

PORTFOLIO

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SIMONE GIARNERA
graphic design / 2023



Simone Giarnera

Graphic Developer with extensive experience in Photoshop, Illustrator, and InDesign. Highly skilled in the complete process of design, implementation , and finishing on both print and digital media.

 simone.giarnera@gmail.com

 Simone Giarnera

 348 2369783

DIGITAL / SKILLS

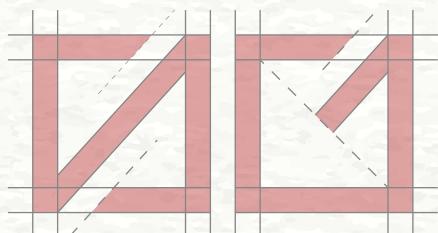
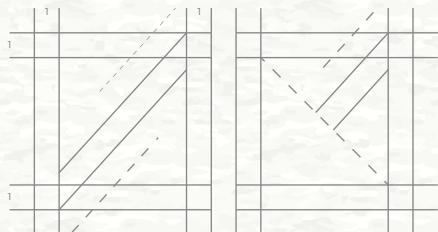


EDUCATION

- 2021 Master's Degree in Advertising Graphics
SinerVis Consulting Learning Hub
- 2012 High School Diploma
High School of Science and Technology
I.T.C.S. Primo Levi - Bollate

EXPERIENCE

- 2020 - 23 UX/UI Graphic Designer Ipermatch Srl - Milano
- 2021 - 23 Customer Service Agent Just Eat Italy Srl - Milano
- 2013 - 17 Printer and Graphic Designer Il Cigno Srl - Milano



Personal Logo

In creating my personal logo, I chose to use a minimal and particularly simple style, using only strong geometric lines to reflect my precision and determination. After creating the logo, I focused on the overall composition of the coordinated image.

CMYK 30 100 100 0

RGB 181 81 31

#B51F1F



Muves Project

In this project, I was asked to create a complete coordinated image for a newly opened pizzeria in Milan. Starting from a very simple and defined logo, I highlighted the main features and strengths of the place, such as its proximity to the subway and easy accessibility for both take-out and delivery. This was followed by the creation of custom signs and pizza boxes.



