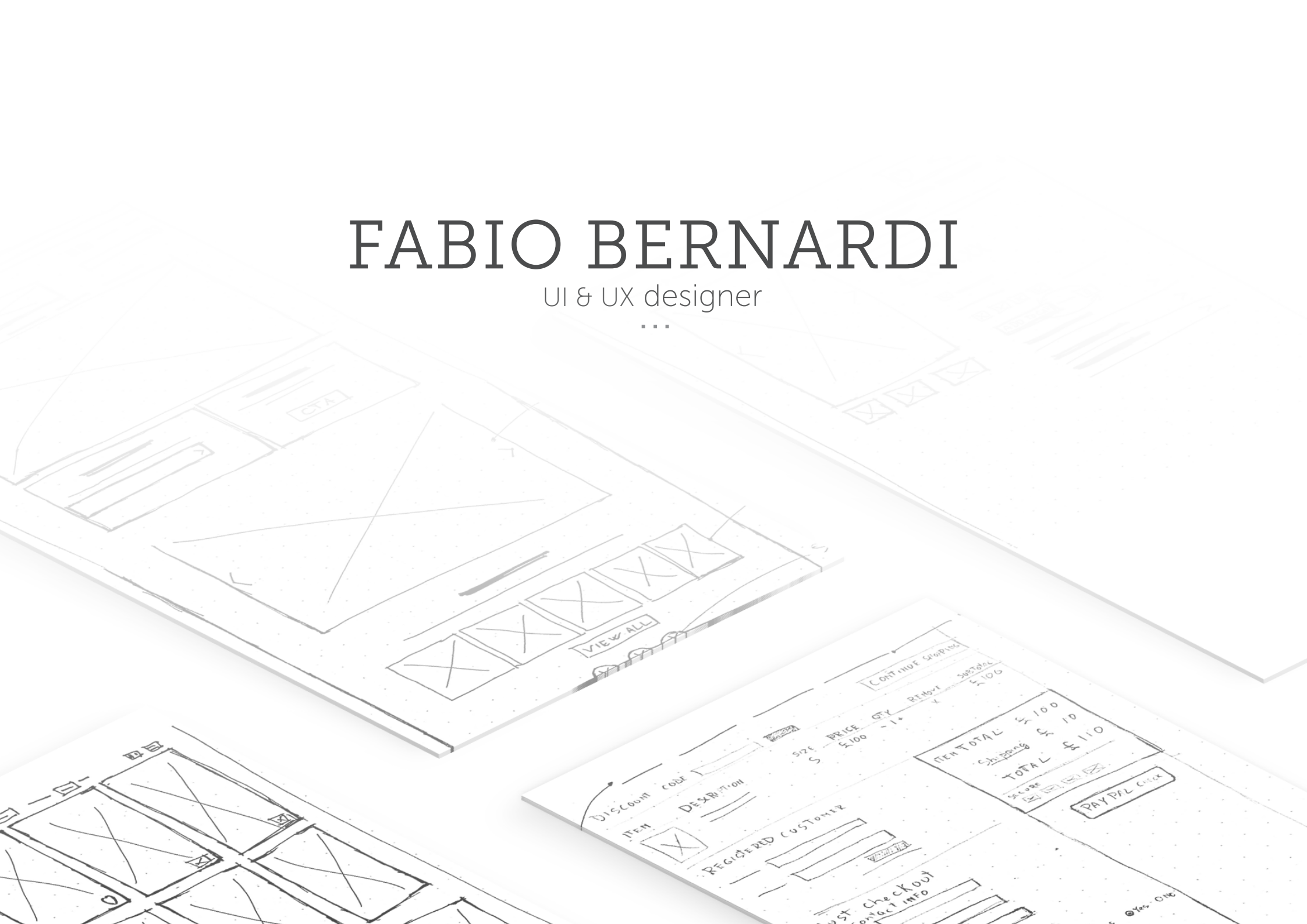


FABIO BERNARDI

UI & UX designer

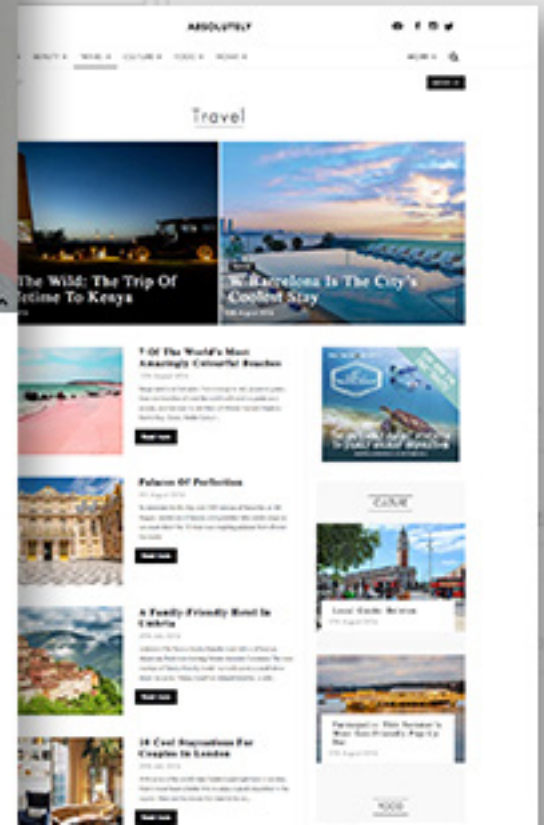
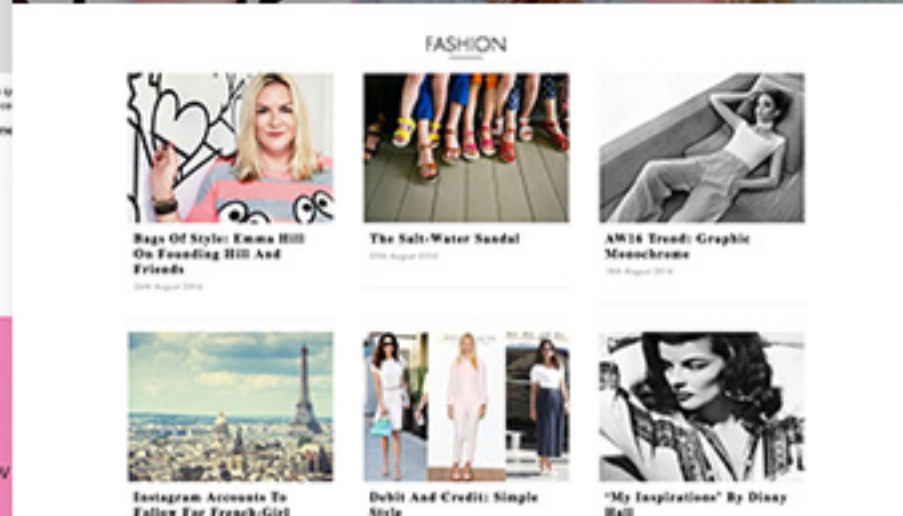
