

Serena Micieli



Portfolio 2022

Me.

Art director, UX/UI Designer & illustrator
I live in Milan.

**I love my job,
the fog
and dogs.**

About me.

Serena Micieli

Born in Brescia on 24/03/1985

Education

2007 / Communication Design Degree at Politecnico di Milano

2004 / Senior High School at Liceo Scientifico Leonardo

Language

Italian (mother tongue)

English

Technical Skills

Figma / excellent

Adobe Photoshop / excellent

Adobe illustrator / excellent

Adobe InDesign / good

Sketch / good

Adobe Premiere / good

Adobe After Effect / good

Adobe Animate / good

Microsoft Keynote/ good

Microsoft Power Point/ good

Microsoft Word / good

Job Experience

2018 - 2020 / Digital design manager at Prada

2015 - 2018 / Creative supervisor at DigitasLBi

2014 - 2015 / Art director and illustrator at VanGoGh

2011 - 2014 / Art director and illustrator at Arc | Leo Burnett

2007 - 2011 / Art director and illustrator at Bitmama

serenamicieli.com

serenamicieli.tumblr.com

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

Art direction

Project Prada

Art direction, user experience
and user interface
for the Prada e-commerce.

website
www.prada.com





Il brief

Creare un'esperienza online che mantenesse un gusto editoriale e che unisse, attraverso componenti pensati ad hoc, la forza estetica e il processo d'acquisto, rimanendo fedeli al DNA Prada: semplice, elegante e senza tempo. Riorganizzare e rendere unico l'archivio storico del brand.



Project Miu Miu

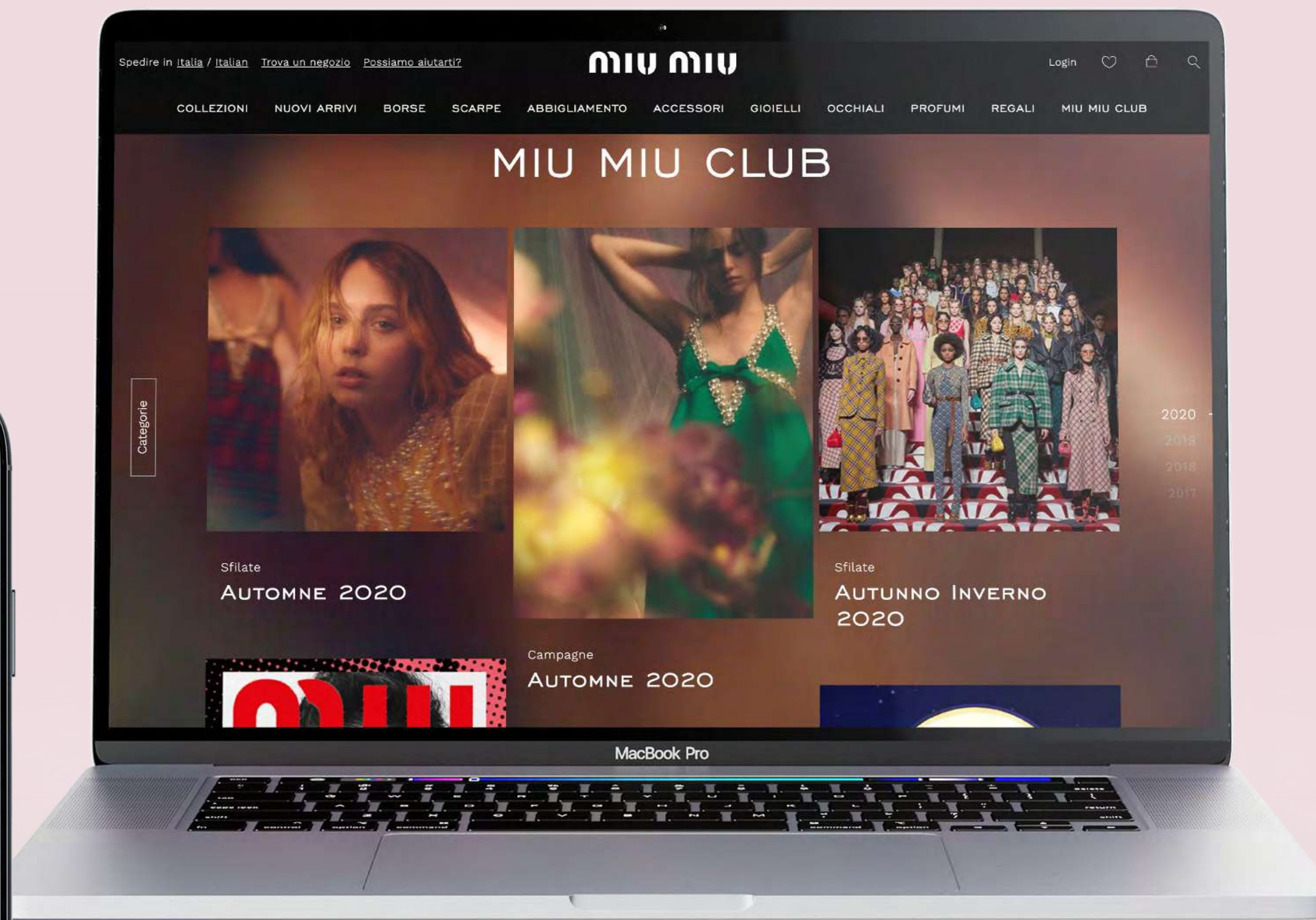
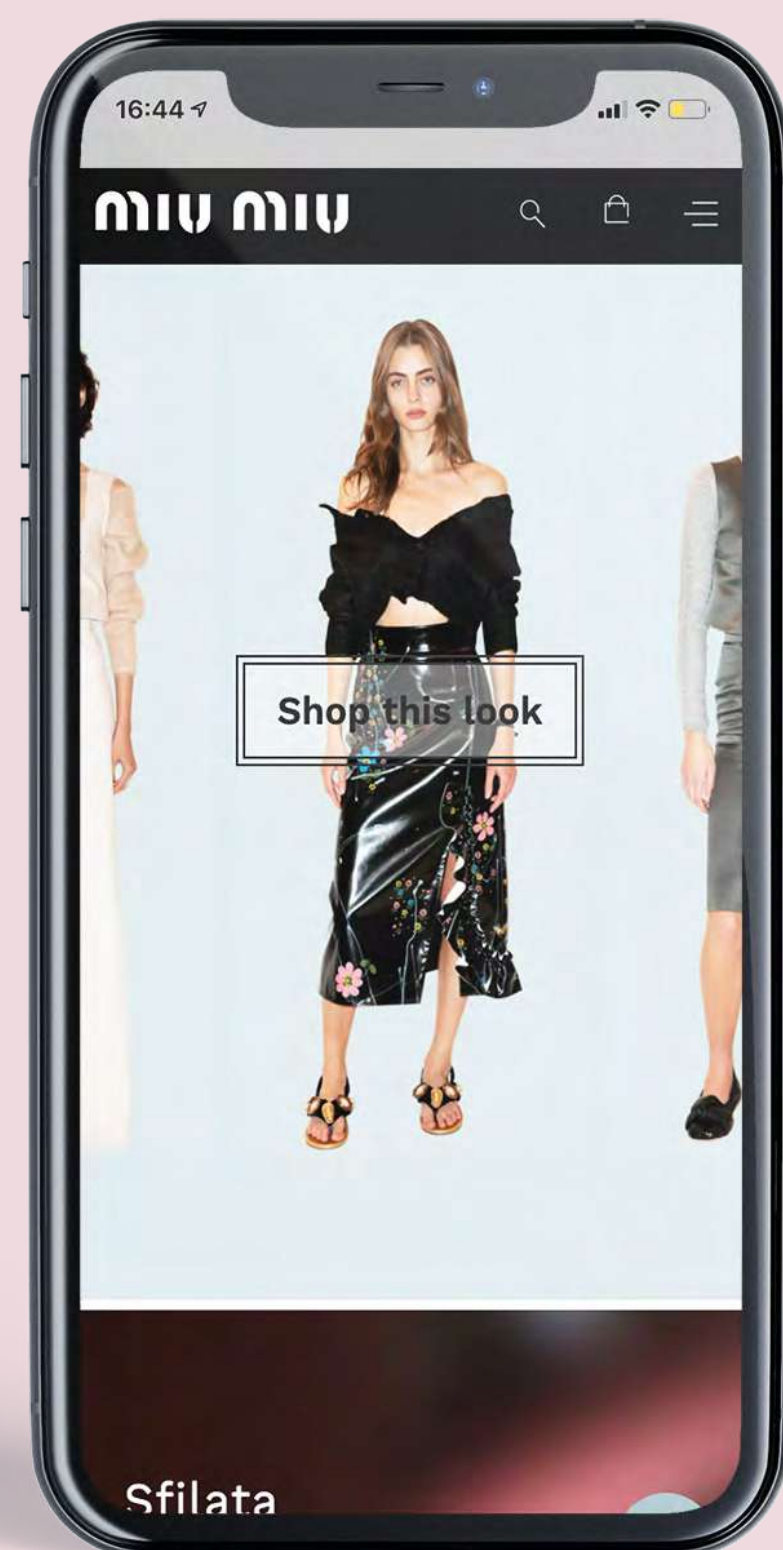
Art direction, user experience
and user interface
for the Miu Miu e-commerce.

