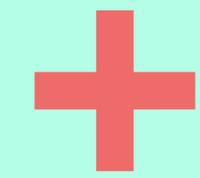
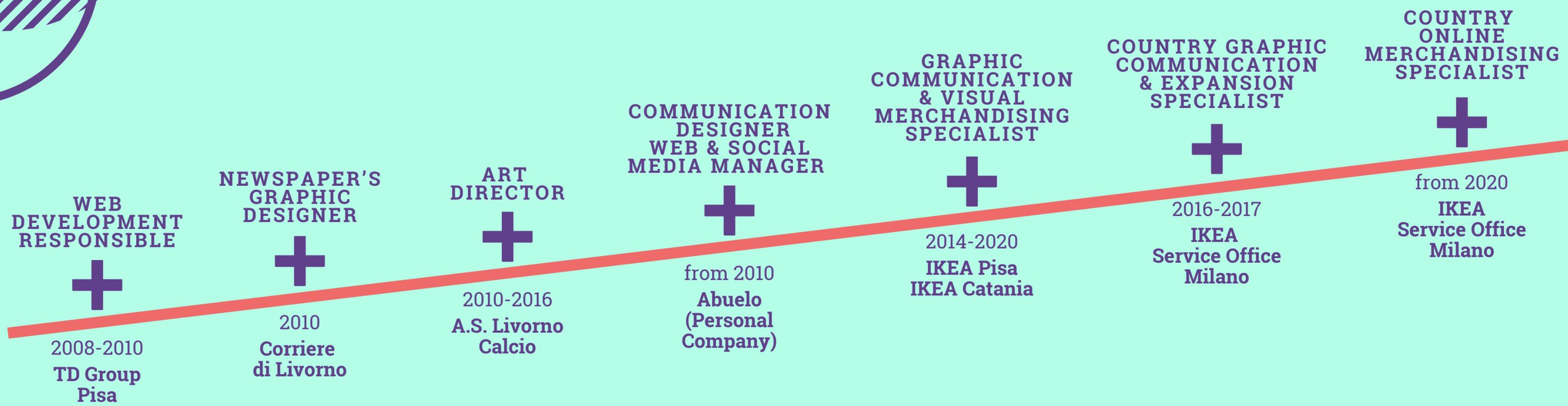
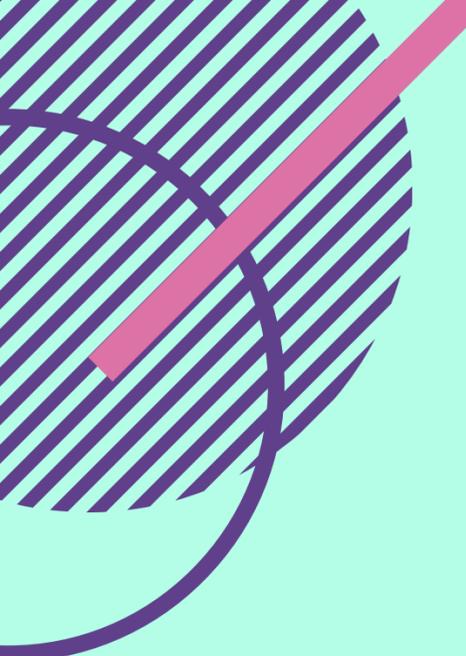




MY PORTFOLIO

ALESSIO ANGELI

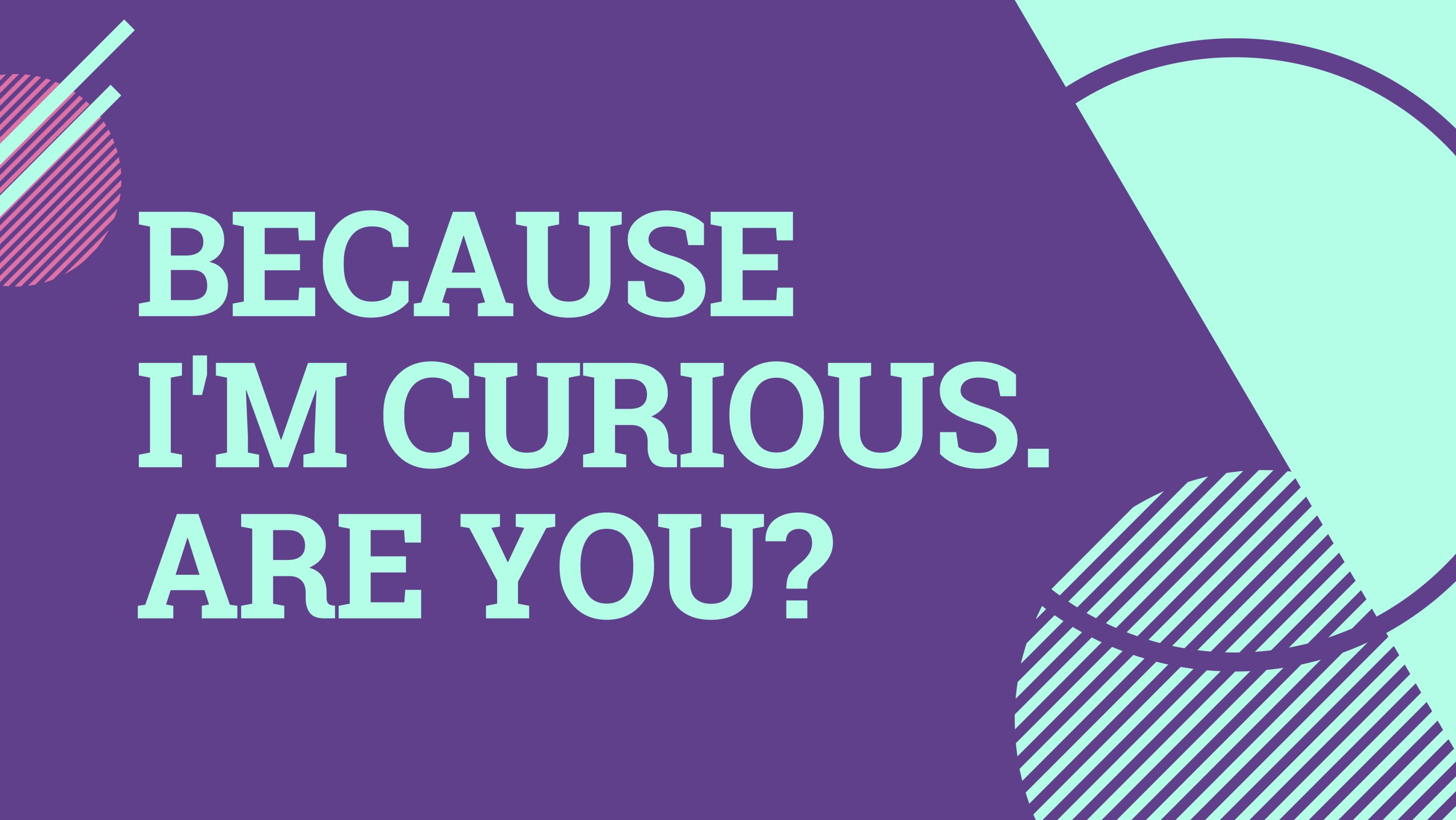


My Timeline

Merchandising
Photoshop
Indesign
Sustainability
Problem Solving
Social Media
Leadership
Omnichannel
Contentsquare
Illustrator
Graphic
Analytics
Communication
3D
Web
Autocad
Designer
E-commerce

+

**My
Cloud
of Skills
and
Competencies**



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



IKEA.it

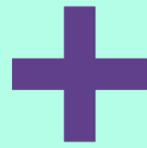
COUNTRY ONLINE MERCHANDISING (UX/UI)

