

Hi, I'm

Paolo

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Discover my design journey 

I'm a
**Creative
Mind**
specialised
in **Art
Direction
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

Play showreel 



A collection of projects shaping
Autodesk visual language.

Autodesk Showreel

Client

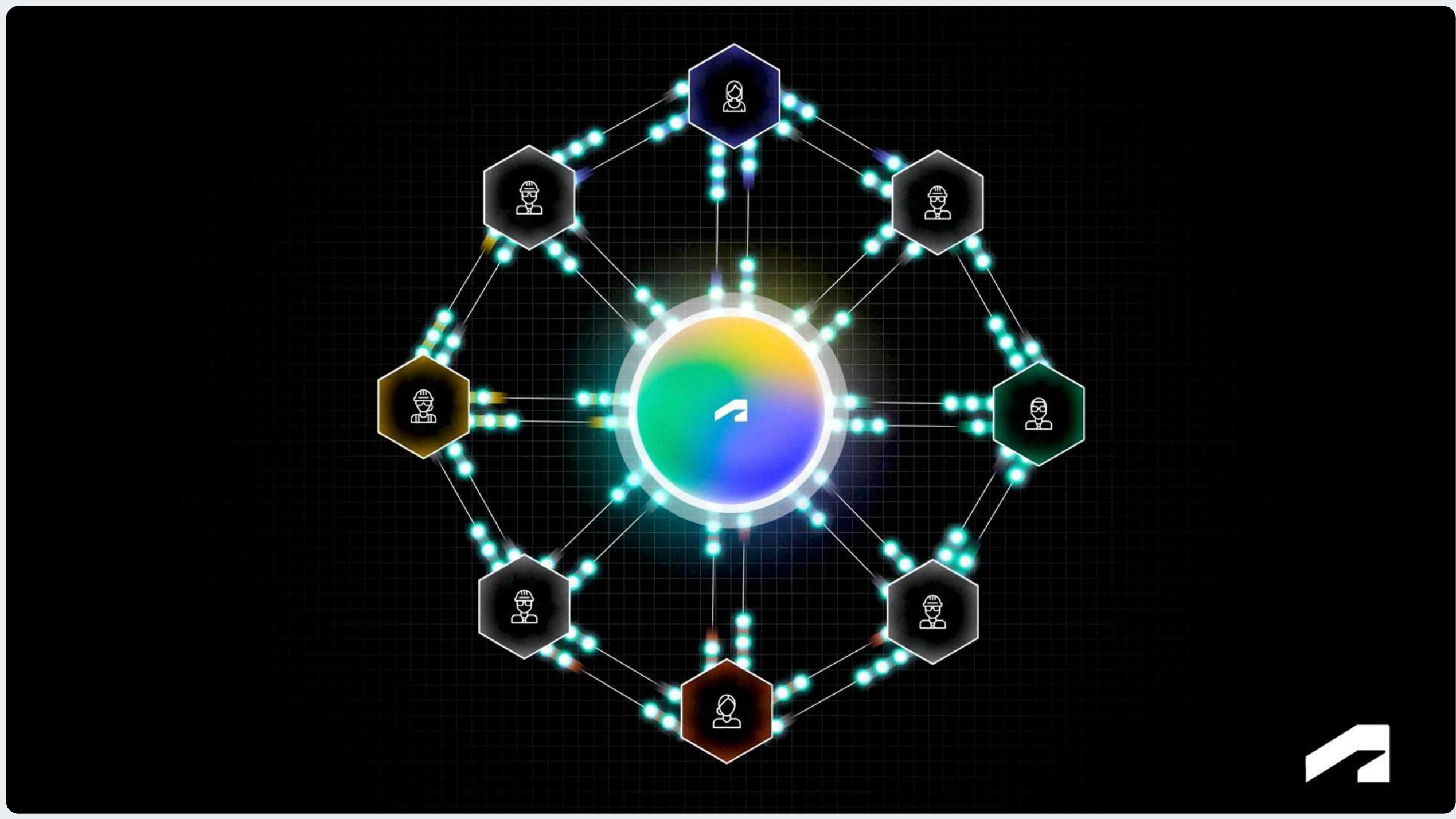
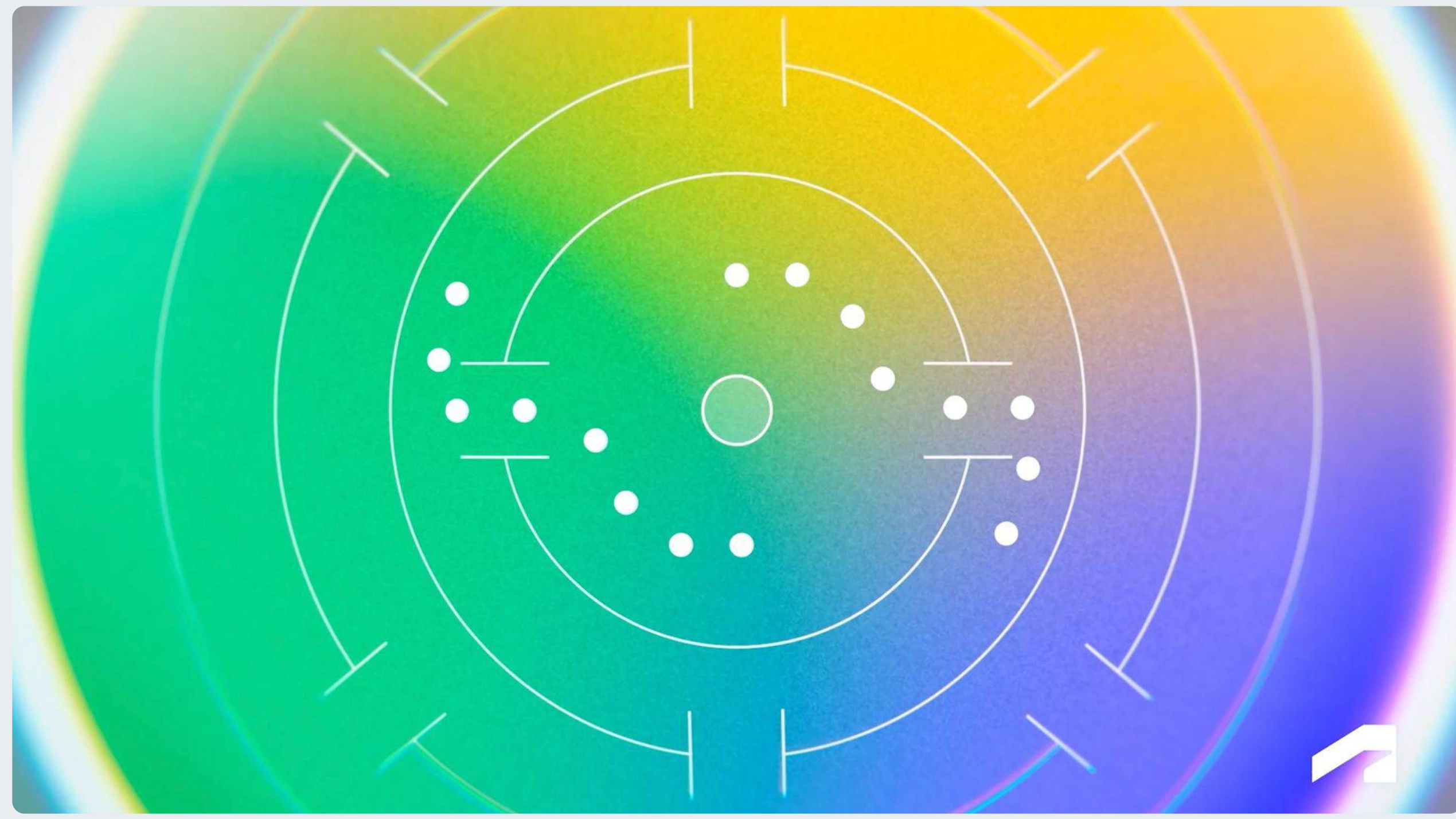
Eisworld

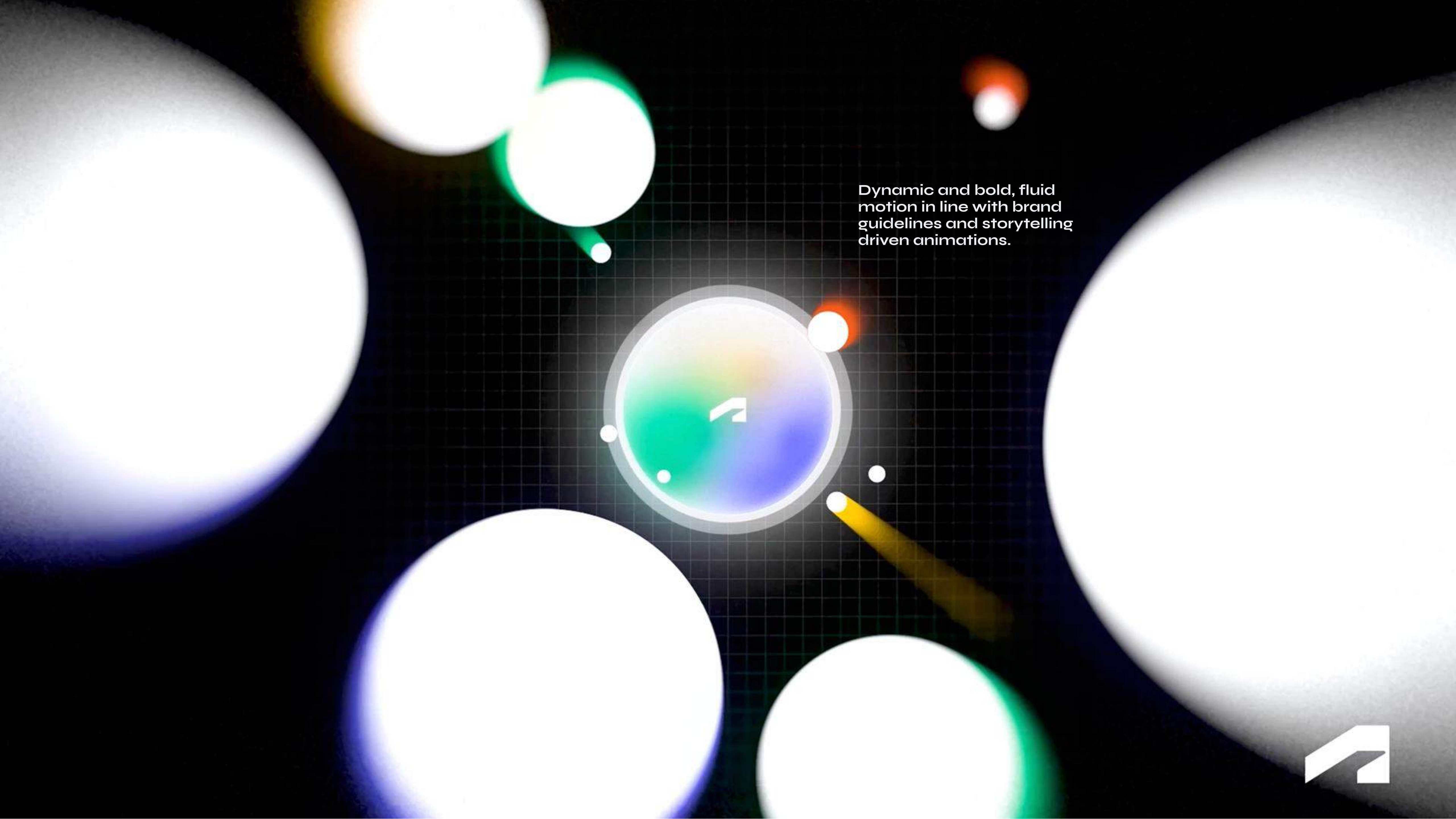
Role

Art Direction - Motion Design - Video
Editing - Design - Audio Mix



Play video 



The background is a dark blue/black space with a faint grid pattern. Several large, glowing white spheres are scattered across the frame, some with soft halos. A central sphere is multi-colored (green, blue, yellow) and contains a white logo. Other smaller spheres in green, orange, and yellow are also present, some with motion blur or trails.

Dynamic and bold, fluid motion in line with brand guidelines and storytelling driven animations.



Illustration and motion meet
gaming culture.

Redbull Kumite - New York

Client

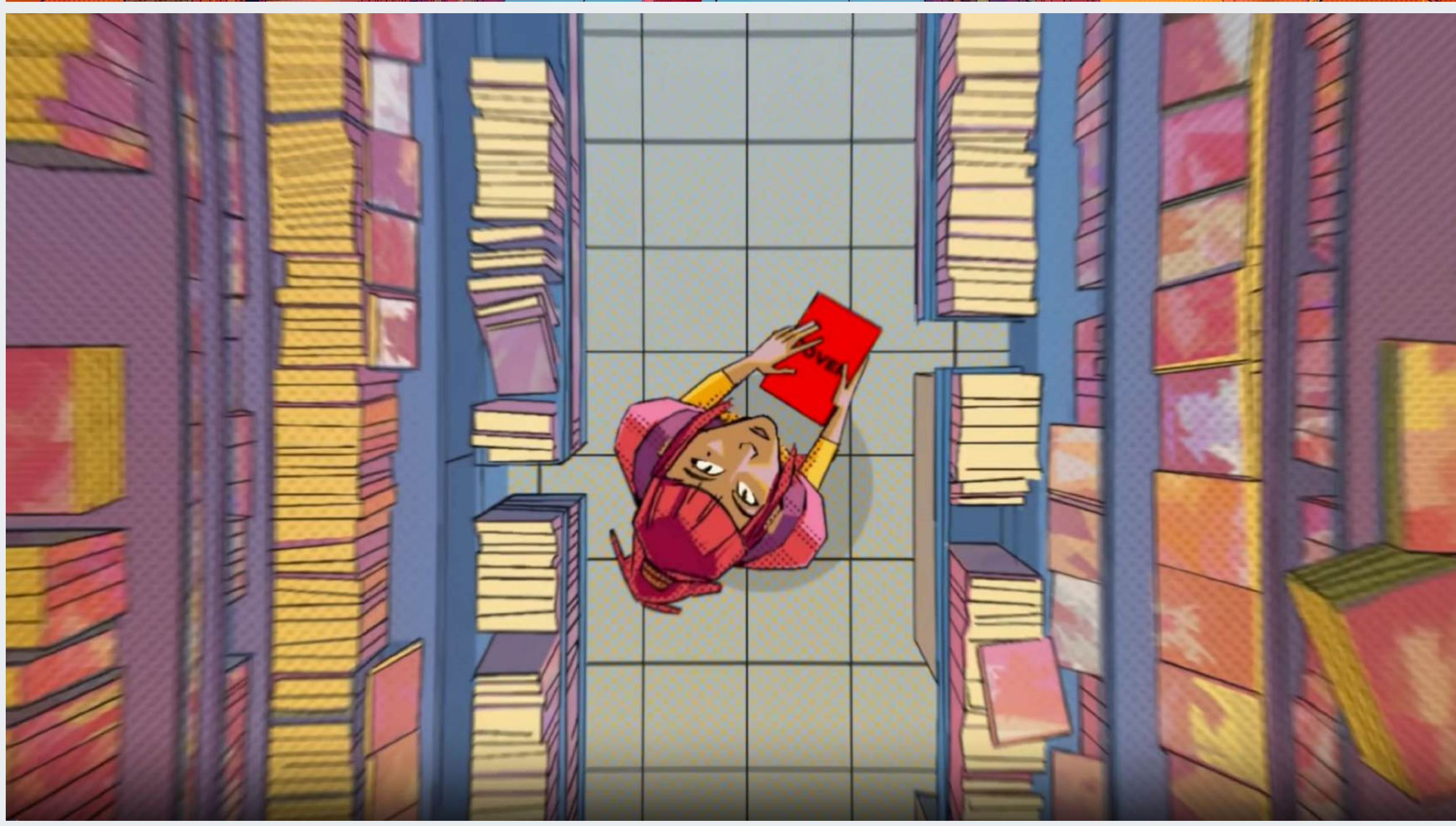
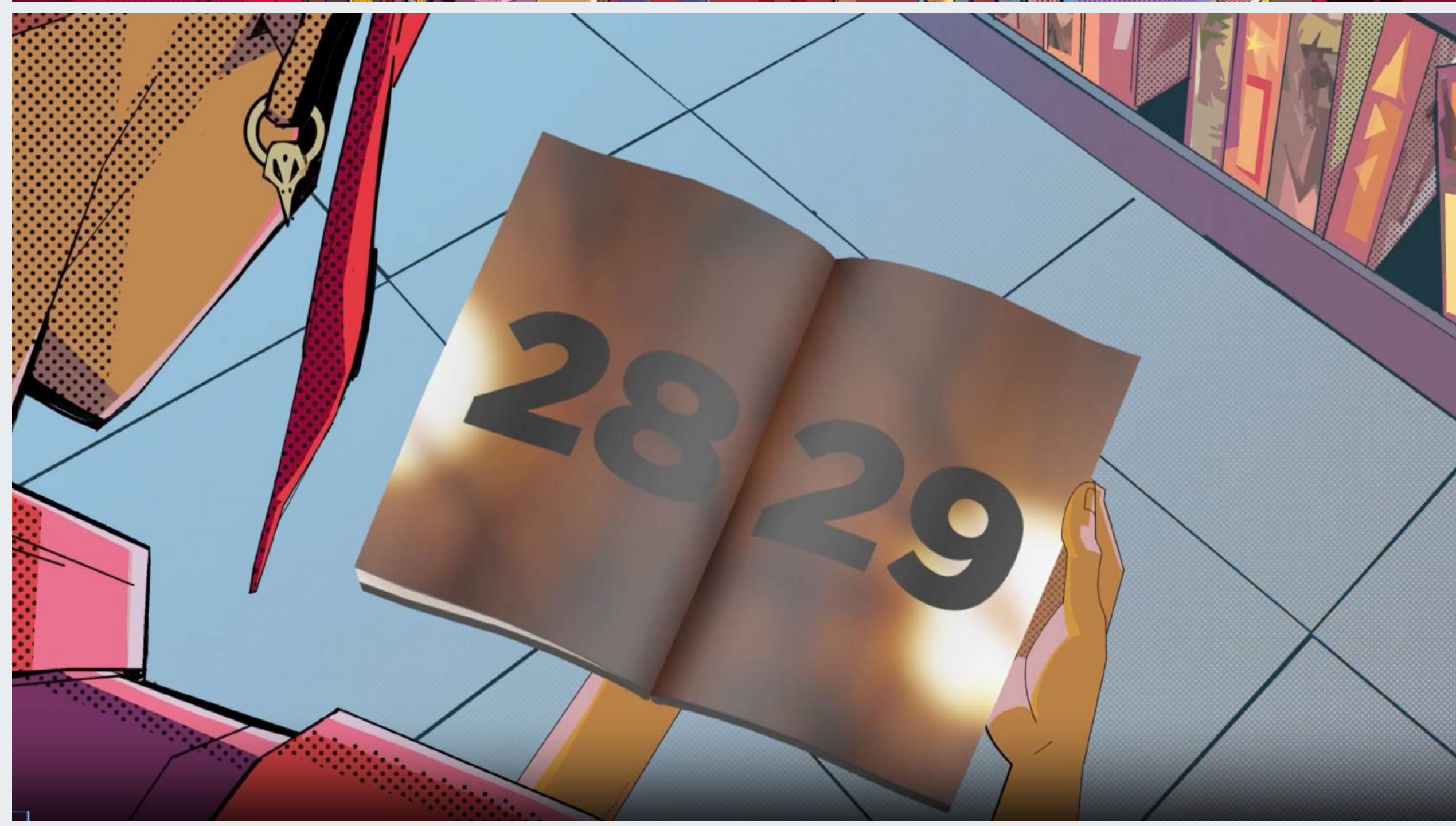
Yung Eldr

Role

Motion Design

Play video 







**In the bright lights of
Brooklyn, a legendary
tournament will rise once
more!**

16 of the best Street Fighter 6
players will meet in the cage,
battling to unveil a new champion.
Welcome to Red Bull Kumite New
York! Full video can be found [here](#).

An emotional visual journey for a company becoming a group.

