



MY PORTFOLIO

ALESSIO  
ANGELI



My name is Alessio Angeli, I'm a 35 years old guy from Italy and currently working as Country Online Merchandiser in the IKEA E-commerce team, Milan. Since I came into the world of communication and design, I always looked with admiration and interest in IKEA and that passion has always motivated me to keep pushing my limits and to always be looking for more knowledge, improving myself.

One of the most important things that I've learned since I work in IKEA is that "everyone has something to learn, everyone has something to teach".

This simple sentence works like a mantra for me, it helps me to be more professional and respectful with my teammates, have more appreciation for teamwork and never put my ego before other people's opinions.

I consider myself responsive, strong-minded, dedicated to my work and most important: I'm adaptive.

Learning new tools, workflows or techniques was never a problem for me. Everything new to me I face as a new challenge, so when I learn something, I try to apply it to my work immediately, master it and evolve it.

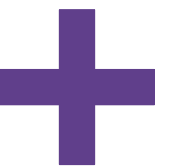
One of the greatest achievements in my career is that I always avoid the "comfort zone". Being good at something doesn't mean that you can be satisfied with it. There's always more that you can achieve, that you can improve... there's always more that you can do to achieve a better result. For example, If you are satisfied with the quality, you can try to become faster.

Like I've said before, I'm passionate about what I do – and there is no way to keep a long face while you're doing something enjoyable! So even with short deadlines and working under pressure, I always try to keep the good mood in everything I do. If you're working with passion and joy, there's no way to get bothered with what you're doing.

I have several work experiences behind me and I constantly search for new opportunities to improve my knowledge and experience. I am not afraid to move outside my country because my dream is to enlarge my professional and cultural baggage. During the years 2016/2017 I took part in a project called "innovation group" for Service Office Communication & Interior design department and expansion team. It has been a 1 year challenging experience where I had the possibility to work in several projects (also as leader for 4 new Market Hall), both in planning and implementing, moving through Italy. At the end of the project, HR and my leader confirmed that I'm potential.

Since march 2020 I joined the IKEA Italy e-commerce team as Country Online Merchandiser, with the aim of giving greater inspiration to the site, improving usability and thus helping to increase the turnover of online sales.

And now... enjoy my portfolio!



# About me

# I'm Alessio

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✉ alessio@abuelo.it  
🖱 www.abuelo.it  
♂ Male  
📅 15 Sep 1984  
🌐 Italian

## EDUCATION AND TRAINING

2006-2010...

Florence University  
Faculty of Humanities  
Design and Management of Events and  
Businesses for Arts and Entertainment

2008...

Catholic University of Sacro Cuore  
E-learning course  
Animators of Communication  
and Culture

1999-2004...

Technical Institute "G. Galilei"  
Expert Technician Mechanic

## DIGITAL COMPETENCES

Software packages for Mac,  
Windows and Linux

Adobe suite: Photoshop, Illustrator,  
Indesign, Premiere Pro, After Effects,  
Reader Pro

AutoCAD 2D/3D

Revit

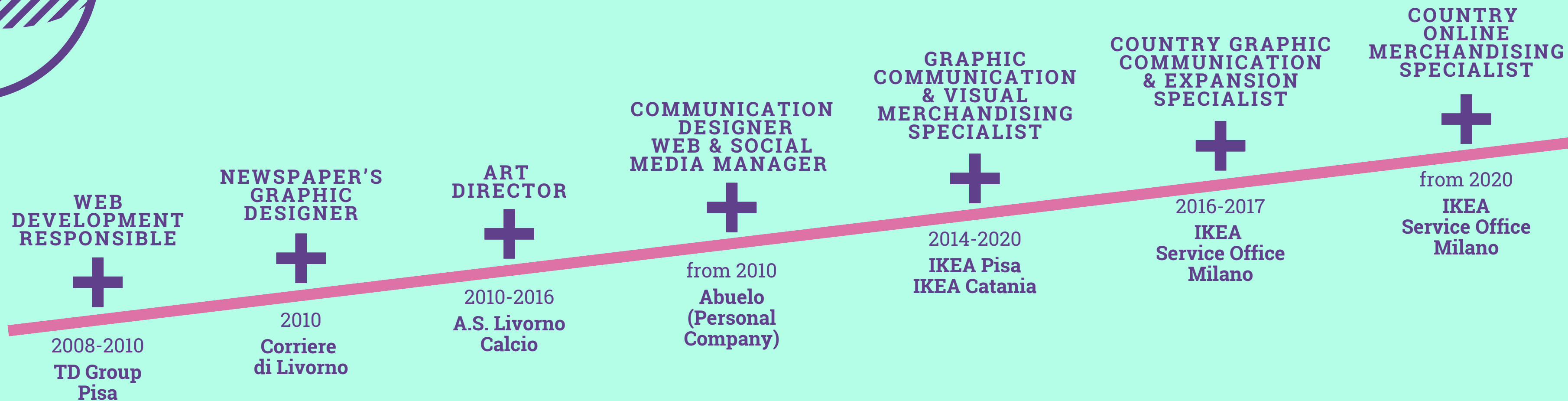
SketchUp 3D

Video Editing

Wordpress, Joomla, Drupal, Xoops  
and OpenCMS

Knowledge of Openads - OpenX for  
Web Advertising and SEO

Html, php and mySQL developer.

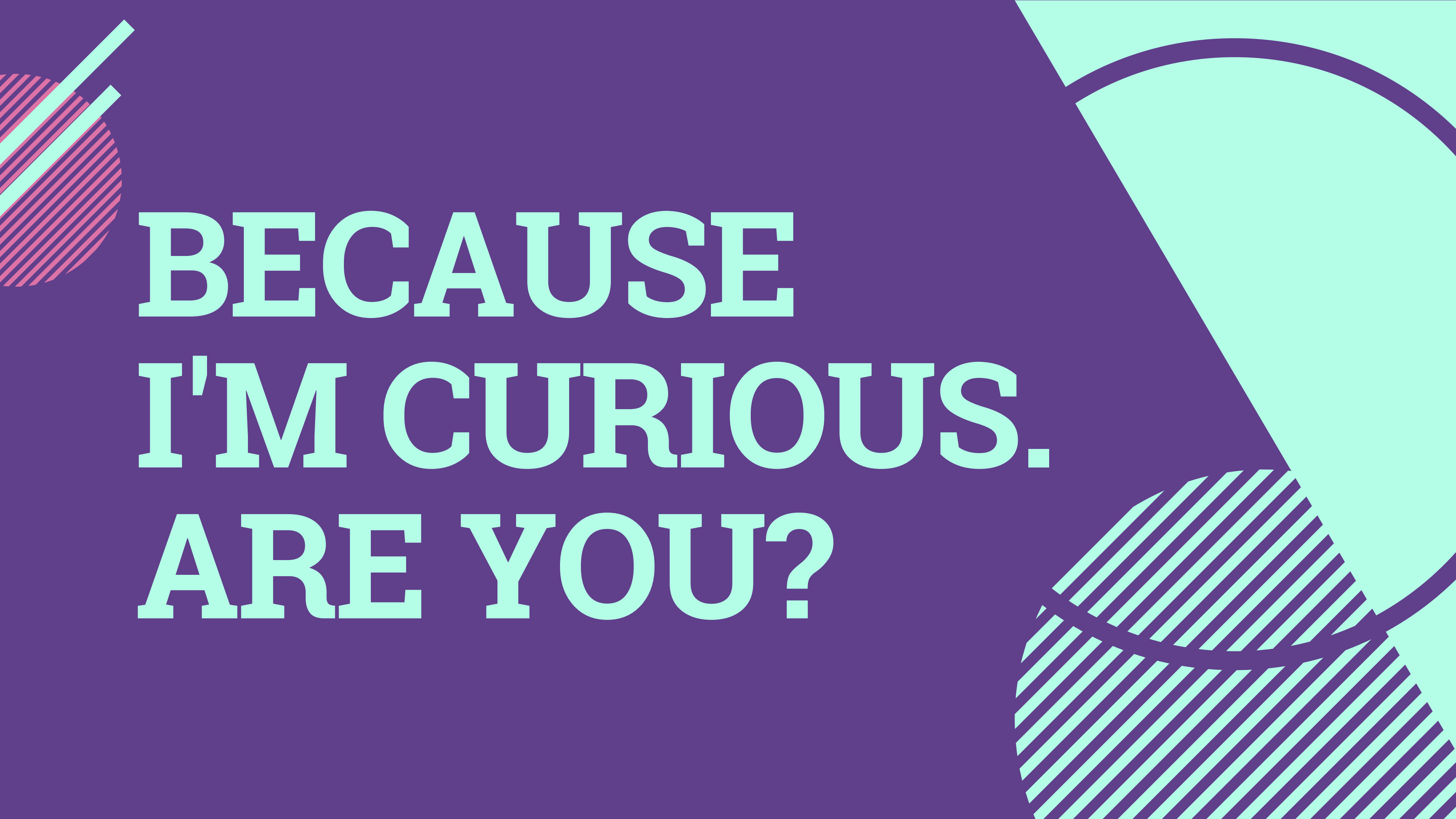


+

# My Timeline



+  
My  
Cloud  
of Skills  
and  
Competencies



BECAUSE  
I'M CURIOUS.  
ARE YOU?