website
www.miumiu.com



Il brief

Creare un sito e-commerce che valorizzasse l'anima sempre in evoluzione di Miu Miu, attraverso componenti interattivi che uniscono immagini editoriali e esperienza d'acquisto. Riorganizzare e rendere unico l'archivio storico del brand.

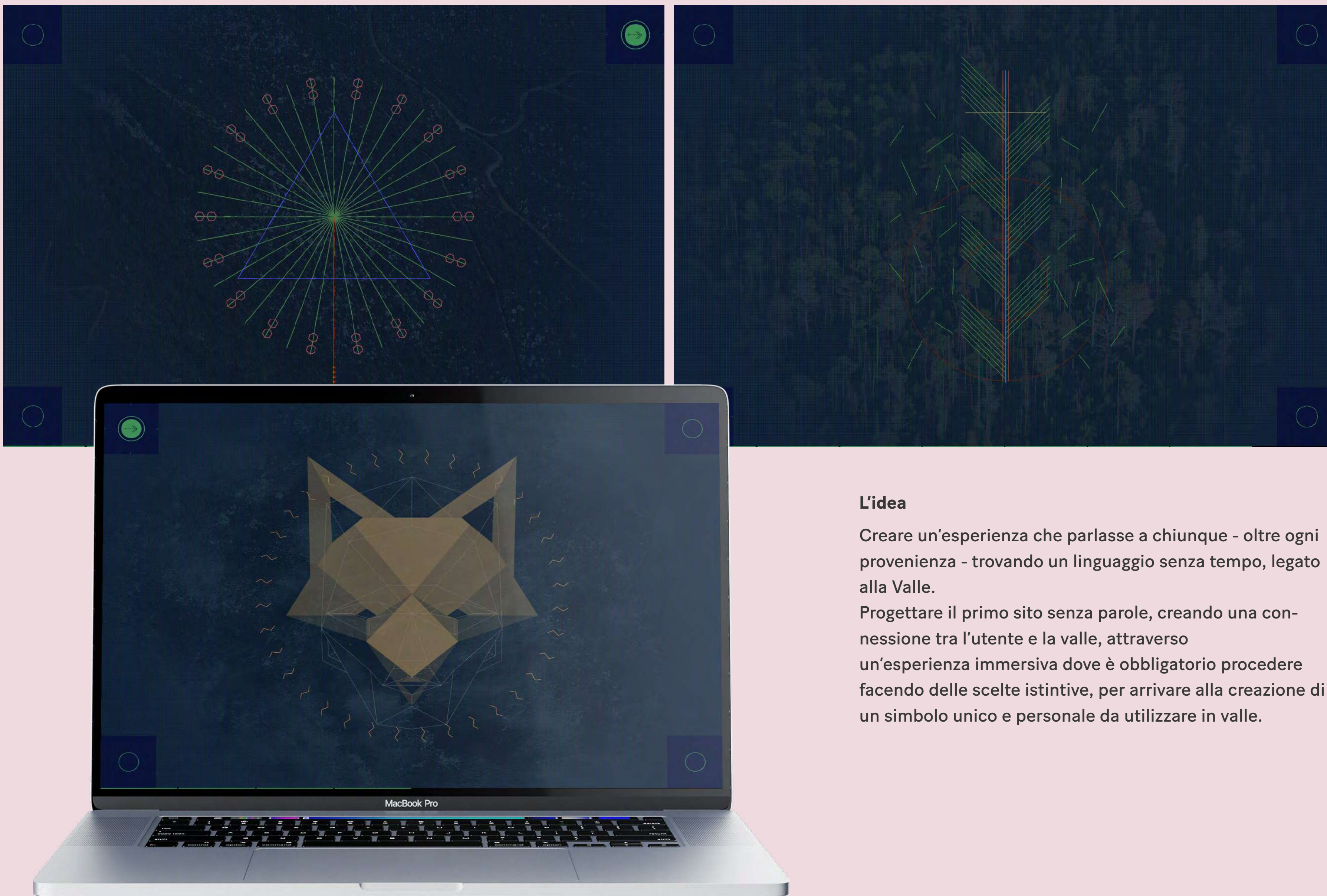


Project Valle Camonica

Art direction, illustrations, user
experience and user interface
for Valle Camonica