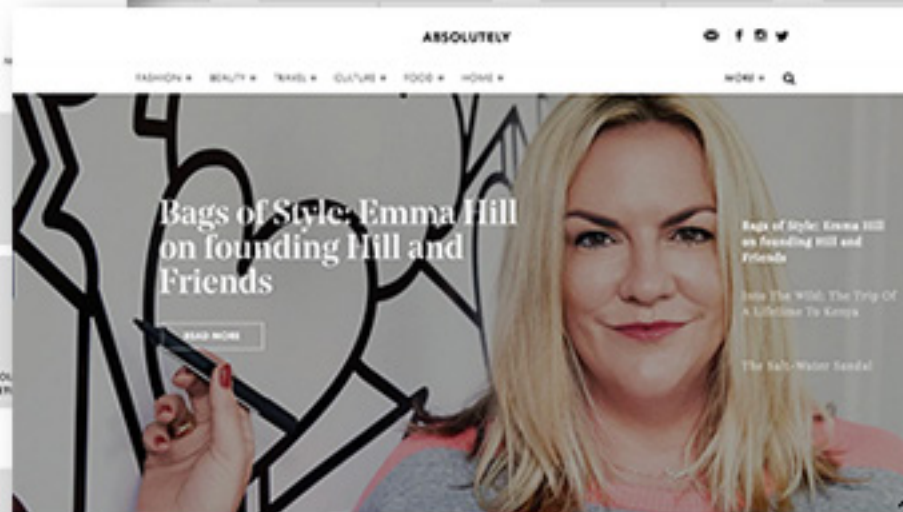
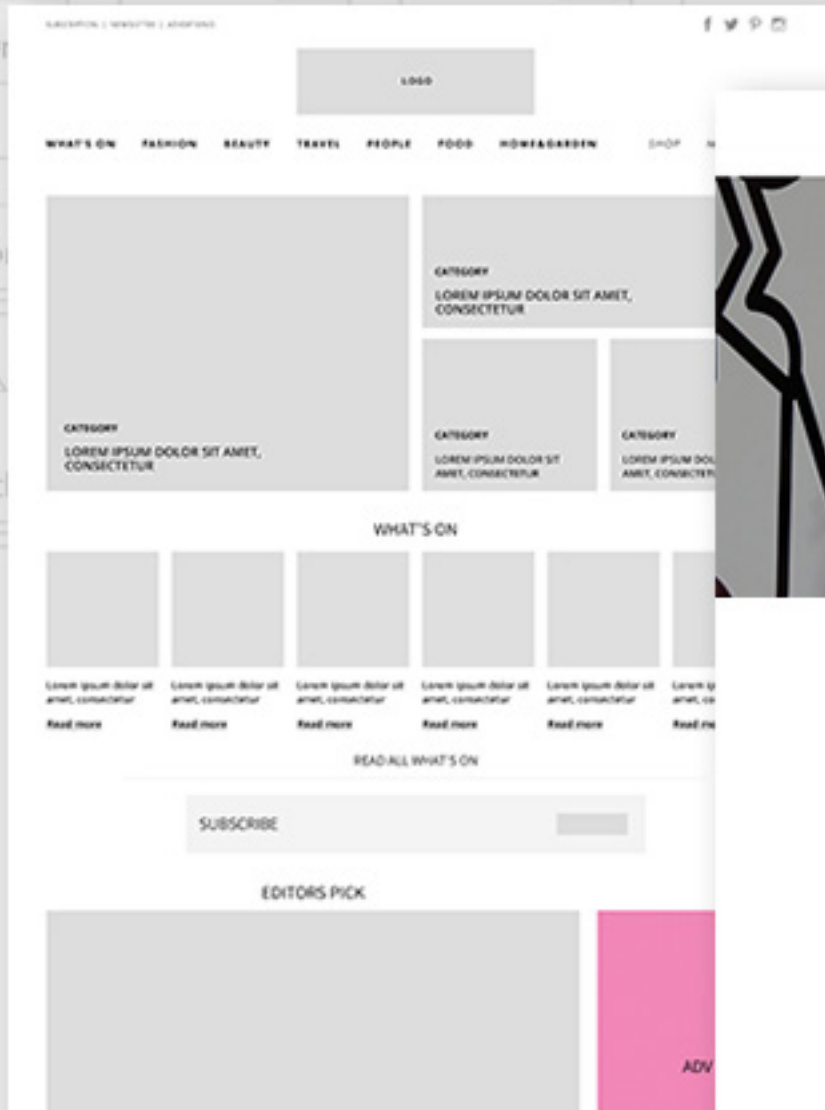
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Absolutely.London