MILANO - IKEA SERVICE OFFICE ITALY

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

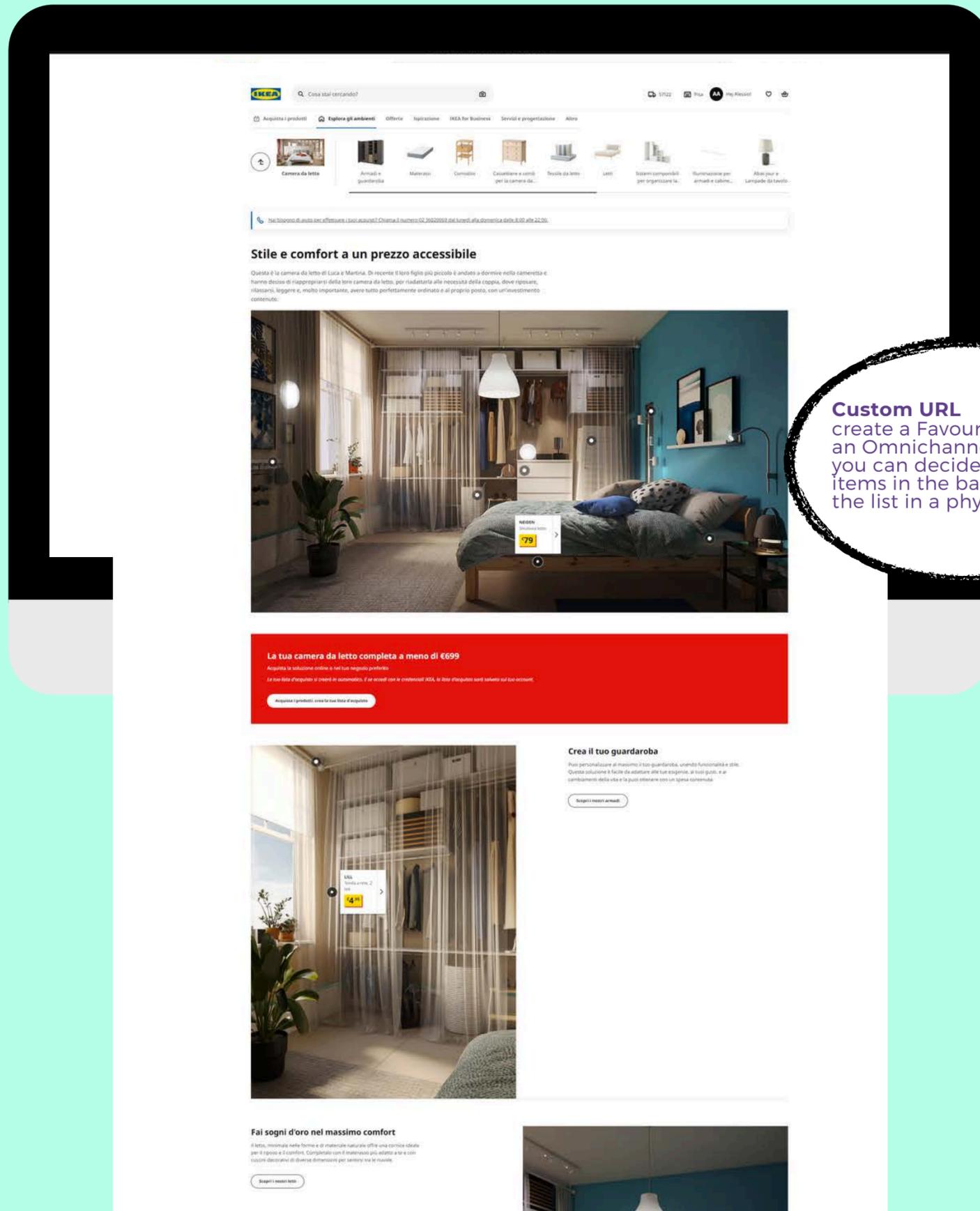


Complete low-price solutions

Affordability in IKEA.it + Mandatory: "It's mandatory to present and communicate at least one complete low-price solution for each area-of-the-home, in a room setting or vignette, in all IKEA customer meeting points."

In collaboration with Online Range Specialist CA Bedroom

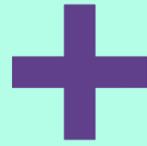
[IKEA.it](https://www.ikea.it)
[Document](#)



Custom URL
create a Favourite List and, in an Omnichannel approach, you can decide to put all items in the basket or used the list in a physical CMP.



IKEA COUNTRY ONLINE MERCHANDISING



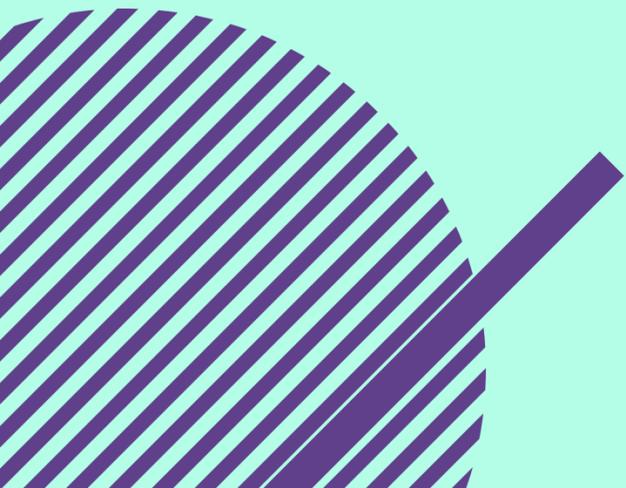
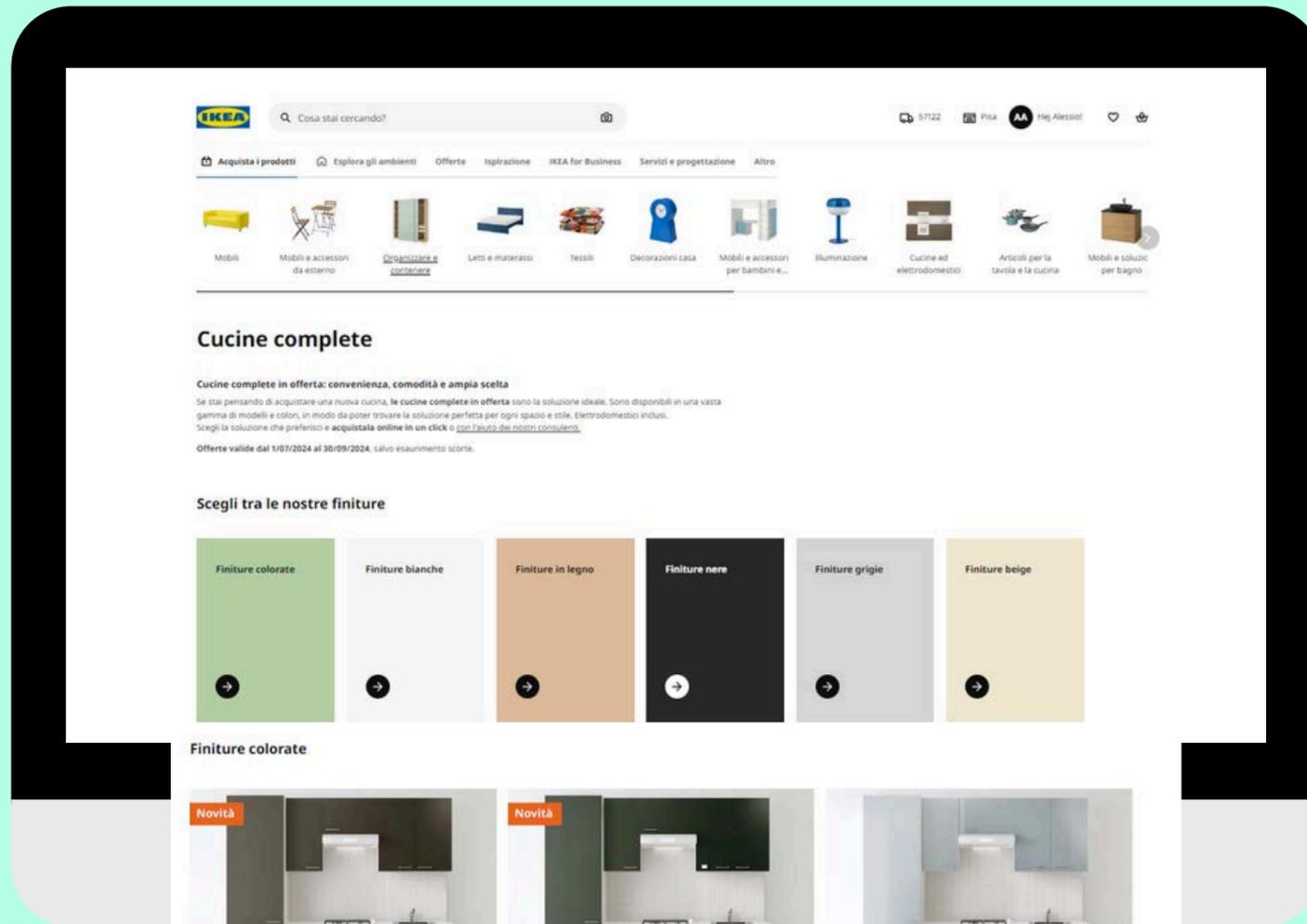
Complete Kitchens
Based on Online
Customer & Consumer
Insights, Sales
performances and
competitor analysis

In collaboration with
Online Range Specialist
CA Kitchen

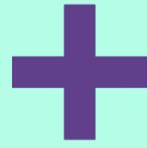
[IKEA.it](https://www.ikea.it)



[Document](#)