Eisworld Horizons

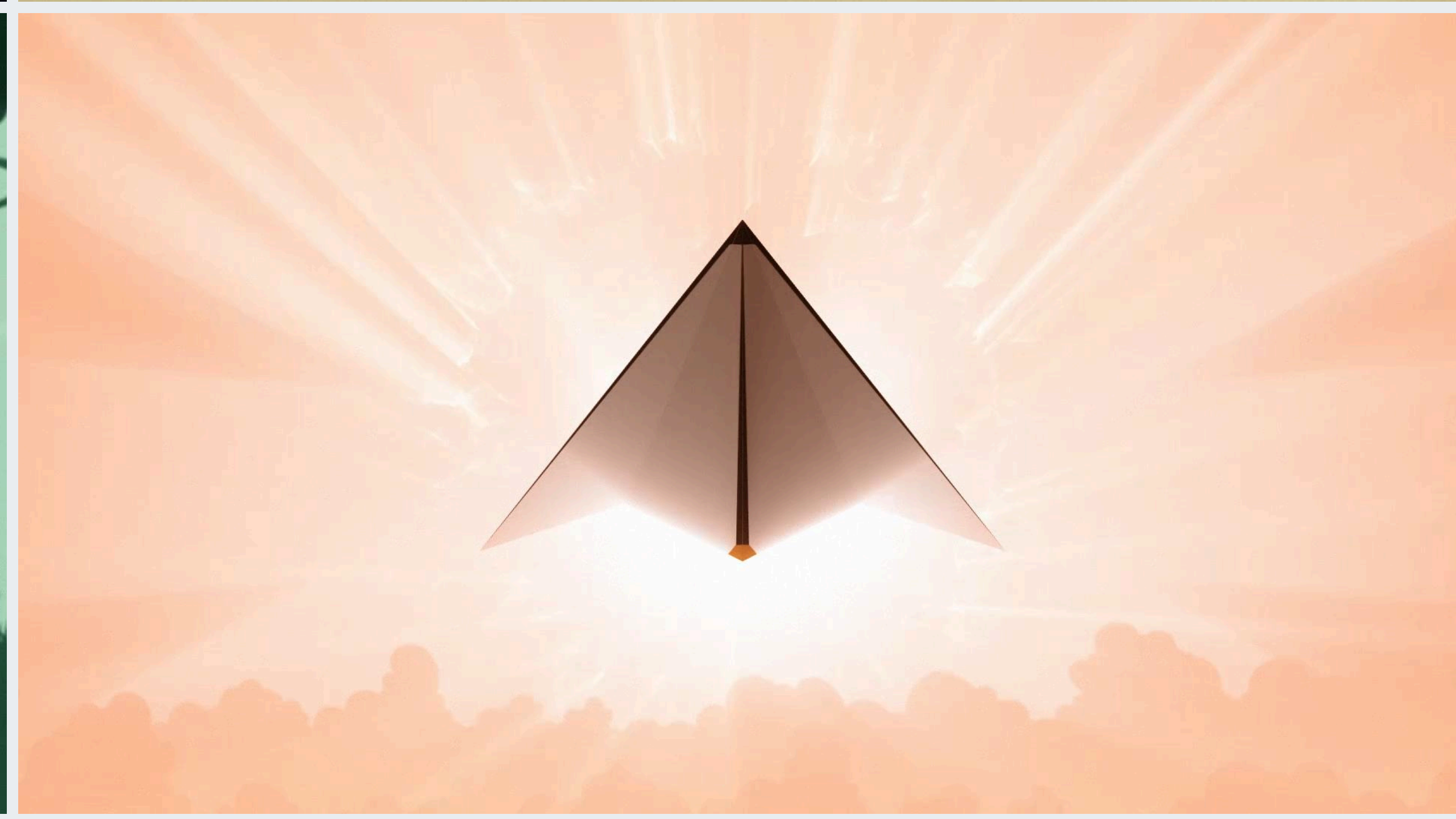
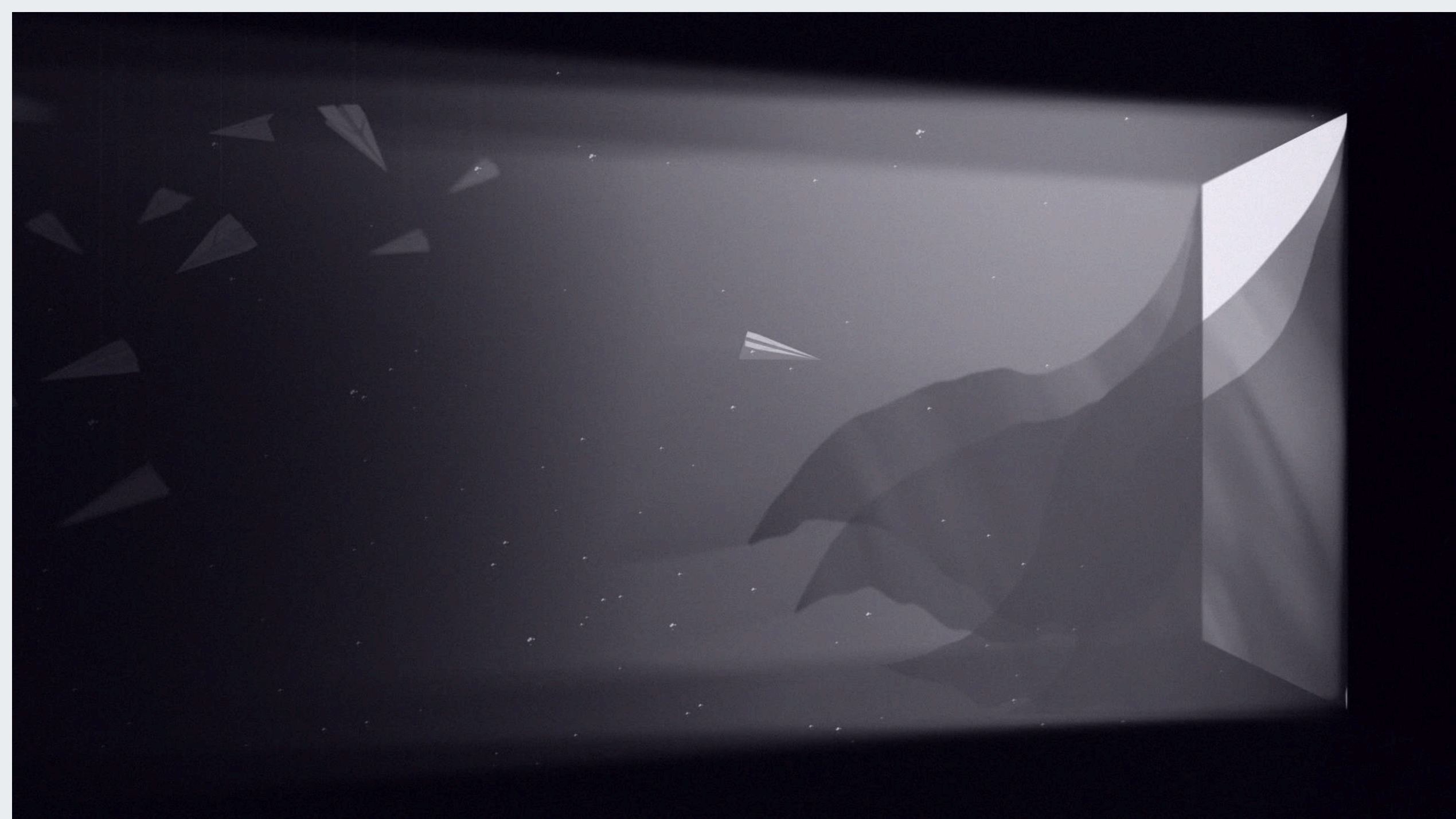
Client

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 realise 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

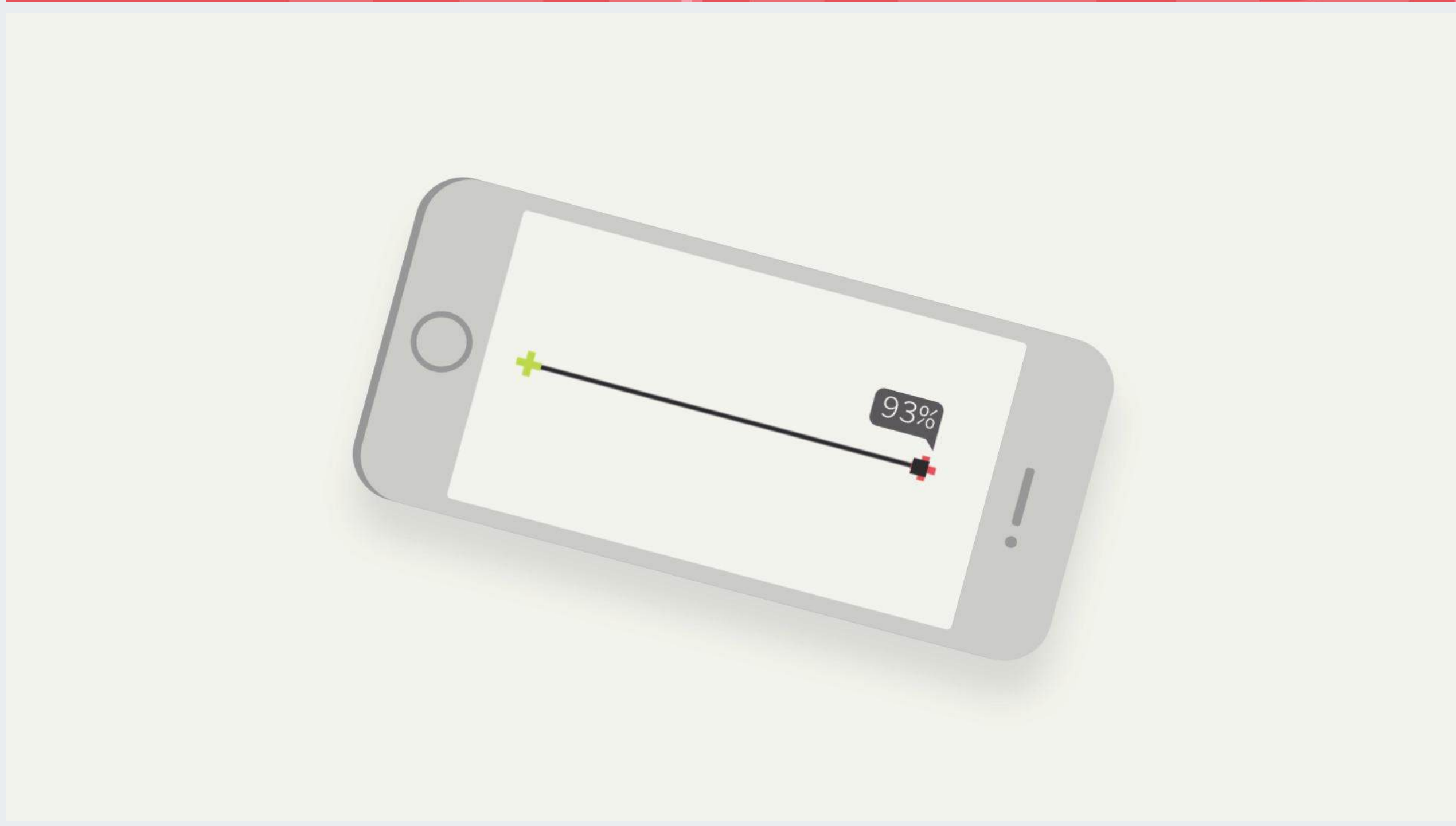
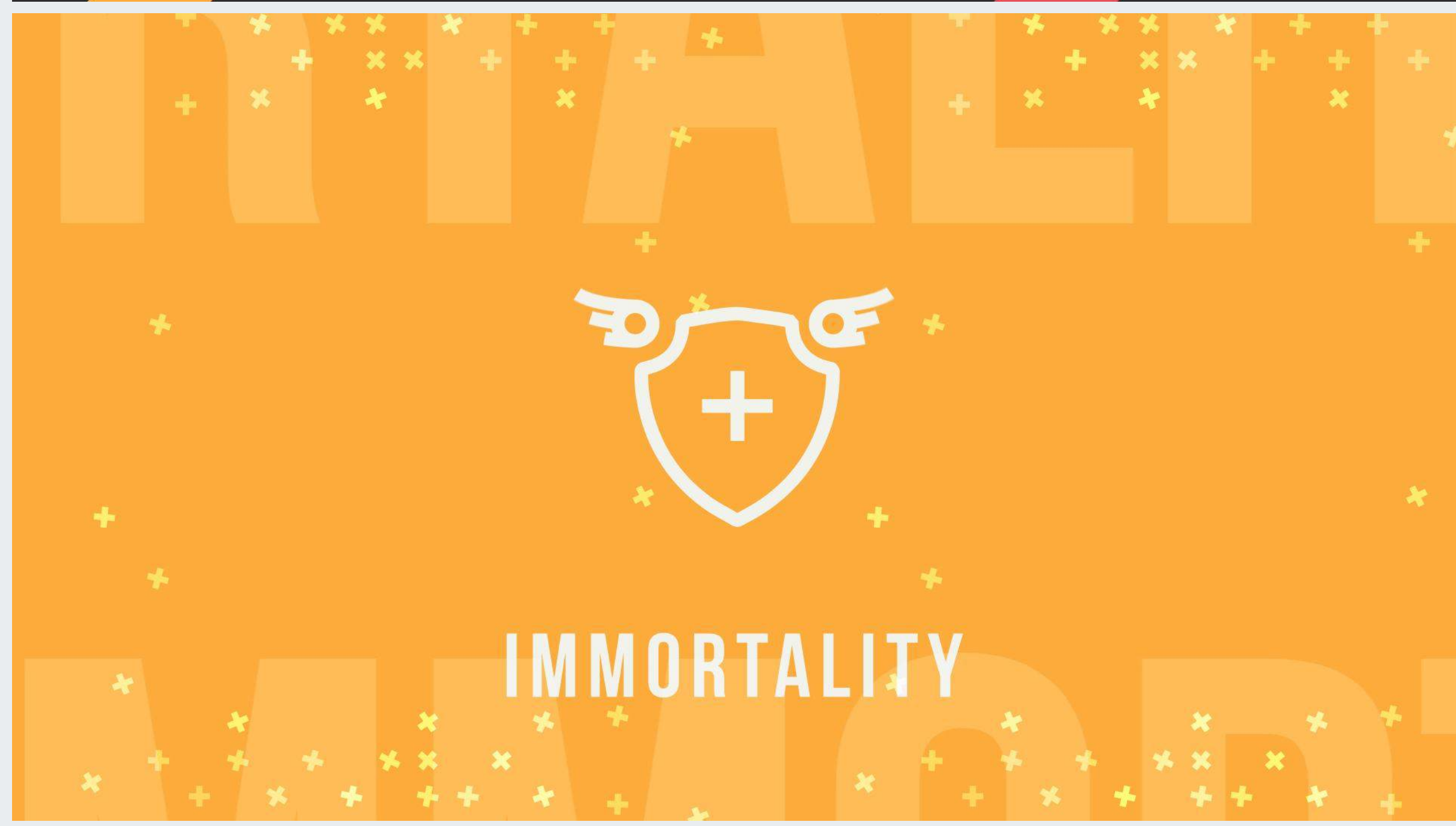
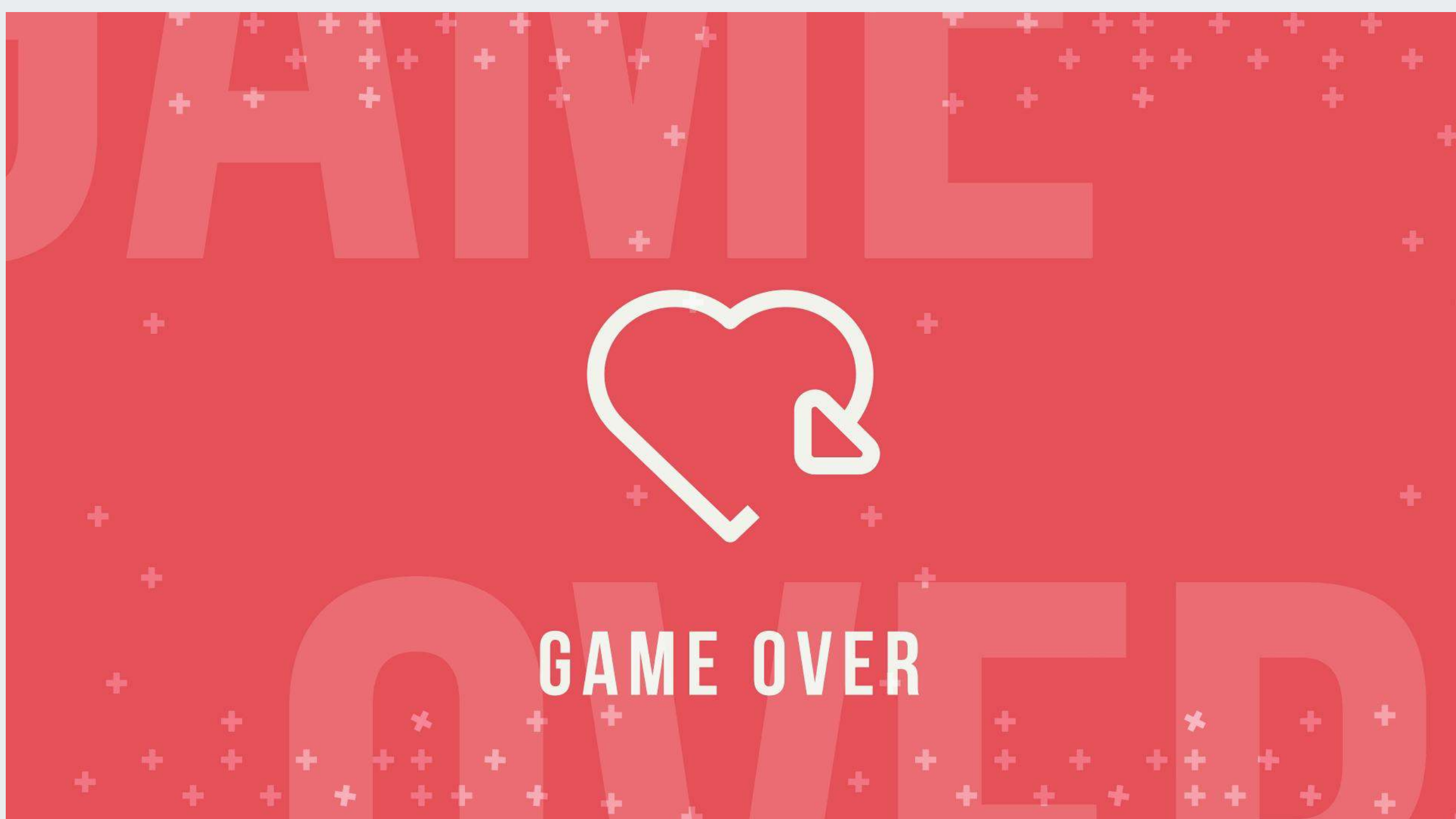
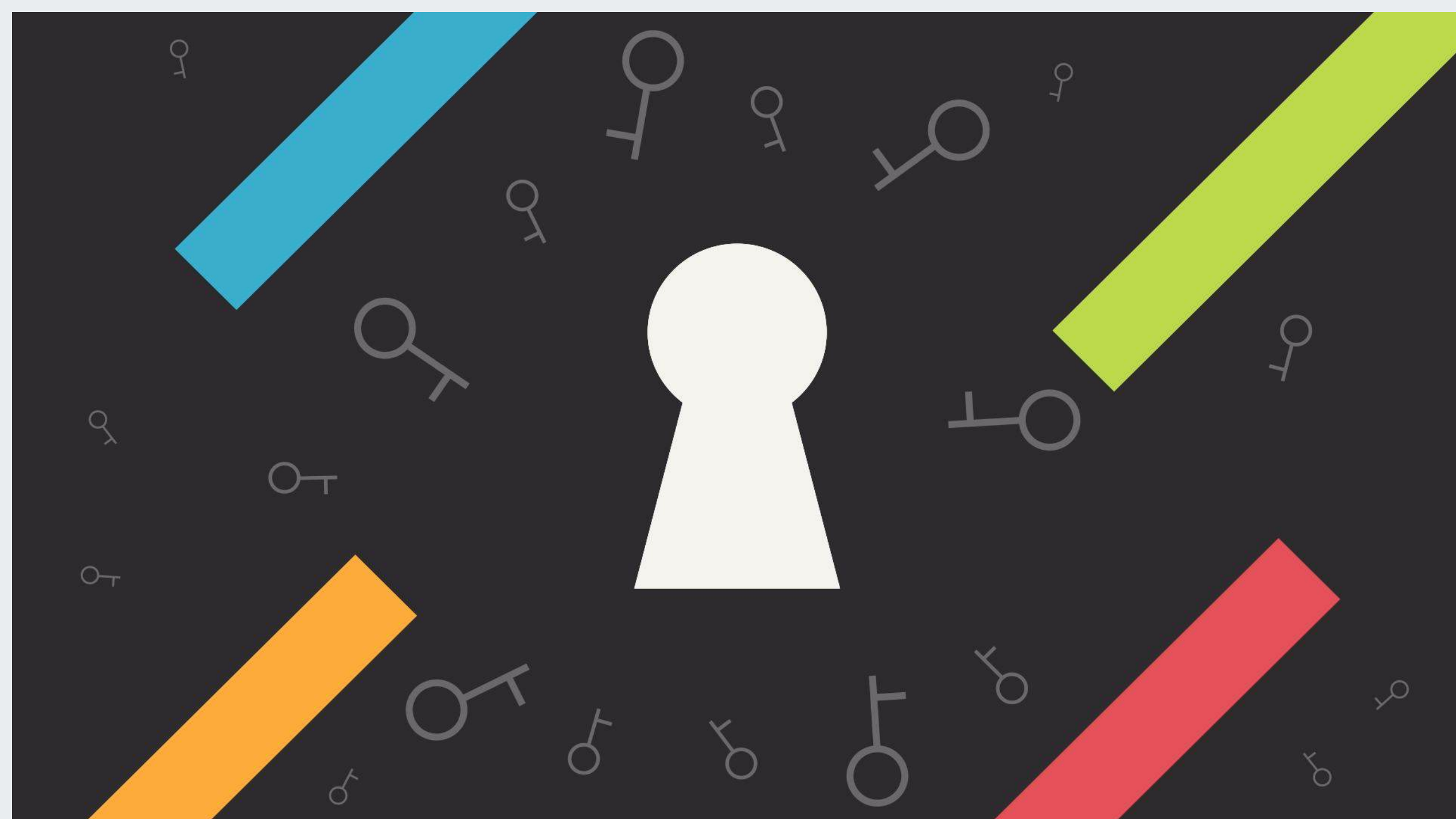
Analphabeta Studio - Personal Project

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.