www.absolutely.london

Absolutely.London is the website of Absolutely luxury lifestyle magazine. The brief required the creation of a responsive website as online version of the printed magazine, showing the daily-updated contents in a clear way and in-line with the brand style. As digital product designer at Zest Media, I was involved in the whole design and development process, doing and managing everything from UX&UI to coding. Working closely with the editorial team, we narrowed down the key categories to make the website easy-to-navigate by the user. Being a content-heavy website, I designed a clean and minimal layout to keep it clear and user-friendly. The typographic solutions I chose are in-line with the editorial and luxury nature of the brand.



Kids Collections

www.kids.absolutelycollections.com

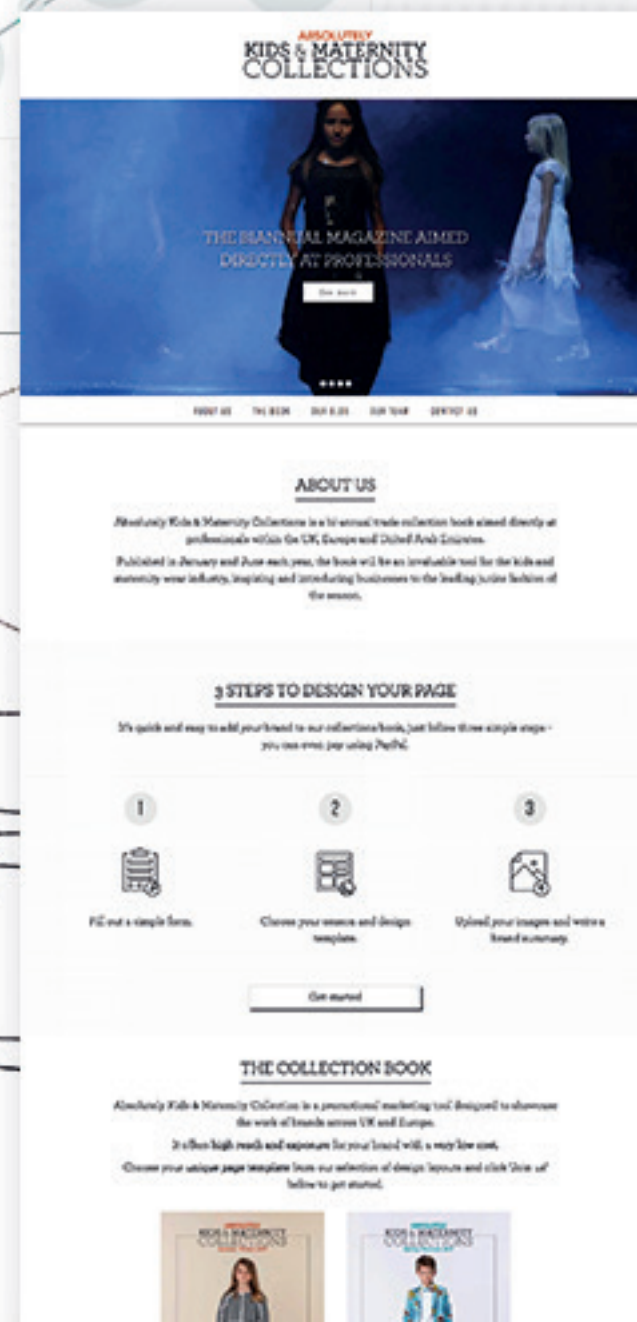
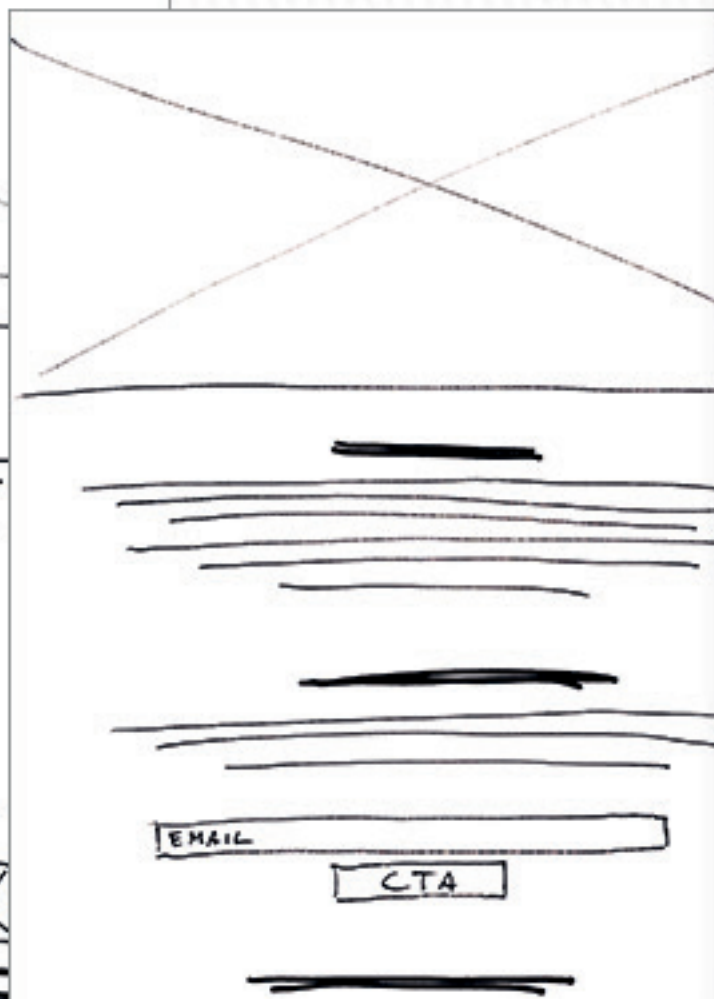
Absolutely Kids & Maternity Collections is a bi-annual trade collection book aimed directly at professionals in the kids and maternity wear industry. The brief required the creation of an B2B responsive website to work as promotional marketing tool designed to showcase the work of brands across UK and Europe.

As digital product designer at Zest Media, I was involved in the whole design and development process, doing and managing everything from UX&UI to coding. With the aim of keeping the process as simple and clear as possible for the user, I came up with a simple one-page design, showing the key order process steps: select season; choose the page template from our selection of design layouts; upload contents; place your order. The design is both clean and playful to be in-line with the target in the kids and maternity industry.



