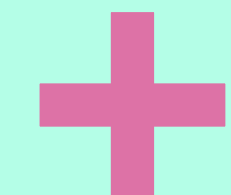
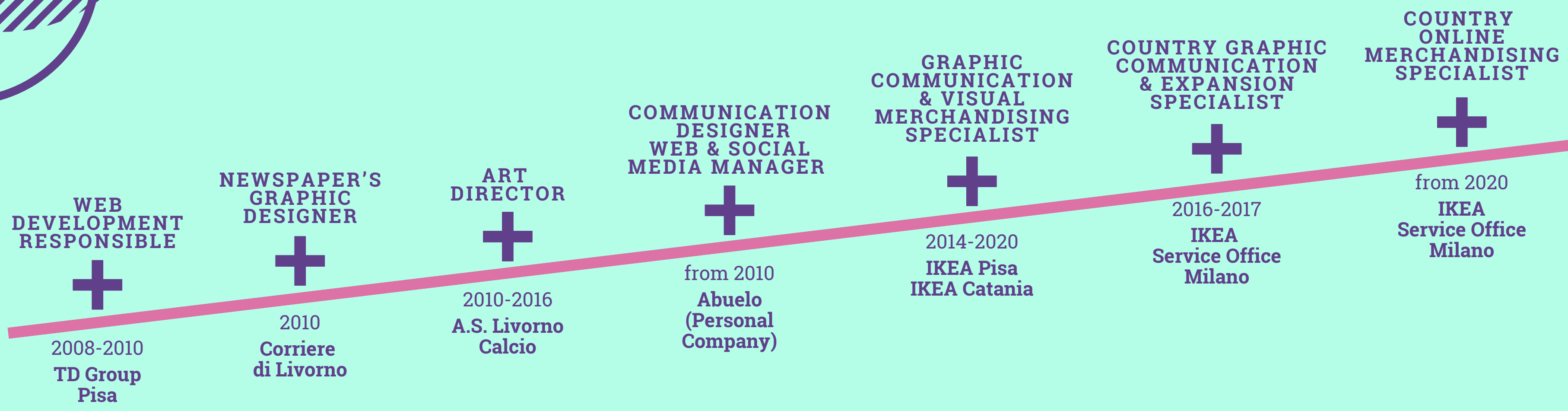
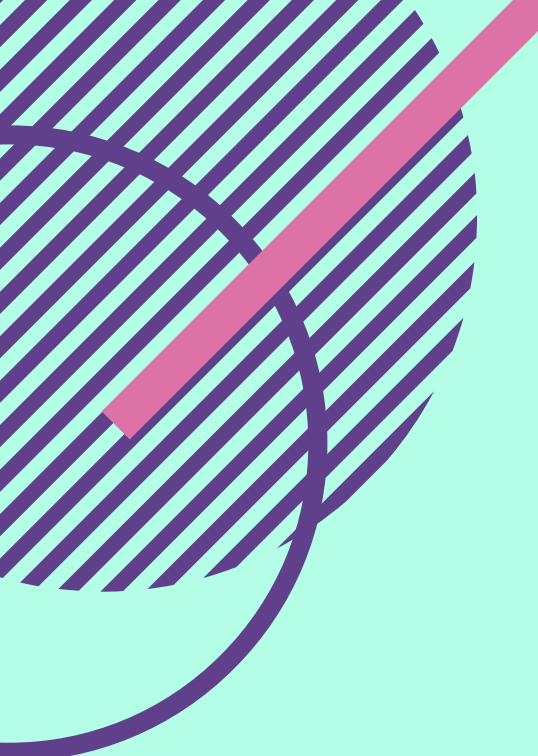
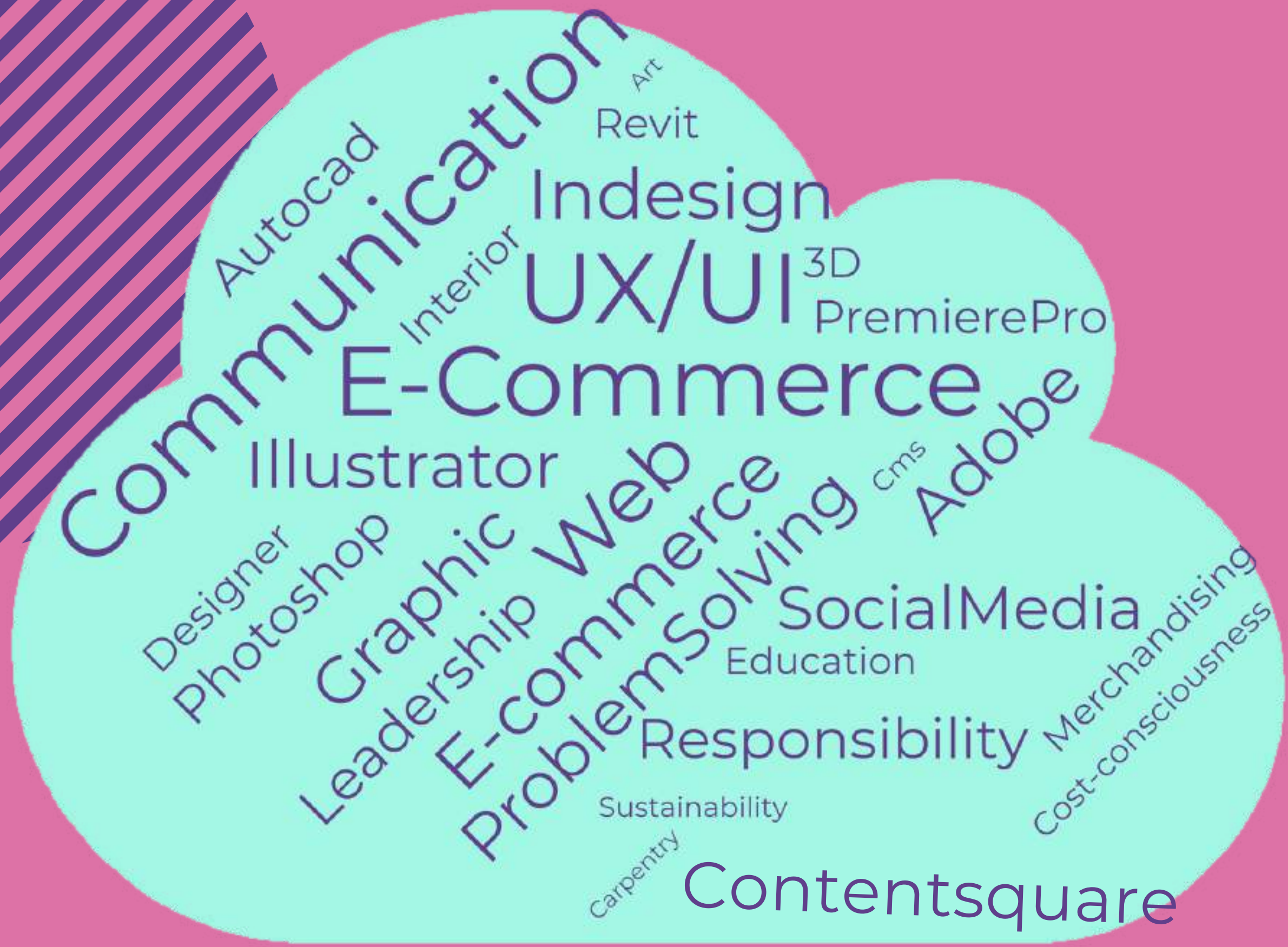


MY PORTFOLIO

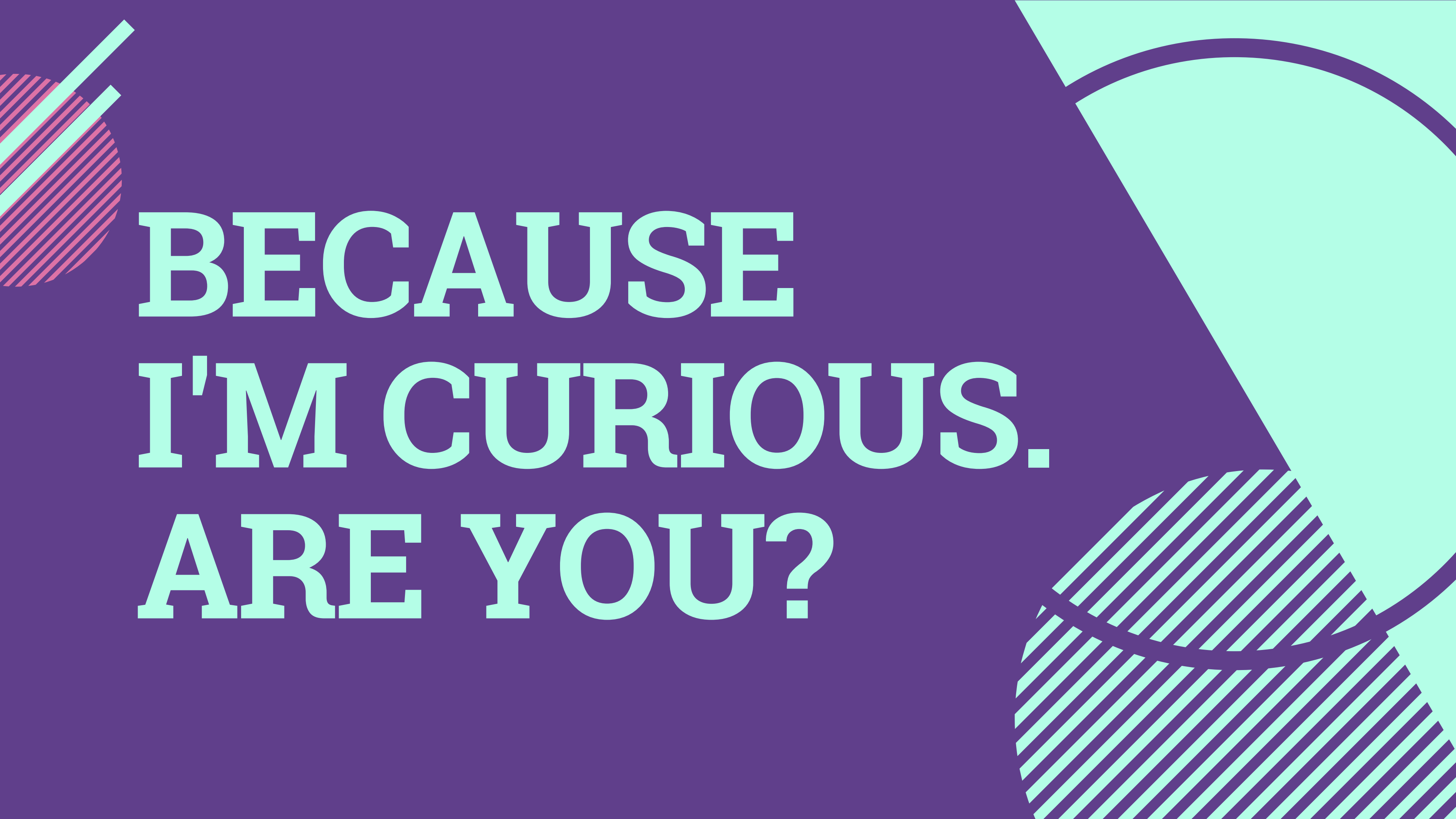
ALESSIO ANGELI



My Timeline



+
**My
Cloud
of Skills
and
Competencies**



**BECAUSE
I'M CURIOUS.
ARE YOU?**

AGENDA

COUNTRY ONLINE MERCHANDISING (UX/UI)