IKEA COUNTRY ONLINE MERCHANDISING



Ideas - Inspiration Hub

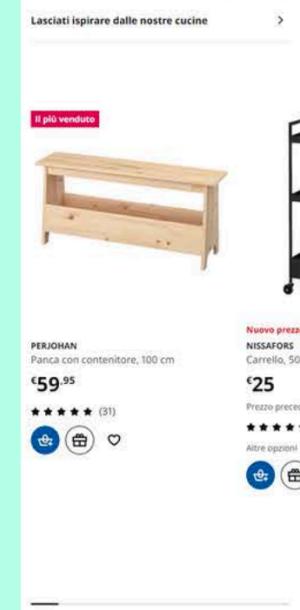
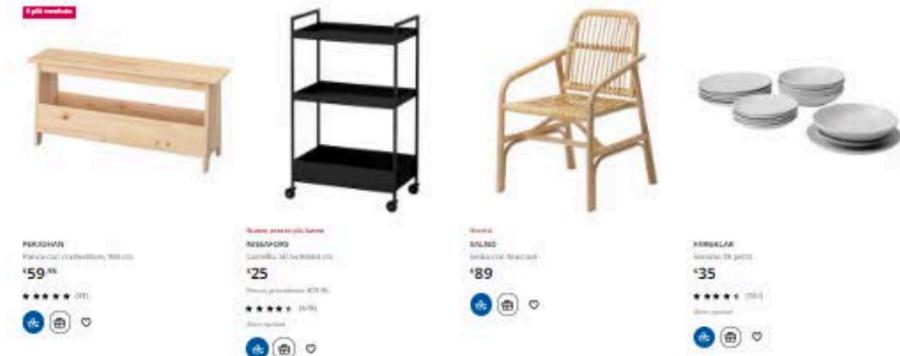
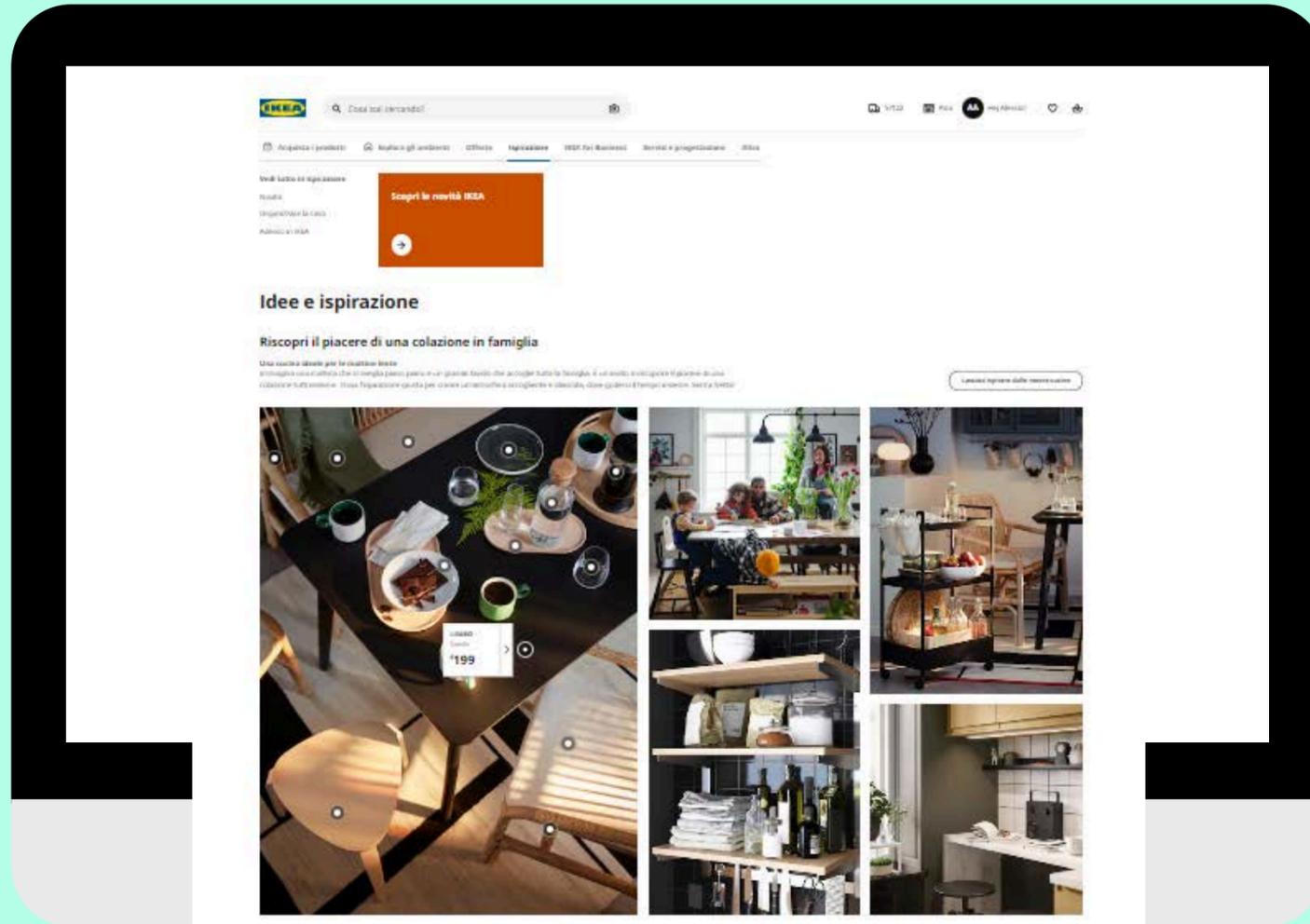
Express IKEA HF

Knowledge with local and global content based on Launch e Market relevances. In collaboration with Interior Designers and Marketing

[IKEA.it](https://www.ikea.it)

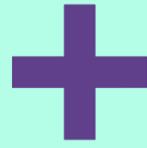


[Document](#)



IKEA

COUNTRY ONLINE
MERCHANDISING

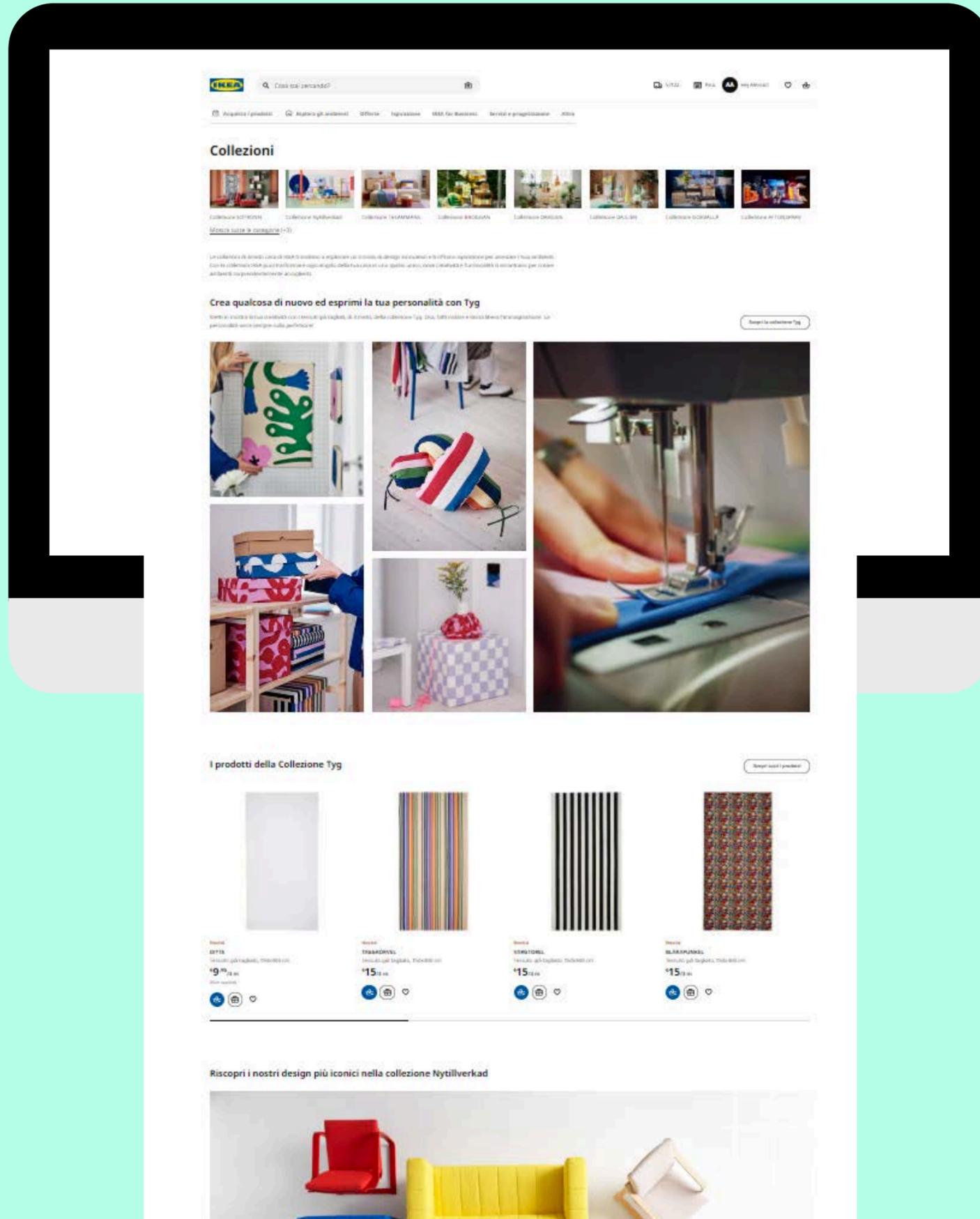


Collections Page

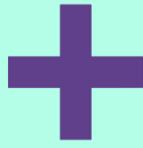
Continuously attracts new customers and gives all customers new and surprising impressions and reasons to return to IKEA more often.

