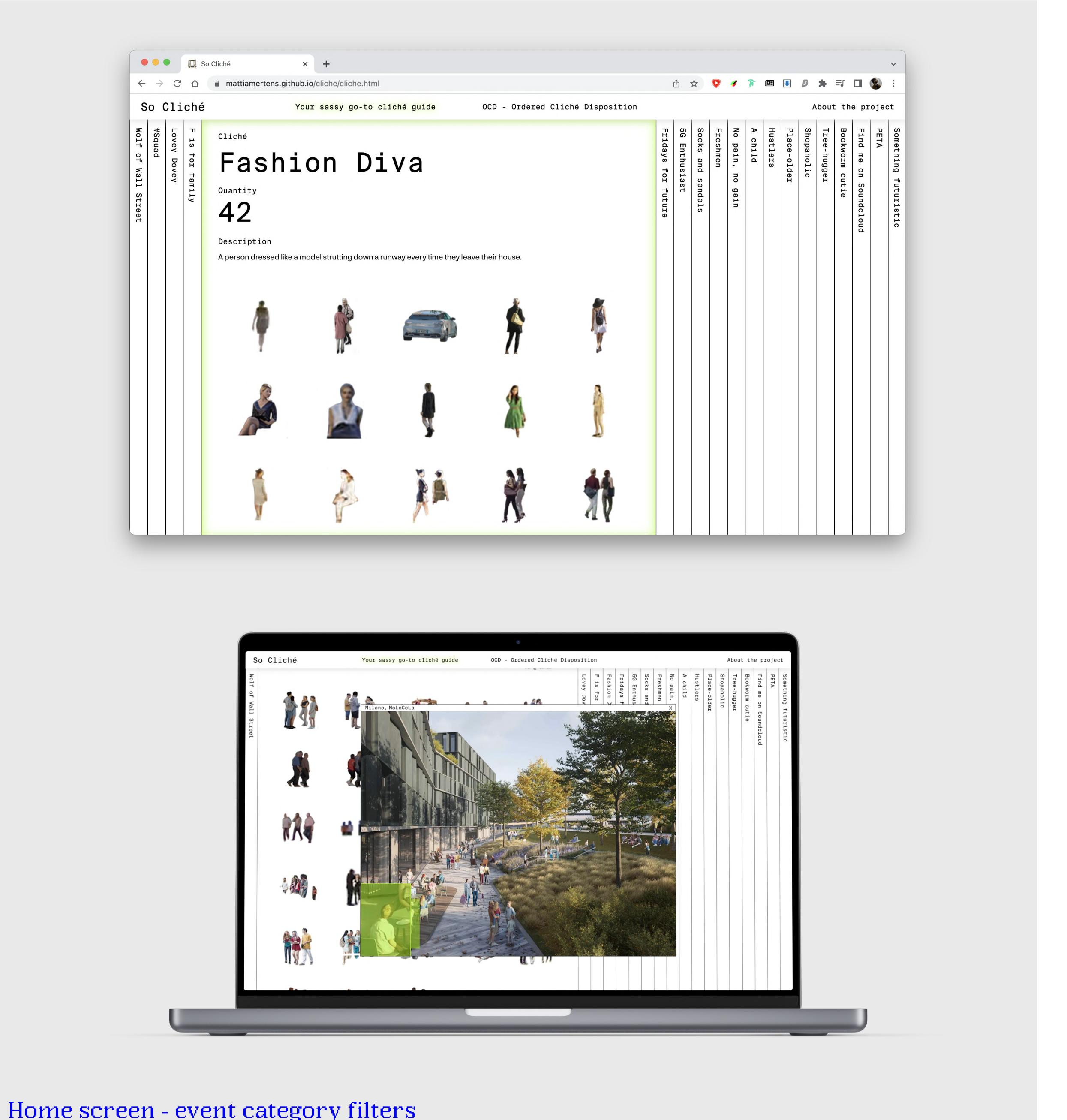
field – UX/UI / coding

year – 2022

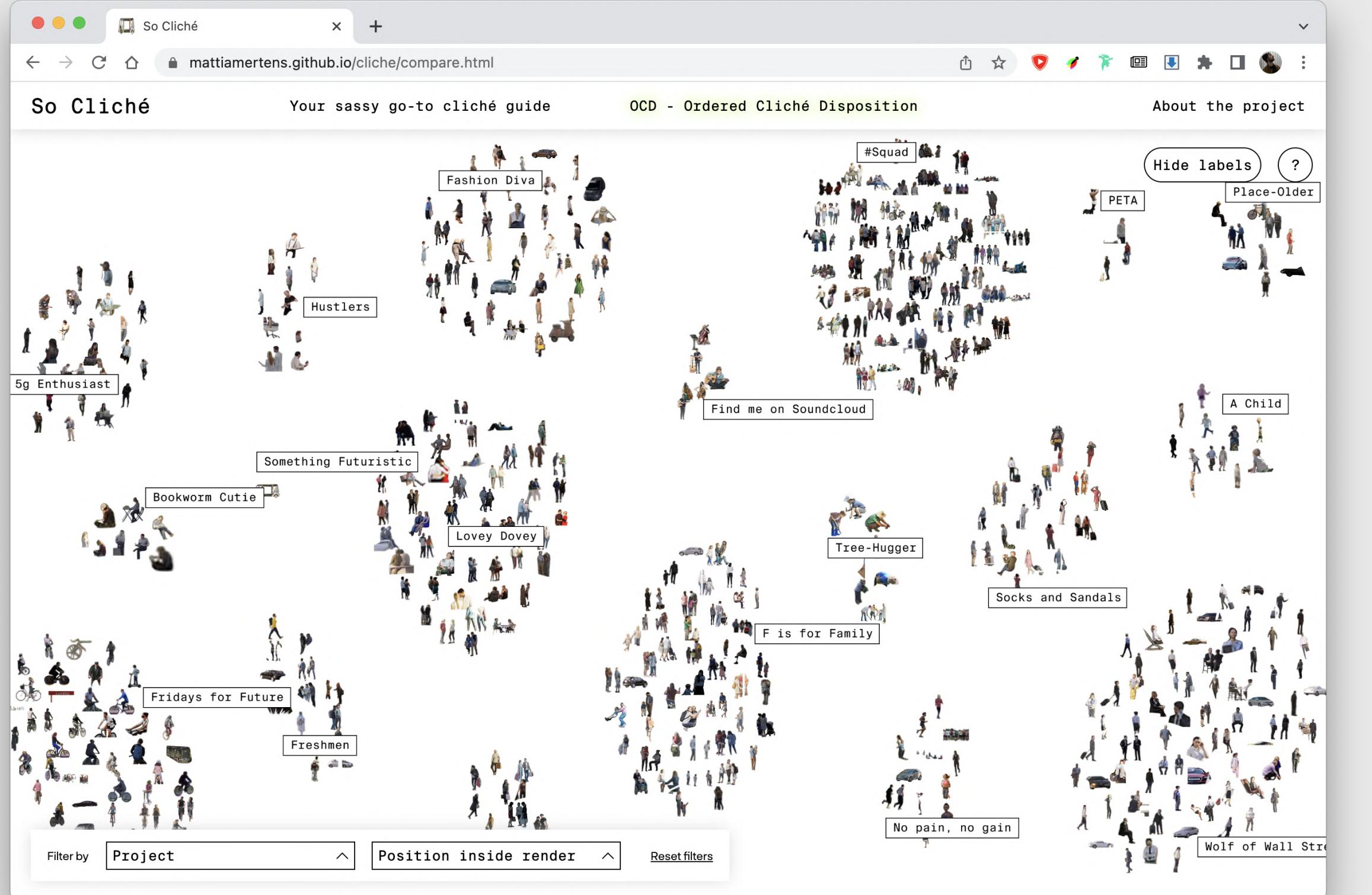
type – Commissioned



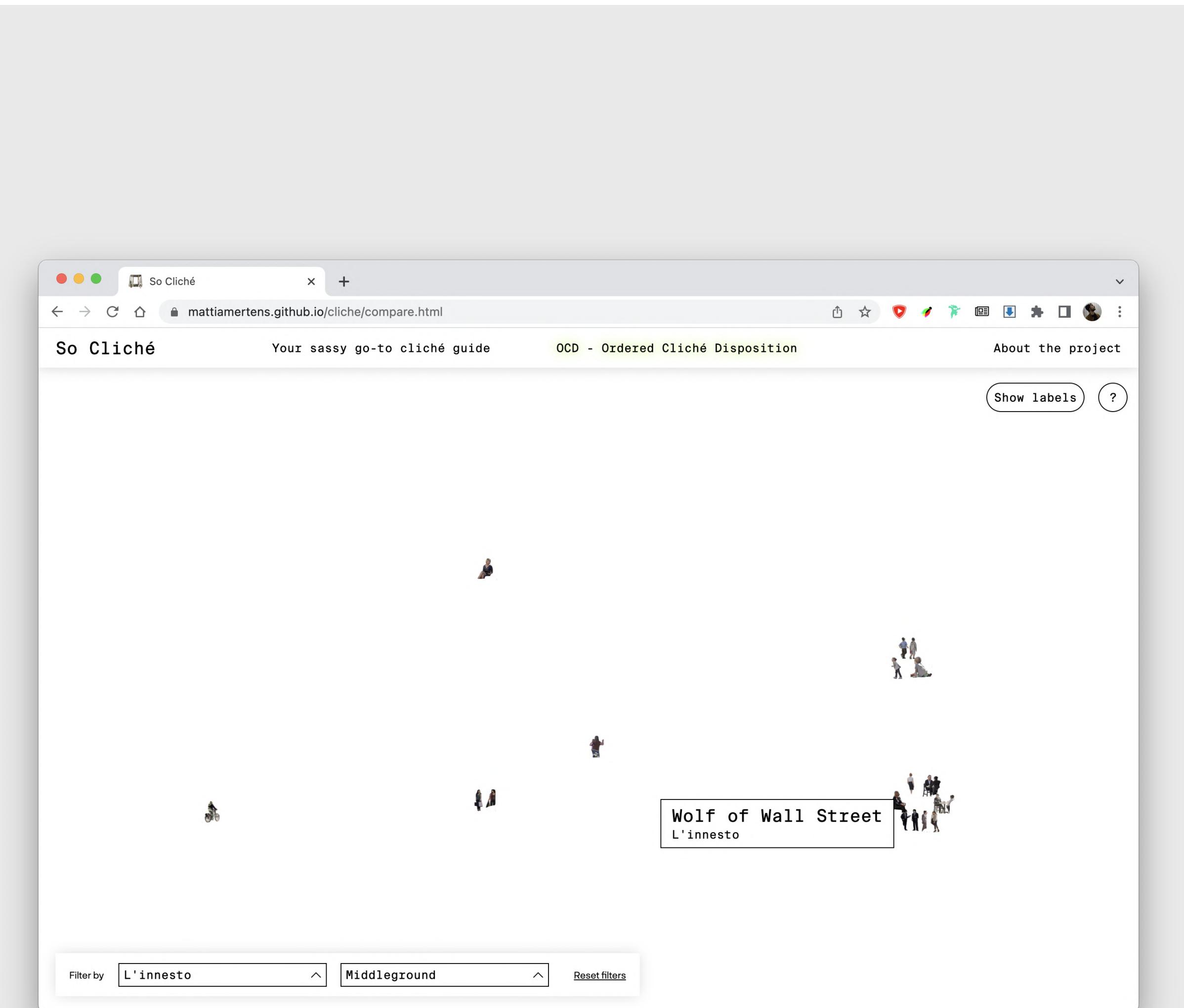
MM