Visual Design



A colourful and vibrant brand identity for a modern museum.

Mudec Museum

Client

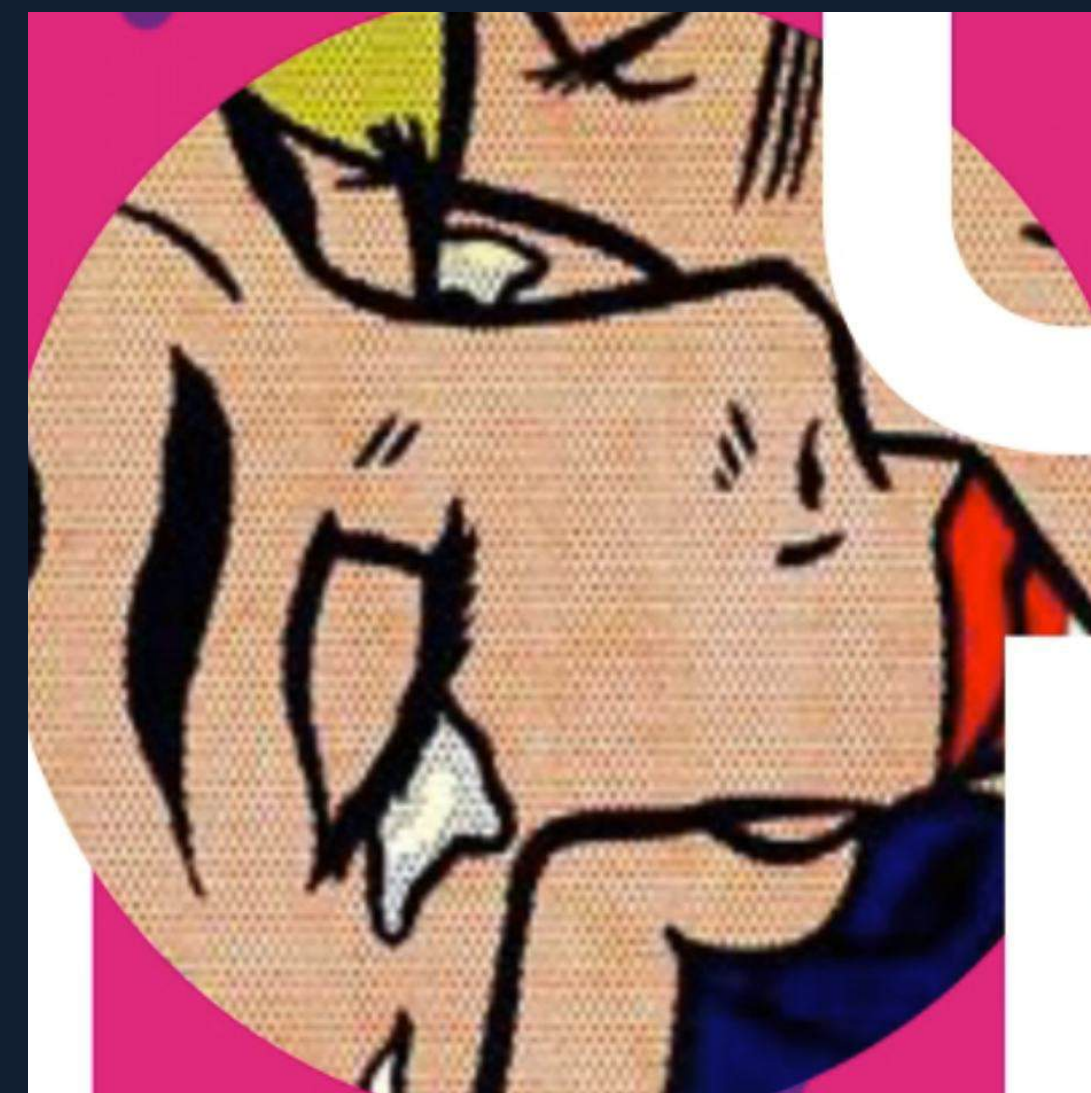
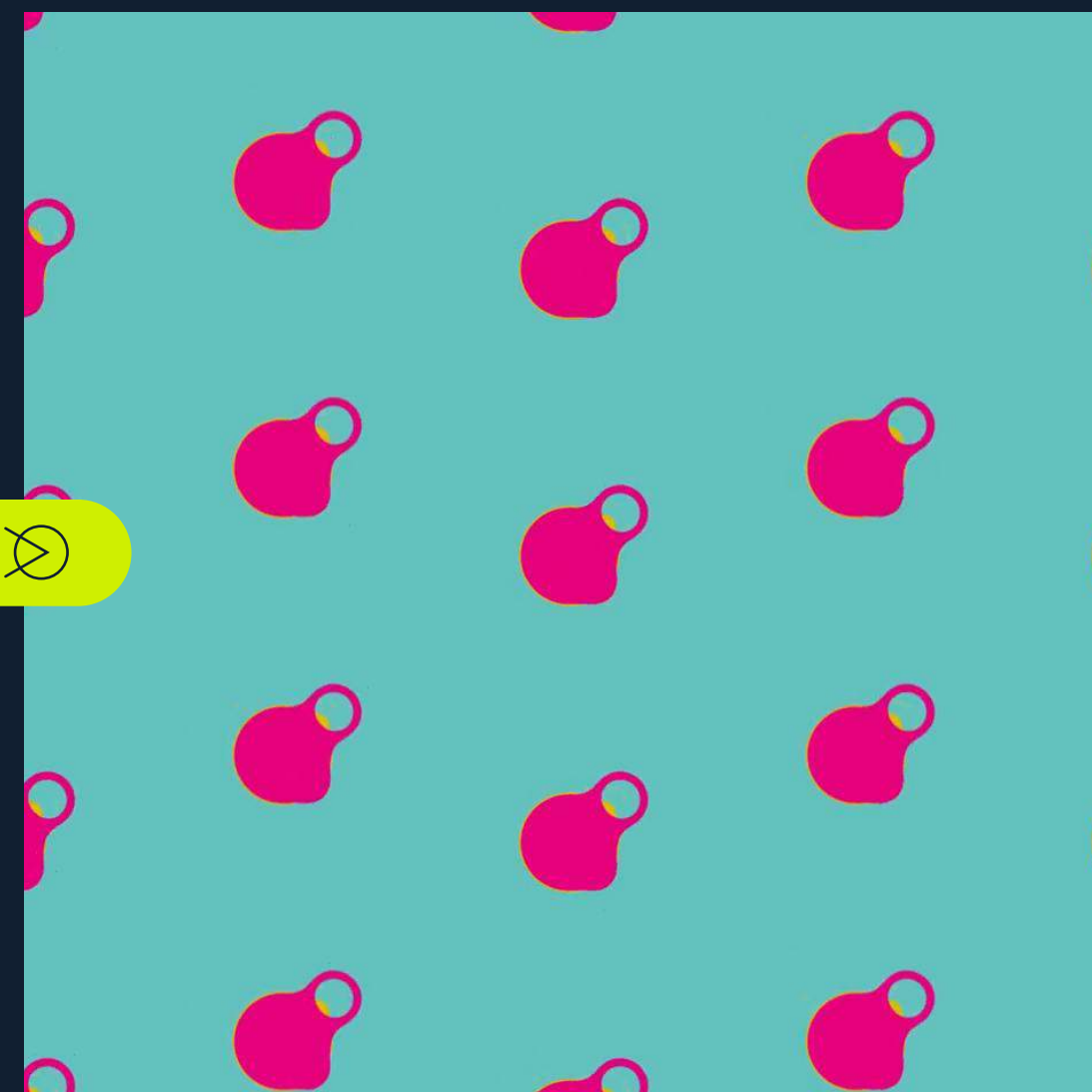
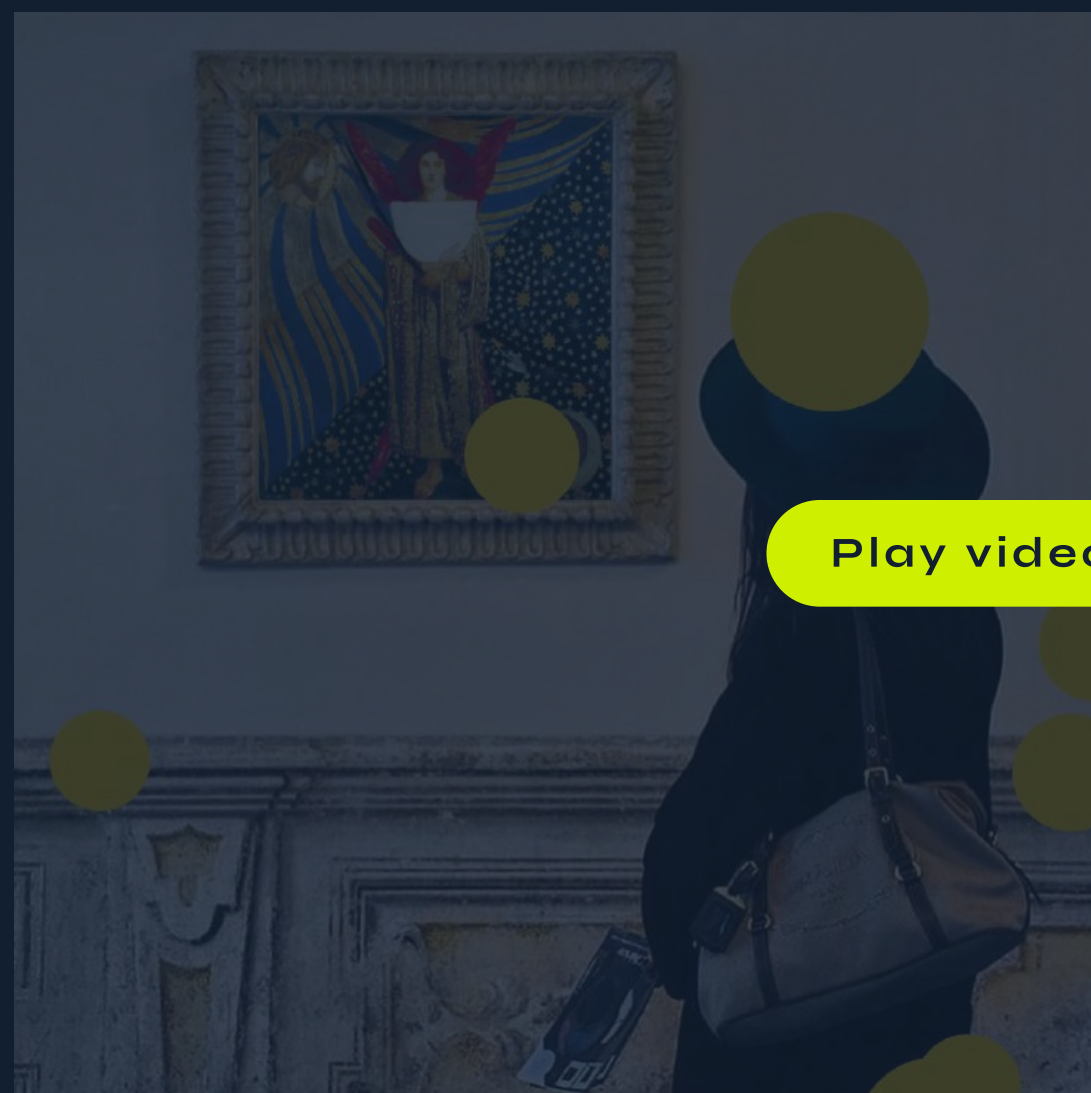
MUDEC - Competition project

Role

Visual Design - Motion Design

Agency

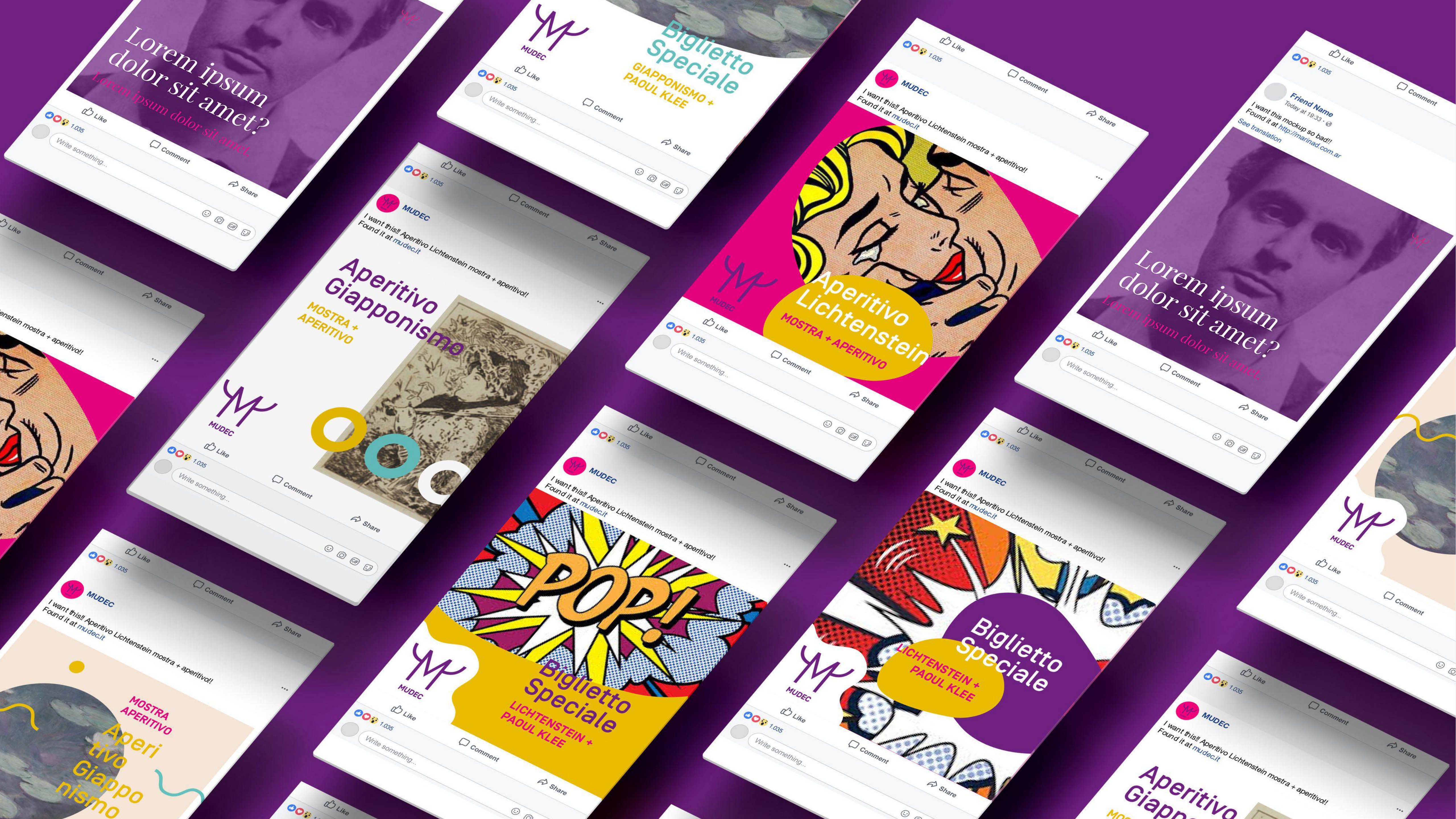
Sobrio



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.





Lorem ipsum dolor sit amet?
 Lorem ipsum dolor sit amet.

Biglietto Speciale
 GIAPPONISMO + PAUL KLEE

Aperitivo Giapponismo
 MOSTRA + APERITIVO

Aperitivo Lichtenstein
 MOSTRA + APERITIVO

Lorem ipsum dolor sit amet?
 Lorem ipsum dolor sit amet.

Biglietto Speciale
 LICHTENSTEIN + PAUL KLEE

Biglietto Speciale
 LICHTENSTEIN + PAUL KLEE

Aperitivo Giapponismo

MOSTRA APERITIVO
 Aperitivo Giapponismo

A visual online herbarium, with plenty of healthy advice.

