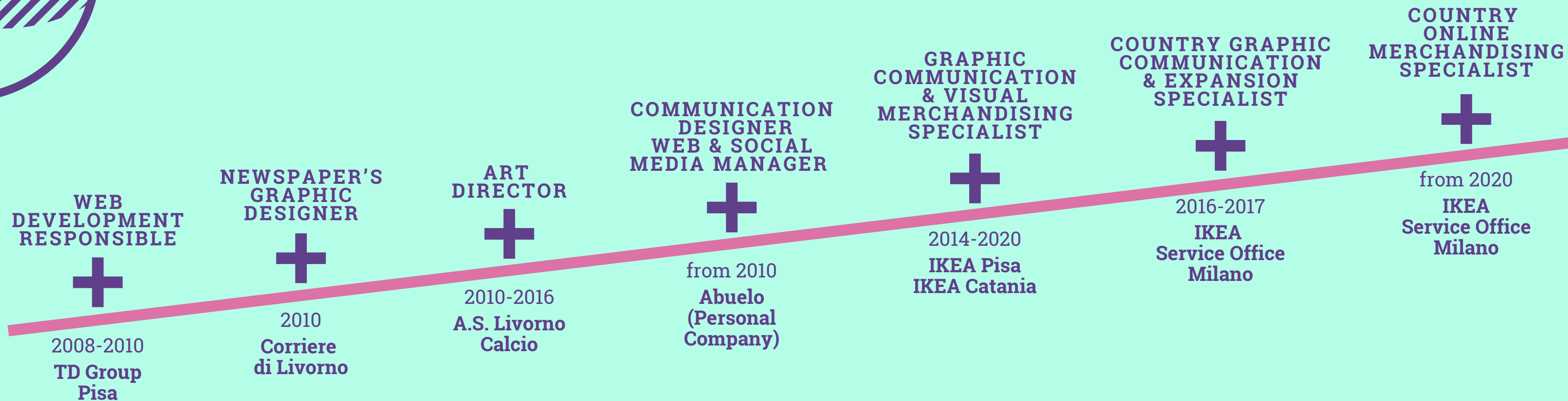




MY PORTFOLIO

ALESSIO  
ANGELI

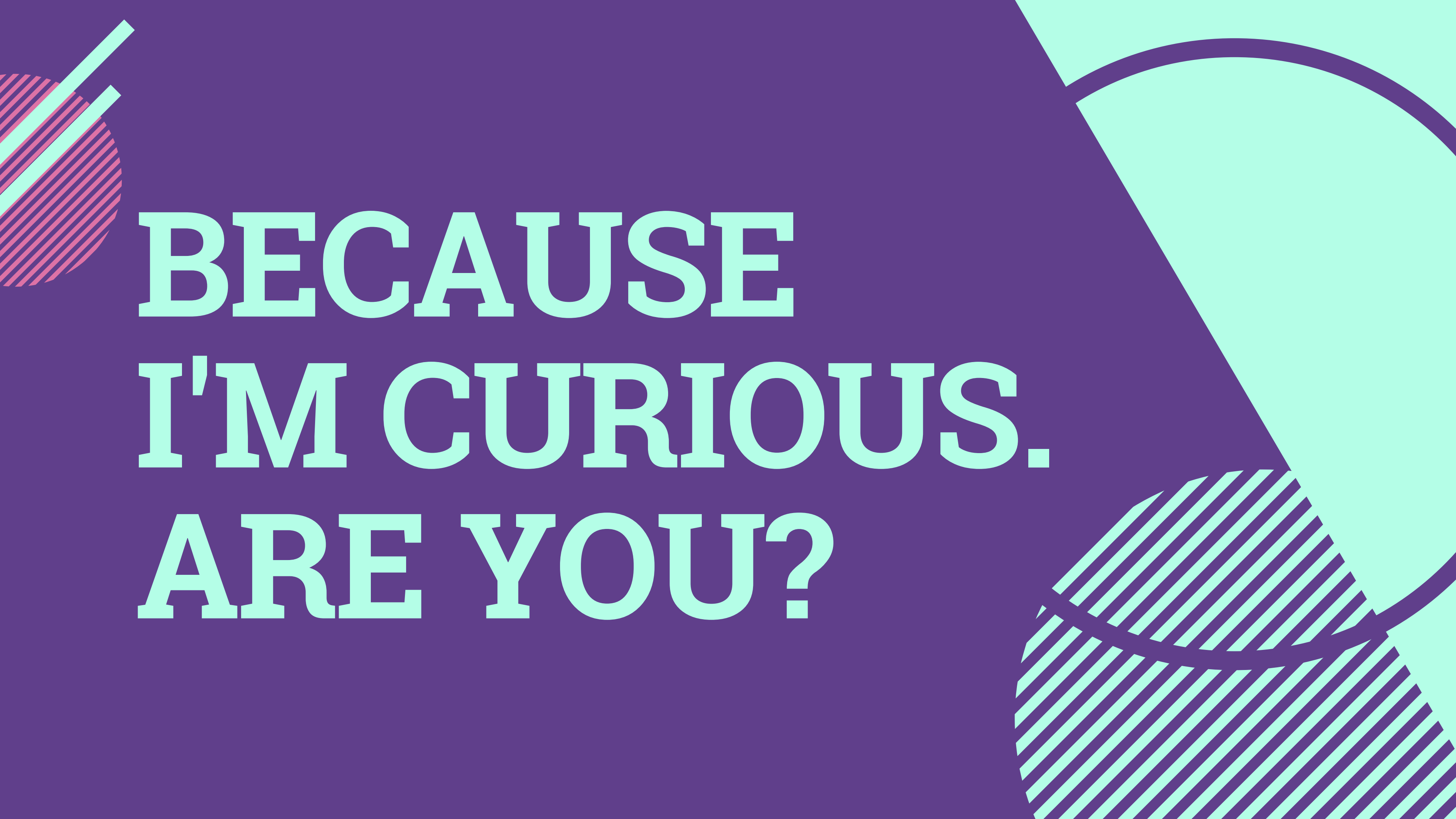


**+**

# My Timeline

Autocad  
Revit  
Indesign  
UX/UI  
PremierePro  
E-Commerce  
Illustrator  
Designer  
Photshop  
Graphic  
Leadership  
E-commerce  
Problem Solving  
SocialMedia  
Education  
Responsibility  
Sustainability  
Carpentry  
Contentsquare  
Merchandising  
Cost-consciousness  
Adobe  
Cms  
3D  
Interior  
Art

**+**  
**My  
Cloud  
of Skills  
and  
Competencies**



BECAUSE  
I'M CURIOUS.  
ARE YOU?

# AGENDA

## PERSONAL PROJECTS

COUNTRY ONLINE MERCHANDISING (UX/UI)

