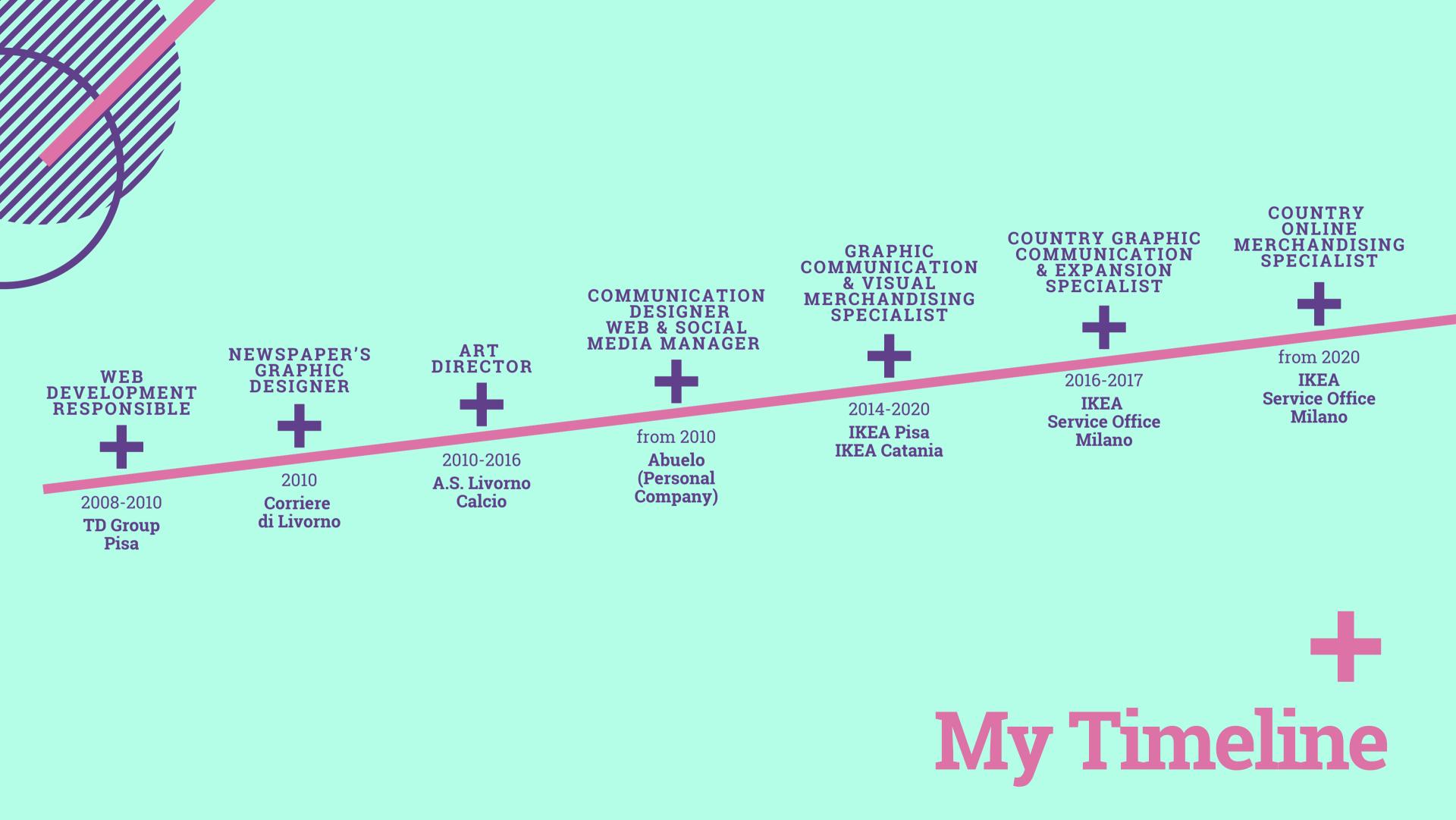


# MY PORTFOLIO ALESSIO ANGELI





# and Competencies

My

Cloud

of Skills

# BECAUSE I MARINE REPORTS ARE VOU2



# AGENDA

COUNTRY ONLINE MERCHANDISING (UX/UI) **COUNTRY GRAPHIC COMMUNICATION GRAPHIC COMMUNICATION SPECIALIST VISUAL MERCHANDISING SPECIALIST COMMUNICATION AGENCY PERSONAL PROJECTS** 