IKEA.IT

COUNTRY GRAPHIC COMMUNICATION

IKEA HQ

GRAPHIC COMMUNICATION SPECIALIST

IKEA PISA/CATANIA

VISUAL MERCHANDISING SPECIALIST

IKEA PISA

COMMUNICATION AGENCY

ABUELO

PERSONAL PROJECTS



IKEA.it

COUNTRY ONLINE MERCHANDISING (UX/UI)

MILANO - IKEA HQ

Country Online Merchandising is the IKEA role that support all visitors to the online channels by offering the best browsing and shopping experience throughout the IKEA range, analyzing User Experience (UX) and working on User Interface (UI).

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.

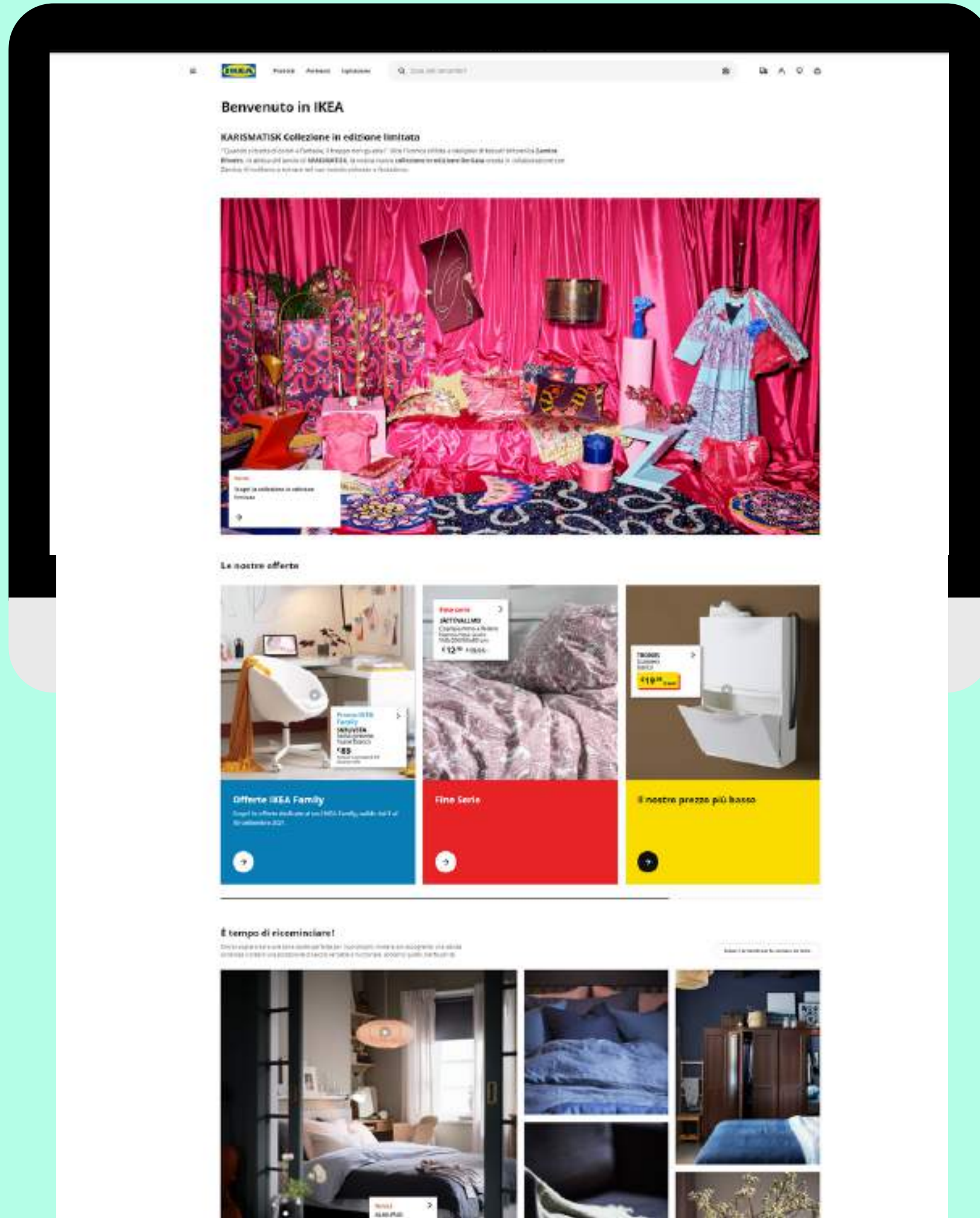
IKEA COUNTRY ONLINE MERCHANDISING



Home page analysis
and layout
(every 2 weeks)

