

## Enel Group (Full Digital)

**Industry**  
Renewable Energy & Utility

## 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



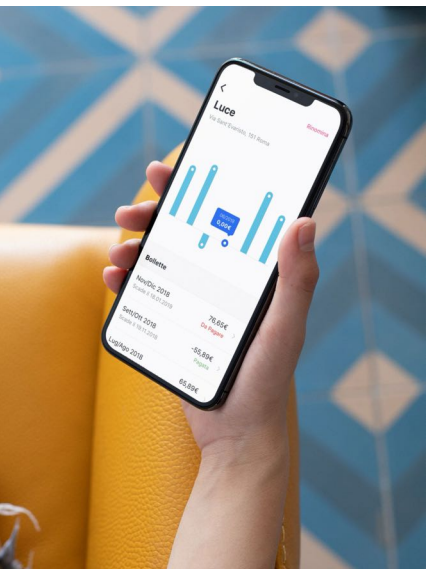
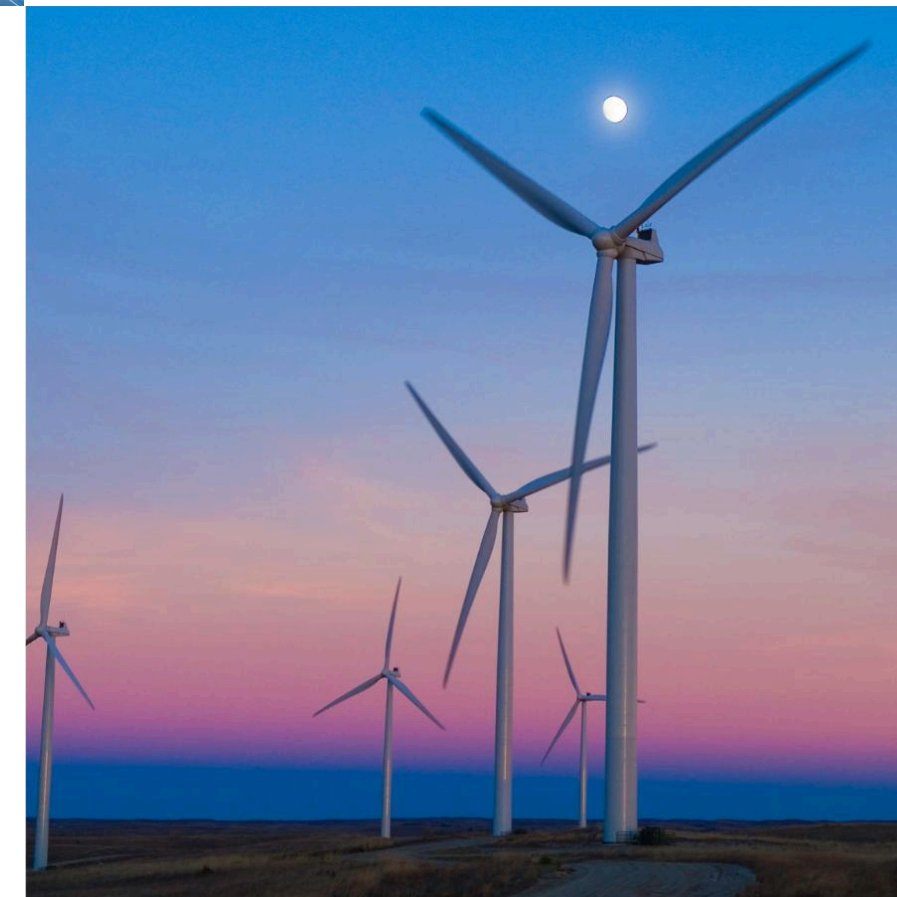
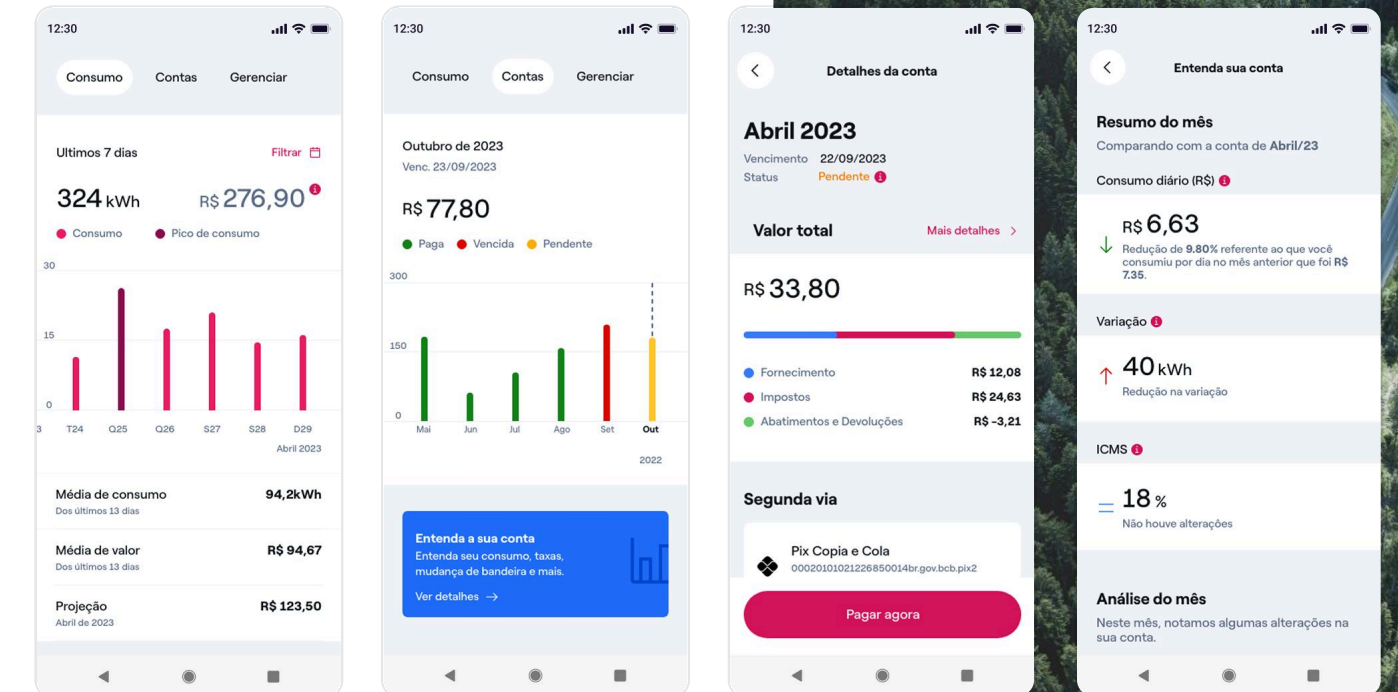
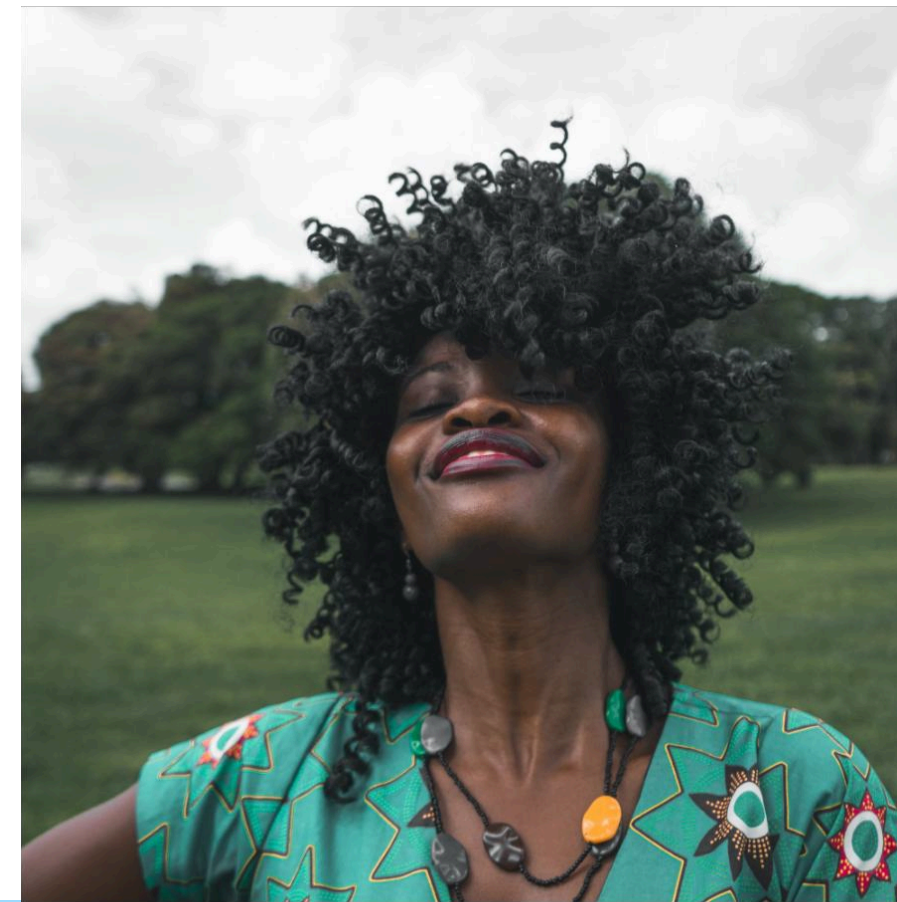
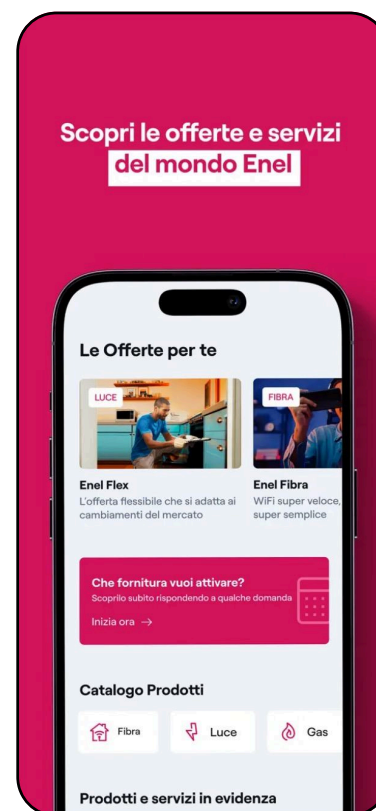
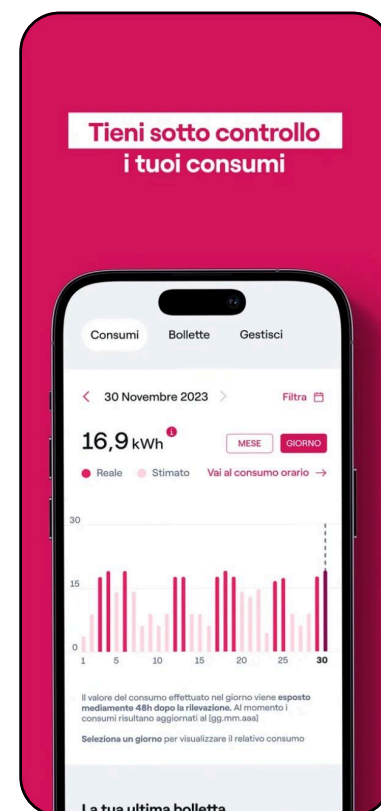
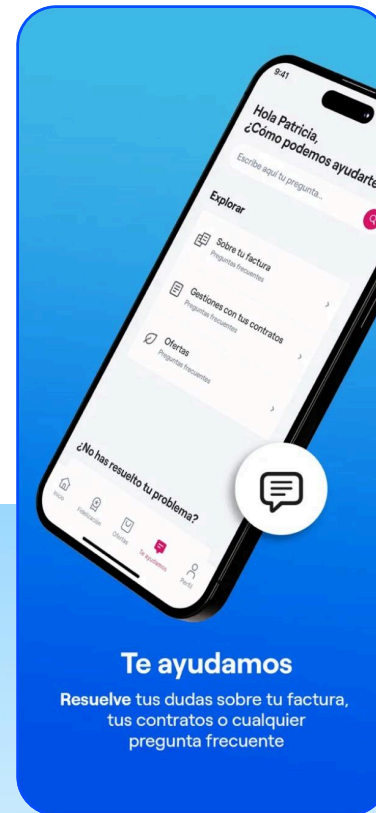
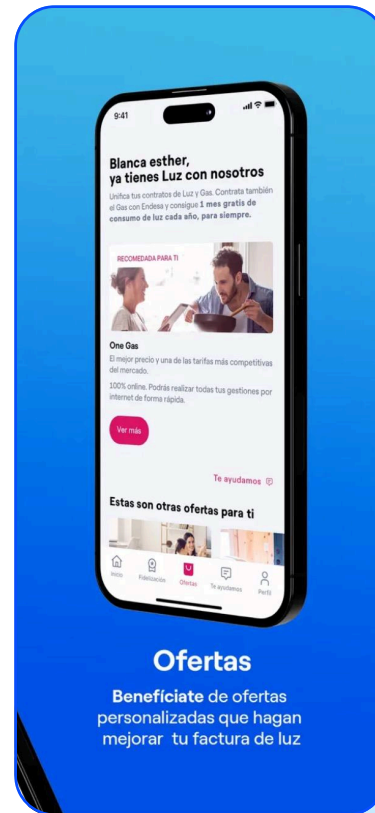
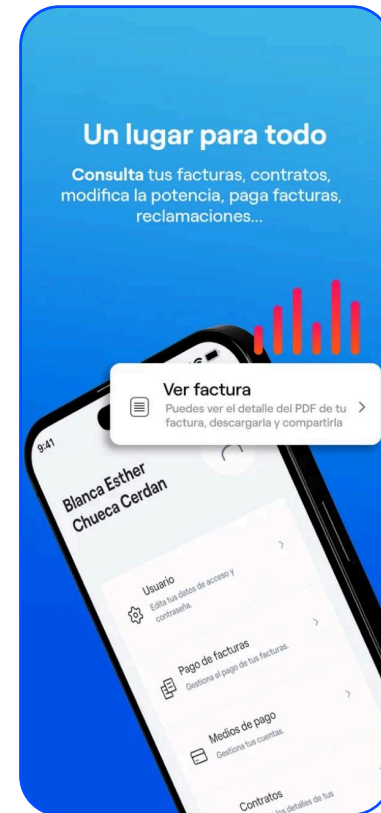
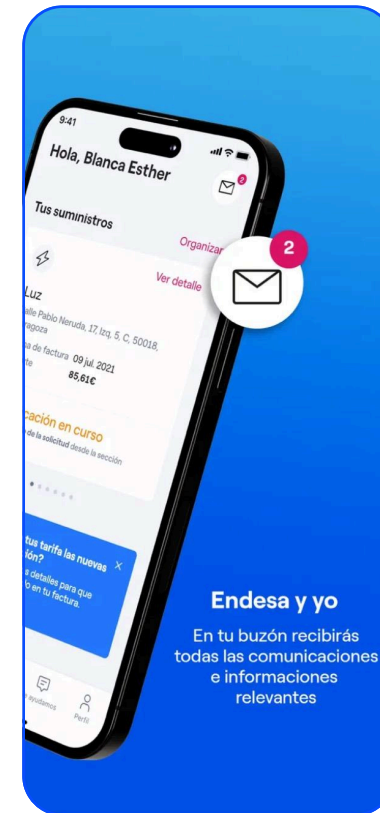
Rolling out to 9+ Enel  
apps globally with  
150+ million users.