Kids Collections

www.kids.absolutelycollections.com

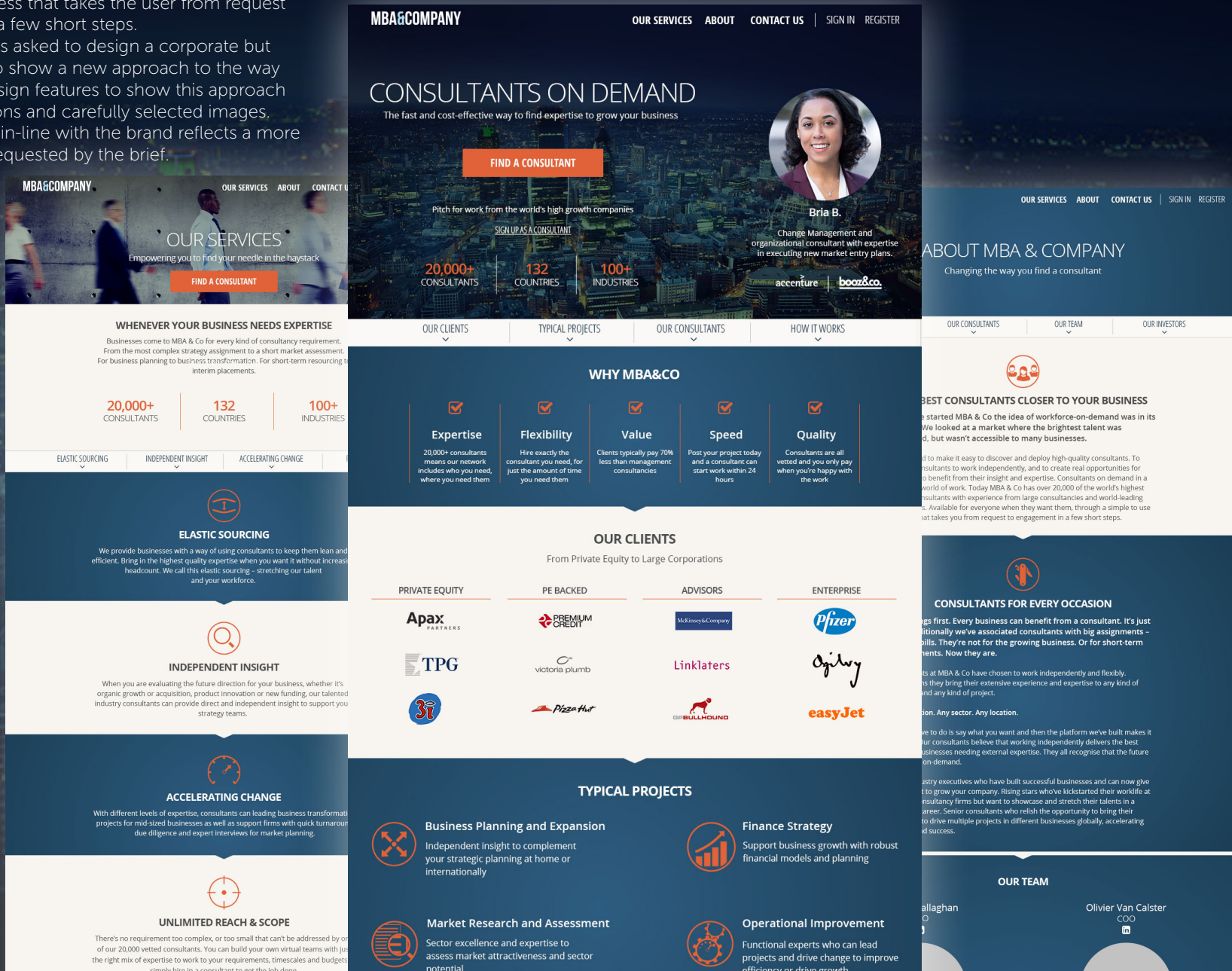


MBA & Co

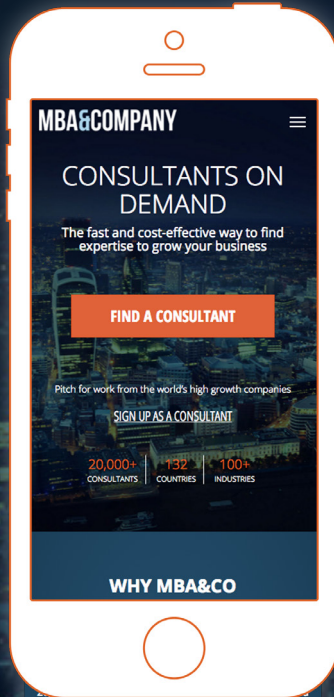
www.mbaco.com

MBA & Co offers world's highest quality consultants on demand in a changing world of work. The brief required the design of a new responsive website showing a simple to use process that takes the user from request to engagement in a few short steps.