TOKENAUTH

FONT

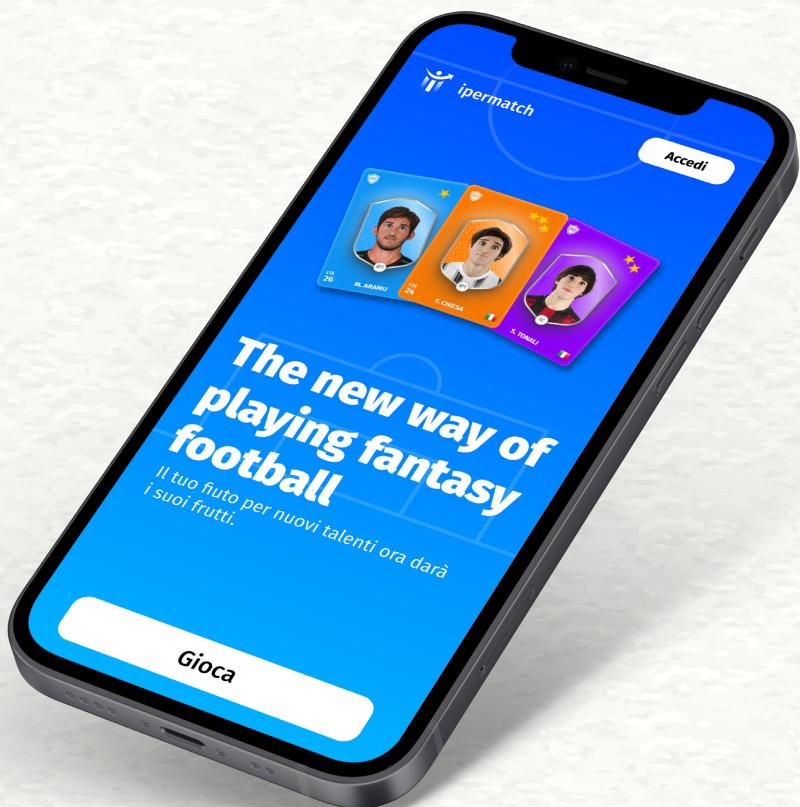
ALL ROUND GOTHIC
ALL ROUND GOTHIC
ALL ROUND GOTHIC

PALETTE

- HEX E71C84
- HEX E71C84

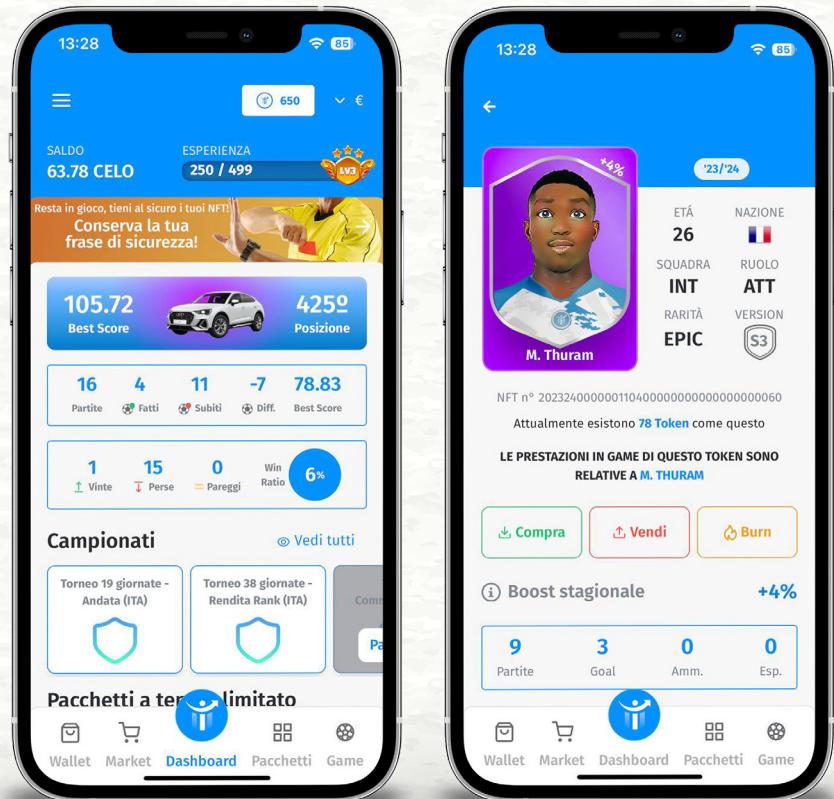
Tokenauth logo

Tokenauth originated from the idea of creating a blockchain-based marketplace with multiple functions, such as the exchange of digital assets like NFTs and the ability to create authenticity certificates. The logo was developed along a decidedly creative and unconventional line, featuring a stylized rocket to evoke the space referenced in the project's name itself, as well as a strong sense of progress towards the future, which is inherent in the idea. A color palette is also used that evokes communication and a sense of community.



Ipermatch Project

Ipermatch is an innovative fantasy football platform that uses a combination of technologies: Blockchain and NFTs (Non-Fungible Tokens). I've been involved in this project from the launch phase, specifically focusing on the UX/UI of the application interface, the graphics for social media and communication, and primarily the creation of the player tokens, designing them with a stylized cartoon effect.



Ipermatch UX/UI

A simple and intuitive user interface helps users navigate the app more easily, which is crucial for keeping them engaged and satisfied. Additionally, the cohesive use of the company color across all screens not only makes the interface aesthetically pleasing but also helps to strengthen the brand's identity and recognizability.



Ipermatch Token

For the creation of the player tokens, fully customized jerseys are used, along with specific badges to indicate the player's rarity in the app, and a complete restyling of the player's photo to create a high-definition cartoon effect. For the new seasons, we have decided to further develop the concept of the jerseys, creating a specific pattern for each team and dividing it into different variants for each released season.

Thank you!