[Read full case study ↗](#)

★★★★★

1.9  $\Rightarrow$  4.6

## App ratings on Android & iOS





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

New password requirements - positive

Password

\*\*\*\*\*

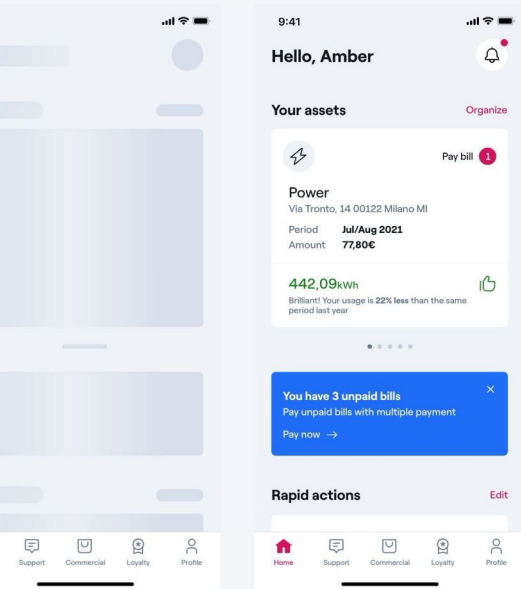
Hint text sample

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 aggiuntiva

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 aggiuntiva

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 75/90 characters in total.

#### 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, 0.38, 0, 9)	cubic-bezier(0.34, 0, 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%

Reduce hasta un 10% tu consumo de energía en relación a tu consumo de referencia, 1.712 kWh.

Large title with euros in red

-29,90 €

L'E-BOX può raggiungere l'importo compreso tra -45 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 llevará un bonus.

Large title with euros in green

+29,90 €

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

Large title with euros in grey

0,00 €

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

### Comparison with your neighbours

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

### 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.

### 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

Error short message

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.

### 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

Aplicar recomendación

Viernes

Dis Happy actual: viernes

Dis recomendado: martes

Slider by days (recommendation selected)

Aplicar recomendación

Martes

Dis Happy actual: viernes

Dis recomendado: martes

### 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

Aplicar recomendación

14h-16h

Horas Happy actuales: 14h a 16h

Horas recomendadas: 19h a 21h

Slider by hours (recommendation selected)

Aplicar recomendación

19h-21h

Horas Happy actuales: 14h a 16h

Horas recomendadas: 19h a 21h

### 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.

### Price

In the case of more "e-commerce" logics, such as bill payment, a tertiary CTA will be used 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 INDESA