# IKEA.it

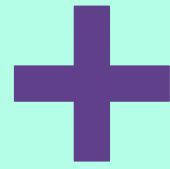
## COUNTRY ONLINE MERCHANDISING

MILANO - IKEA HQ

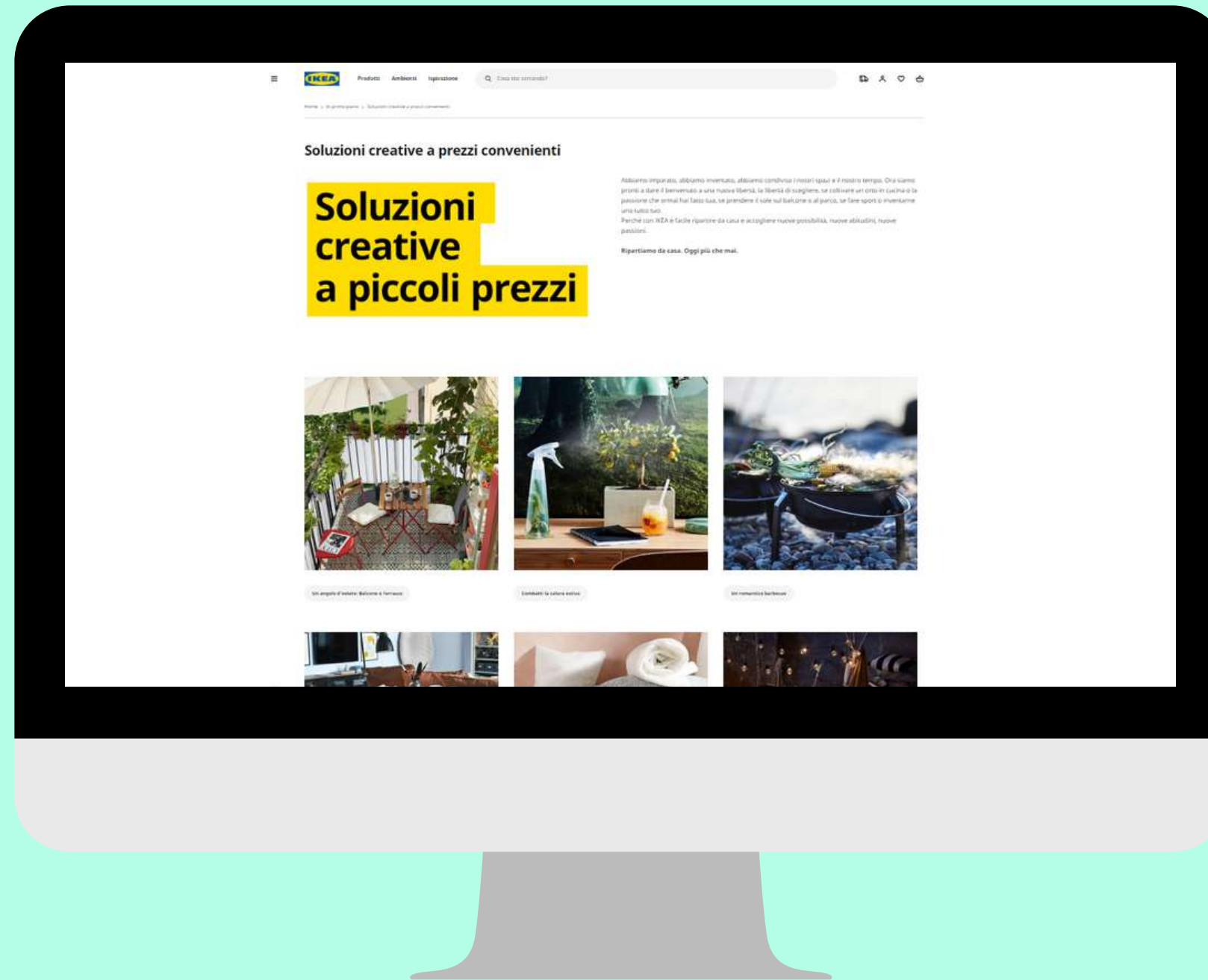
To support all visitors to the online channels by offering the best browsing and shopping experience throughout the IKEA range. To actively contribute to attract and convert more consumers to customers and encourage existing customers to shop more frequently and in larger volumes by leveraging the home furnishing competence and digital skills of IKEA.



**IKEA**  
COUNTRY ONLINE  
MERCHANDISING



IKEA.it affordable  
solutions inspiration  
and merchandising



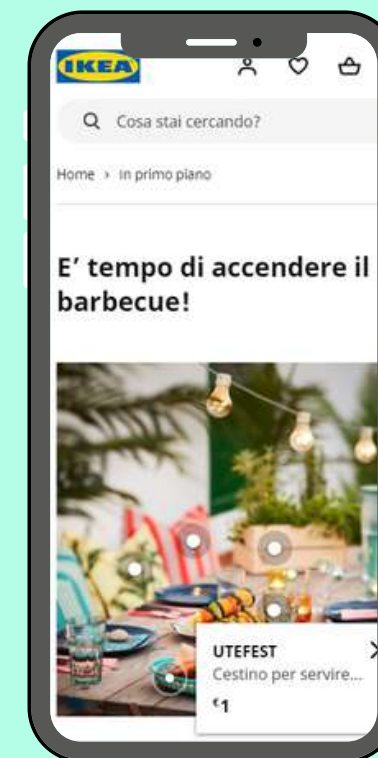
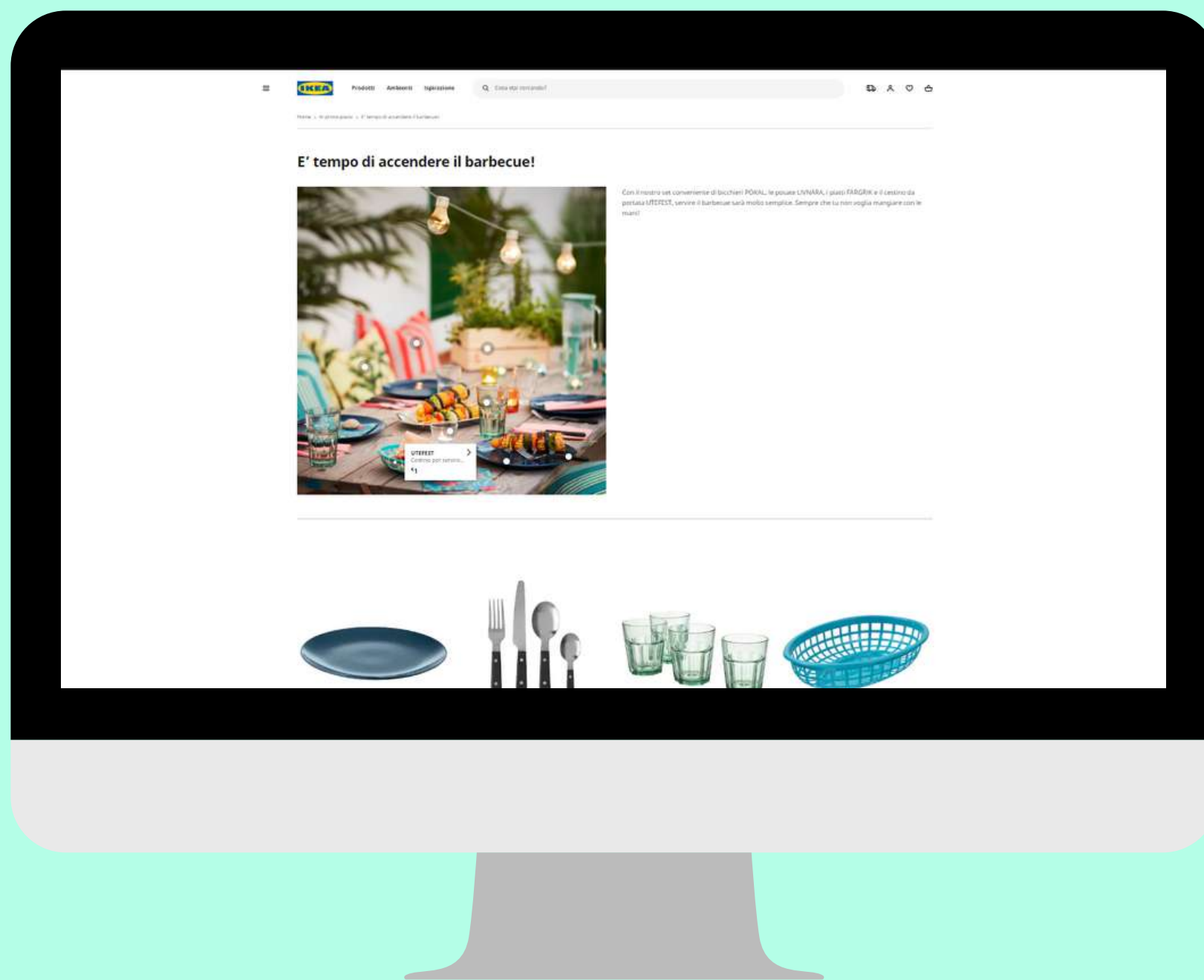
<https://www.ikea.com/it/it/campaigns/soluzioni-creative-a-piccoli-prezzi-pub2575fbc0>