Video
<http://tiny.cc/gqiqqz>

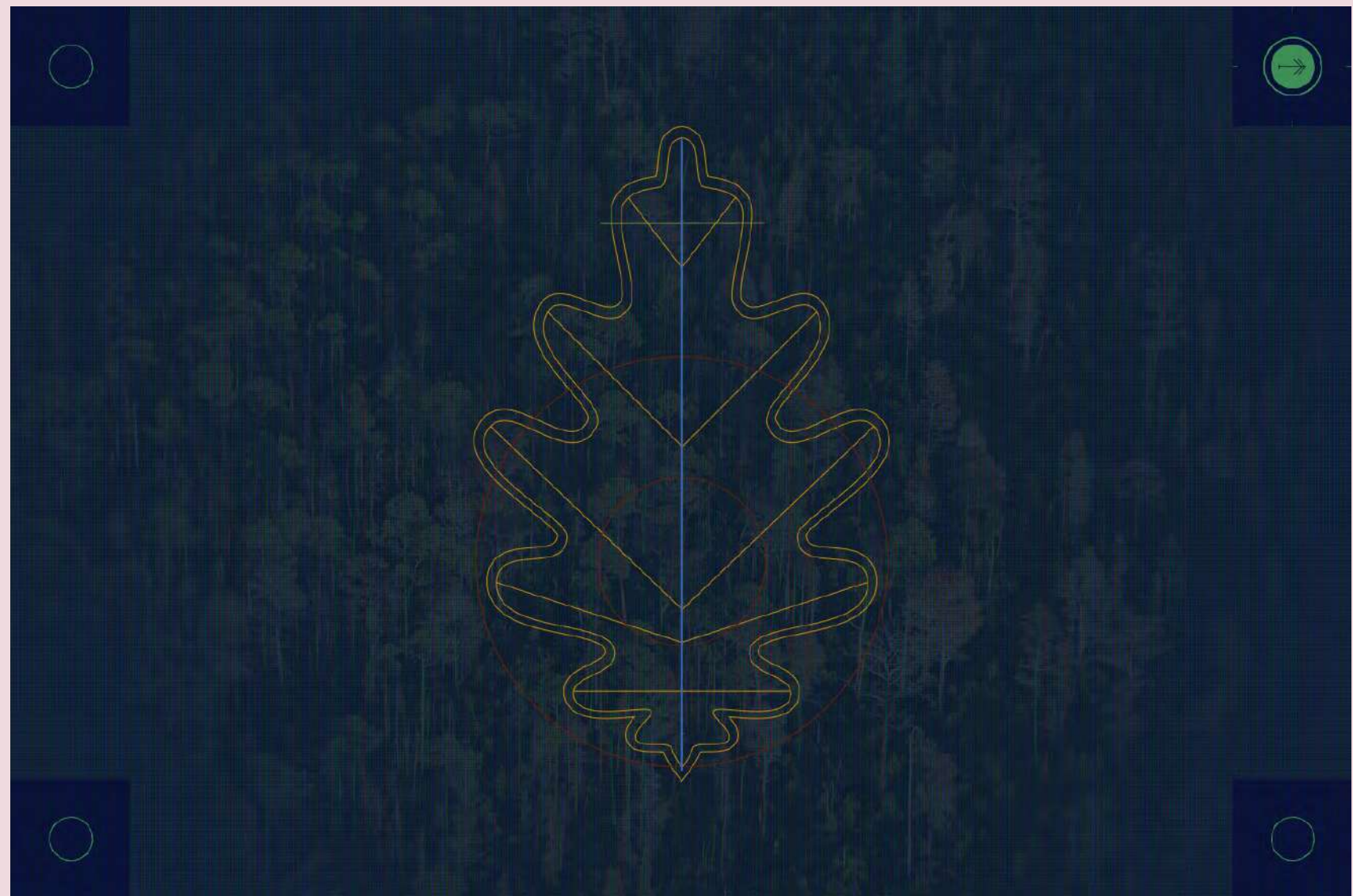