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

### Bill details with accordion

RELEASE 2.0 INDESA

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

Enviados

R\$ 12,08

Consumo

R\$ 12,08

Valor total

R\$ 77,80

Impuesto ICMS

R\$ 12,08

Enviados

R\$ 12,08

Consumo

R\$ 12,08

Valor total

R\$ 77,80

Impuesto ICMS

R\$ 12,08

Enviados

R\$ 12,08

Consumo

R\$ 12,08

Month

June 2021

Sun

Mon

Tue

Wed

Thu

Fri

Sat

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

31

Confirm

Year

2021

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

Confirm

### Multi-select filter

RELEASE 2.0 INDESA

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

Default

Filtrar notificaciones

Ningún filtro aplicado

Filtrar por

Gestiones en curso

Gestiones resueltas

No leídas

Más recientes

Categorías y servicios

Consultas

Contratación

Facturación

Autorizaciones

Ofertas

Aplicar

Selected

Filtrar notificaciones

Borrar filtro

Filtrar por

Gestiones en curso

Gestiones 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

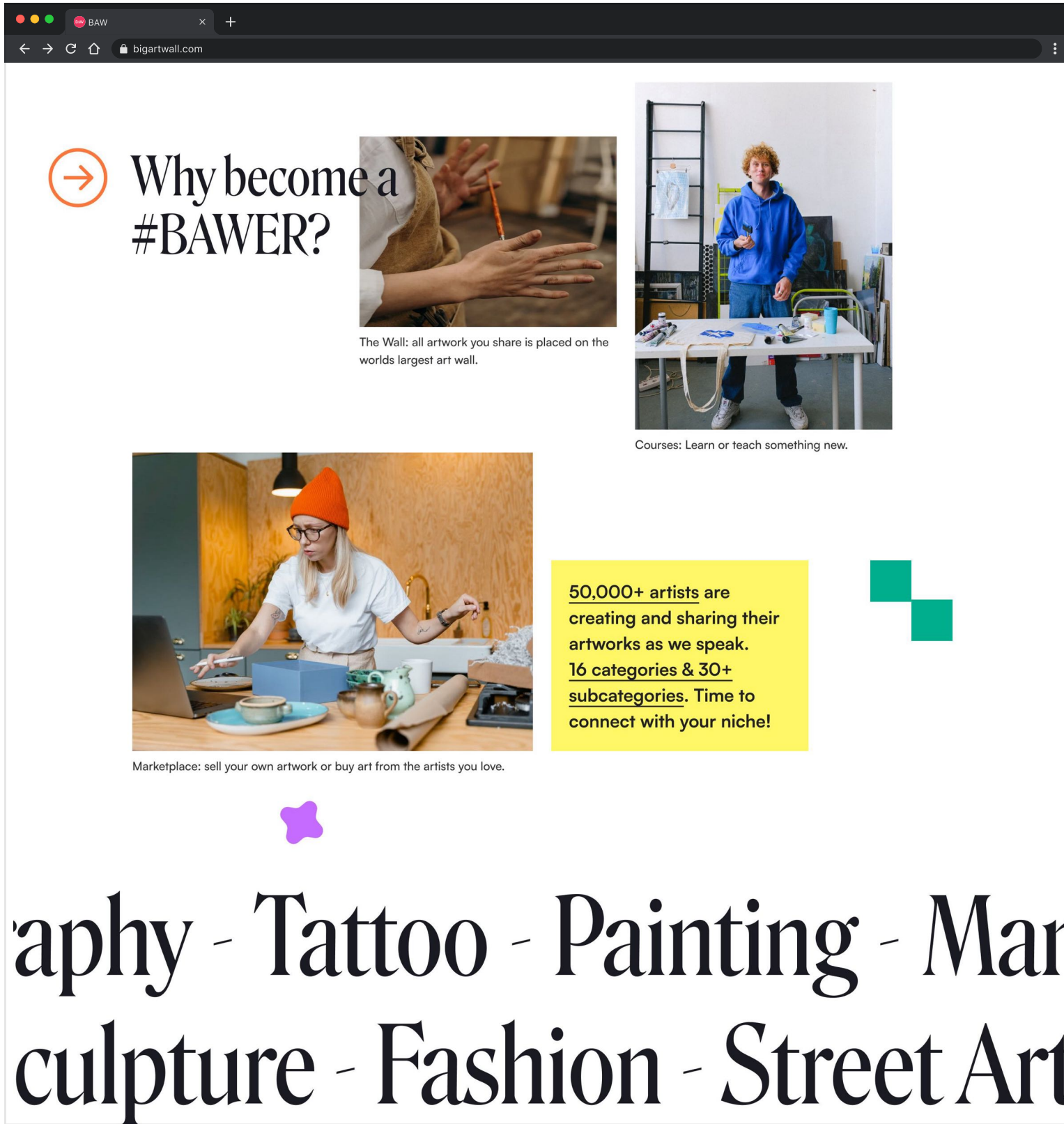
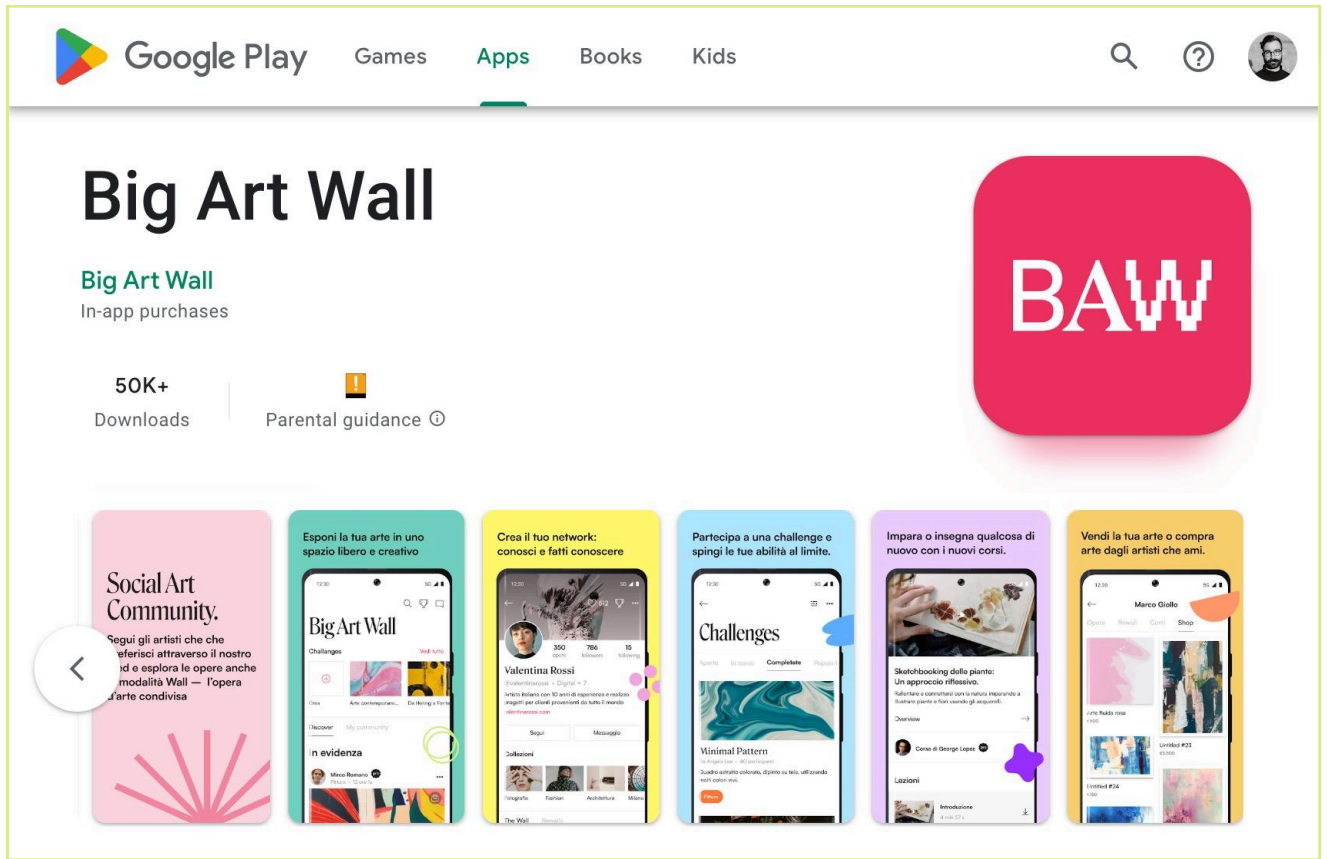
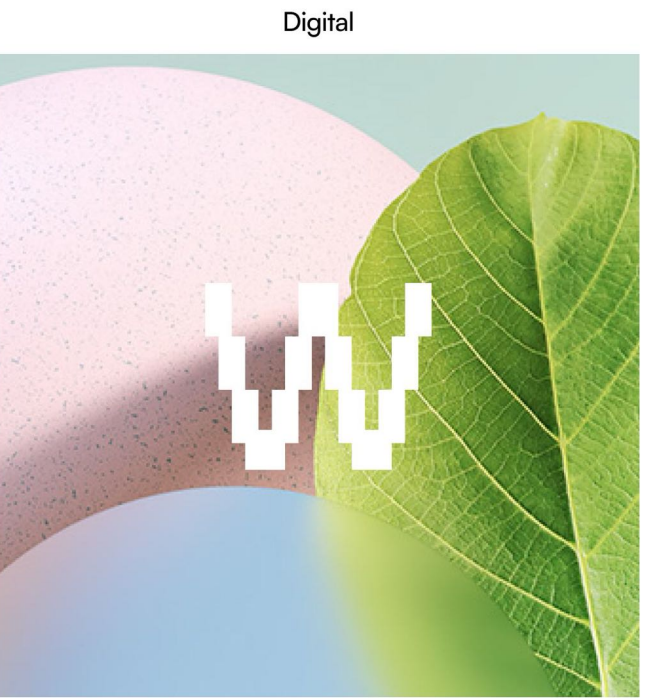
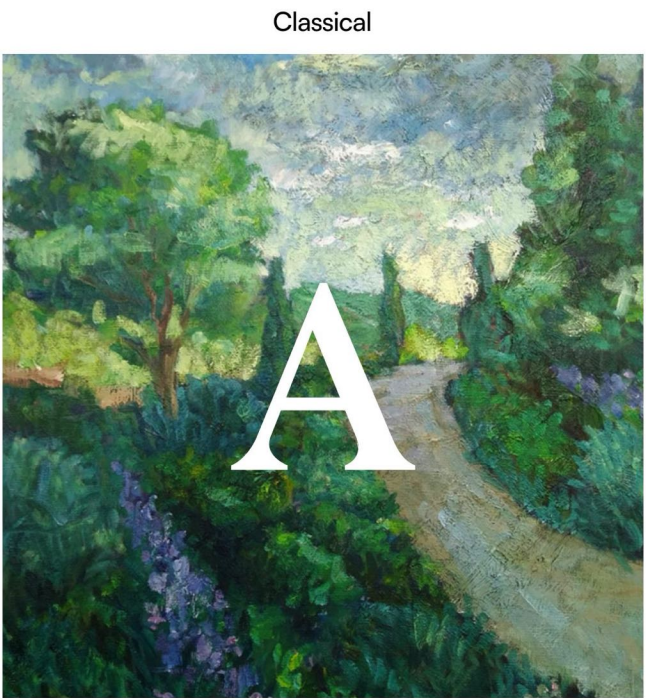
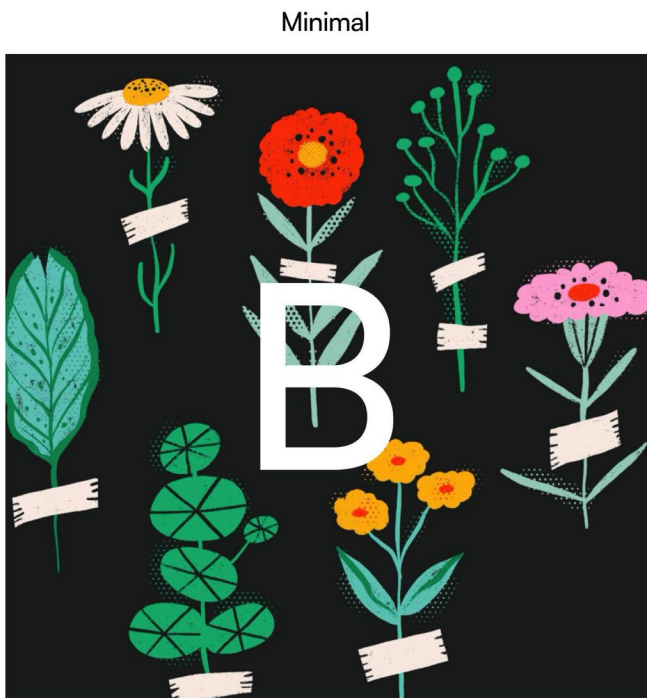
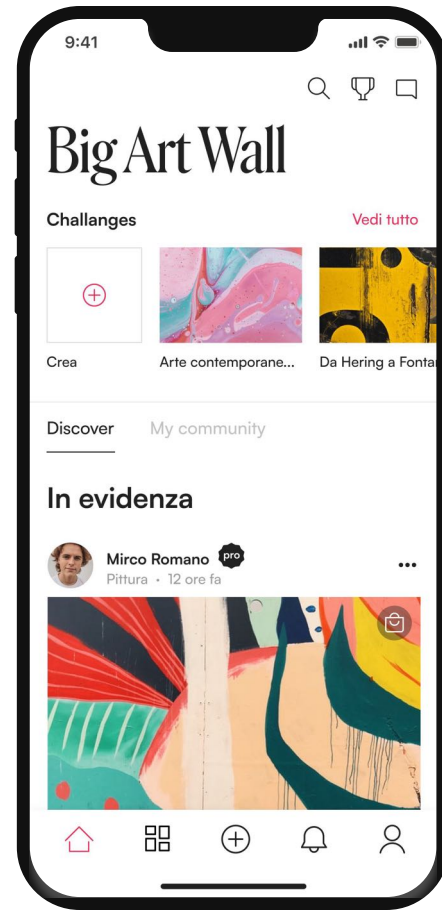
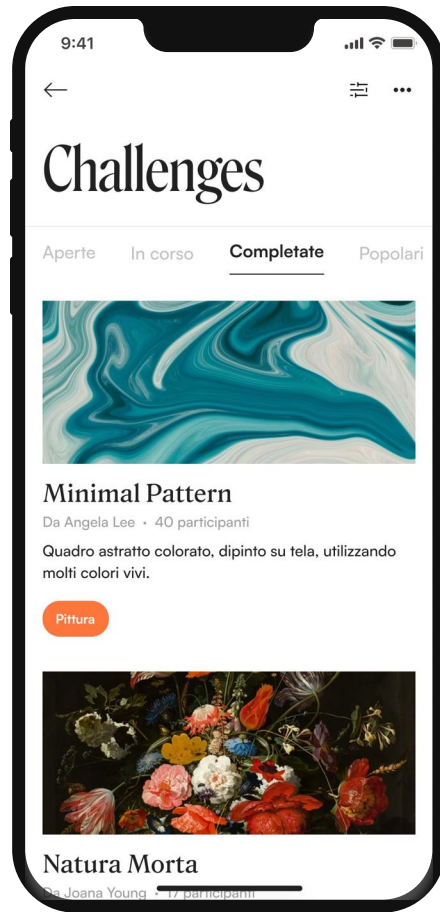
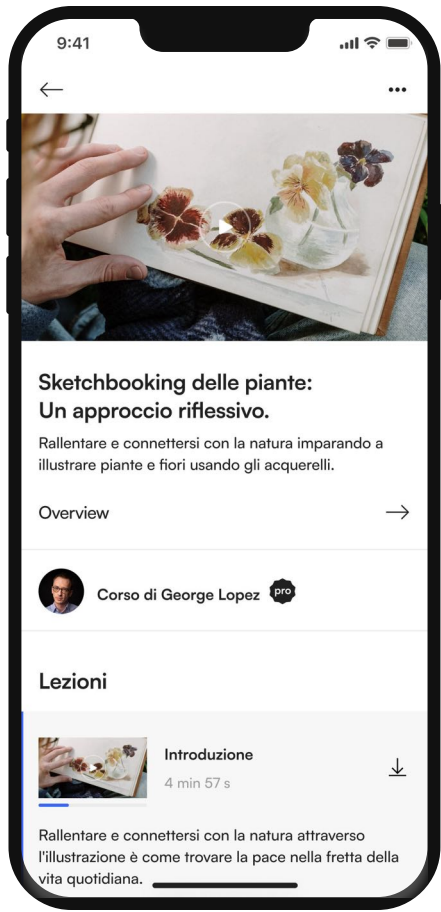
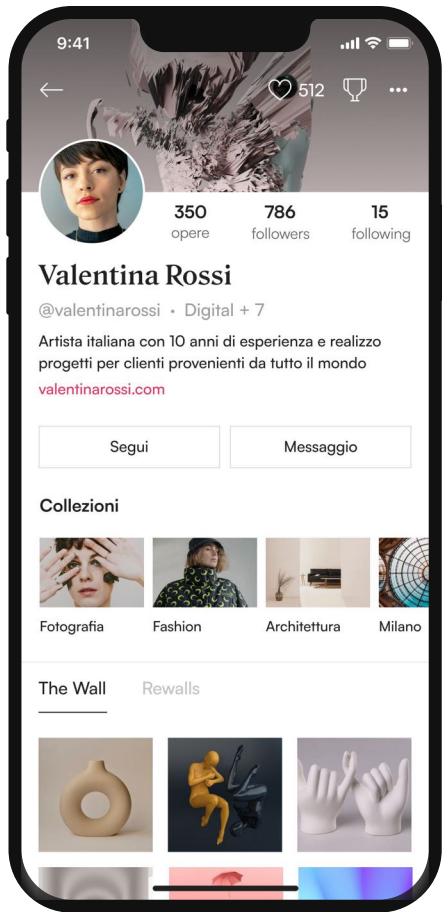
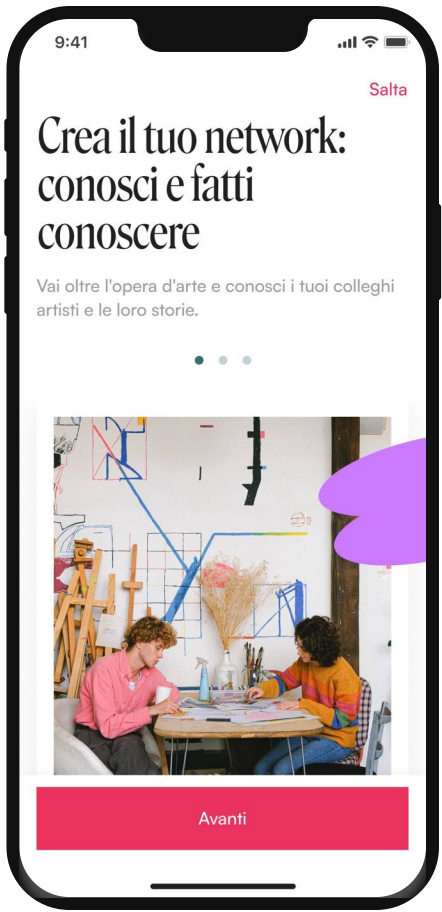
Design Systems