## Home screen - event category filters



Home screen - Event cluster



Home screen - Single event

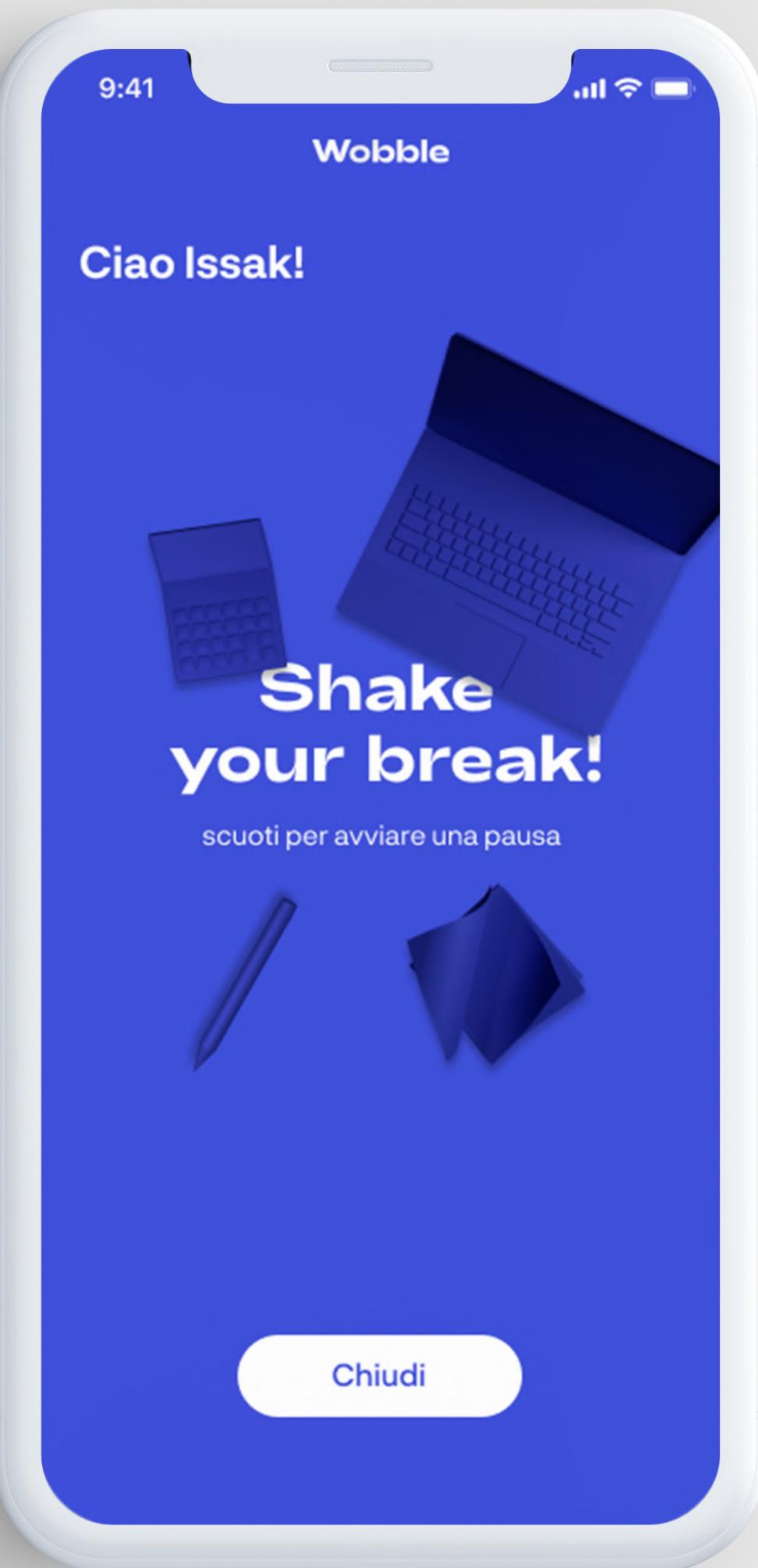
# —Wobble

06

[— Live Site](#)  
[— Video](#)  
[— Prototype](#)