<https://www.IKEA.it>

UX/UI

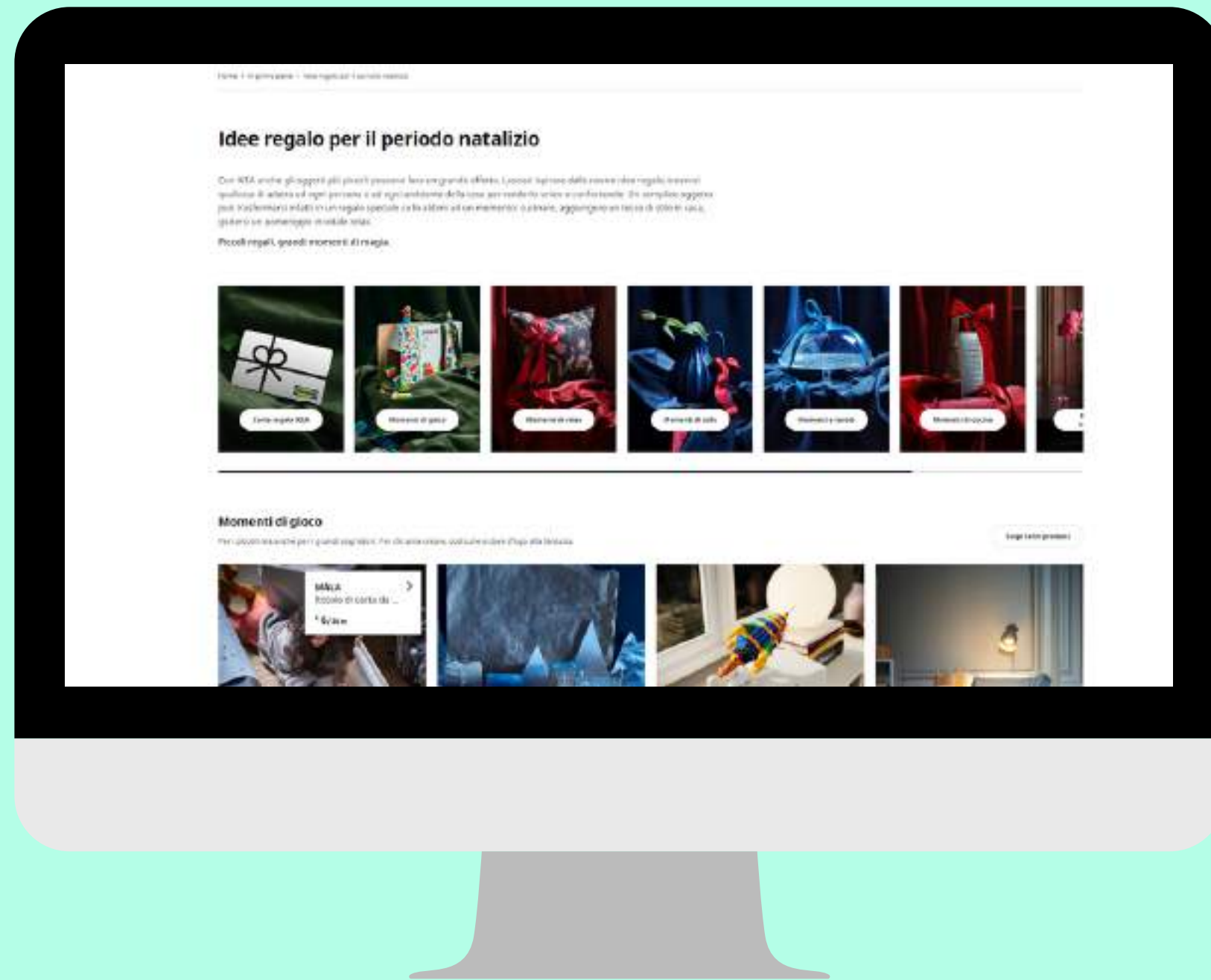


IKEA
COUNTRY ONLINE
MERCHANDISING



IKEA.it christmas
campaign

UX/UI



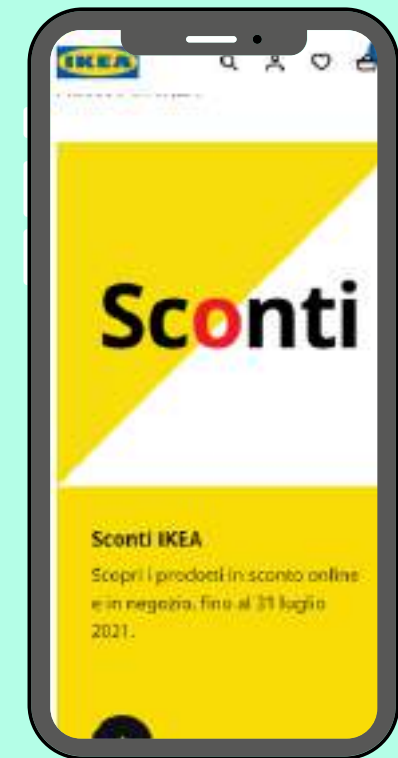
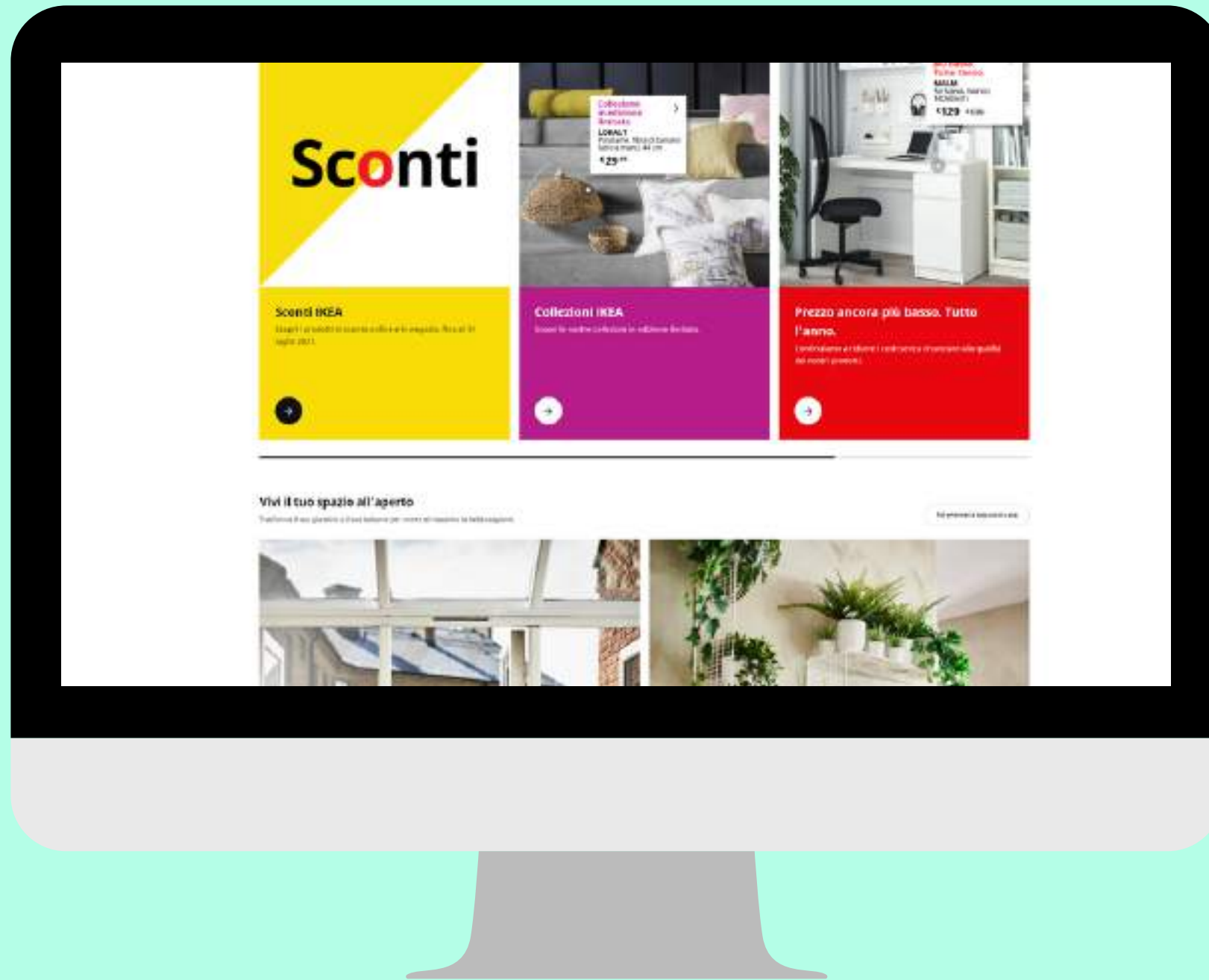
<https://www.ikea.com/it/it/campaigns/idee-regalo-per-natale-pubc9d1d5c0>

IKEA
COUNTRY ONLINE
MERCHANDISING



Home page design
and UX analysis

UX/UI



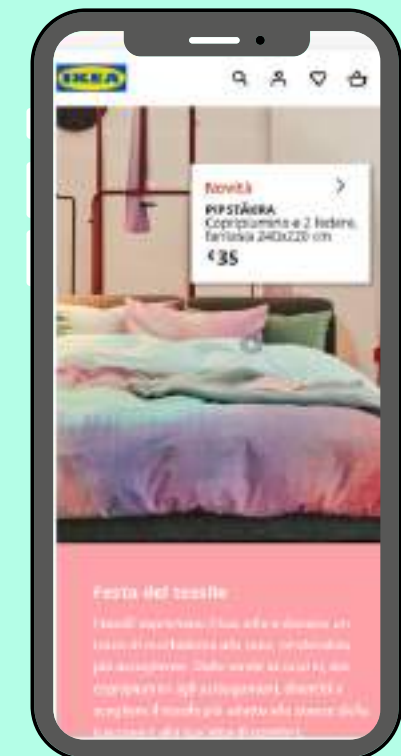
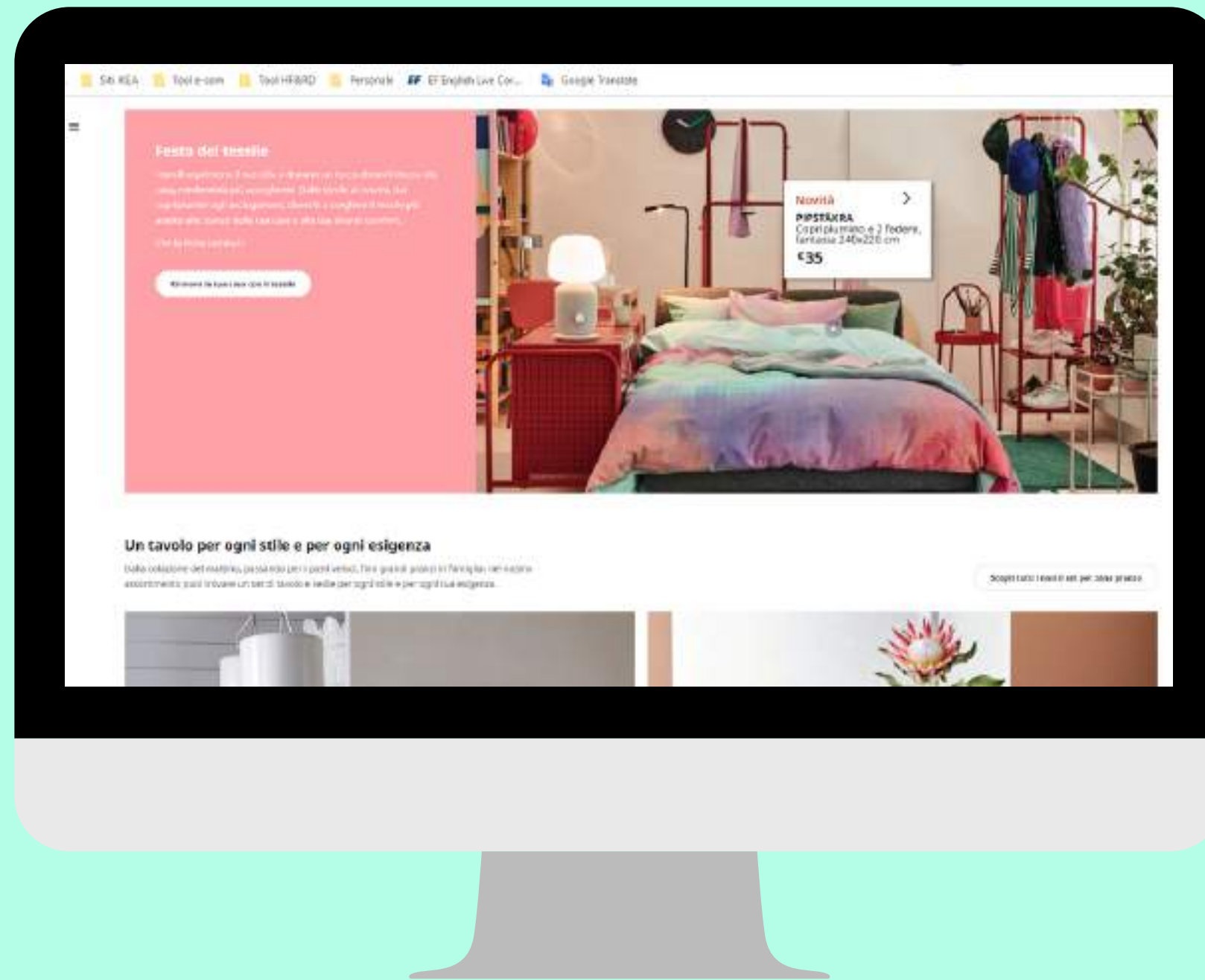
<https://www.ikea.com/it/it/>