IKEA.IT IKEA HQ **IKEA PISA/CATANIA** IKEA PISA **ABUELO** 

# **IKEA**it **COUNTRY ONLINE** MERCHANDISING (UX/UI) **MILANO - IKEA HO**

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, analizing 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.

Щ U Z H S П



Home page analysis and layout (every 2 weeks)

https://www.IKEA.it

# UX/UI

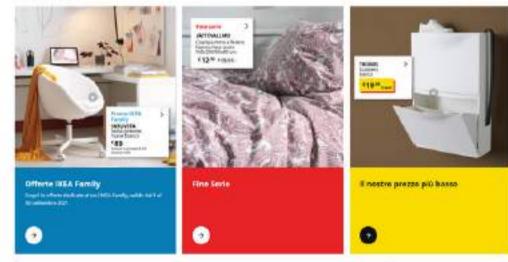


### Benvenuto in IKEA

KARISMATISK Collegione in edizione limitata "Quarter private d'actes d'Antoin, l'henne ner quierne" lies l'ences attes a susquer et terrari et par la Antoi Priver, la attes del acces d'ANDARTAS, la conservation adorane et effeter de Las event à calabratient cer Santo, d'actes et dans et las consistentes e detailles.



Le nostre afferte



È tempo di ricominciare!

et insert in all opening the state





inter i a restate to series to tell



### Benvenuto in IKEA

### KARISMATISK Collezione in edizione imitata

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Scopri la col·lazione in edizione limitata

### Le nestre offerte



Offerte IKEA Family Stopri la afferte declezite al soci WEA Frenchs, unlide stid 5 at 20 Attornion 2021

