

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

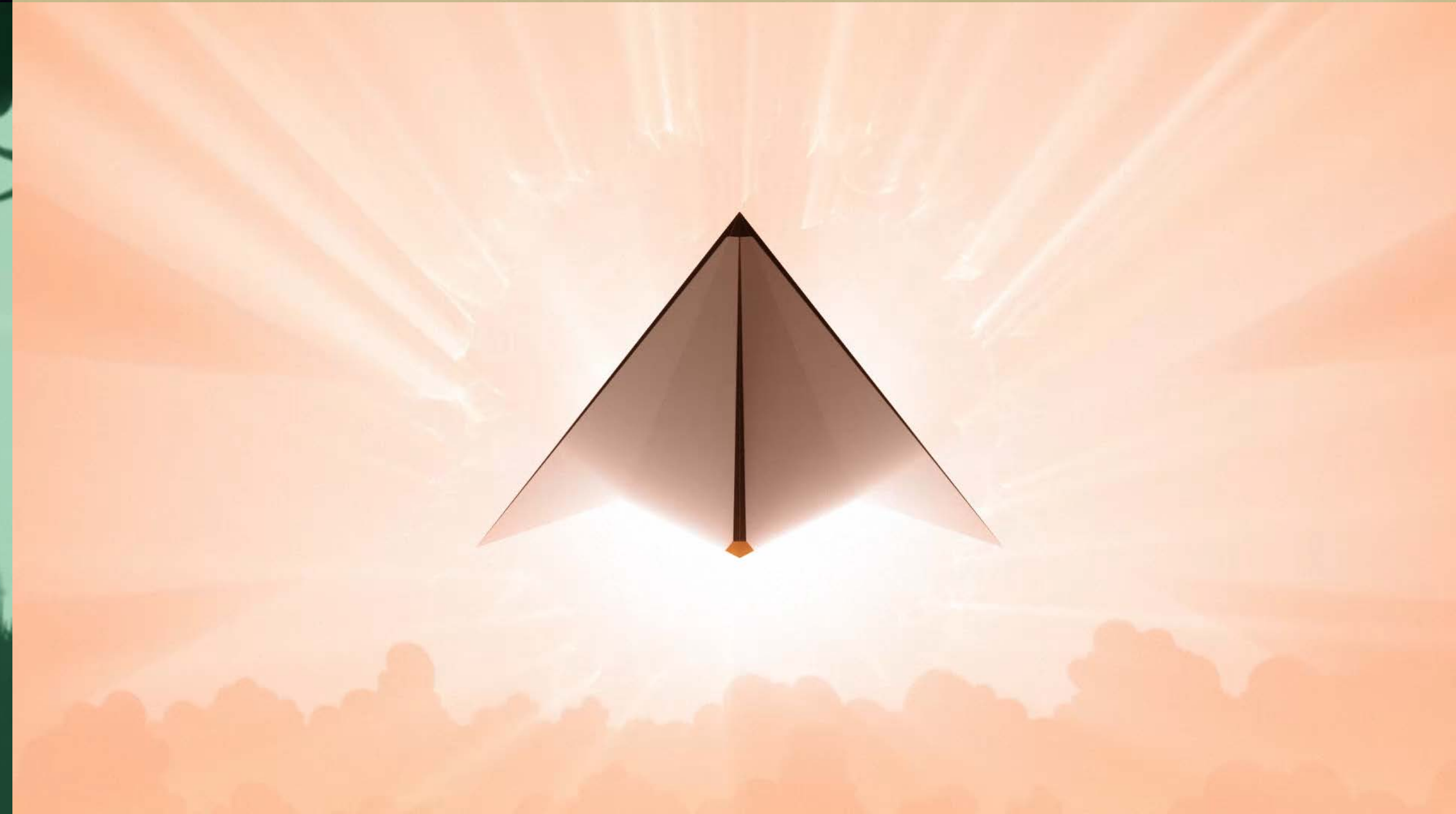
Eisworld

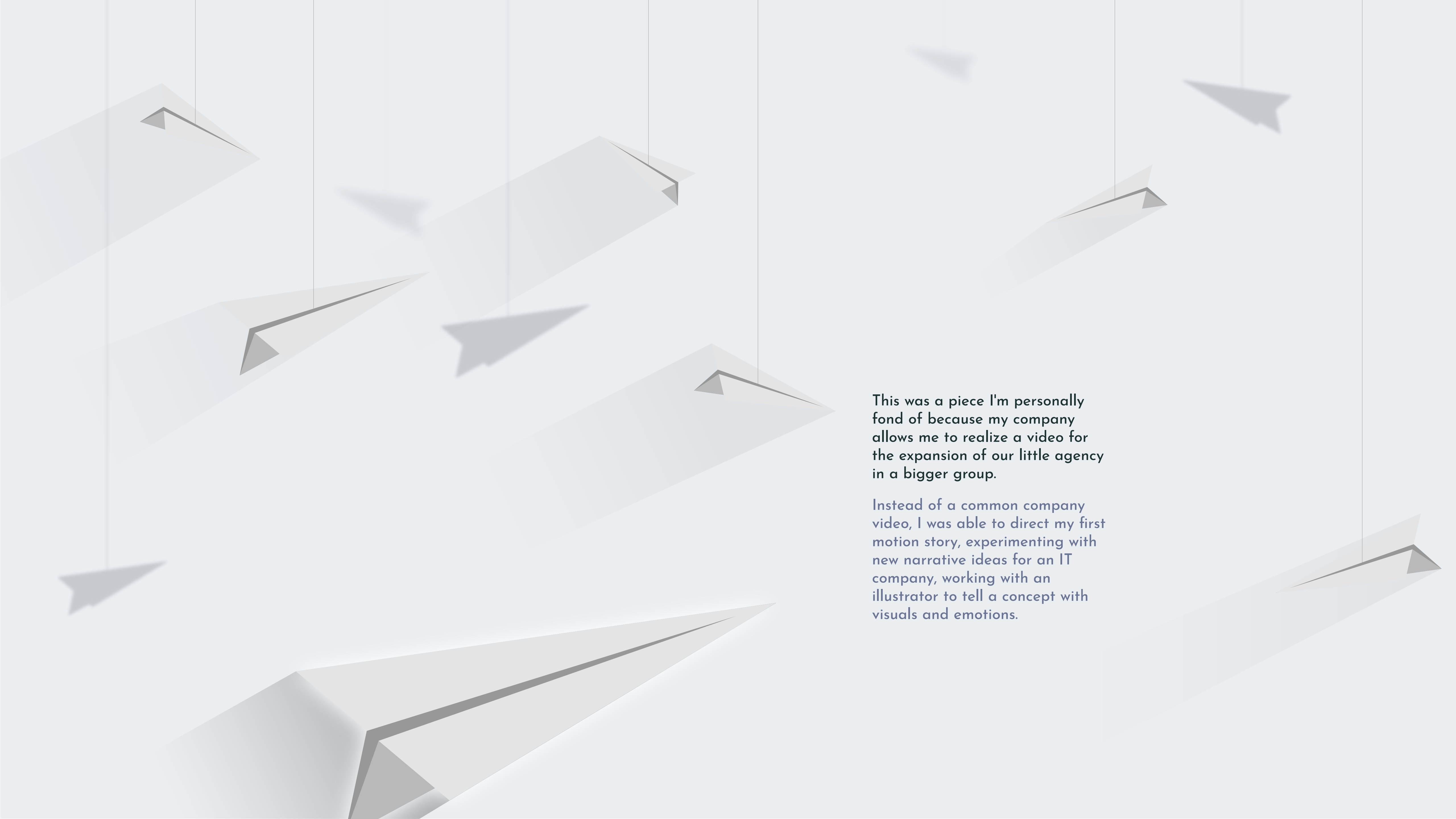
ROLE

Creative Direction - Storytelling -
Motion Design - Audio Mix

PLAY VIDEO





The background of the entire page is a light blue-grey color. It features several stylized paper airplanes in various shades of grey and beige. Some airplanes are in sharp focus, while others are blurred to create a