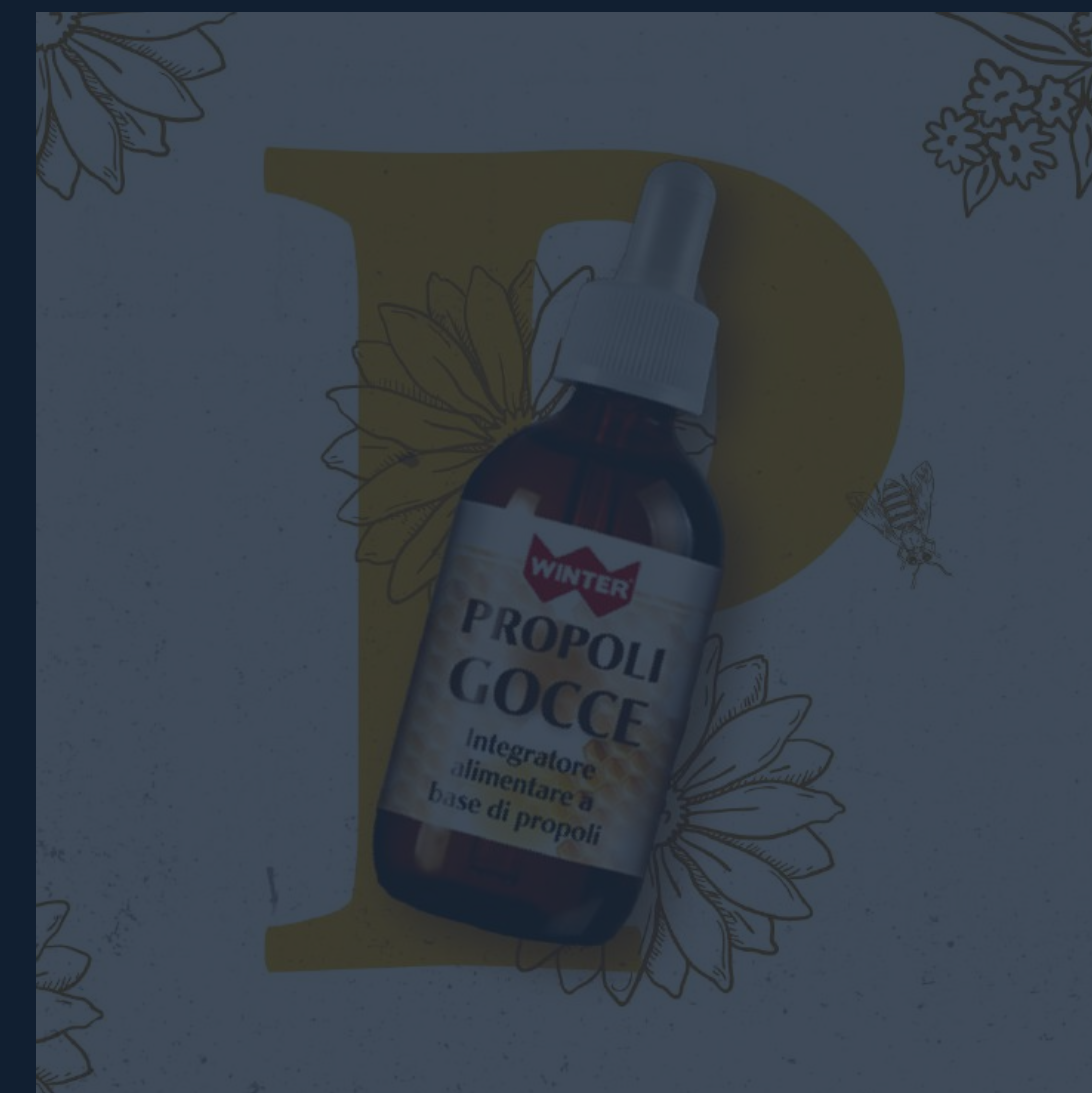
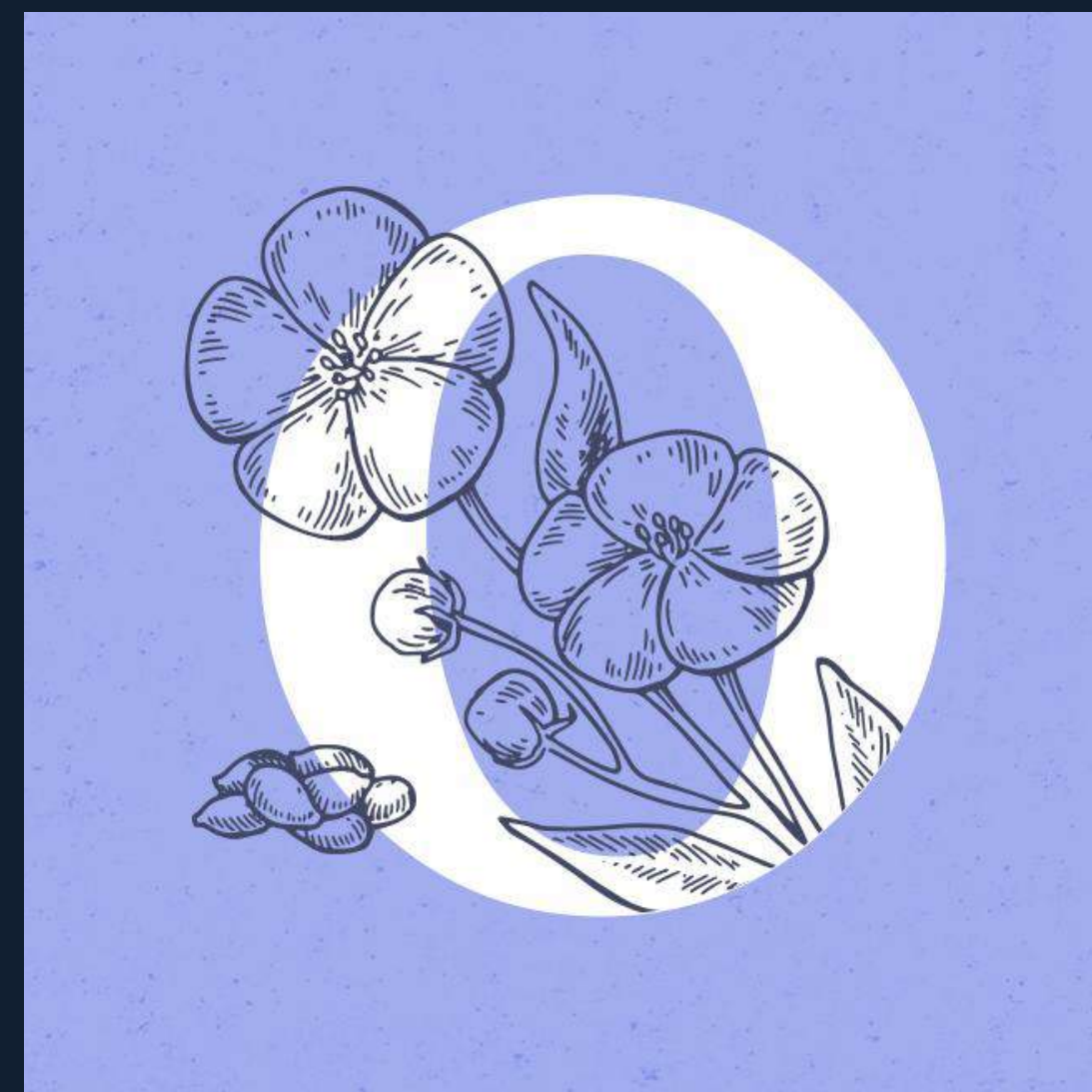
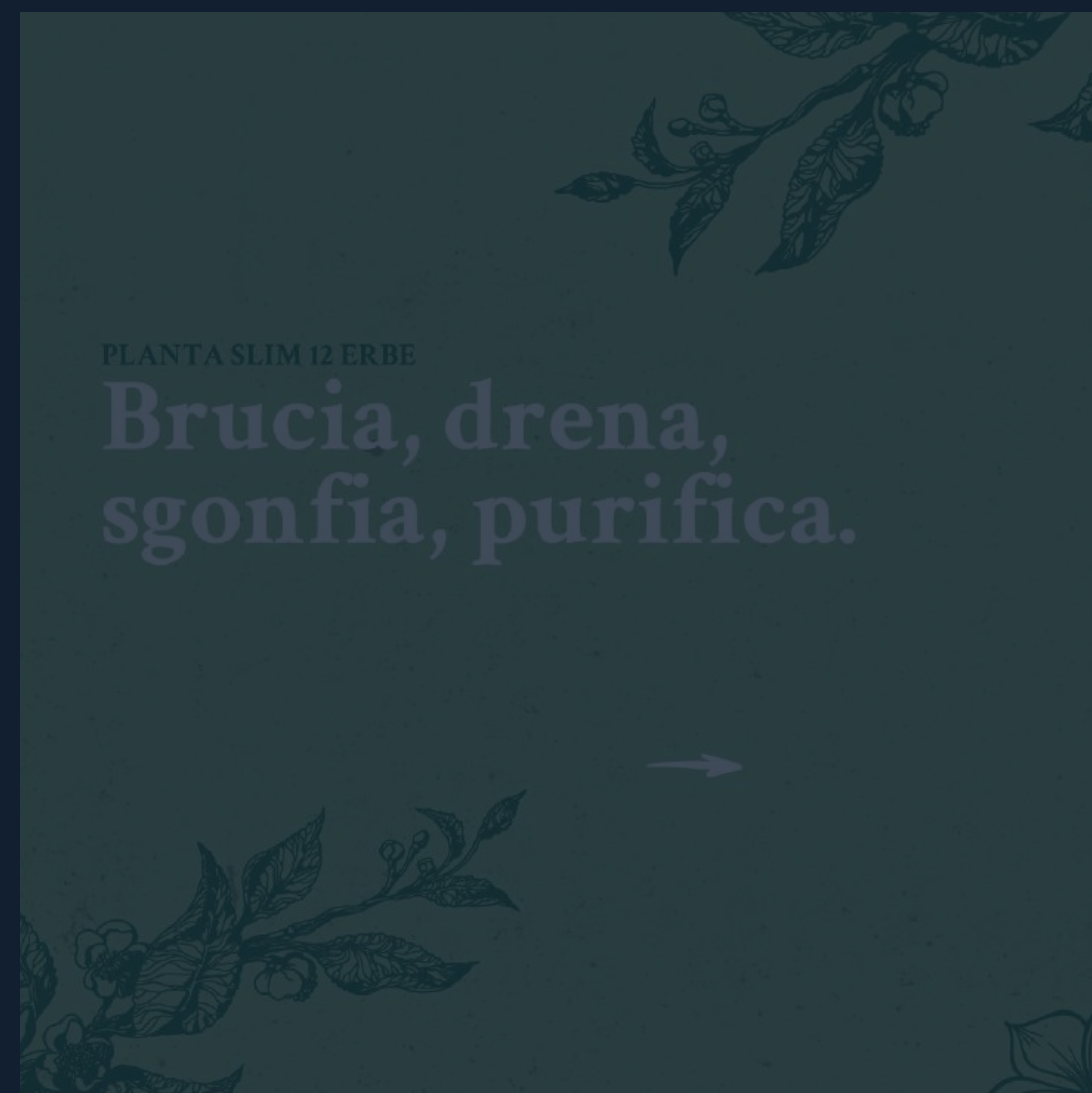
Winter Natura

Client

Winter Natura

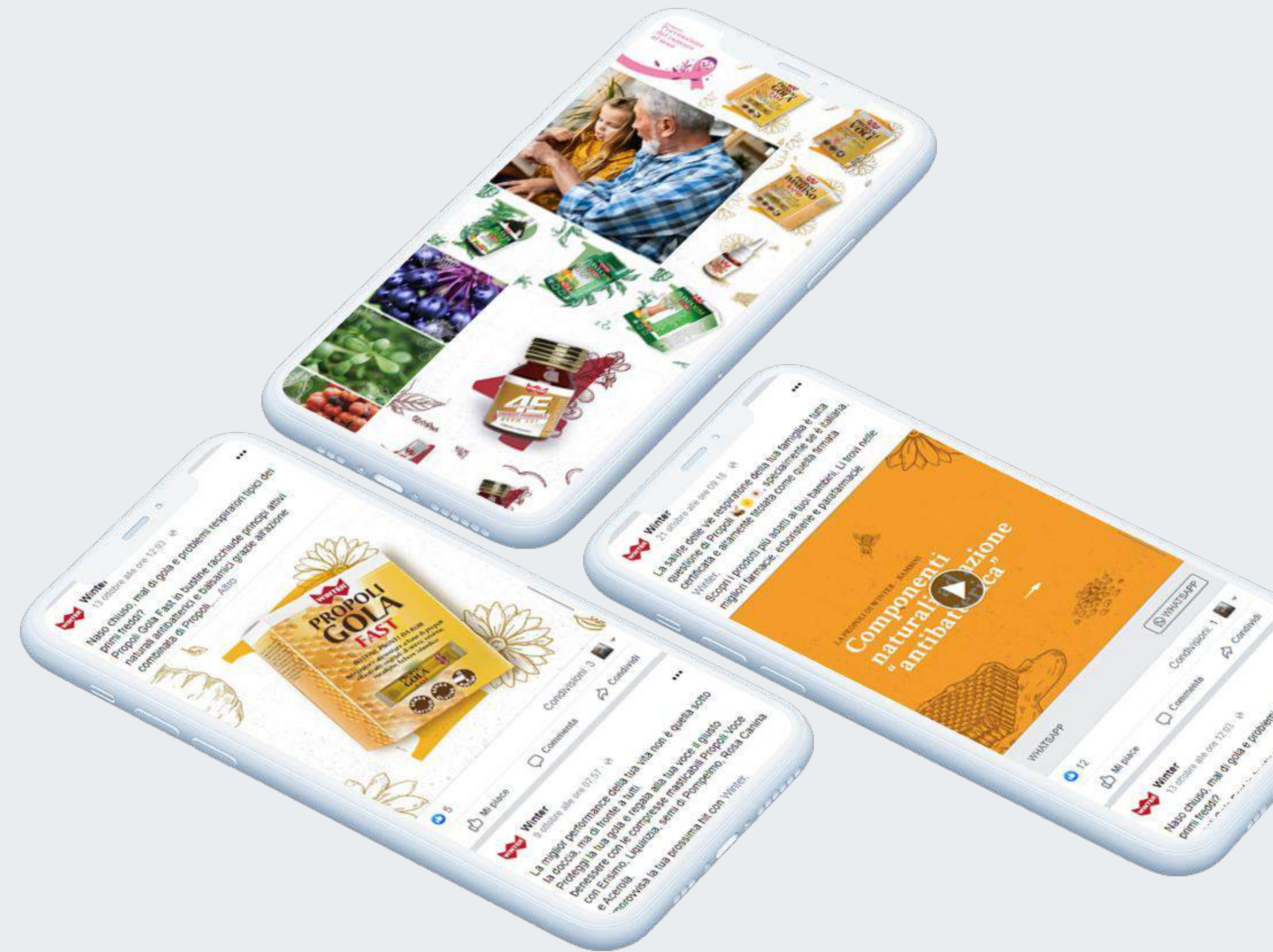
Role

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 erbarium.



Brand and UI Design



A newborn e-commerce for natural brands and cosmetics.

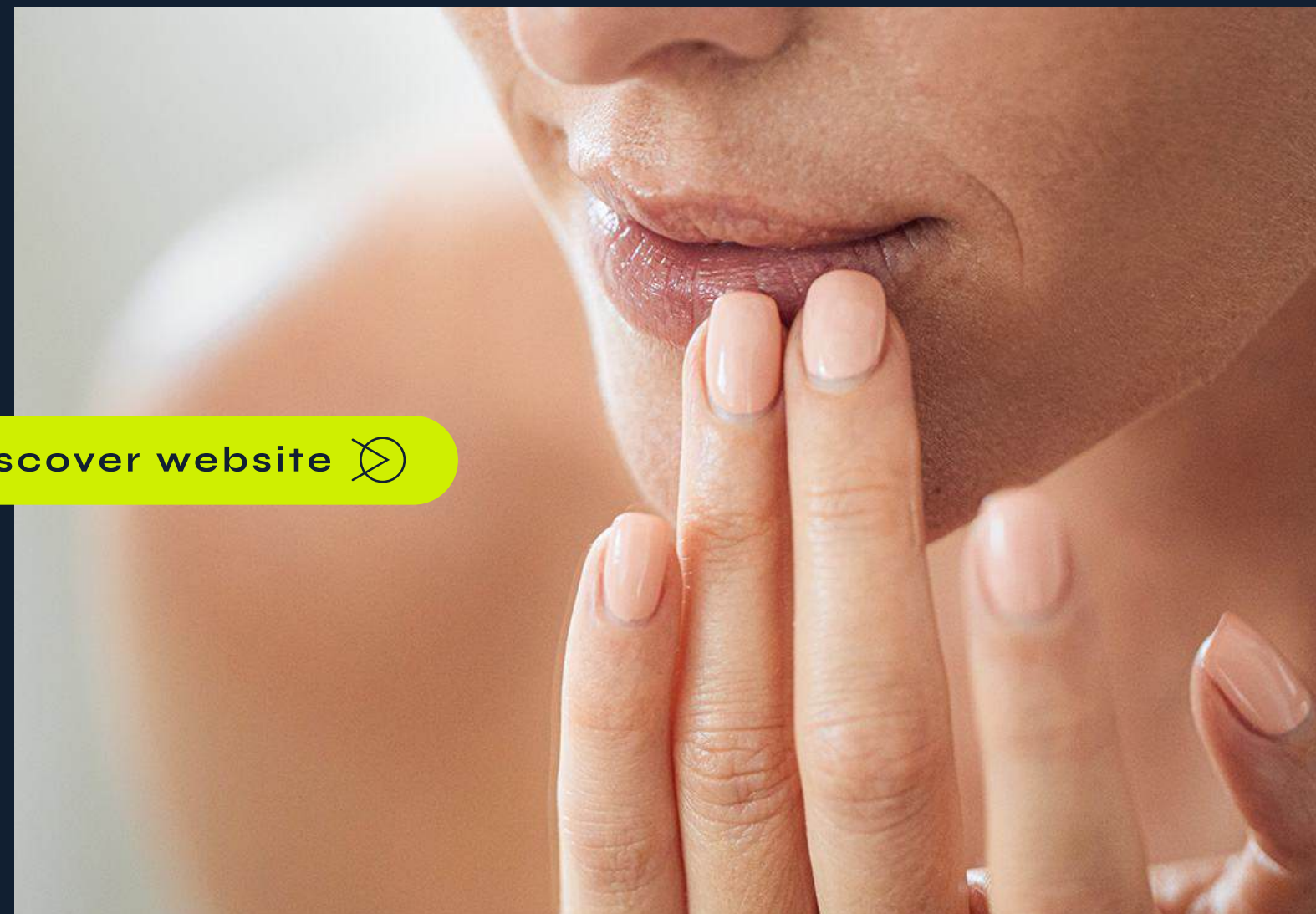
Erboristeria

Client

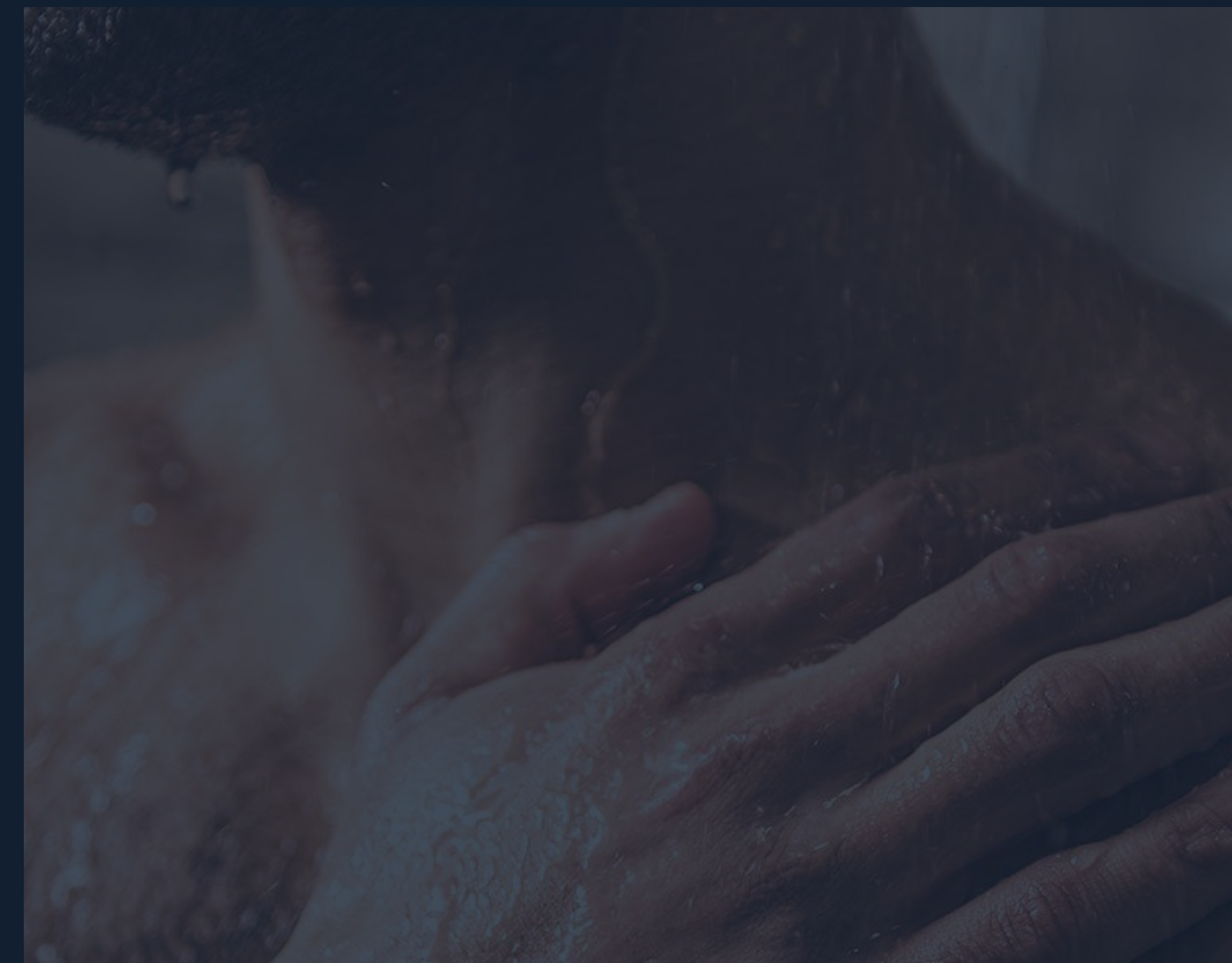
Erboristeria.com

Role

Creative Direction - Brand Design - UI/UX



Discover website 



erboristeria.com



B

Crimson Text

bold • *bold italic* • regular



[*herboristerie*]

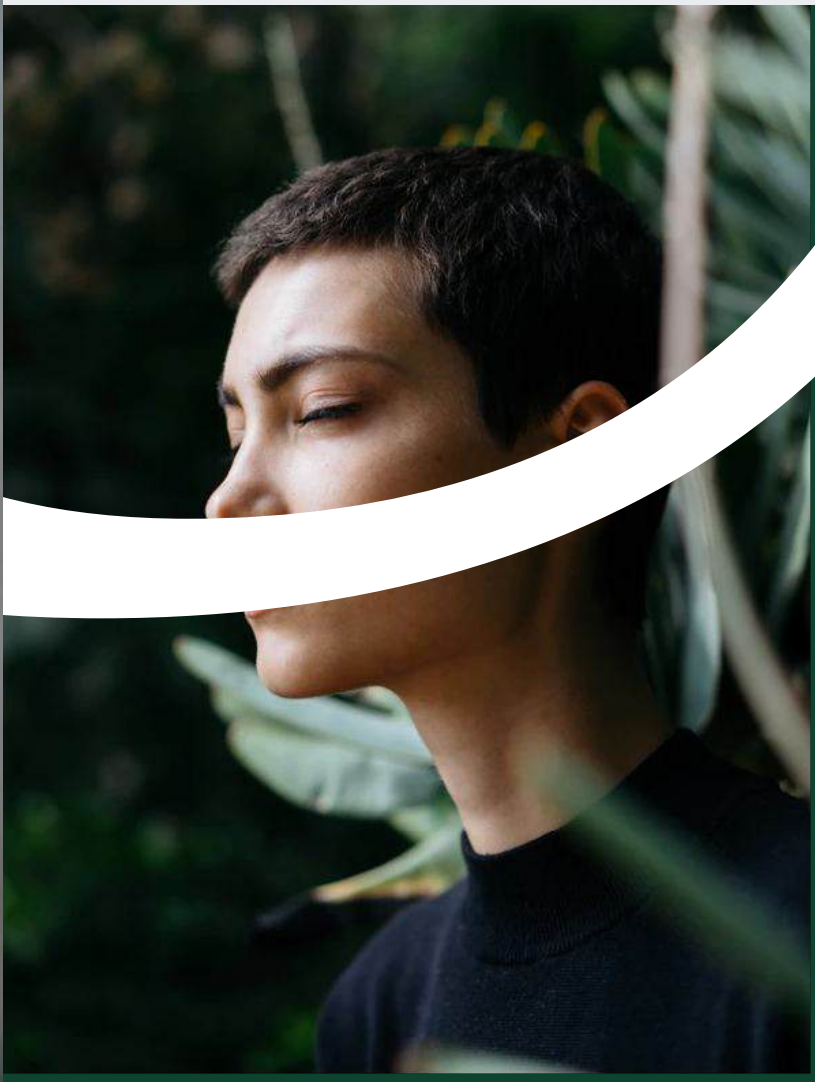
Erboristeria.com is a new Italian brand born with the purpose of selling natural cosmetic and phytotherapy products. I suggested following an elegant but traditional mood, with some reminders to the dictionary and encyclopedic world.