**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.

[Read full case study ↗](#)

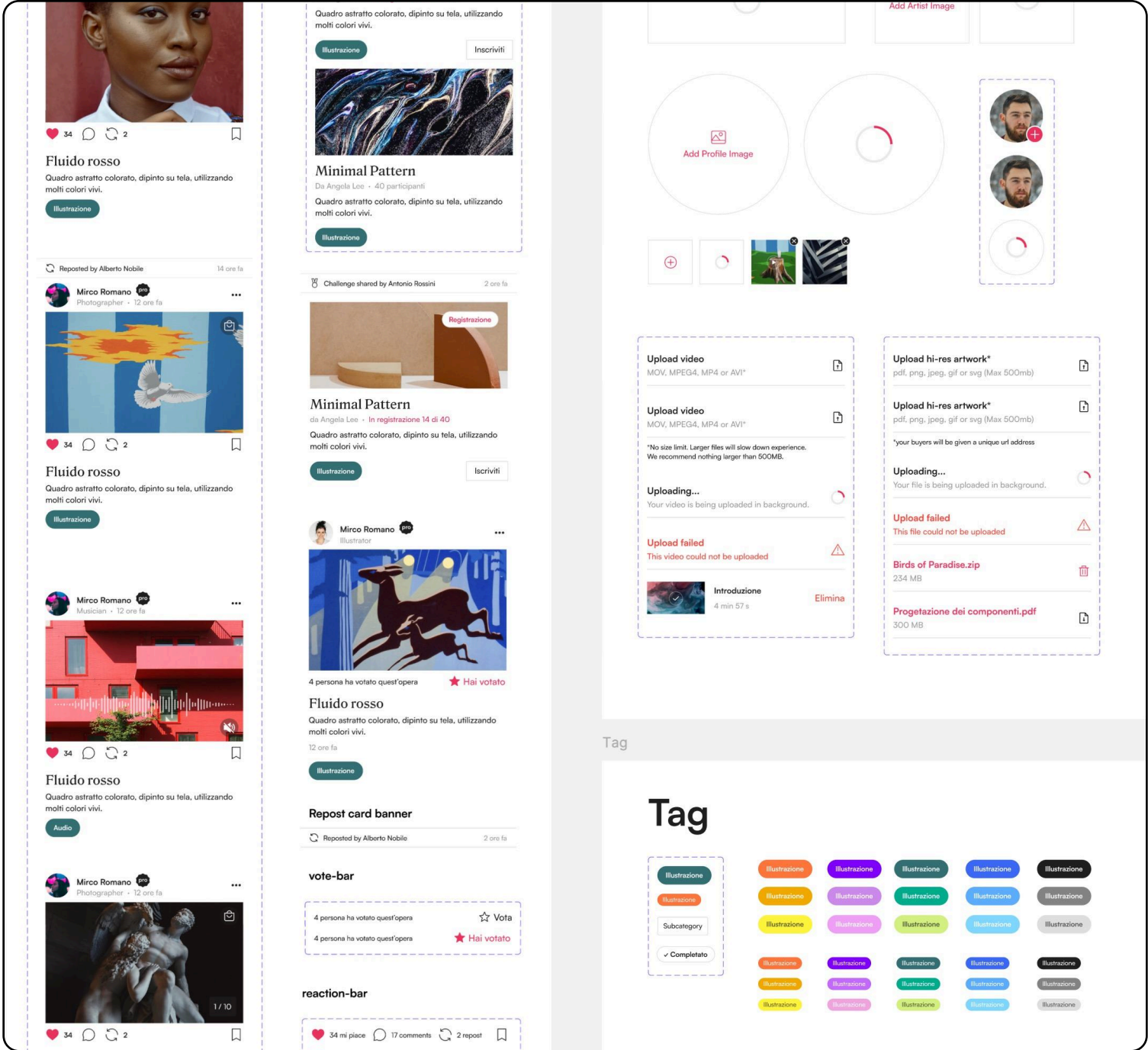
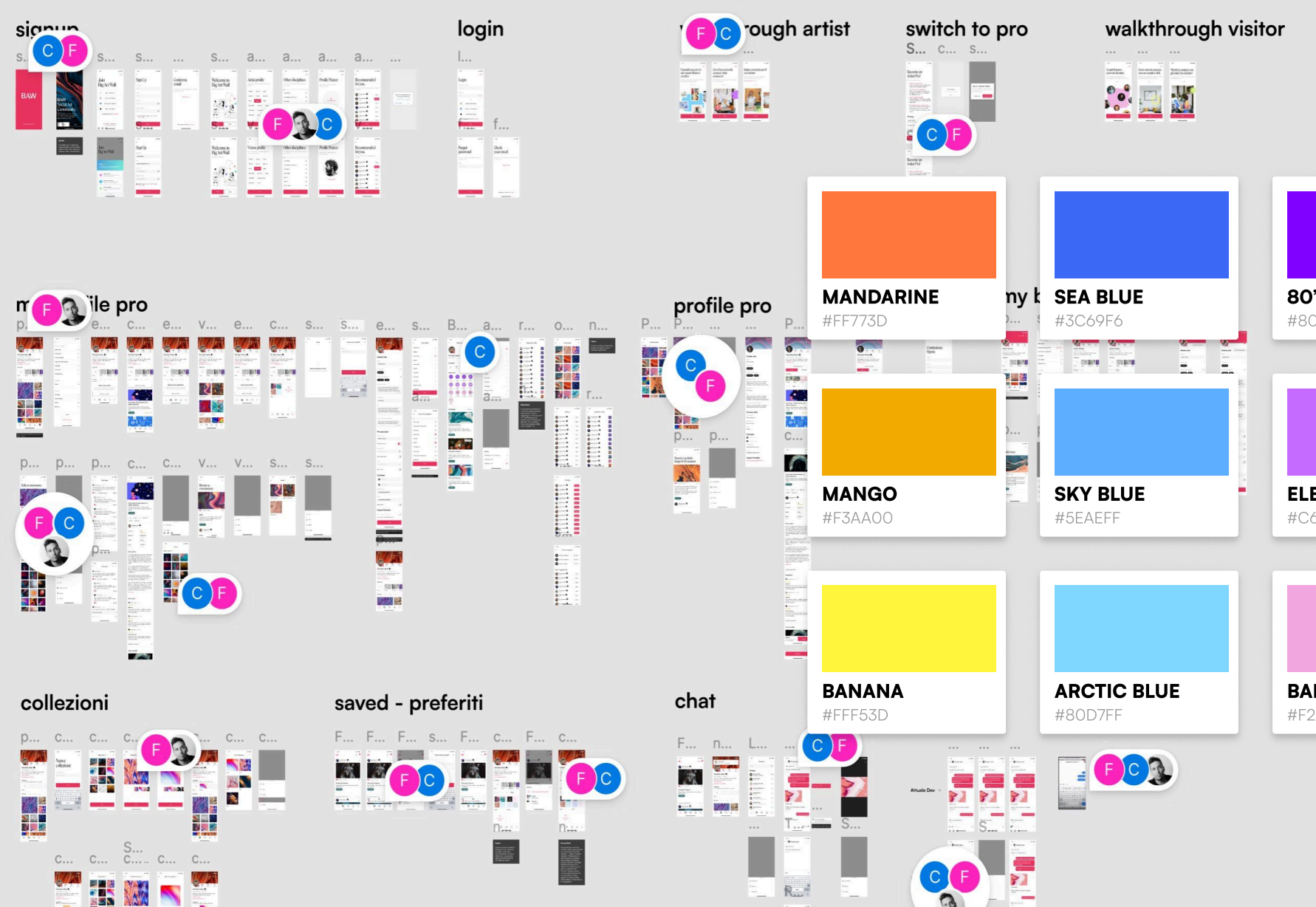
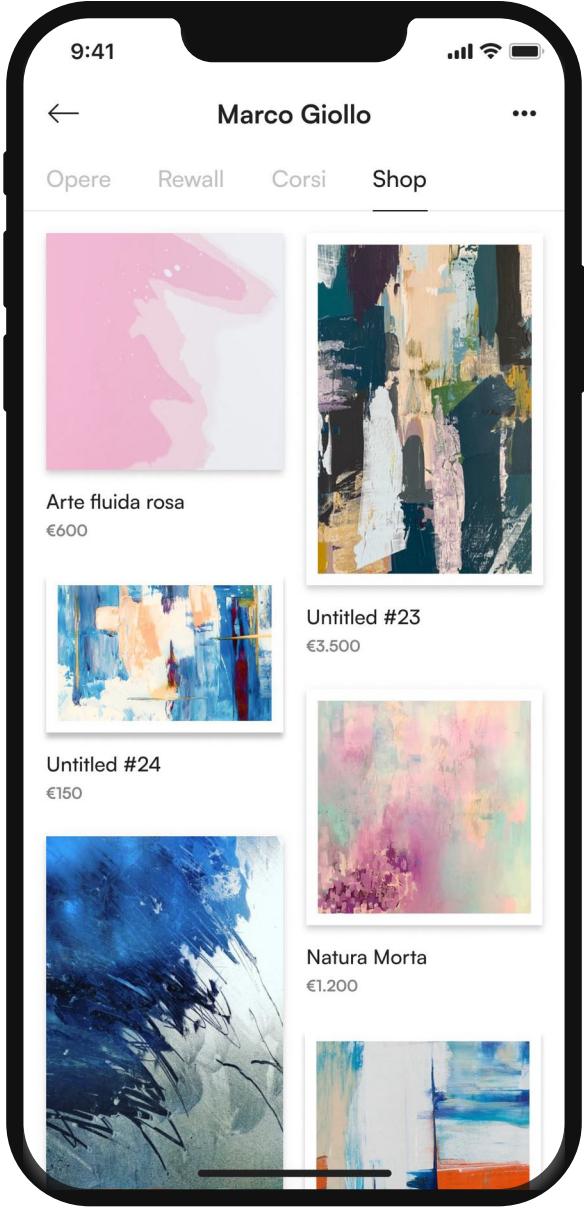
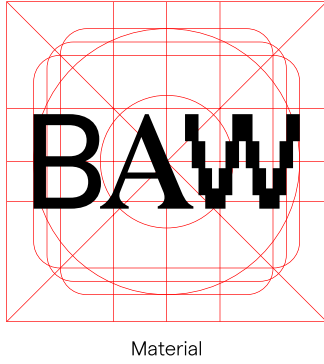
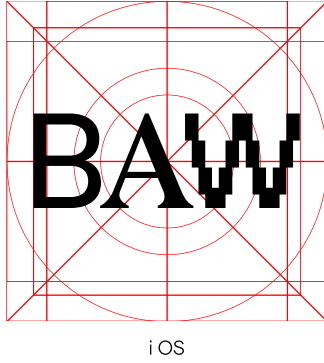
115 ➔ 500+

