

# Enel Group (Full Digital)

Industry  
Renewable Energy & Utilty

- Type of work
- Mobile App Design
  - Design Systems

My Role

From co-design workshops to component-level design across 100+ flows, I helped shape pilot apps in Spain, Brazil & Italy—laying the foundation for a system now rolling out to 9+ Enel apps globally with 150+ million users.

★★★★★  
1.9 → 4.6  
App ratings on Android & iOS



### Endesa Clientes, luz y gas

Tu área cliente de energía

**Endesa SA**

Diseñado para iPad

Núm. 36 en Utilidades

★★★★★ 4,7 • 21,5 mil valoraciones



**Endesa y yo**  
En tu buzón recibirás todas las comunicaciones e informaciones relevantes



**Un lugar para todo**  
Consulta tus facturas, contratos, modifica la potencia, paga facturas, reclamaciones...


**Ver factura**  
Puedes ver el detalle del PDF de tu factura, descargarla y compartirla



**Ofertas**  
Benefíciate de ofertas personalizadas que hagan mejorar tu factura de luz



**Te ayudamos**  
Resuelve tus dudas sobre tu factura, tus contratos o cualquier pregunta frecuente



### Enel Energia


Gestione luce, gas e fibra

**Enel SpA**

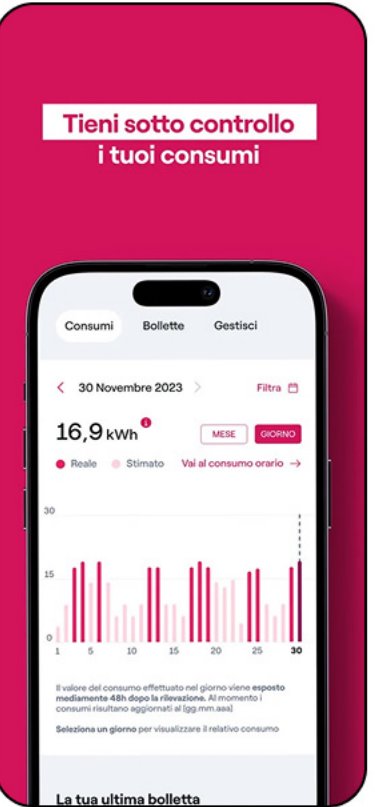
Progettata per iPad

#22 in Utility


★★★★★ 4,6 • 251.246 valutazioni




**Gestisci le tue forniture**




**Tieni sotto controllo i tuoi consumi**



**Paga comodamente tramite App**



**Scopri le offerte e servizi del mondo Enel**



### Enel São Paulo

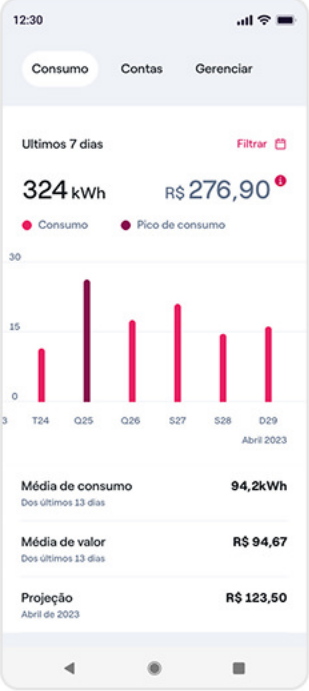
Eletropaulo agora é Enel

**ENEL BRASIL SA**

Desenvolvido para iPad

Nº 42 em Produtividade

★★★★★ 4,7 • 134 mil avaliações




**Consumo**

Ultimos 7 dias

324 kWh

R\$ 276,90




**Contas**

Outubro de 2023

Venc. 23/09/2023

R\$ 77,80



**Gerenciar**

**Detalhes da conta**

**Abril 2023**

Vencimento 22/09/2023


Status Pendente

Consumo diário (R\$)

R\$ 6,63

Valor total

R\$ 33,80



**Entenda sua conta**

**Resumo do mês**

Comparando com a conta de Abril/23

Consumo diário (R\$)


R\$ 6,63

Variação

40 kWh

ICMS

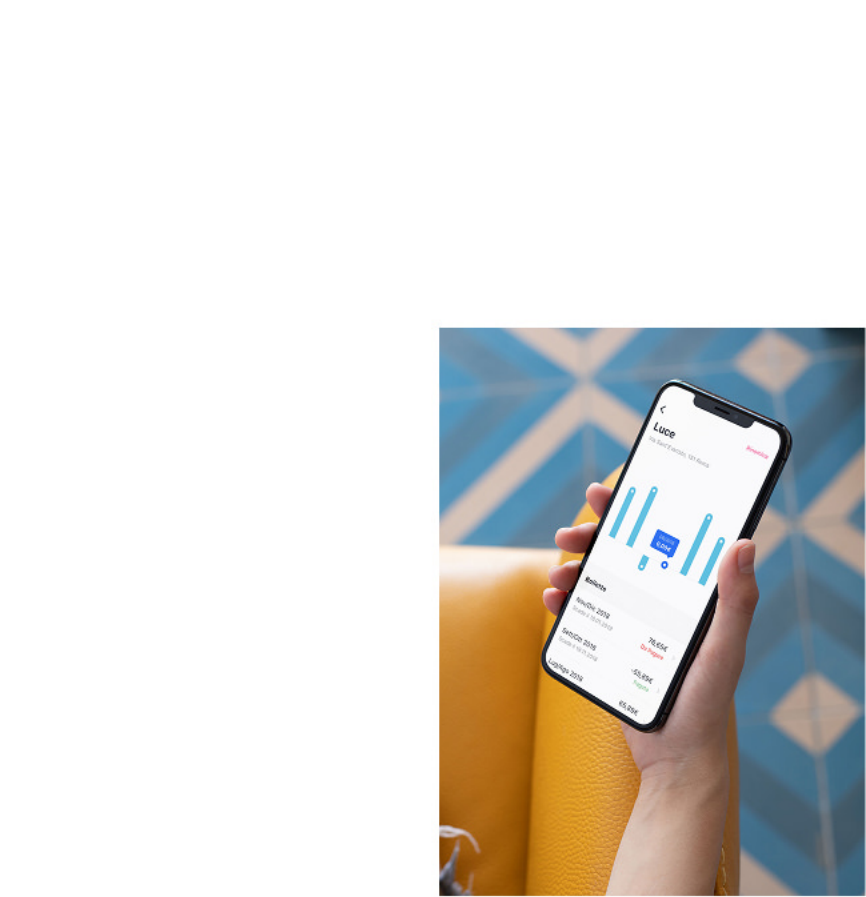
18%



**Segunda via**

Pix Copia e Cola

Pagar agora



**Le Offerte per te**

**Enel Flex**

L'offerta flessibile che si adatta al cambiamento del mercato

**Enel Fibra**

WiFi super veloce, super semplice

**Che fornitura vuoi attivare?**

Catalogo Prodotti

Fibra, Luce, Gas



des having the same characteristics as the input simple, has the additional feature of ut content (please see icon type).

Pressed

Password

Insert password

Hint text sample

Focus

Password

Hint text sample

Active - typing - show

Password

Example01

Hint text sample

Error - hide

Password

\*\*\*\*\*

Short error message

Positive - show

Password

Example01

Hint text sample

New password requirements - typing

Password

\*\*\*\*\*

Hint text sample

Use an alphanumeric combination

Must contain at least 8 characters

Must include at least one capital letter

Completed - hide

Password

\*\*\*\*\*

Hint text sample

New password requirements - positive

Password

\*\*\*\*\*

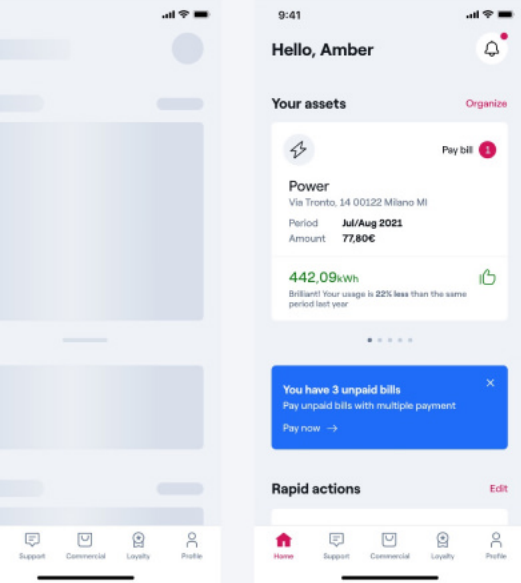
Hint text sample

Use an alphanumeric combination

Must contain at least 8 characters

Must include at least one capital letter

rst view we will have this situation:



Default

E-power 30

Discover the free loyalty program dedicated to Enel Energia customers that rewards you every week with a gift.

POWER PRICE  
€0,08596/kWh\* €0,08596/kWh\*

+ energia a prezzo all'ingrosso per sempre

+ componente agguistive

Label

Loading error

E-power 30

Discover the free loyalty program dedicated to Enel Energia customers that rewards you every week with a gift.

POWER PRICE  
€0,08596/kWh\* €0,08596/kWh\*

+ energia a prezzo all'ingrosso per sempre

+ componente agguistive

Label

Offer main picture

To ensure minimum quality on all Android and iOS mobile devices, the image must be at least 1440x1080px.

Offer title

Single line - 25/30 characters

Short description

Three lines - 150/120 characters

Price

The cost of the offer may possibly be subject to a discount, in which case the original (non-discounted) value will be the one shown at right.

Features

Another optional element is to add some important features to make the offer stand out more. Generally each single item should not exceed two lines and 75-80 characters in total.

Icons

Each icon represents a different kind of card, here is the list:

- Calculator: This icon is used for tools such as the tariff recommendation or power calculation.
- Gas: This icon is used for all recommendations that have to do with gas assets.
- Light: This icon is used for all recommendations that have to do with light assets.
- Home: This icon is used for all recommendations that have to do with adding an asset to a new home.
- Lamp: This is an alternative icon that is used on banners that have to do with light assets.
- List-checked: This icon is used on banners that show the user to the TSC and agreements section.
- At: This icon is used to link the user to the paperless bill service.
- Credit card: Used for direct debit or payments in general.
- Star: This icon is used to talk about multiplying your savings.