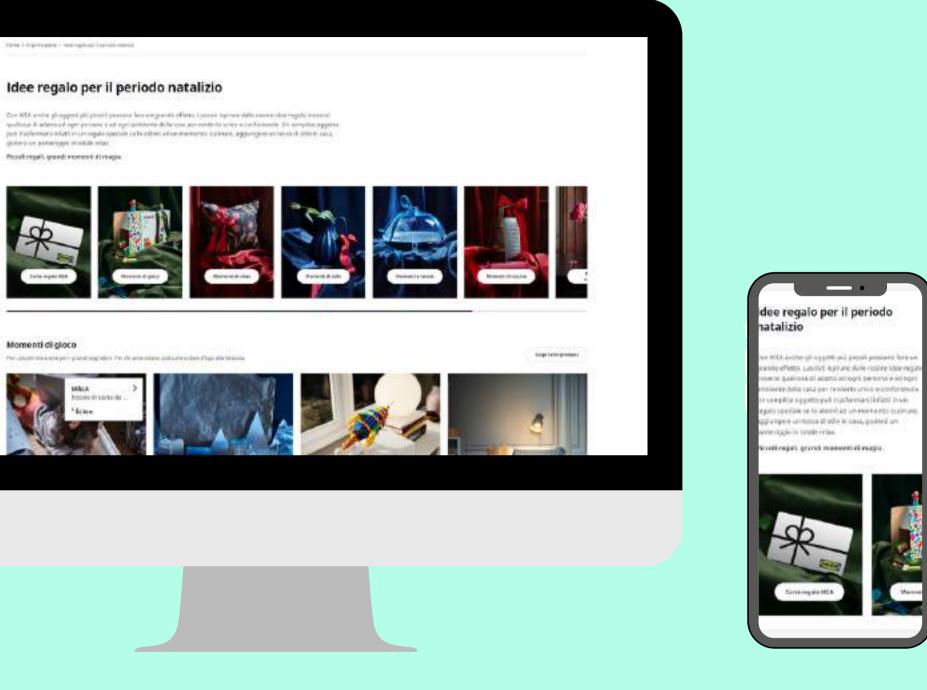


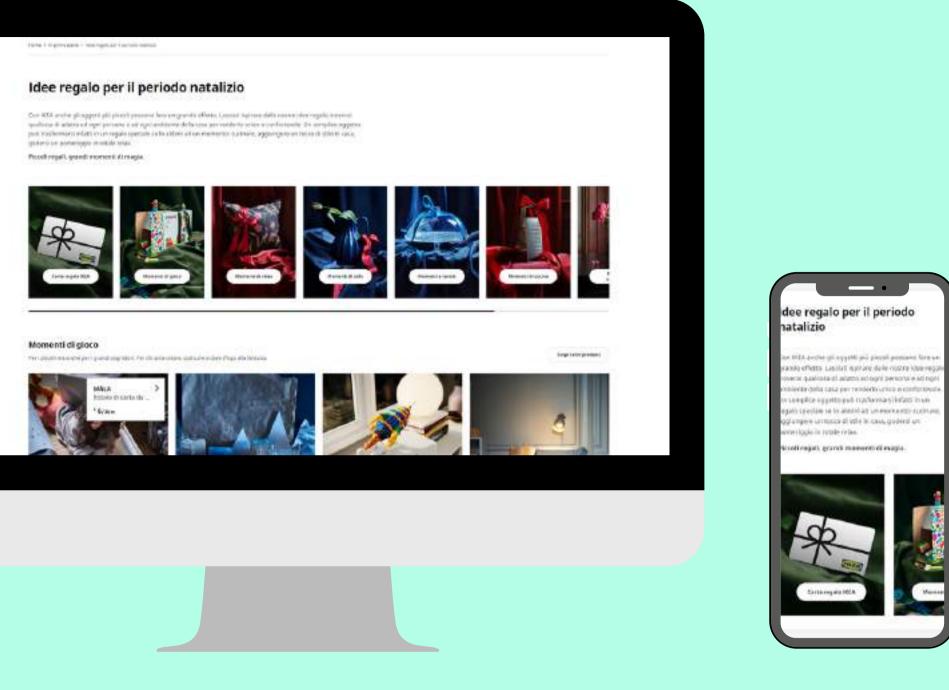
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IKEA.it christmas

campaign





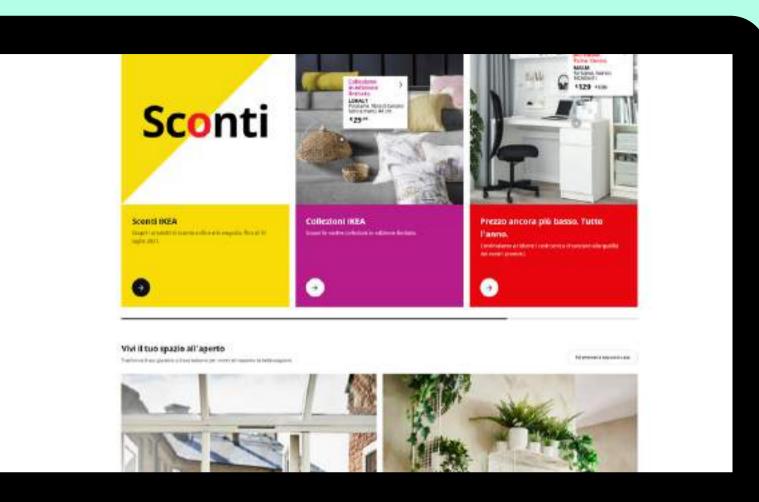
## https://www.ikea.com/it/it/campaigns/idee-regalo-per-natale-pubc9d1d5c0