**IKEA.IT**

COUNTRY GRAPHIC COMMUNICATION

**IKEA HQ**

GRAPHIC COMMUNICATION SPECIALIST

**IKEA PISA/CATANIA**

VISUAL MERCHANDISING SPECIALIST

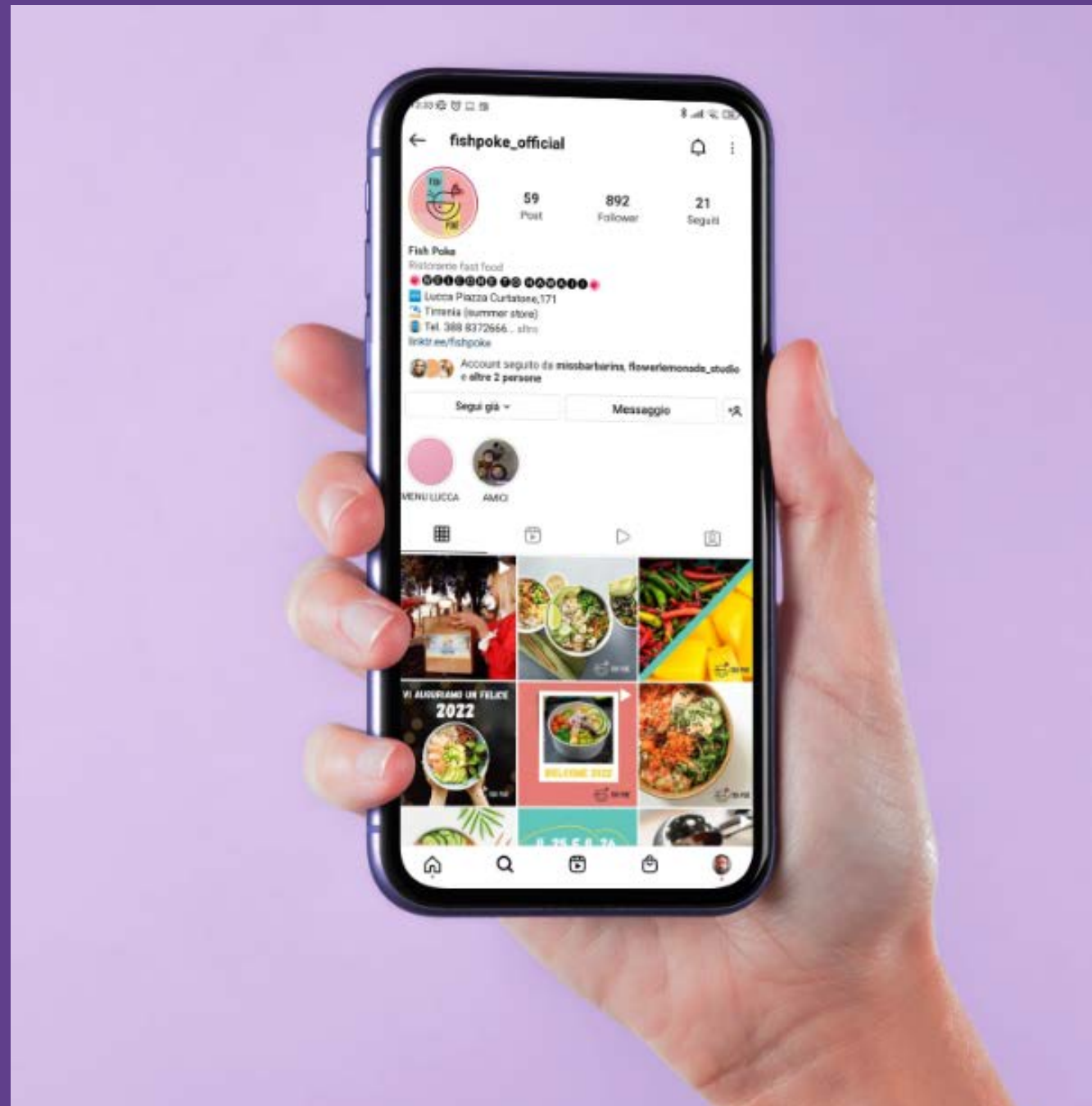
**IKEA PISA**



# Fish Poke

## SOCIAL MEDIA MARKETING

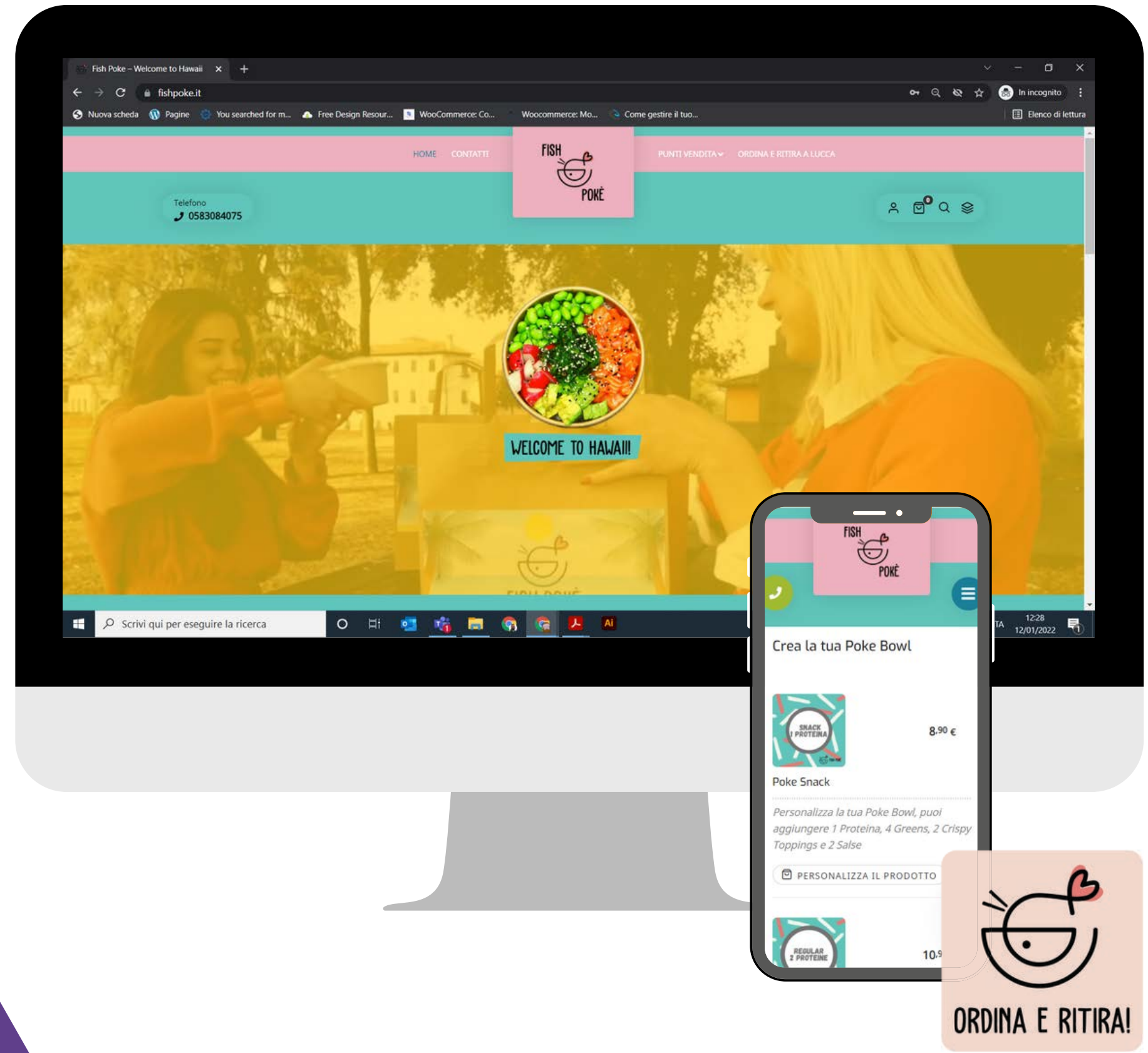
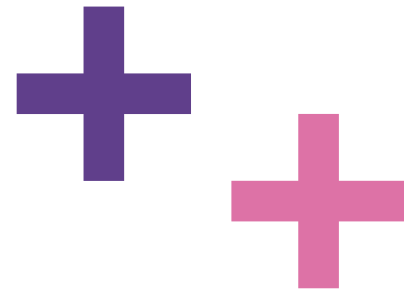
managing social networks  
and creating marketing  
campaigns



# Fish Poke

## Website with Pickup tool

Url: [fishpoke.it](https://fishpoke.it)  
[instagram.com/fishpoke\\_official](https://www.instagram.com/fishpoke_official)  
[facebook.com/fishpoke.official](https://www.facebook.com/fishpoke.official)