In collaboration with Online Planning Specialist

[IKEA.it](https://www.ikea.it)



IKEA COUNTRY ONLINE MERCHANDISING



E-commerce Concept Review - June 2024

Proud of...
the team
the result
the summary

Review Summary Table

	# Questions	OK		At Risk		Not OK	
		Quantity	Points	Quantity	Points	Quantity	Points
Affordability	5	3	0	1	-1	1	-2
IKEA Brand experience	8	8	0	0	0	0	0
IKEA Home furnishing experience	4	4	0	0	0	0	0
IKEA Product experience	6	4	0	1	-1	1	-2
IKEA Shopping experience	5	5	0	0	0	0	0
Totals	28	24	0	2	-2	2	-4

Executive summary

Important to highlight. This is clearly the 'best' implementation of the IKEA Concept as described for an IKEA website so far, with only few areas in need of further development. For this the website team in IKEA Italy should be applauded for their continued efforts in implementing and maintaining a high-quality IKEA customer meeting point.

This IKEA Concept review for the IKEA website in Italy is the sixth official website review and the first instance where range allocation is considered in the overall assessment. Scoring twenty-two (22) points out of a possible twenty-eight (28) points meaning an overall result of yellow/at risk for this type of customer meeting point.

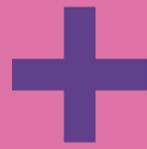
In this review, we continued to apply the IKEA Concept review methodology using the digital review tool created for the IKEA franchise portal to enable consistent measurement and collection of assessment data, enabling captured information to be provided as official feedback to key stakeholders and more importantly, those responsible for different parts of the customer meeting point.

Further, this review of the IKEA website was connected to the IKEA Concept review in a market context, carried out across the Milan market in week 24, 2024, where all physical customer meeting points were also reviewed, together with the IKEA website. A separate report on this is available.

Unlike physical customer meeting point reviews, we invited the website team for IKEA Italy to participate in the review of the IKEA.com.it website to provide the best learning and development for the team as the IKEA Concept review is a new experience for this meeting point. A special thanks to Stefano and the team for all the good discussions.

We see many good alignments and some positive developments on the website during this review. The performance of the website was at a good level, including site speed and no broken links. How we communicate relevant services and/or planning tools in connection the product range was at a good level of alignment and consistency, and we found some positive attempts to show complete low-price solutions and open the wallet, however not yet fully aligned to the complete guideline.

In addition, potential exists in how we present and communicate our price and quality levels and the overall allocated range matching the IKEA pricing house and style groups guidelines. For these mandatories it is important to note that the main responsibility does not sit directly with the team, rather range sits with core business range and this report serves as official feedback to that area of responsibility. Price and quality levels is a shared responsibility though the main responsibility sits in global digital teams to develop and provide a clear way to show our price and quality levels to quickly and effectively allow the customers to match their respective wallet sizes.



IKEA

COUNTRY GRAPHIC COMMUNICATION & VM

MILANO - IKEA HQ/PISS/ANCONA/CATANIA

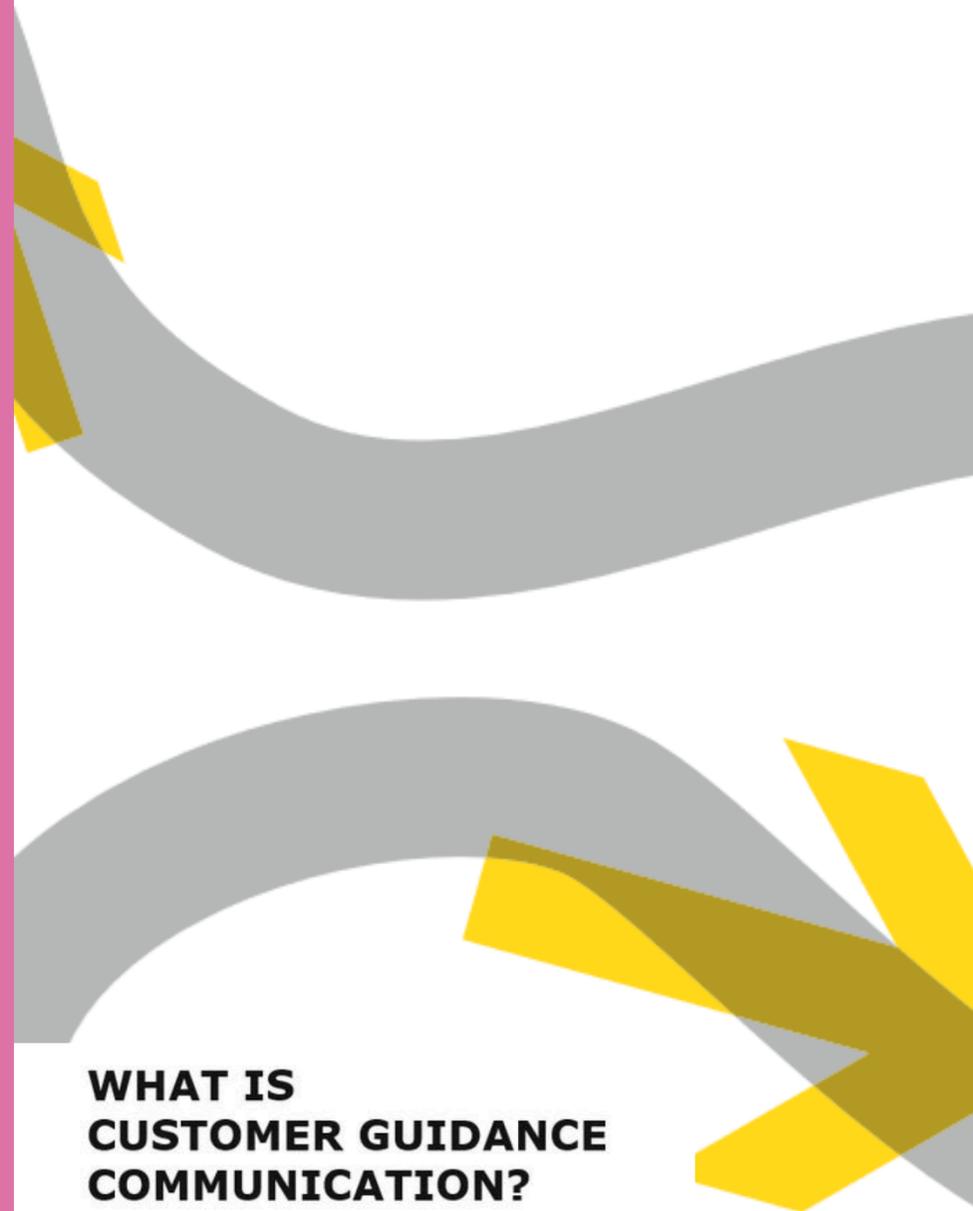
Responsible to design both the physical and digital graphical concept of the design solutions to inform, inspire and capture the interest of the many for new customer meeting points and major rebuilds based on our most recent home furnishing and merchandising solutions.

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?

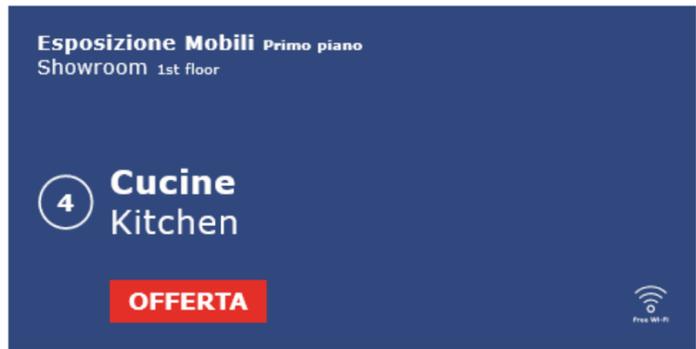
Customer guidance is a system of signs that supports the store layout and the visual navigation that helps customers find their way around the IKEA site, inside and outside.

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.



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.