**IKEA** COUNTRY ONLINE MERCHANDISING



Home page design and UX analysis





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



**IKEA** COUNTRY ONLINE MERCHANDISING

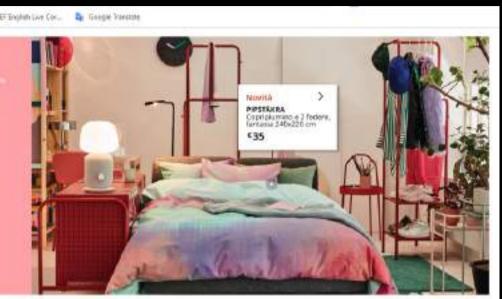


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Festa del in IKEA.it	tessile	

📲 Siti KEA 🇌 Toole-com 📕 Tool+FBAD 📲 Personale 🖊 EFErghen Live Cor... 🖏 Golgie Transme



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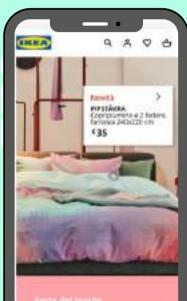


Un tavolo per ogni stile e per ogni esigenza toto otizzer det nativo, proarez per verti veter. Tiro panal por prima per an anoremento pui income un per successive inde per ogni tale - per ogni tale espera.





Scoper Later I down if not per table process



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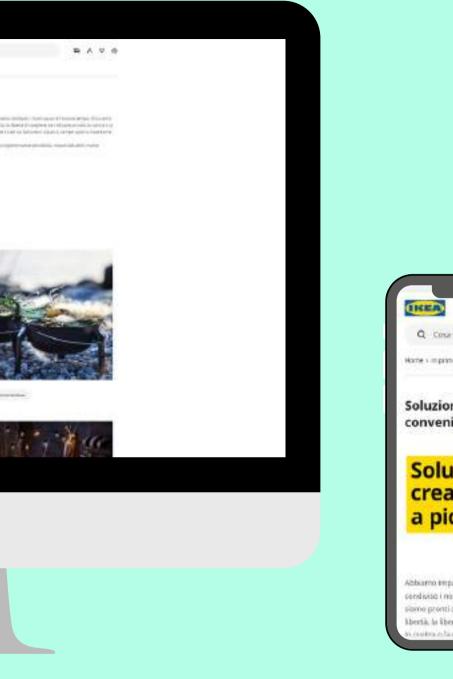
IKEA.it affordable

solutions inspiration

and merchandising



Soluzioni creative a prezzi convenienti Soluzioni creative a piccoli prezzi





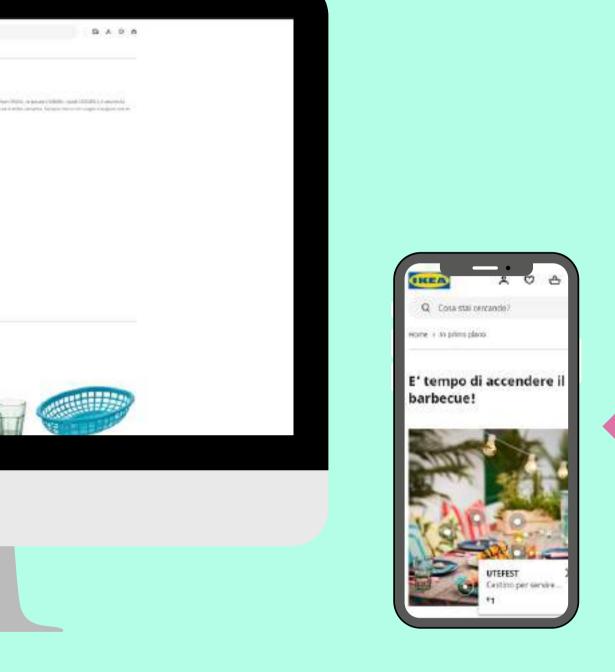
# UX/UI

IKEA.it home furnishing accessories kits inspiration and merchandising

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

E' tempo di accendere il barbecue!