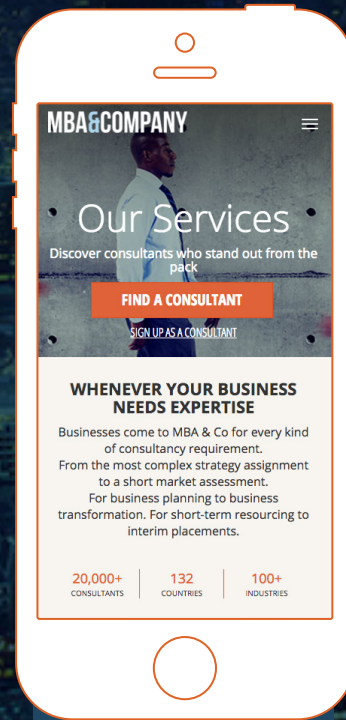
As UI designer I was asked to design a corporate but friendly interface to show a new approach to the way of working. Key design features to show this approach were the use of icons and carefully selected images. The colour palette in-line with the brand reflects a more corporate feel as requested by the brief.



Responsive design



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Icon design



Image research



Road Boss

www.livity.co.uk

As UI designer at Livity, I worked on this app concept for a well-known car insurance company. Road Boss app was designed for a young audience (18-22) to promote safe driving behaviour through a rewording process. The brief required design of an attractive and colourful interface for young users. Use of bold colours, icons and game-looking design features were my response to the brief.