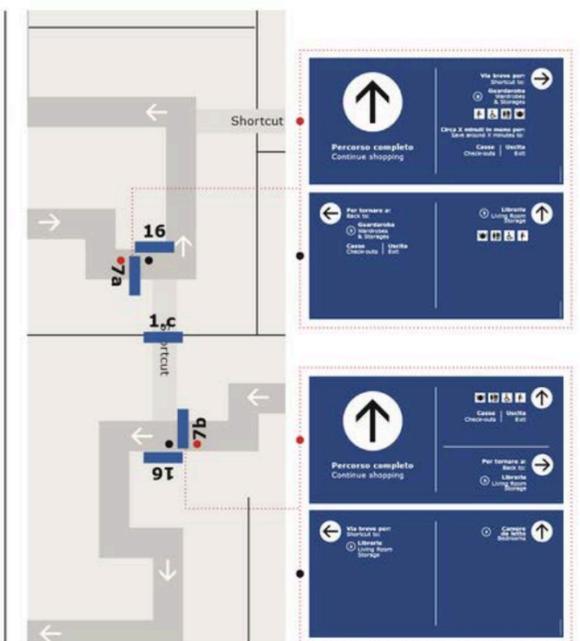
Place the directional sign, shortcut adjacent to the route locator sign. That way, the customer can see the destinations of the shortcut, the natural way and their exact location in the store.

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
communicaton is the
Home furnishing
solution link to the IKEA
website. Planning.



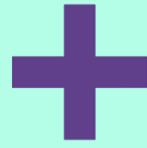
**Personalizza le pareti!
scannerizza il QR code e scopri
Come appendere quadri e cornici.**



#ideeIKEA

IKEA

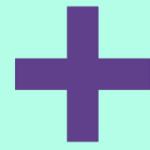
STORE GRAPHIC
COMMUNICATION



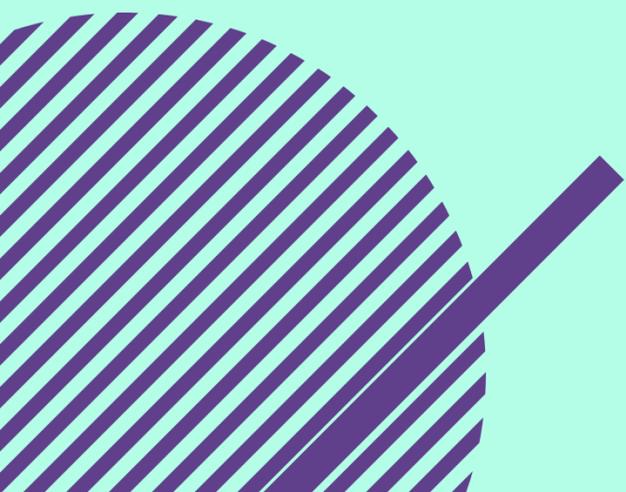
IKEA Catania store's
self service end podia.
Planning and
implementation.



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



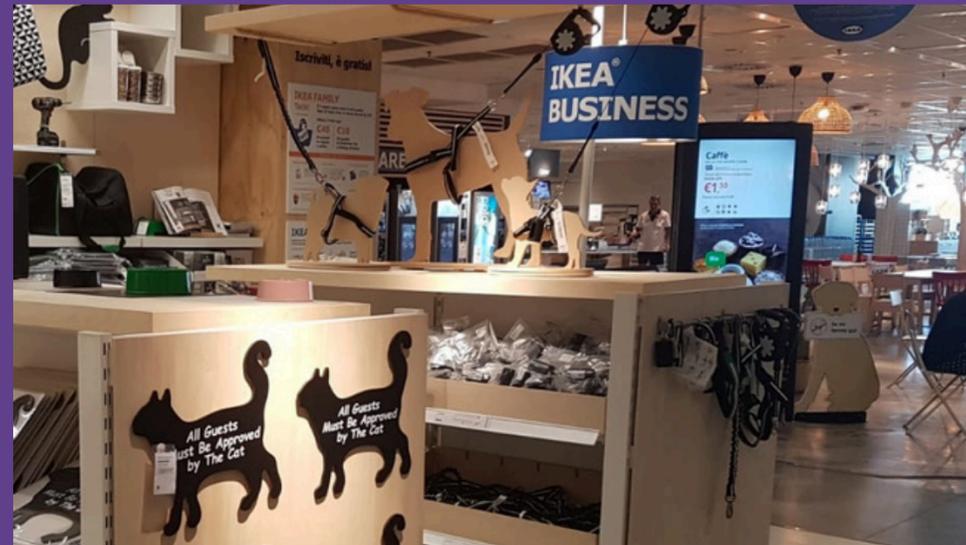
Planning of the areas
and creation of the video
animation and graphics
for Christmas medias.



IKEA VISUAL MERCHANDISING



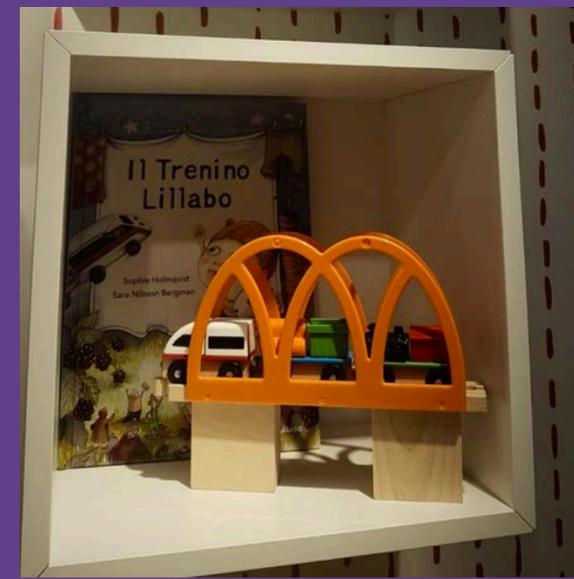
Planning of the area
and creation of the
graphics for Pet Shop
department



IKEA VISUAL MERCHANDISING



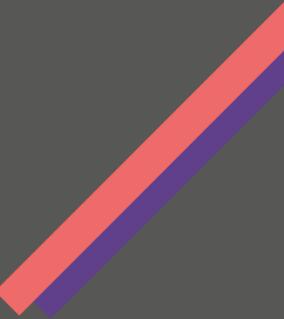
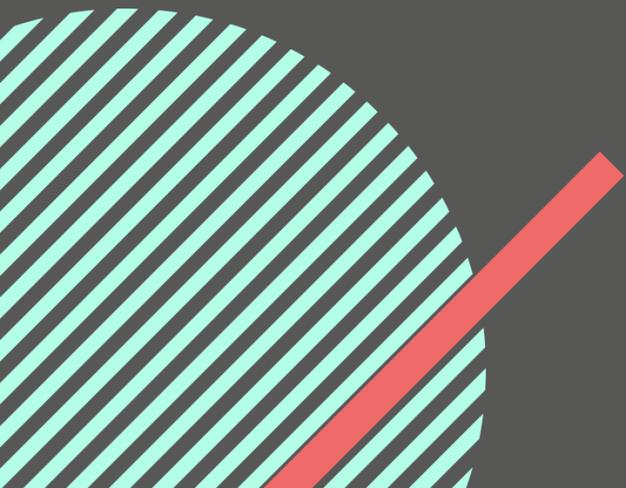
Planning and
implementation
of the Launch Area
for Christmas 2019