Message in page

Information boxes that can be added in the layout in case of neutral, negative and positive alerts. These are optional modules for the layouts.

Neutral / Info: You can communicate the reading from 11.04.2027 to 31.11.2028

Success: You can communicate the reading from 11.04.2027 to 31.11.2028

Warning: You can communicate the reading from 11.04.2027 to 31.11.2028

New password requirements - positive

Password

\*\*\*\*\*

Hint text sample

Use an alphanumeric combination

Must contain at least 8 characters

Must include at least one capital letter

Functional

Entrance

Exit

Expressive

Entrance

Exit

#### Functional

Functional motion is appropriate for moments when the user needs to focus on completing tasks. Micro-interactions such as button states, dropdowns, revealing additional information, or rendering data tables and visualizations - were all designed with functional motion.

#### Expressive

Expressive motion delivers highly visible movement. Use expressive motion for significant moments such as opening a new page, clicking the primary action button, or when the movement itself conveys a meaning.

#### Entrance, exit and duration

Each one of these motion styles is based on two moments: entrance and exit. Those moments have the same duration, but different kinds of curves.

Entrance happens in response to the user's input or something appearing for the first time - such as a dropdown opening or toggle switching. Exit is when the user is removing elements from view - such as closing a modal or snackbar. The element speeds up as it exits from view, implying that its departure from the screen is permanent.

Easing curve	Functional	Expressive
Entrance curve	cubic-bezier(0, 0.38, 0.9)	cubic-bezier(0.34, 0, 0.3, 1)
Exit curve	cubic-bezier(0.2, 0, 1, 0.9)	cubic-bezier(0.4, 0.14, 1, 1)

Dynamic duration is also another variable that we have to consider, depending on the component or the kind of interaction.

No price

Title

Description

Small title

Title

Description

Large title with icon + percentage

↓ 10%

Reduzo hasta un 10% tu consumo de energía en relación a tu consumo de referencia, 1.212 kWh.

Large title with euros in red

-29,90€

L'E-BOX può raggiungere l'importo compreso tra -40 e +45 €

No icon no price

Title

Description

Large title with euros

7,50€

Además, si logras el objetivo de reducir tu consumo un 10% o más te llevas un bonus.

Large title with euros in green

+29,90€

L'E-BOX può raggiungere l'importo compreso tra -40 e +45 €

Large title with euros in grey

0,00€

L'E-BOX può raggiungere l'importo compreso tra -40 e +45 €

#### Comparison with your neighbours

This graph can be used to compare your consumption (month or day) to your neighbours.

Mai 2023

Suo consumo: 110 kWh

Media dei suoi vicini: 851 kWh

Suo Consumo

Consumo vicini

Domingo, 26 de Maio de 2023

Suo consumo: 3 kWh

Media dos seus vizinhos: 8 kWh

Suo Consumo

Consumo vizinhos

#### Switch graphs

These are extra graphs that can give clients more detailed information on billing, consumption and period data. Below are some examples in which the client can switch graphs by selecting them from the select input.

Mai 2023

Diário

Mensal: 45,29 R\$

2,45 R\$

Mai 2023

Diário

Mensal: 96 kWh

12%

Mai 2023

Diário

Mensal: 0,00

1,05

#### Meter reading

This is used for inputting meter readings manually when wanting to input the correct meter reading or when a client is changing contracts holder and needs to leave their last meter reading before switching contract holders

Enabled

Hint text sample

Pressed

Hint text sample

Focus

Hint text sample

Active-typing

Hint text sample

Complete

Hint text sample

Error

Hint text sample

#### Graph Challenge - Light

This graph focuses on comparing last years consumption to this years current consumption as to challenge the user to use less electricity than last year. The graphs are not interactive. Only informative.

Light challenge - finished

Tu recompensa

Objetivo de consumo reducido al 10% - Bonus de sostenibilidad (2.50€ - 750€)

25,00€

Consumo de referencia 368,00kWh

Lo que has consumido 348,00kWh

Indicative maximum consumption data

The top value is rounded up to the nearest 50th (e.g. 31.100 to 31.150 kWh, 10.000 to 10.050 kWh) based on the consumption reference number. The value in the middle will also be rounded up to the nearest 50th. The height of the graphic will in any case remain unchanged.

Line graph

The consumption trend that represents last years data (blue dotted line) are fixed whereas the users current consumption (solid line with gradient) changes on the graph until finished.

Corresponding dates of consumption

The challenge takes place every 2 months (6 periods per year).

#### Slider by Days

The slider by days has 7 options to choose from: Monday-Sunday and allows users to modify their current plan by picking another day of the week. The user will not be able to advance to the next step if they have their current day selected in their plan. The below descriptions apply to both "Slider by Days" and "Slider by hours."

Slider by days

Viernes

Hint text sample

Slider by days (recommendation selected)

Martes

Hint text sample

#### Slider by hours

The slider by hours has 24 options representing the 24 hour period of a day and allows users to modify their current plan by picking another hour of the day. The user will not be able to advance to the next step if they have their current plan selected

Slider by hours

14h-16h

Hint text sample

Slider by hours (recommendation selected)

19h-21h

Hint text sample

#### Consultation maps

Consultation maps allow you to select a particular pin and then go deeper into its content on a detail page, where you will have other interactions.

1. Map first view.

Search component

The user can search items (tag, End points) in the map, typing location information such as address, city and zip code. Here we have the same behavior of the search component, a model will be visible with the autocomplete function.

Filters (tag component)

"x" will be visible as first choice, the others has to be set in the CMS.

Unselected pin

User location (after app request)

Selected pin

Once the user tap on the pin, the related card will be visible at the bottom.

Repositioning icon

The user can tap here to find his/her position. If the user doesn't give the location permission, the app will ask it to the user again, before to show the position.

Item cards

Cards and pins will be reorganized once the map is moving. If in the viewport there will be 10 pins, there will be 10 cards organized in a carousel. Cards point to a specific detail page.

List view

User can swipe up and see the list view of the map.

#### Price

In the case of more "e-commerce" logics, such as bill payment, a tertiary CTA will be shown as the only exception.

Active

Total amount

142,70€

Label

Pressed

Total amount

142,70€

Label

Disabled

Total amount

142,70€

Label

#### Bills - Continuous scroll

RELEASE 2.0 ENDESA

The Bill graphic scrolls continuously to the left and right to up to 3 years in billing history. The functions are as mentioned below:

Factura del 12 ene 2022

Pendiente de pago

59,81 €

Period and status

This last bill by default is selected which will display the date and the status of such bill. There is always a bill selected.

Bills total amount

Pagada

Pendiente de pago

Pago en curso

Otras (2)

Possible breakdown by bill status

The value of the tag will be visible value will be 100% of the value of the tag. Any status that does not fit within the 2 lines will be put into the "Other" category. The "Other" status will show the number of statuses that are not in the main 3-4 categories (e.g. Other (2) could be "billed but" or "partially paid bill"). If there are no other categories it will not appear on the graph.

Cost bars

Each bar will be no closer than 48px apart from each other with accessible touch points of 44px.

Continuous scroll

If there are more bars than the screen allows, a horizontal scroll will be required to show the remaining ones. If 2 or more years of bills are shown, a divider will appear separating the first and last bill of the given year. When scrolling to the right for this example, the "2022" divider will push "2021" off the screen leaving "2021" in its place at the far right. It will remain visible until the "2020" comes along.

Indicative maximum

The value of the tag will be visible value will be 100% of the value of the tag. Any status that does not fit within the 2 lines will be put into the "Other" category. The "Other" status will show the number of statuses that are not in the main 3-4 categories (e.g. Other (2) could be "billed but" or "partially paid bill"). If there are no other categories it will not appear on the graph.

#### Bill details with accordion

RELEASE 2.0 ENDESA

If desired, the billing information can have additional information on each bill value with text and links.

Valor total

R\$ 77,80

Impuesto ICMS

R\$ 12,08

Encompra

R\$ 12,08

Consumo

R\$ 12,08

Valor total

R\$ 77,80

Impuesto ICMS

R\$ 12,08

Encompra

R\$ 12,08

Consumo

R\$ 12,08

Valor total

R\$ 77,80

Impuesto ICMS

R\$ 12,08

Encompra

R\$ 12,08

Consumo

R\$ 12,08

Month

June 2021

Confirm

Year

2021

Confirm

#### Multi-select filter

RELEASE 2.0 ENDESA

Users can filter by the following open and closed claims, read and unread notifications and categories and services. The filtered items are customizable and can be added or hidden.