Wobble is a fictional app that allows you to spend time with your colleagues even when working from home. Shake up your break by meeting new people and discovering you have more common interests than you ever thought. Through accurate user profiling, based on interests and habits, the application is able to combine random calls with colleagues that share the same passions, in order to improve the breaks in the new daily life brought by the pandemic.

An additional functionality allows the user to have more serendipitous and unplanned calls: whether contacting colleagues that you don't interact with so much or contacting people depending on what topic you feel you want to discuss at that moment. During the design phases, the workers' circumstances, working remotely, in presence and mixed, were thoroughly investigated, with surveys, interviews and diary studies, to fully grasp the needs and propose the most suited solution for the working environment. Particular attention to user flow and an effective and modern UI make Wobble easy to use and at the same time fun and engaging.



field – UX/UI / coding

year – 2021

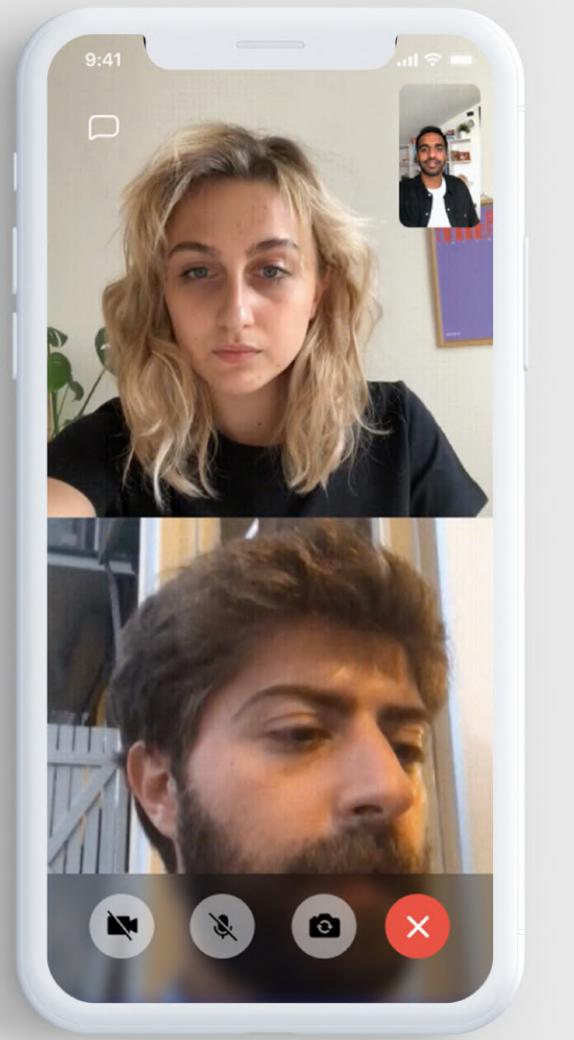
type – POC



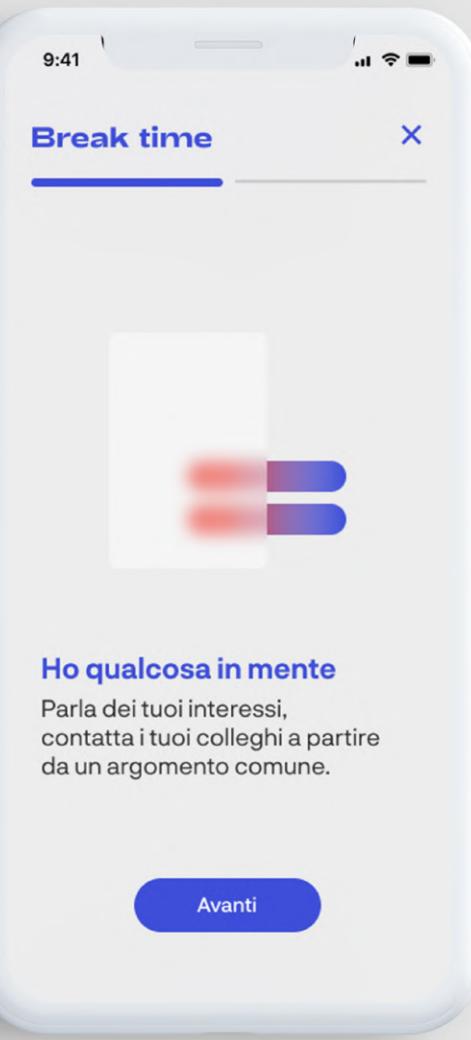
Home screen

The first screenshot shows a section titled "Scegli chi contattare a seconda di quanto vi conoscete" (Choose who to contact based on how well you know them). It features a smartphone displaying a message: "Con chi vuoi parlare? ^". Below the phone is a note: "Con l'applicazione tu e i tuoi colleghi potrete sfruttare le vostre pause per approfondire il vostro rapporto." The second screenshot shows a section titled "Conosci colleghi con i tuoi stessi interessi" (Know colleagues with your own interests). It features a smartphone displaying a message: "Di cosa vuoi parlare? ^". Below the phone is a note: "Grazie a Wobble scoprirai un nuovo modo di vivere le tue pause caffè!". The third screenshot shows a section titled "Rompi il ghiaccio" (Break the ice). It features a smartphone displaying a message: "Con chi vuoi parlare? ^ Rompi il ghiaccio con una domanda". Below the phone is a note: "Scegli la cerchia con la quale vuoi trascorrere il tuo break, pon una domanda per rompere il ghiaccio o, se hai poca fantasia, scegli tra le domande suggerite!". At the top of each screenshot, there's a navigation bar with links: "Caratteristiche", "Piani e prezzi", "Osa dicono di noi", "FAQ", and an "Iscriviti" button. Below the navigation bar, there are three circular icons with colored dots: red, blue, and green, labeled "Nuove conoscenze", "Ci siamo già visti", and "Colleghi stretti".