**IKEA**  
COUNTRY ONLINE  
MERCHANDISING



IKEA.it home furnishing  
accessories kits  
inspiration and  
merchandising

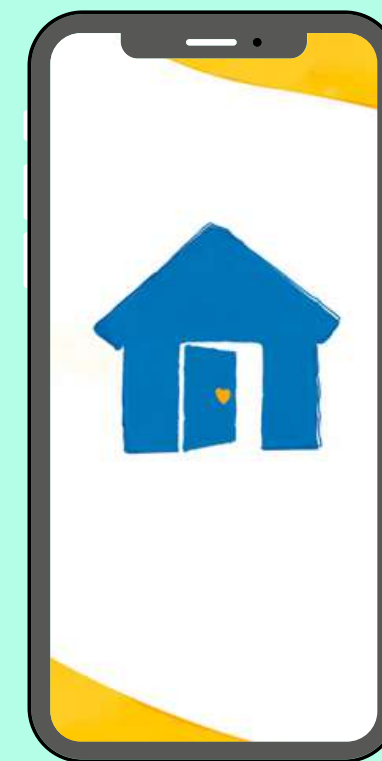
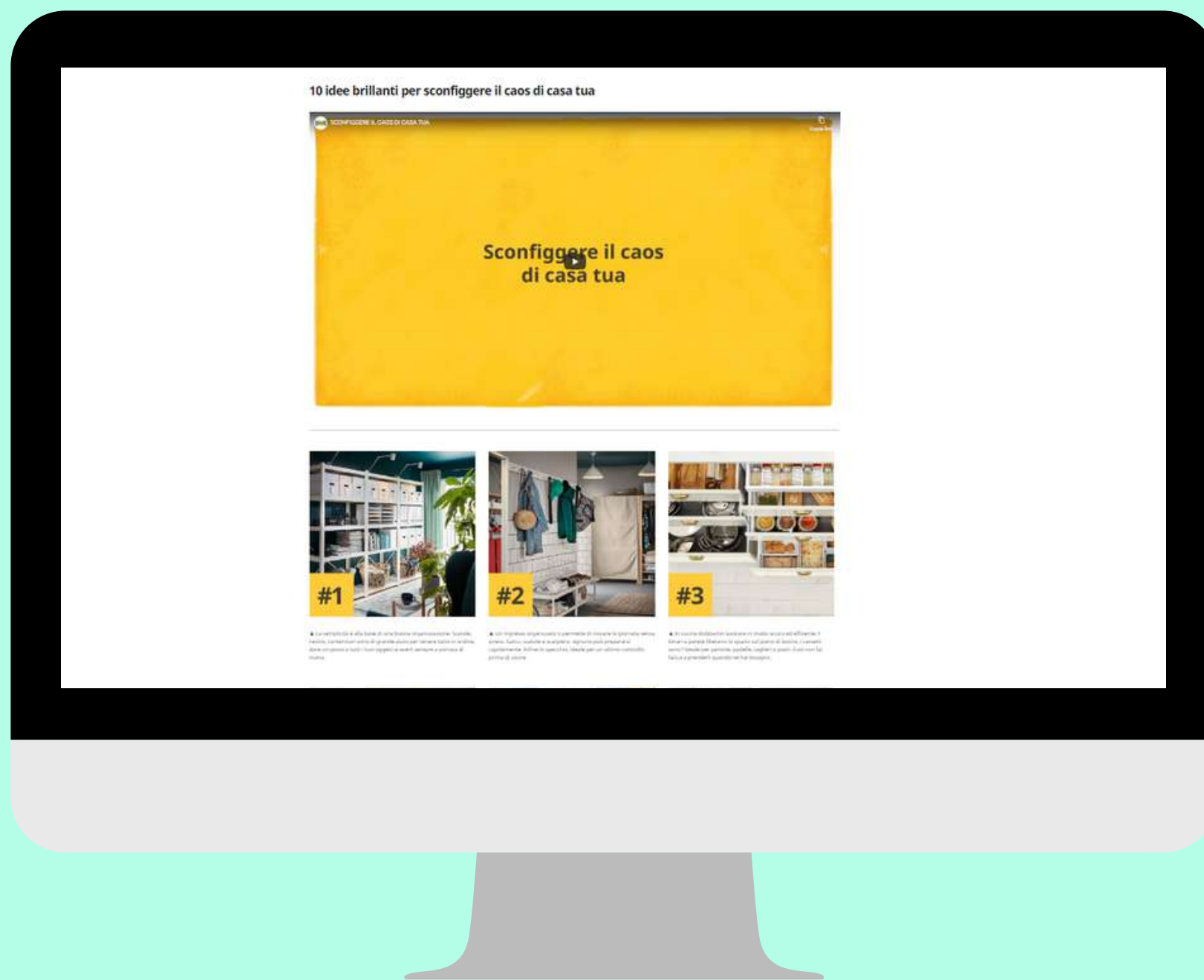


<https://www.ikea.com/it/it/campaigns/rinfresca-casa-con-gli-accessori-pub5979ca40>

**IKEA**  
COUNTRY ONLINE  
MERCHANDISING



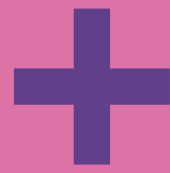
10 idee brillanti:  
inspiring people  
during lockdown



<https://www.ikea.com/it/it/campaigns/10-idee-brillanti-per-divertirsi-rimanendo-in-casa-puba7be7b1a>

<https://www.ikea.com/it/it/campaigns/10-idee-brillanti-per-creare-una-nuova-atmosfera-in-casa-pub7a767ac2>

<https://www.ikea.com/it/it/campaigns/10-idee-brillanti-per-rendere-la-tua-casa-unica-come-te-pub374dff72>



# IKEA

## COUNTRY GRAPHIC COMMUNICATION

MILANO - IKEA HQ/ANCONA/CATANIA

Responsible to design both the physical and digital graphical concept of the design solutions to inform, inspire and capture the interest of the many for new customer meeting points and major rebuilds based on our most recent home furnishing and merchandising solutions.

Support the Specialist team in the central planning hub, contributing to customer meeting points that present the range in a vital, inspiring way fitting the needs of the many and that enable access to the whole range in a multichannel retail world of IKEA.

# IKEA

## COUNTRY GRAPHIC COMMUNICATION



Customer Guidance platform IKEA Italy. Customer guidance communication makes shopping easier and more efficient for the customer. And the IKEA store can handle a large number of customers. Planning.

## WHAT IS CUSTOMER GUIDANCE COMMUNICATION?

Customer guidance is a system of signs that supports the store layout and the visual navigation that helps customers find their way around the IKEA site, inside and outside.

## WHY DO WE HAVE CUSTOMER GUIDANCE COMMUNICATION?

Customer guidance communication makes shopping easier and more efficient for the customer. And the IKEA store can handle a large number of customers.

Esposizione Mobili Primo piano  
Showroom 1st floor

1 Ingresso Esposizione Mobili  
Showroom entrance



The header with the name of the store area always corresponds with the header on the route locator diagram. The floor level is communicated to support the customer in lift sign.