Default

Filtrar notificaciones

Ningún filtro aplicado

Filtrar por

Opciones en curso

Opciones resueltas

No leídas

Más recientes

Categorías y servicios

Consultas

Contratación

Facturación

Autorizaciones

Ofertas

Aplicar

Selected

Filtrar notificaciones

Borrar filtros

Filtrar por

Opciones en curso

Opciones resueltas

No leídas

Más recientes

Categorías y servicios

Consultas

Contratación

Facturación

Autorizaciones

Ofertas

Aplicar



# Big Art Wall

Industry  
Social Media ·  
E-learning & Marketplace

## Type of work done

- Mobile App Design
- Brand Strategy & Identity

Web Design

Motion Design

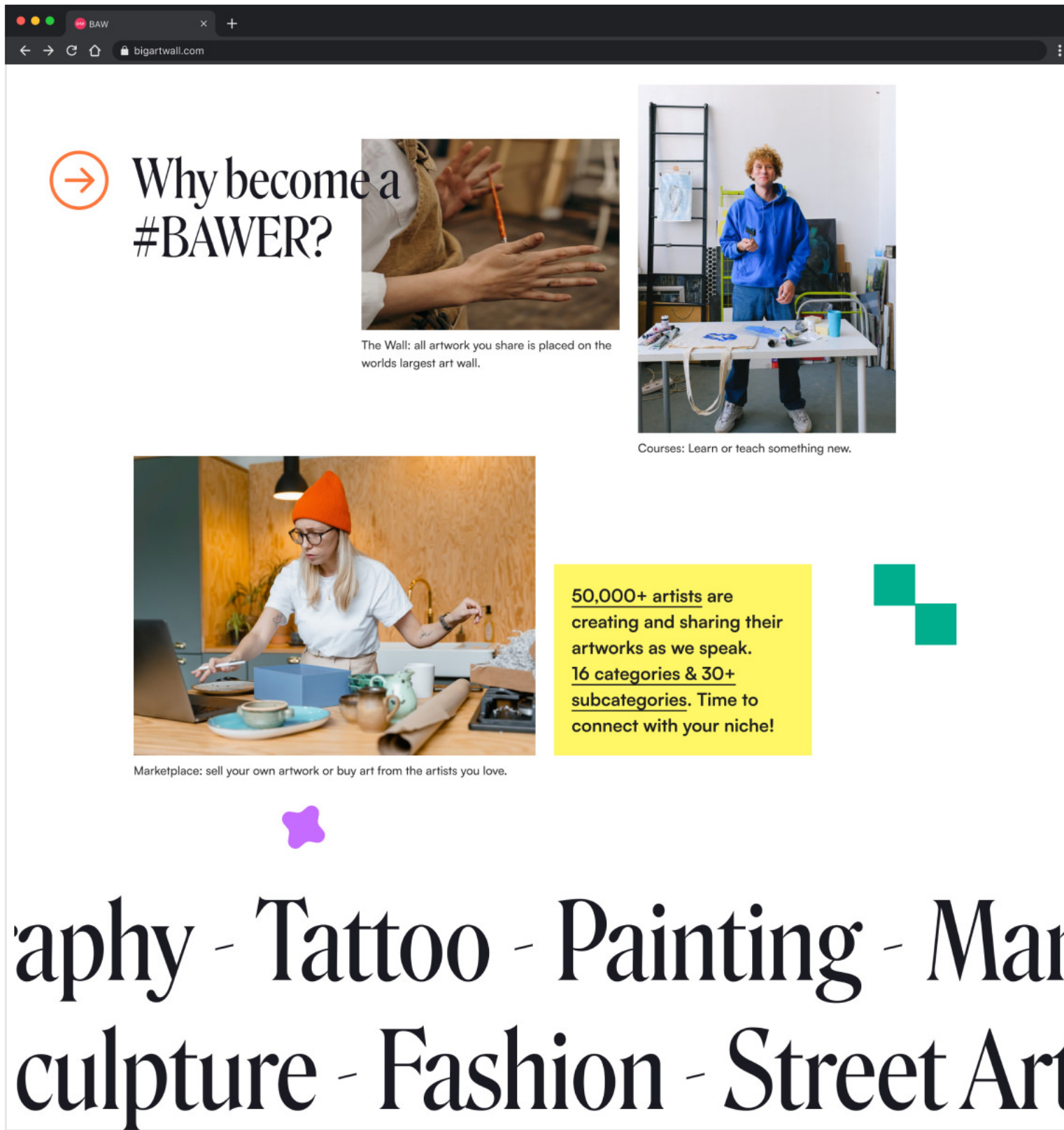
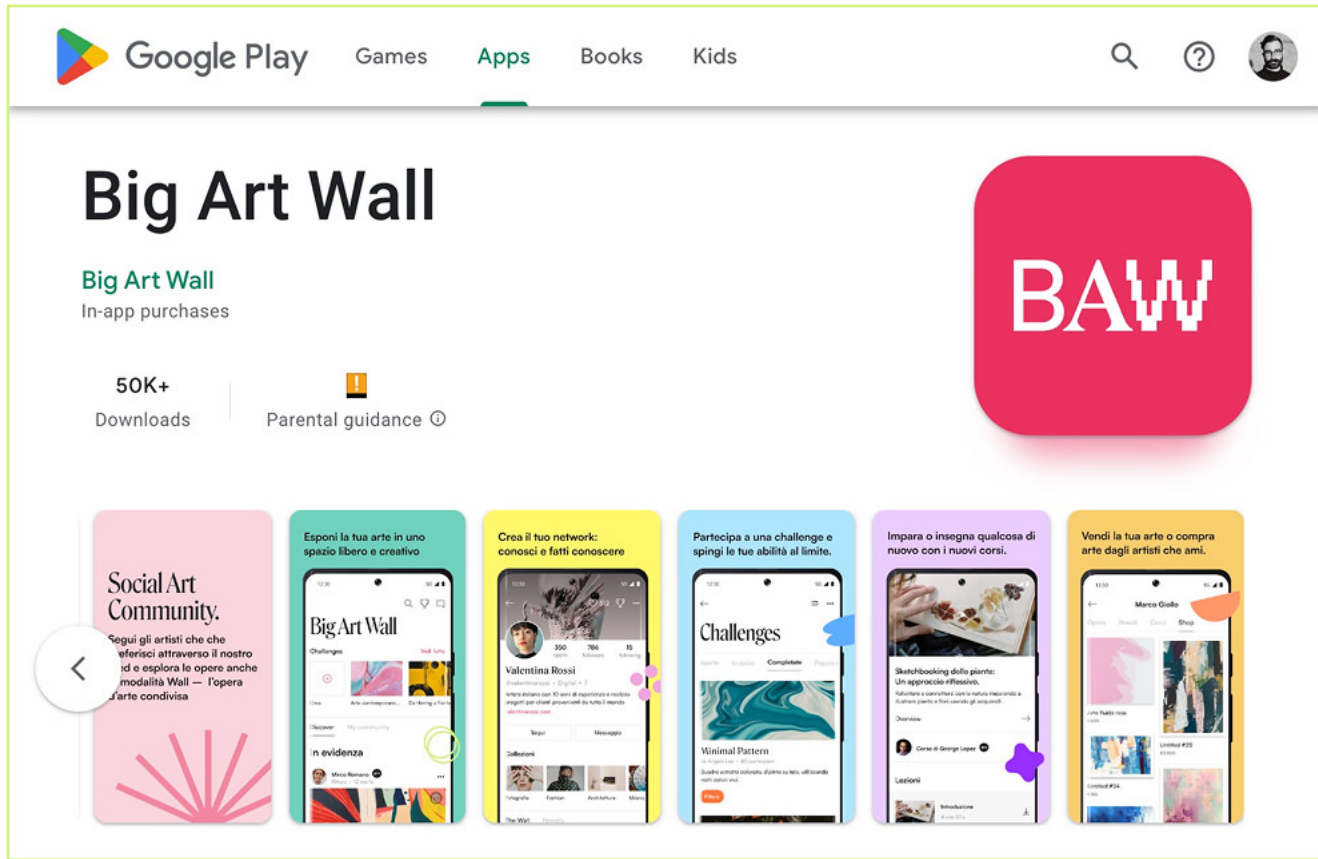
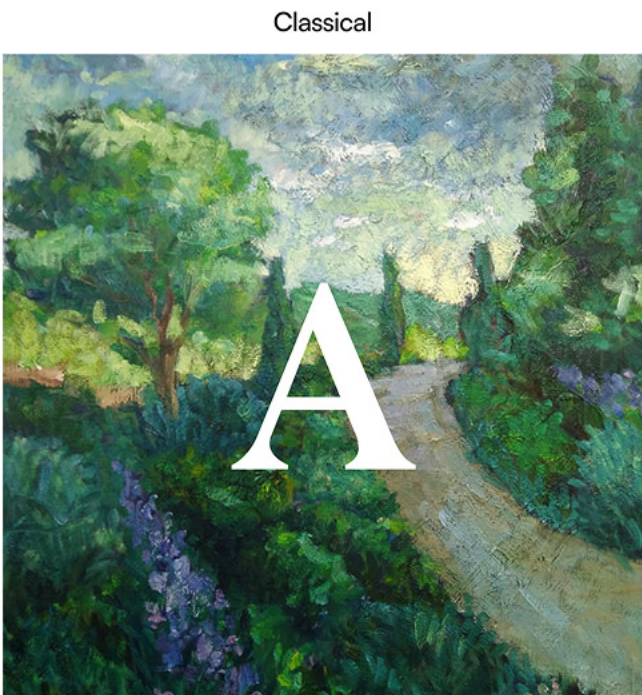
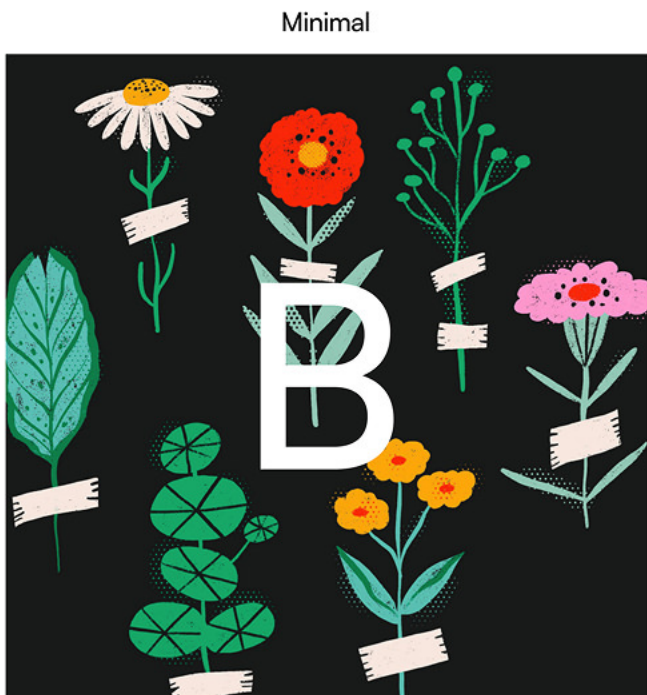
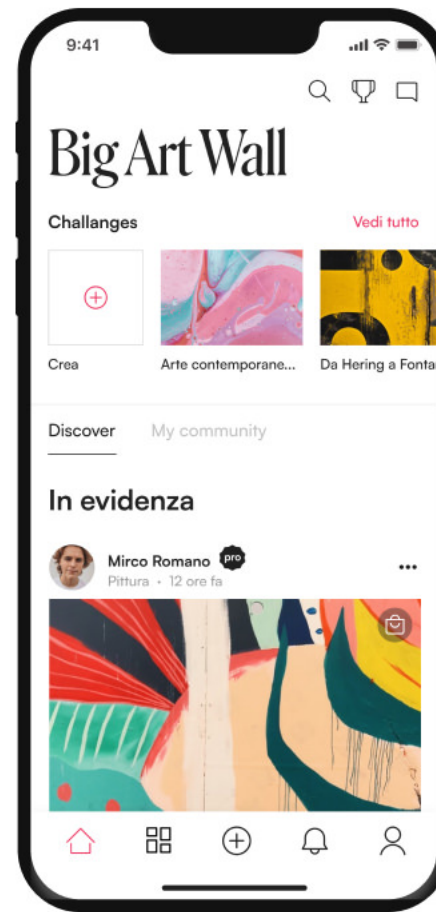
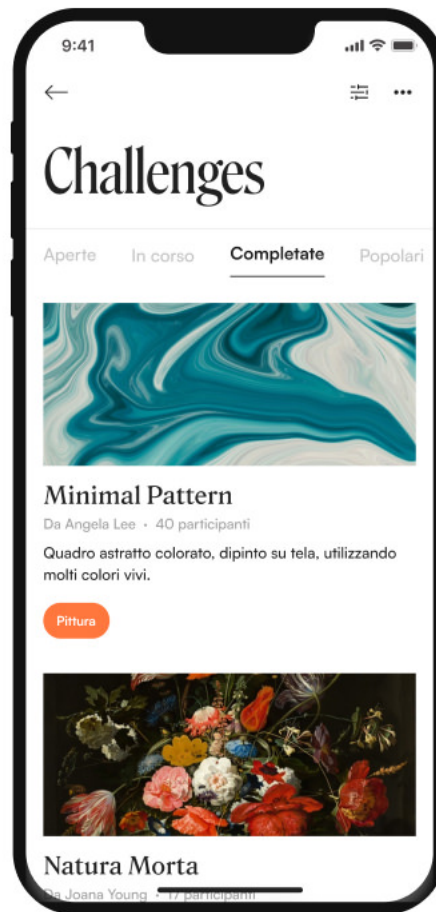
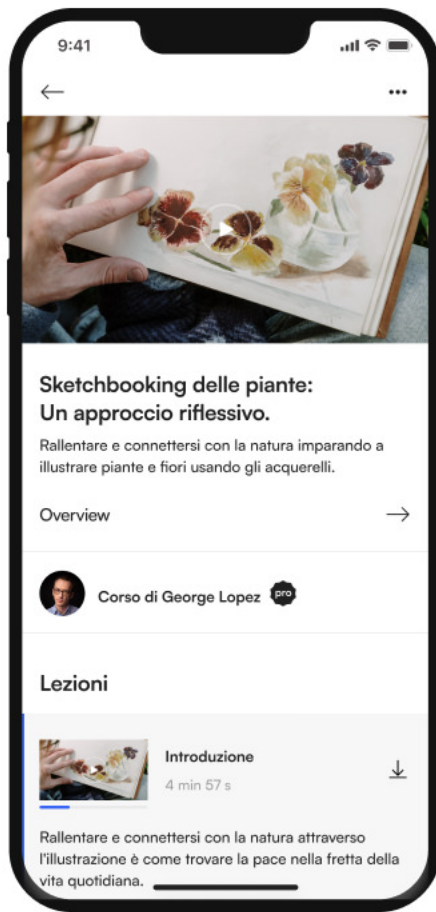
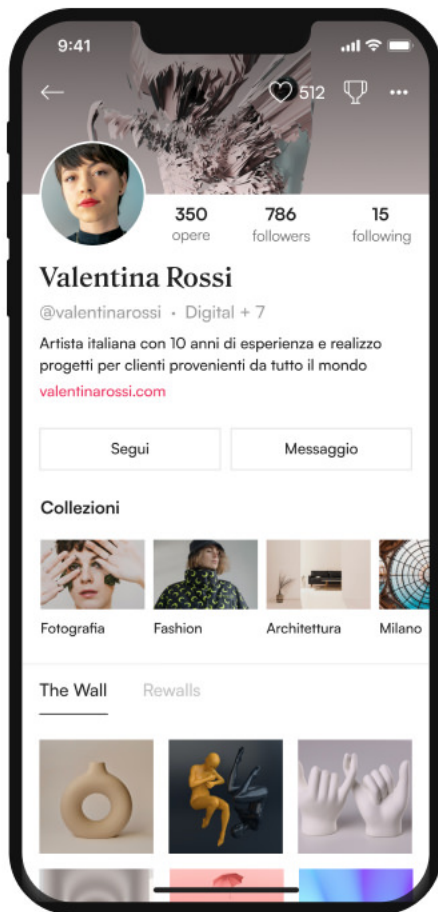
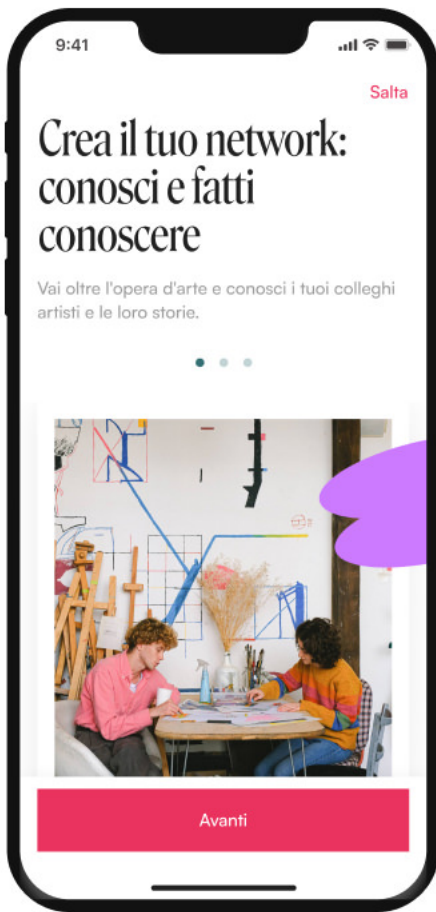
Design Systems