IKEA
COUNTRY ONLINE
MERCHANDISING



Festa del tessile
in IKEA.it

UX/UI



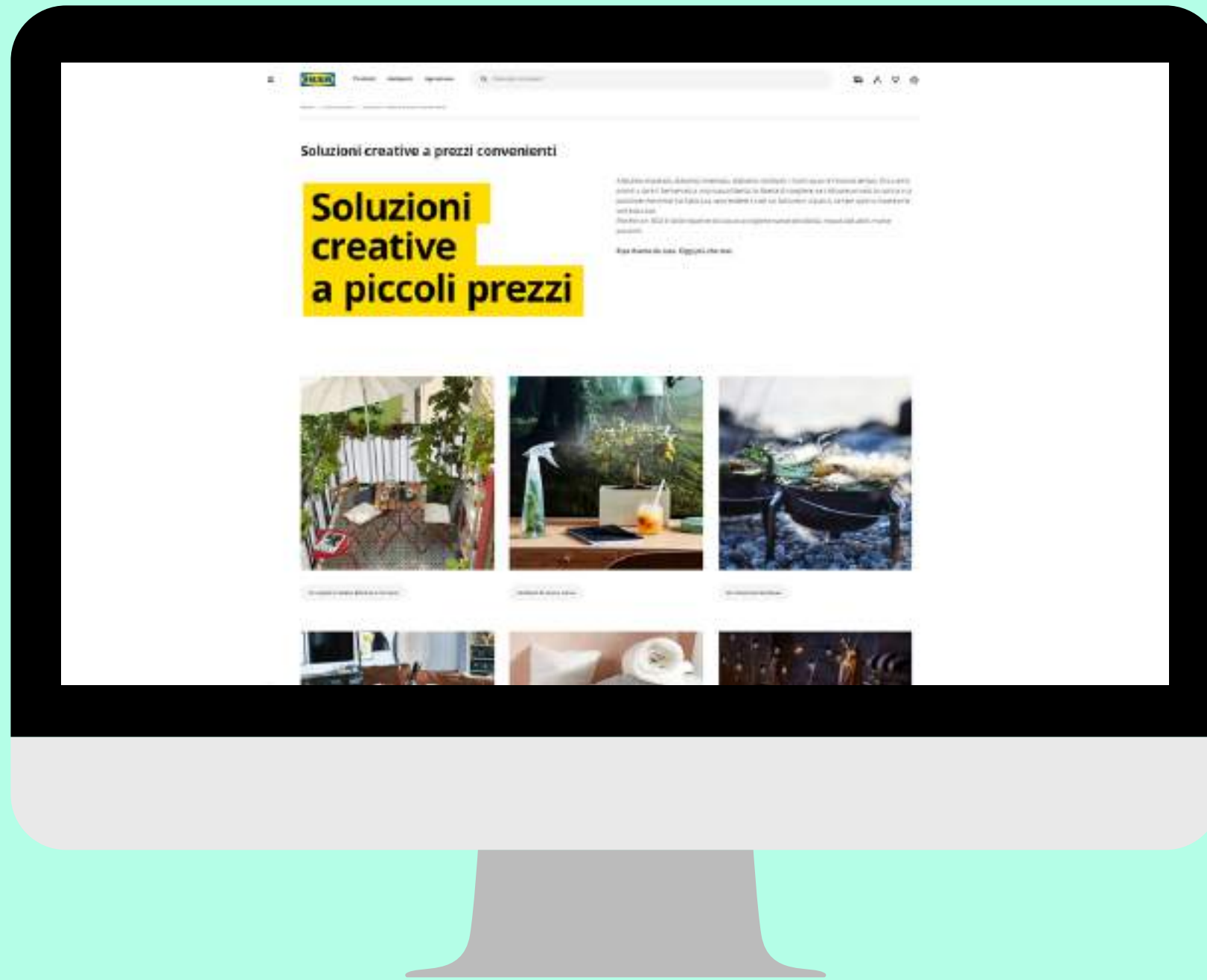
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IKEA
COUNTRY ONLINE
MERCHANDISING



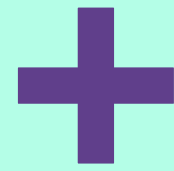
IKEA.it affordable
solutions inspiration
and merchandising

UX/UI



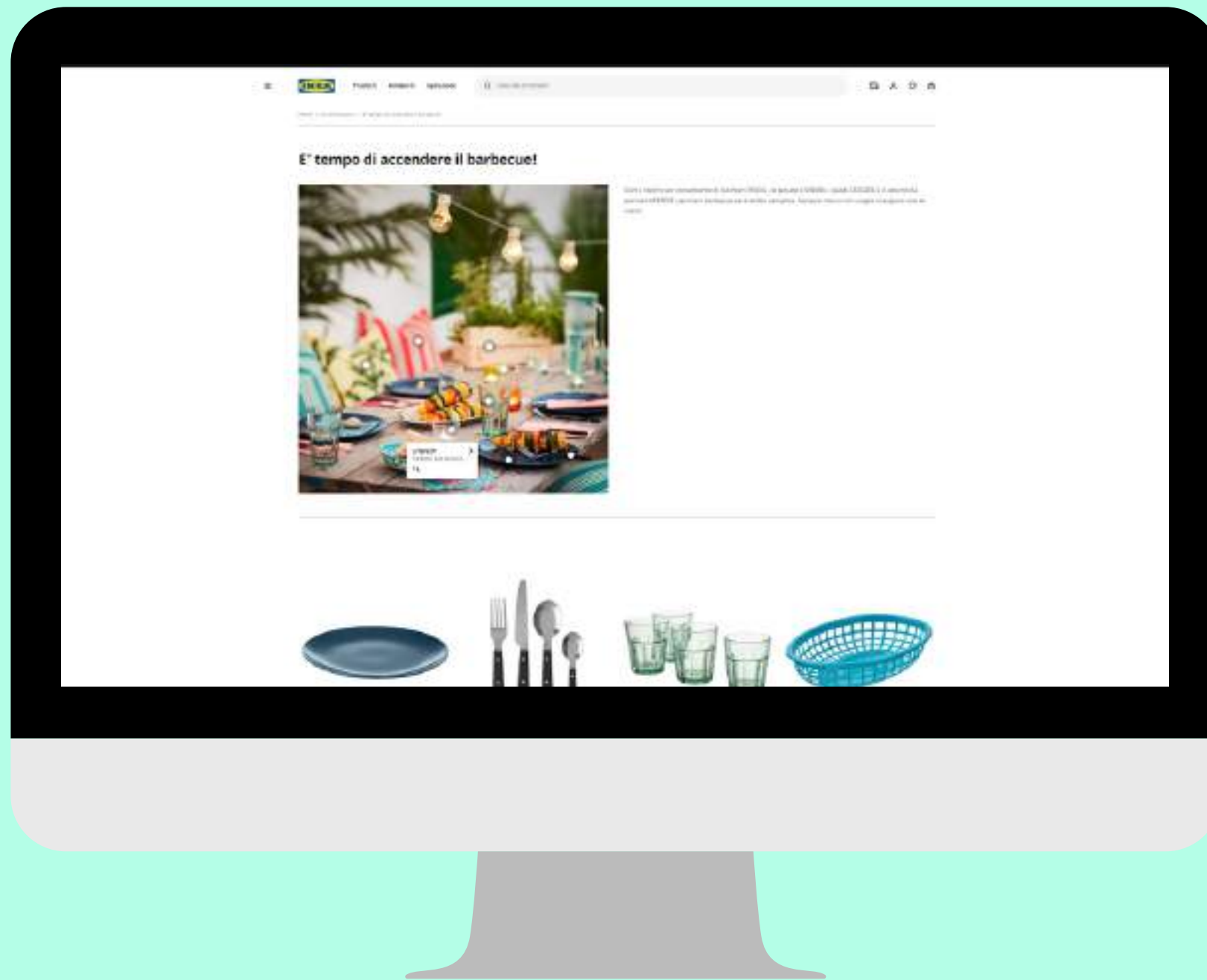
<https://www.ikea.com/it/it/campaigns/soluzioni-creative-a-piccoli-prezzi-pub2575fbc0>

IKEA
COUNTRY ONLINE
MERCHANDISING



IKEA.it home furnishing
accessories kits
inspiration and
merchandising

UX/UI



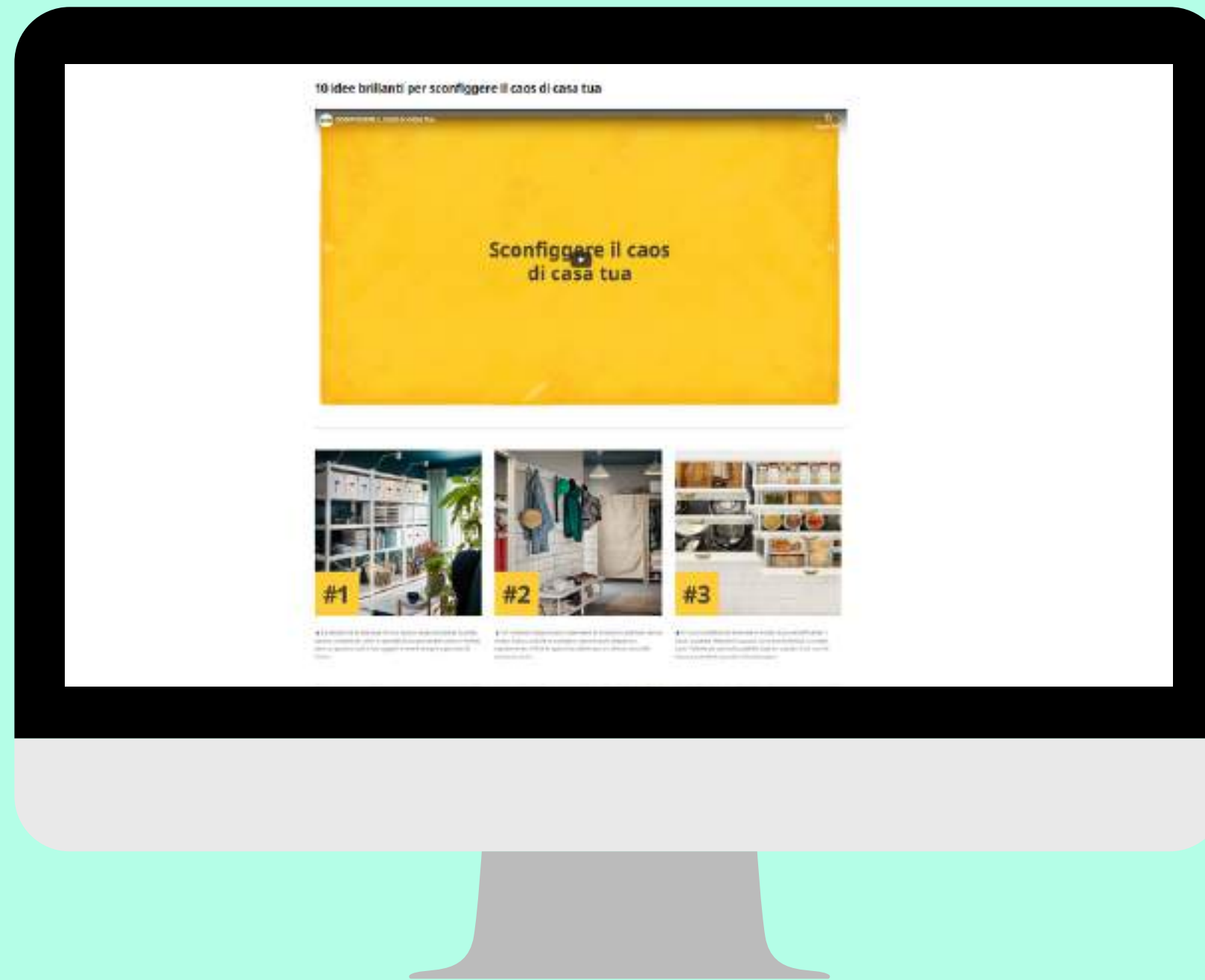
<https://www.ikea.com/it/it/campaigns/rinfresca-casa-con-gli-accessori-pub5979ca40>

IKEA
COUNTRY ONLINE
MERCHANDISING



10 idee brillanti:
inspiring people
during lockdown

inspiration



<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.