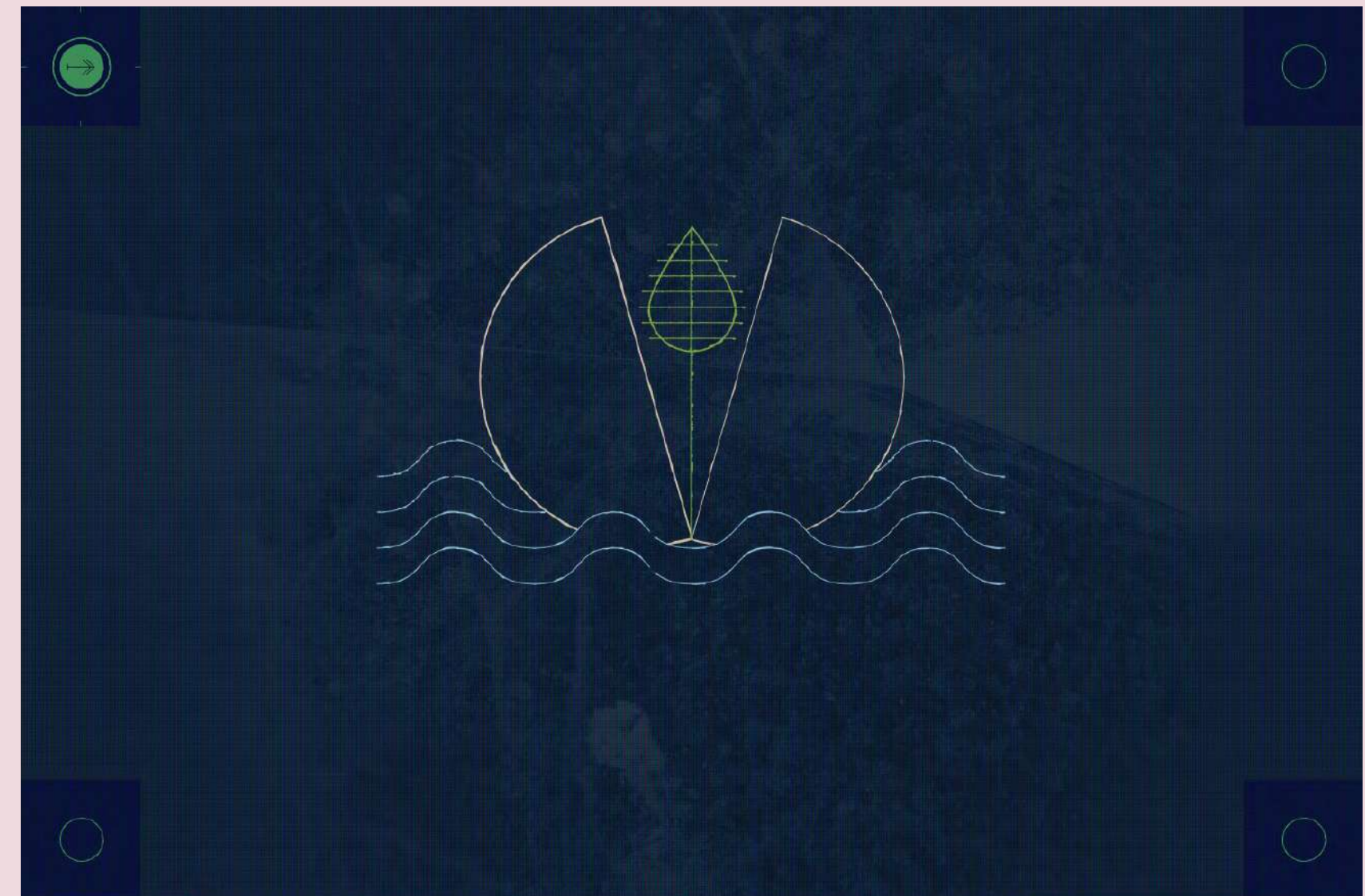
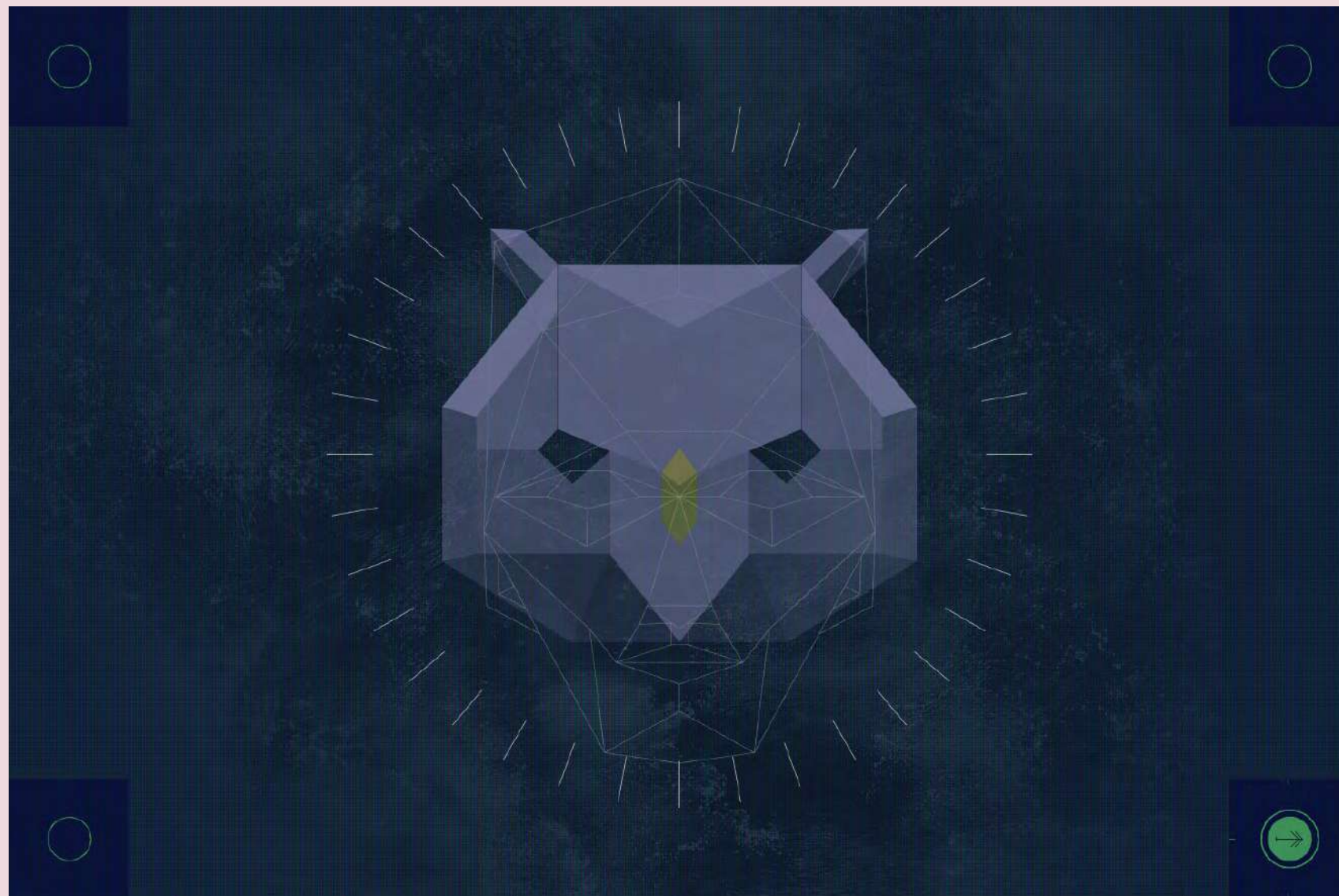