## My Role

I led the end-to-end design of Big Art Wall's platform—from user surveys analysis and UX flows to full UI and branding—crafting a community-driven space for artists and collectors to connect, share, learn & purchase artwork.

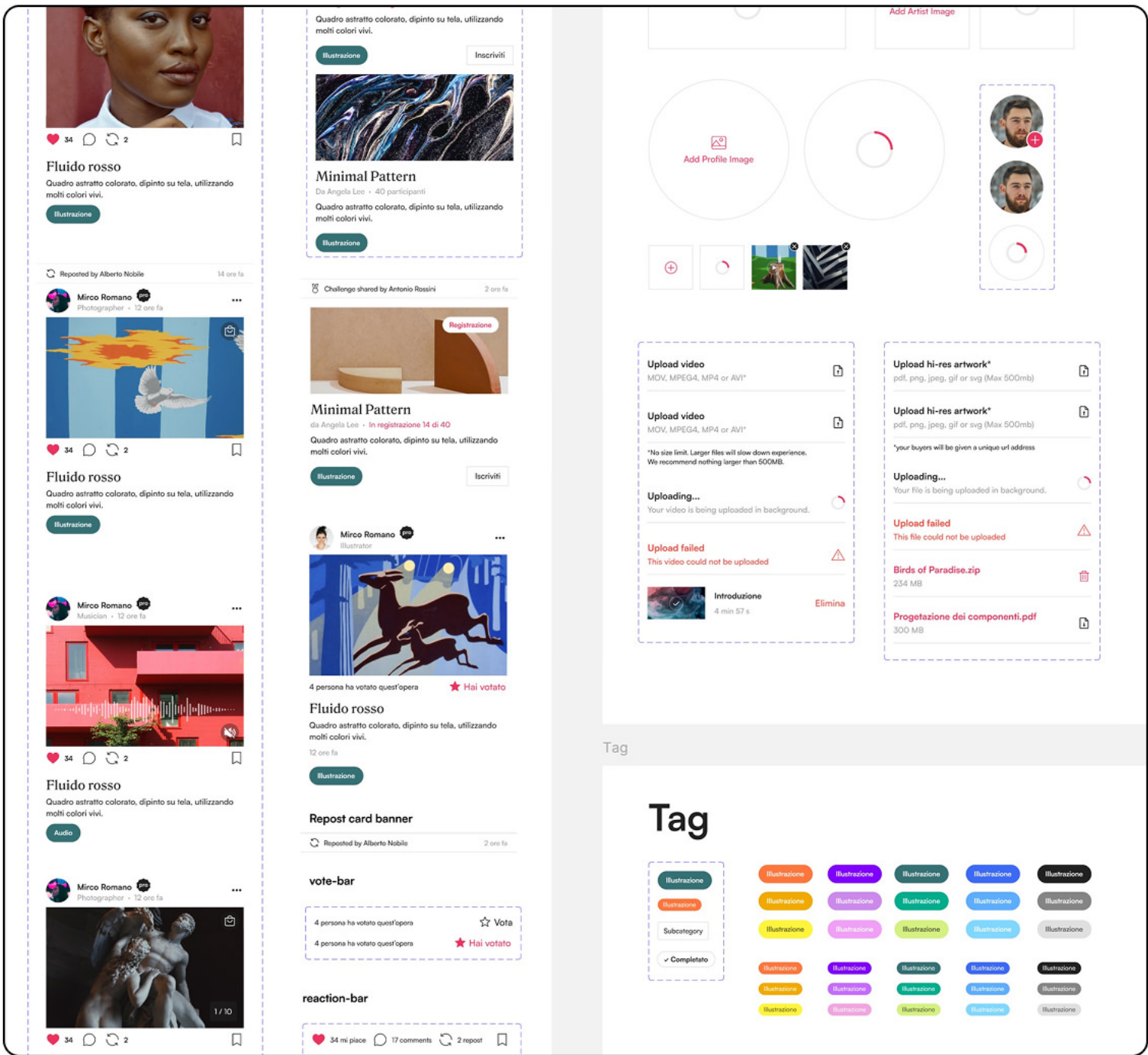
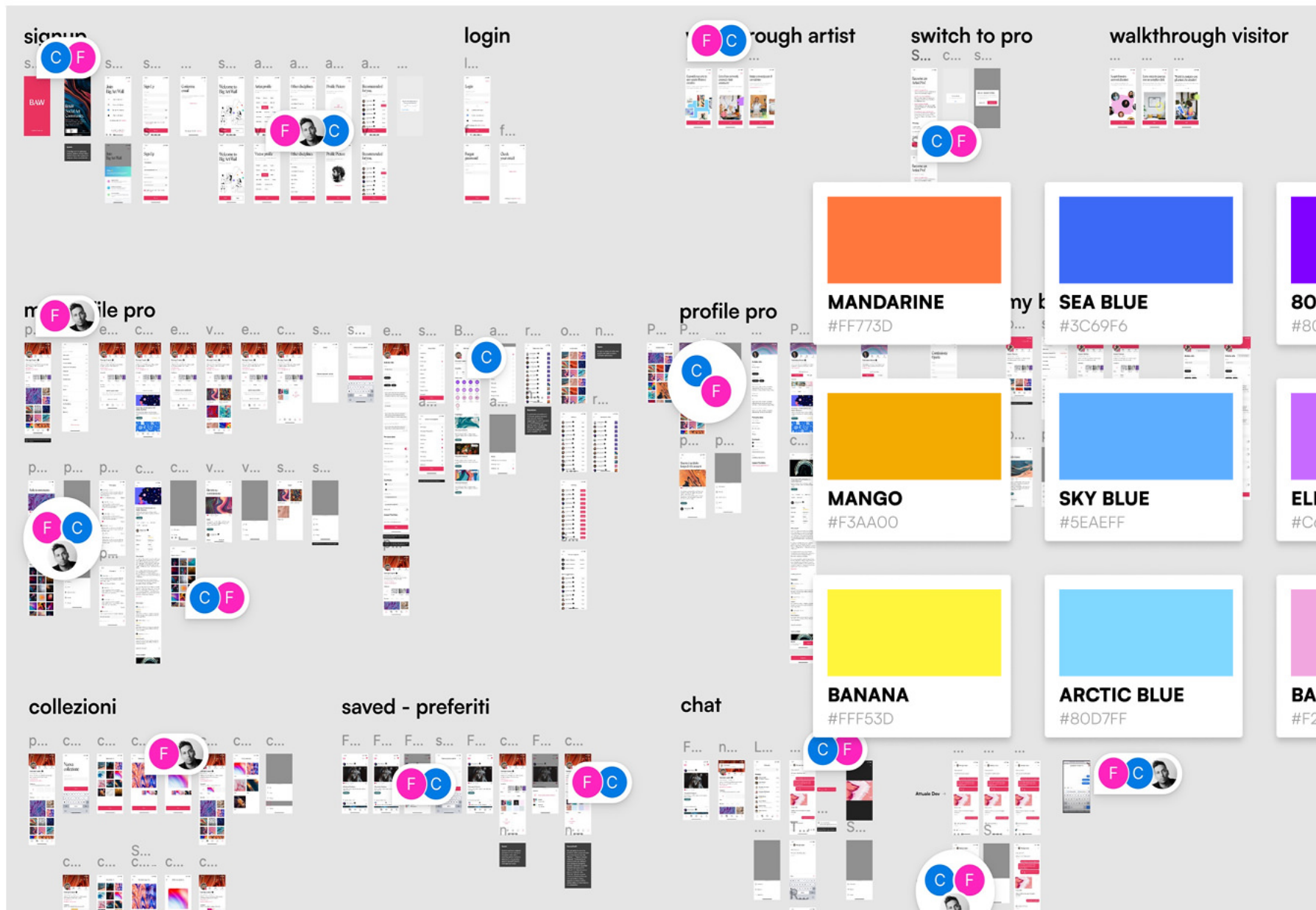
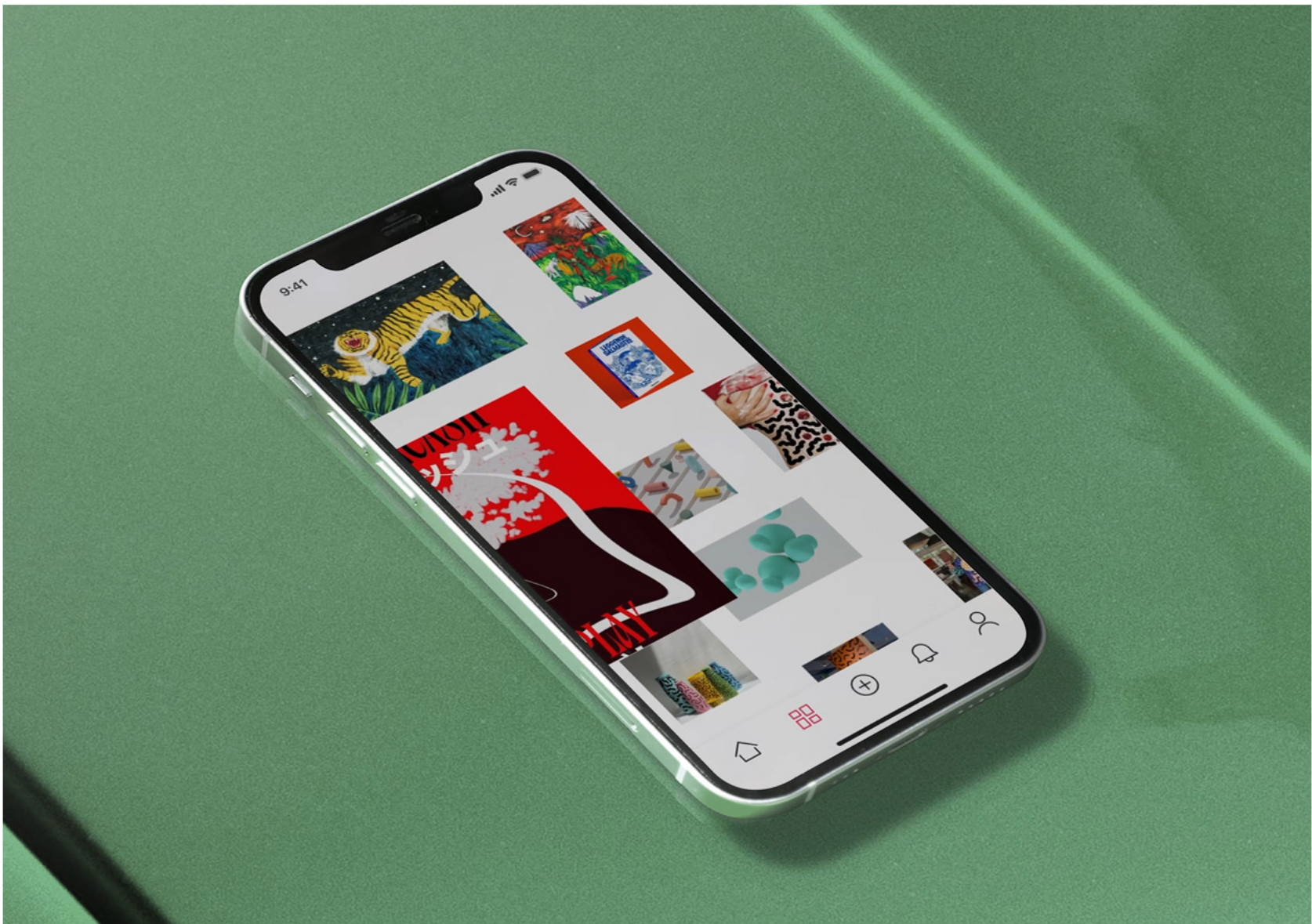
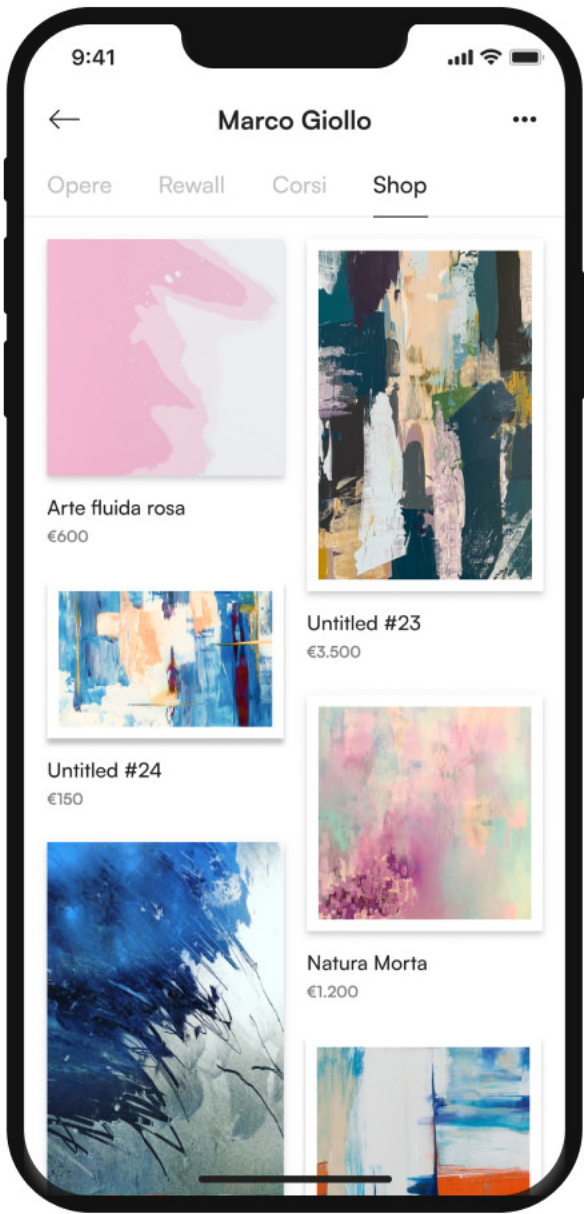
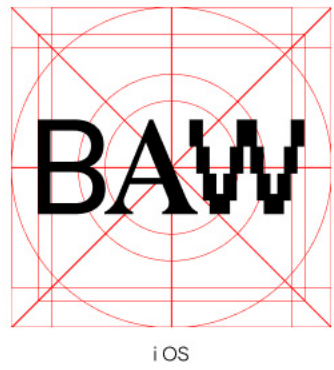
115 ➔ 500+