Primo piano  
1st floor

11 IKEA® Restaurant & Café



Esposizione Mobili Primo piano  
Showroom 1st floor

4 Cucine  
Kitchen

OFFERTA



1.a

## SHORTCUTS SHOWROOM + MARKET HALL

Format: 120x60cm

The shortcut is a service for customers with a specific shopping goal (target shoppers).

Communicate shortcuts using the directional sign, shortcut. This sign emphasises the natural way with a larger arrow and text, but points towards the shortcut with a smaller arrow.

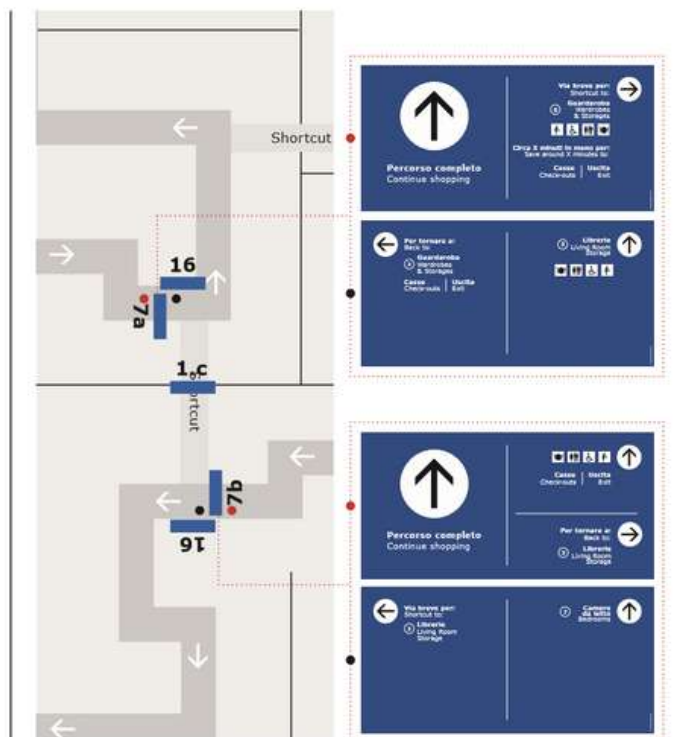
Place the directional sign, shortcut adjacent to the route locator sign. That way, the customer can see the destinations of the shortcut, the natural way and their exact location in the store.

The directional sign, shortcut is placed near the shortcut. This ensures customers coming from and to the shortcut have a clear view of the sign.

The route locator sign is placed directly opposite the entrance/exit to the shortcut, visible to customers coming from either direction.

The shortcut area sign communicates to the customer the area where they are about to enter.

7a - 7b. Directional sign, shortcut (front and back)  
16. Route locator sign  
1c. Shortcut Area Sign





# IKEA

## COUNTRY GRAPHIC COMMUNICATION



Catania, Ancona, Milano Corsico, Milano Carugate  
IKEA stores' market hall rebuilding. Plus of this communication is the Home furnishing solution link to the IKEA website. Planning.



**Personalizza le pareti!**  
scannerizza il QR code e scopri  
Come appendere quadri e cornici.



#ideeIKEA



# IKEA

## COUNTRY GRAPHIC COMMUNICATION



Catania, Ancona, Milano  
Corsico, Milano Carugate  
IKEA stores' market hall  
rebuilding.  
Planning and  
implementation







# IKEA

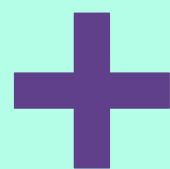
## STORE GRAPHIC COMMUNICATION

**PISA/CATANIA**

To lead, develop and inspire the Com&In team and other store functions in securing that store communication completes and amplifies the shopping experience and range presentation through IKEA visual and verbal identity thereby contributing to building consumers' perception of the IKEA Brand in the local market as unique and consistent

# IKEA

STORE GRAPHIC  
COMMUNICATION



IKEA Catania store's  
self service end podia.  
Planning and  
implementation.



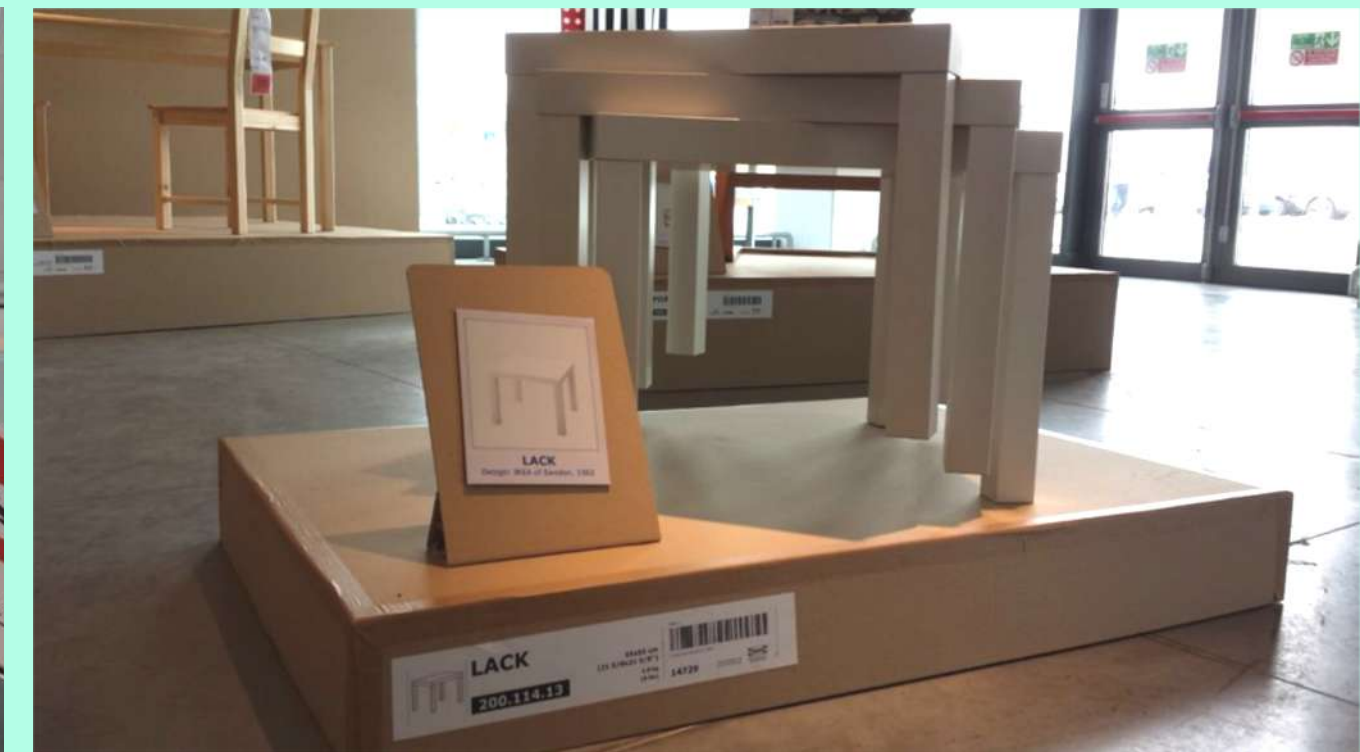
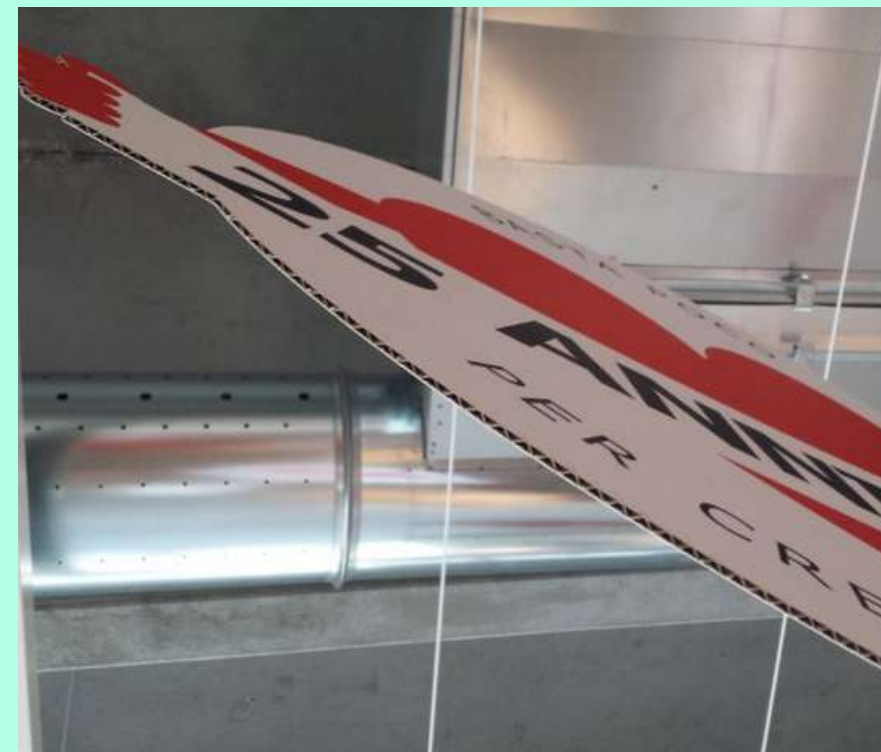


# IKEA

STORE GRAPHIC  
COMMUNICATION



IKEA Pisa store entrance  
podium for the 25th  
anniversary of IKEA Italy.  
Cardboard and vinyl  
lettering and graphics  
made with repackaging  
machine. Planning and  
implementation





# IKEA

## VISUAL MERCHANDISING SPECIALIST

PISA

Create solutions for an appealing retail environment that consumers want to visit and return to

Identify potentials & opportunities for creation of new retail design experience in new media, new space & new touchpoint formats by meeting experts, travelling to forefront development areas etc.