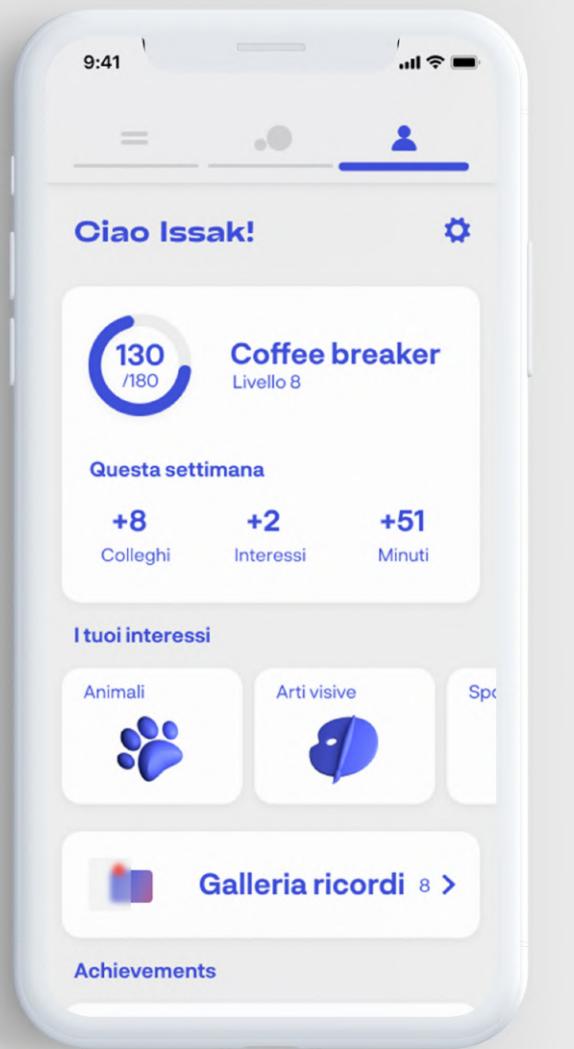
Home screen - call starter possibilities