sense of depth and movement. The airplanes are scattered across the frame, with some pointing towards the top right and others towards the bottom left.

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

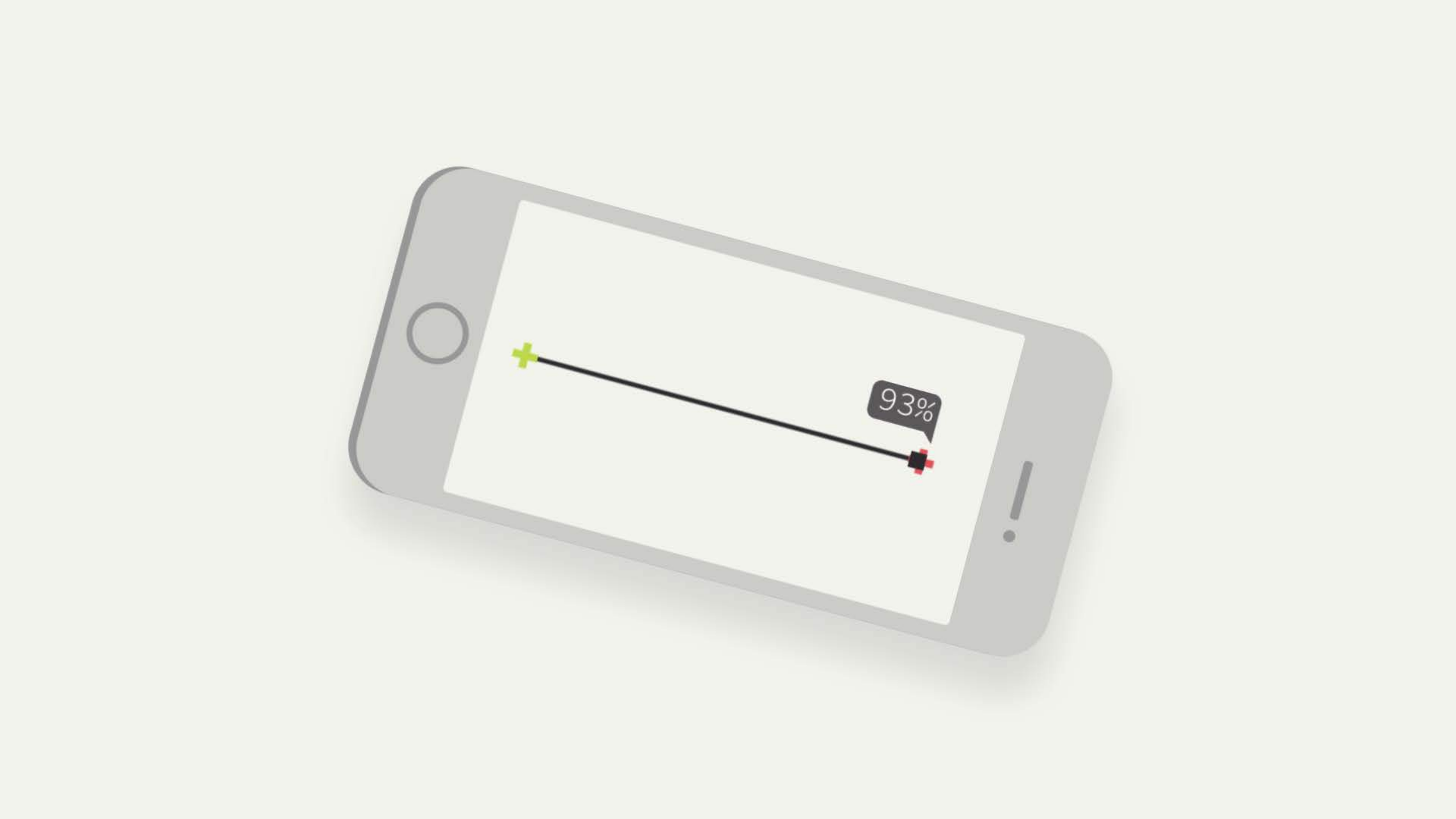
Analphabeta Studio - Personal Project

ROLE

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

PLAY VIDEO







As a part of the Analphabet 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