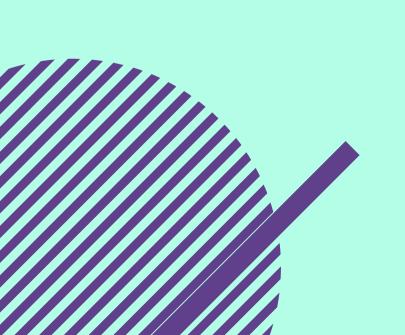
**IKEA** country online merchandising

10 idee l

10 idee brillanti: inspiring people during lockdown



# inspiration



https://www.ikea.com/it/it/campaigns/10-idee-brillanti-per-divertirsi-rimanendo-in-casapuba7be7b1a https://www.ikea.com/it/it/campaigns/10-idee-brillanti-per-creare-una-nuova-atmosferain-casa-pub7a767ac2 https://www.ikea.com/it/it/campaigns/10-idee-brillanti-per-rendere-la-tua-casa-unicacome-te-pub374dff72

# **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 thatpresent the range in a vital, inspiring way fitting the needs of the many and that enable access to thewhole range in a multichannel retail world of 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 plano Showroom 1st floor

## 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 the floor level is communicated to

The floor level is communicated to support the customer in lift sign.

1.a

Primo piano 1st floor

### 11 IKEA' Restaurant & Café

Esposizione Mobili Primo piano Showroom 1st flaar

Cucine
 Kitchen

OFFERTA

### SHORTCUTS SHOWROOM + MARKET HALL

Format: 120x60cm

The shortput is a service for customers with a specific shopping goe (target shoppers).

Communicate shortcuts using the electronal age, shortcut. This legis emphasises the extentil way with a larger arrow and text, but points towards the shortcut with a strainer arrow.

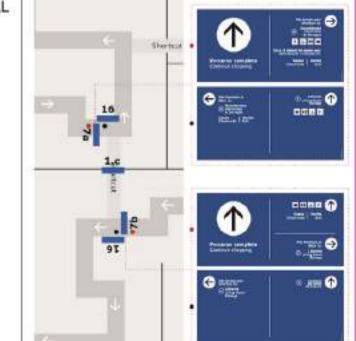
Place the directional sign, shortvet adjusters to the rises locater sign. That was, the customer can see the distributions of the stretcus, the natural way and their exact location in the stret.

The directorial kigs, shartout is placed rear the abortout, This answes conteness conting from and to the abortout have a clear nice of the sign.

The route locator eign is placed directly opposite the entrance/exit to the shortout, visible to customers carriery from either direction.

The shortest area sign ownin uncates to the outlanter the area where they are about to exten.

78 - 75. Directioned sign, abortcut (front and back) DS. Roote locator sign DC. Shortcut Area Sign

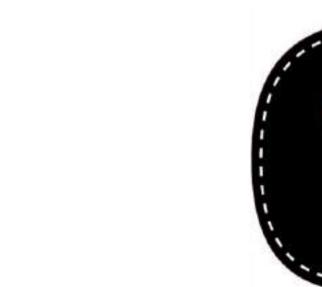


(((10)

**TKEA** COUNTRY GRAPHIC COMMUNICATION

Catania, Ancona, Milano Corsico, Milano Carugate IKEA stores' market hall rebuilding. Plus of this communicaton 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.