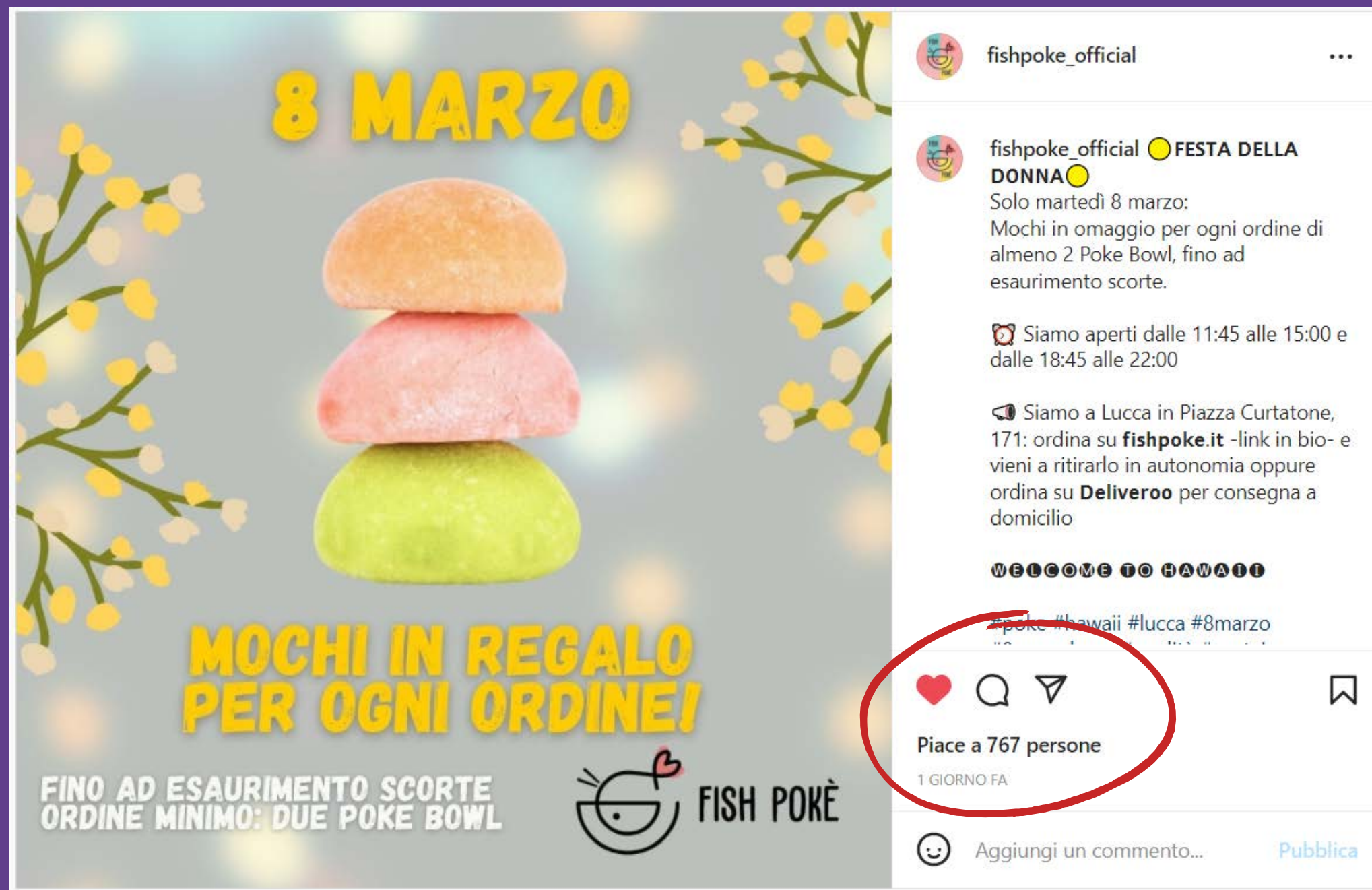


# Fish Poke

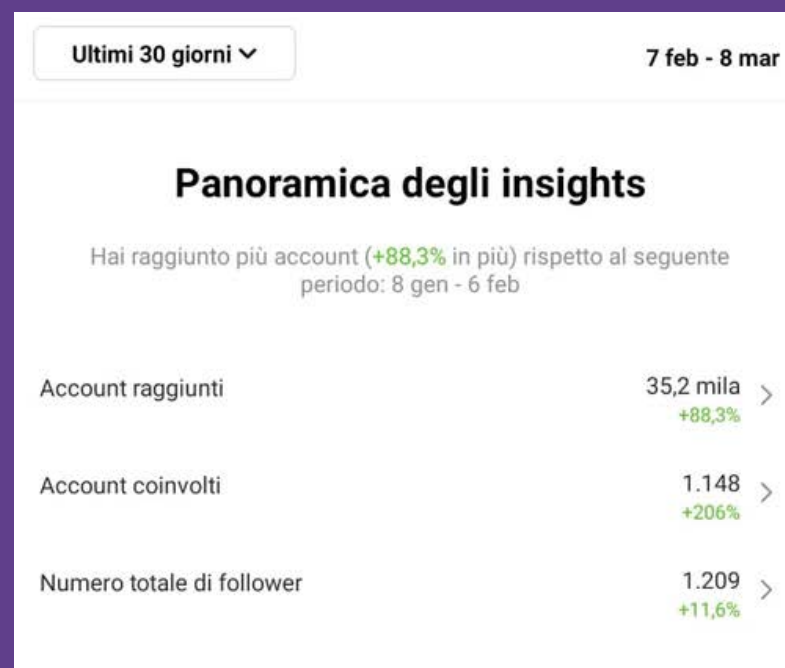
## ANALYSIS

- 1) Best post: 767 organic likes in one day
- 2) Instagram Insights: always positive with continued growth since launch.
- 3) Pickup tool, almost 1000 customers in the first 2 month since launch

1)



2)



3)





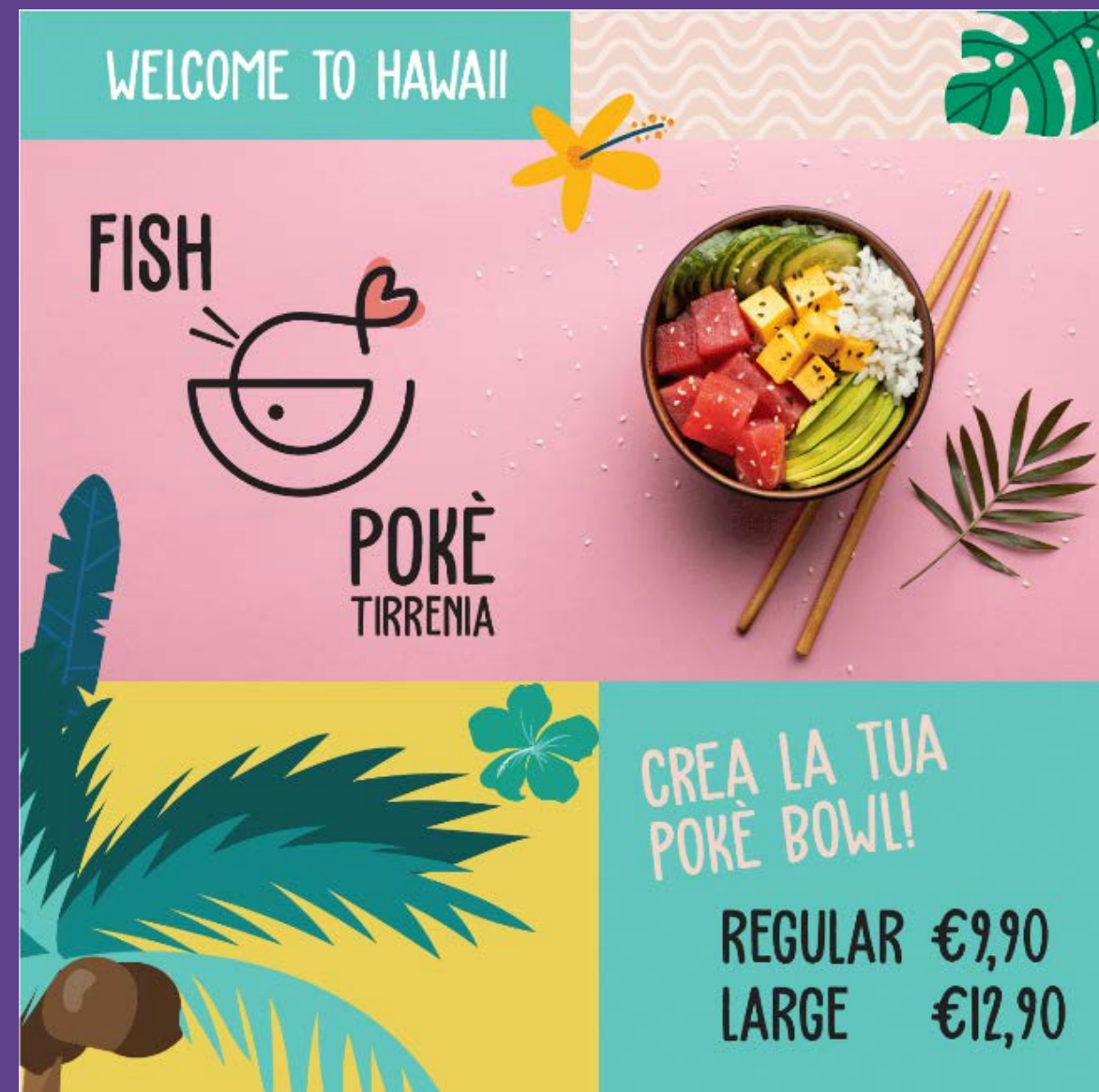
# Fish Poke

## 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.

Revenue of Lucca Store:  
about 100k€/month





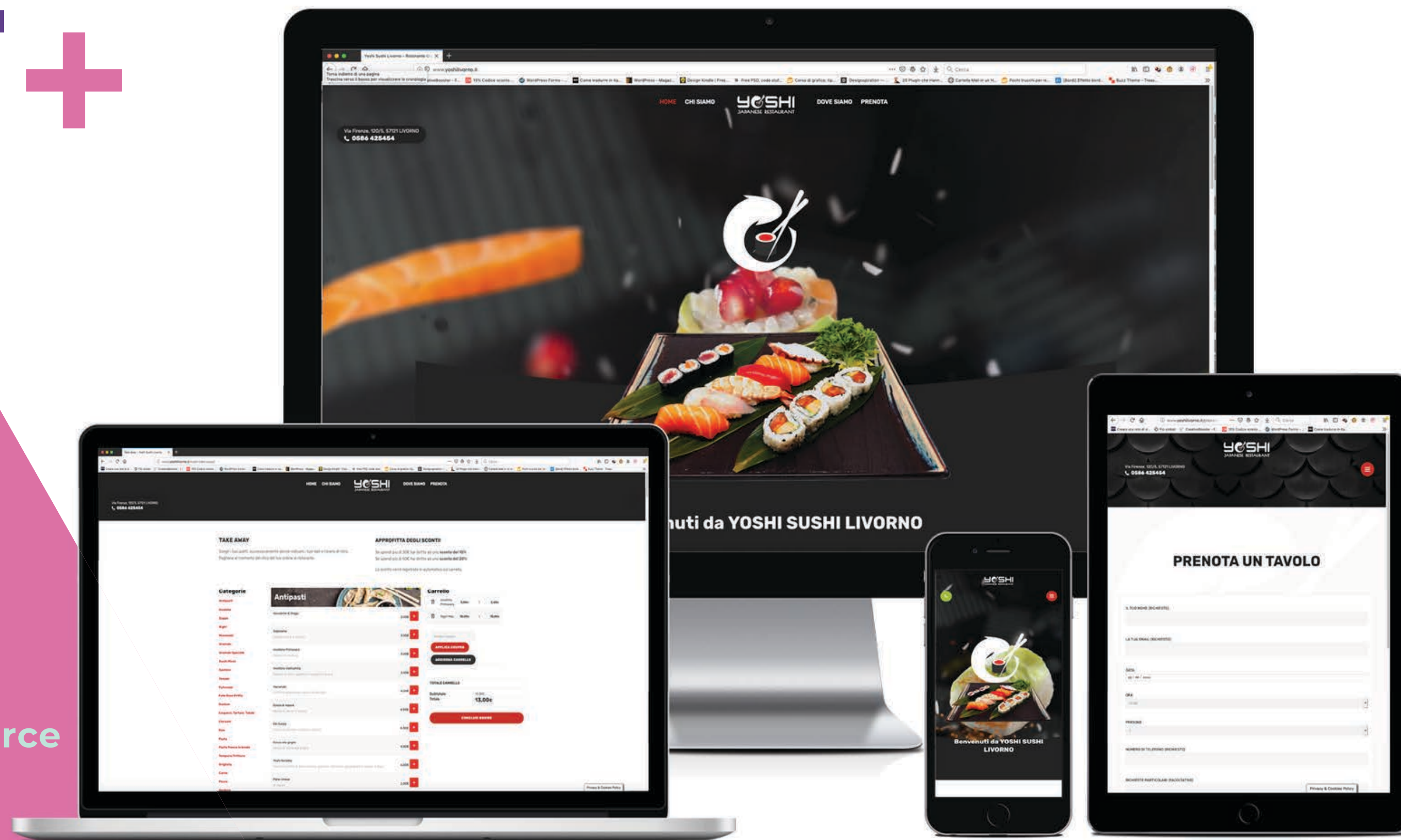
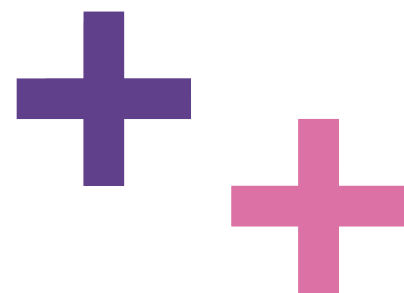
# Yoshi Sushi