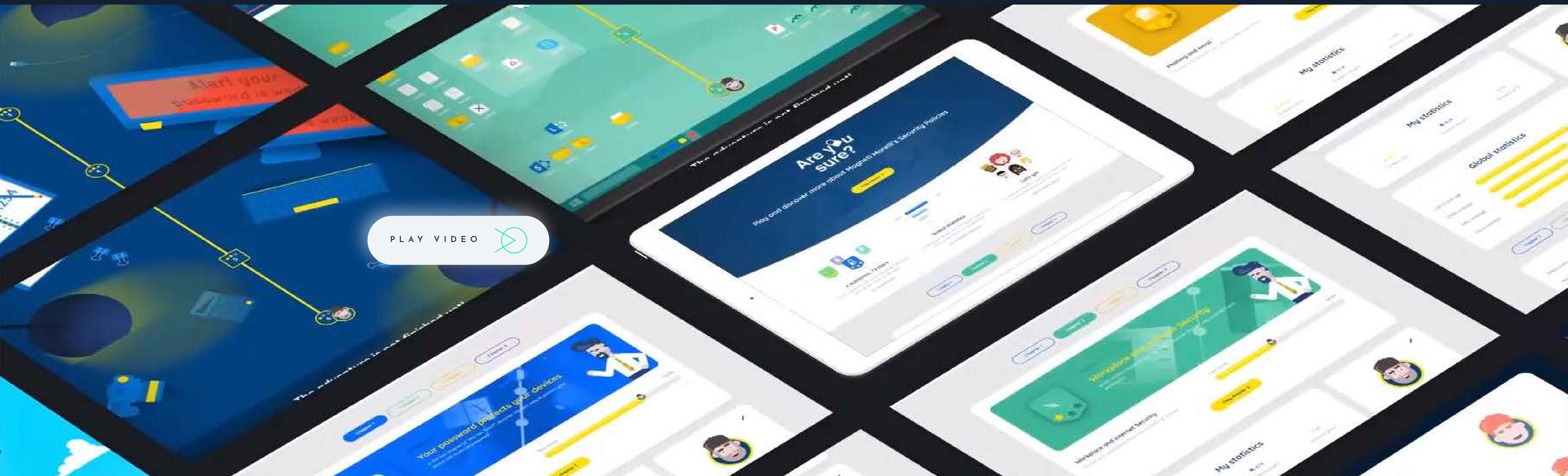
Magneti Marelli

ROLE

Creative Direction -
Motion Design - Audio Mix

AGENCY

Sobrio







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

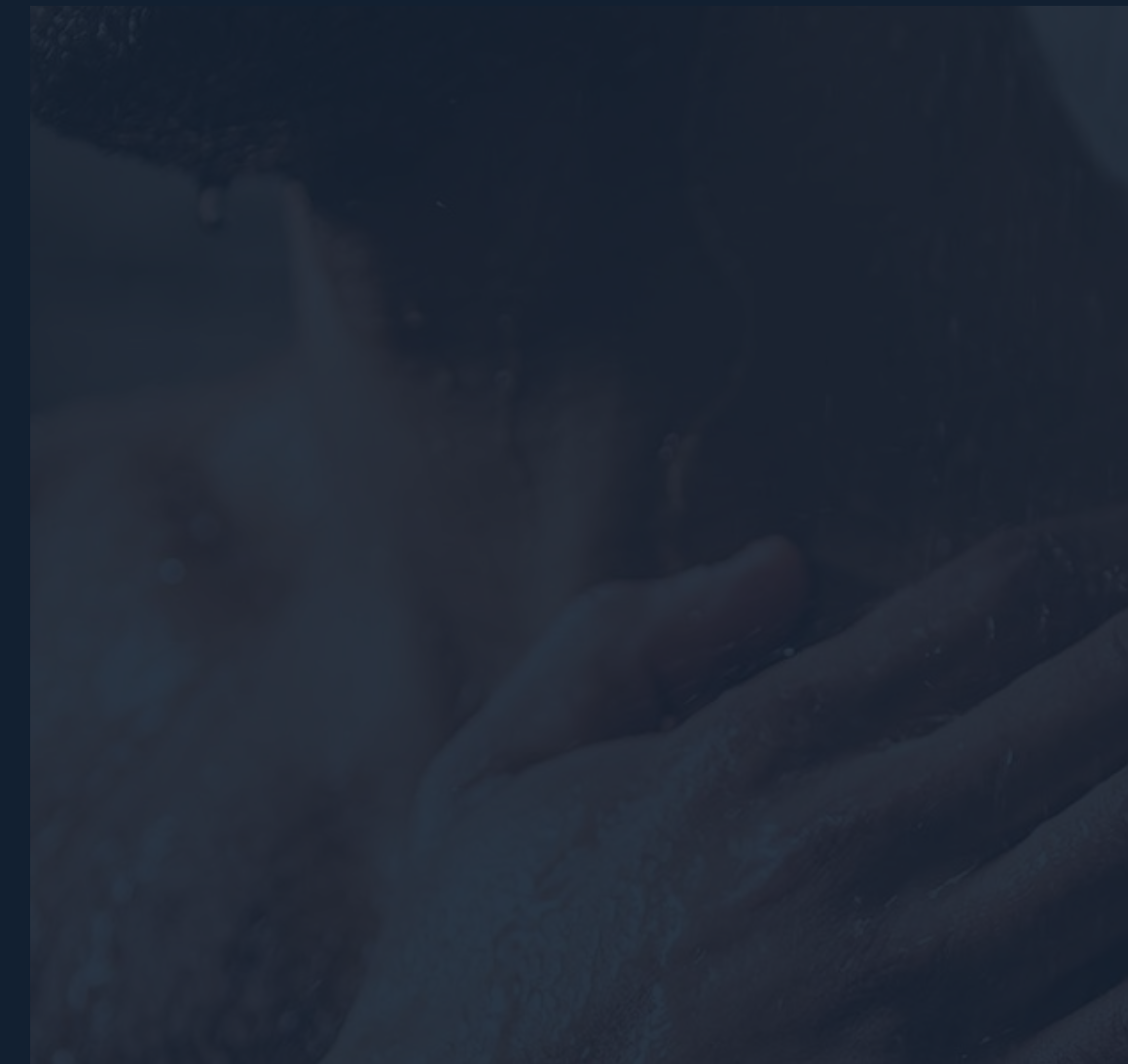
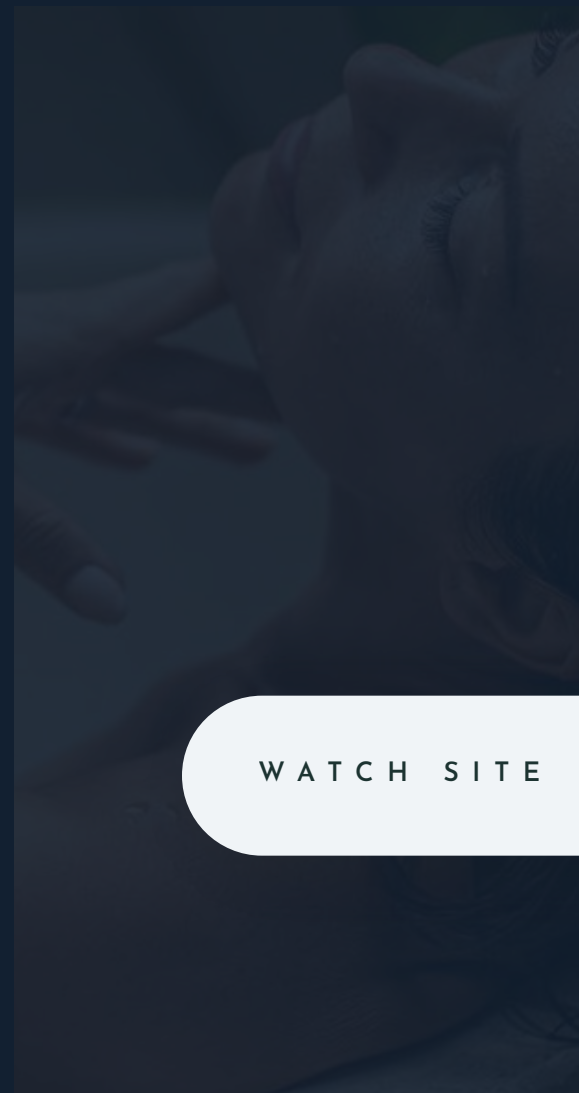
CLIENT