**TKEA** 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

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



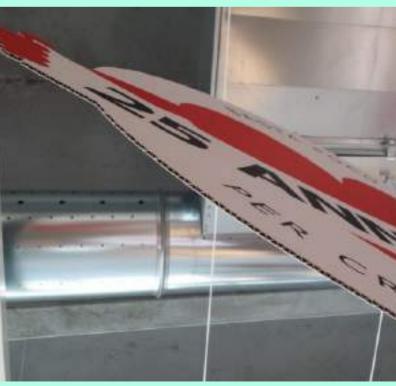




**TKEA** STORE GRAPHIC COMMUNICATION

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 and creatio animation a

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



AL CHANDISING

Planning and implementation of the Launch Area for Christmas 2019





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# **COMMUNICATION AGENCY**

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

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





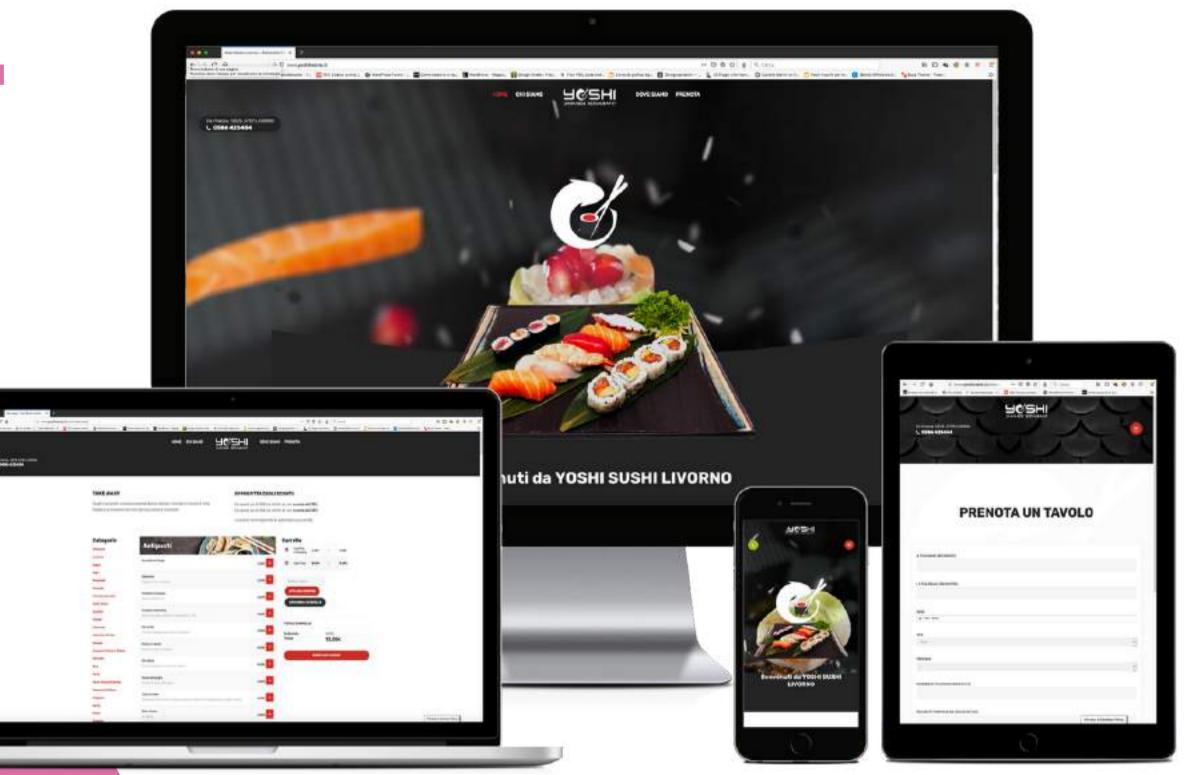
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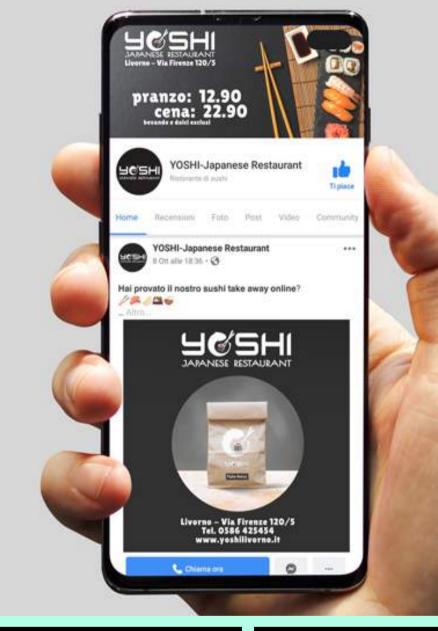
**Yoshi Sushi** 