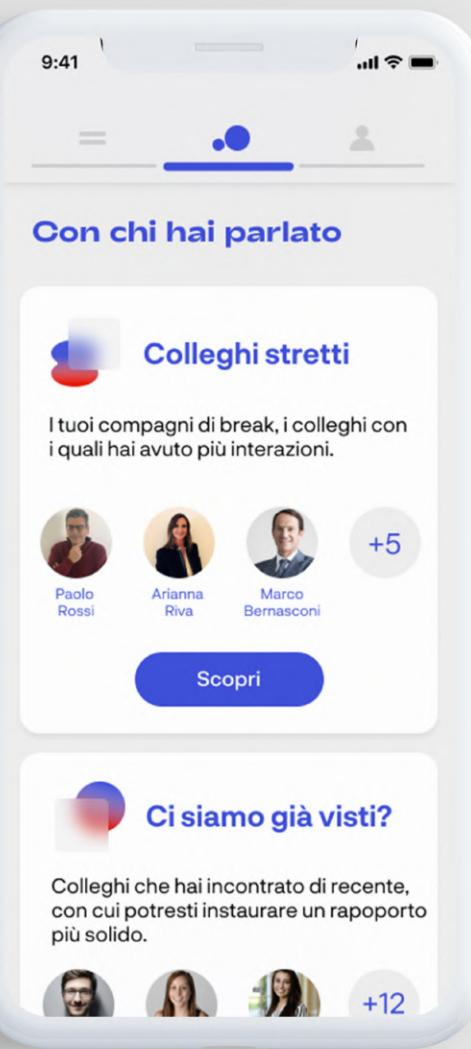
Interactive call with colleagues



Call starter based on common interests



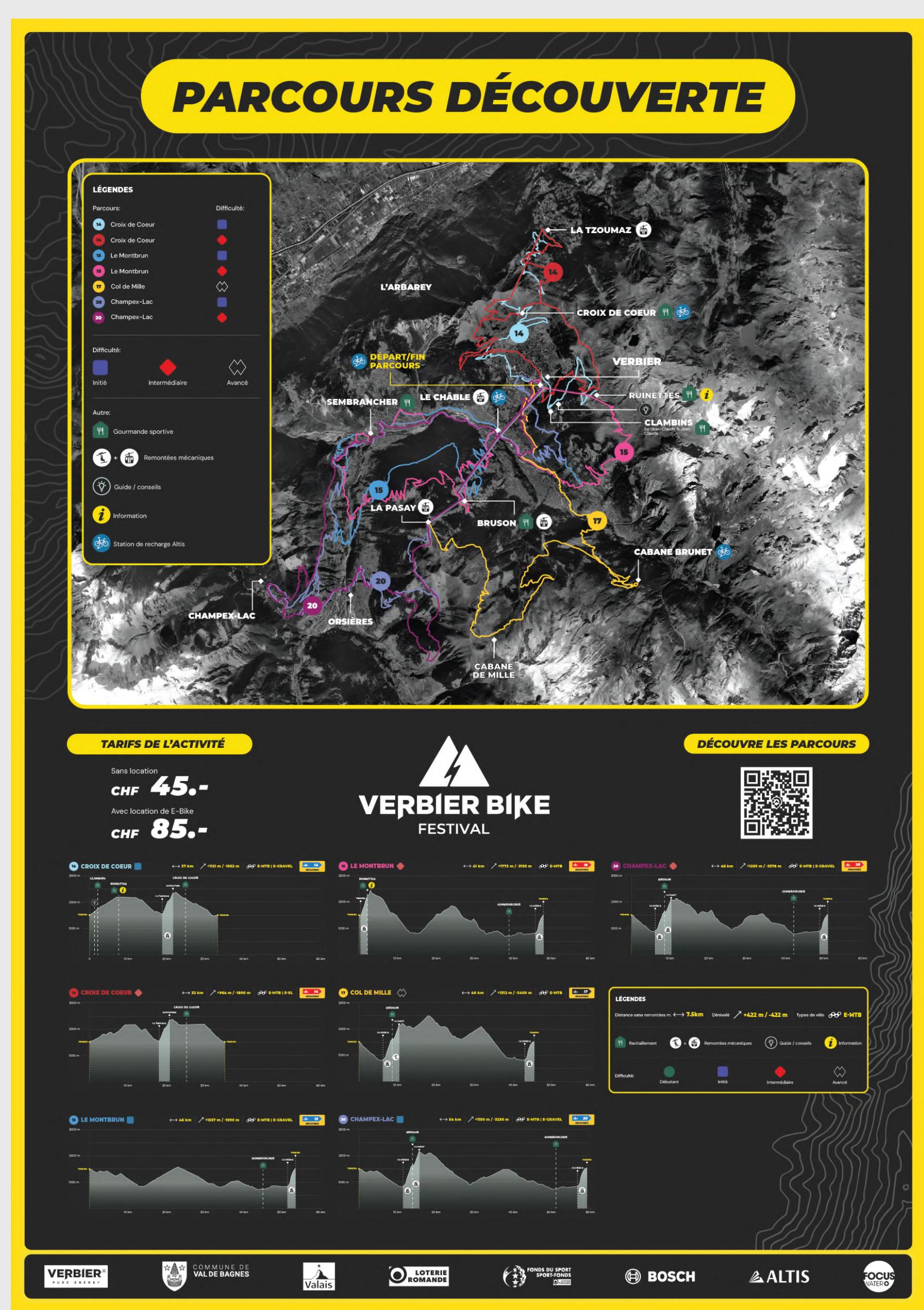