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.



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 emphasizes the natural way with a larger arrow and text, but points towards the shortcut with a smaller arrow.

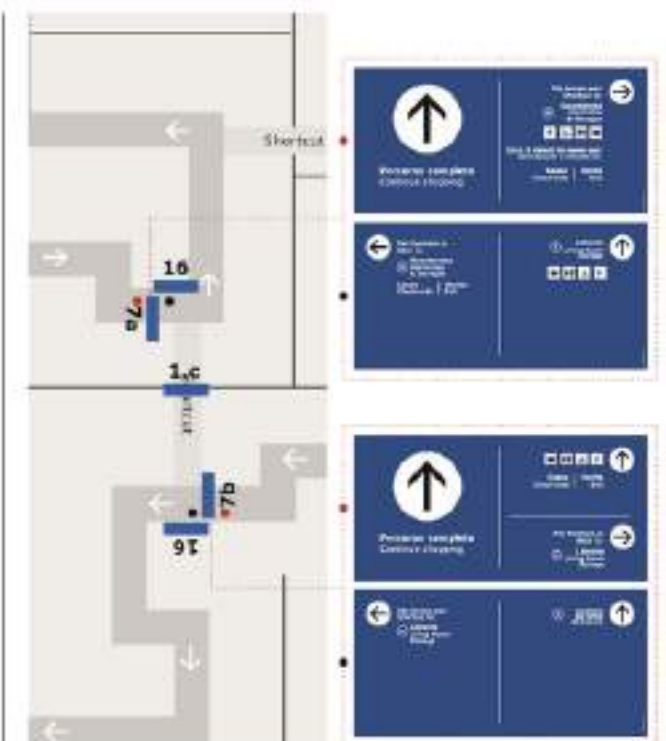
Place the directional sign, shortcut adjacent to the route locator sign. That way, the customer can see the destinations of the shortcut, the natural way and their exact location in the store.

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 hall 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)
15. Route locator sign
16. 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

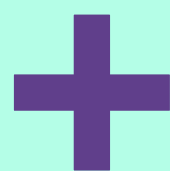


IKEA Catania store's
self service end podia.
Planning and
implementation.

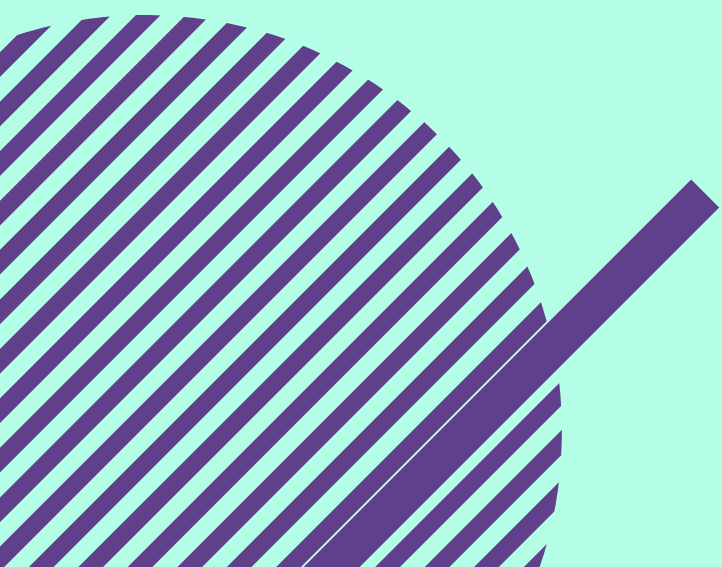
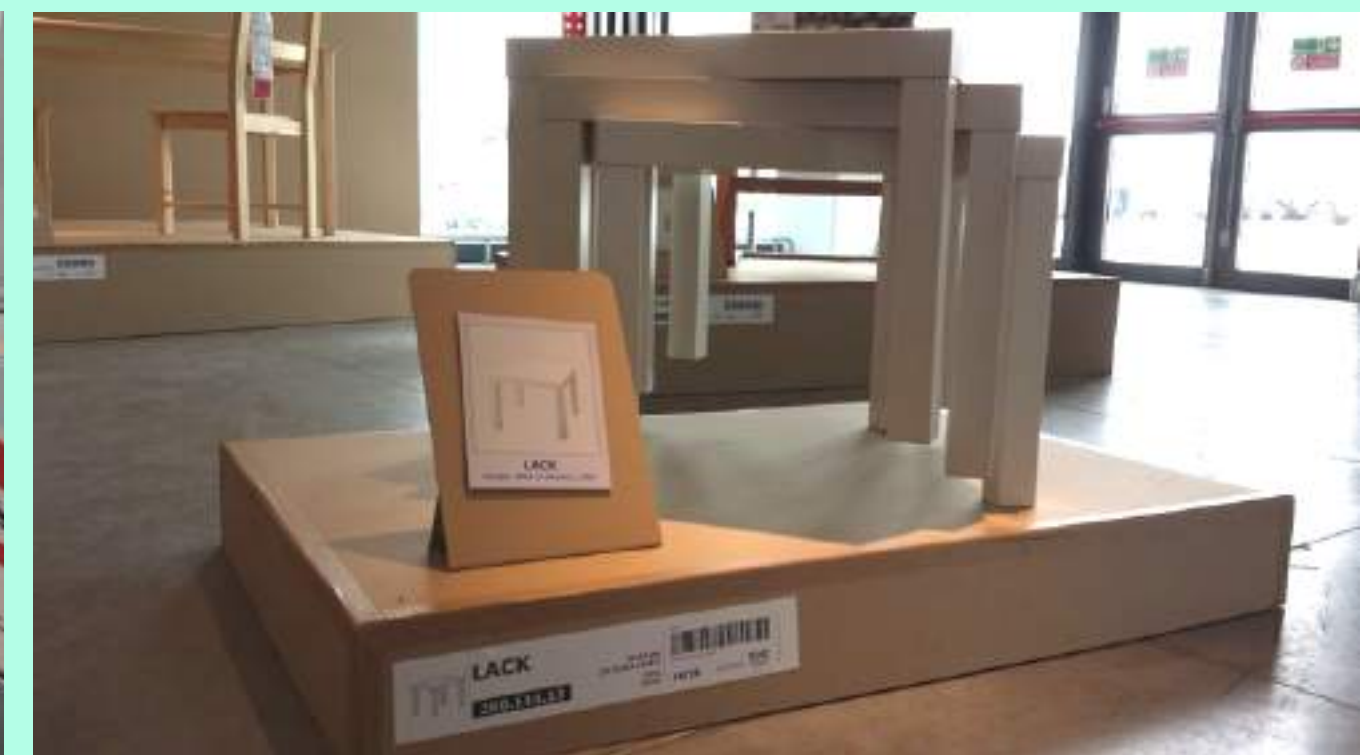
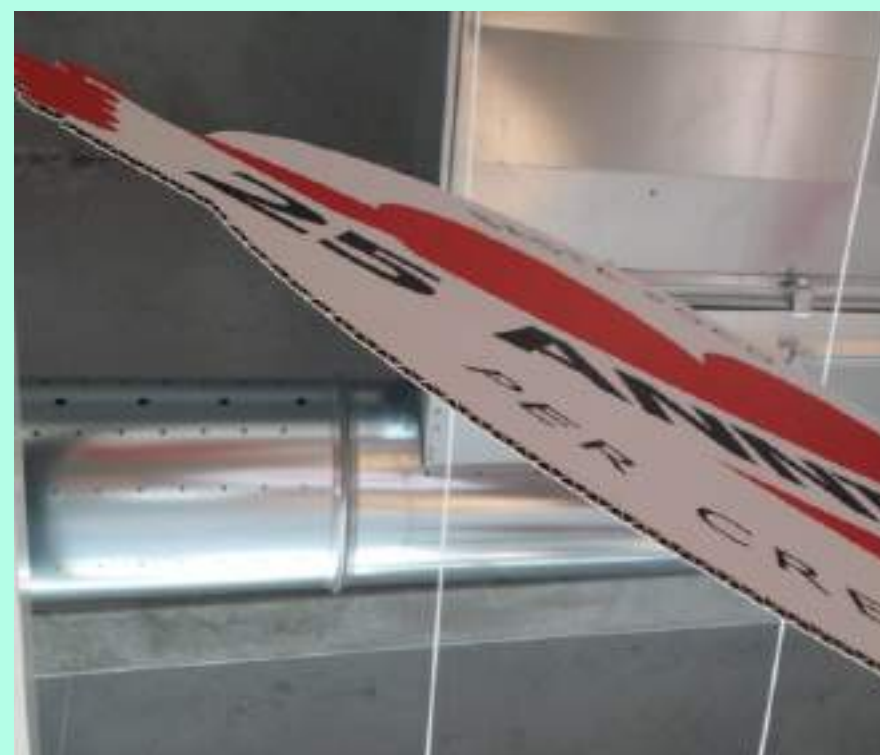


IKEA

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

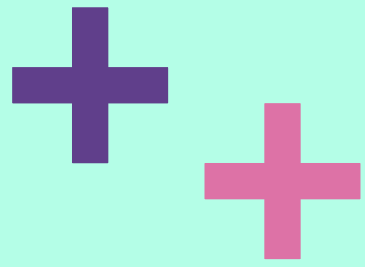


IKEA VISUAL MERCHANDISING



Planning and
implementation
of the Launch Area
for Christmas 2019

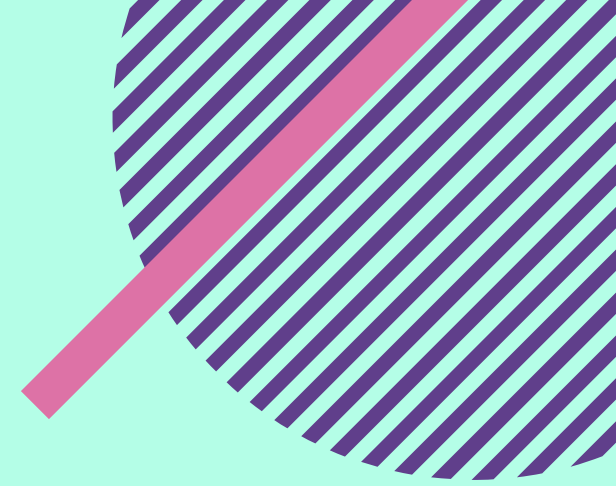




COMMUNICATION AGENCY

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.