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.



e.
erboristeria.com







Totale (iva inclusa) **86,00 €**

proceedi al checkout

Account

1 2 3

Bonifico bancario



Spedizione gratuita a partire da € 50

Il benefici della propoli

>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. **sapri cura la gomma prodam!**

e. **more** **erbos**

Promo immuno **risparmi 10€**

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do

25,00 € **22,00 €**

Carrello

Le più vendute!

Le più vendute!

Le più vendute!

Le più vendute!

Ingredienti del mese

Ingredienti de

Olio di Vavoni

Aloe Vera



A digital re-branding with an
interactive quiz to choose your hair
style

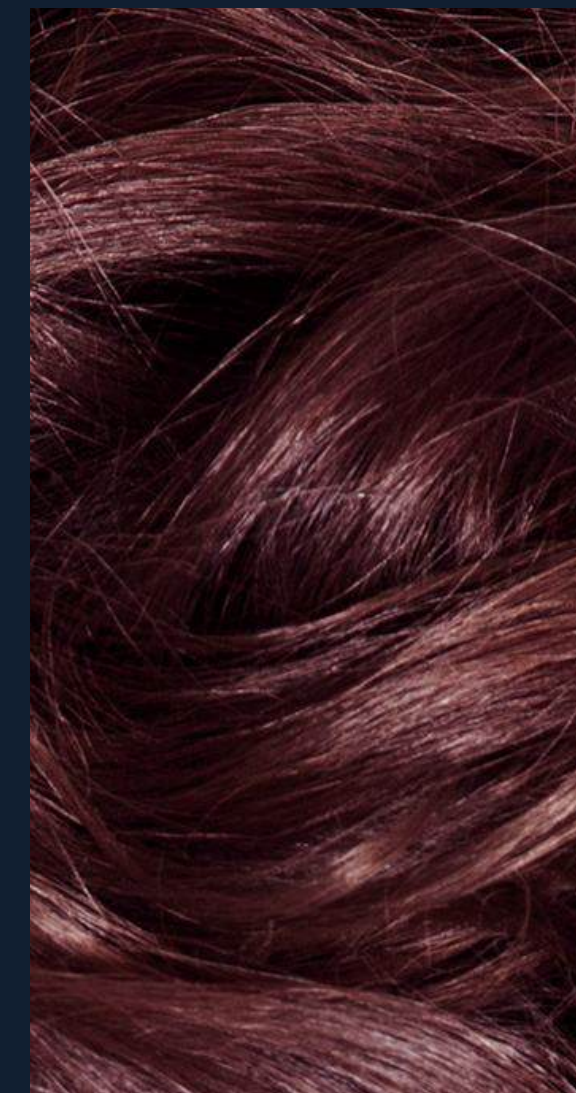
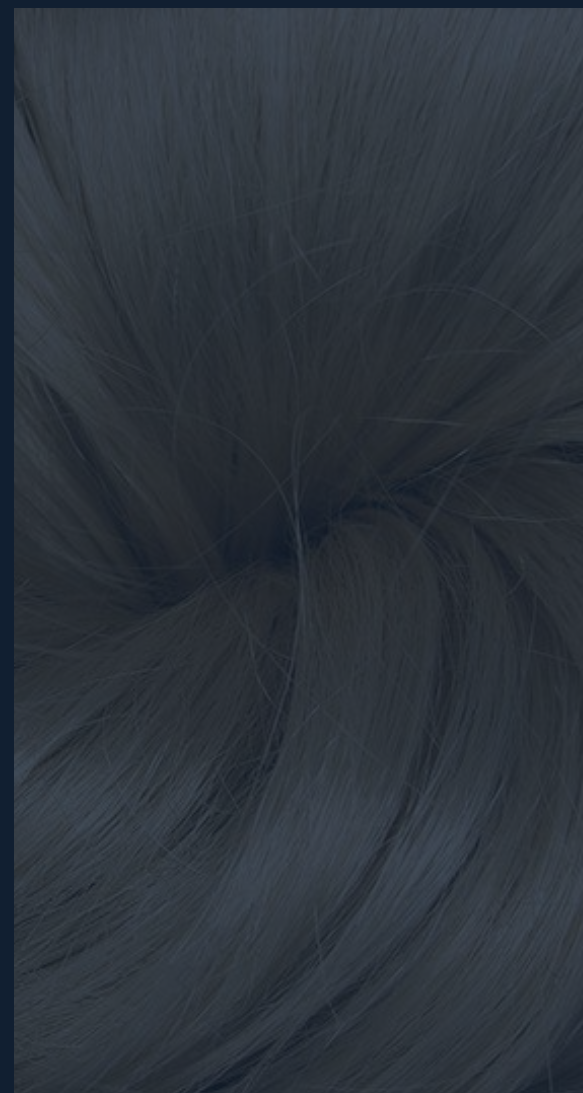
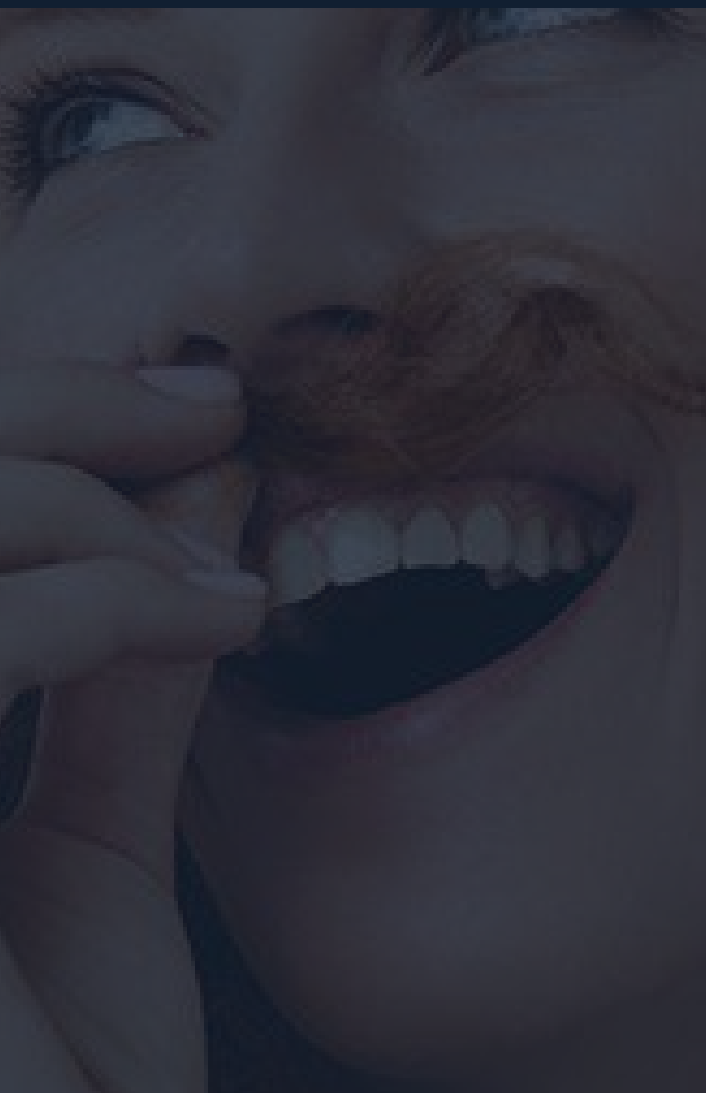
BioKeratin Dietalinea

Client

BioKeratin

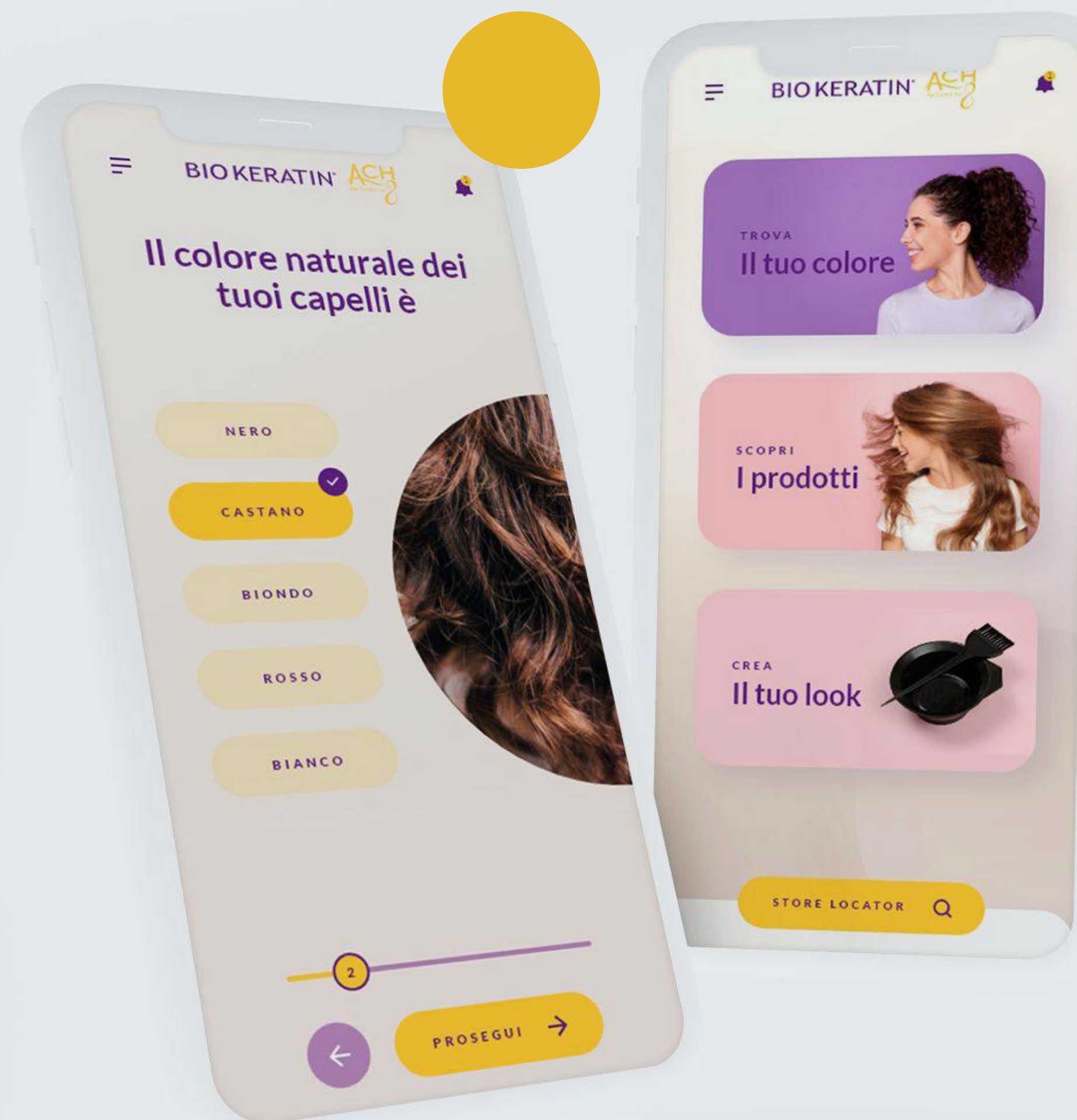
Role

Creative Direction - Design - UI / UX Design



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.



A smarter way to find and book a recording session.

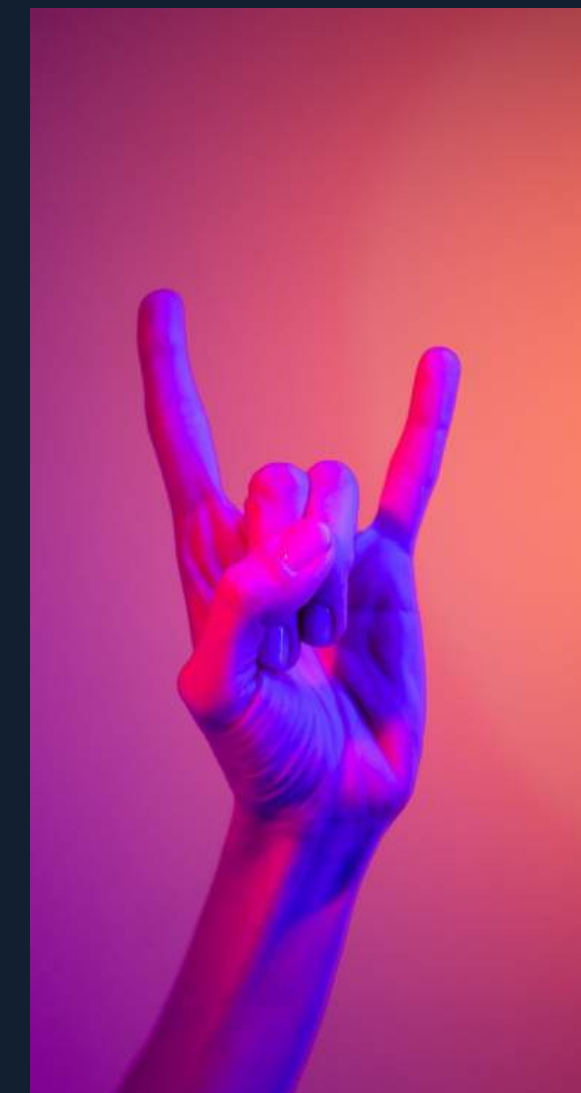
Music to go

Client

Music To Go

Role

Creative Direction - Brand Design - UI/UX



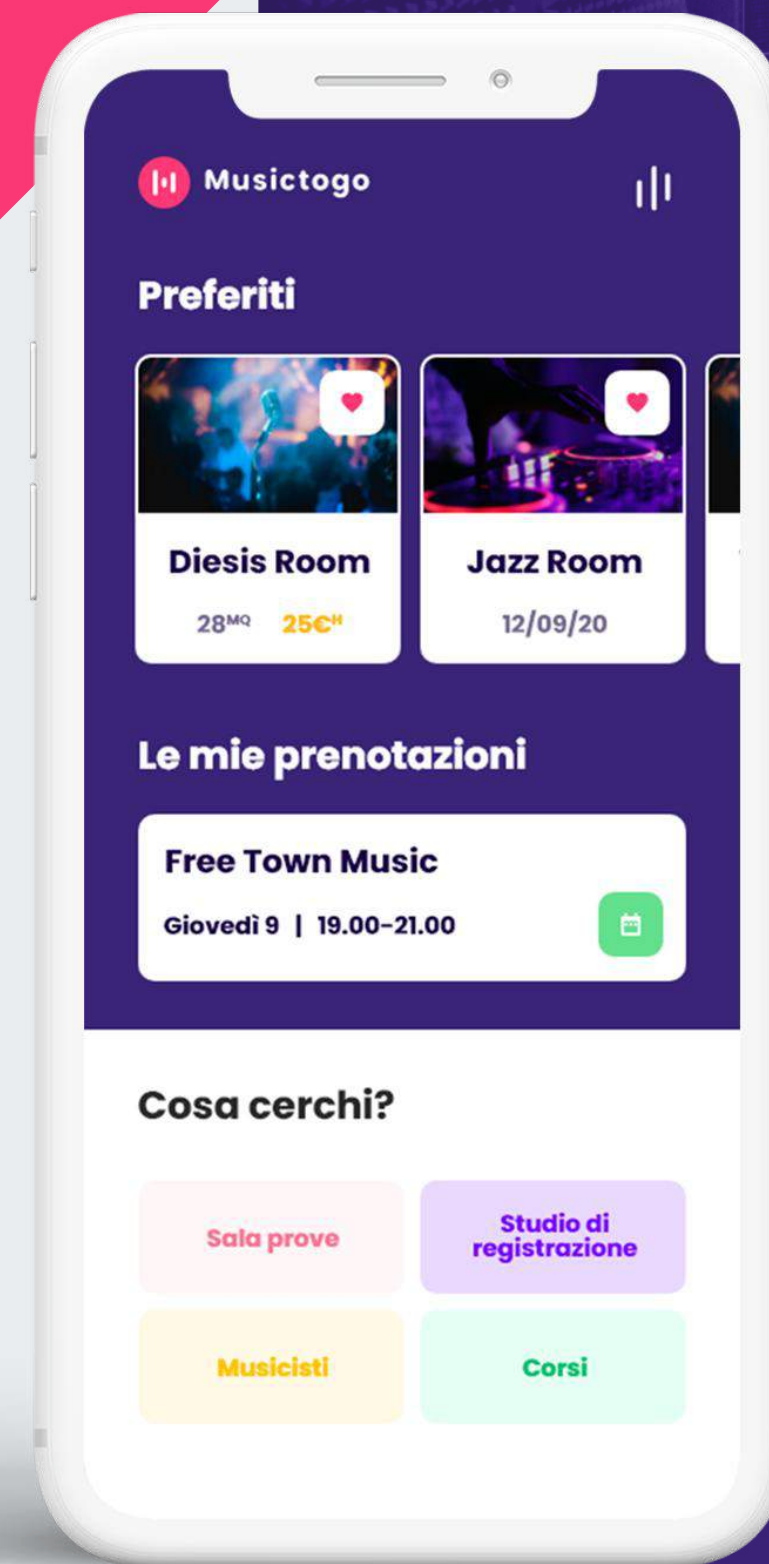


Musictogo

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.

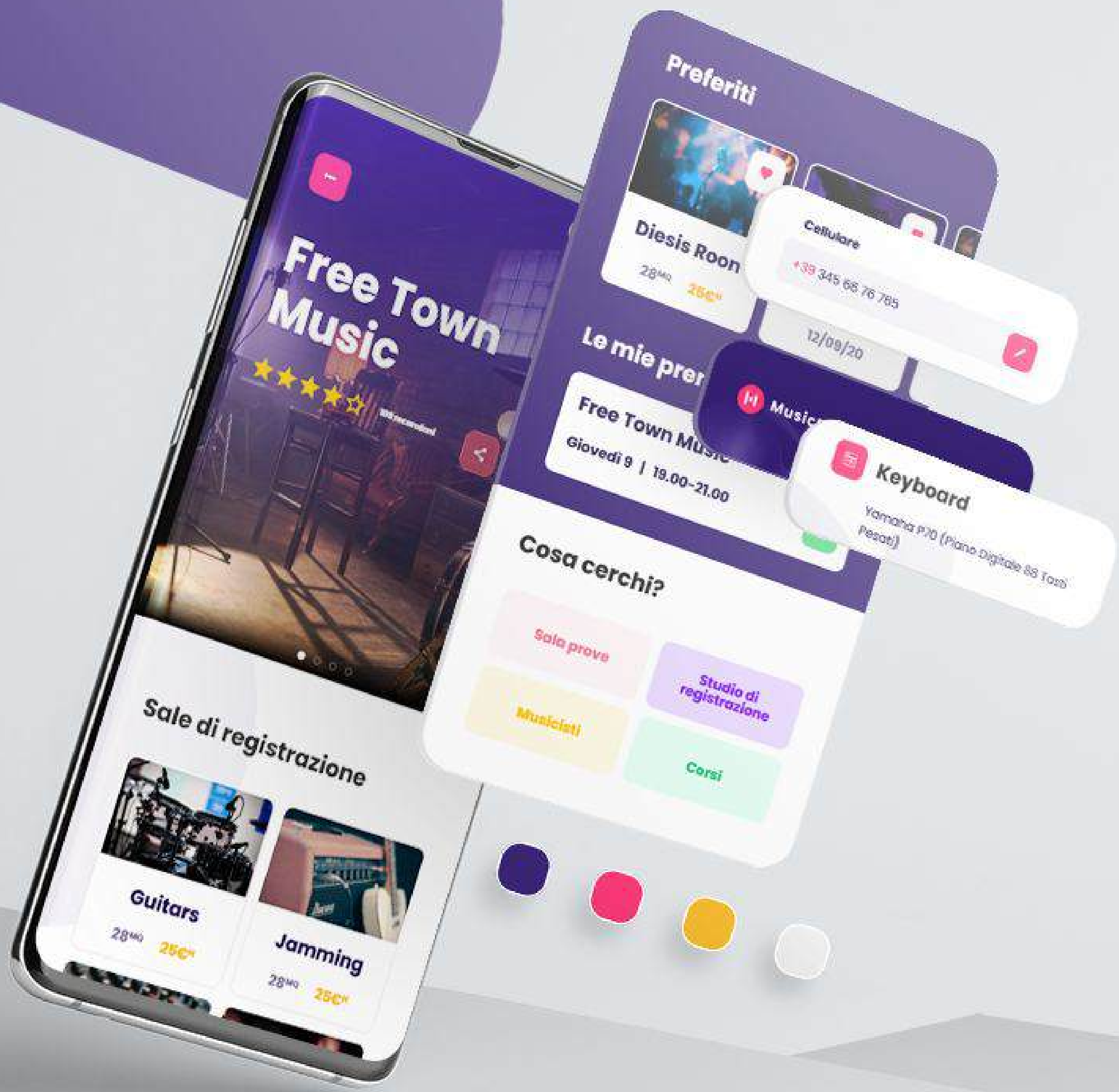


Poppins

bold
regular

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

 Musictogo



Free Town Music

★★★★★

Sale di registrazione



Guitars

28 MAR 25€*



Jamming

28 MAR 25€*

Preferiti



Diosis Room

28 MAR 25€*

Cellulare

+39 345 66 76 785

12/08/20

Le mie prenotazioni

Free Town Music

Giovedì 9 | 19.00-21.00

Cosa cerchi?