## WEB

Website with E-commerce  
and Reservation tools

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

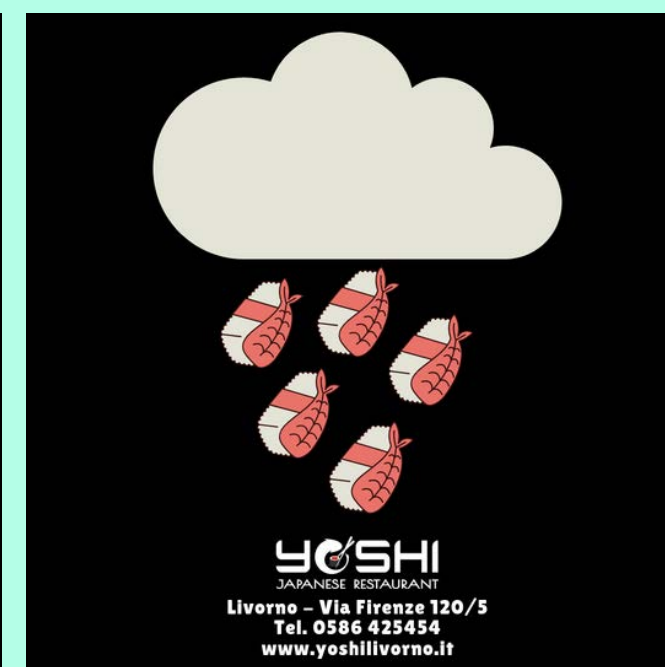
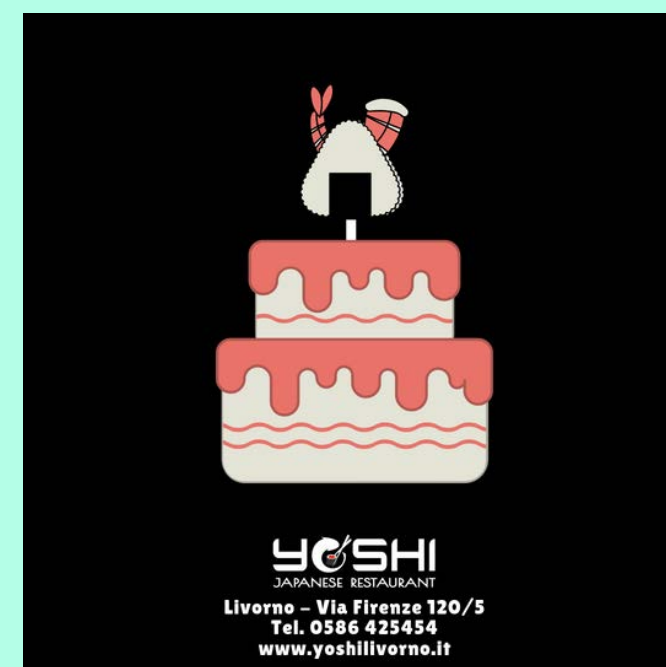
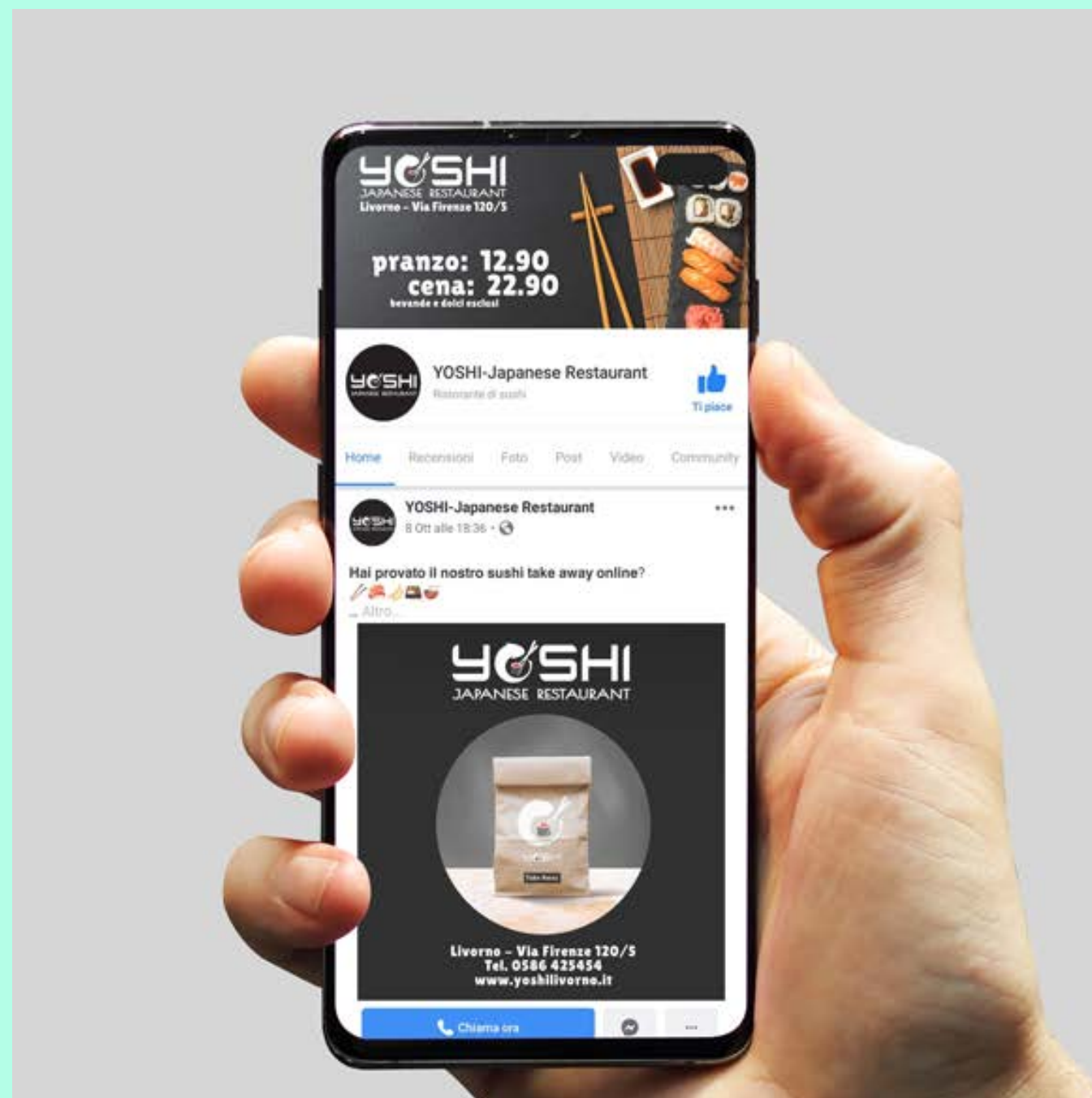
Facebook: [facebook.com/YoshiLivorno](https://facebook.com/YoshiLivorno)