Work in collaboration with Retail Solution team to incorporate new experiences in current home furnishing & retail design solutions



# IKEA

## VISUAL MERCHANDISING



Planning of the areas  
and creation of the video  
animation and graphics  
for Christmas medias.





# IKEA VISUAL MERCHANDISING



Planning of the area  
and creation of the  
graphics for Pet Shop  
department

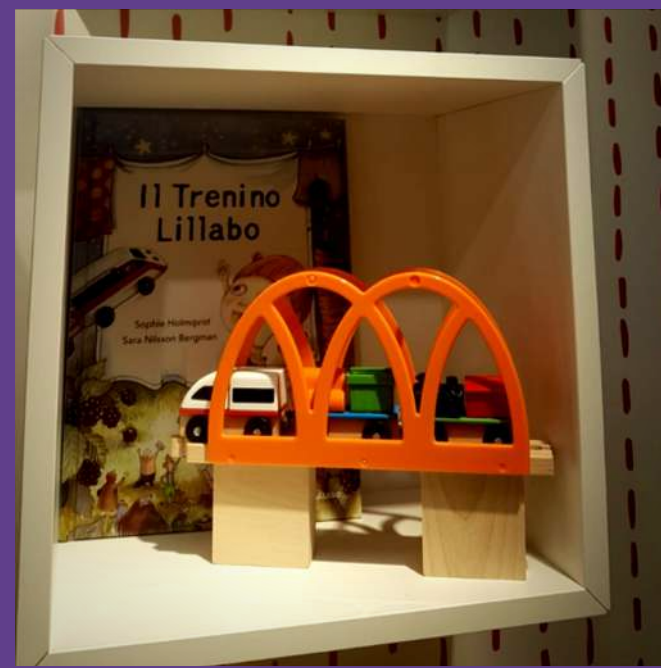




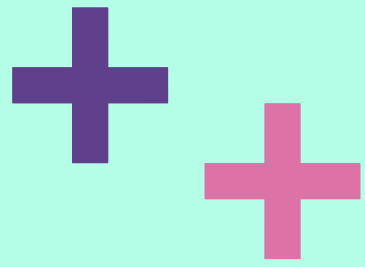
# IKEA VISUAL MERCHANDISING



Planning and  
implementation  
of the Launch Area  
for Christmas 2019



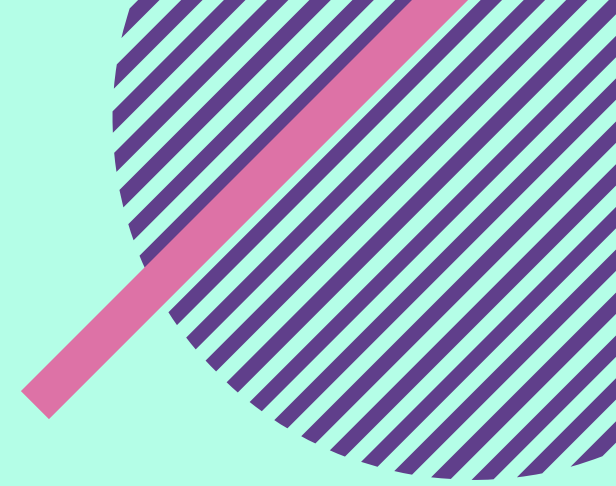




## COMMUNICATION AGENCY

In 2012 was born my communication agency thanks to an European public call for young entrepreneurs.

Agency's purpose was to connect experts in the various field of communication - adv, graphics, web, mobile app, videos, promotional events, etc.- to offer complete customers solutions.



# Abuejo

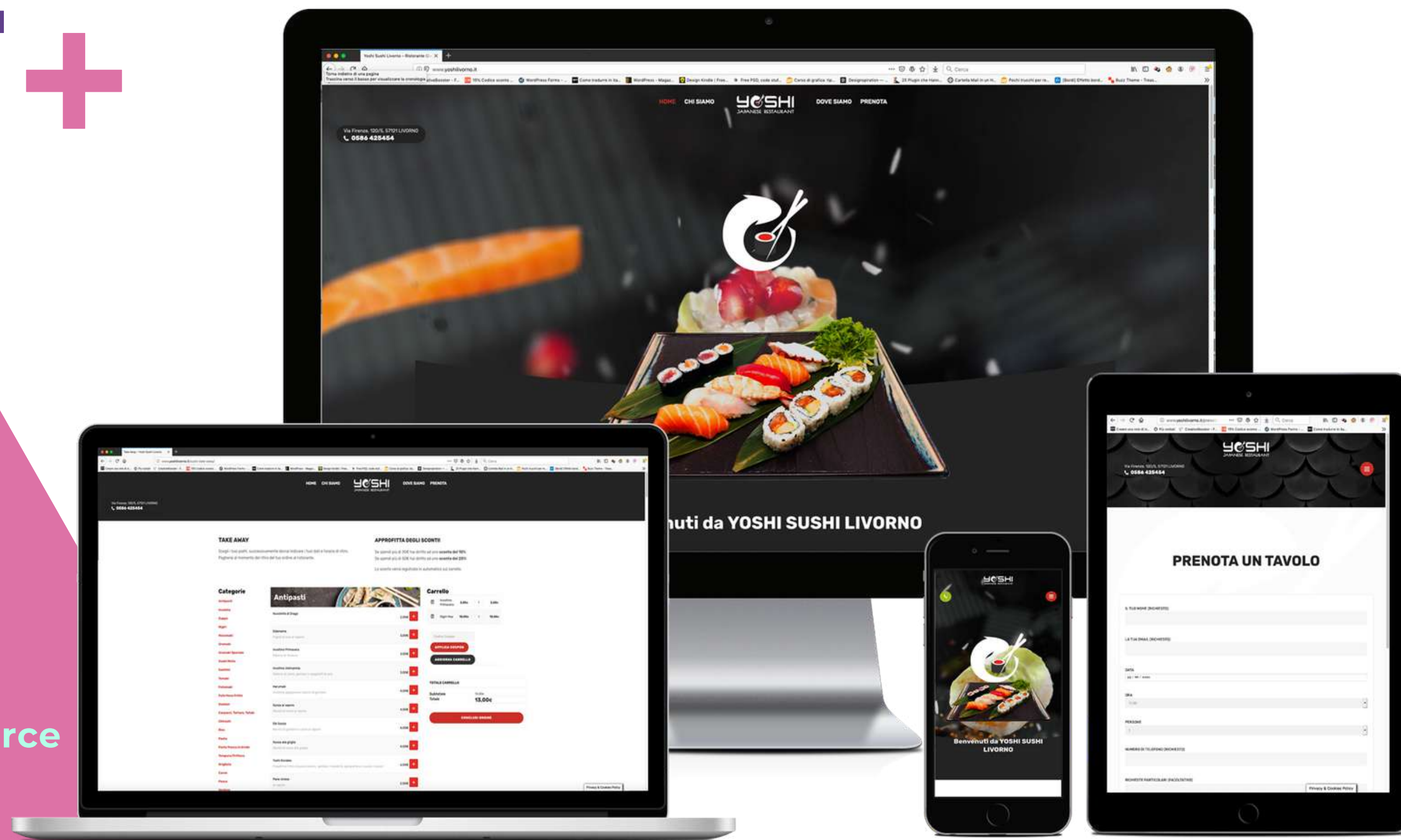
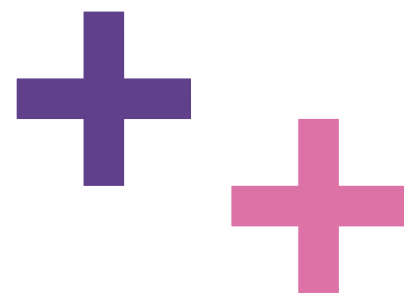
# Yoshi Sushi