Sala prove

Studio di registrazione

Musicisti

Corsi

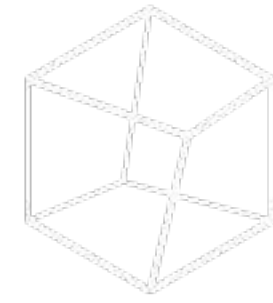
Keyboard

Yamaha P70 (Piano Digitale 88 Tasti Pesati)



NBeS

New Bonus
evolution Services



NBeS

NEW BONUS
EVOLUTION SERVICES



NBS

CLASSIC



WBeS

WORKFLOW



HBeS

HELP
& SUPPORT



PBeS

Incentive
Planning



SBeS

SIMULATOR



MBeS

MONITORING
SYSTEM



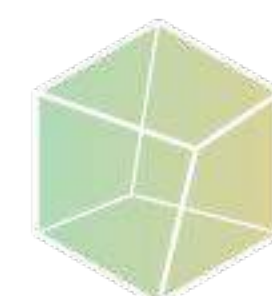
IBeS

IMPORTERS



TBeS

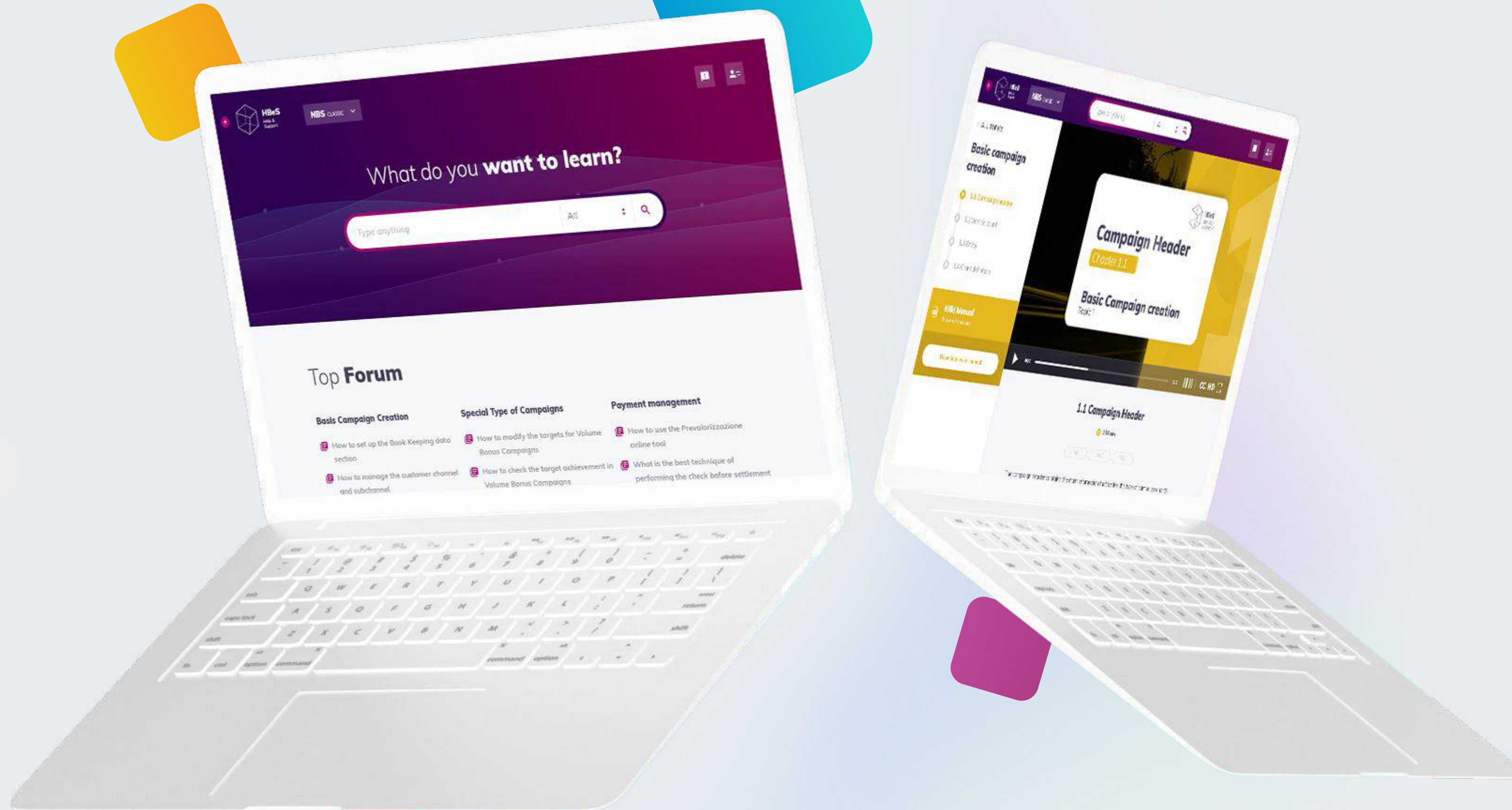
TARGET
MANAGEMENT



EBeS

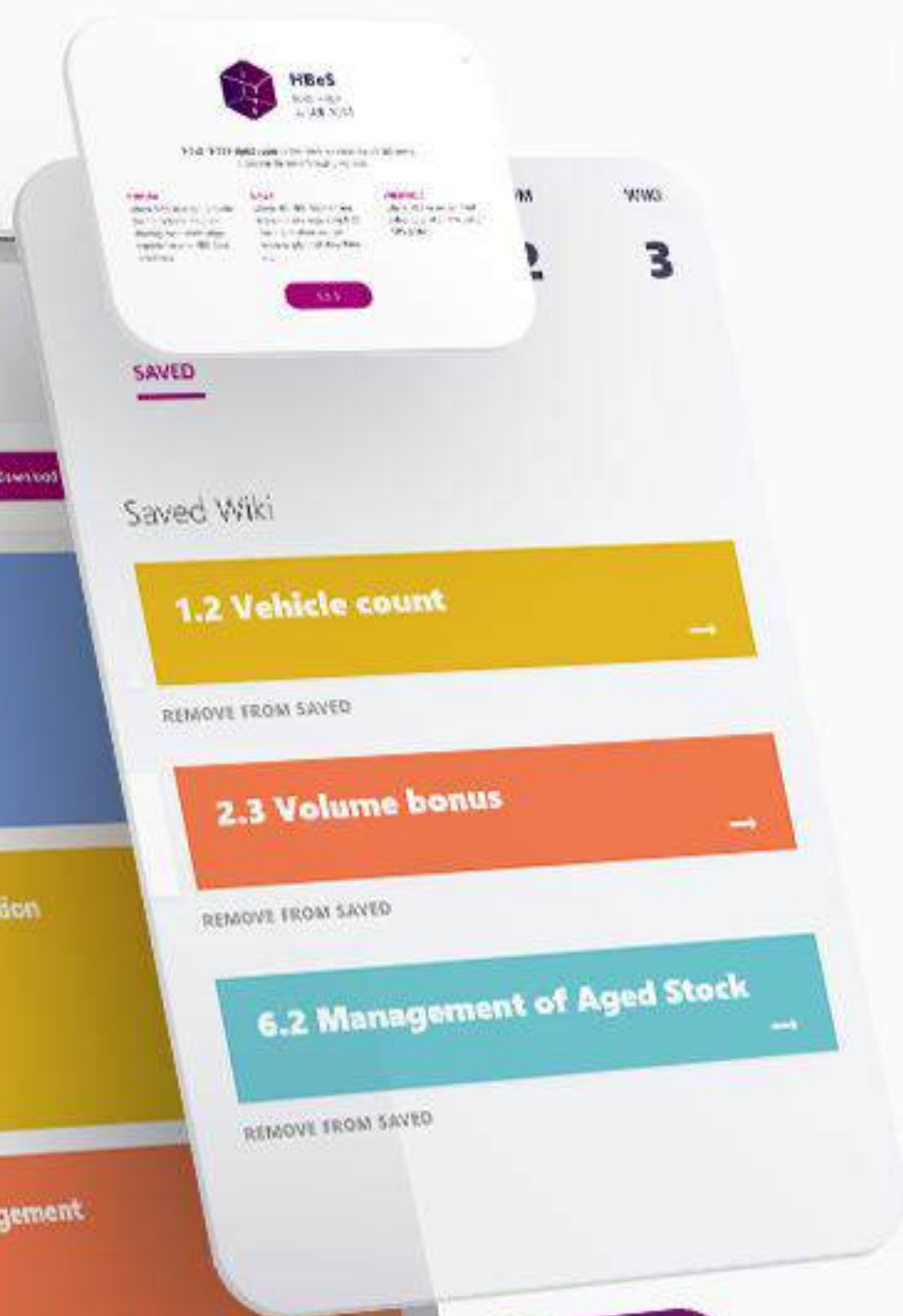
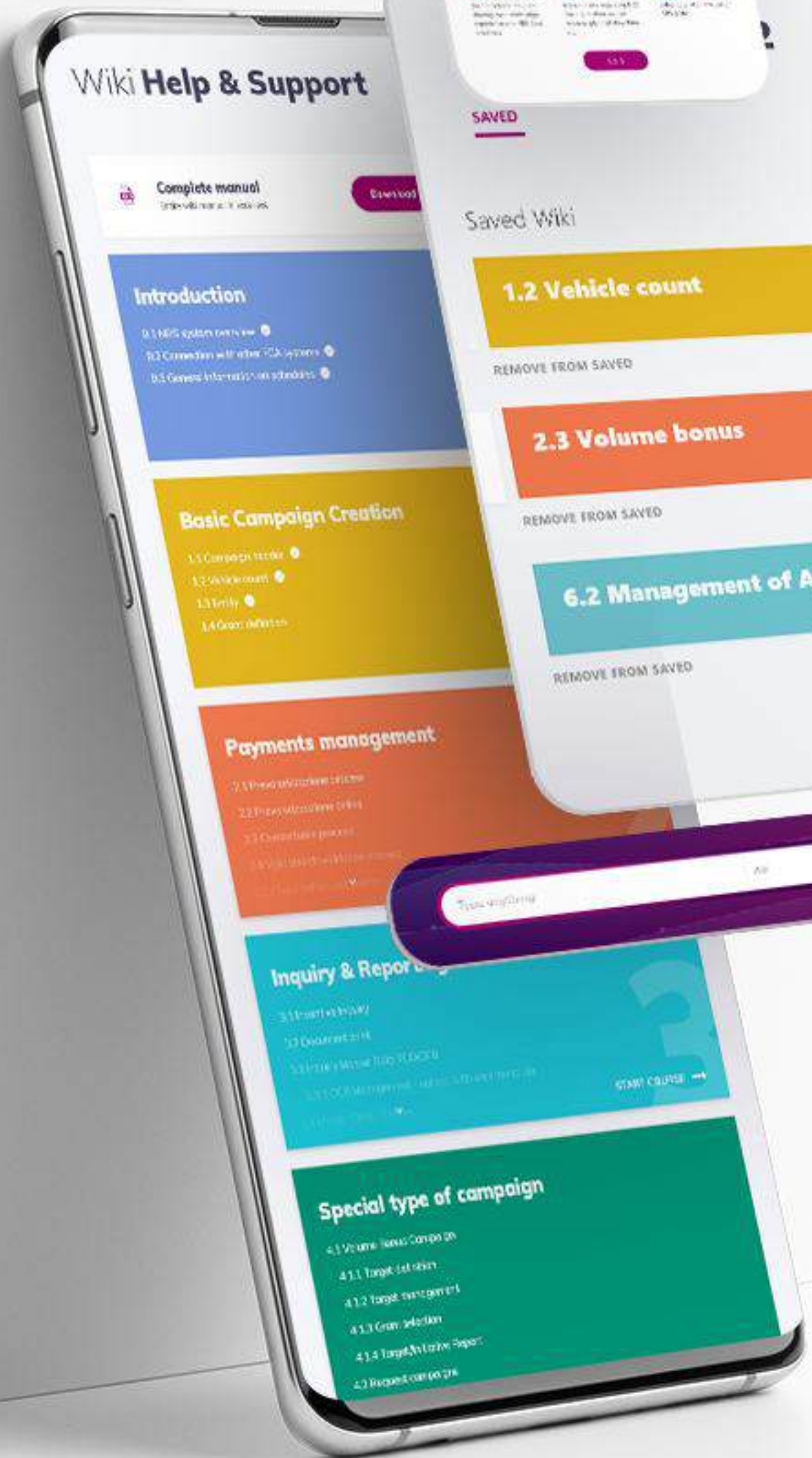
ENGINE





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 simplicity and interaction are always in the first place for the user.



A powerful brand identity for an international buckets engineering company

New Bucket Engineering

Client

NBE


Role

Creative Direction - Art Direction - Design - UI / UX

Visit website 



 **NBE**

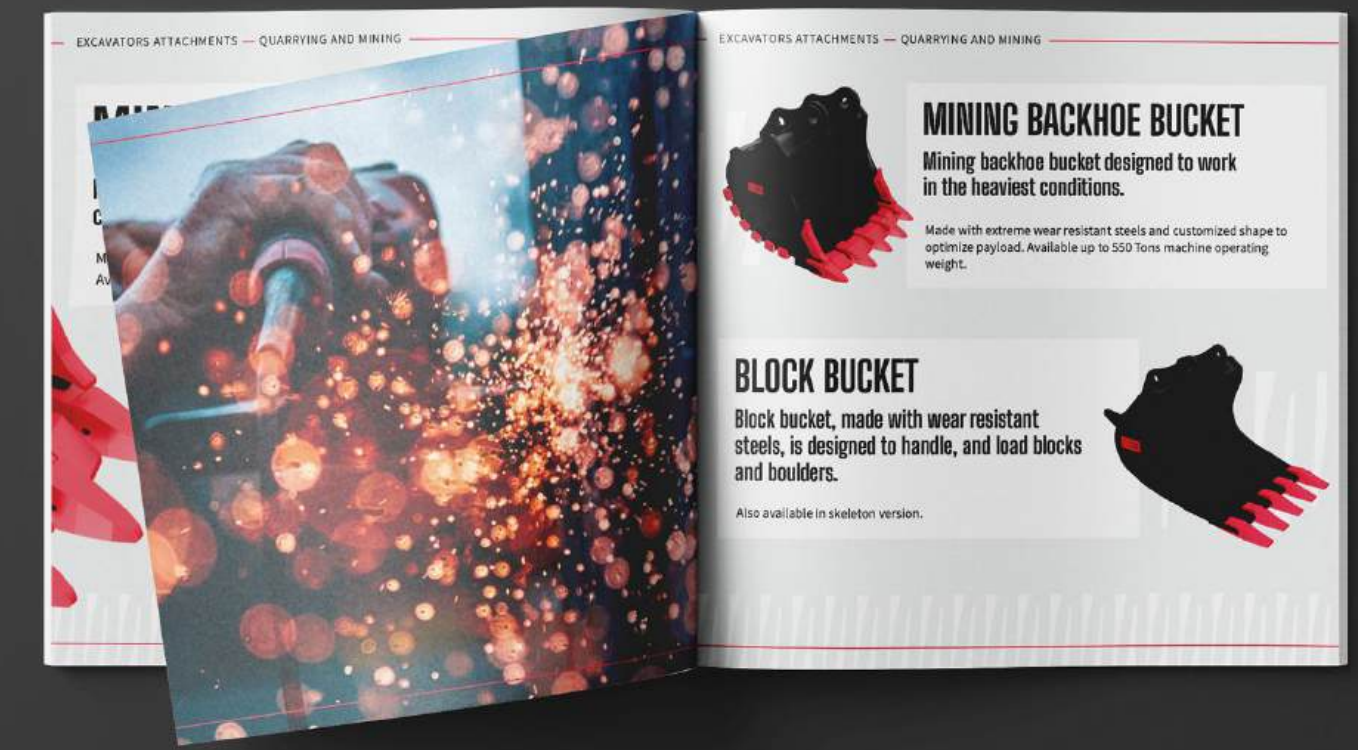
 **NEW
BUCKETS
ENGINEERING**

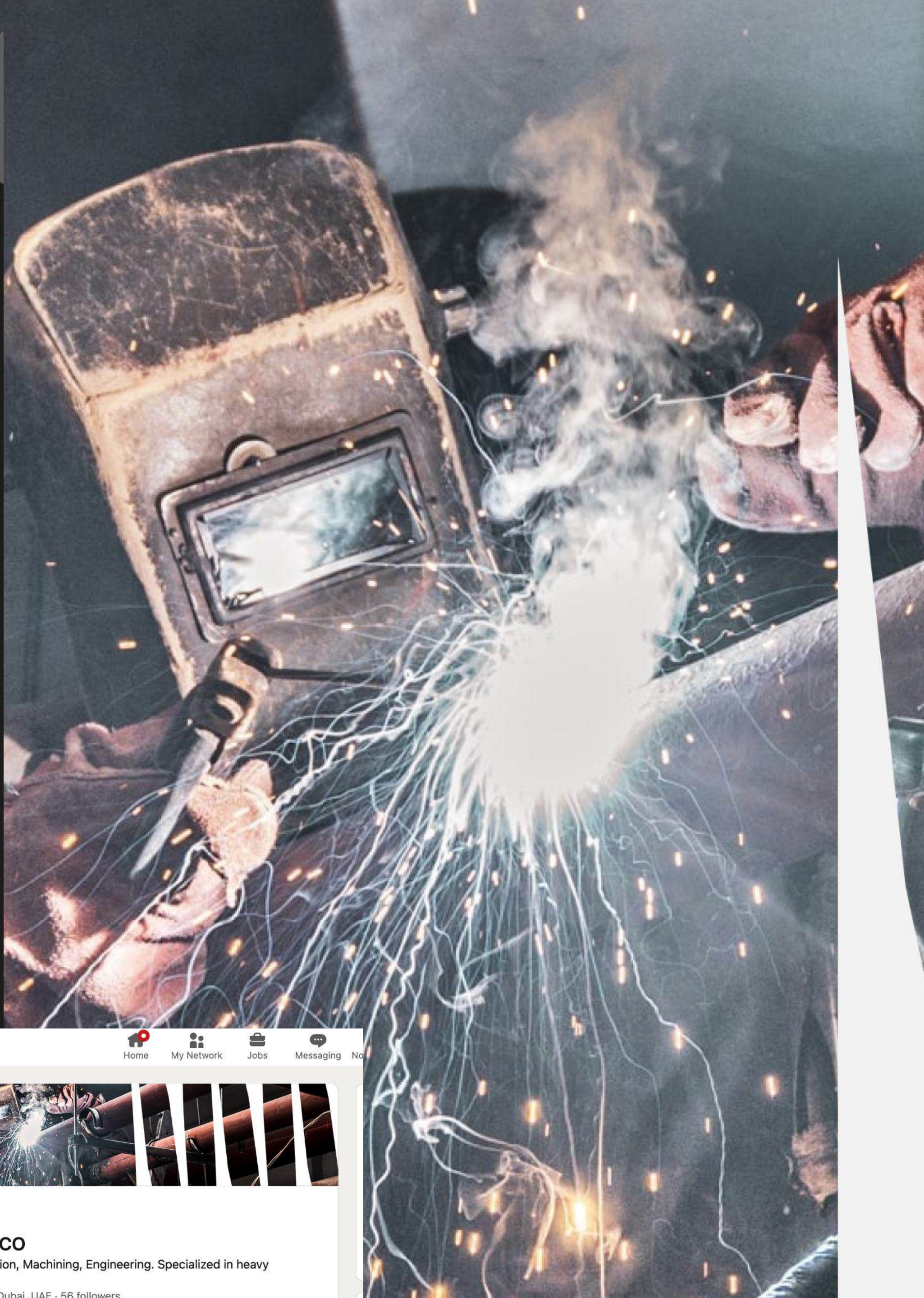
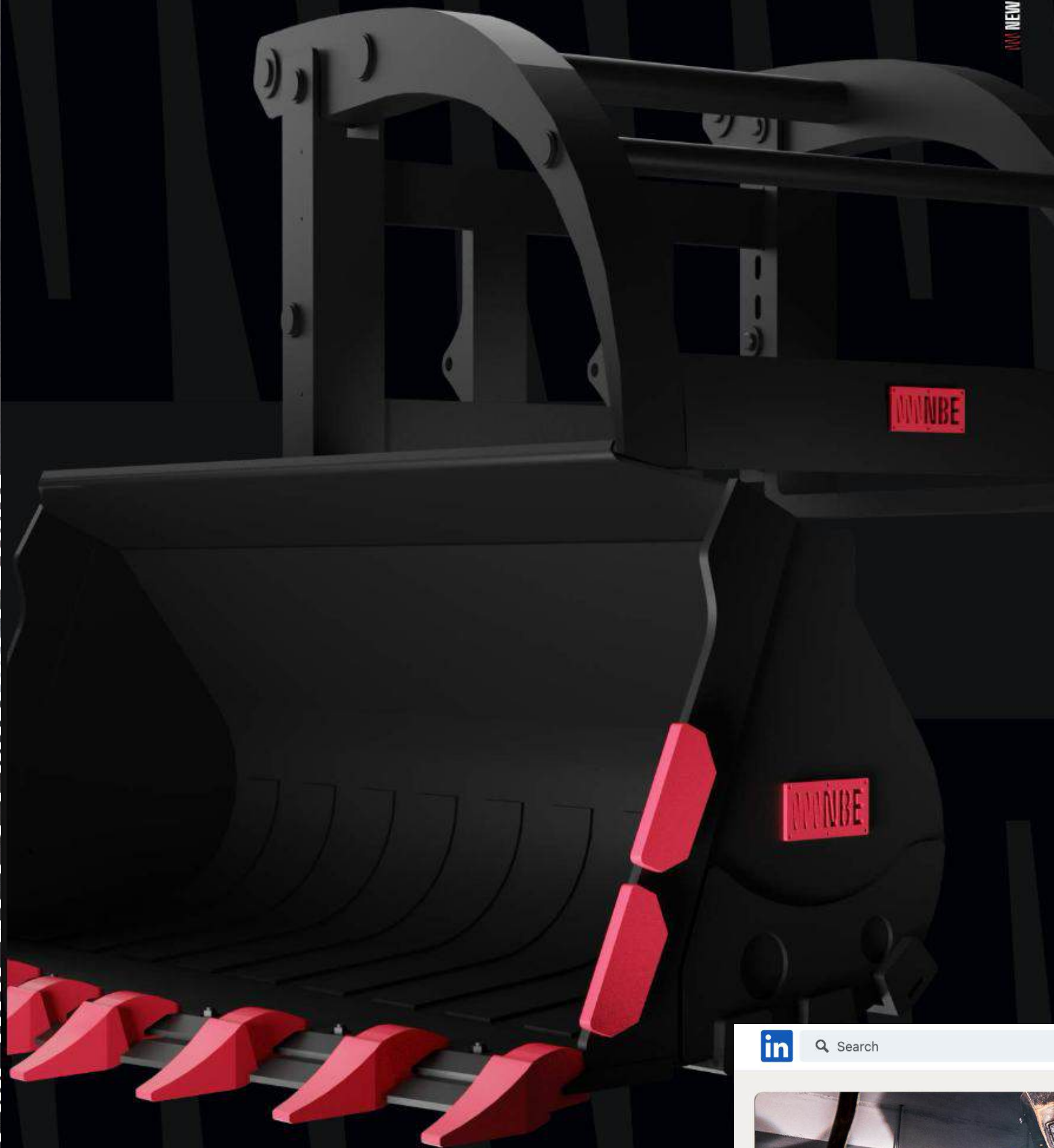