New screens designed in 1 month



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







# Maison de la Quiche

Industry  
E-commerce · Food

Type of work done

Web Design

Brand Strategy & Identity

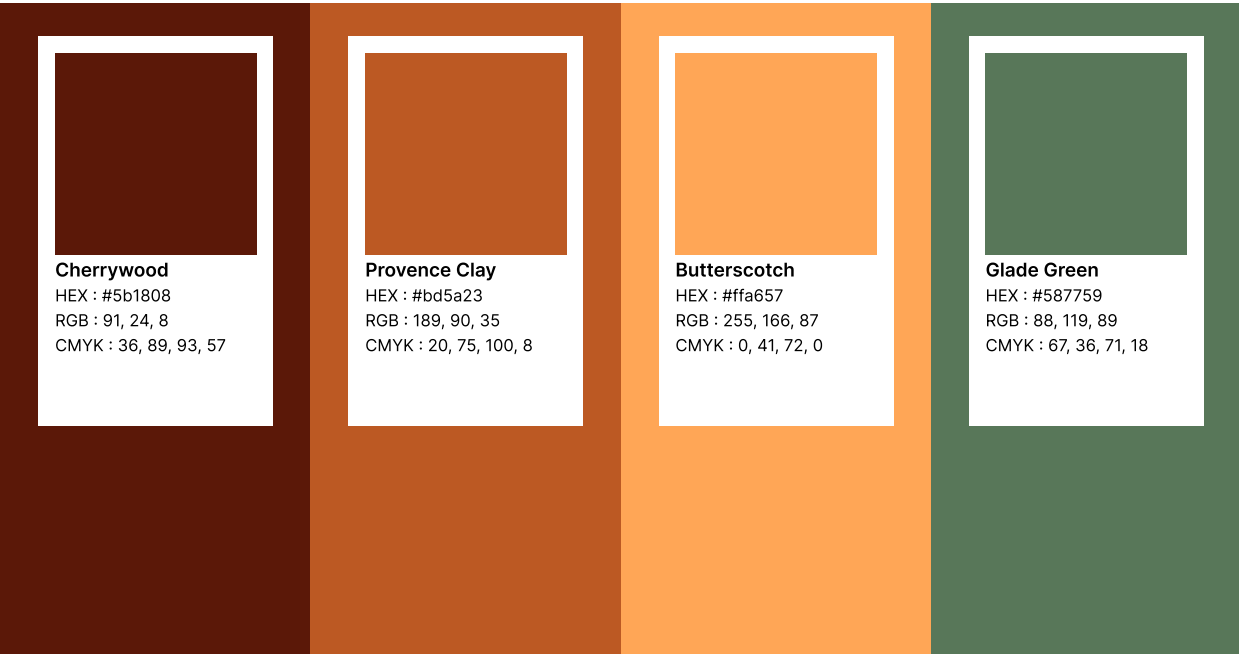
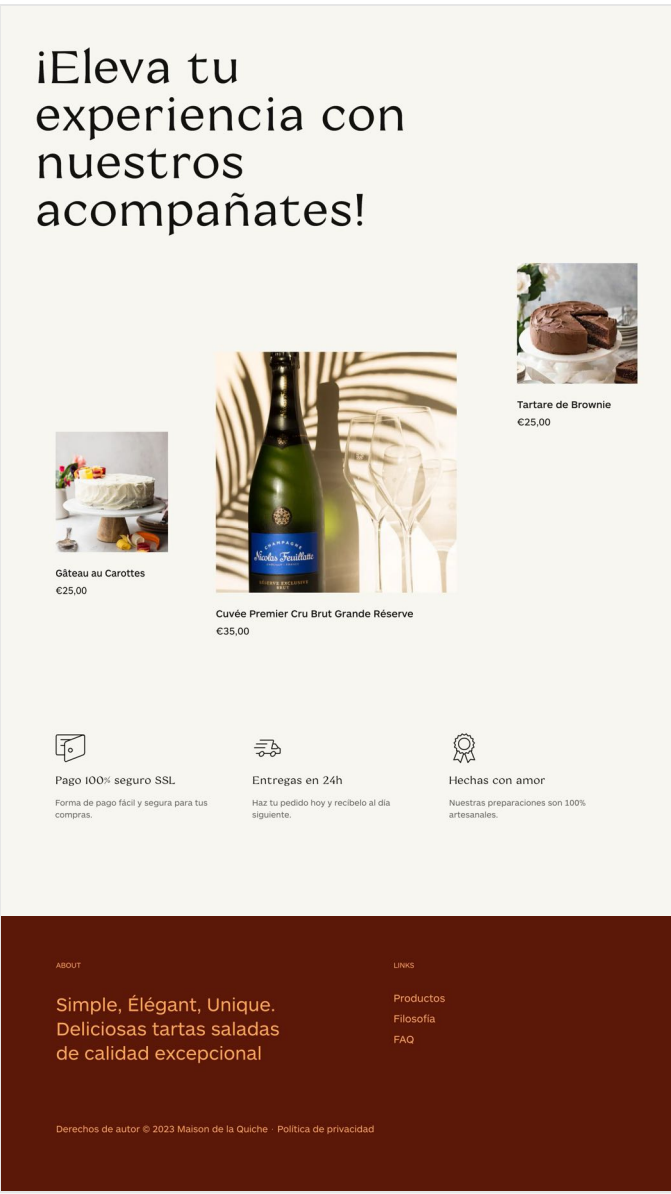
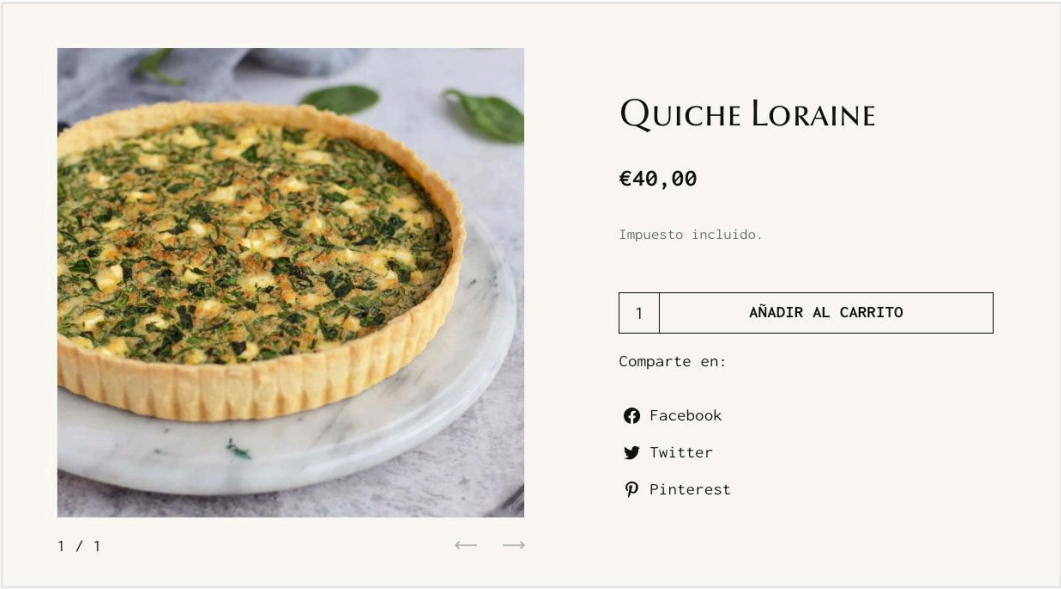
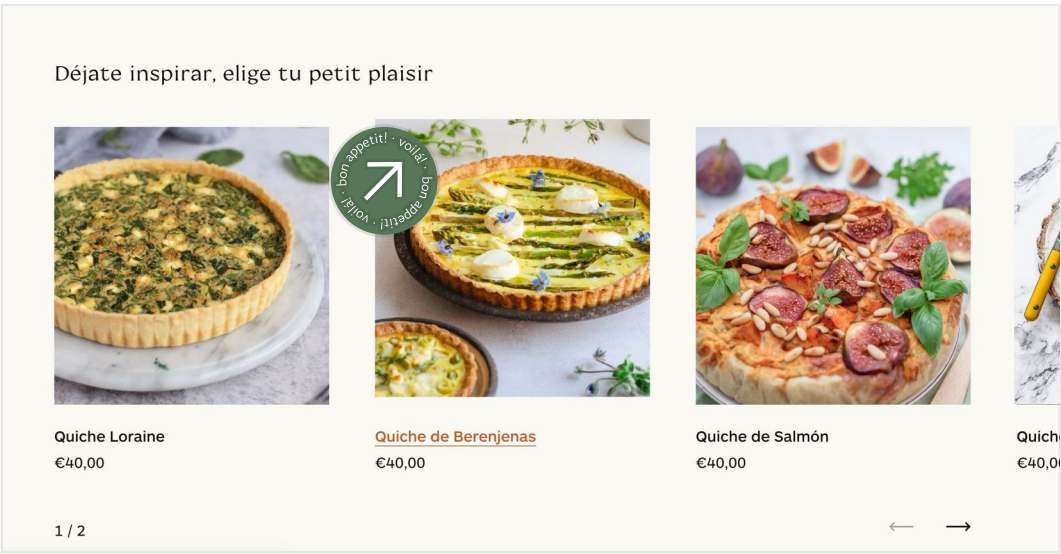
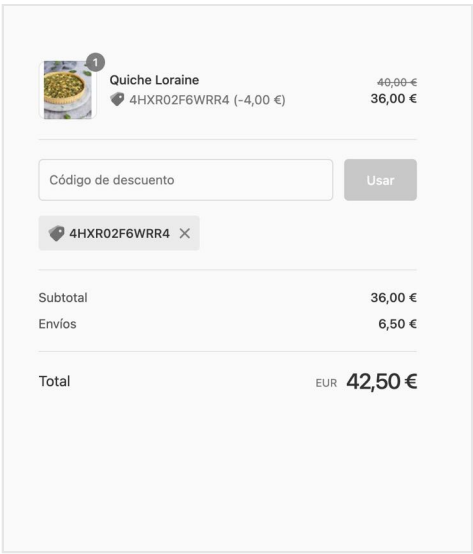
## My Role