Abuejelo

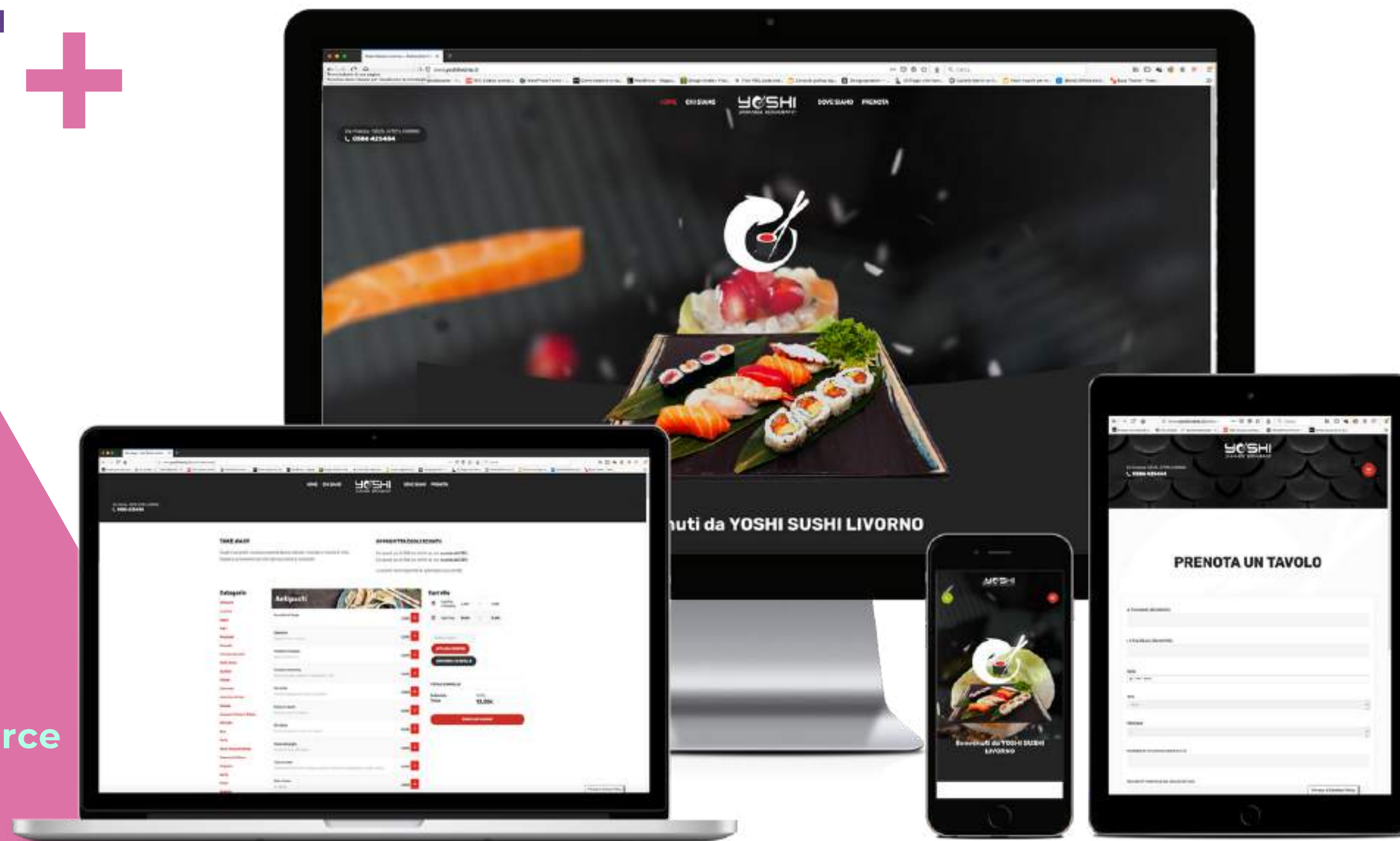
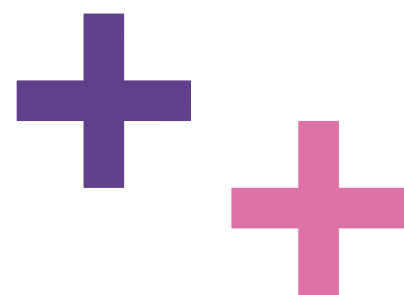
Yoshi Sushi

WEB

Website with E-commerce
and Reservation tools

Url: yoshilivorno.it

Facebook: facebook.com/YoshiLivorno

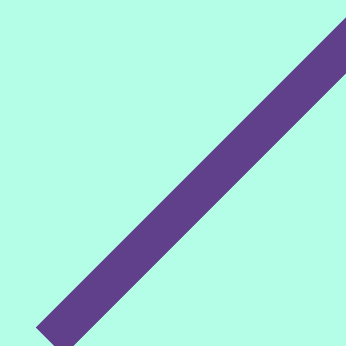
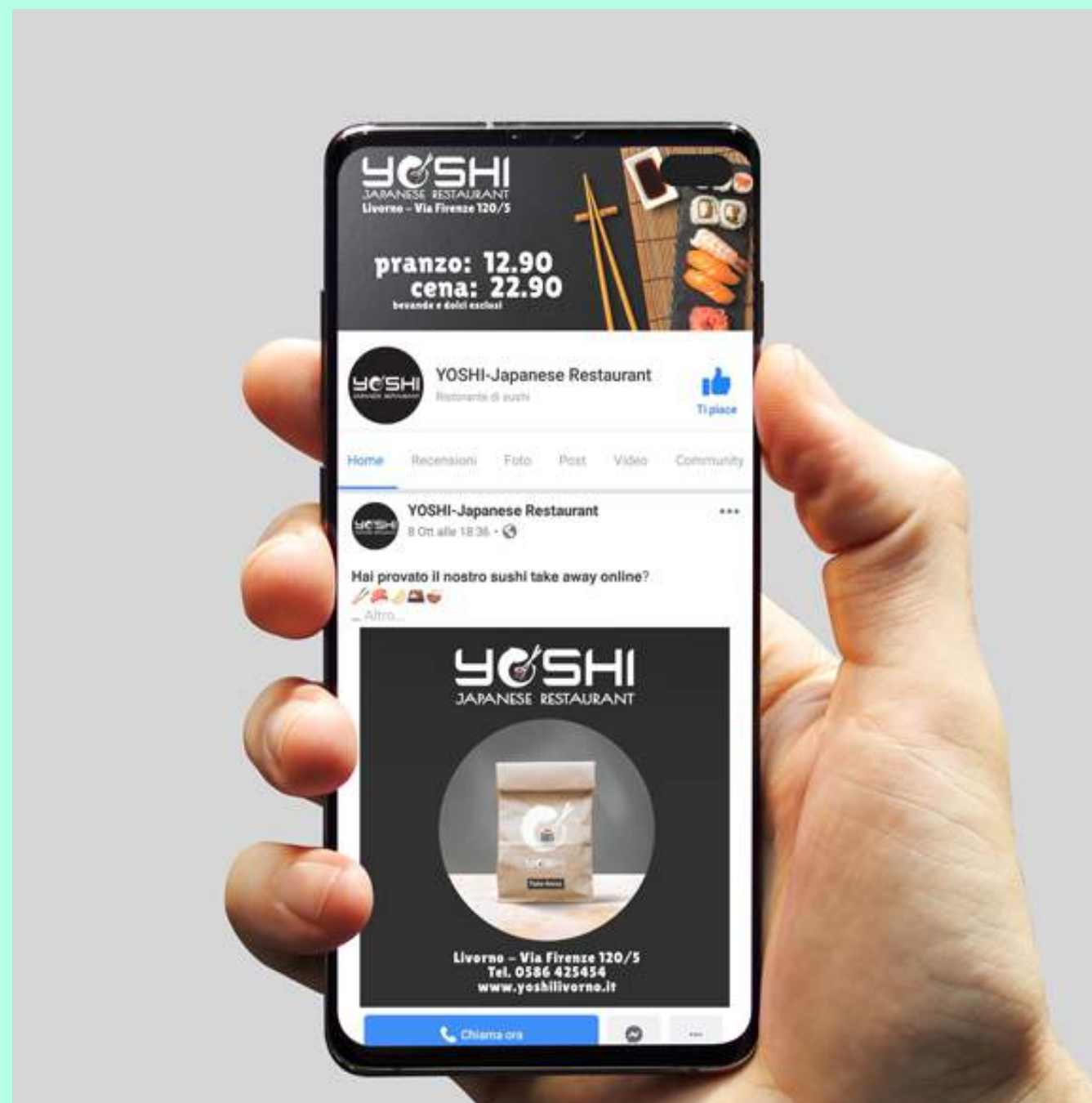