## WEB

Website with E-commerce  
and Reservation tools

Url: [yoshilivorno.it](http://yoshilivorno.it)

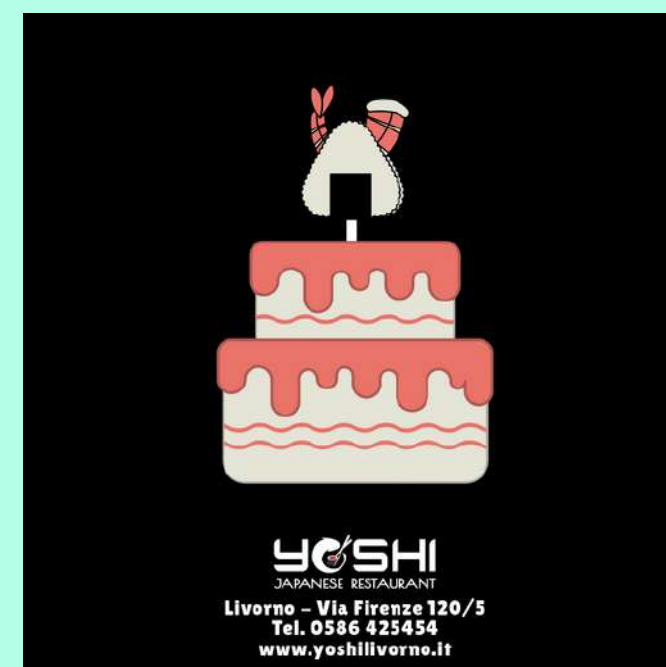
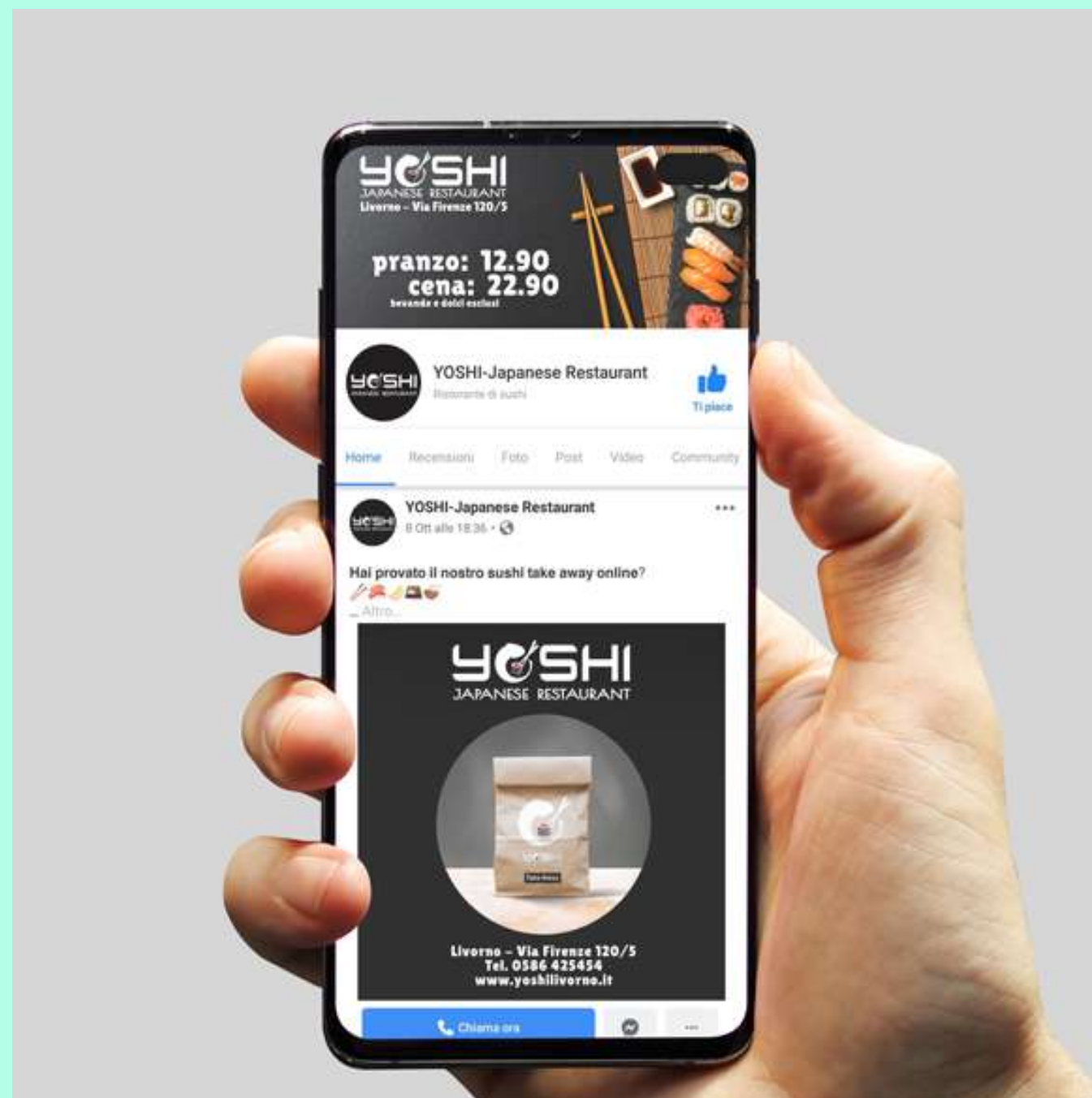
Facebook: [facebook.com/YoshiLivorno](https://facebook.com/YoshiLivorno)



# Yoshi Sushi

## SOCIAL MEDIA MARKETING

managing social networks  
and creating marketing  
campaigns

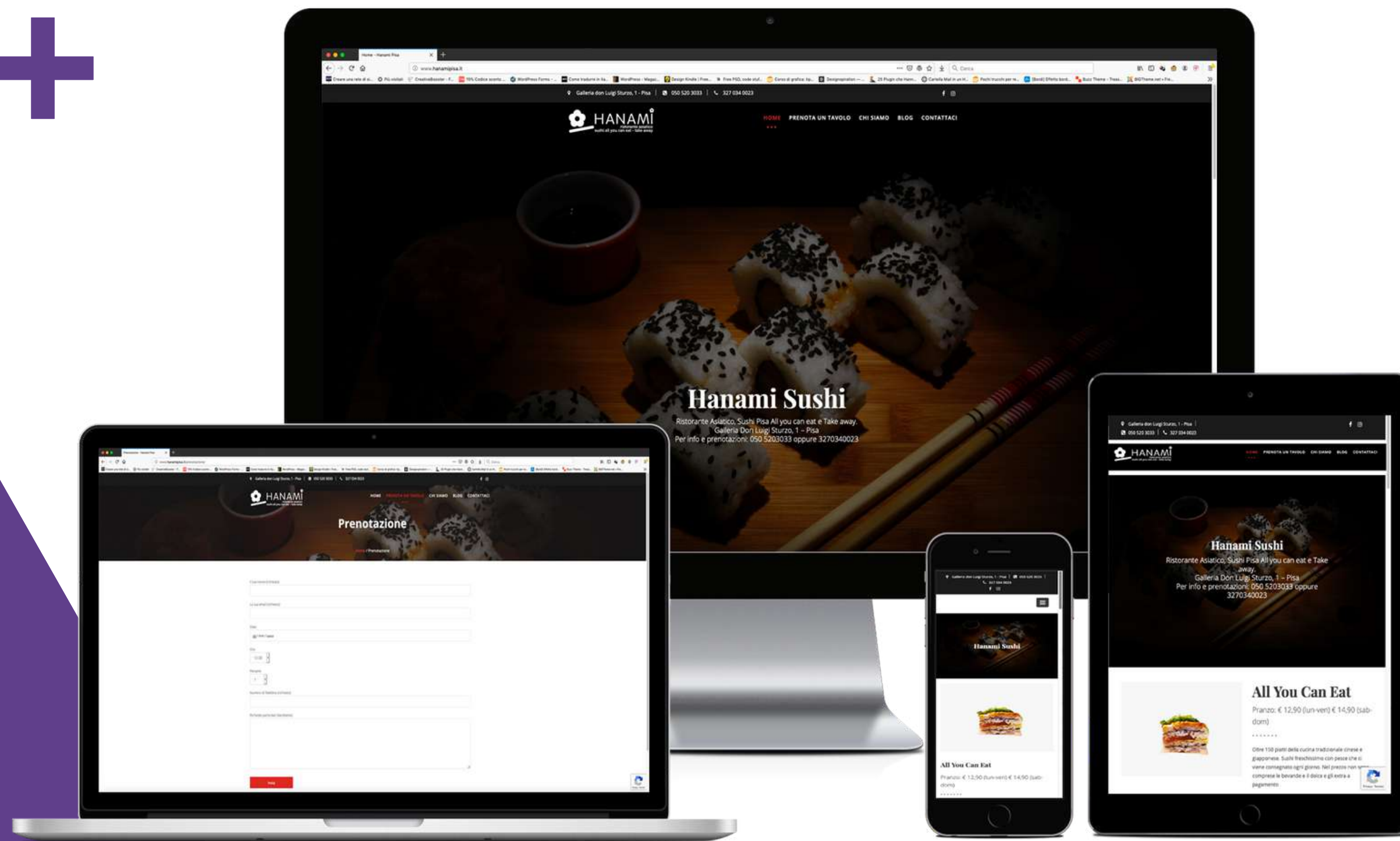
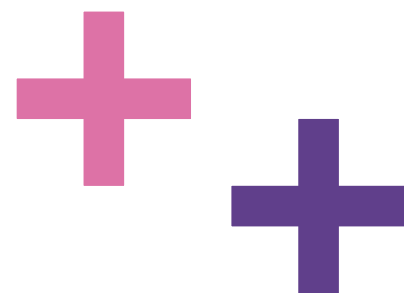