I led the visual identity and e-commerce launch for Maison de la Quiche—developing their Shopify site while shaping the brand story, product experience, and overall digital presence from concept to go-live.

[Read full case study ↗](#)

0 ➔ 1

full rebrand and custom Shopify e-commerce MVP from scratch



MAISON de la QUICHE · MAISON de la QUICHE · MAISON de la QUICHE · MAISON de la QUICHE



Color is vital to cognition. Color should always be represented by the same colors on this page, aside from specific recommendations within the text. Do not use any other/ unauthorized colors.

A collage of three images. The top-left image shows a lush green vineyard with rows of grapevines and a small building in the background. The bottom-left image shows four people (three women and one man) dressed in black clothing, posing together. The right image is a close-up of a person's face, partially obscured by a dark, textured object.

## Logo variations —

Trying to fit the same mark simultaneously on a billboard and on the top of a box is a challenge. Our identity system is designed for flexibility, consistency, and brand recognition.

We have provided different logo variations that should cover every space imaginable. Instead of trying to fit a logo into a space that is too small or crowded, simply use a different version for maximum visual impact and clarity.

horizontal

MAISON <sup>de la</sup> QUICHE





circle-outline

circle

Approved pairings for logos —

Nearly all of the colors within our primary palette can be used in combination. But we recommend trying things simple and using our recommended pairings when possible. If possible, strive for legibility first, especially when setting

General Concept

retail direction for present and pictures included in the branded also need to be elegant, simple, and chic.

MAISON  
QUICHE MADRID

Recommended pairing:  
Onyx on Vista White

Recommended pairing:  
Butterscotch on Cherrywood

## Titles and Displays

For titles and Display sections, we use Optima Nova LT, a humanist sans-serif typeface that exudes a feeling of elegance making it the perfect headline font to tell Maison de la Quiche's story

Inconsolata SemiExpanded

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789  
llar

OPTIMA NOVA LT  
AA BB CC DD EE FF GG HH II JJ KK  
LL MM NN OO PP QQ RR SS TT UU  
VV WW XX YY ZZ 0123456789  
REGULAR SC

### Using black and white

Black  
the  
a

## Using black and white

Black 2  
the 1  
ay

About —

Maison de la Q  
handcrafted mar  
defined by its distin  
gourmet French savor  
exceptional quality.

Simple · Élégant · Unique

A sensory journey  
textures (soft, firm)  
contrasting flavors  
indelible experience  
expertly  
class

20

Premium

Simple

Élégant

Chic

24

12

75

## Using Tints —

We prefer our brand colors used without editing, but some situations require the use of color tints, especially on the web. For example, when a user hovers over a button on our web site, using a tint change can help confirm their action.

If necessary, use a 20% tint step system, keeping legibility in mind. Any tint below 60% used as a background will require dark text.