Erboristeria.com

ROLE

Creative Direction
Brand Design
UI / UX

WATCH SITE



erboristeria.com

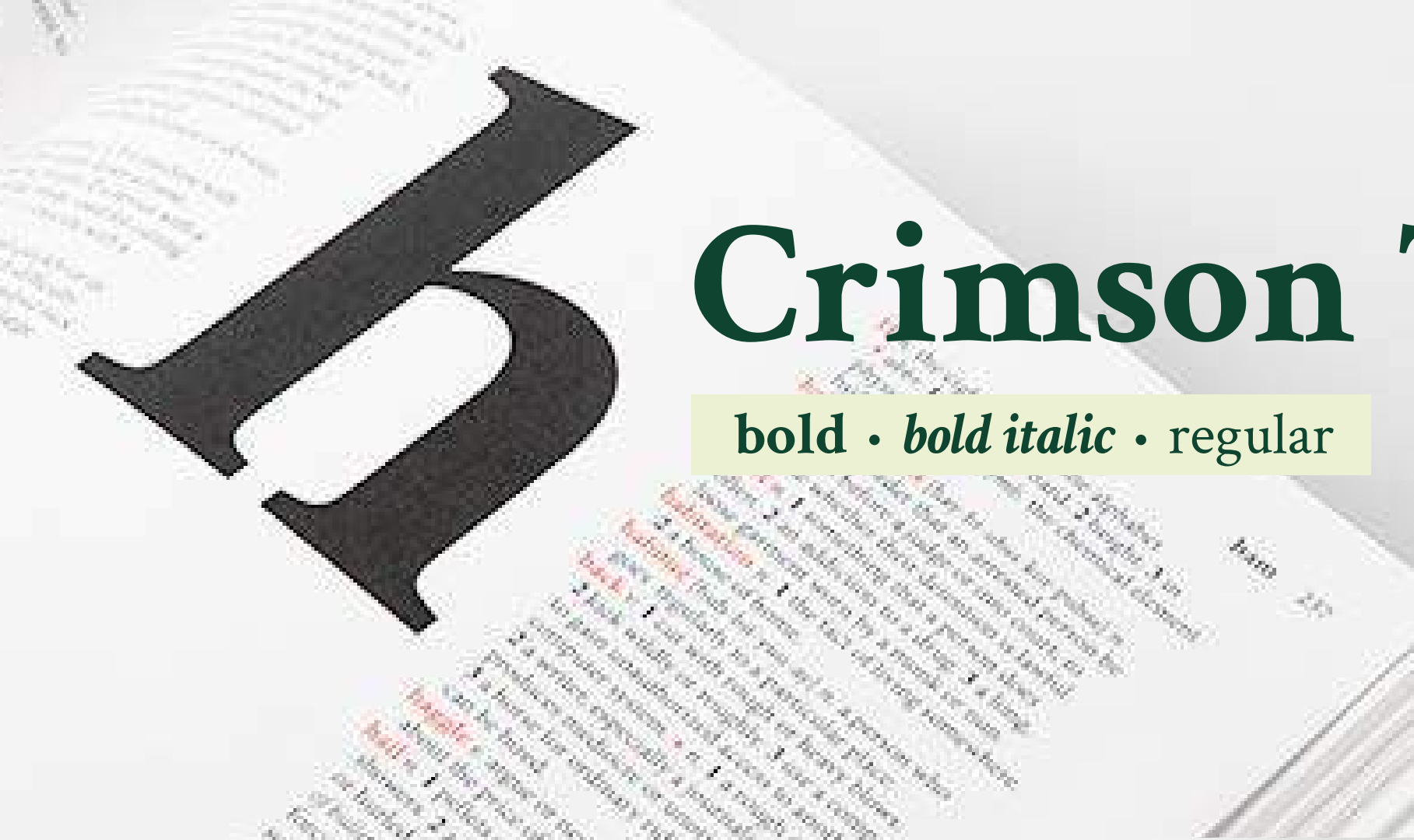
Crimson Text

bold • *bold italic* • regular

[*herboristerie*]

Erboristeria.com is a new Italian brand born with the purpose of selling 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.







Totale (iva inclusa)
procedi al checkout 86,00 €

Account
aggiorna i tuoi dati
1 2 3

Bonifico bancario



Ingredienti del mese

Olio di Vite
L'olio di vite è un olio d'oliva extravergine di alta qualità, ottenuto da uve di vitigni selezionati. È ricco in acidi grassi essenziali e vitamine, ed è ideale per la cucina e per la cura della pelle.

Aloe Vera
L'Aloe Vera è una pianta succulenta che produce un gel trasparente e viscoso. È noto per le sue proprietà lenitive e idratanti, ed è ampiamente utilizzato in cosmetica e in erboristeria.

Spedizione gratuita a partire da € 50

Il benefici della propoli

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1 più venduti

- Propoli Naturale 100g €12,00
- Propoli Naturale 50g €6,00
- Propoli Naturale 25g €3,00

Promo immuno

risparmi 10%

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

25,00 € 22,00 €

carrello

A smarter way to find and
book a recording session.