# Hanami Sushi

WEB

Website with Reservation tool  
Url: hanamipisa.it

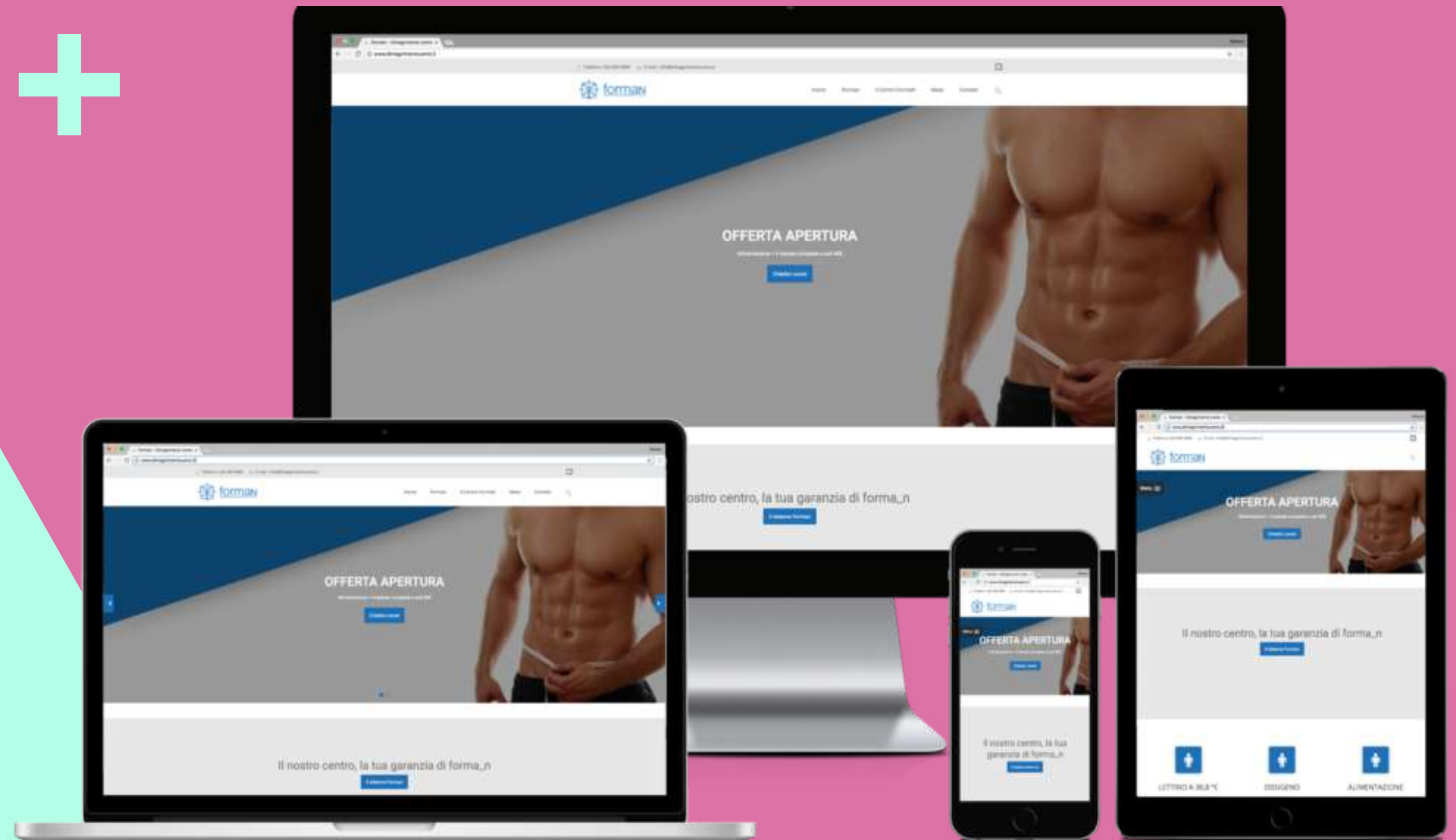
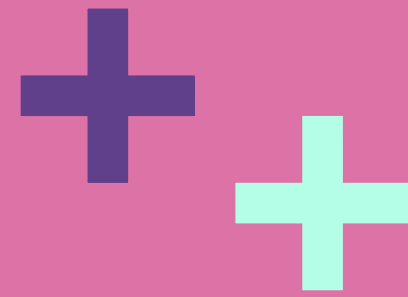


# Forman

## WEB MARKETING

Website - Web Marketing - SEO

Url: [dimagrimentouomo.it](http://dimagrimentouomo.it)



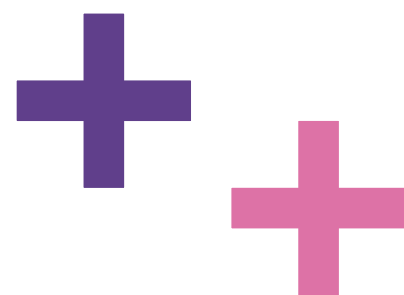


# Ospedale Veterinario Da Vinci

WEB & SEO

Website - Web Marketing - SEO

Url: [ospedaleveterinariodavinci.it](http://ospedaleveterinariodavinci.it)



# AS Livorno Calcio

## ART DIRECTION

I have developed the new communication of the professional Italian football team "A.S. LIVORNO CALCIO S.P.A.". The collaboration has been going on from 2011 to 2016.