08

stamp

Paragraphs —



# 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.

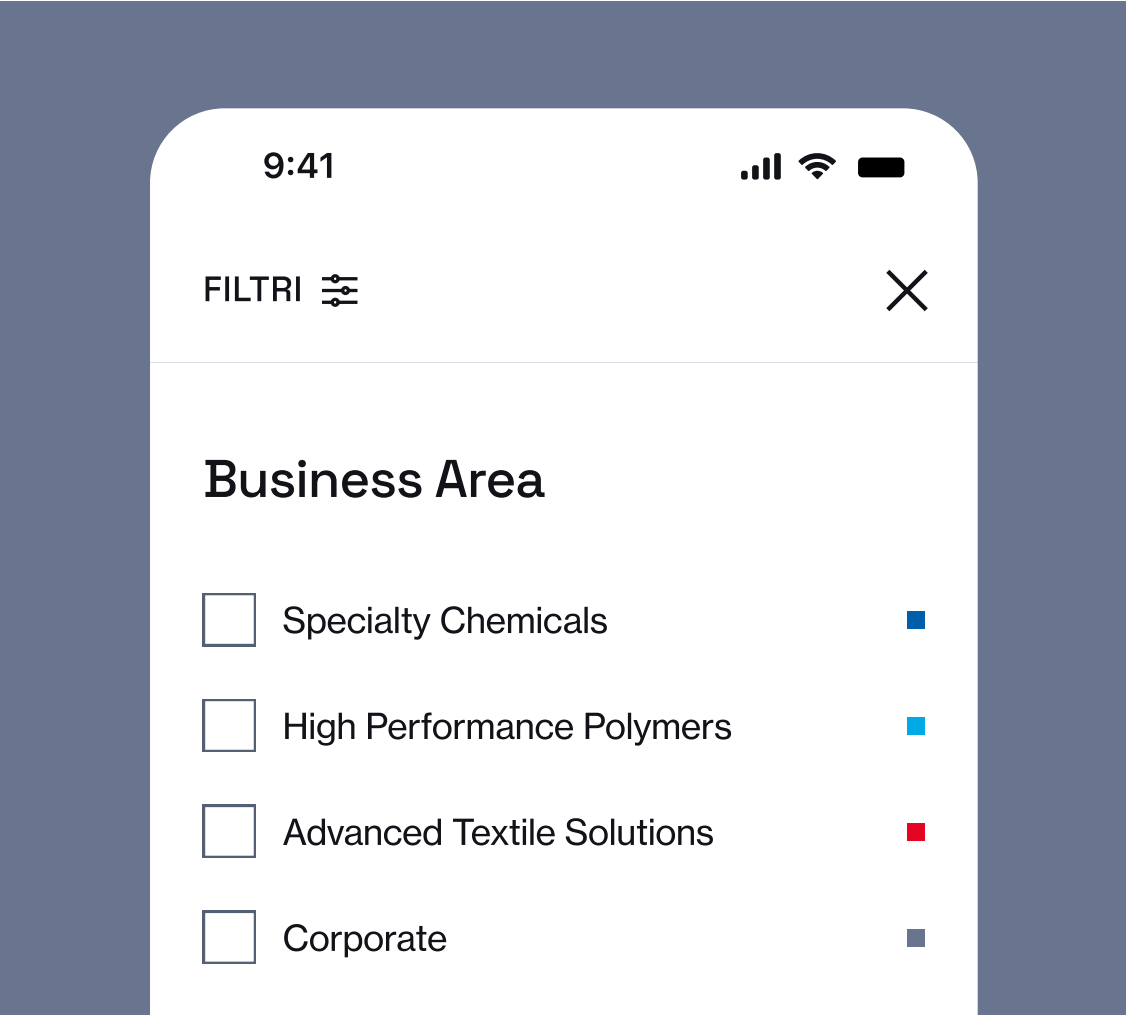
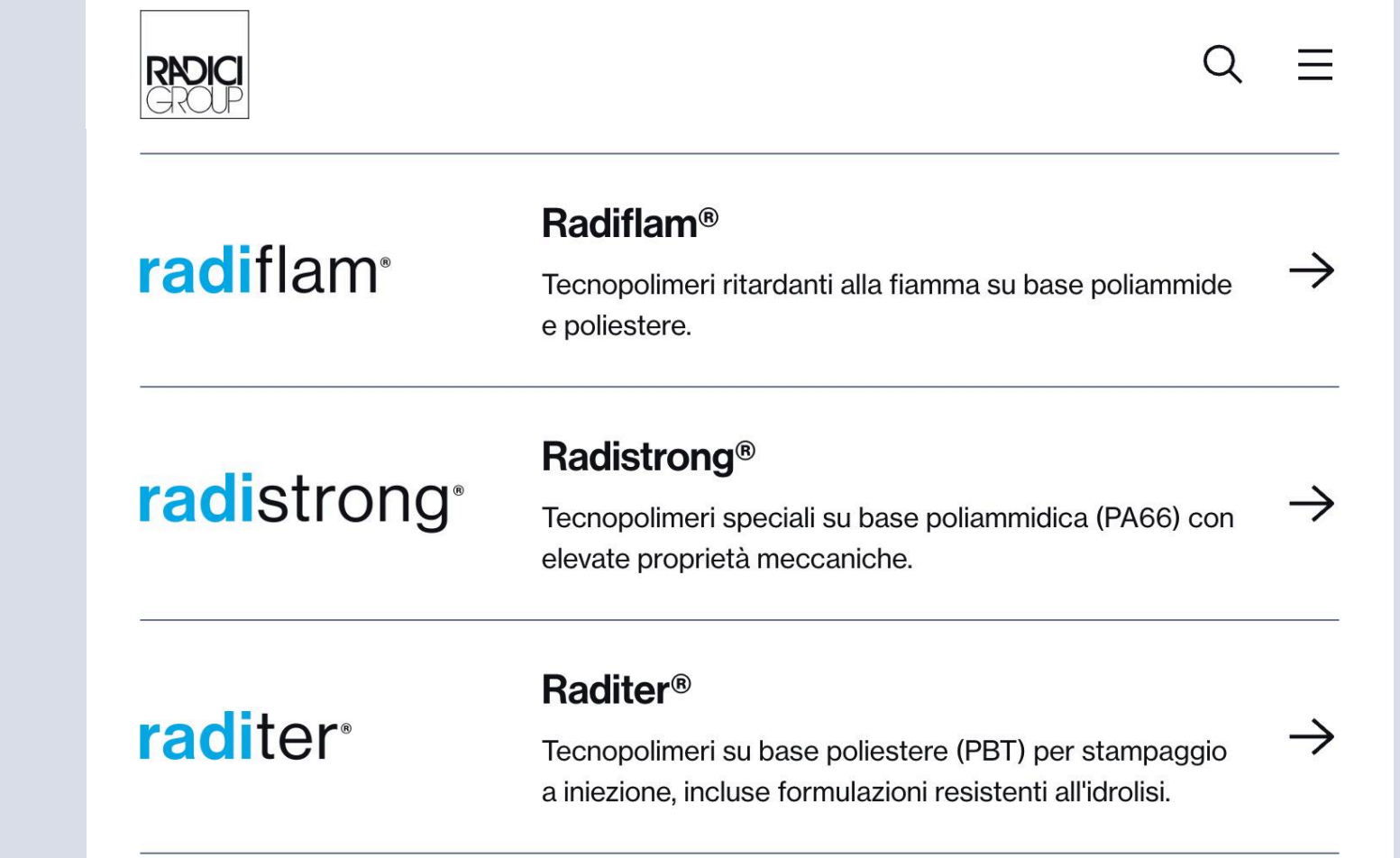
[Read full case study ↗](#)



5  
languages



2  
country websites









# A2A (MyA2a app)

Industry  
Renewable Energy & Utilty

Type of work done

Mobile App Design

Design Systems

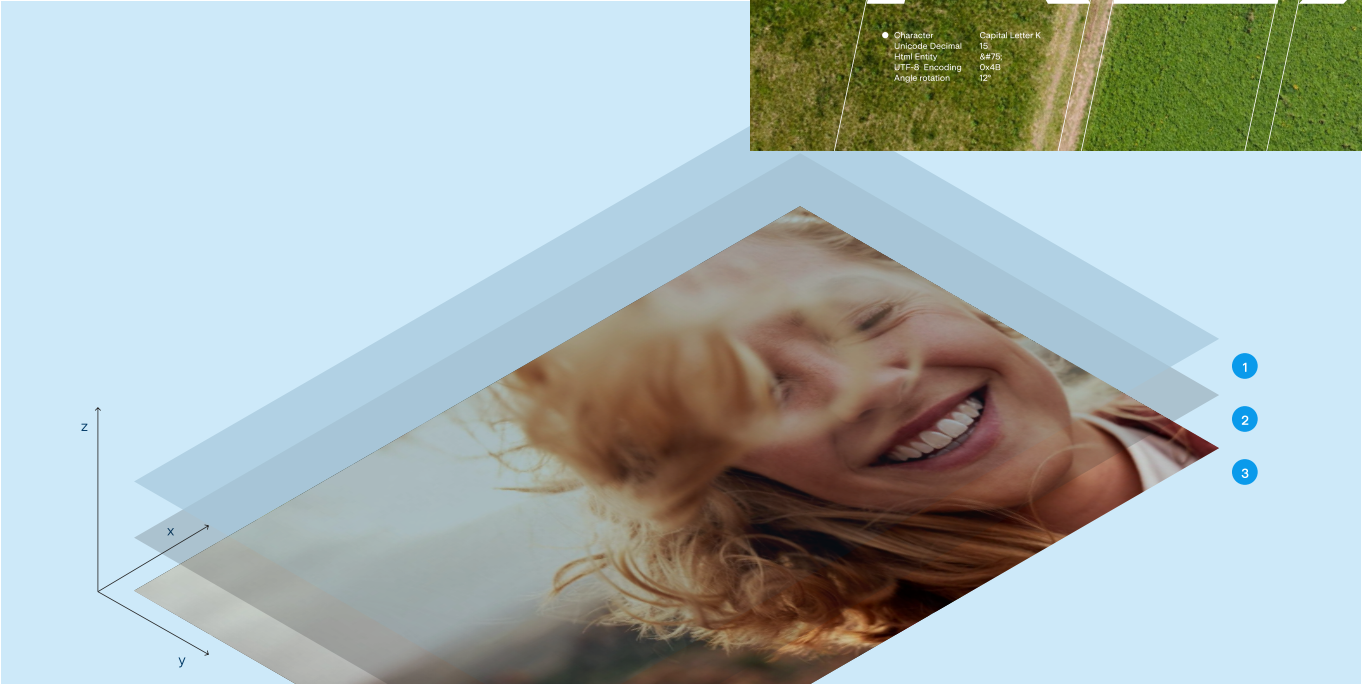
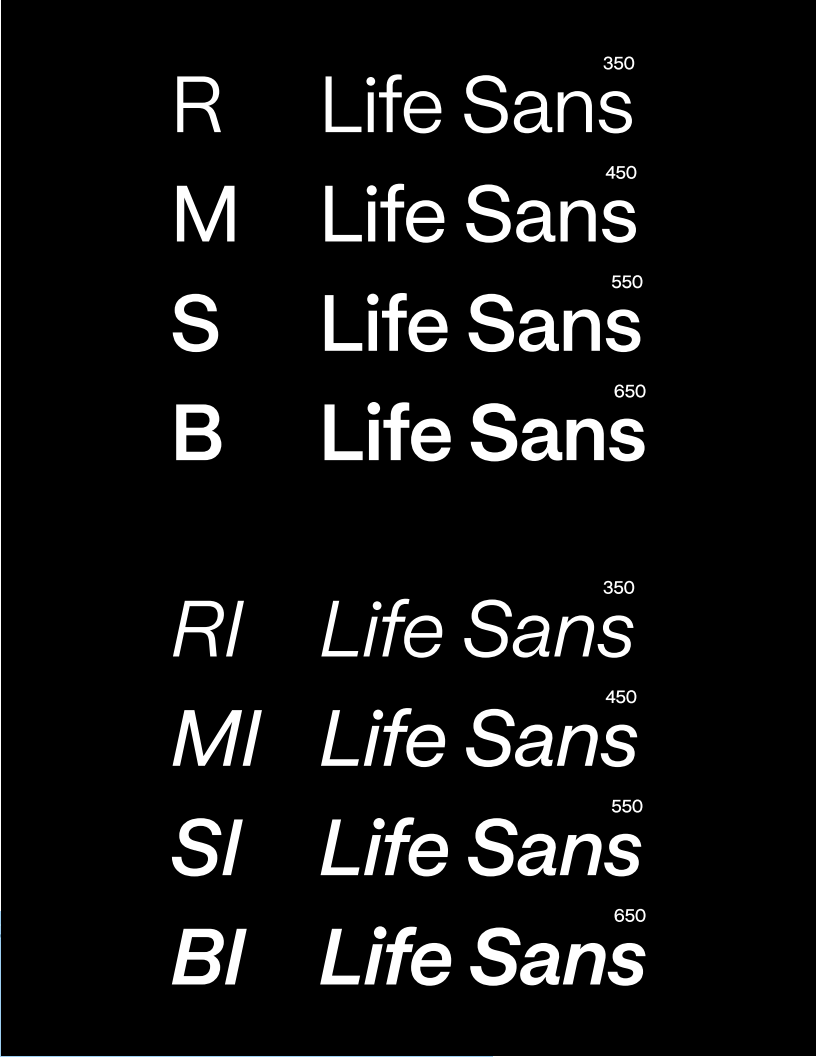
## My Role

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.