+

Personal Projects

GRAPHIC COMMUNICATION DESIGN

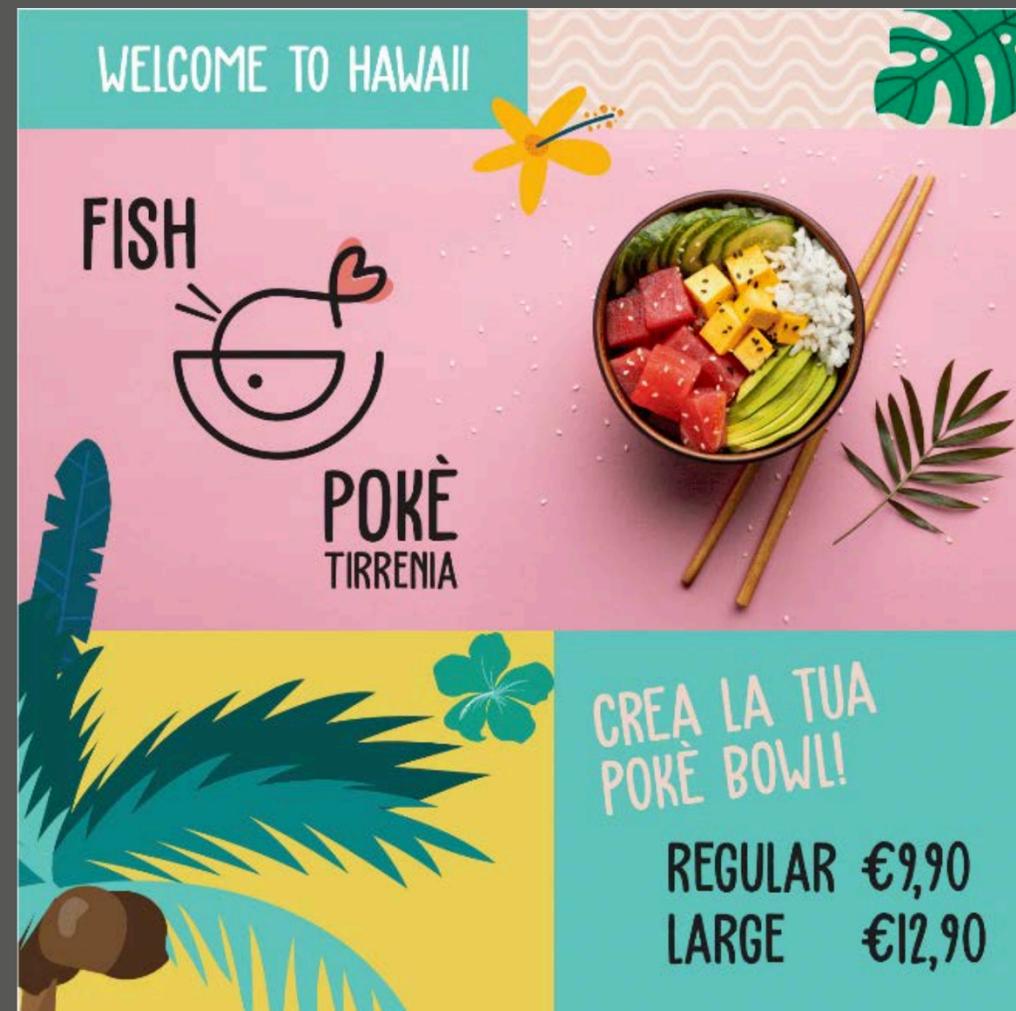


Fish Poké

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.

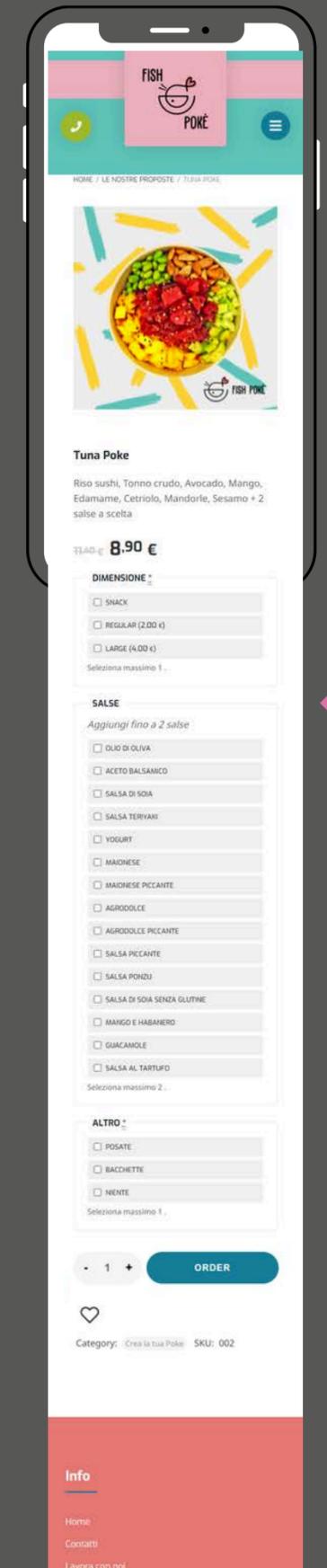
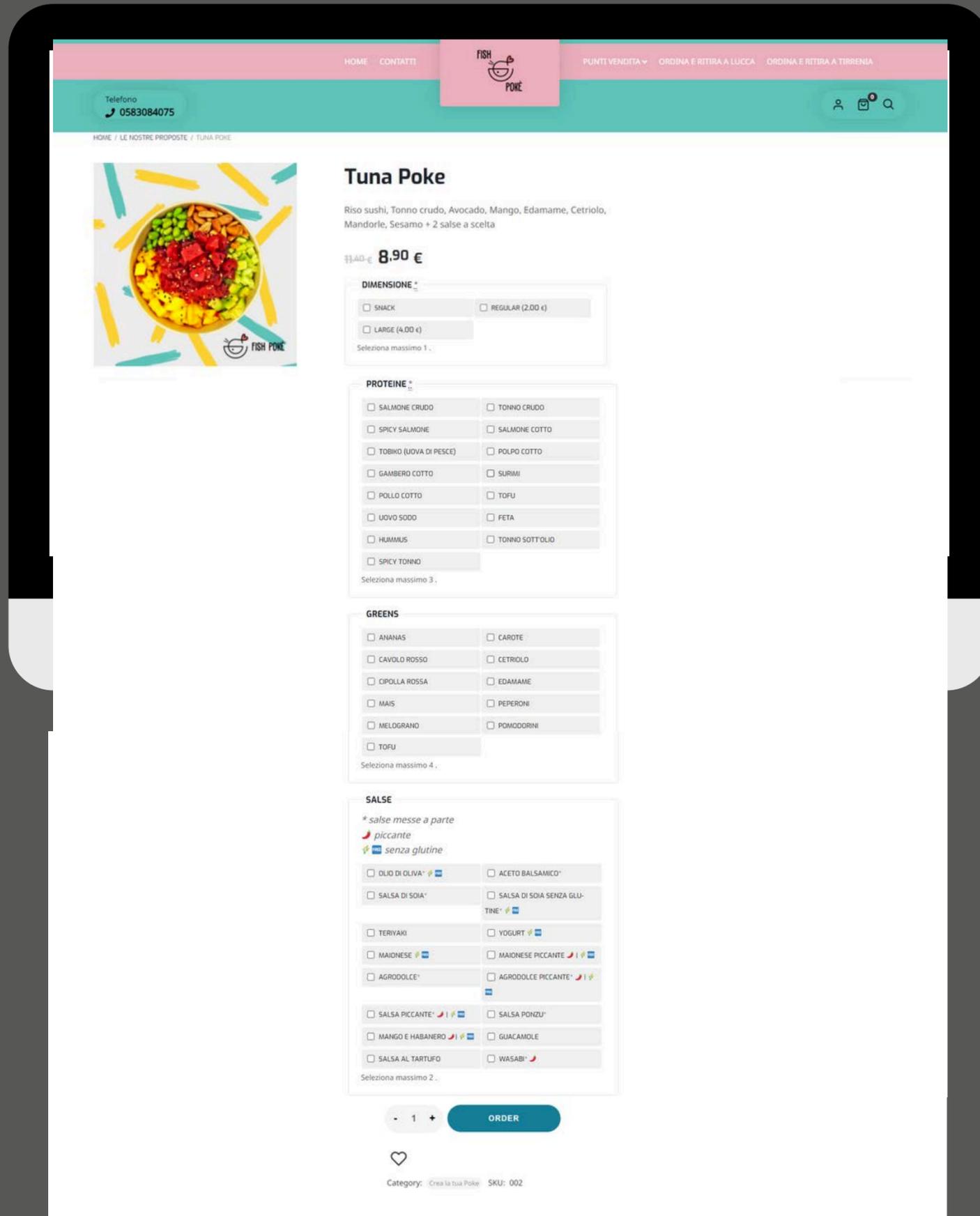


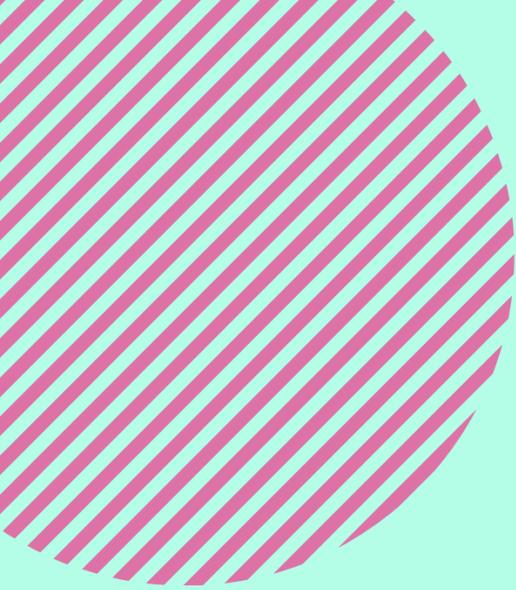
Fish Poké



Online Order tool
from the website you
can customize and order
your poké bowl.