New screens designed in 1 month



graphy - Tattoo - Painting - Mar  
culpture - Fashion - Street Art







# Barilla Group Sustainability Report Mini-site

Industry  
Food & Beverage

Type of work

Web Design

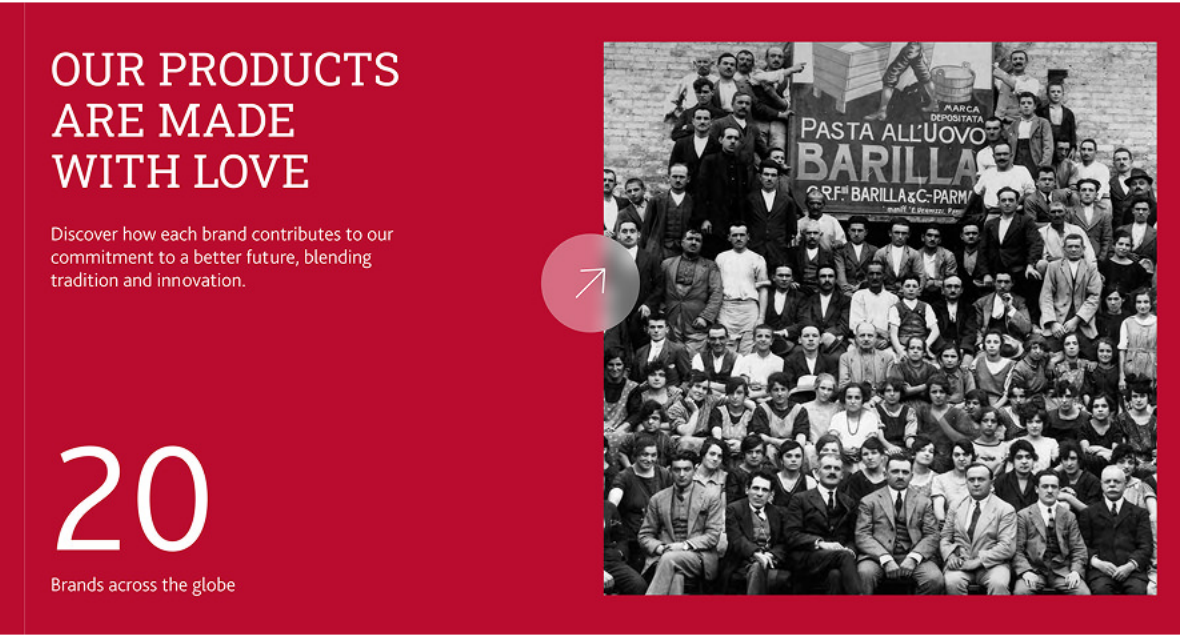
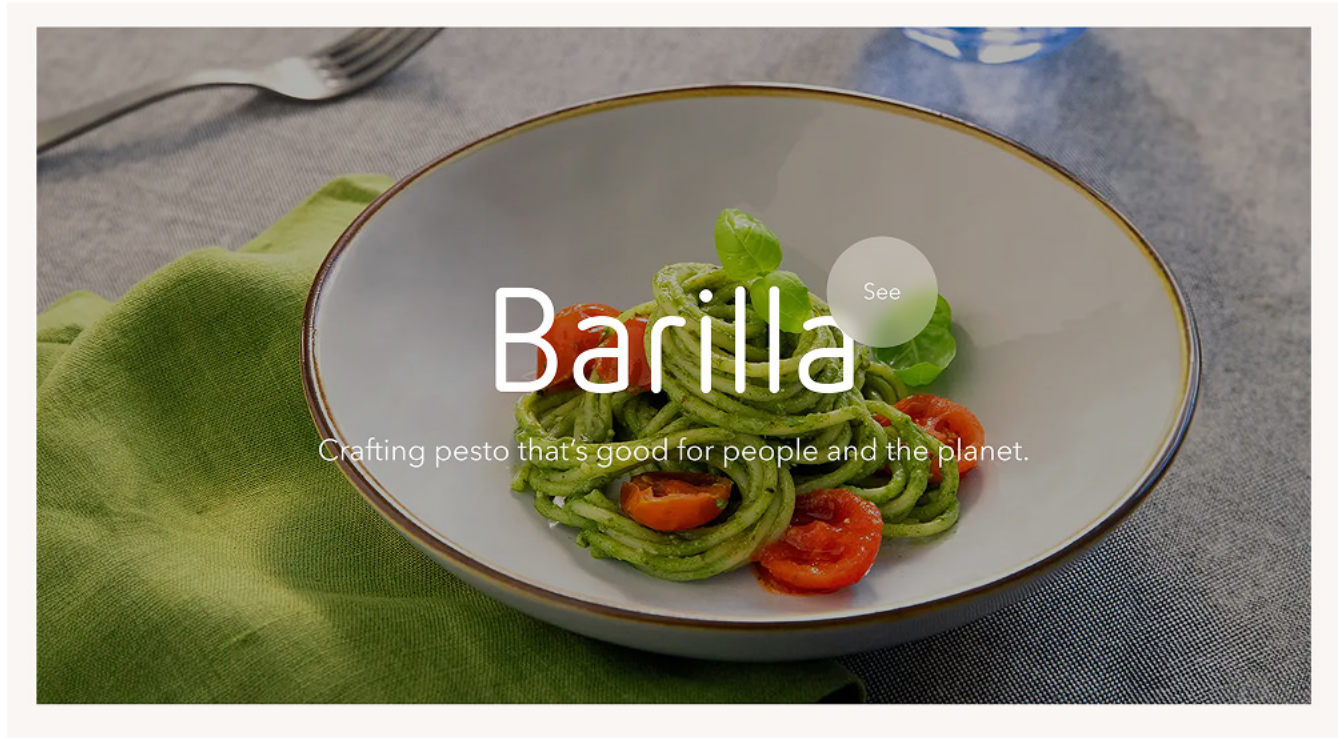
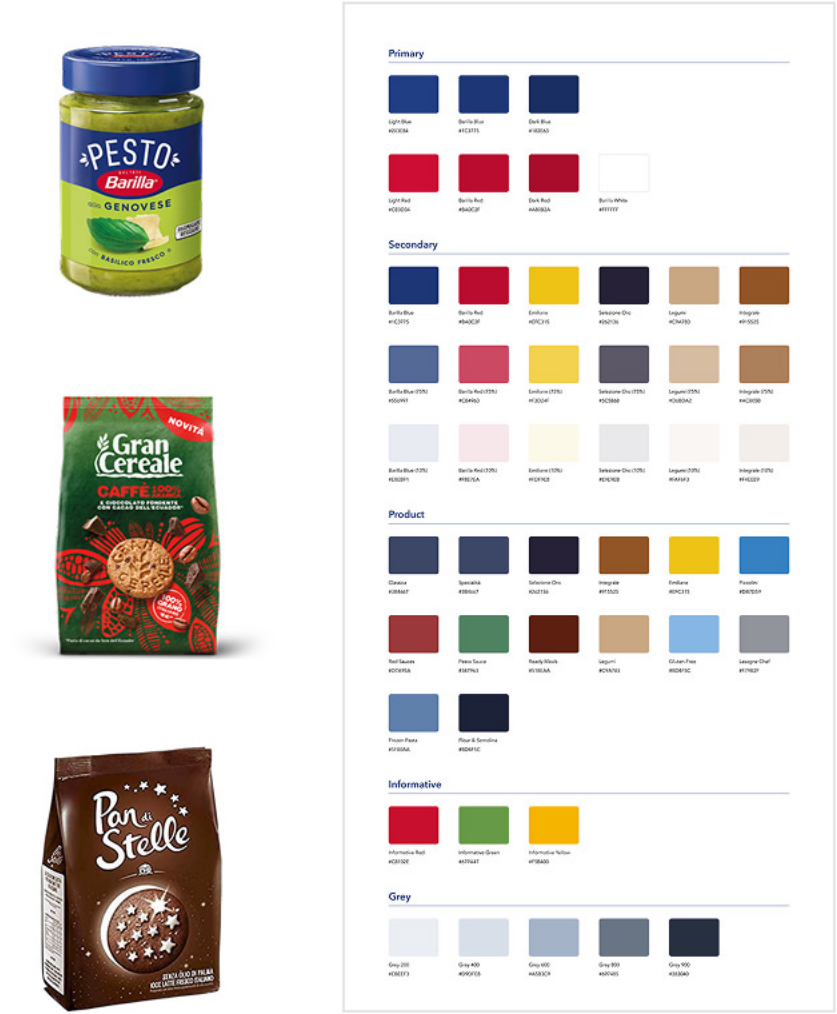
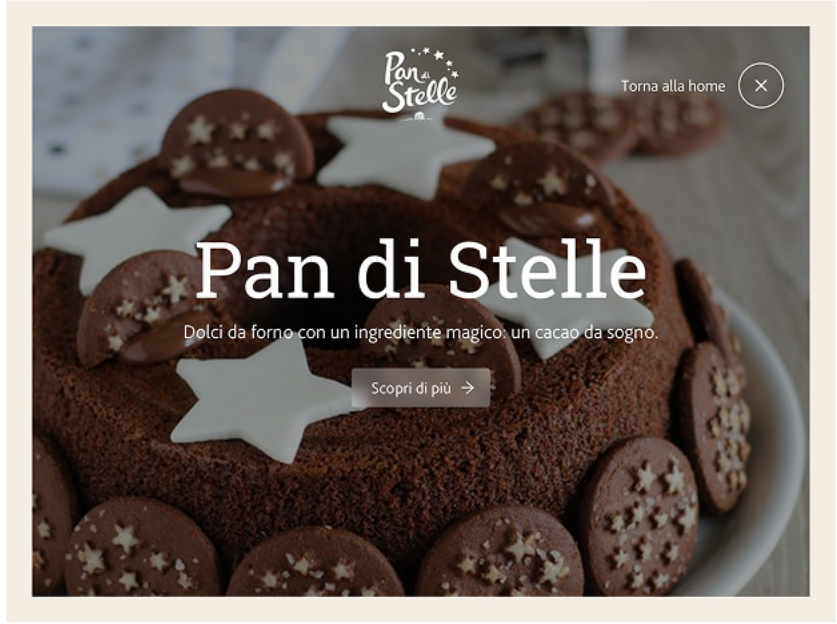
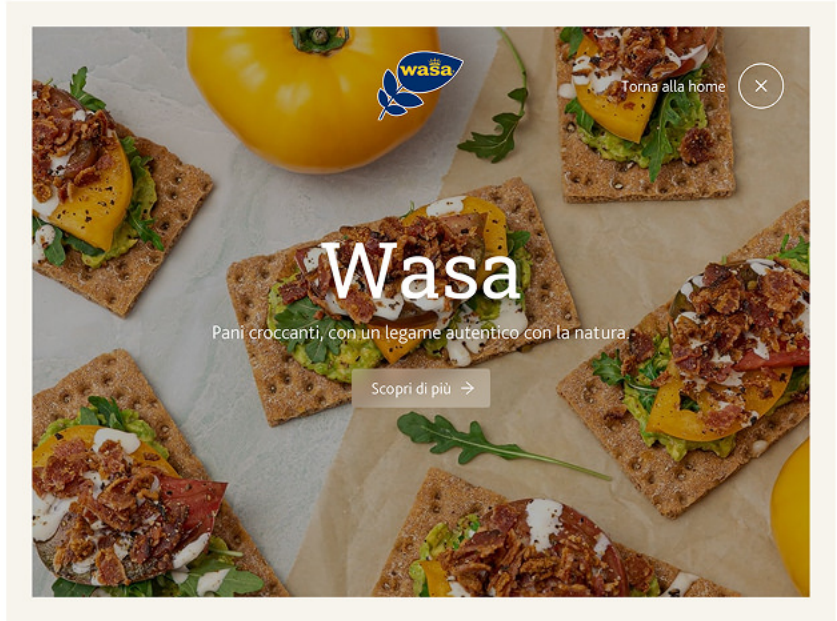
Design Systems