User profile

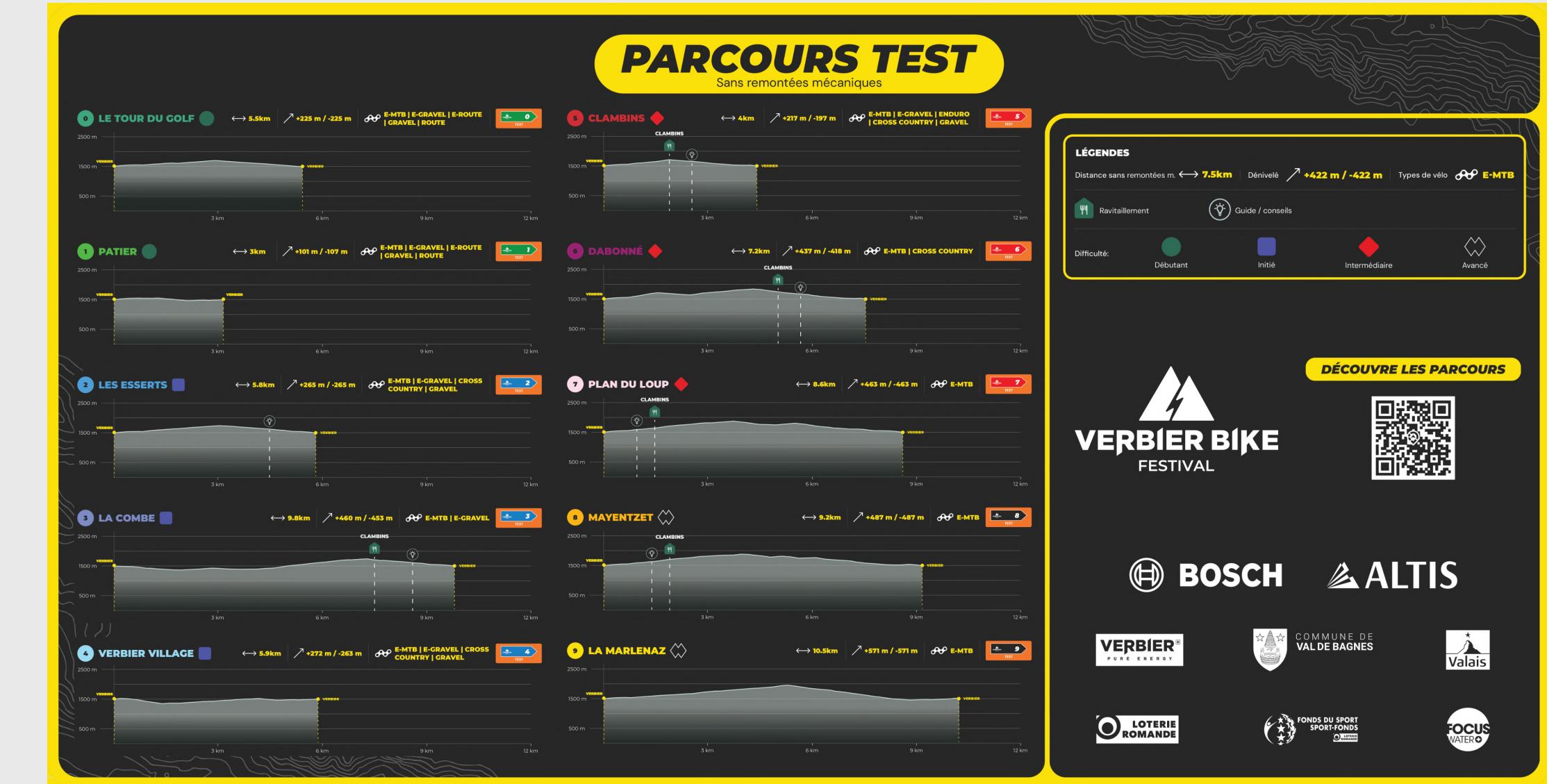
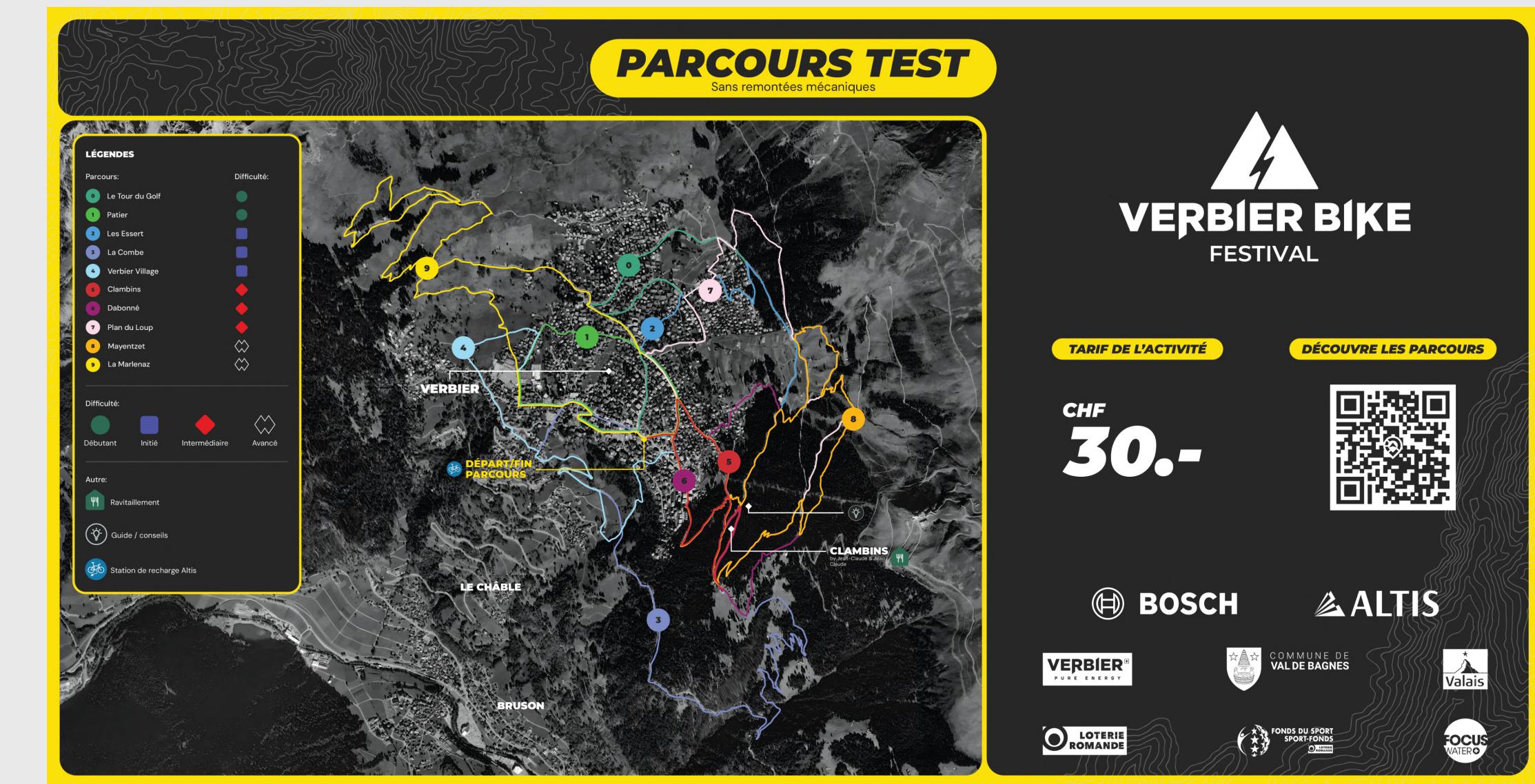
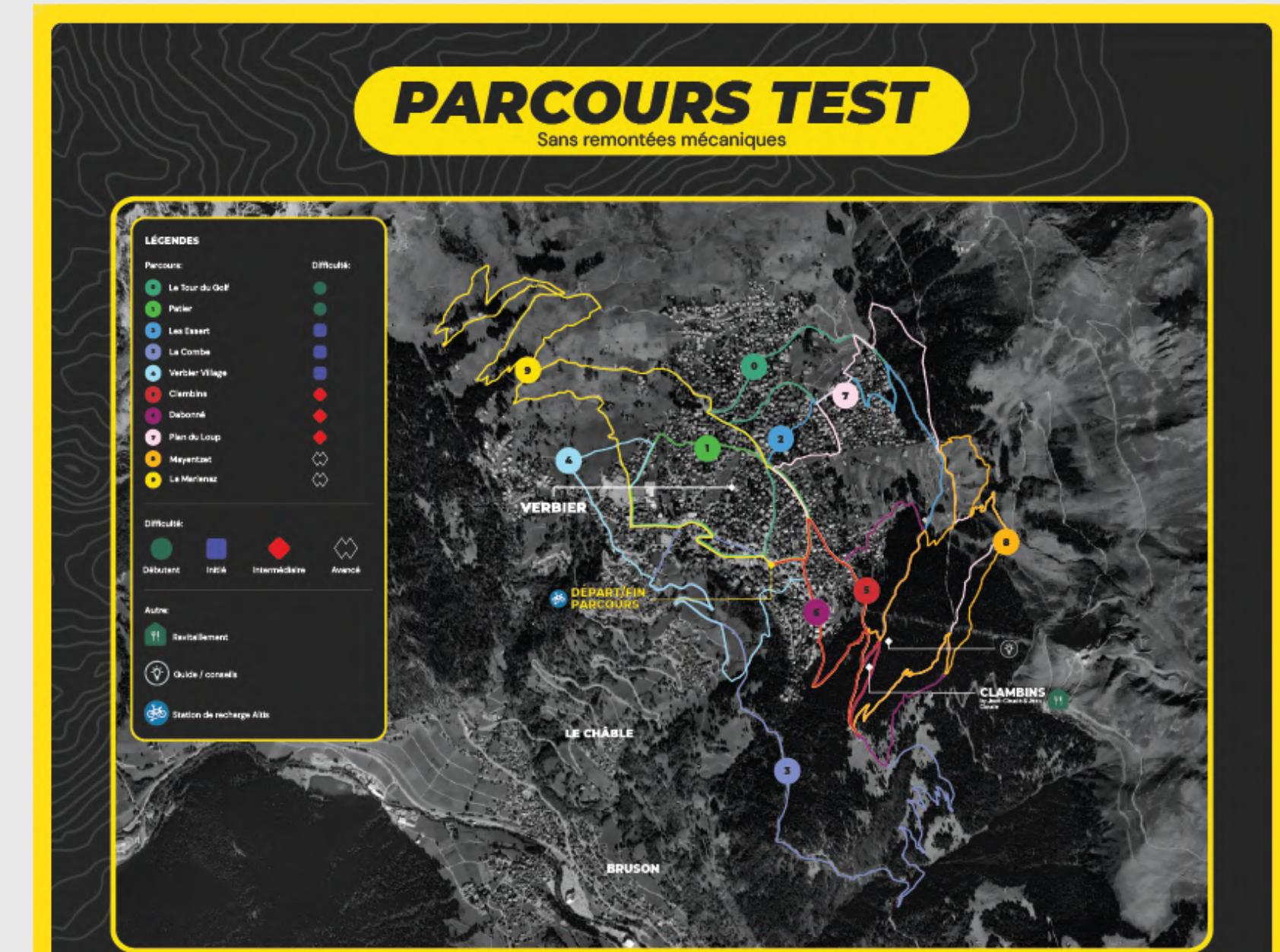