fishpoke.it

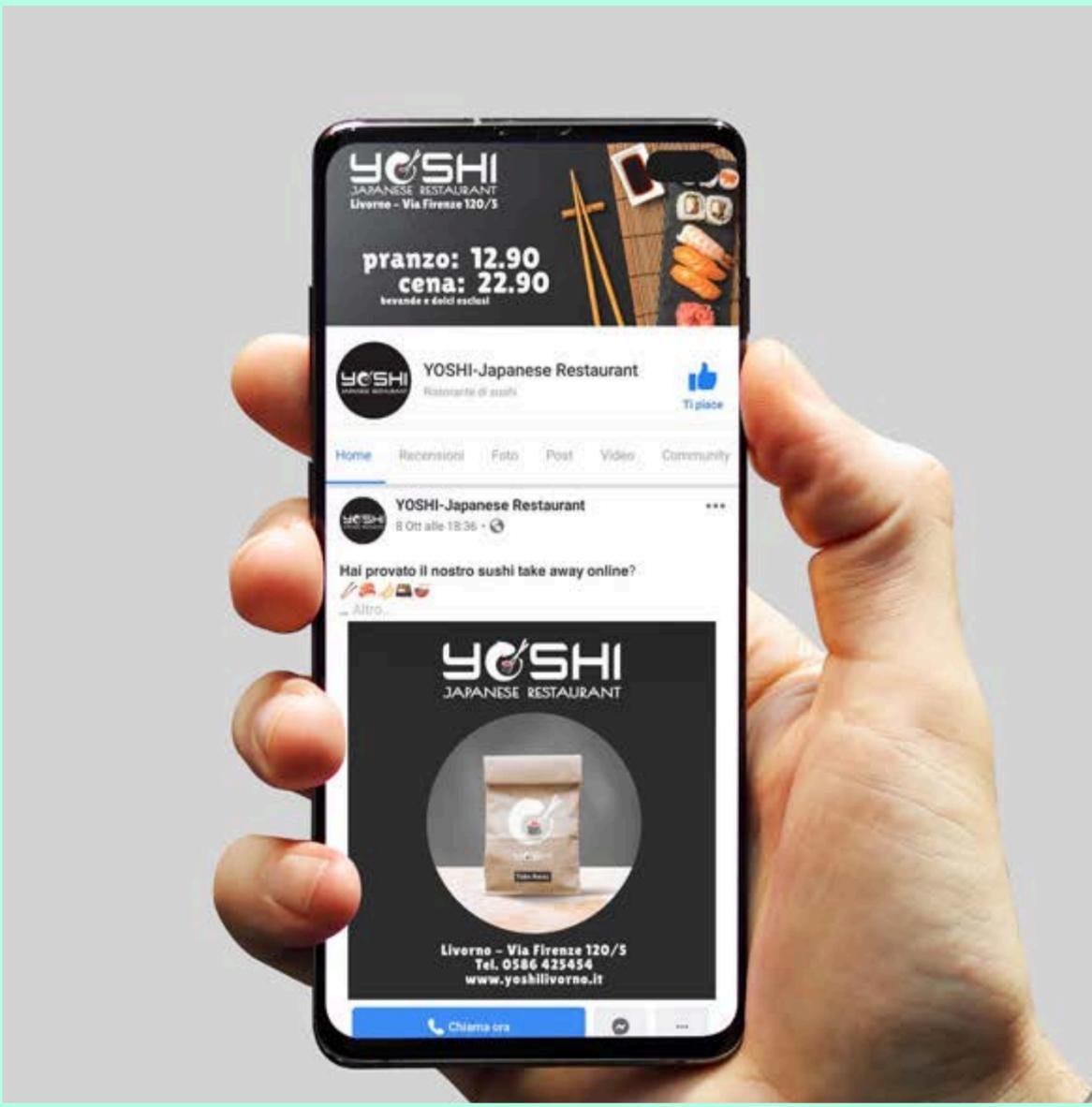




Yoshi Sushi

SOCIAL MEDIA MARKETING

managing social networks and creating marketing campaigns

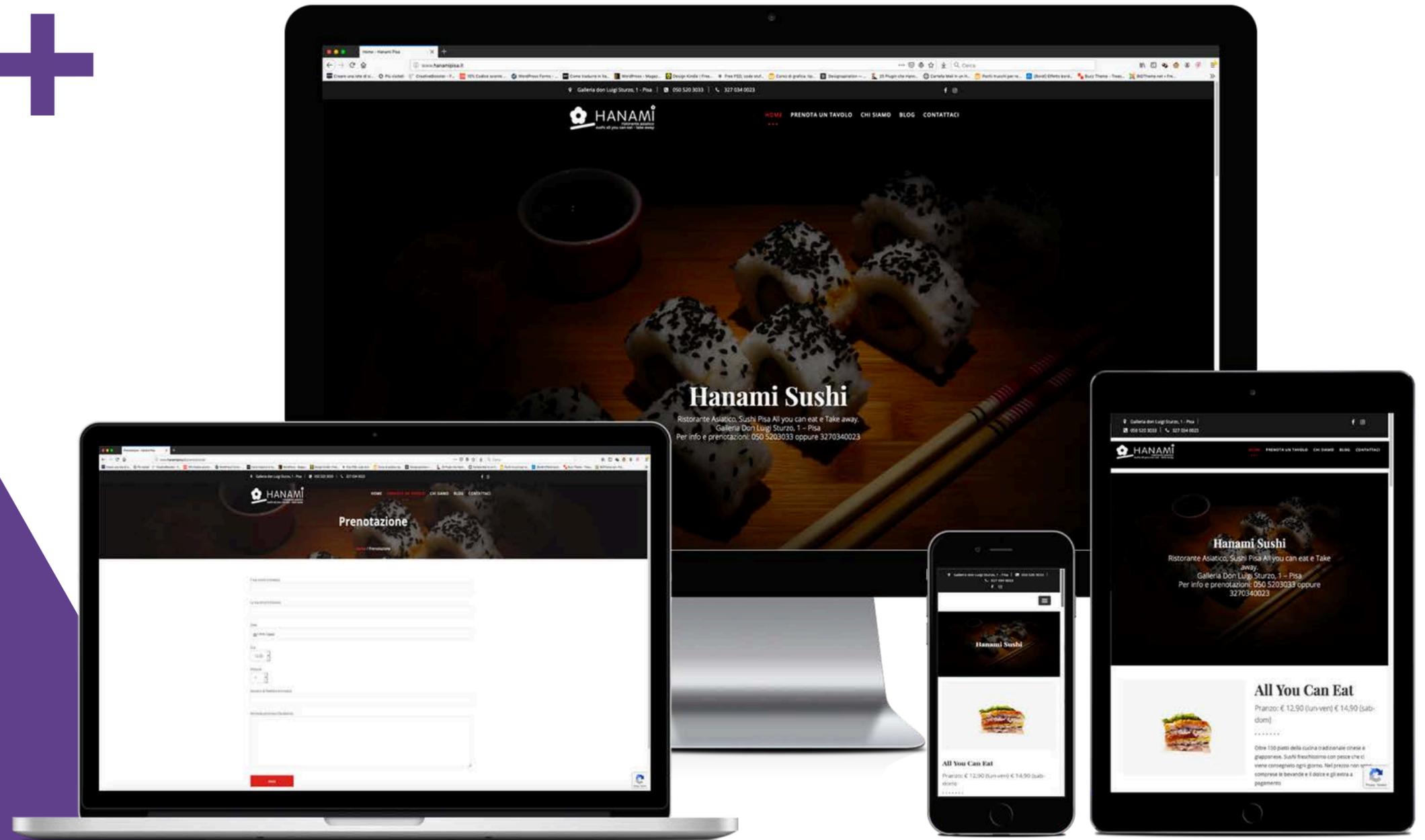
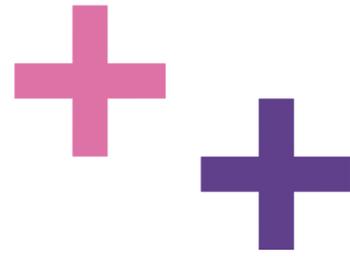