L'idea

Creare un'esperienza che parlasse a chiunque - oltre ogni provenienza - trovando un linguaggio senza tempo, legato alla Valle.

Progettare il primo sito senza parole, creando una connessione tra l'utente e la valle, attraverso un'esperienza immersiva dove è obbligatorio procedere facendo delle scelte istintive, per arrivare alla creazione di un simbolo unico e personale da utilizzare in valle.

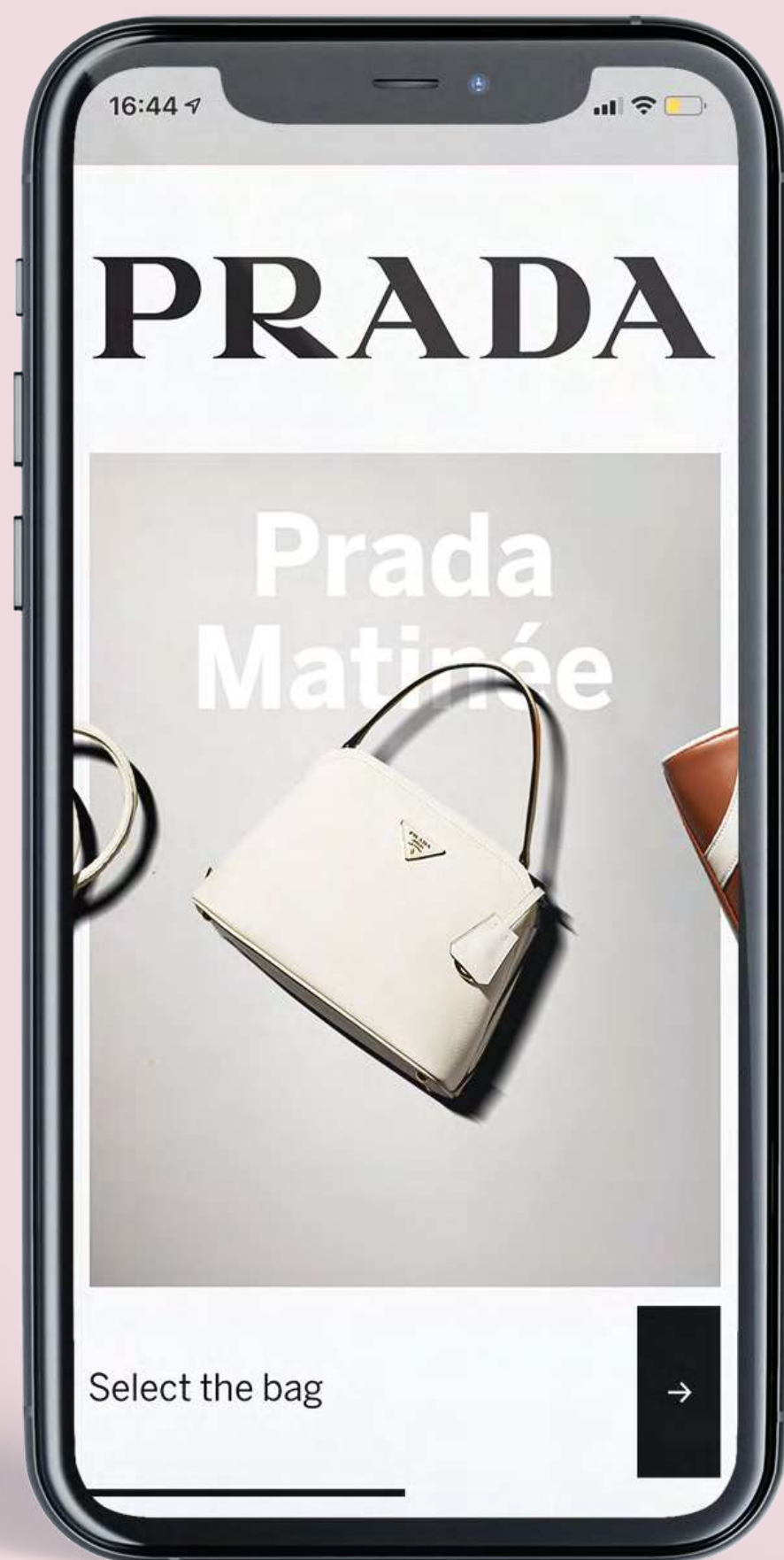


Project Prada Resort 2020

Art direction, user
experience and user interface
for the digital activation
Prada Seditious Simplicity

Mobile Website
<http://tiny.cc/gnjqqz>





L'idea

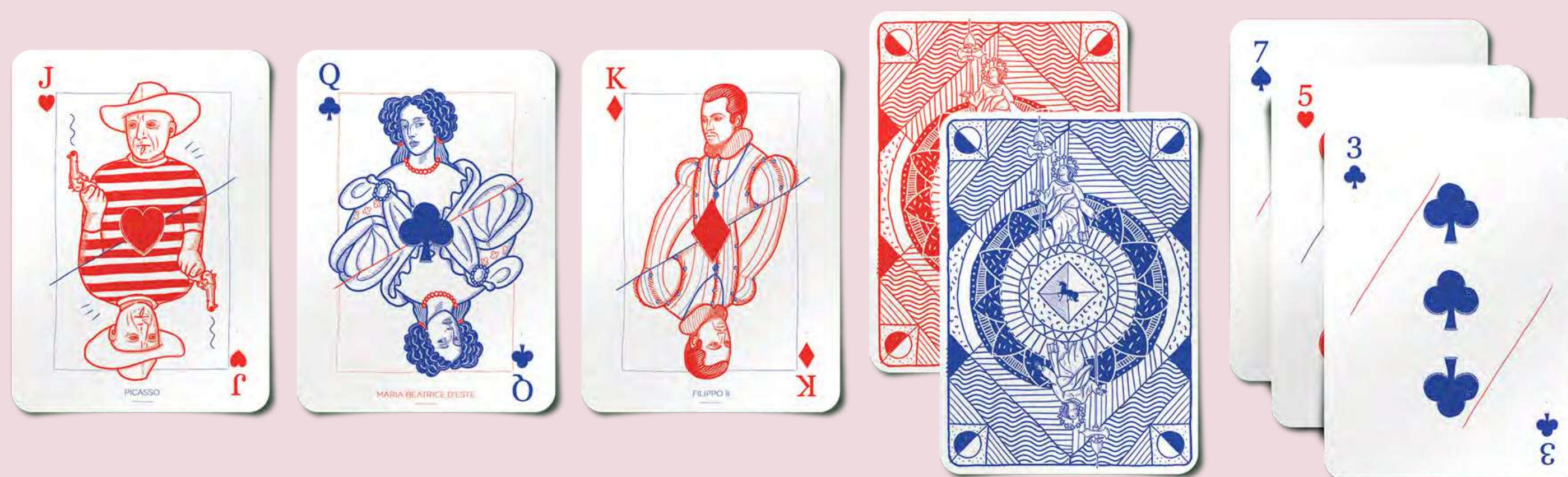
Creare, parallelamente alla campagna, un'iniziativa digitale che riproponesse l'esperienza fisica, includendo l'utente nella comunicazione di Prada.