Yoshi Sushi

SOCIAL MEDIA MARKETING

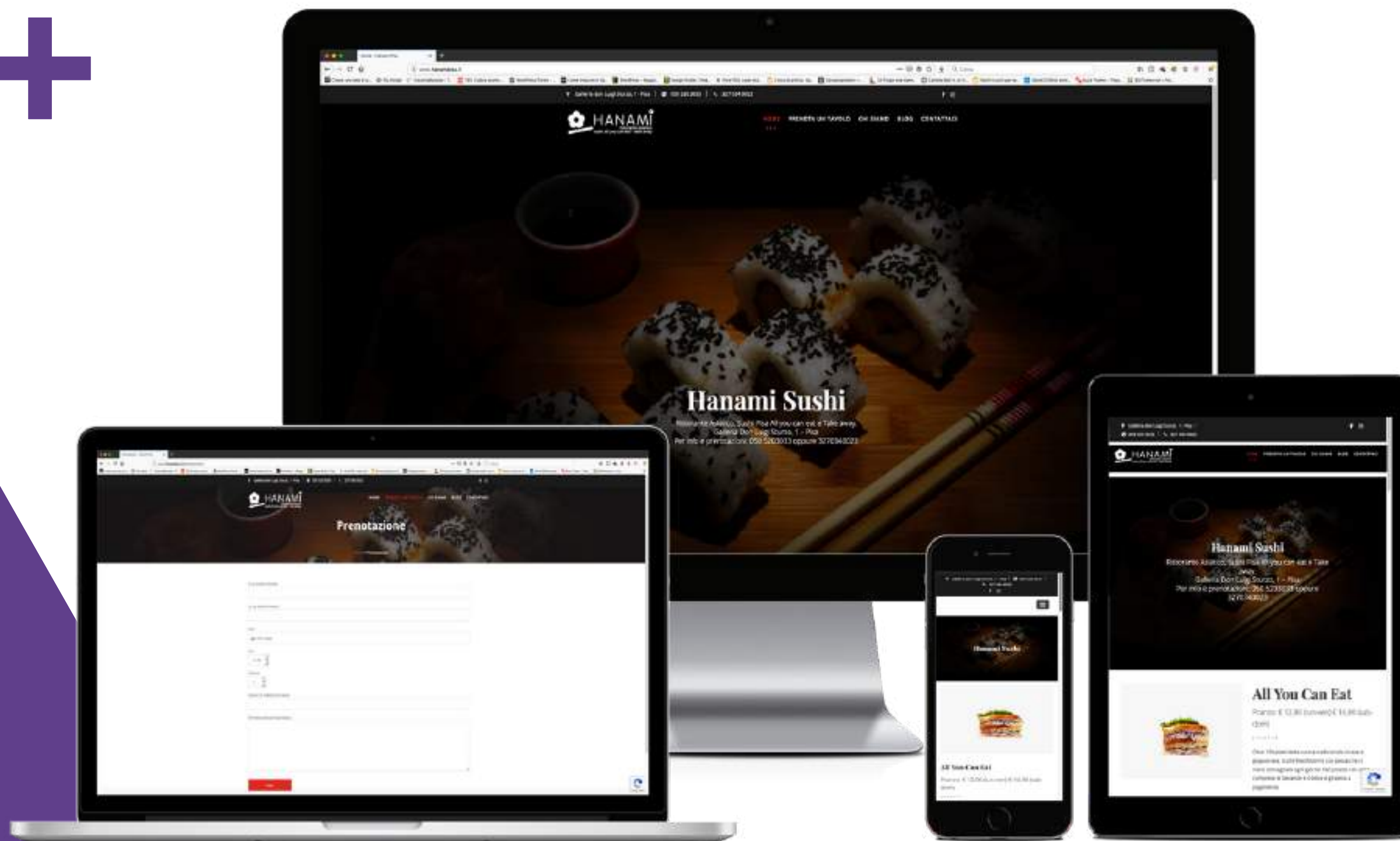
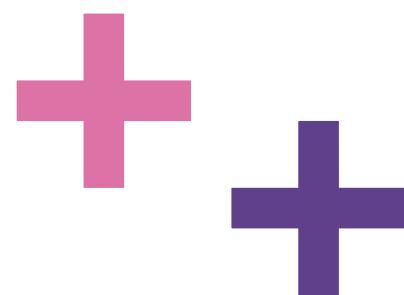
managing social networks and creating marketing campaigns



Hanami Sushi

WEB

Website with Reservation tool
Url: hanamipisa.it

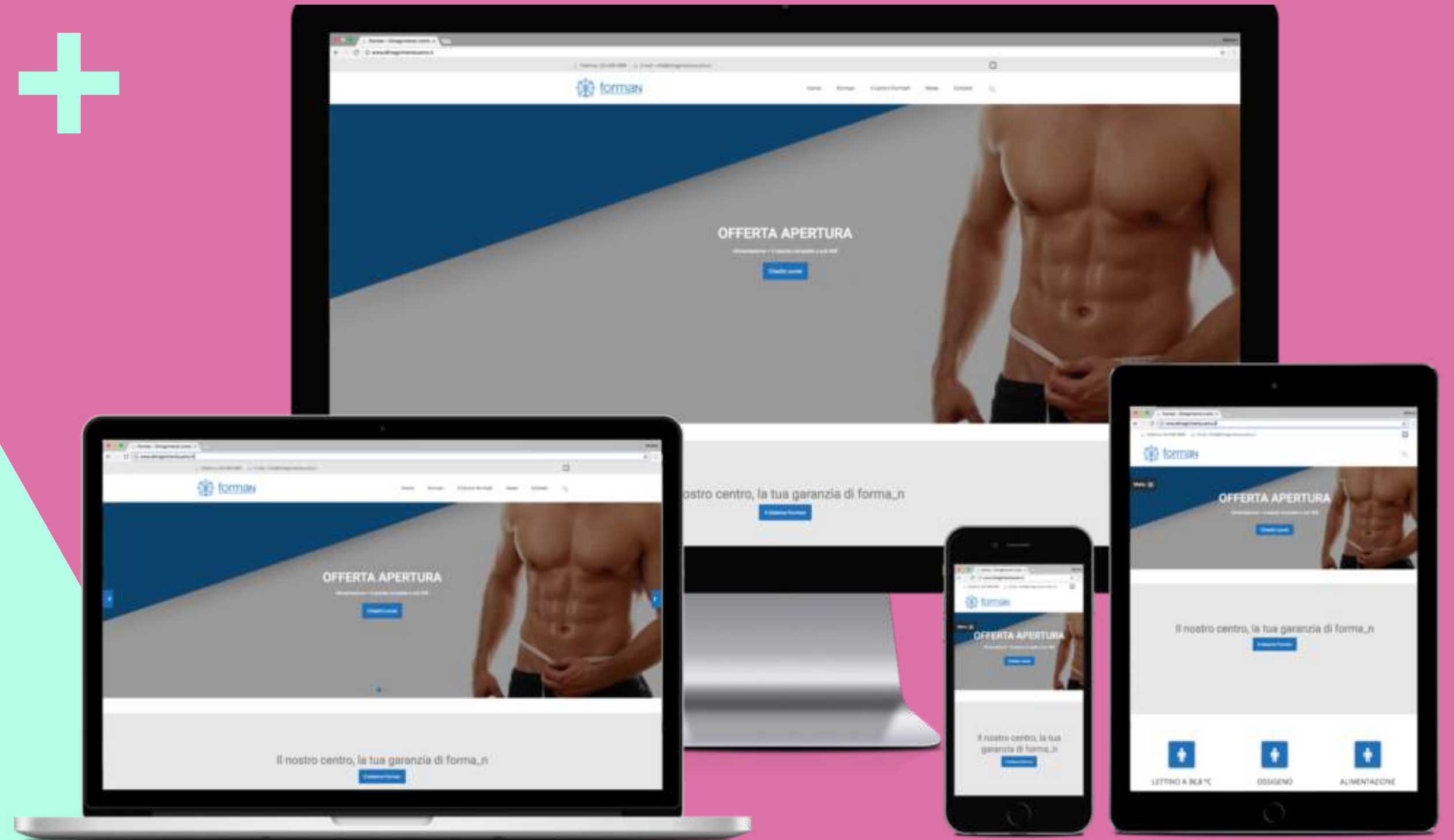
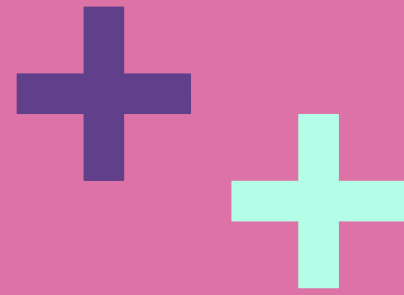


Forman

WEB MARKETING

Website - Web Marketing - SEO

Url: dimagrimentouomo.it

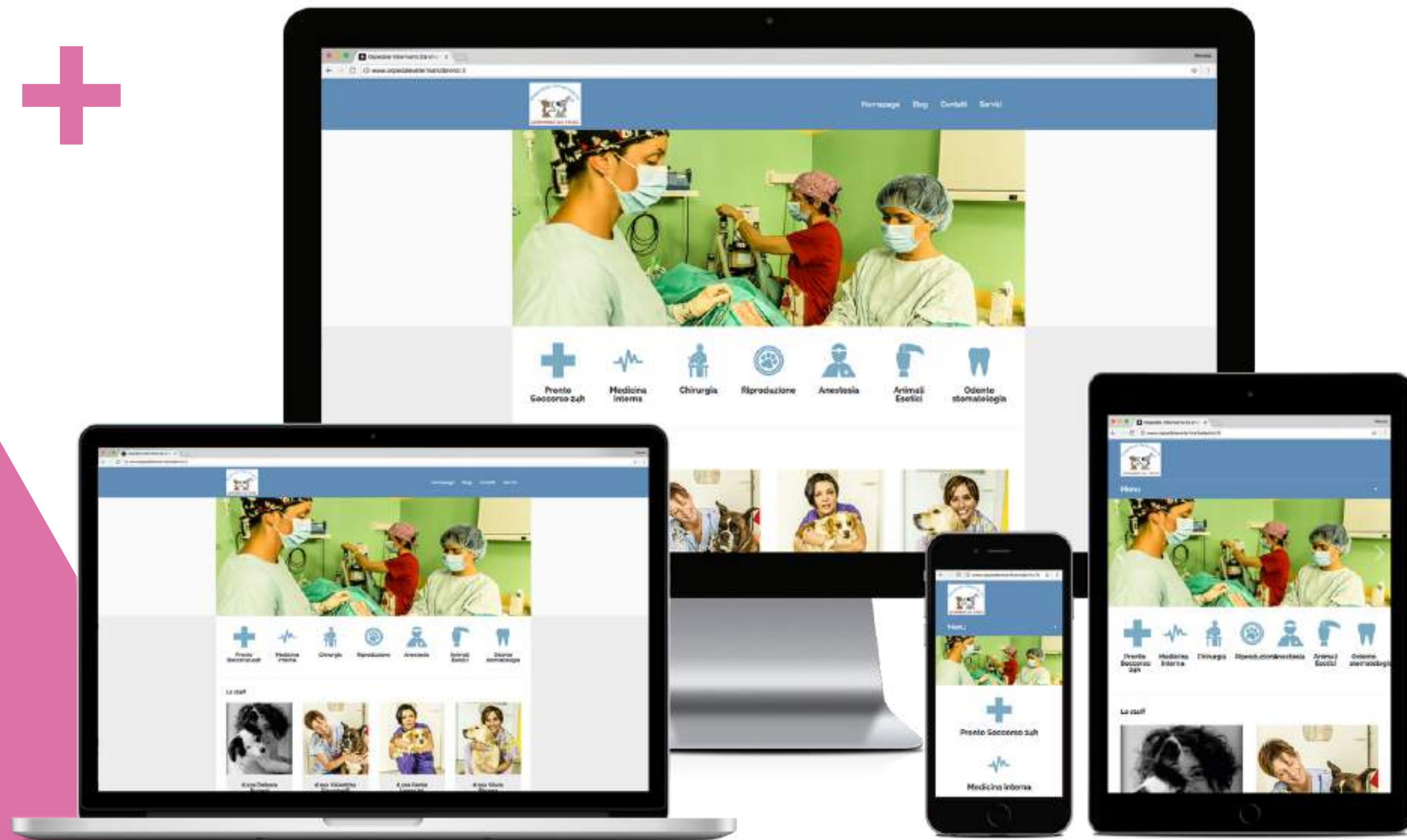
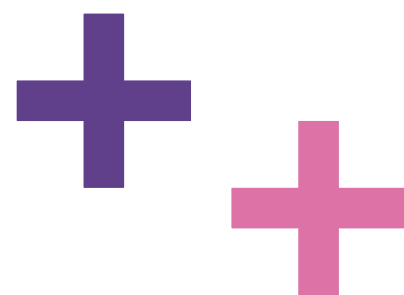