# Yoshi Sushi

## SOCIAL MEDIA MARKETING

managing social networks  
and creating marketing  
campaigns

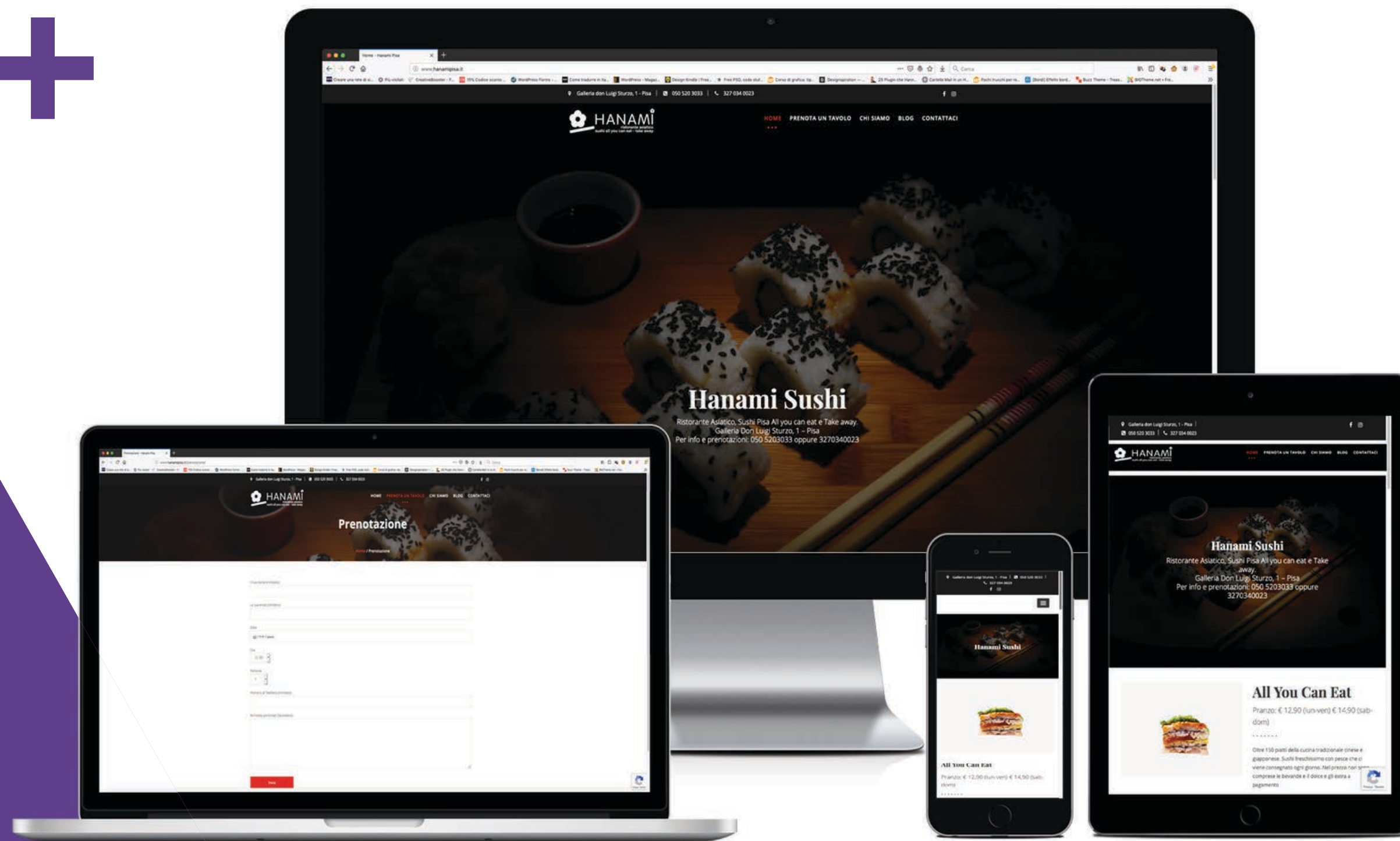
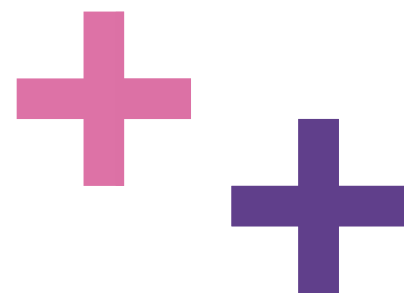




# Hanami Sushi

WEB

Website with Reservation tool  
Url: [hanamipisa.it](http://hanamipisa.it)