Call starter based on colleagues' circles

Since 2019, every summer, the Verbier bike festival crafts adventures on two wheels, this year even expanding and offering full experiences not only for e-bikes, but for every bike model. The festival's core values lie amongst bringing people together through biking, fostering community, and creating lasting memories in the heart of the Swiss Alps.

The different bike experiences range from kids activities to orienteering/enduro challenges and each one requires a distinct set of assets, maps and visuals – all sharing the same brand identity – declined also in different formats and adapted for various supports throughout the entire festival village.

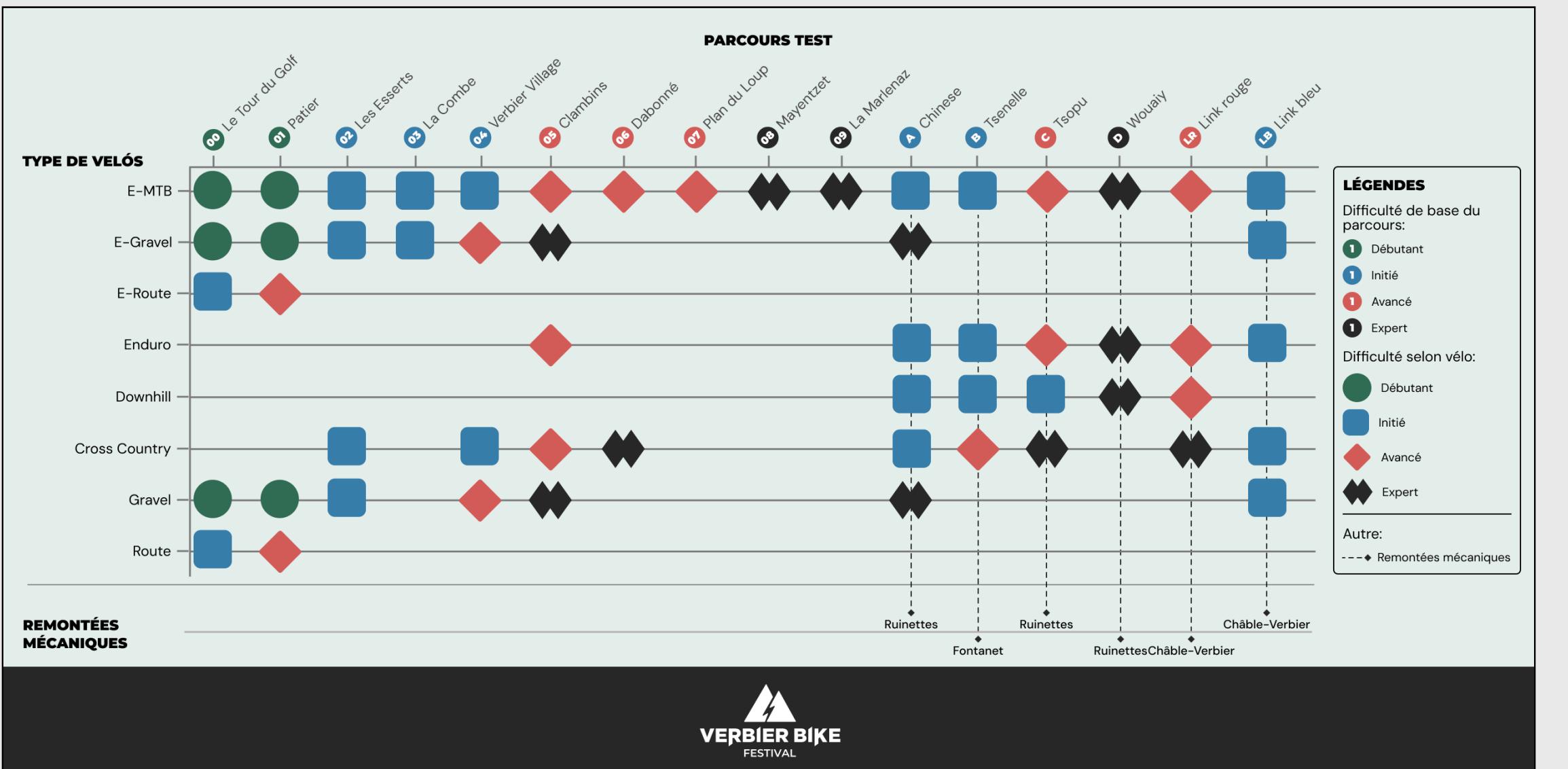
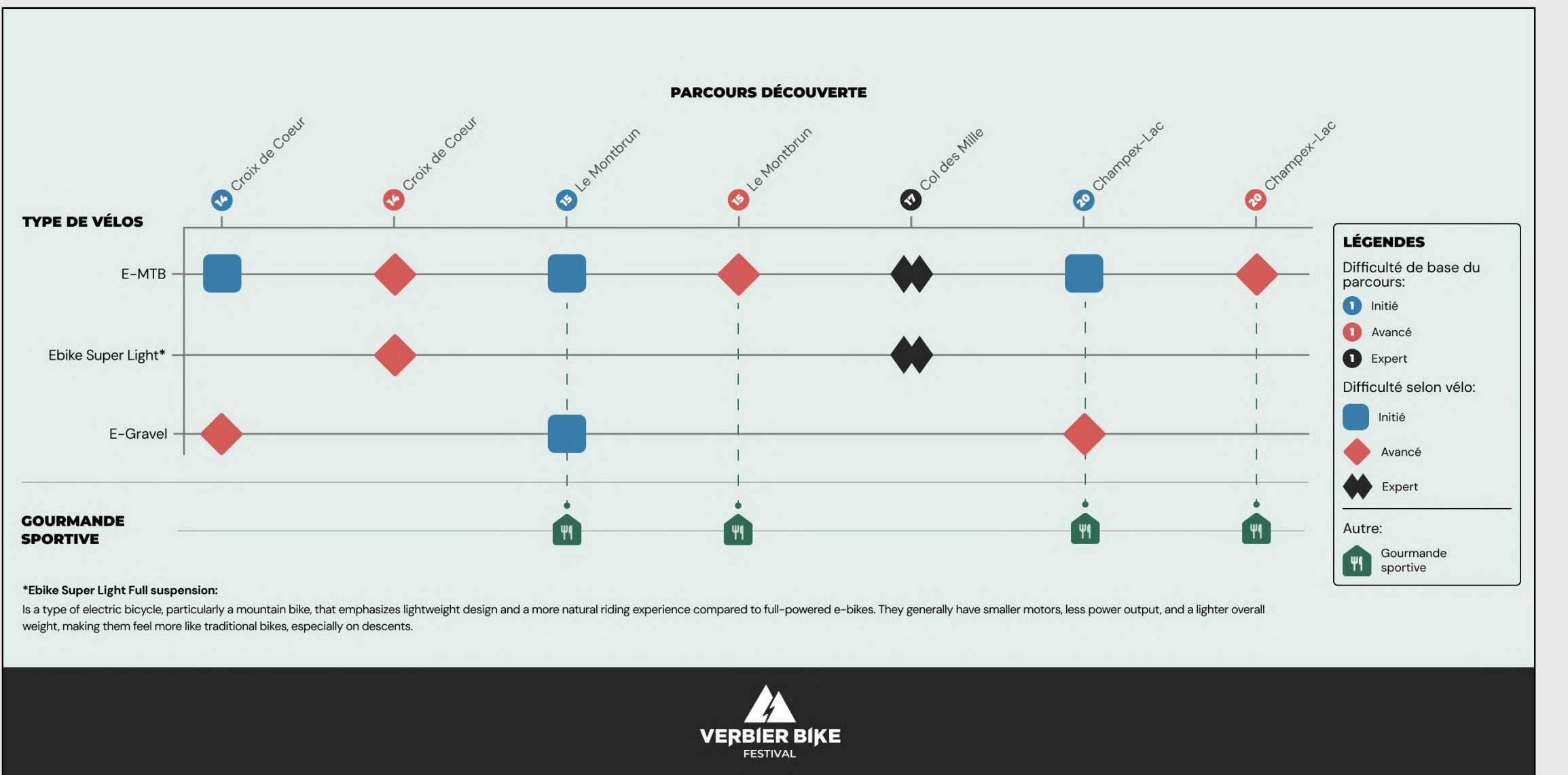




Single infoboard with Test tracks information

MM

Double infoboard with Test tracks information



Trail difficulty

MM



Kids activity

# RANDO GOURMANDE BY ALTIS

## Stop #1 : LE FOUR BANAL

On démarre la journée autour du vieux four du village, entre pain chaud, confitures maison et bons cafés. Le cadre est simple, l'ambiance conviviale, et l'odeur du petit dej flotte dans l'air... bienvenue en Valais.

## Stop #2 : RACLETT'HOUSE CHEZ EDDY

Un apéro chez Eddy, c'est plus qu'un simple arrêt. On s'y retrouve pour lever le coude, profiter du lieu et de l'accueil du maître des lieux. Même sans raclette, on sent qu'on est chez un passionné – et ça se ressent.

## Stop #3 : FROMAGERIE D'ETIEZ

Pause raclette bien méritée ! Une belle tranche fondue, un bout de pain, et le Valais dans l'assiette. C'est simple, c'est bon, et ça rassemble autour d'un vrai goût du terroir.

## Stop #4 : COUVERT DU ROSAY

Un coin tranquille à l'ombre pour se poser après le repas. Entre glace, café ou petite eau-de-vie locale,

chacun trouve sa manière de digérer en douceur avant de reprendre la route.

## Stop #5 : LE CENTRE D'APICULTURE

On termine le repas sur une note sucrée, avec un dessert aux abricots, miel ou autres douceurs du coin. Une petite pause gourmande dans l'univers des abeilles et du savoir-faire local.

## Stop #6 : LE MUSÉE DU VAL DE BAGNES

Une escale culturelle au cœur du village, pour découvrir un peu plus la région qu'on traverse. Un lieu calme, ombragé, parfait pour poser le vélo, souffler, et s'imprégner de l'histoire locale.

## Stop #7 : KOTI AFTER BIKE

On clôt la journée comme il se doit : entre amis, un verre à la main et la tête pleine de souvenirs. L'ambiance est détendue, le lieu accueillant... le genre d'endroit où on resterait bien un peu plus longtemps.