Music to GO

CLIENT

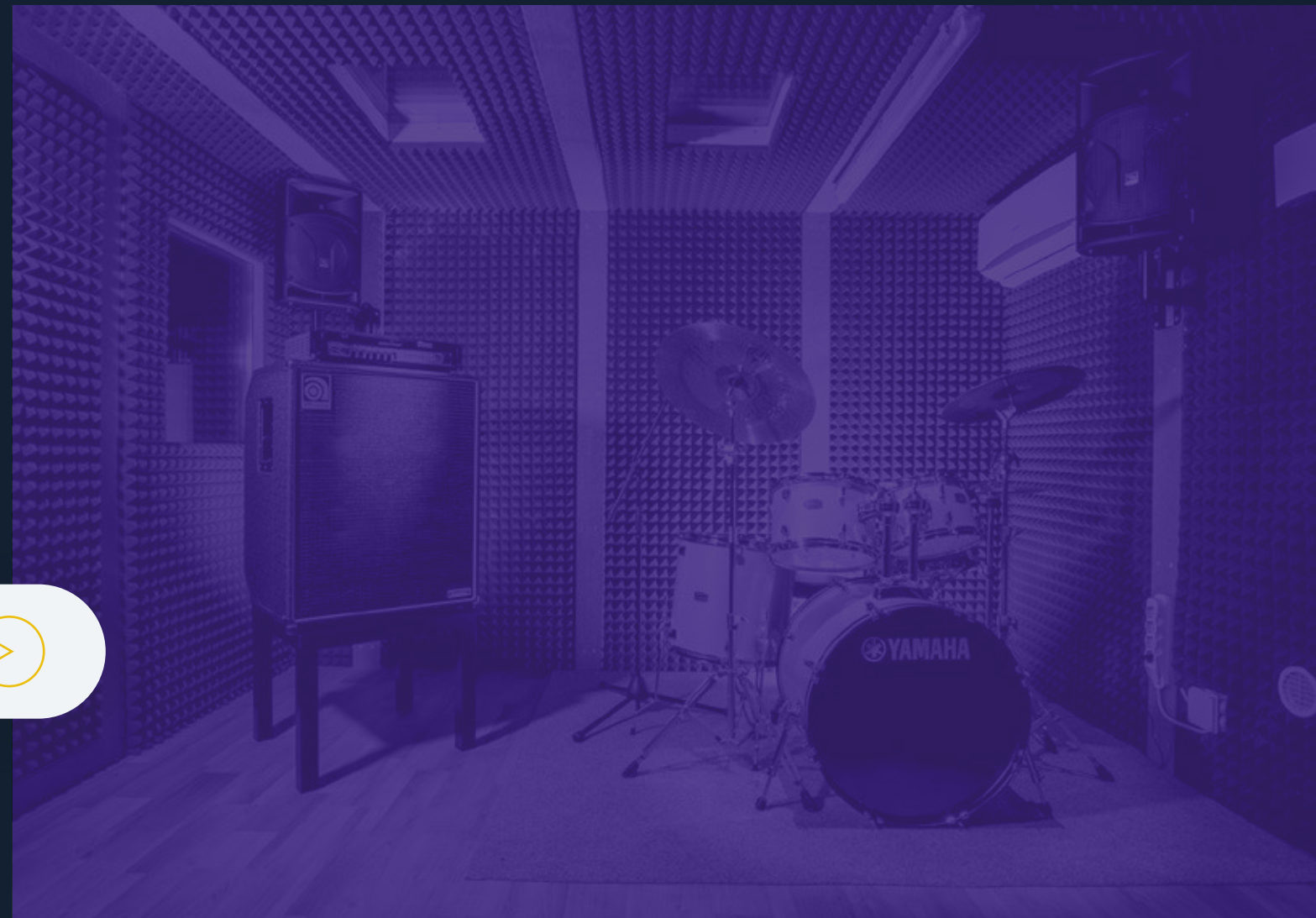
Music To Go

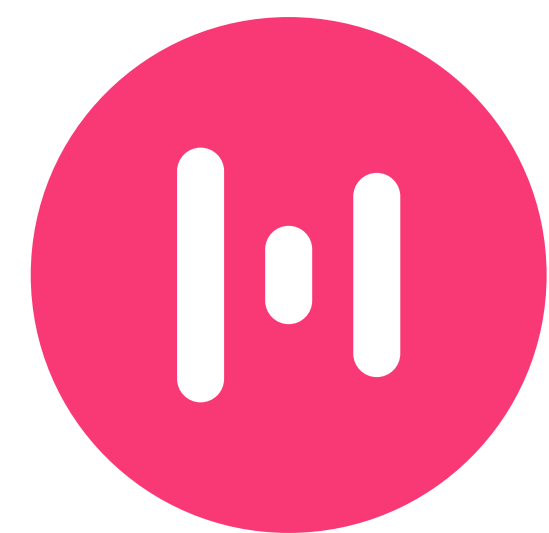
ROLE

Creative Direction
Brand design



WATCH SITE





Musictogo

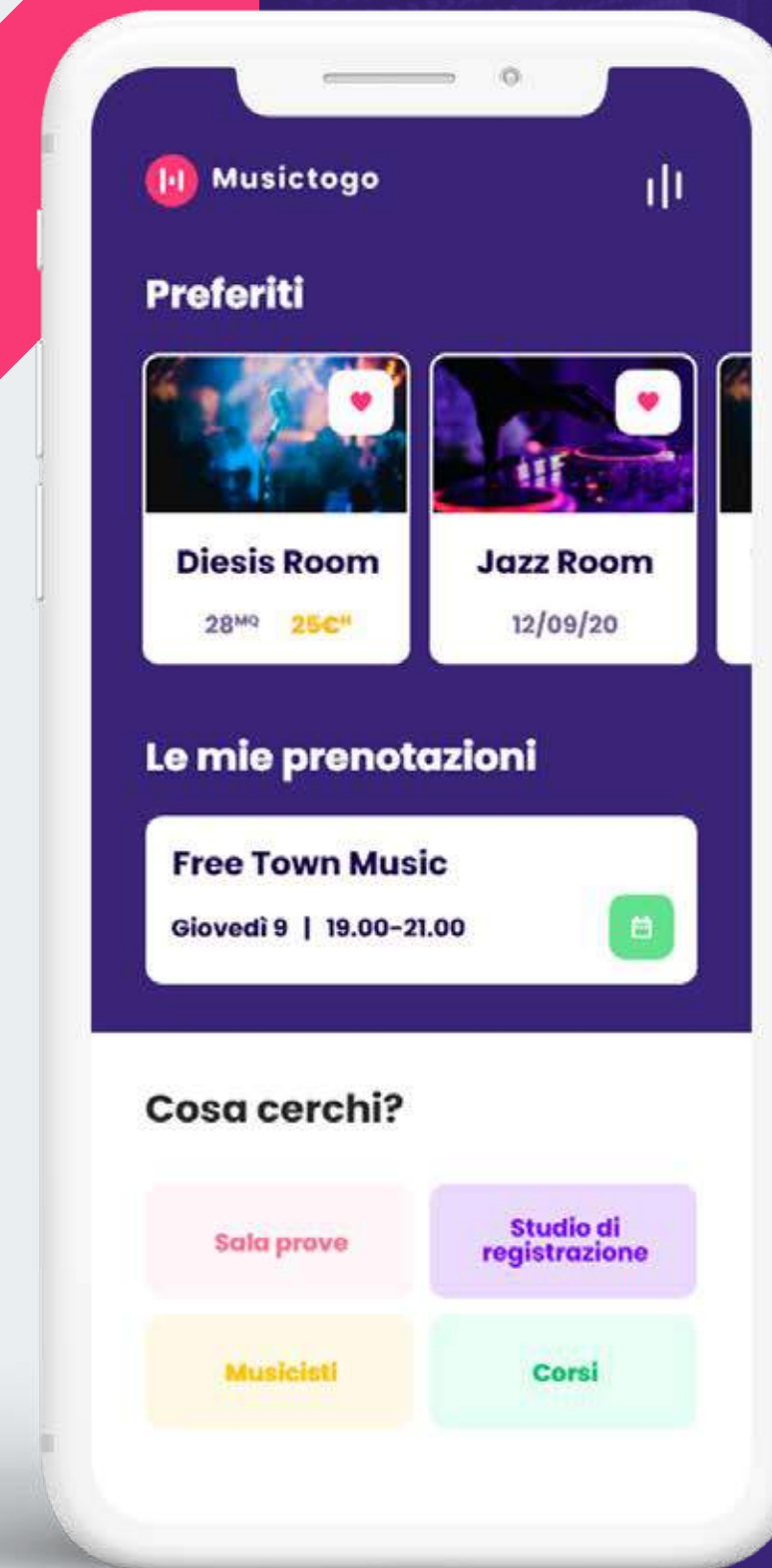
Music, passion and lifestyle. Music To Go is the brainchild of a group of professionals and musicians who want to make the world of music smart and just a click away.

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.