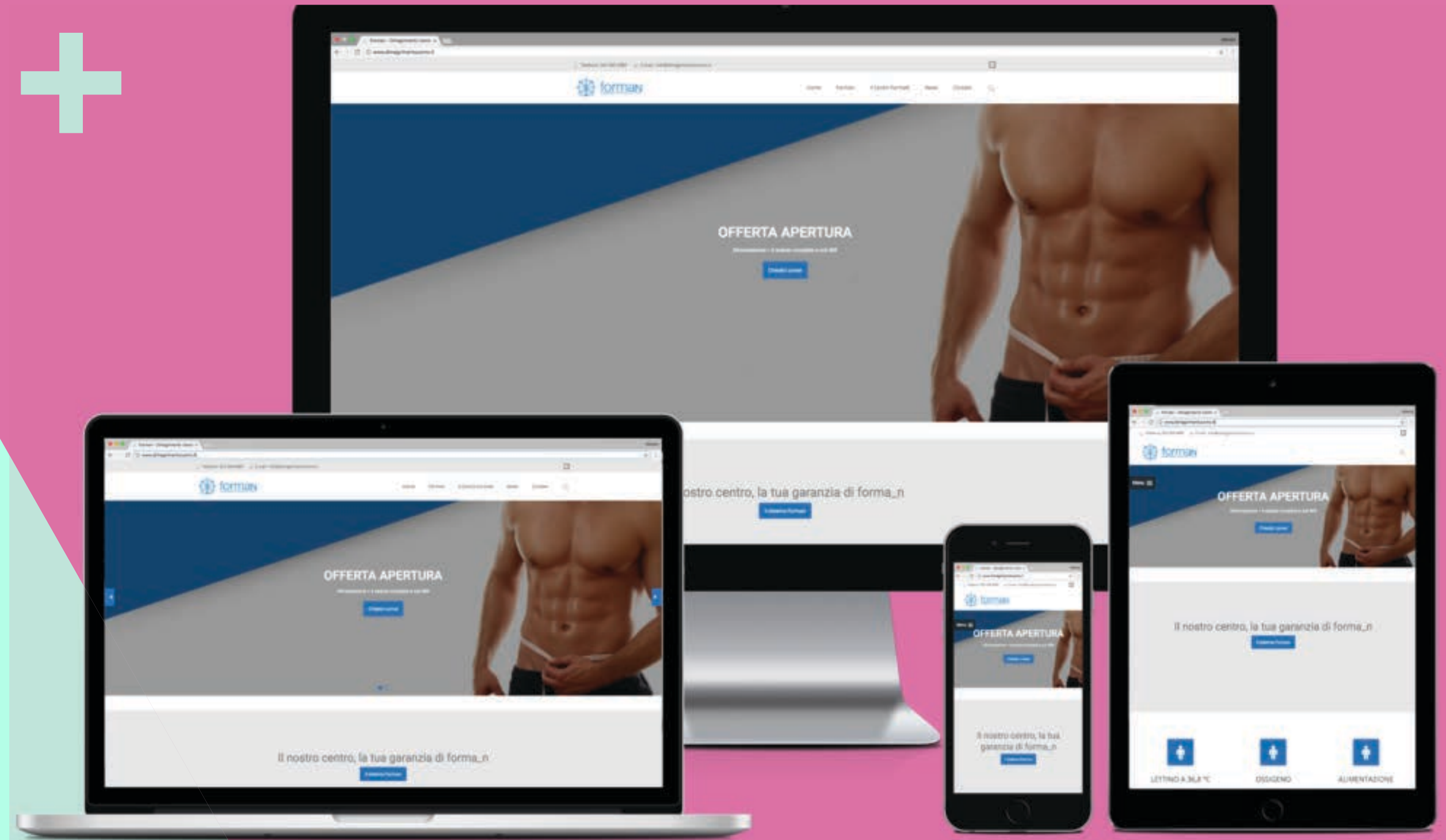


# Forman

## WEB MARKETING

Website - Web Marketing - SEO

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

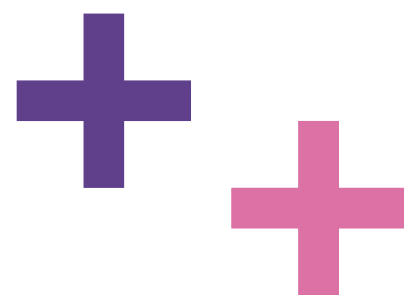


# Ospedale Veterinario Da Vinci

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

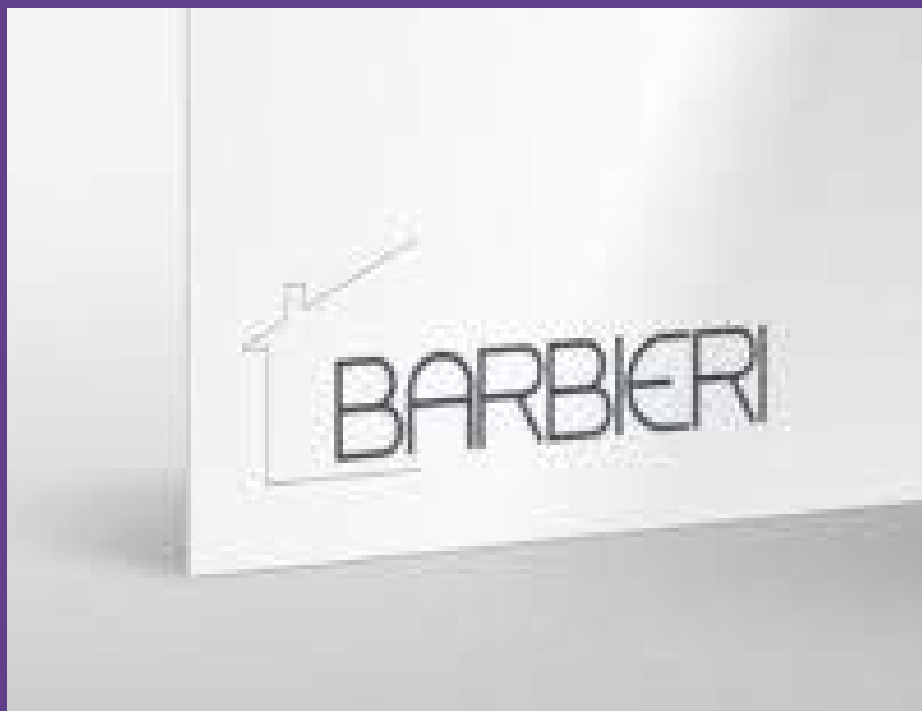
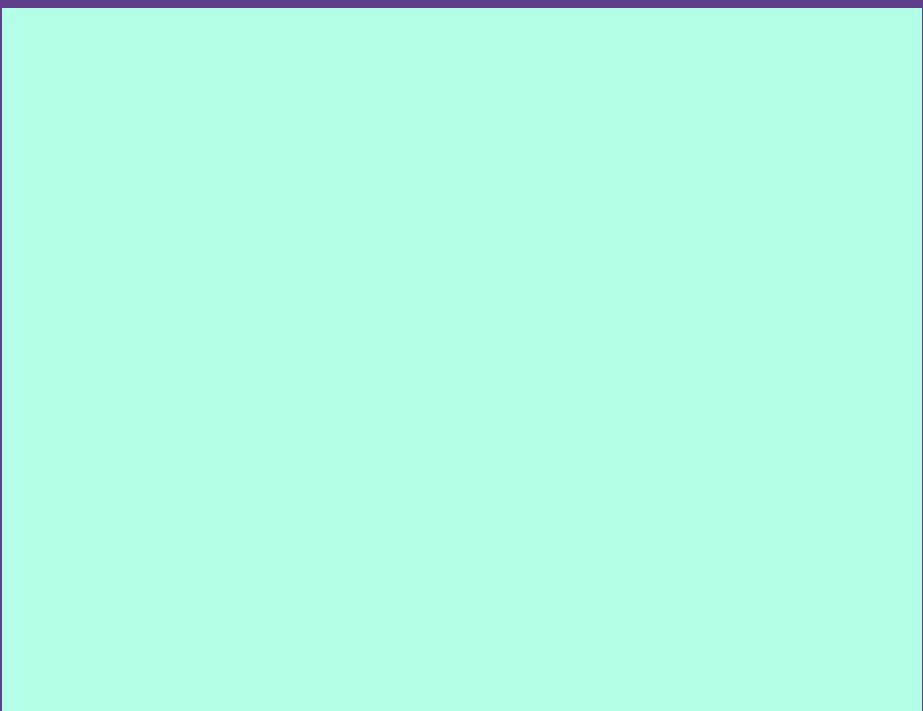
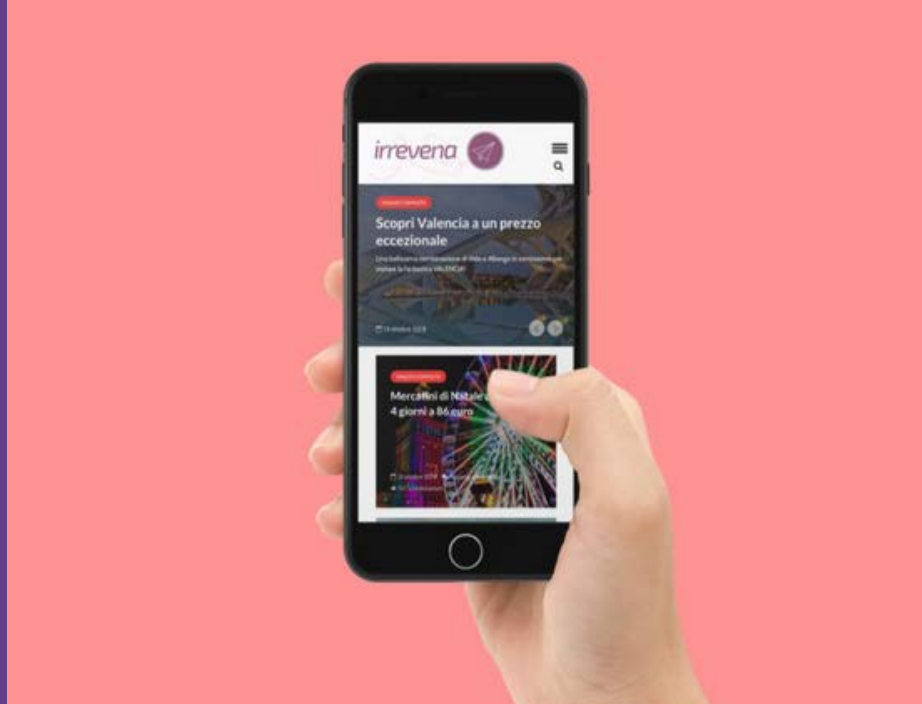
## TICKETS

Match tickets design

## AMARANTO MAGAZINE

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

# Logo design Brand identity Web design

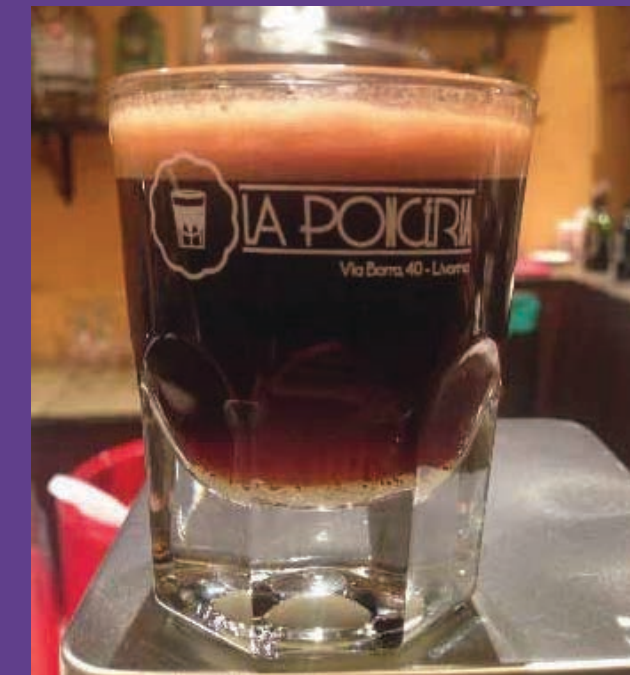




# La Ponceria

## 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







# IKEA.it

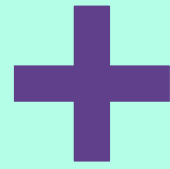
## COUNTRY ONLINE MERCHANDISING (UX/UI)

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).

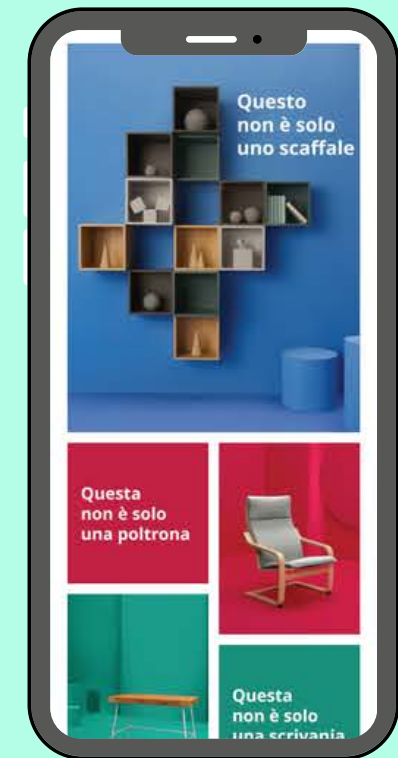
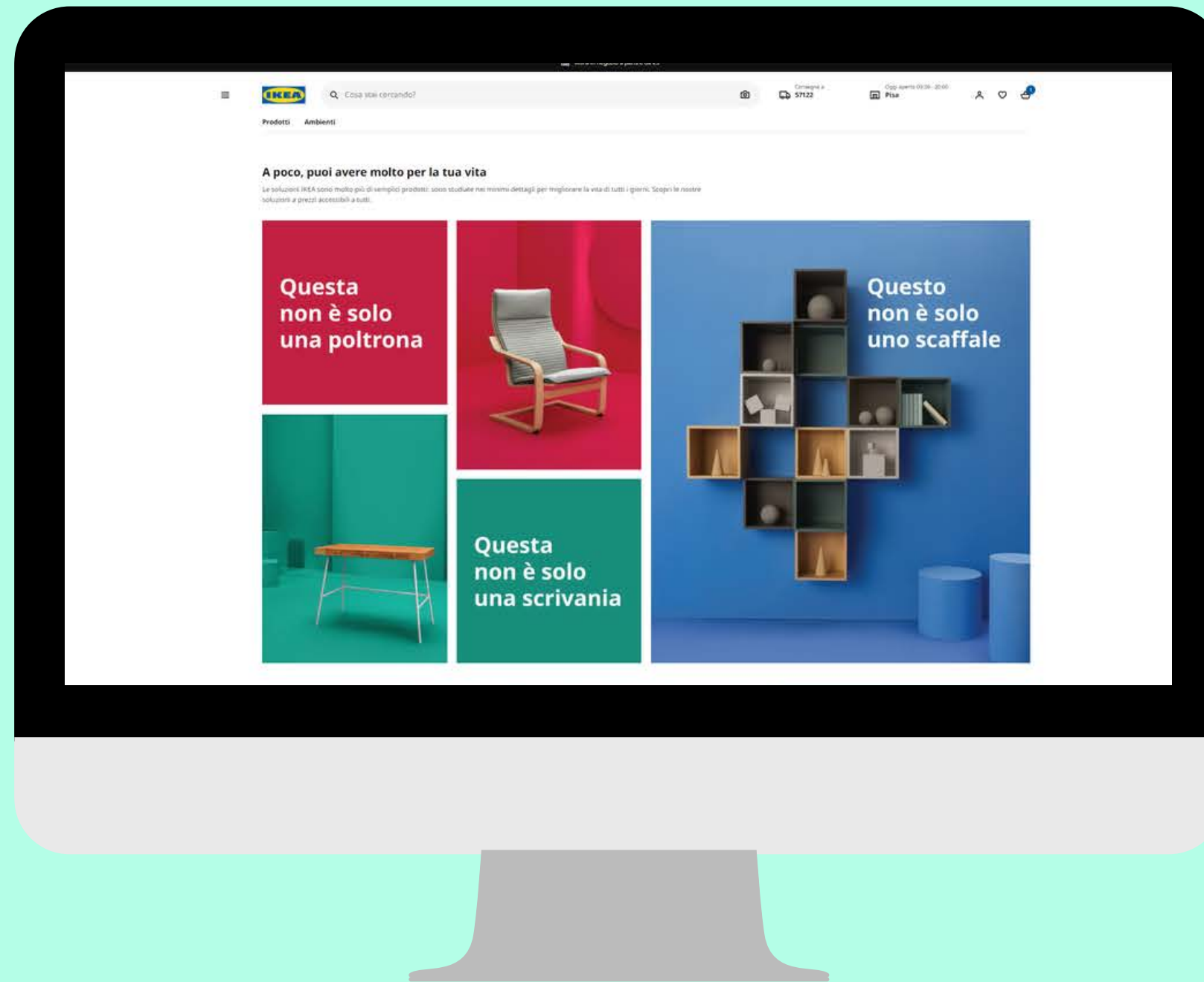
Actively contribute to attract and convert more consumers to customers and encourage existing customers to shop more frequently and in larger volumes by leveraging the home furnishing competence and digital skills.