## My Role

I helped redesign Barilla’s annual sustainability report –turning a static PDF into a bilingual, narrative-led microsite. I co-designed interactive modules, animated data visuals, and a flexible layout system that made their impact story clearer, more engaging, and easier to explore.

PDF → WWW

from static sustainability report to a bilingual, interactive digital storytelling experience





Barilla

The Italian Food Company Since 1877

Download Report 2024

Menu

Video

Download

Governance

Support

Barilla

Barilla Pasta

Making pasta that is good for people and the planet.

Barilla

Barilla Pesto

Crafting pesto that's good for people and the planet.

Wasa

Wasa

Real crispbread, with a strong foundation.

Molino Bianco

Making the world a better place, one bite at a time.

Harry's

Harry's

Making soft bread with local and more responsible commitments.

Gran Cereale

Gran Cereale

Nature takes care of us.

Pan di Stelle

Pan di Stelle

Making baked goods with a magic ingredient: a dream cocoa

ITA

Guido Barilla

Luca Barilla

Paolo Barilla

...che si tratti di uno spaghetti, un biscotto, un pane o un sugo, stiamo parlando della qualità dei nostri prodotti, il cuore del nostro mestiere, del nostro modo di agire e del valore delle nostre Marche.

GUIDO, LUCA E PAOLO BARILLA,  
Presidente e Vicepresidenti

COMMITMENT TO THE FUTURE

100%

of the packaging is designed for recycling

+99%

of cardboard from responsibly managed forests

0%

plastic window on the iconic Blue Box®

From Field to Table: Supporting Sustainable Farming for a Better Future

Discover more

Barilla

The Italian Food Company. Since 1877.

Pan di Stelle

Wasa

Harry's

Gran Cereale

Barilla Pasta

Pasta buona per le persone e per il pianeta.

BARILLA NEL MONDO

USA

Mexico

Brasil

Molino Bianco

Semantic colors

All variables 41

Colors

background

text

border

icon

pillars

Names

Value

Colors / icon

Colors / pillars

Name	Web lg (default)	Web md
Device	W L 1440-∞ px	W M 1024-1439 px
page		
min-width	1440	1024
default-width	1440	1024
margin	dimension-32	dimension-32
gutter	dimension-32	dimension-32
columns-number	12	12
spacing		
spacing-xxxs	dimension-8	dimension-8
spacing-xxs	dimension-16	dimension-16
spacing-xs	dimension-24	dimension-16
spacing-sm	dimension-32	dimension-24
spacing-md	dimension-48	dimension-32

Molino Bianco

Pasta buona per le persone e per il pianeta.

ca. 6K

aziende agricole impegnate in progetti di agricoltura sostenibile

4

varietà esclusive di grano duro: Aureo, Intenso, Puro e Svevo

100%

grano duro italiano per la pasta delle linee "Al Bronzo" - Lavorazione Grezza - e Blue Box vendute in Italia

10

formati della pasta "Al Bronzo" - Lavorazione Grezza

-99%

di cartone proveniente da foreste gestite in modo responsabile

0%

finestra in plastica sull'iconica confezione Blue Box\*\*

100%

della confezione è progettata per il riciclo

LA COLAZIONE GENUINA CHE PORTA GIOIA

Molino Bianco porta a tutti la gioia che solo il buon cibo sa dare con prodotti dal grande gusto, sostenibili, di qualità e con un ingrediente chiave: il grano tenero.

OGNI MARCA, UNA SCELTA PER IL FUTURO

Scegli i numeri che raccontano l'impegno delle nostre Marche.

Barilla Pasta

Barilla Pesto

Wasa

STRATEGIA DI SOSTENIBILITÀ

I nostri pilastri per la sostenibilità e i progetti in cui si identificano.

PRODUCTS

PEOPLE

CLIMATE

VALUE CHAIN

ESG

La nostra strategia in dettaglio

Barilla Pasta

Pasta buona per le persone e per il pianeta.



# A2A (MyA2a app)

Industry  
Renewable Energy & Utilty

Type of work done

Mobile App Design

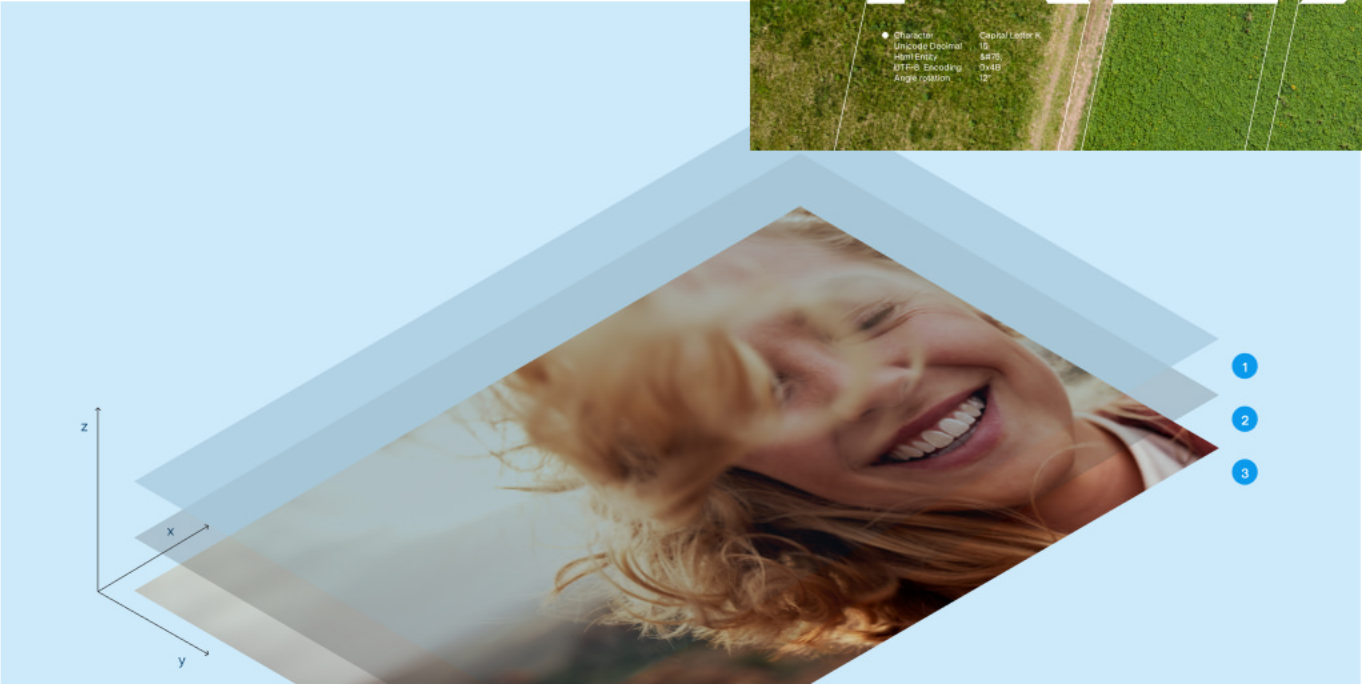
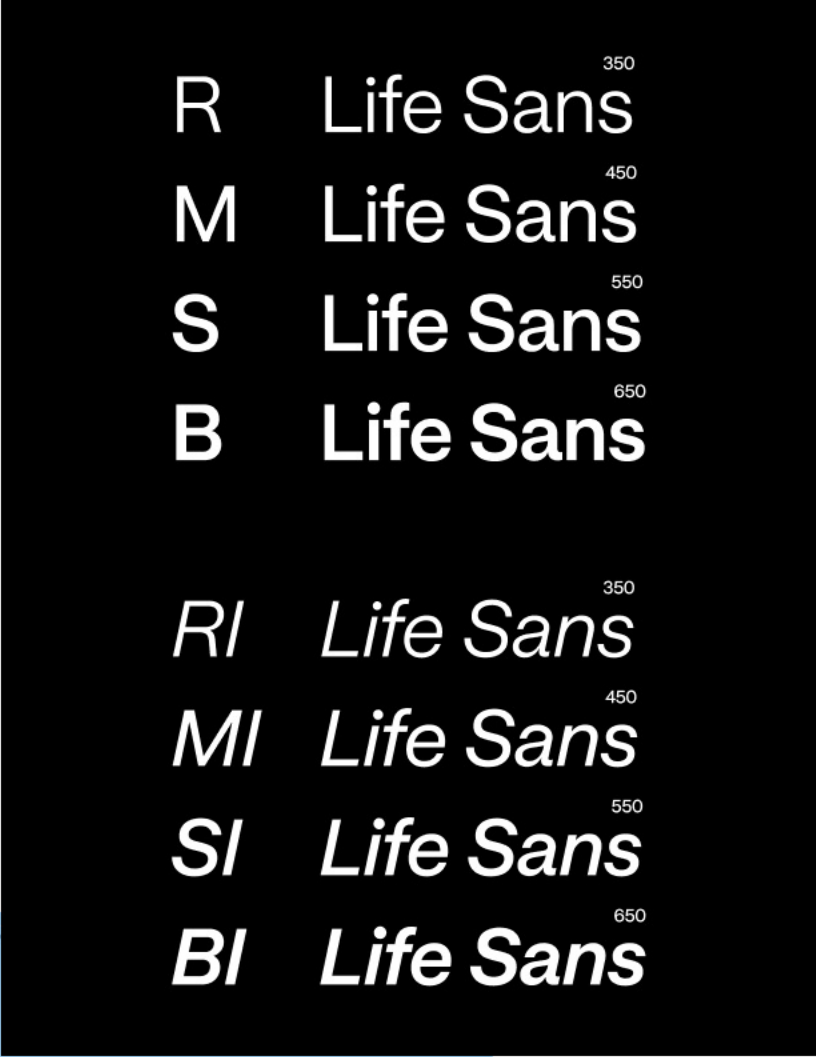
Design Systems