NEW BUCKETS ENGINEERING FZCO is a progressive, multi-disciplined project management & manufacturing located in Jebel Ali Free Zone, Dubai, United Arab Emirates.

Our design process began with an in-depth analysis of competitors, aiming to break away from the conventional industrial aesthetic and create a bolder, more distinctive identity. The logo and branding were crafted to reflect the power and precision of NBE's products, while the website, catalogs, and 3D renderings followed the same philosophy—blending technical excellence with a striking, modern visual approach.







IMPROVE YOUR PERFORMANCE
IMPROVE YOUR PERFORMANCE
IMPROVE YOUR PERFORMANCE
IMPROVE YOUR PERFORMANCE
IMPROVE YOUR PERFORMANCE
IMPROVE YOUR PERFORMANCE



in Search Home My Network Jobs Messaging

New Buckets Engineering FZCO
 NBE it's your one-stop solution for Fabrication, Machining, Engineering. Specialized in heavy equipment attachments.
 Machinery Manufacturing · Jebel Ali Free Zone, Dubai, UAE · 56 followers

A provocative and unconventional branding for a eyewear agency

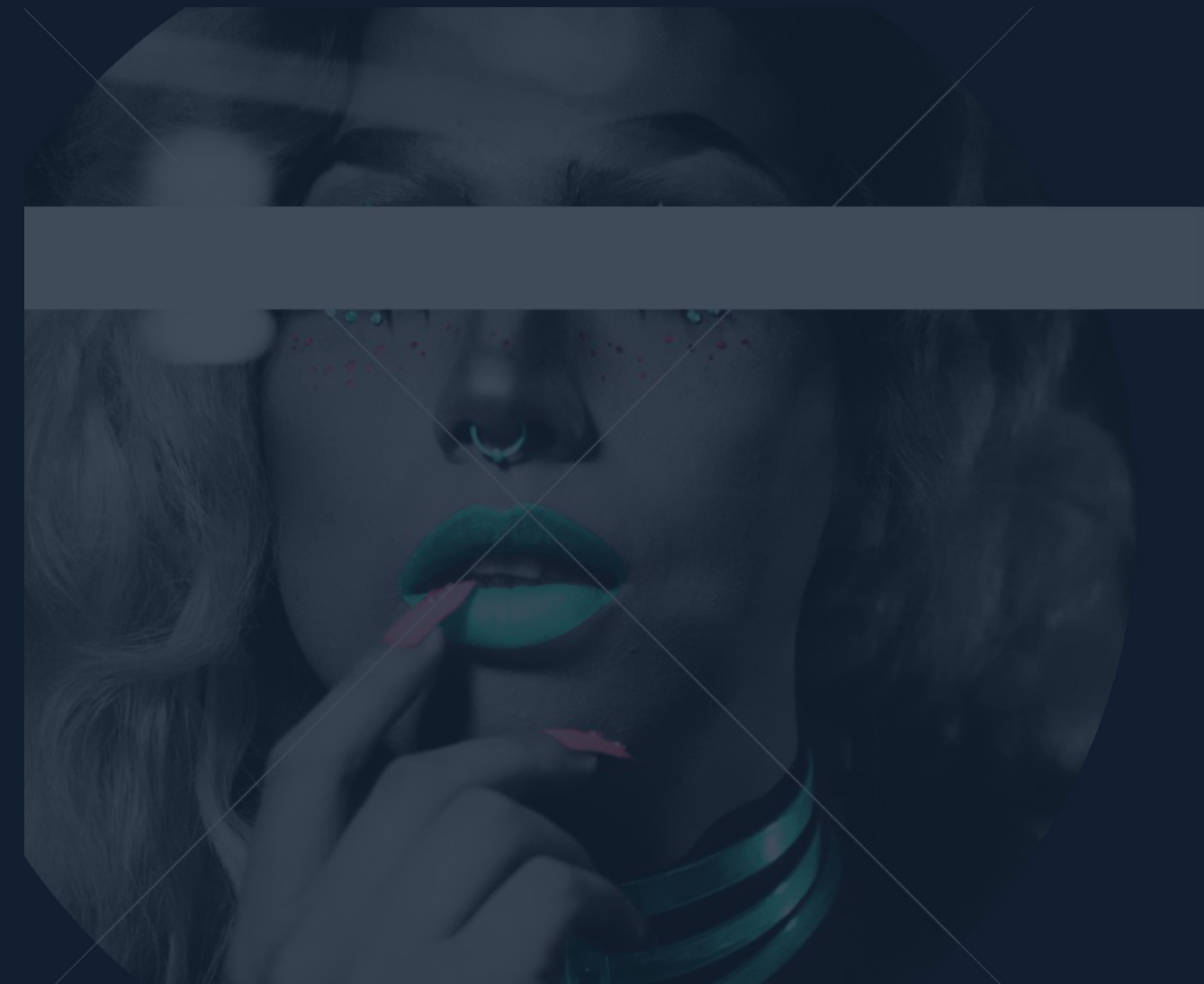
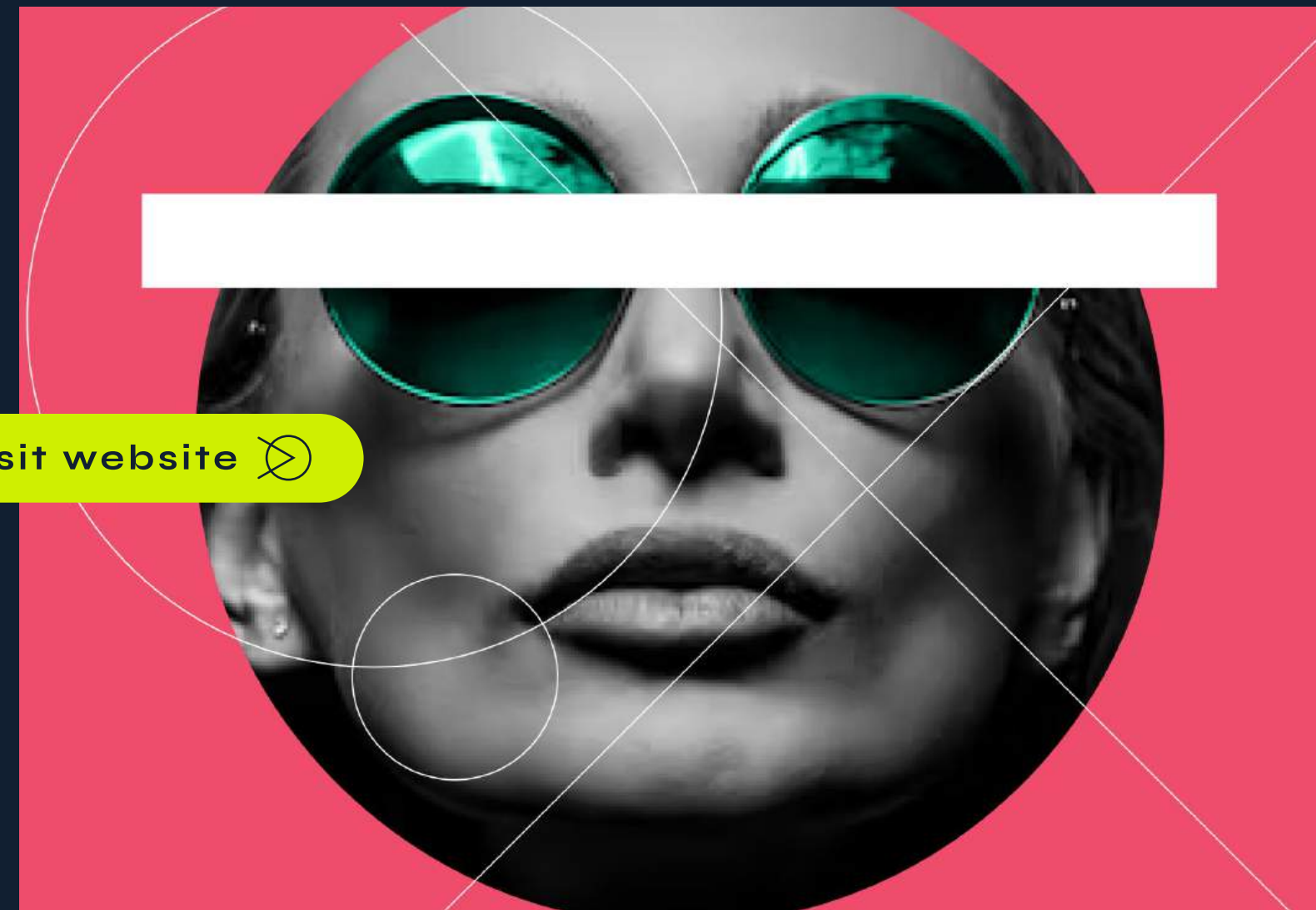
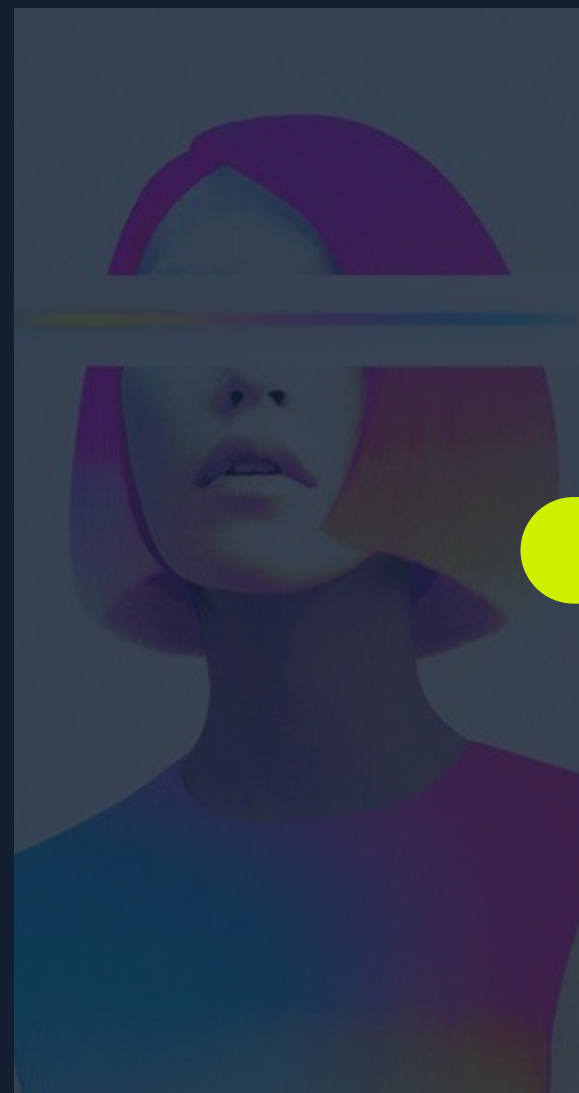
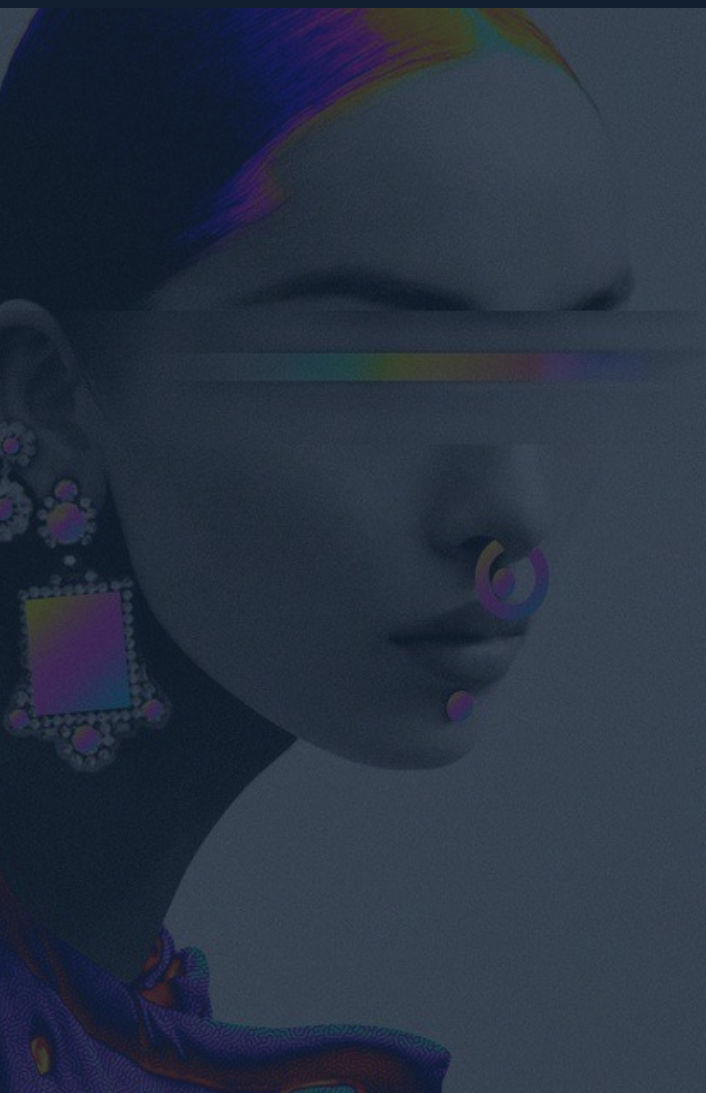
Cherry Pie Eyewear

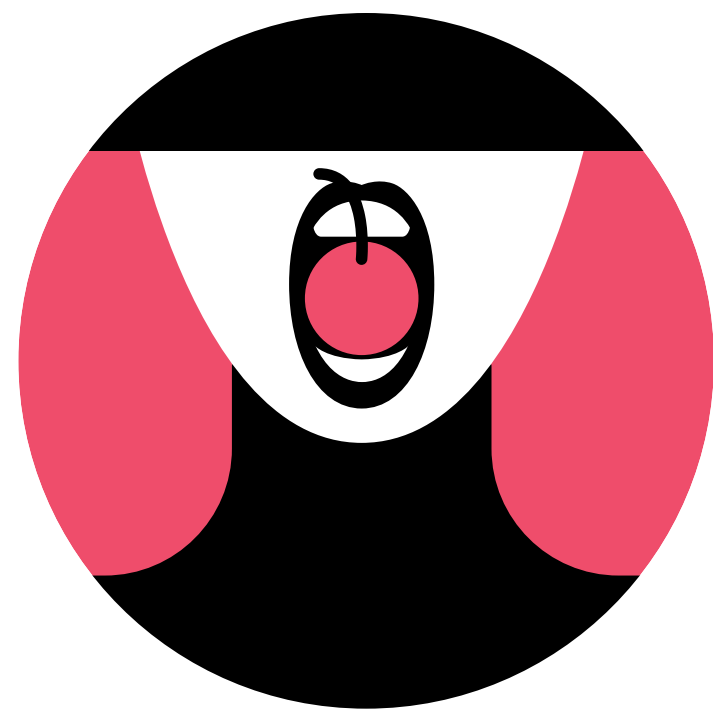
Client

Cherry Pie

Role

Creative Direction - Art Direction - Design -
UI / UX





Cherry Pie

Cherry Pie is an eyewear agency that sells without fuzz, it helps discover what truly represents clients and makes them stand out in their industry.

We were tasked with crafting a bold and playful brand identity, drawing inspiration from the world of luxury and seduction. The result is a fearless mix of punchy colours and striking photography, reflecting the passion and determination of the company's two frontmen. At the heart of the rebrand is the signature stripe over the eye—a symbol of cutting out distractions and focusing on the cherry on top.