IKEA  
COUNTRY ONLINE  
MERCHANDISING



Home page layout and  
analysis (every 2 weeks)  
<https://www.IKEA.it>

UX/UI



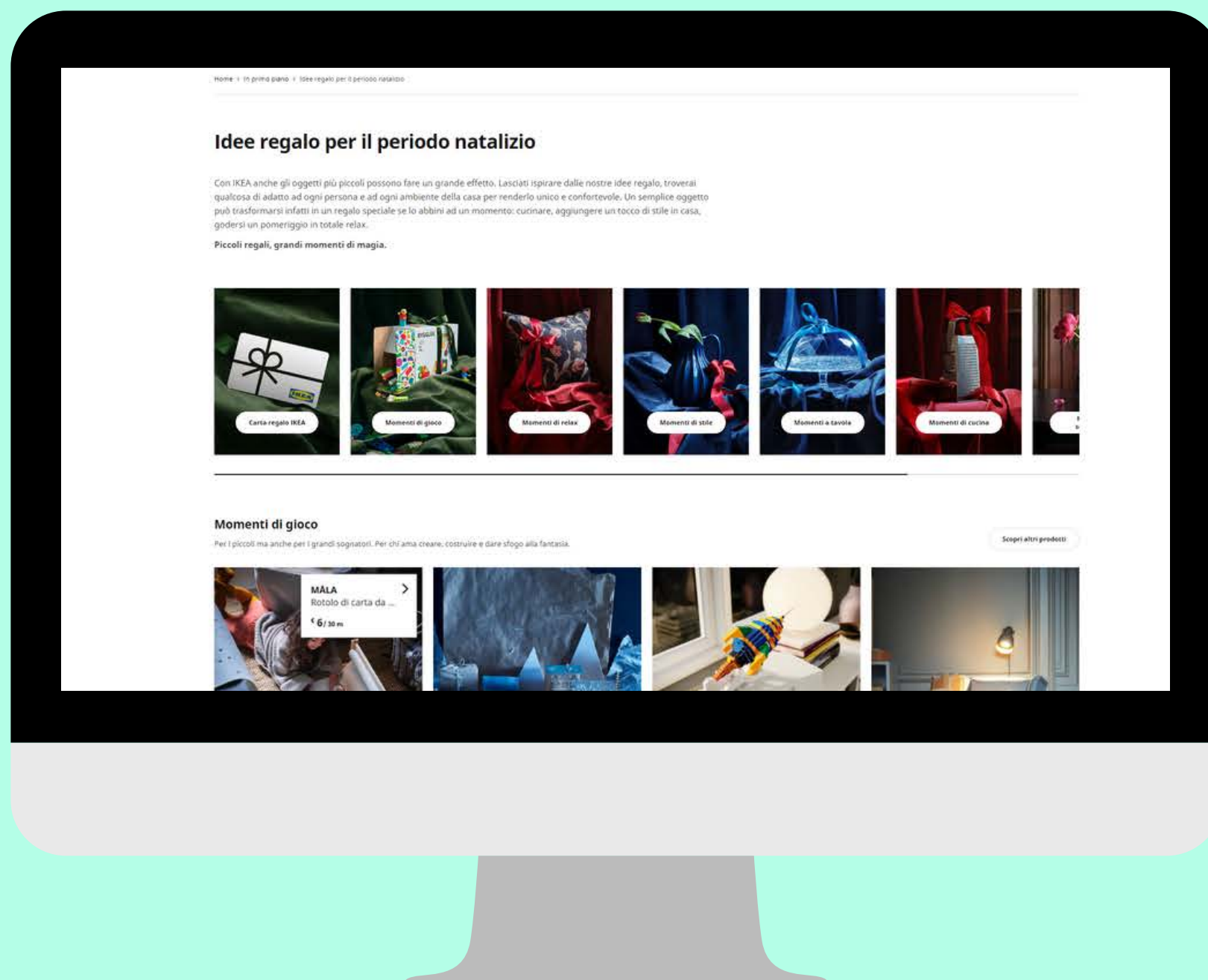


IKEA  
COUNTRY ONLINE  
MERCHANDISING



IKEA.it christmas  
campaign

UX/UI



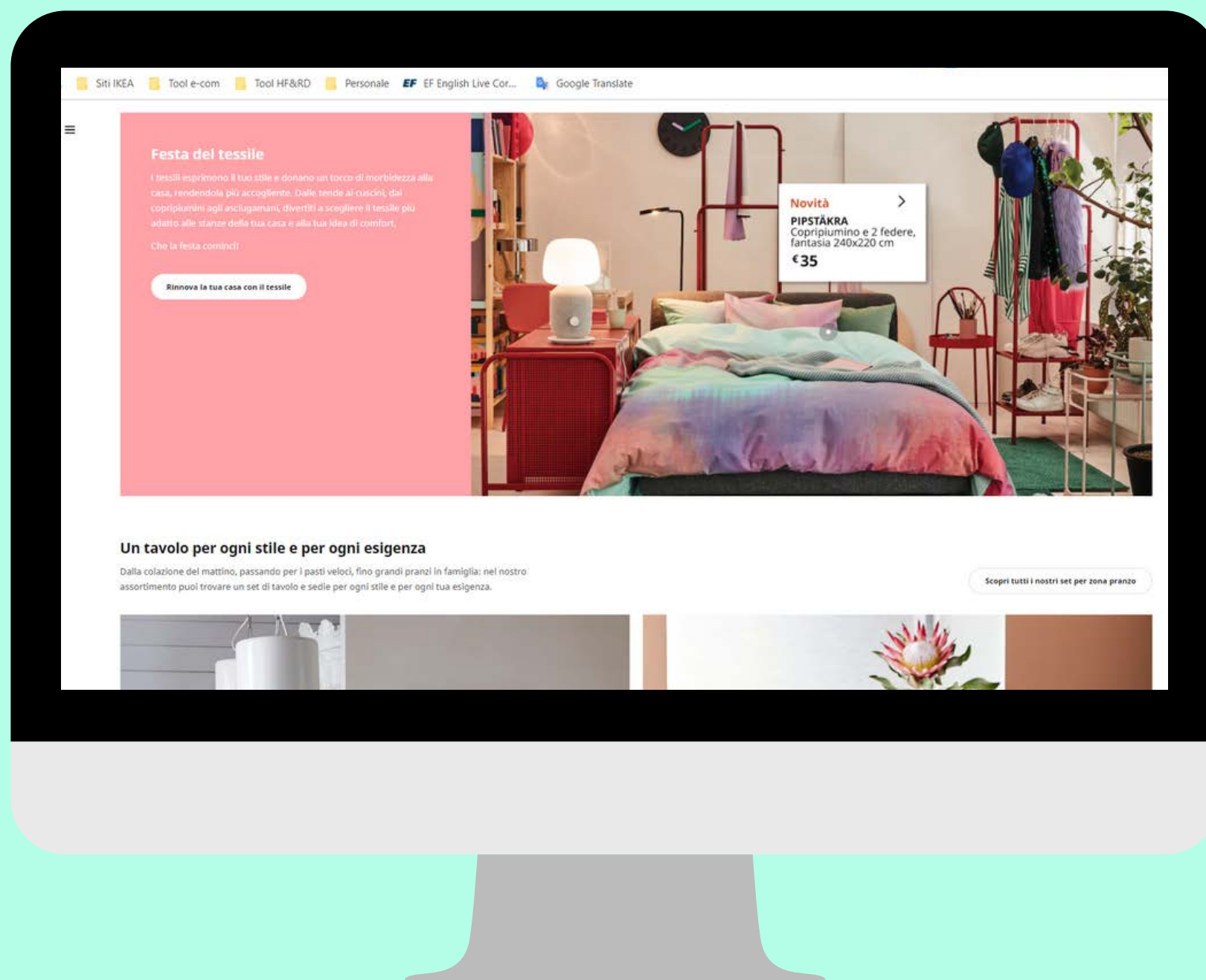
<https://www.ikea.com/it/it/campaigns/idee-regalo-per-natale-pubbc9d1d5c0>