VERBIER<sup>®</sup>  
PURE ENERGY

COMMUNE DE  
VAL DE BAGNES

Valais

LOTERIE  
ROMANDE

FONDS DU SPORT  
SPORT-FONDS

BOSCH

ALTIS

FOCUS  
WATERPOLO

# RANDOS GOURMANDES SPORTIVES

## STOP 1

## ÉTAPE 2

## ÉTAPE 3

## ÉTAPE 4

<b>15 MONTBRUN BLEU</b>	CAFÉ MONT-FORT	LA CÔT	LA CATOGNE	LE KOTI
<b>15 MONTBRUN ROUGE</b>				
<b>20 CHAMPEX-LAC BLEU</b>	RESTAURANT LA PASAY	QUAI DE L'OURS	TABLE DU GLACIER	LE KOTI
<b>20 CHAMPEX-LAC ROUGE</b>				

## TARIFS DE L'ACTIVITÉ

Sans location

**CHF 89.-**

Avec location vélo

**CHF 129.-**

## DÉCOUVRE LES PARCOURS

**VERBIER BIKE**  
FESTIVAL

VERBIER BIKE FESTIVAL

COMMUNE DE  
VAL BAGNES

Valais

LOTERIE ROMANDE

FONDS DU SPORT  
SUISSE

BOSCH

ALTIS

FOCUS WATER

## Rando Gourmande tracks infoboard

## RANDO GOURMANDE BY ALTIS

**TARIFS DE L'ACTIVITÉ**

Sans location: CHF 89.-  
Avec location vélo: CHF 129.-

**VERBIER BIKE**  
FESTIVAL

**DÉCOUVRE LES PARCOURS**

**Stop #1 : LE FOUR BANALE**  
On démarre la journée autour du vieux four du village, entre pain chaud, confitures maison et bons cafés. Le cadre est simple, l'ambiance conviviale, et l'odeur du petit dej flotte dans l'air... bienvenue en Valais.

**Stop #2 : RACLETT'HOUSE CHEZ EDDY**  
Un apéro chez Eddy, c'est plus qu'un simple arrêt. On s'y retrouve pour lever le coude, profiter du lieu et de l'accueil du maître des lieux. Même sans raclette, on sent qu'on est chez un passionné – et ça se ressent.

**Stop #3 : FROMAGERIE D'ETIEZ**  
Pause raclette bien méritée ! Une belle tranche fondue, un bout de pain, et le Valais dans l'assiette. C'est simple, c'est bon, et ça rassemble autour d'un vrai goût du terroir.

**Stop #4 : COUVERT DU ROSAY**  
Un coin tranquille à l'ombre pour se poser après le repas. Entre glace, café ou petite eau-de-vie locale, chacun trouve sa manière de digérer en douceur avant de reprendre la route.

**Stop #5 : LE CENTRE D'APICULTURE**  
On termine le repas sur une note sucrée, avec un dessert aux abricots, miel ou autres douceurs du coin. Une petite pause gourmande dans l'univers des abeilles et du savoir-faire local.

**Stop #6 : LE MUSÉE VAL DE BAGNES**  
Une escale culturelle au cœur du village, pour découvrir un peu plus la région qu'on traverse. Un lieu calme, ombragé, parfait pour poser le vélo, souffler, et s'imprégner de l'histoire locale.

**Stop #7 : KOTTI AFTER BIKE**  
On clôt la journée comme il se doit : entre amis, un verre à la main et la tête pleine de souvenirs. L'ambiance est détendue, le lieu accueillant... le genre d'endroit où on restera bien un peu plus longtemps.

**DÉCOUVRE LES PARCOURS**

**ROAD GOURMANDE CLASSIQUE**

**LÉGENDES**  
Distance: 33.5km | Dénivelé: +834 m / -834 m | Types de vélo: E-MTB  
Etape gourmande | Stop culturel | Info-point, accès et récupération vélo

**ROAD GOURMANDE DÉLICES**

**TARIFS DE L'ACTIVITÉ**

Sans location: CHF 189.-  
Avec location vélo: CHF 229.-

**VERBIER BIKE**  
FESTIVAL

**DÉCOUVRE LES PARCOURS**

**Stop #1: LE SONALON**  
Commencez votre journée en douceur avec un petit déjeuner généreux au restaurant Le Sonalon, dans un cadre paisible, avec une vue imprenable sur les montagnes.

**Stop #2: CROIX DE COEUR**  
Une halte d'altitude idéale entre Verbier et La Tzoumaz. Faites une pause apéritive face à l'un des plus beaux panoramas des Alpes dans une ambiance conviviale et détendue.

**Stop #3: CABANE MONT FORT**  
À 2457m, ce refuge traditionnel vous accueille avec une cuisine authentique élaborée à partir de produits locaux. Le point fort? Sa terrasse offre une vue époustouflante sur le Mont-Blanc et le Grand Combin.

**Stop #4: CHEZ DANY**  
Faites une halte dans ce chalet emblématique niché au cœur des forêts de Clammin. Spécialités locales et douceurs de saison vous attendent dans une ambiance cosy, idéale pour une pause gourmande en altitude.

**Stop #5: HÔTEL DE VERBIER**  
Offrez-vous un moment de pure détente dans l'élégant espace bien-être de l'Hôtel de Verbier. Sauna, hammam, jacuzzi et zones de repos vous permettront de recharger les batteries après une journée active en montagne.

**RANDO GOURMANDE DÉLICES**

**LÉGENDES**  
Distance: 33.5km | Dénivelé: +1118 m / -1118 m | Types de vélo: E-MTB | E-MTB & E-BIKE | GRAVEL  
Etape gourmande

**VERBIER BIKE**  
FESTIVAL

**LOTERIE ROMANDE**

**BOSCH**

**ALTIS**

**FOCUS WATERCO**

## “NEW” - LES 4 CHALLENGES

Cette année au Verbier Bike Festival, repoussez vos limites en participant à l'une de nos compétitions palpitantes, ouvertes aux cyclistes ambitieux.

**ROAD CHALLENGE**

Choisis entre deux parcours, chacun avec son propre segment Strava, et roule quand cela te convient.

À partir de CHF 5.- | 14 AOÛT 2025

**SPECIALIZED ENDURO CHALLENGE**

Une mission enduro tout-terrain où chaque checkpoint compte!

À partir de CHF 30.- | 15 AOÛT 2025

**eMTB CHALLENGE**

Une course pour les passionnés de VTT électrique qui teste vos compétences en matière de ride, de navigation et de gestion de la batterie!

À partir de CHF 49.- | 16 AOÛT 2025

**RIDLEY GRAVEL CHALLENGE**

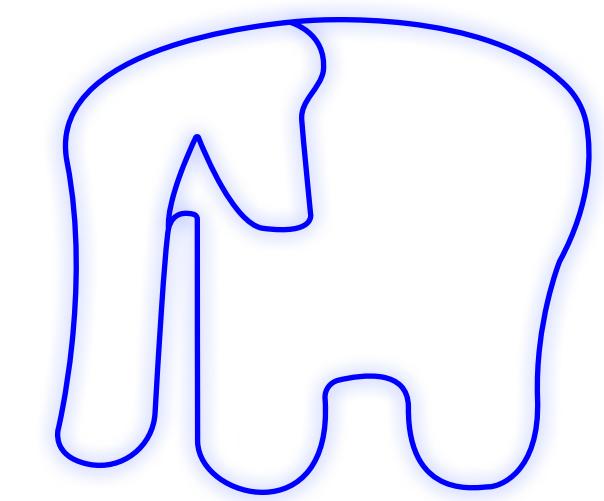
Une aventure gravel stratégique, centrée sur la planification de ton itinéraire, la recherche de checkpoints et un rythme de course à ta mesure!

À partir de CHF 30.- | 17 AOÛT 2025

**VERBIER BIKE**  
FESTIVAL

Rando Gourmande single infoboard

“4 challenges” totem



GRAZIE :)