Ospedale Veterinario Da Vinci

WEB & SEO

Website - Web Marketing - SEO

Url: 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

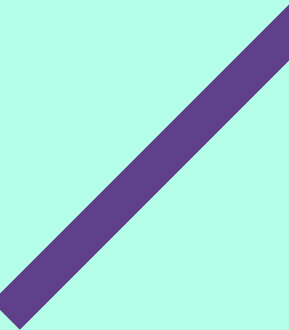
Naming and graphical layout of things, shirts and uniform

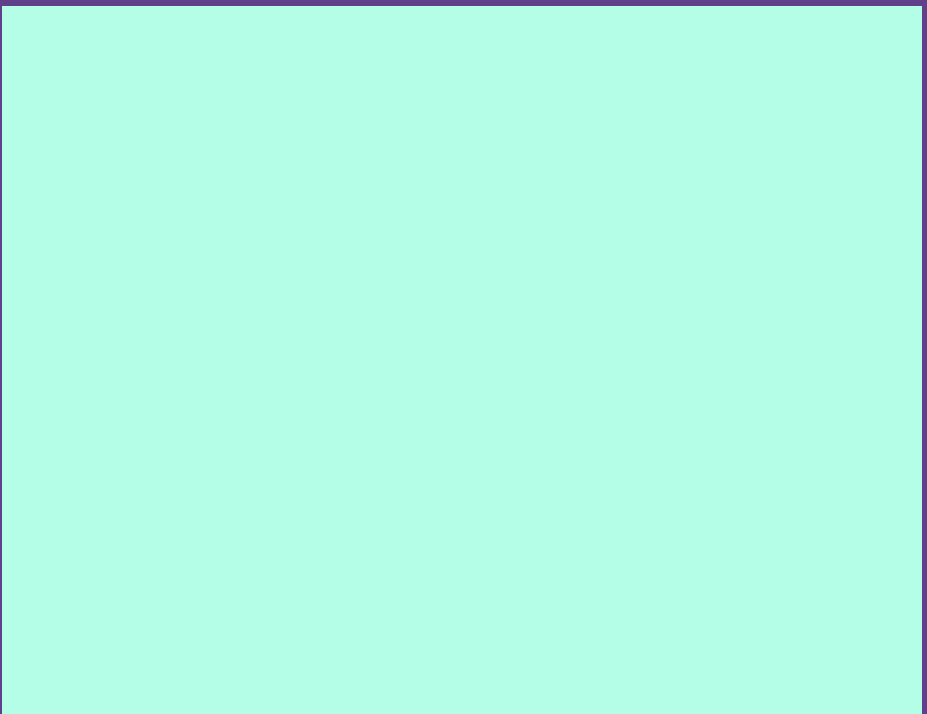
TICKETS

Match tickets design

AMARANTO MAGAZINE

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



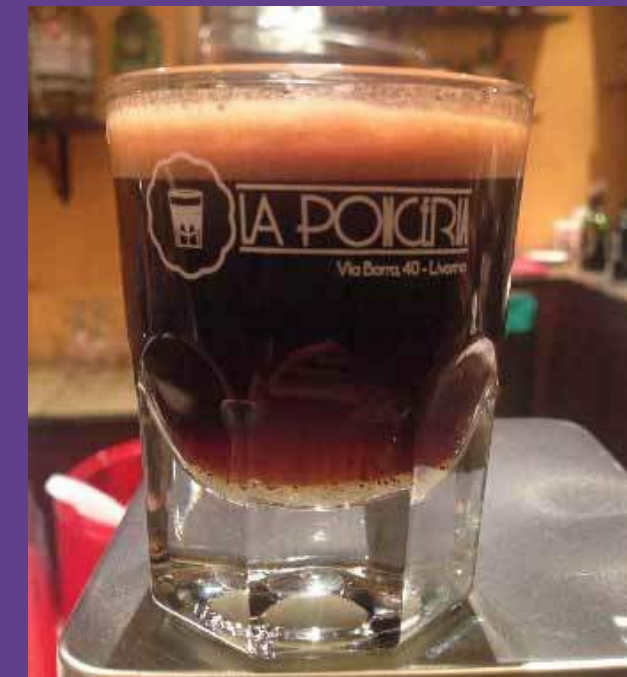


Logo design
Brand identity
Web design

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"

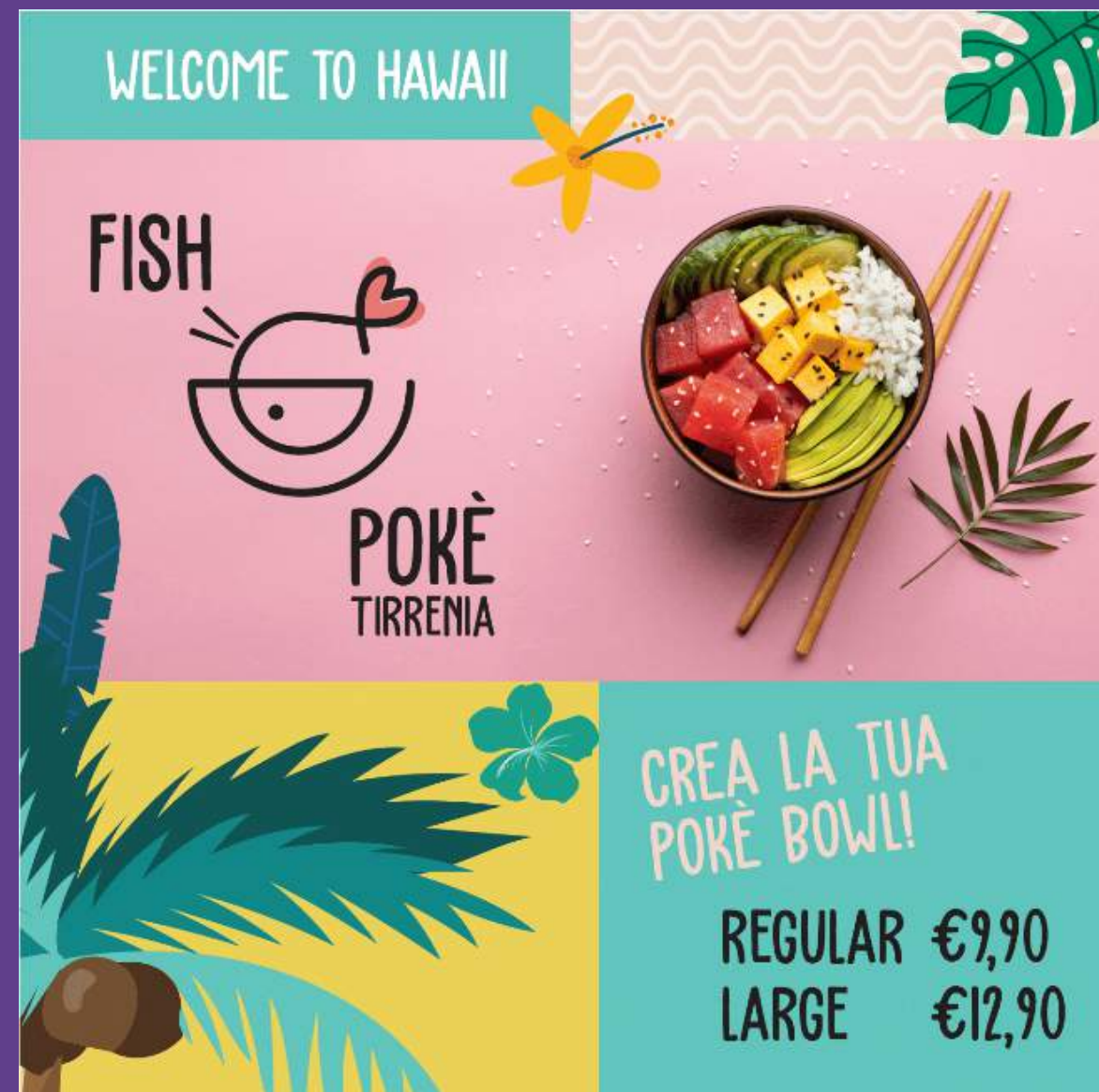


Fish Poké

COMMUNICATION

Poke was born as a poor dish of Hawaiian cuisine: a bowl of raw fish, often diced scraps and flavored with sea salt, spices and seaweed.

Now it is a food-trend and I took care of the communication of a summer temporary store on the Tyrrhenian coast.



Festa de L'Unità 2019



COMMUNICATION - SOCIAL MEDIA - EVENTS

Festa de L'Unità 2018



COMMUNICATION - SOCIAL MEDIA - EVENTS



Wedding & Ceremonies

I'm Alessio

📍 Via Palestro, 87
57122 Livorno (Italy)
📞 +39 328 6249594
✉️ alessio@abuelo.it
🖱️ www.abuelo.it
♂️ Male
📅 15 Sep 1984
🌐 Italian

EDUCATION AND TRAINING

2021...
ENEB Barcelona
Master e-commerce and digital sales

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,
UX Analysis: Heatmap and Analytics
Html, php and mySQL developer.



Alessio Angeli

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 alessio@abuelo.it

 www.abuelo.it

 [linkedin.com/in/alessioangeli](https://www.linkedin.com/in/alessioangeli)

 [facebook.com/alessioangeli](https://www.facebook.com/alessioangeli)

 [instagram.com/dicosolo_de](https://www.instagram.com/dicosolo_de)