**IKEA**  
COUNTRY ONLINE  
MERCHANDISING



Festa del tessile  
in IKEA.it

**UX/UI**



<https://www.ikea.com/it/it/cat/tessili-tl001>

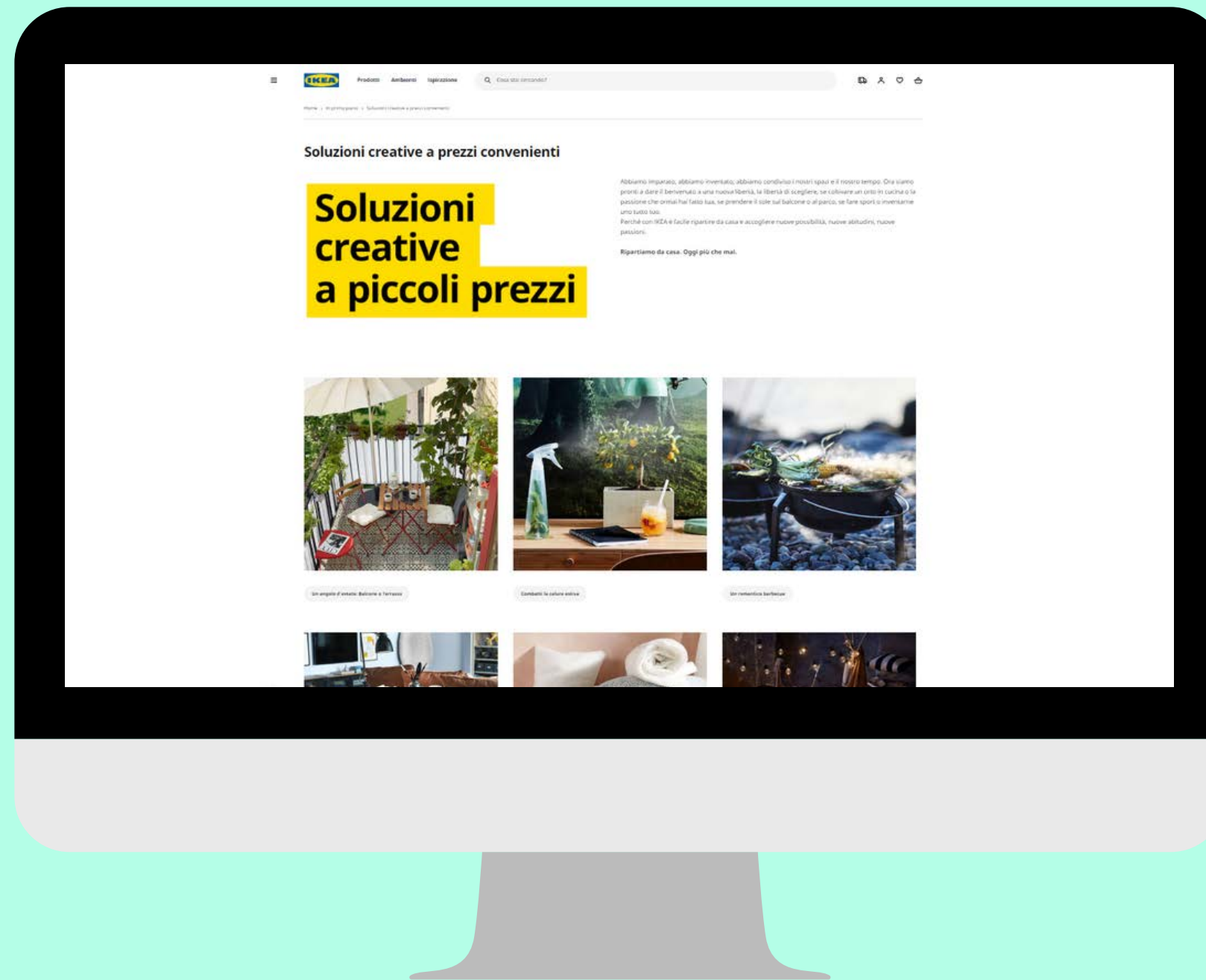


**IKEA**  
COUNTRY ONLINE  
MERCHANDISING



IKEA.it affordable  
solutions inspiration  
and merchandising

**UX/UI**



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



# IKEA

## COUNTRY 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.

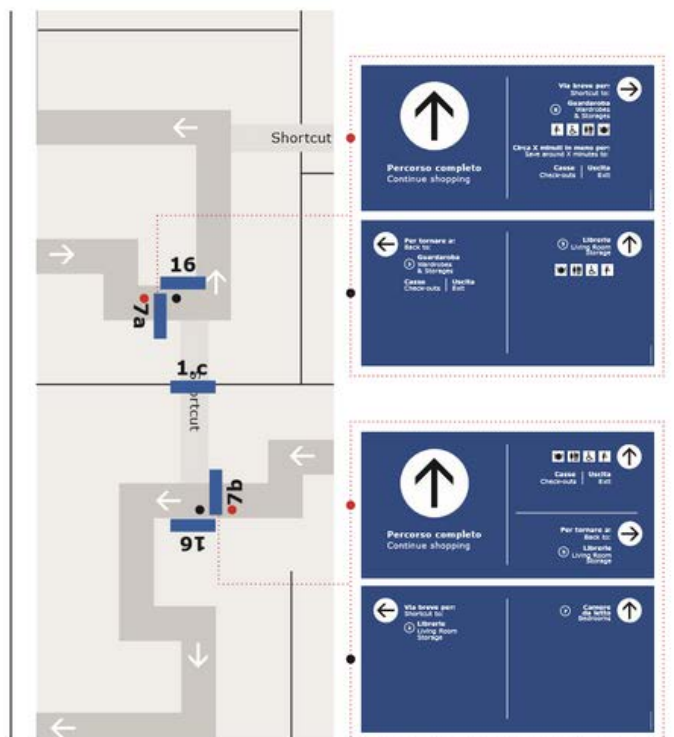
Place the directional sign, shortcut adjacent to the route locator sign. That way, the customer can see the destinations of the shortcut, the natural way and their exact location in the store.

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.



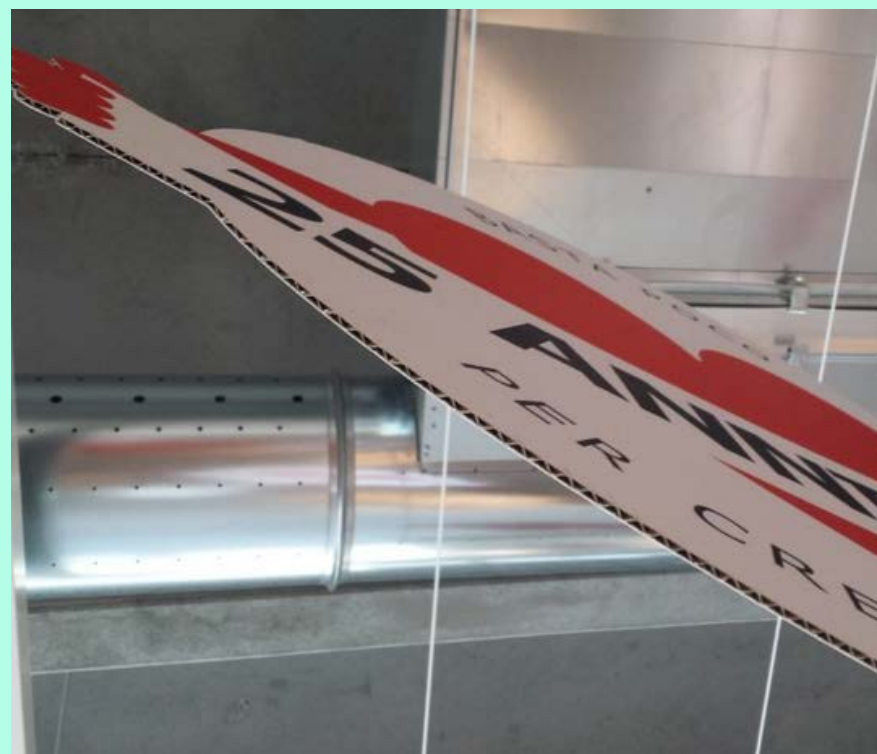


# IKEA

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





# I'm Alessio

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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.

Autorizzo il trattamento dei miei dati personali ai sensi dell'art. 13 d. lgs. 30 giugno 2003 n°196 – “Codice in materia di protezione dei dati personali” e dell'art. 6\* e 13 GDPR 679/16 – “Regolamento europeo sulla protezione dei dati personali”

## Alessio Angeli



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