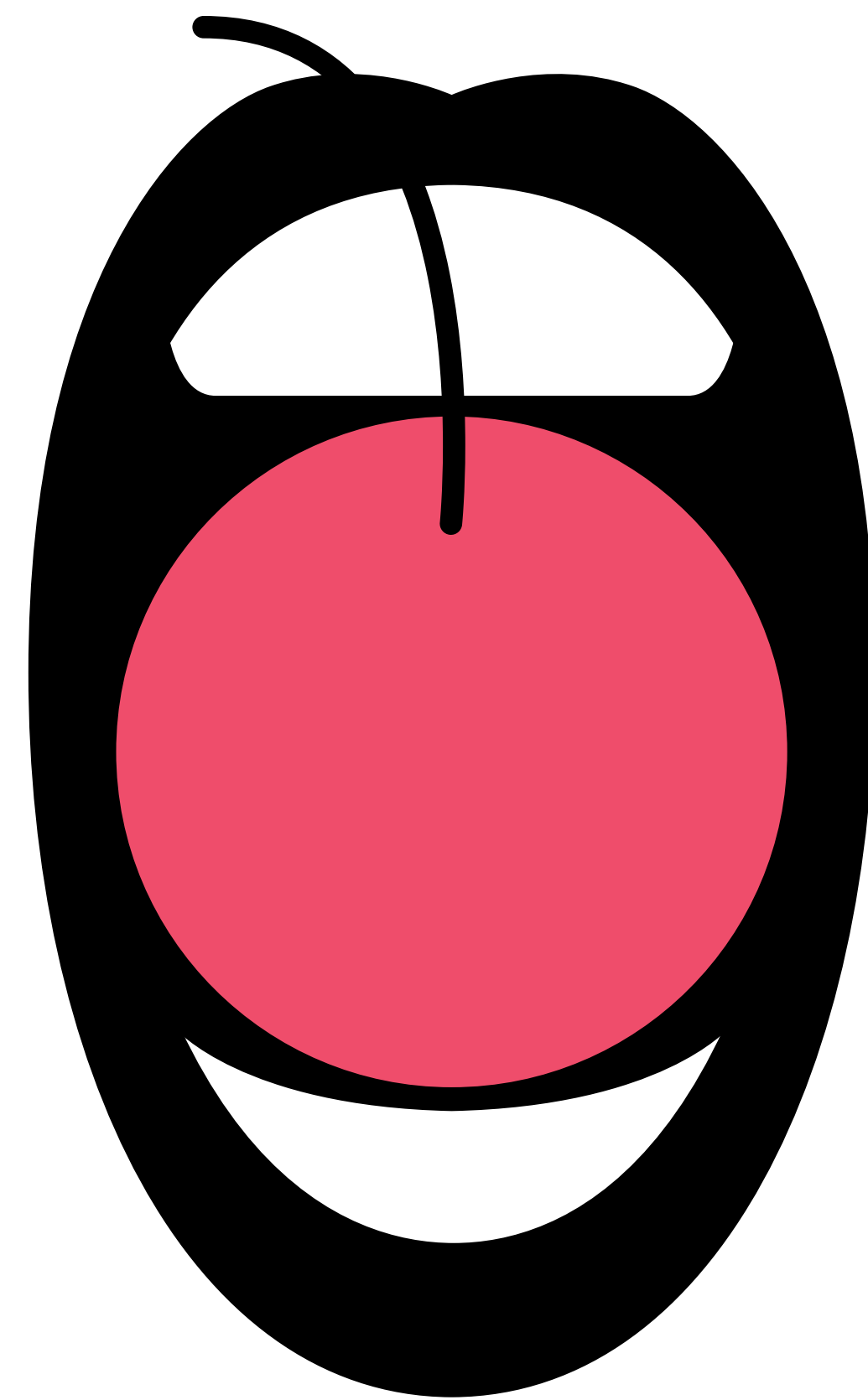
no

Cherry

no

no

Pie

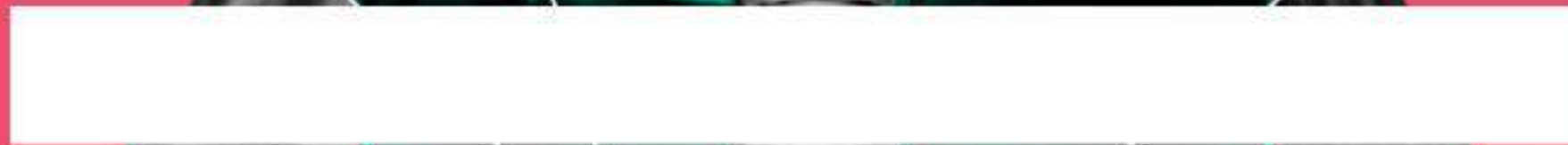


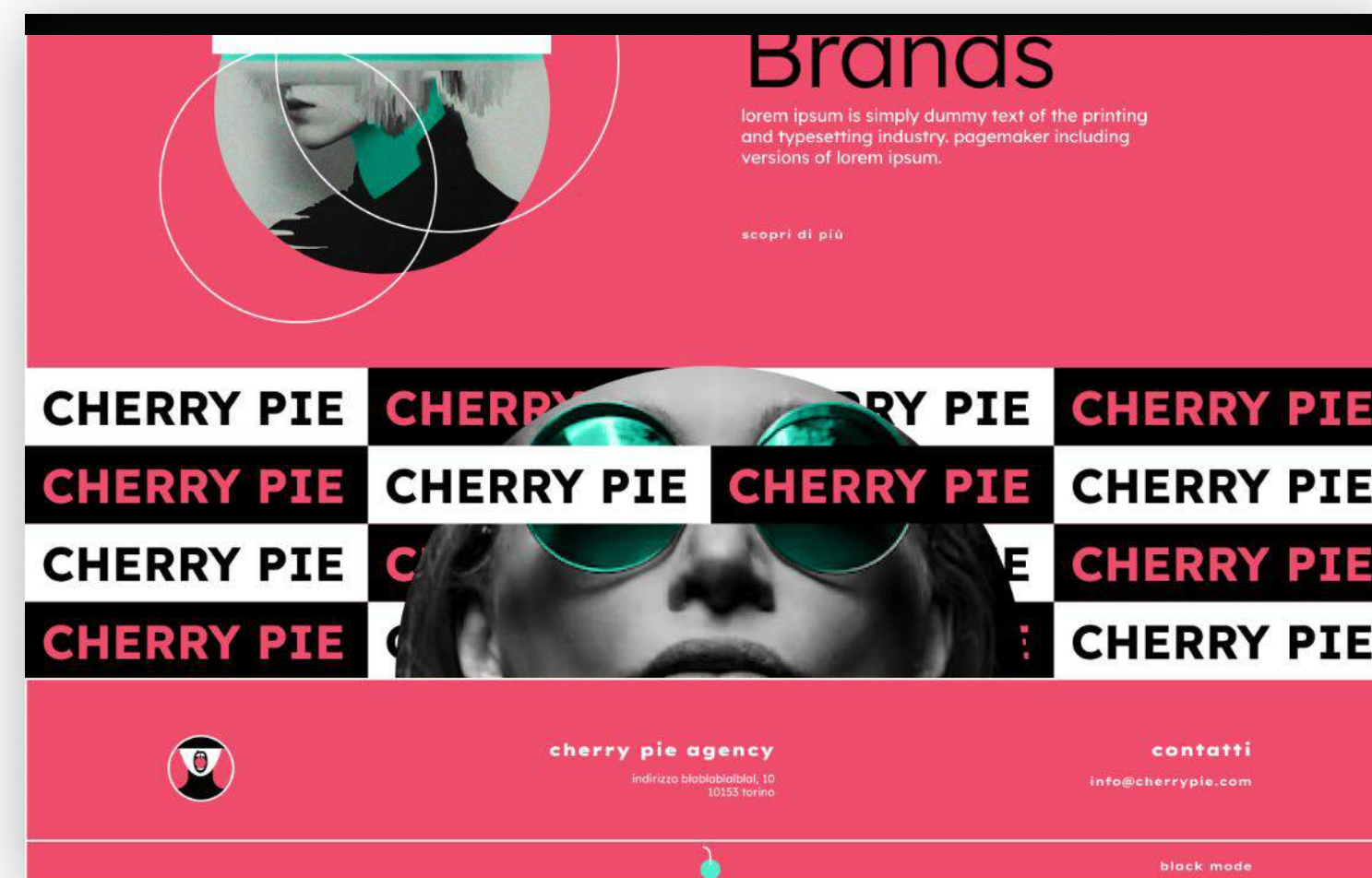
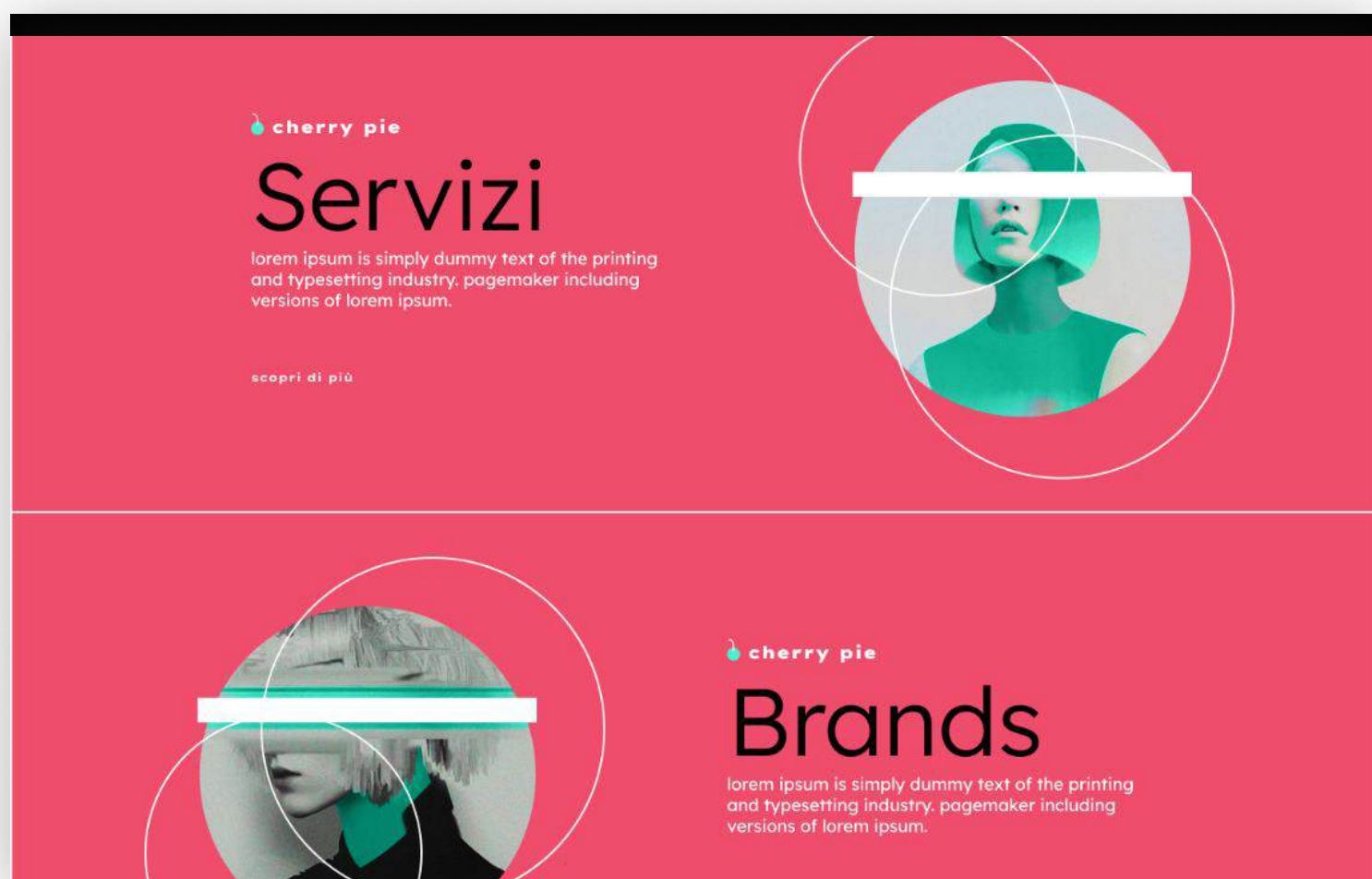
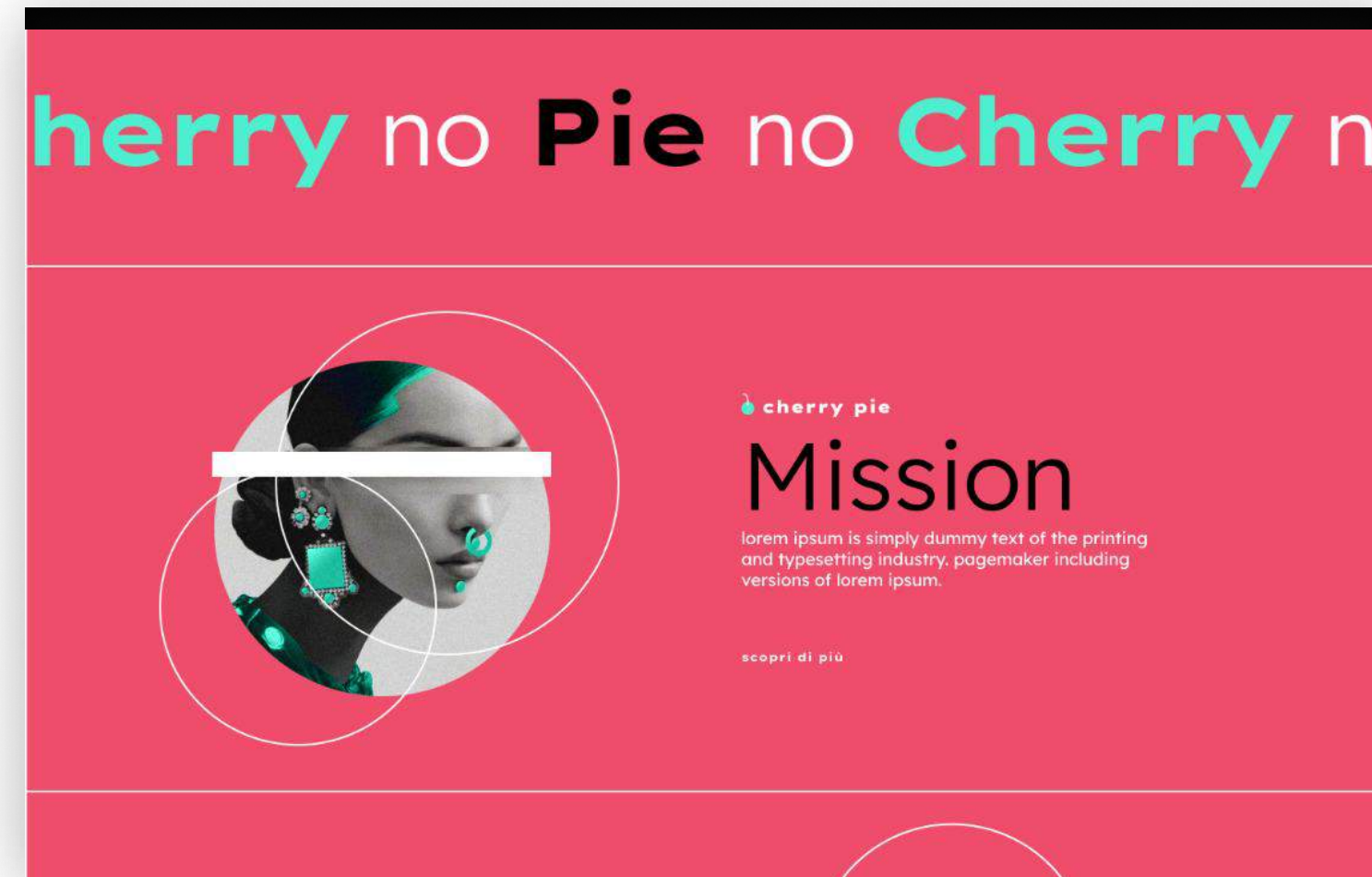
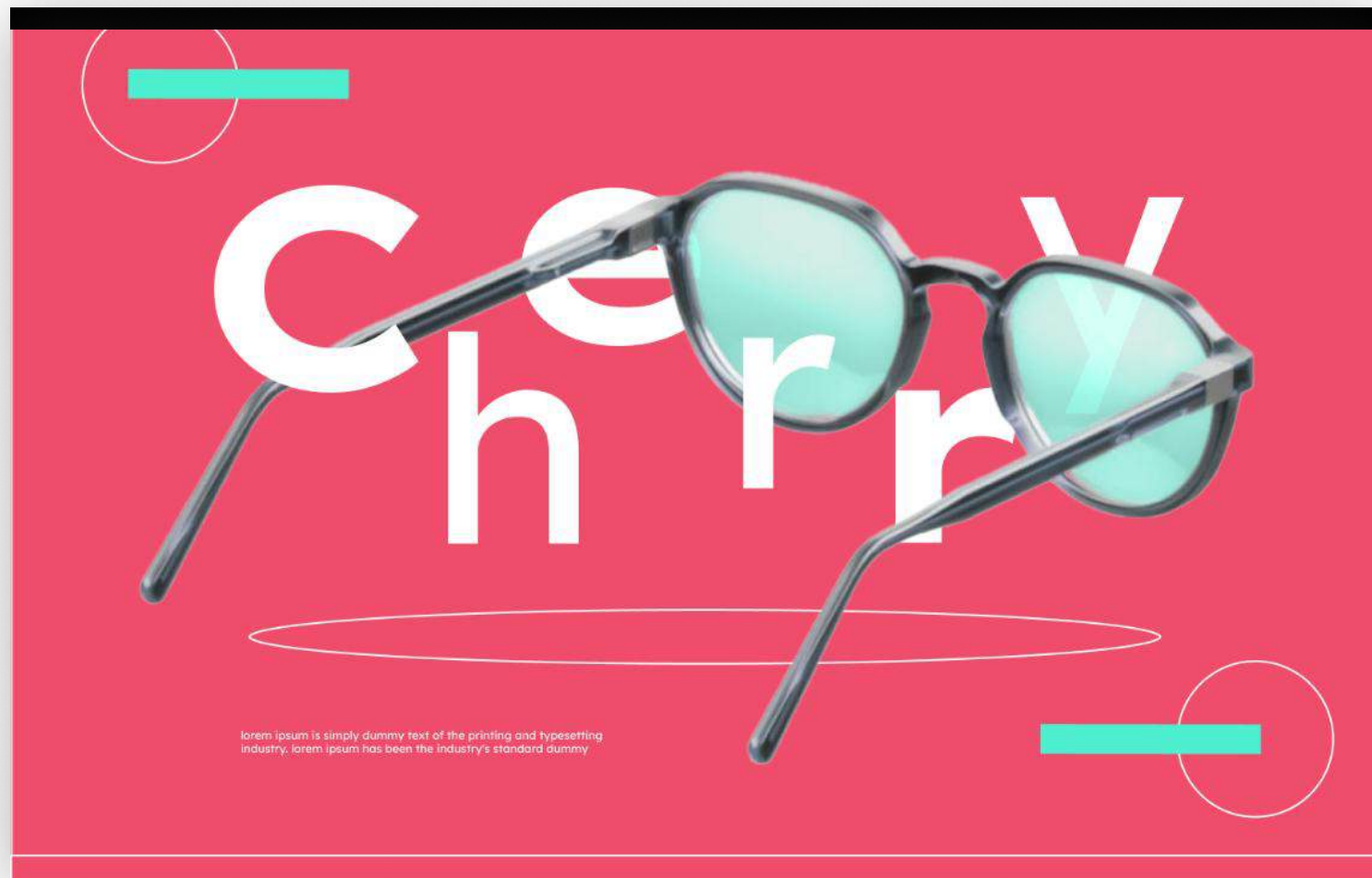


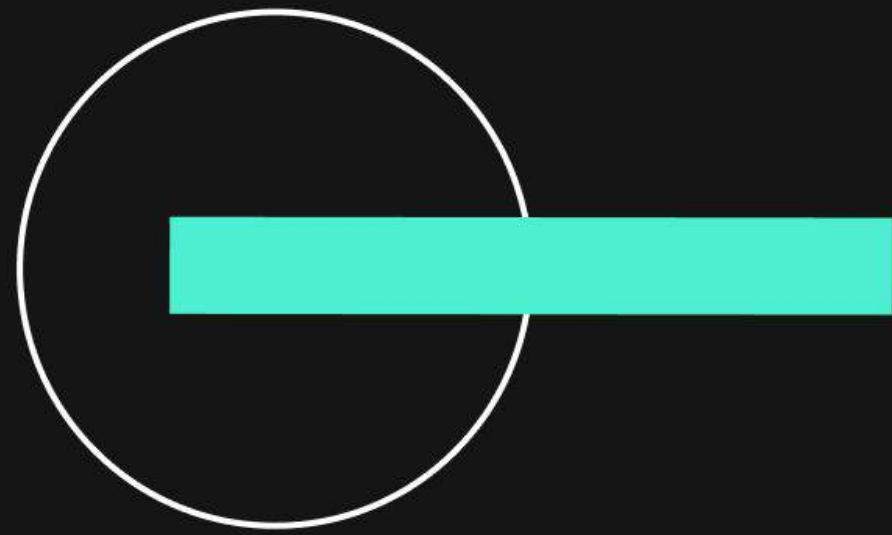
Cherry Pie



Benvenuti su
Cherry Pie agency







C

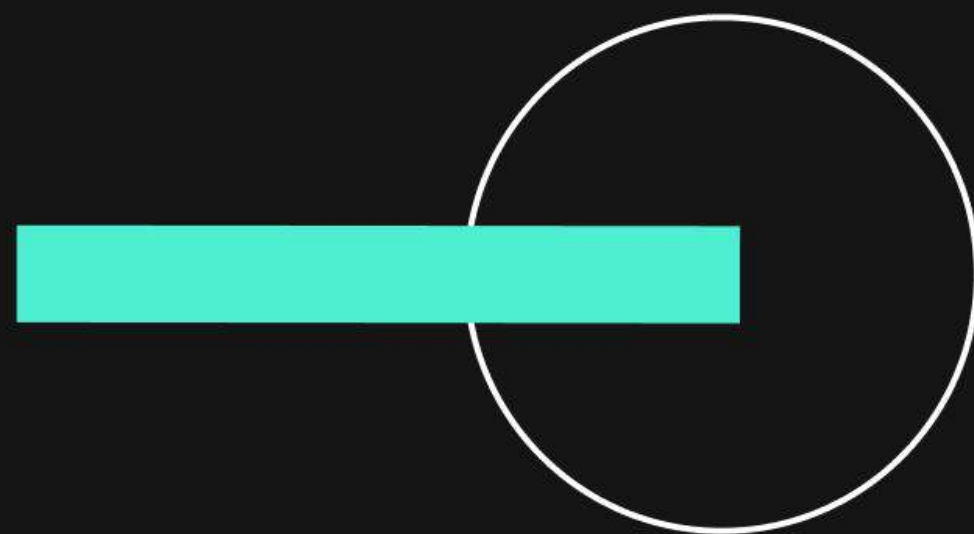
h



r

y

lorem ipsum is simply dummy text of the printing and typesetting industry. lorem ipsum has been the industry's standard dummy



Thank you

paolodata.com info@paolodata.com +44 7731696622

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