Project Palazzo Reale

Art direction and illustrations





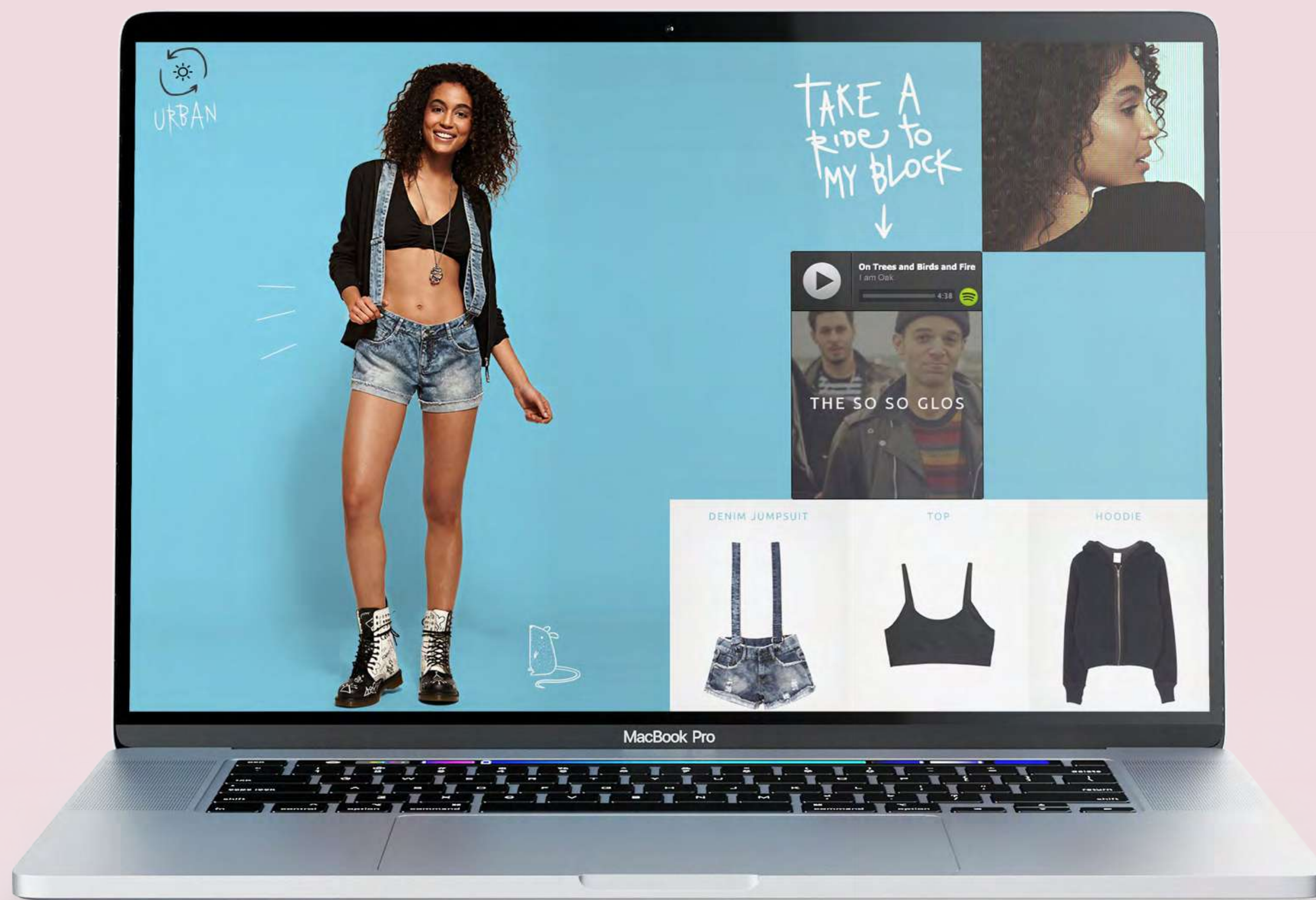
L'idea

Raccontare in modo alternativo la lunga storia di Palazzo Reale, attraverso i suoi personaggi ed eventi del passato.

Pitch Tezenis

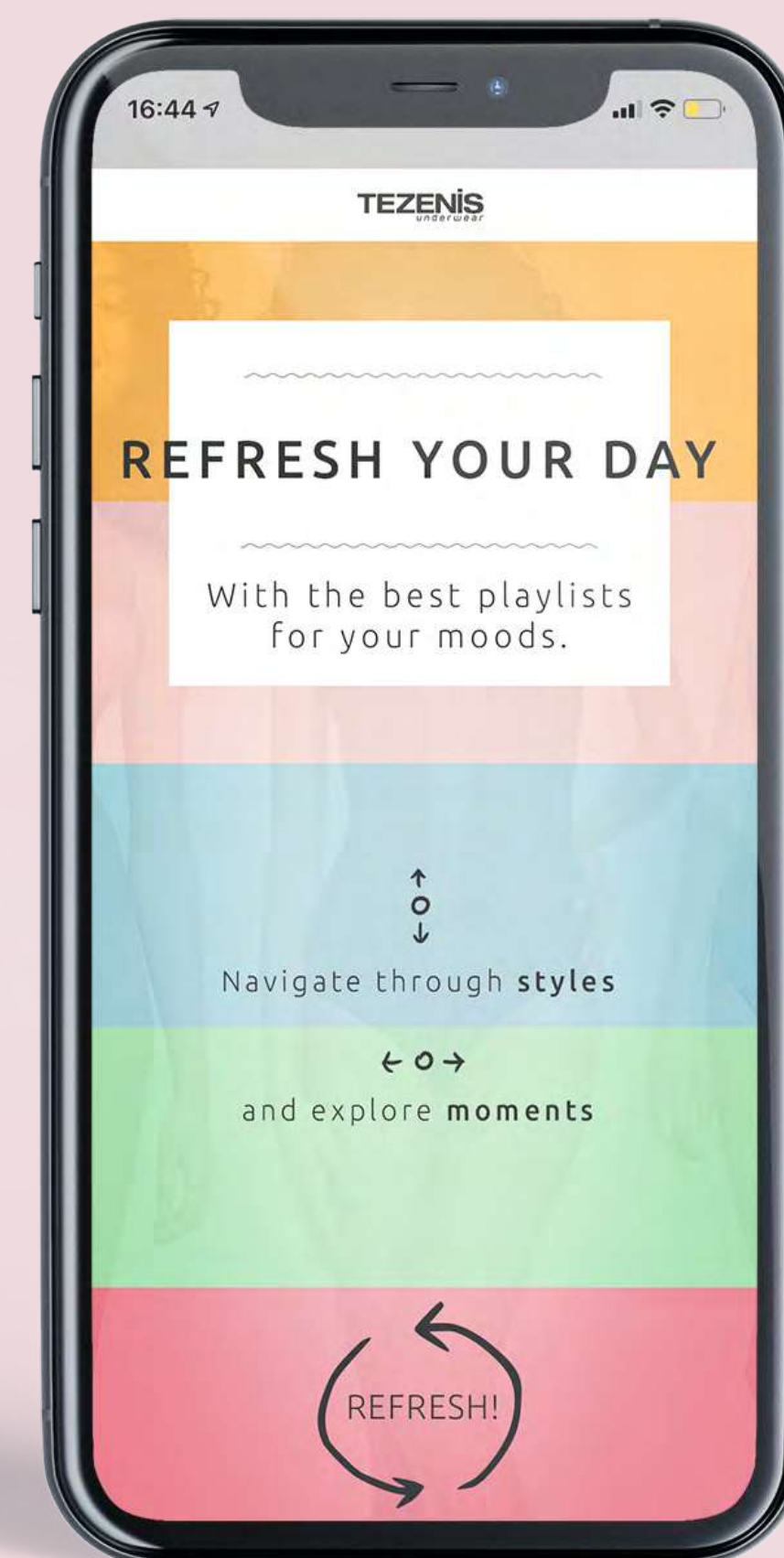
Art direction, illustrations,
user experience and user interface
for the e-commerce **tezenis.com**





L'idea

Trasmettere l'anima giovane ed eclettica di un brand come Tezenis, attraverso uno strumento che aiutasse l'utente a creare un proprio look in base ad un mood.



Pitch Thun

Art direction, character design,
illustrations and strategy.