# WEB

Website with E-commerce and Reservation tools

## Url: yoshilivorno.it Facebook: facebook.com/YoshiLivorno





## **SOCIAL MEDIA MARKETING**

managing social networks and creating marketing campaigns



www.yoshilivorno.it



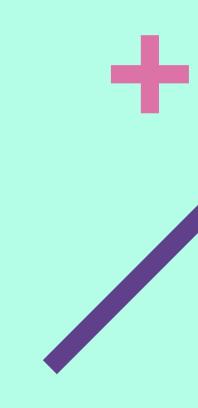
JCSHI Livorno - Via Firenze 120/5 Tel. 0586 425454 www.yoshilivorno.it



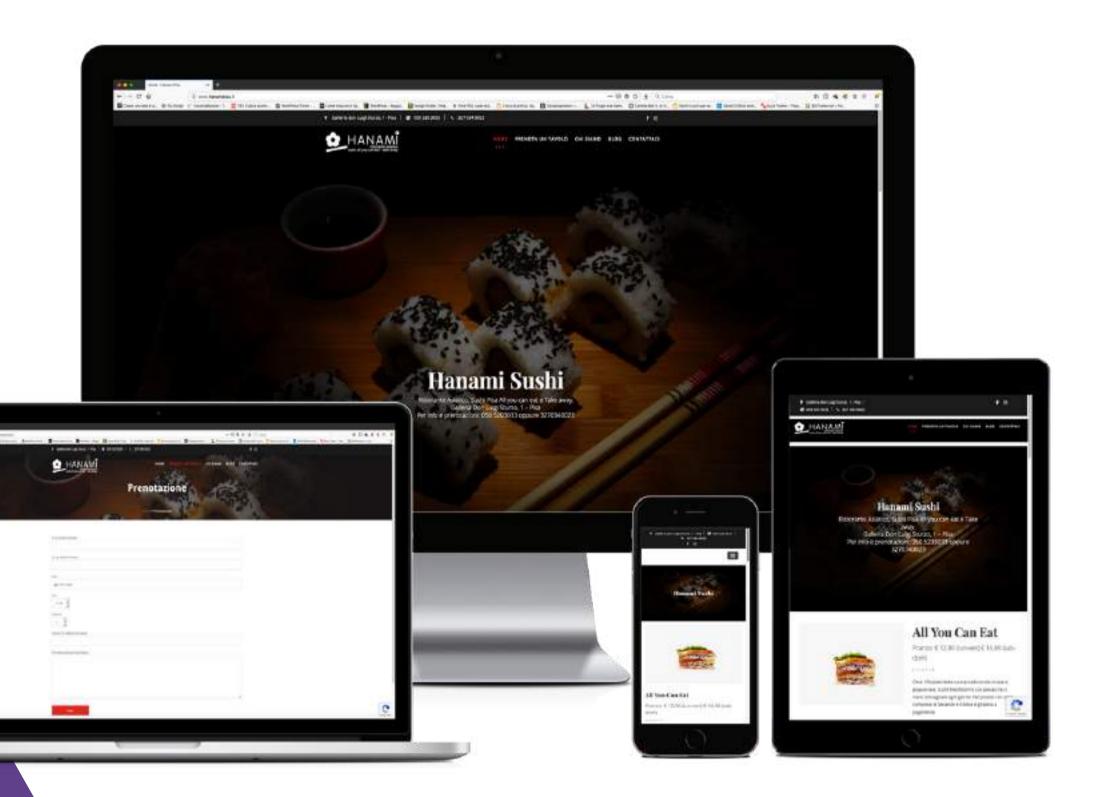








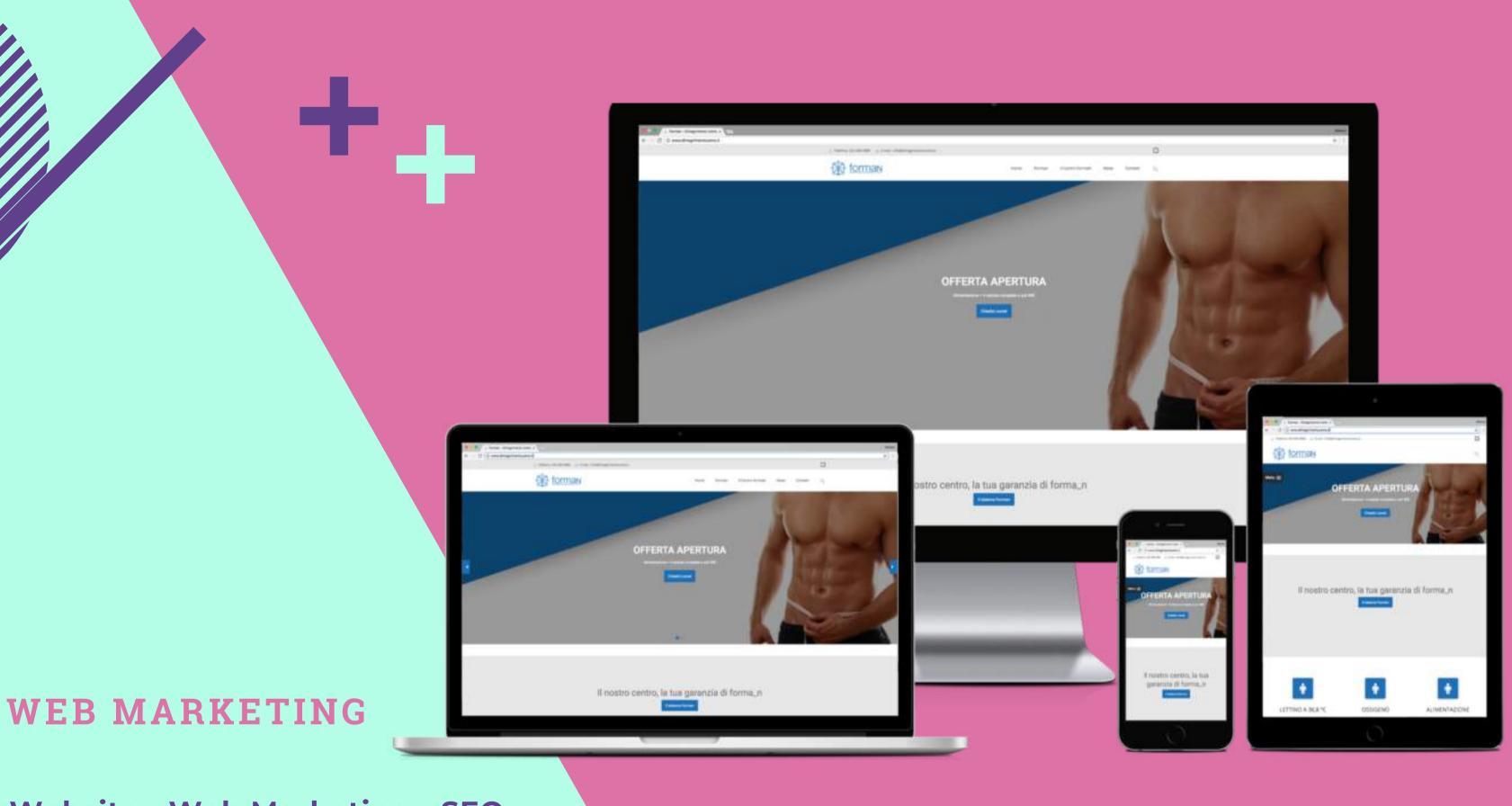




## WEB

# Website with Reservation tool

Url: hanamipisa.it



# Website - Web Marketing - SEO

Url: dimagrimentouomo.it

Forman





spedale Veterina

P

Website - Web Marketing - SEO Url: ospedaleveterinariodavinci.it

## **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 graphicl layout of things, shirts and uniform



Match tickets design

## **AMARANTO MAGAZINE**

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



# Brand idesign Web design

## 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 <sup>(</sup>

# 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.





FISH CREA IA TUR	POKĖ TIRRENIA D REGULAR 69,90
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# **COMMUNICATION - SOCIAL MEDIA - EVENTS**



# de L'Unità 2018 **Festa**





# **COMMUNICATION - SOCIAL MEDIA - EVENTS**















2

# & 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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