## My Role

After our team completed the rebrand for A2A Life Company, I co-designed their customer app design system—redesigning a branded app delivering a modular, WCAG-compliant design system their internal team could roll out across brands.

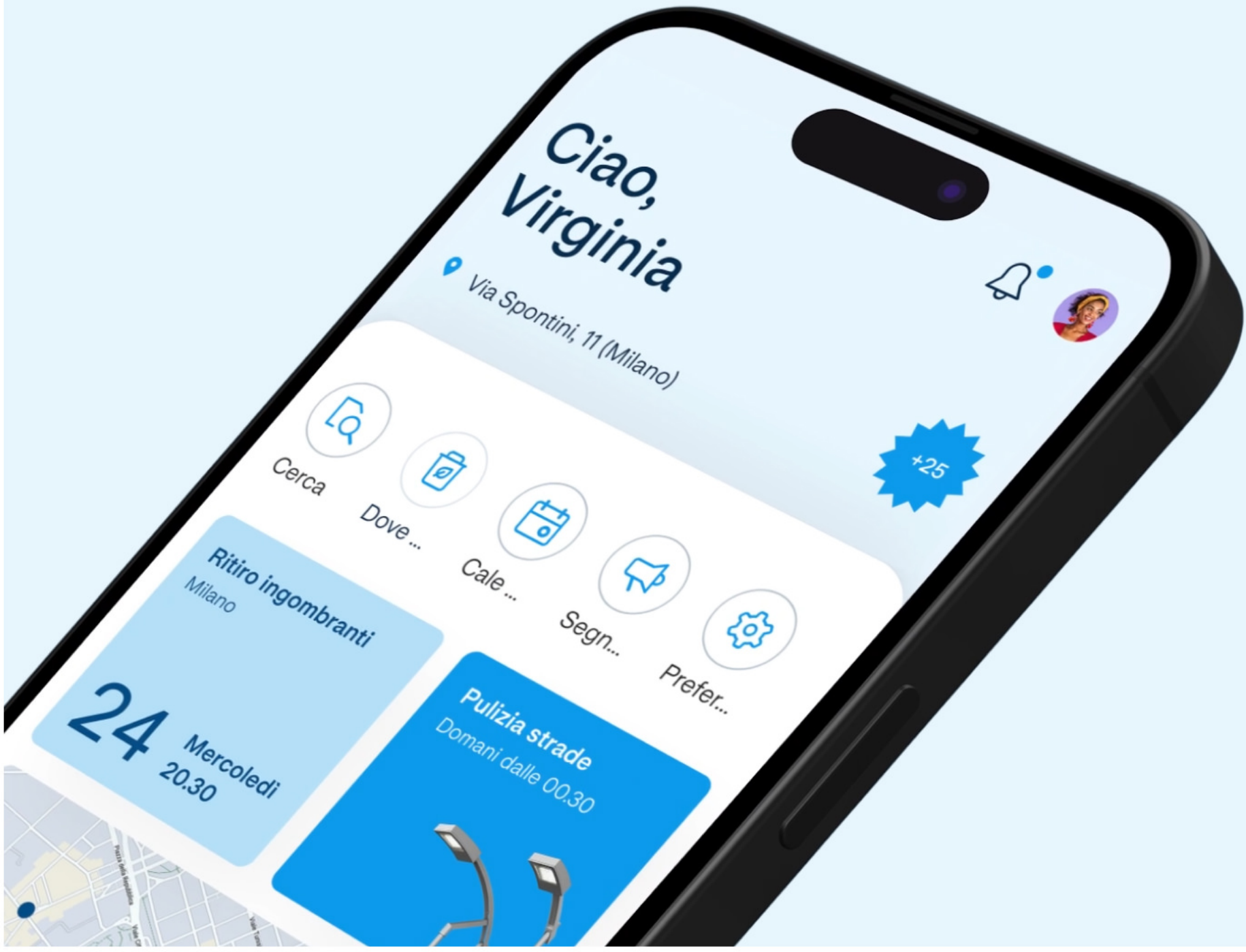
## WCAG

Compliant Design System alignment:  
European Accessibility Act (EAA)



**MyA2A** 4+  
La tua energia sempre con te  
**A2A SpA**  
Progettata per iPad  
#100 in Utility  
★★★★★ 4,7 • 23.995 valutazioni

## Accessibility by Design





9:41

Ciao  
Francesca

Invita chi vuoi!

Se non puoi invitarli a cena, invitali sull'App di A2A. Per te e per chi vuoi tu un bonus di 25€ direttamente in bolletta.

Scopri di più

1 / 3

Da quando perde quel rubinetto?

Non pensarci più, con Casa Sicura h24 hai 4 interventi di assistenza tecnica all'anno a scelta fra: idraulico, elettricista, fabbro e vetraio.

Scopri di più

Offerte per la tua casa

Vedi tutte

Prezzo fisso 12 mesi

Section title

Luce 100% green e Gas a prezzo fisso per 12 mesi in esclusiva online.

←

Dettaglio offerta

A2A Click

Luce 100% green1, prezzo fisso per 12 mesi in esclusiva online

Ho un codice promozionale

Inserisci codice

Prezzo Luce

0,14900 €/Smc

Corrispettivo fisso

114 €/anno

Prezzo Gas

0,5000 €/Smc

Corrispettivo fisso

114 €/anno

Prezzi applicati alla componente energia e alla materia prima gas validi fino a 13/05/2024

A chi è rivolta l'offerta A2A Click?

✓

A chi non è già cliente A2A Energia a libero mercato

✓

A chi proviene da un altro fornitore

✓

A chi deve attivare una nuova fornitura

Tutto compreso con l'offerta

Energia per la tua casa

Casa Milano

Viale Francesco Restelli, 1 - 20124 Milano

Cliente

Domestico

Offerta luce

A2A Verde Luce

Offerta gas

A2A Click Gas

2 nuove bollette da pagare

Azioni rapide

Vedi tutte

Autolettura

>

Modalità di pagamento

>

Bolletta mail

>

Bolletta mail

>

Consumi

>

Catalogo Casa

>

72 kg

di CO<sub>2</sub> in meno ogni anno

Grazie al tuo contributo, rispetto ad altre offerte.

Scopri i longbonus attivi

Vai allo spazio A2A

Cerca lo Spazio A2A più vicino a te e prenota un appuntamento.

Scopri la sede più vicina

Importo totale

Totale della spesa fatturata

152,20 €

Consumo totale

Totale kWh rilevati nella bolletta

634 kWh

Dettaglio costi

Scopri tutti i dettagli

€

%

Importo totale

152,20€

Componente energia

25,37 €

Trasporto

30,50 €

Oneri di sistema

15,00 €

Arrotondamento precedente

45,75 €

Arrotondamento attuale

20,10 €

IVA

35,80 €

Canone

35,80 €

Come si compone la spesa

Voci di costo

Consumi

4%

Imposte

10%

Altro

86%

Download documenti

Bolletta sintetica

9:41

←

Dettaglio offerta

Casa Milano

Panoramica

Bollette

Gestisci

Hai una bolletta scaduta

Leggi l'avviso

2025

132,20 kWh

Consumo Aprile

F1 123kWh

F2 64kWh

F3 190kWh

Nov

Dic

Gen

Feb

Mar

Apr

F1 da lunedì al venerdì 8.00-19.00, F2 da lunedì al venerdì 19.00-23.00, F3 da sabato a domenica 7.00-23.00.

234 kWh

Il 10% in più rispetto a Luglio 2020. Puoi migliorare!

Consumo

Nel mese di luglio 2021 hai usato energia

Siamo qui per te

Come possiamo aiutarti?

Argomenti di tendenza

Perché si paga il Canone RAI?

Rimbo >

Assistenza personalizzata

Parla con un consulente

Troviamo insieme la risposta che ti serve

Profilo e impostazioni

Per saperne di più sul tuo profilo A2A Energia e per recuperare le tue credenziali se non le ricordi.

>

Voltura e attivazione

Se hai bisogno di capire quale operazione devi fare per attivare un nuovo contratto o cambiare offerta.

>

Contratti

Se vuoi attivare o chiudere un contratto, o se semplicemente vuoi saperne di più sul tuo contratto attuale.

>

Bollette e pagamenti

Se hai bisogno di aiuto per leggere la bolletta o per gestire i pagamenti.

>

Contatore, letture e consumi

Codice POD/PDR, modifica della potenza, spostamento del contatore, letture e altro ancora.

>

Canone RAI

Se hai dubbi o domande sul pagamento del canone.

>



# RadiciGroup

Industry  
Chemical Manufacturing

## Type of work done

Web Design

Design Systems

## My Role

I helped redesign RadiciGroup's corporate website-modernizing its digital presence and translating dense product content into something clear, visual, and globally scalable. I worked across IA, content strategy, and UI future-proof foundation.



5

languages



2

country websites