## COORDINATED IMAGE AND NAMING

Naming and graphical layout of things, shirts and uniform

## TICKETS

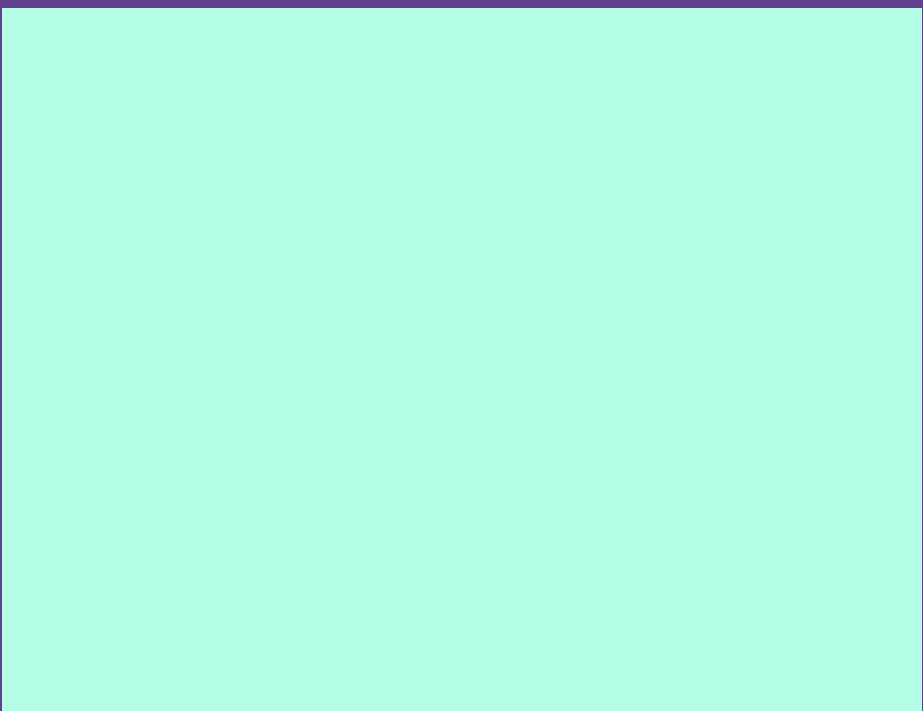
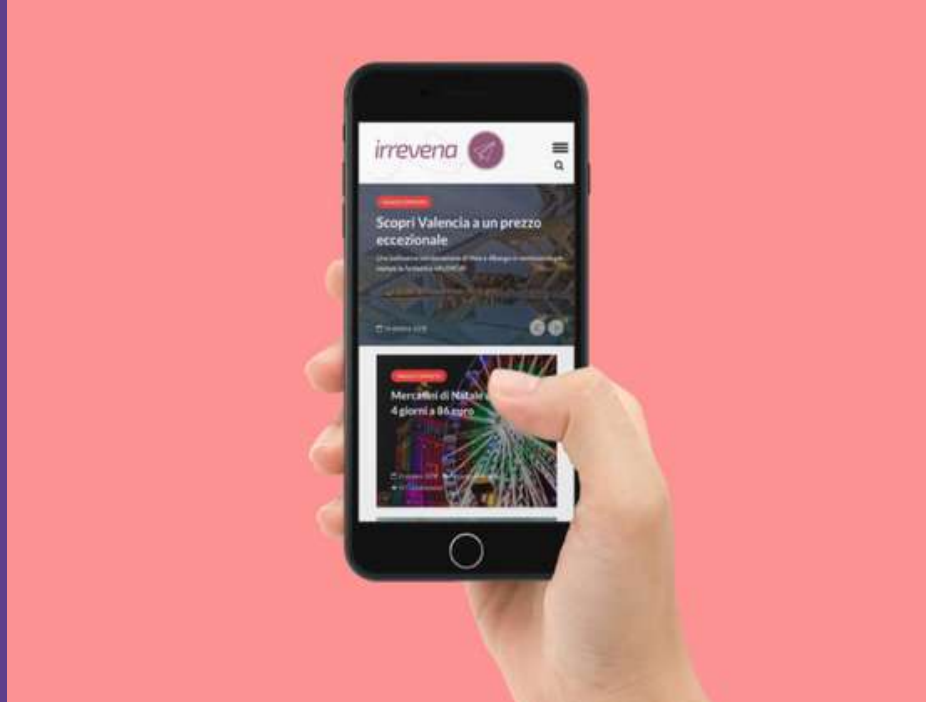
Match tickets design

## AMARANTO MAGAZINE

Development of the editorial product 'Amaranto', the official magazine of the team



# Logo design Brand identity Web design

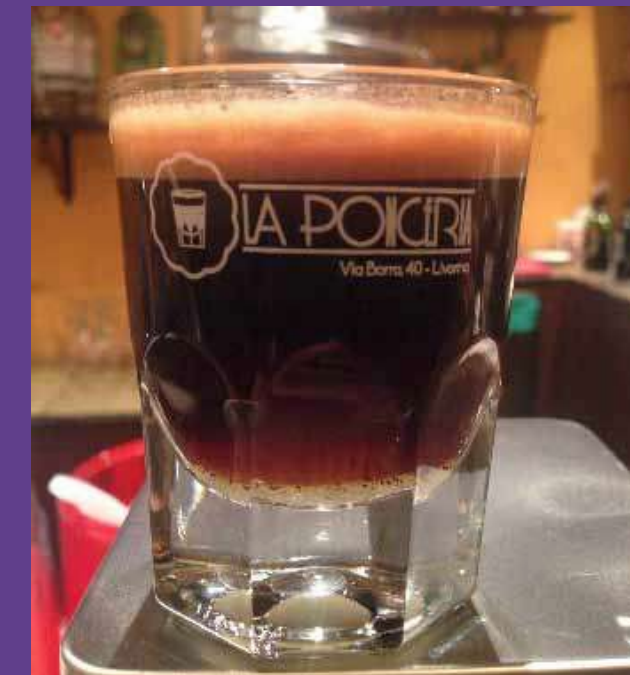




# La Ponceria

## COMMUNICATION

A new bar in a hystorical quartier of Livorno, Tuscany. "LA PONCERIA" have a young and vintage soul and the communication is in line with the quartier where the bar is located.



**+**  
**GOTTINO**

typical glass for sip the drink  
"ponce"





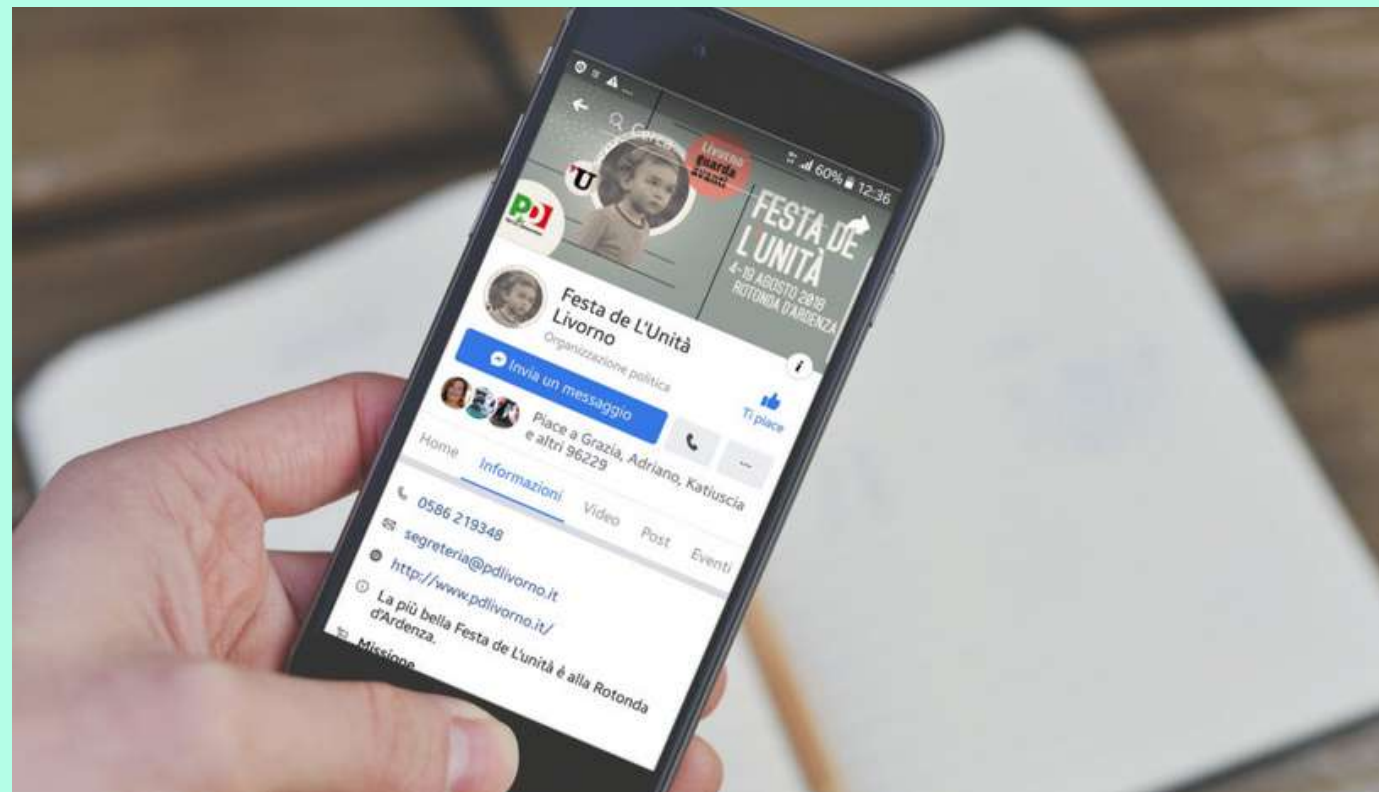
# Festa de L'Unità 2019



COMMUNICATION - SOCIAL MEDIA - EVENTS



# Festa de L'Unità 2018



COMMUNICATION - SOCIAL MEDIA - EVENTS





# Wedding & Ceremonies



## Alessio Angeli

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