[Read full case study](#) ➤

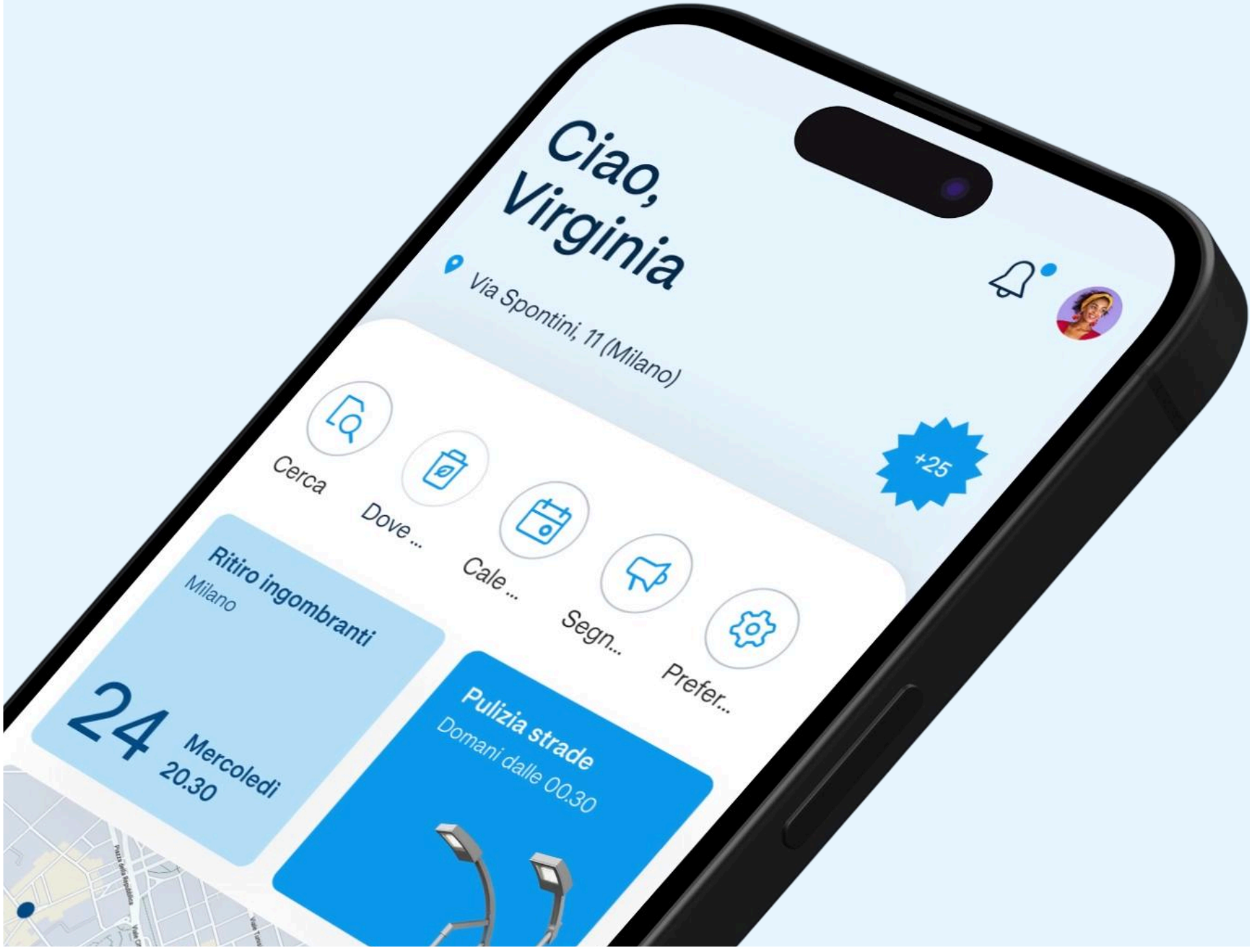
## WCAG

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?

Rimborso

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.

>



# Barilla Group Sustainability Report Mini-site

Industry  
Food & Beverage

Type of work

Web Design

Design Systems

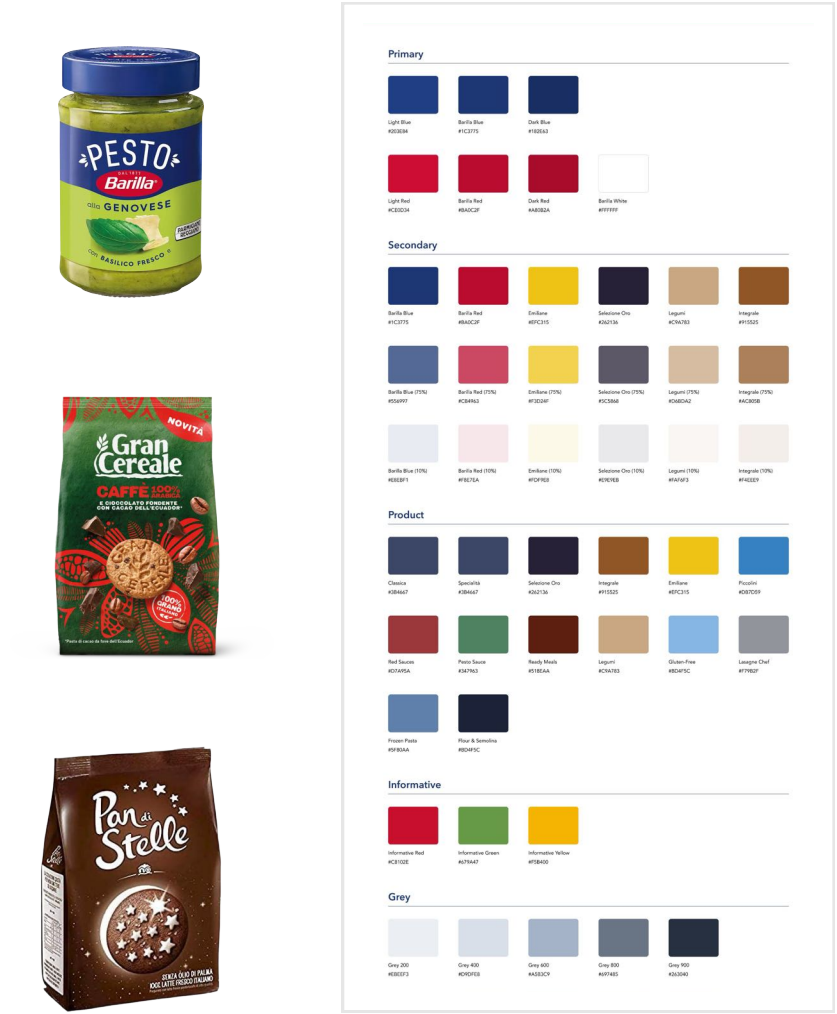
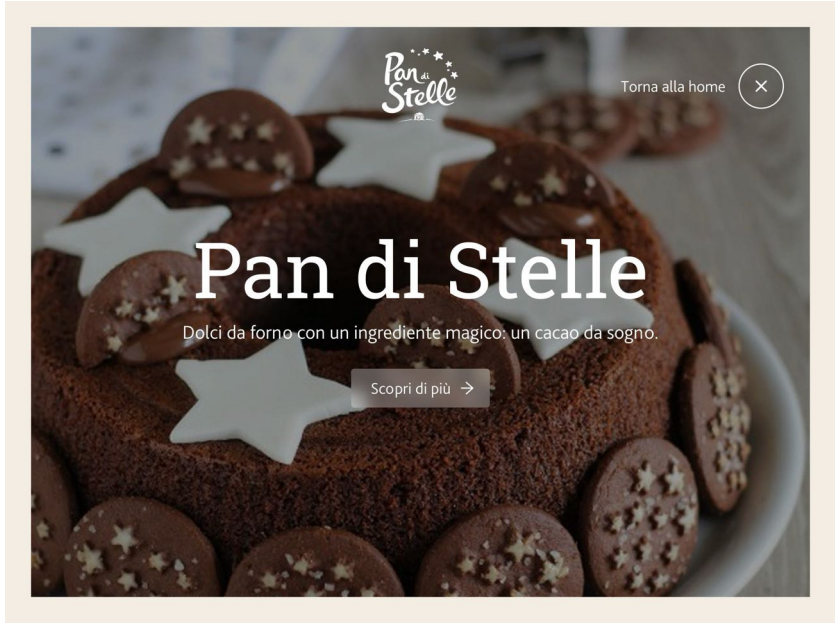
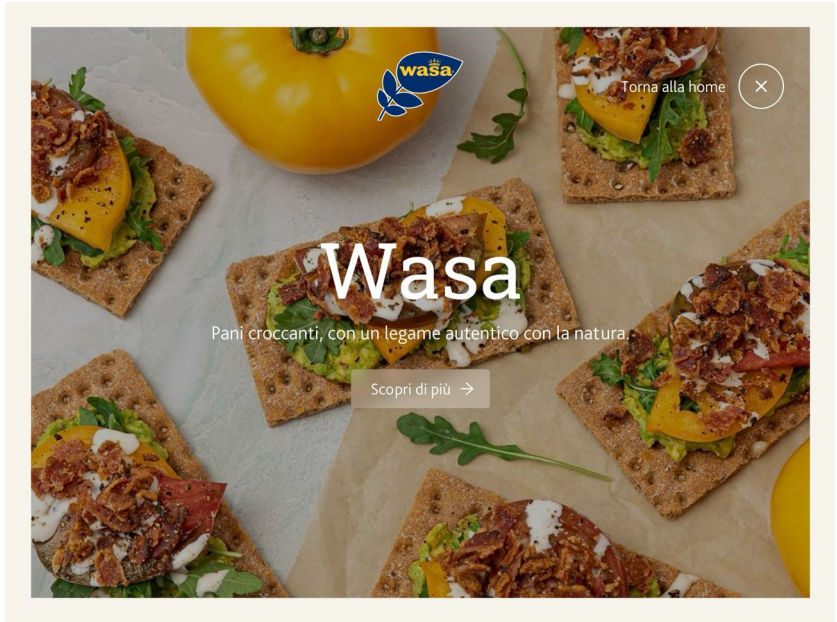
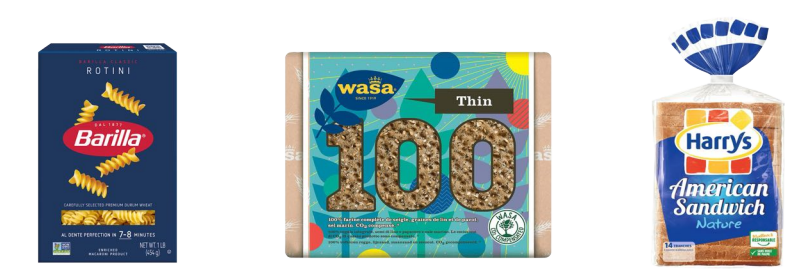
## My Role

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.

[Read full case study ➤](#)

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.

Mulino Bianco

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

BRANDS

Discover how each brand contributes to our commitment to a better future, blending tradition and innovation.

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

SINCE 1919

Harry's

Gran Cereale

DOVE SIAMO OGGI

USA

Mexico

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

Mulino 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

Mulino 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

SUSTAINABLE PACKAGING

HEALTH & SAFETY

BAFFA PEOPLE

RESPONSIBLE SUPPLY CHAIN

SUSTAINABLE AGRICULTURE

ENERGY & WATER

VALUE CHAIN DECARBONIZATION

NUTRITION & WELLBEING

La nostra strategia in dettaglio

Barilla Pasta

Pasta buona per le persone e per il pianeta.

Barilla



# Thanks so much!

Would love to continue the conversation and talk you through whatever tickles your fancy via a video call.

Still curious? Why not delve into each one of these projects in detail on my Case Study Mini-site.

[Case Study Mini-site](#) →