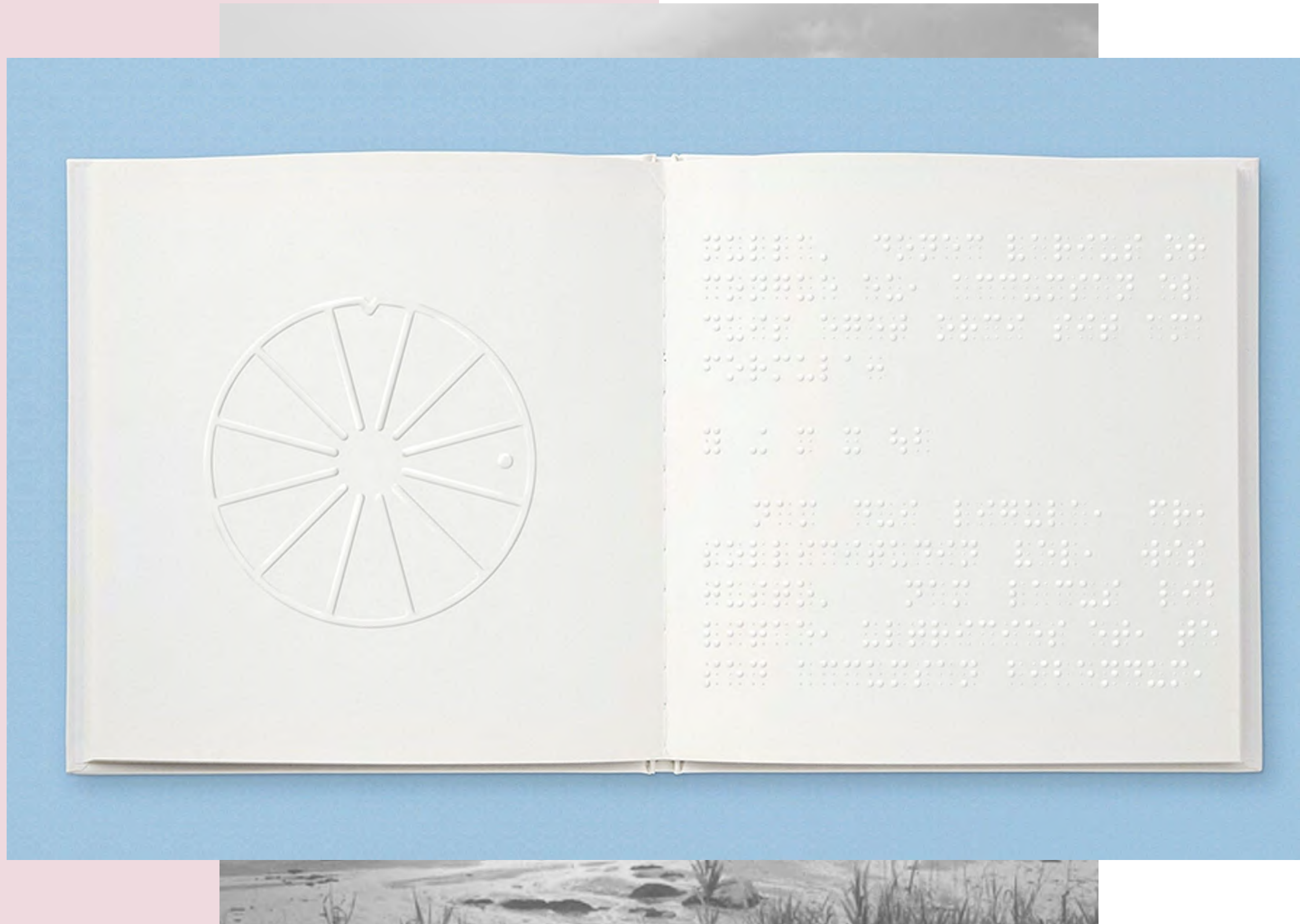
Brief

Creare un'intera linea di personaggi, con un'identità nuova, che parli il linguaggio dei millennial. Pensare ad un nuovo concept e ad una strategia di comunicazione.



Project Spectrum

Symbol study, art direction, illustrations, video storyboard.

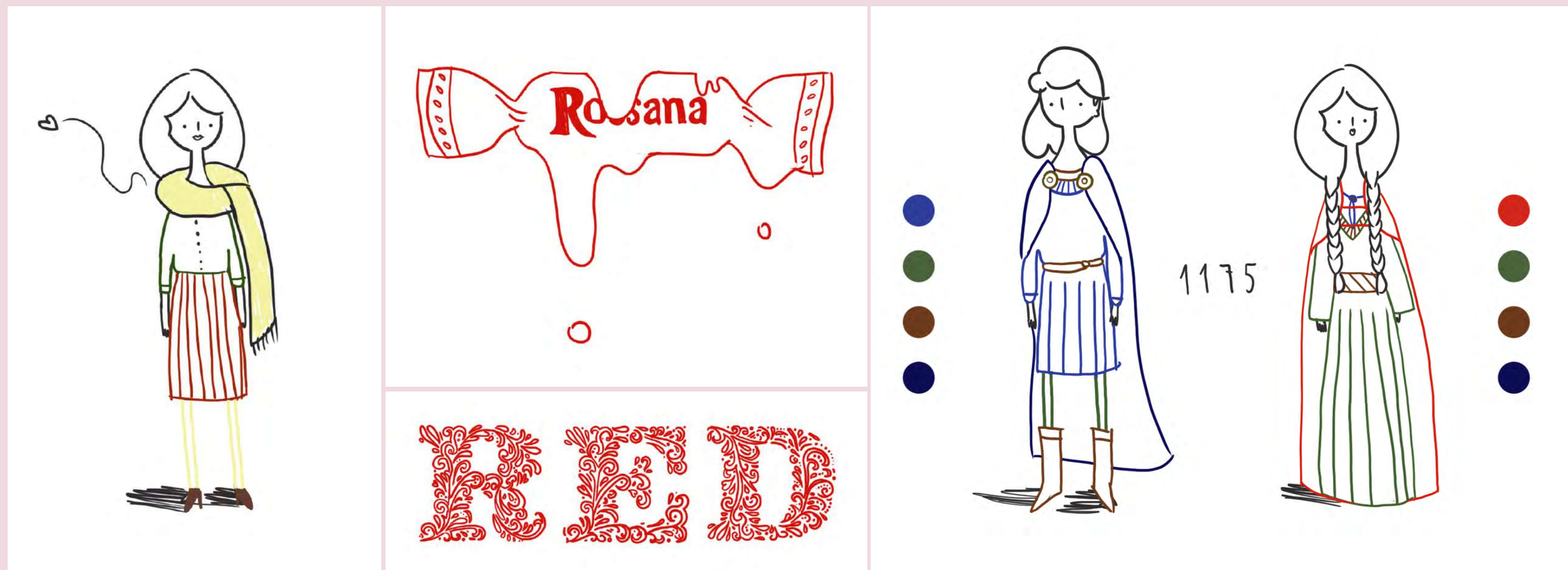




Idea

Creare un nuovo metodo, semplice, economico ed accessibile, per permettere alle persone non vedenti di riconoscere il colore.

S P E C T R U M
S P E C T R U M
S P E C T R U M



Project Teatro Eliseo

Art direction,
user interface and illustrations.