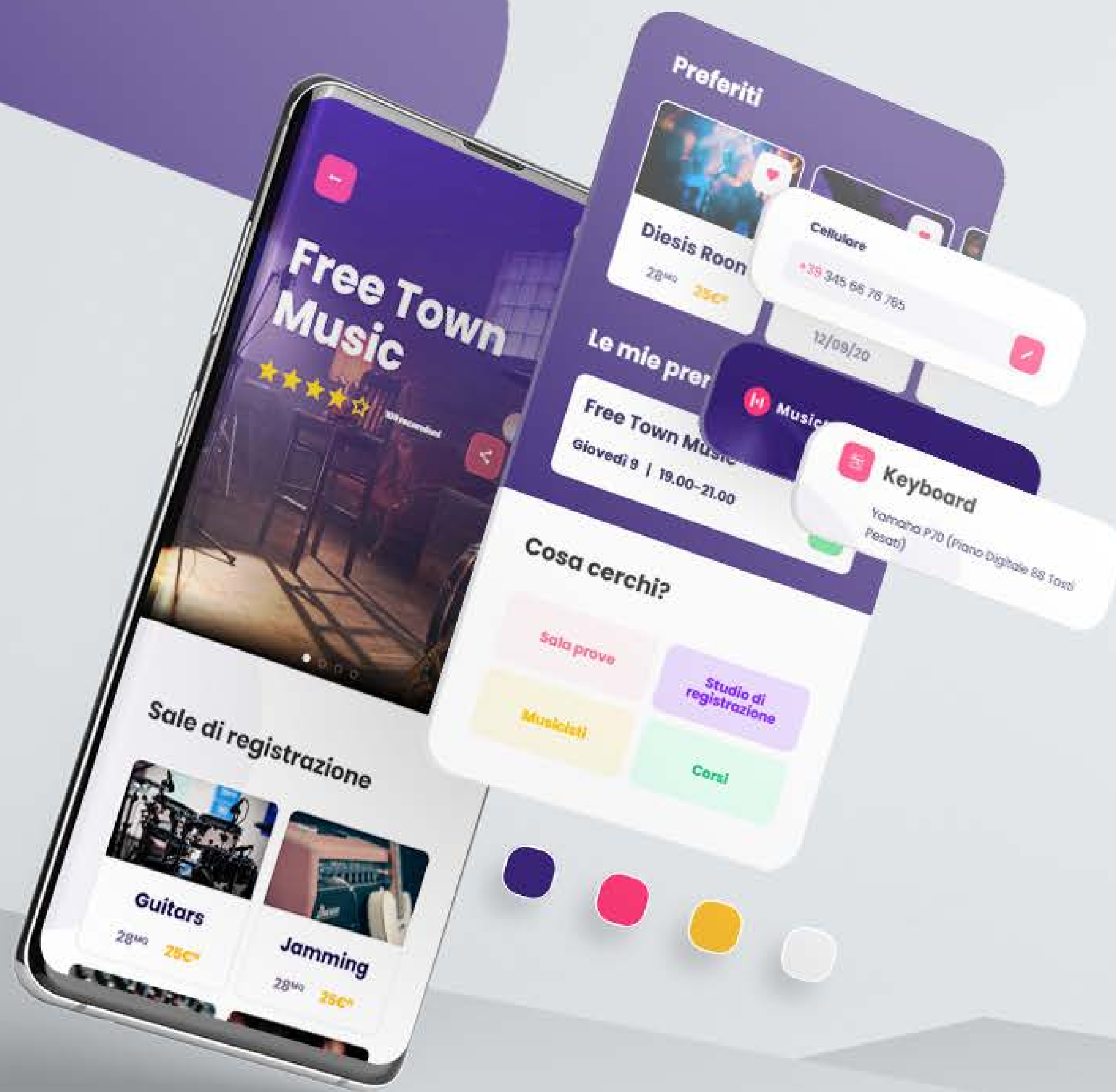
Poppins

bold
regular

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



 **Musicitogo**



A digital interactive experience
to choose your hairstyle.

BioKeratin by Dietaline

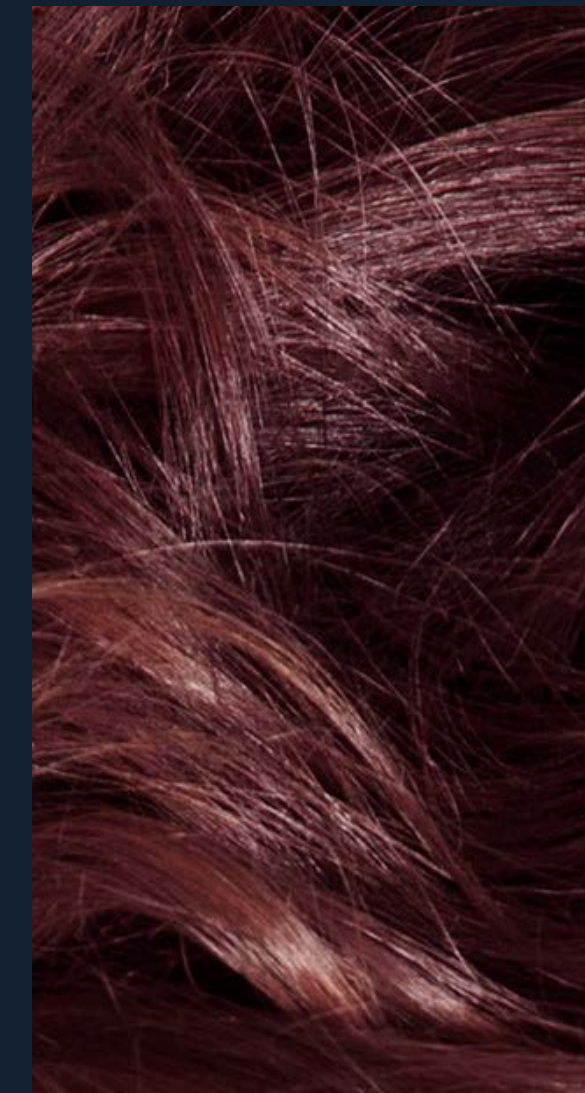
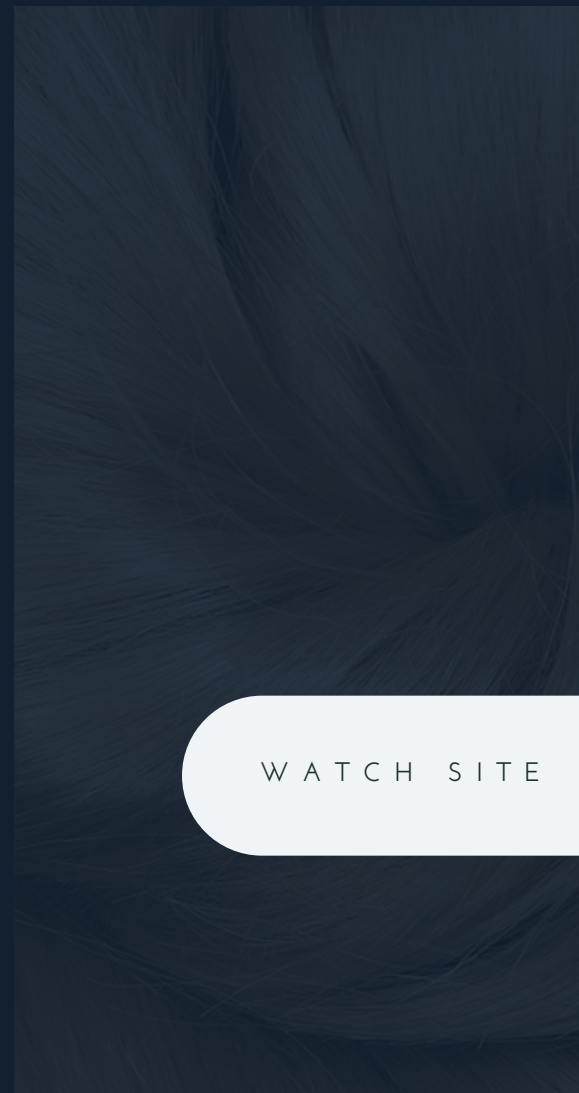
CLIENT