Hanami Sushi

WEB

Website with Reservation tool

Url: hanamipisa.it

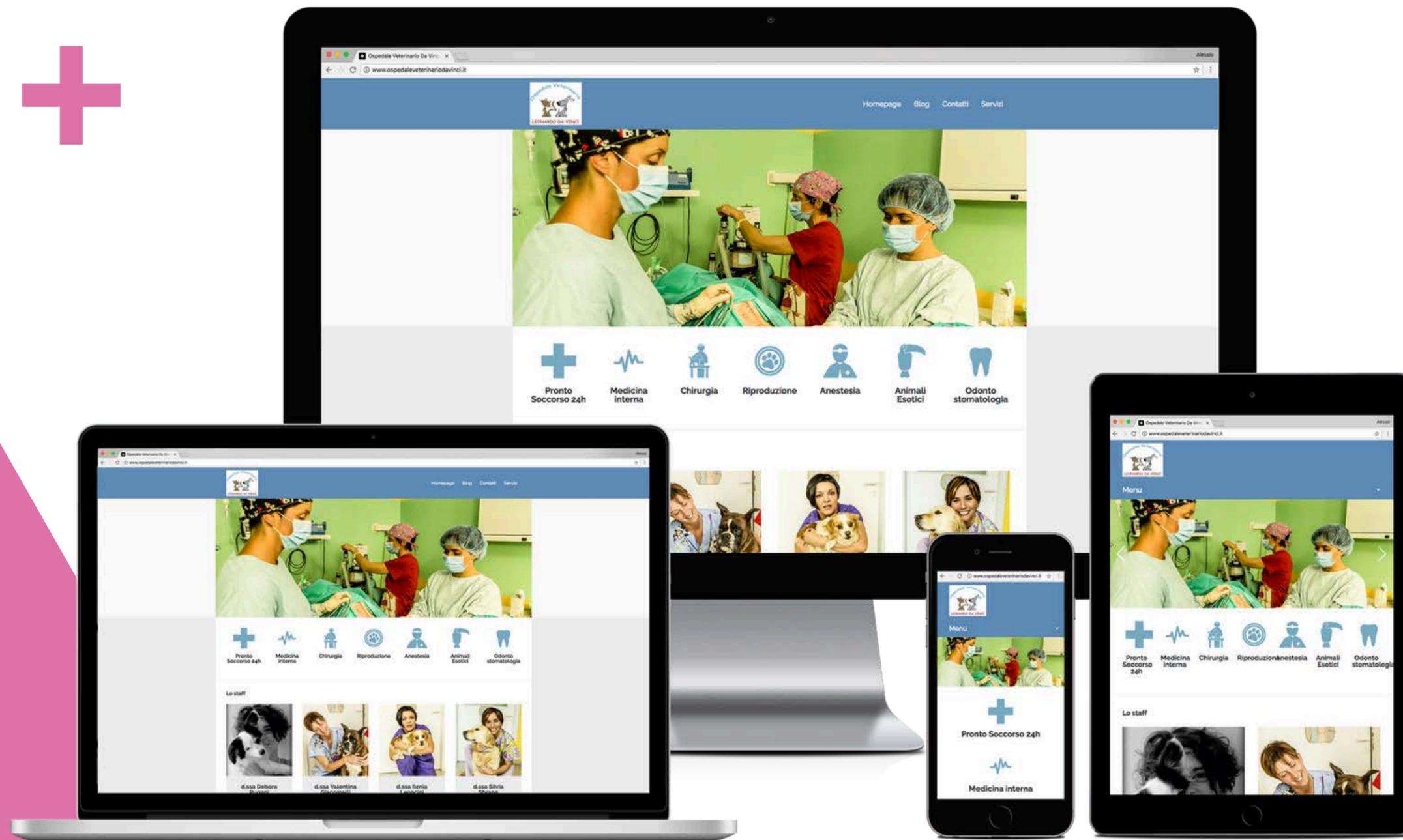
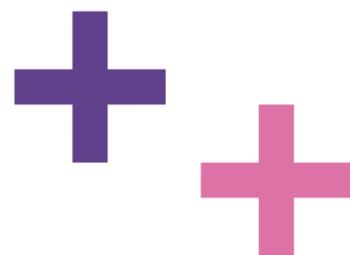


Ospedale Veterinario Da Vinci

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

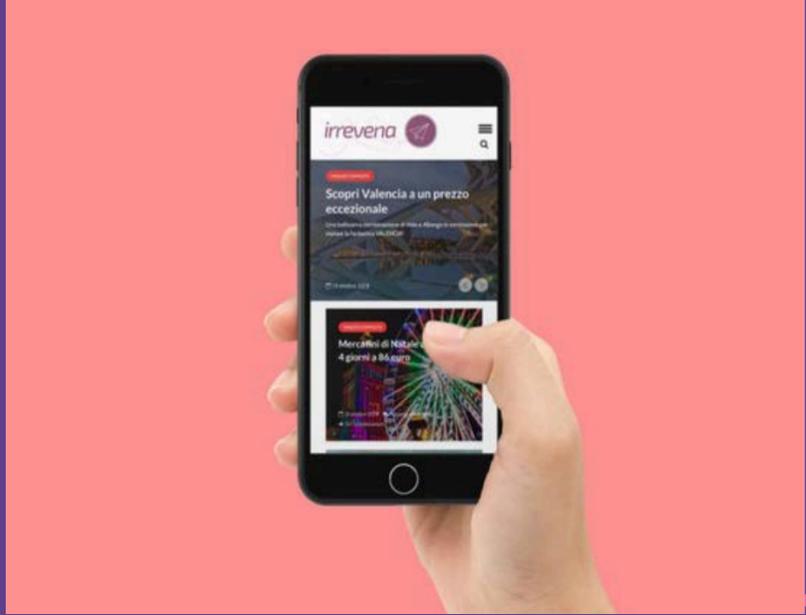
Naming and graphical layout of things, shirts and uniform

TICKETS

Match tickets design

AMARANTO MAGAZINE

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

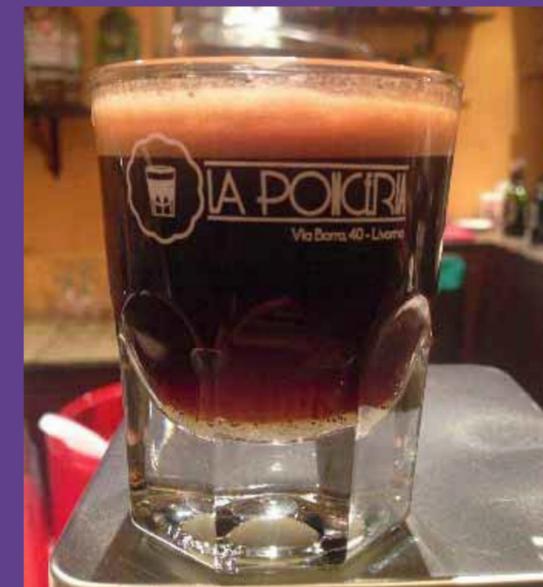


Logo design
Brand identity
Web design

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"

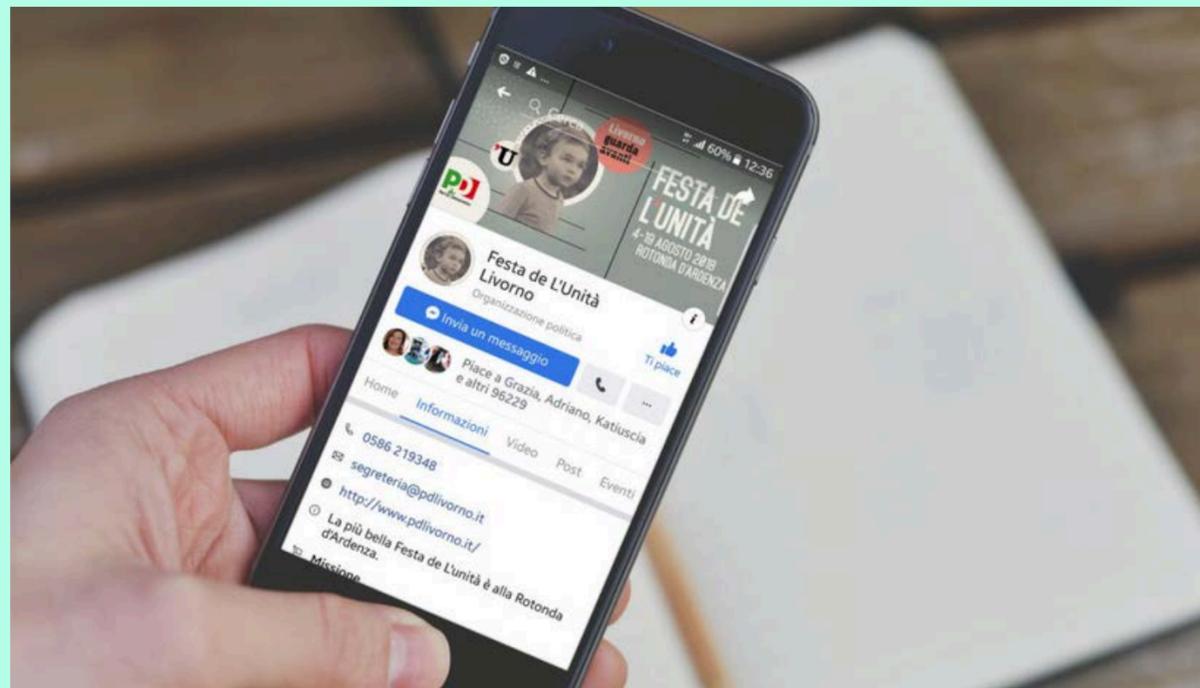


Festa de L'Unità 2019



COMMUNICATION - SOCIAL MEDIA - EVENTS

Festa de L'Unità 2018



COMMUNICATION - SOCIAL MEDIA - EVENTS



Wedding & Ceremonies

I'm Alessio

📍 Via Marco Mastacchi,84
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”

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

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