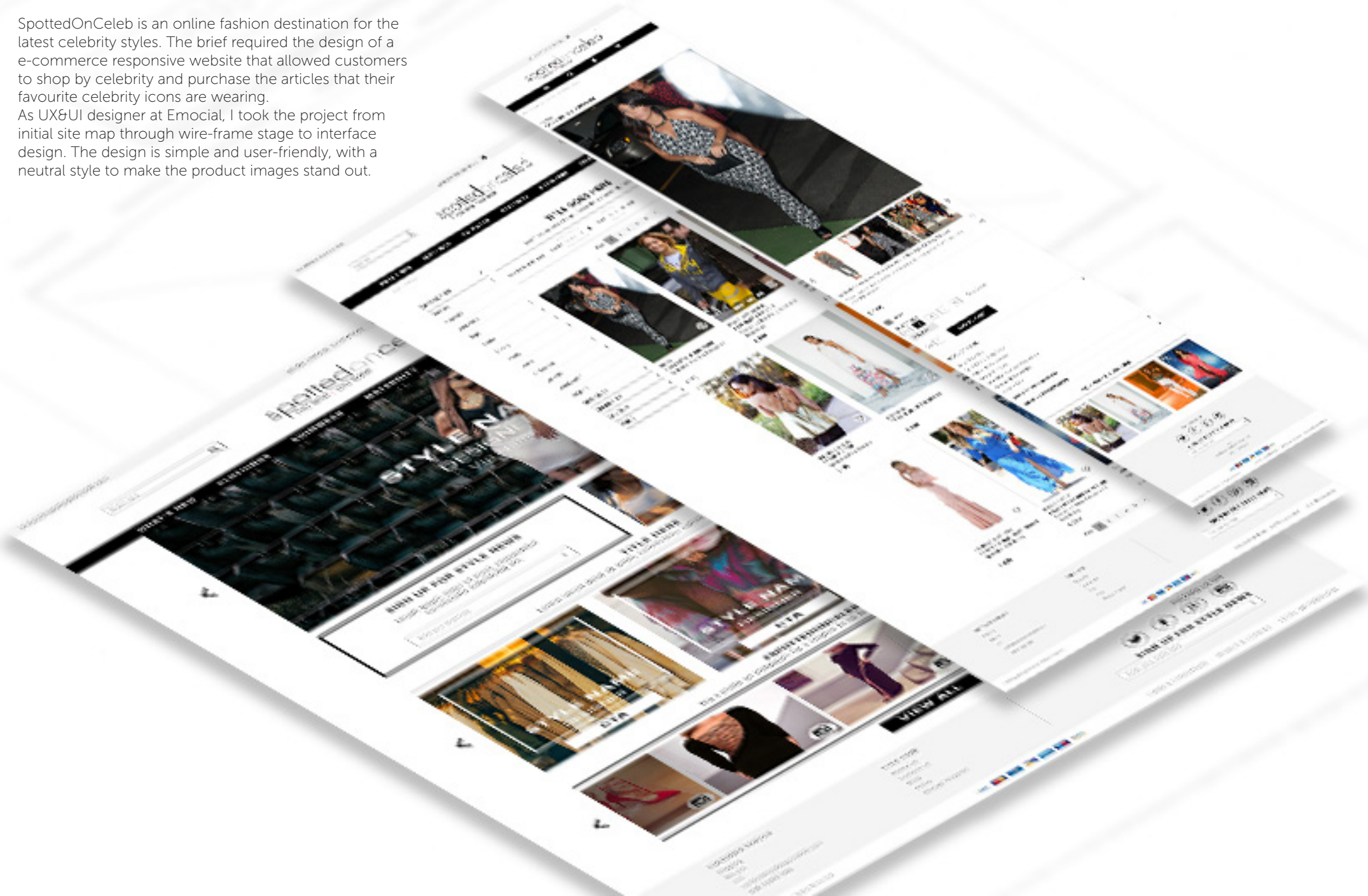


Spotted On Celeb

www.spottedonceleb.com

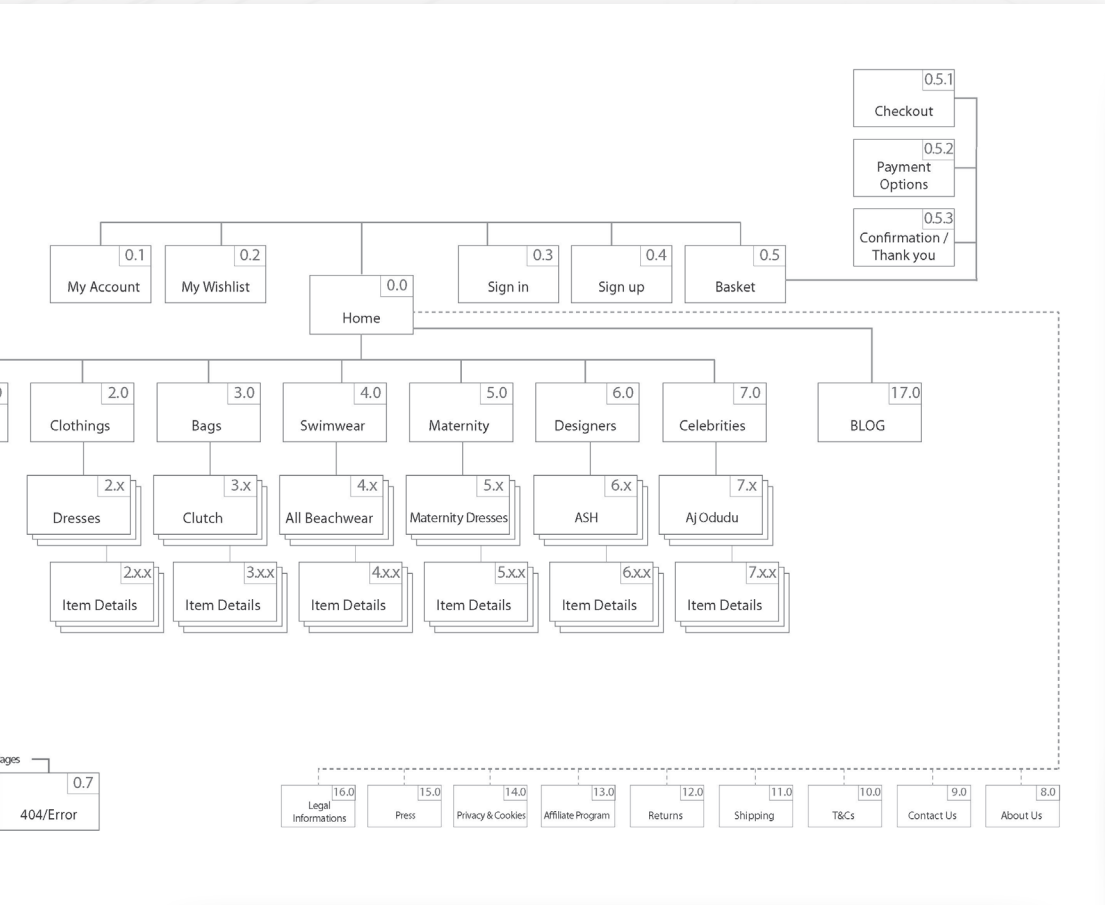
SpottedOnCeleb is an online fashion destination for the latest celebrity styles. The brief required the design of a e-commerce responsive website that allowed customers to shop by celebrity and purchase the articles that their favourite celebrity icons are wearing.