BioKeratin

ROLE

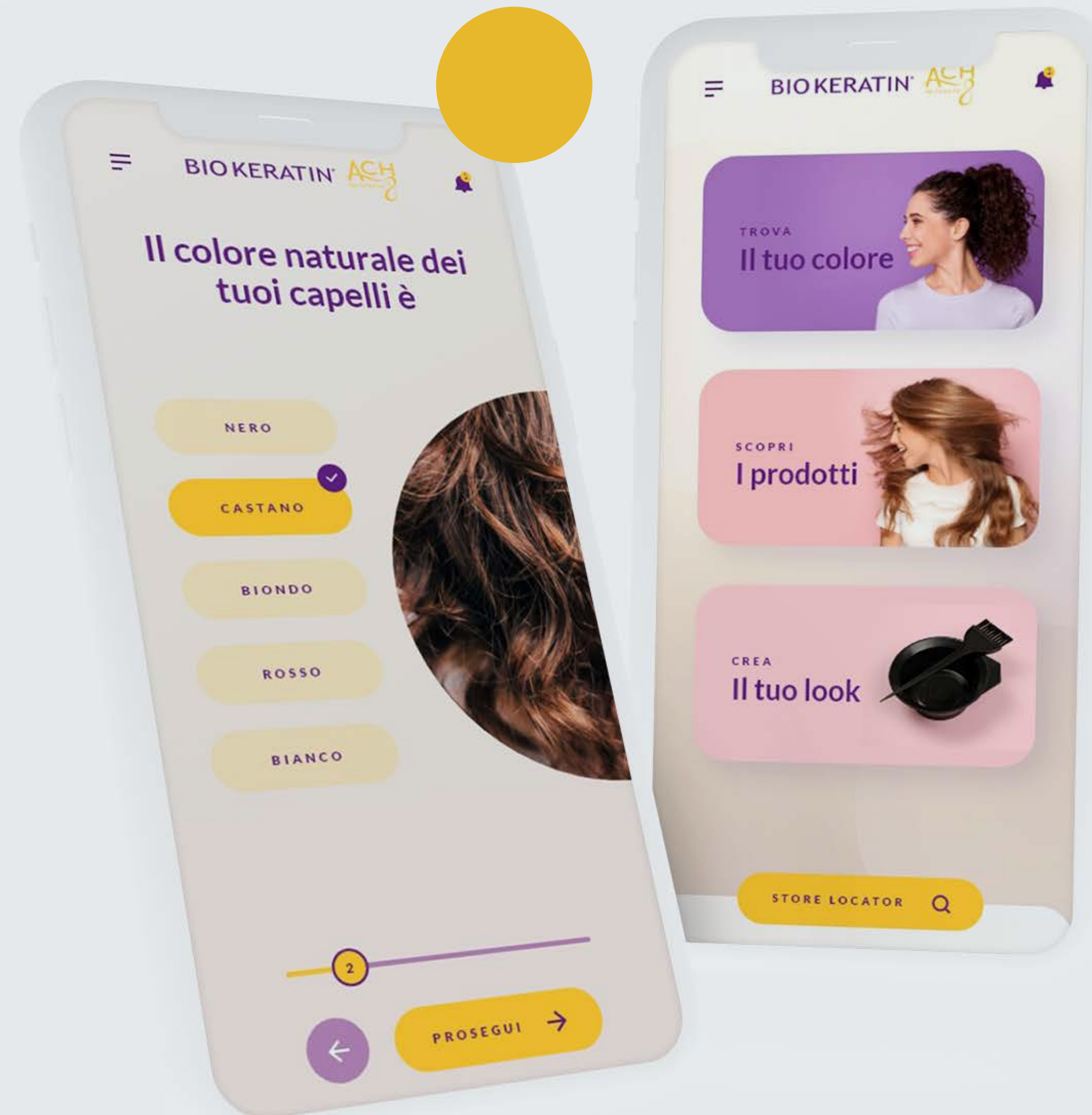
Creative Direction
UI / UX

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.





Thank you

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