As UX&UI designer at Emocial, I took the project from initial site map through wire-frame stage to interface design. The design is simple and user-friendly, with a neutral style to make the product images stand out.

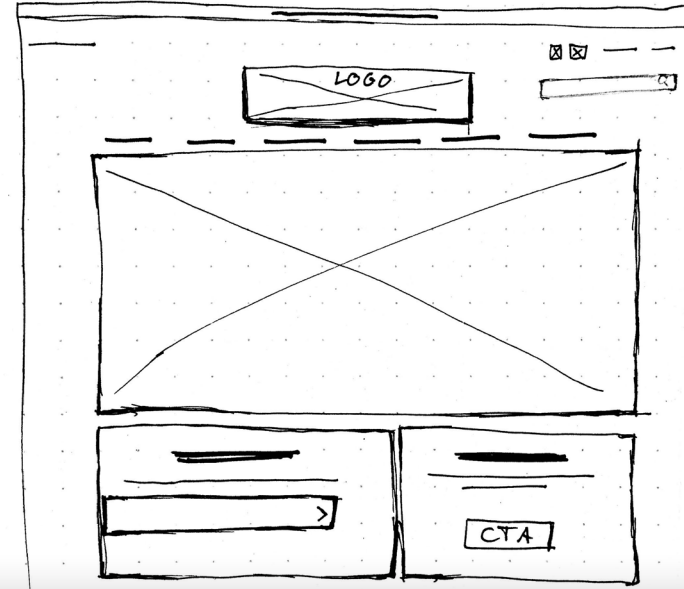


Spotted On Celeb

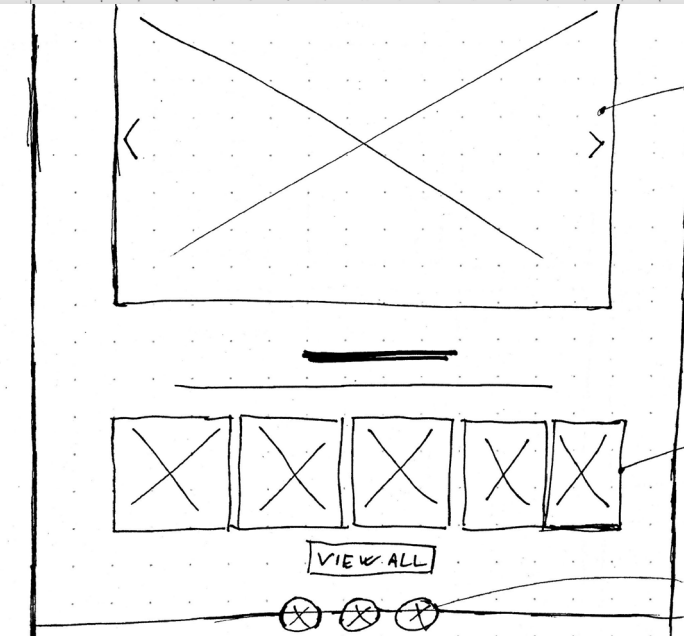
www.spottedonceleb.com



Spotted on Celeb / Home



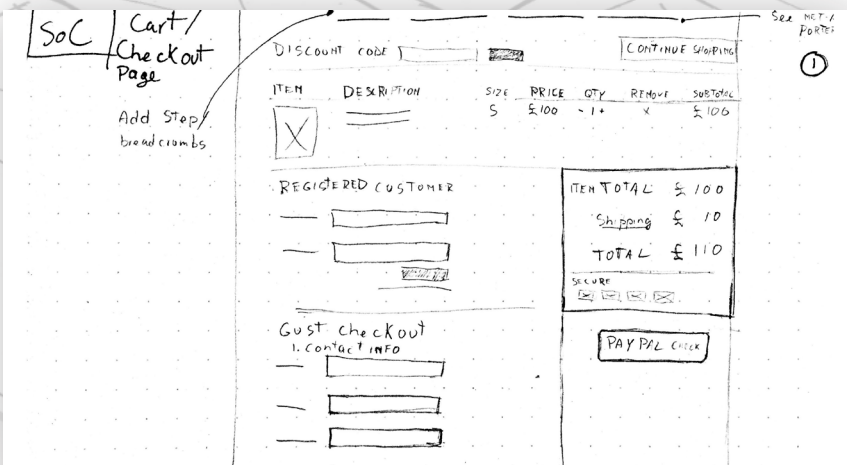
Home



Just an image or a series of

Instagr

Social



Thank you