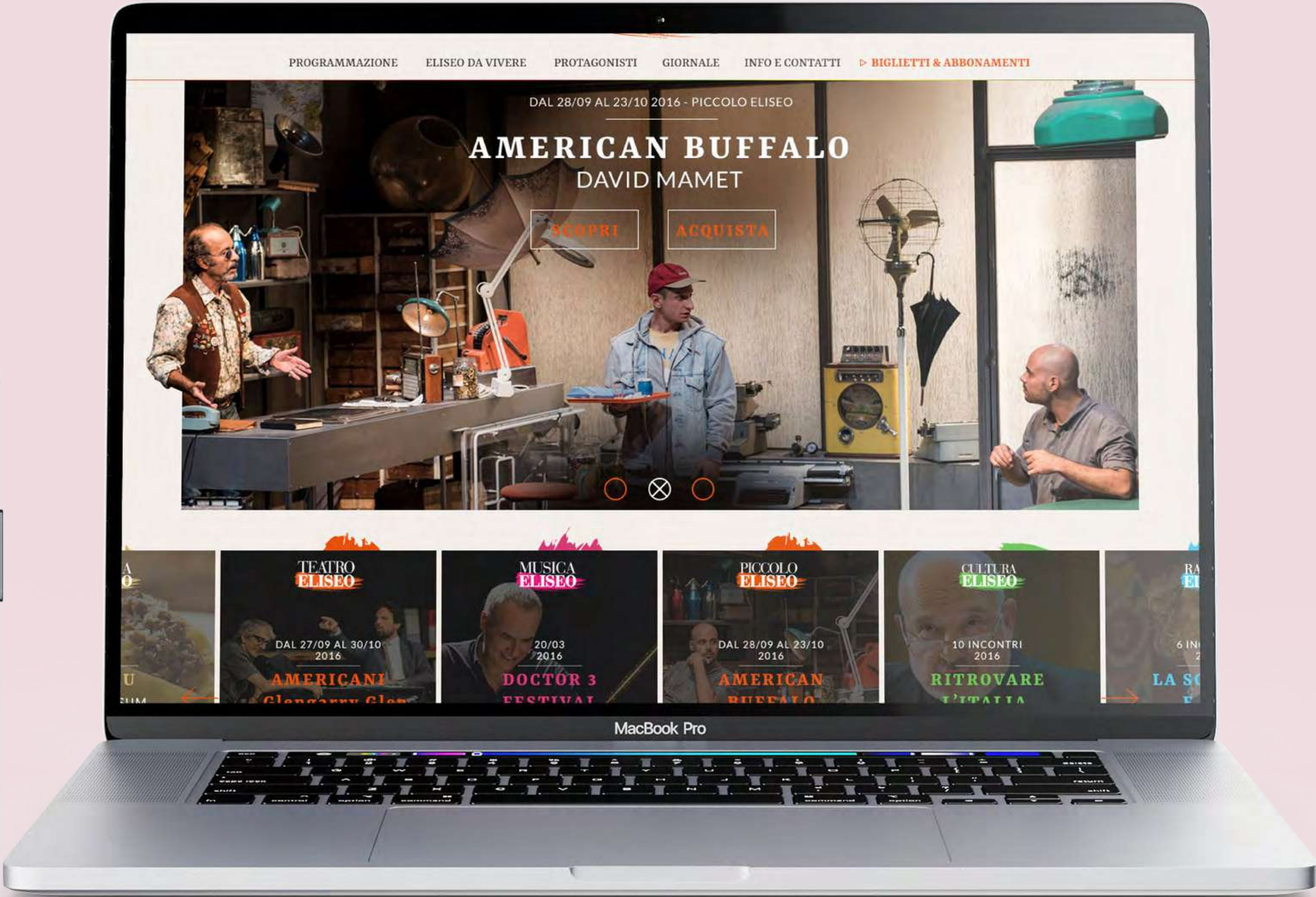
Sito
www.teatroeliseo.com



Illustrations



Website

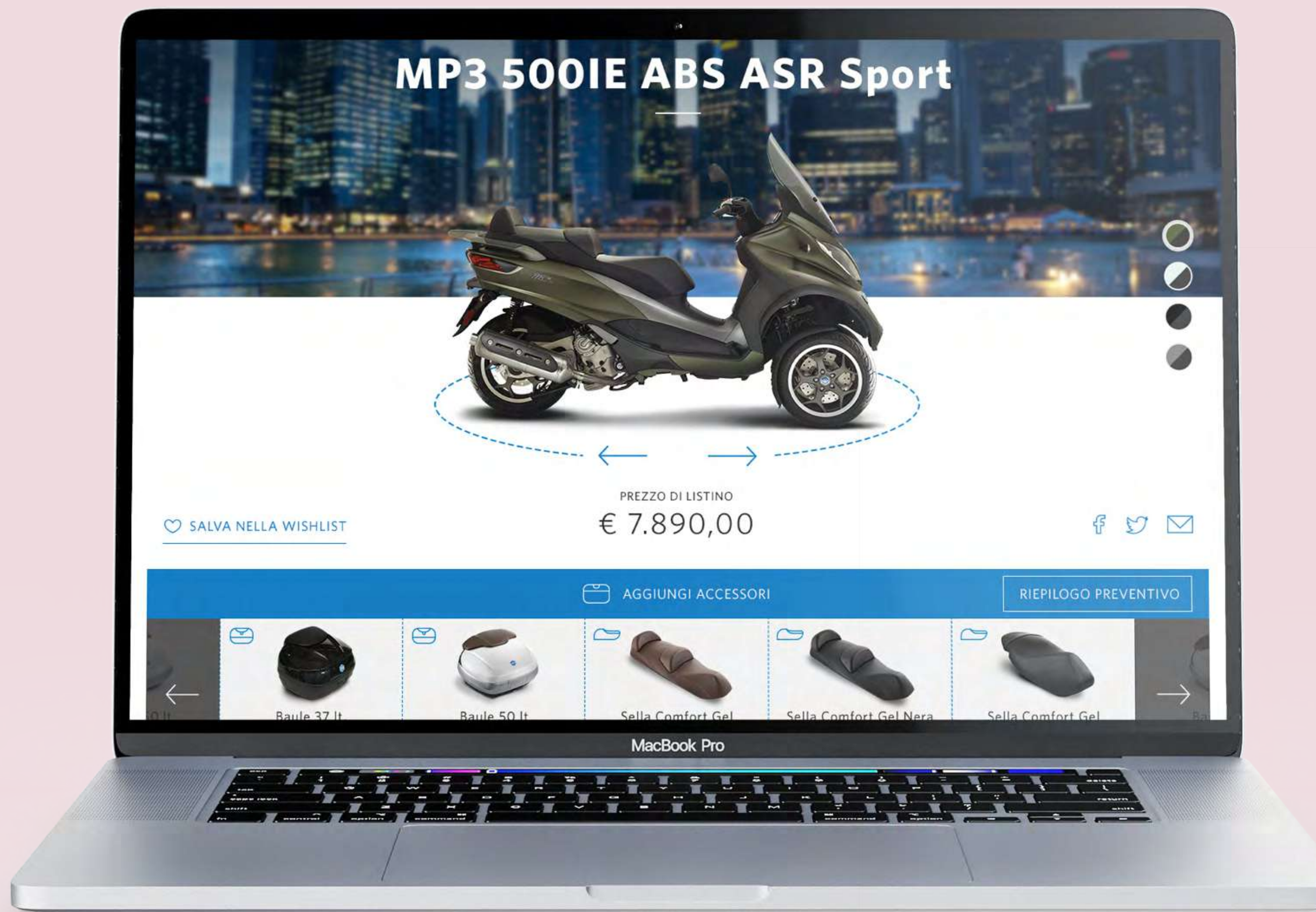


Project Piaggio

Art direction, user experience and
user interface for **piaggio.com**

Sito
www.piaggio.com





Project Moto Guzzi

Creative Supervision and art direction of
Moto Guzzi campaigns.





Illustration

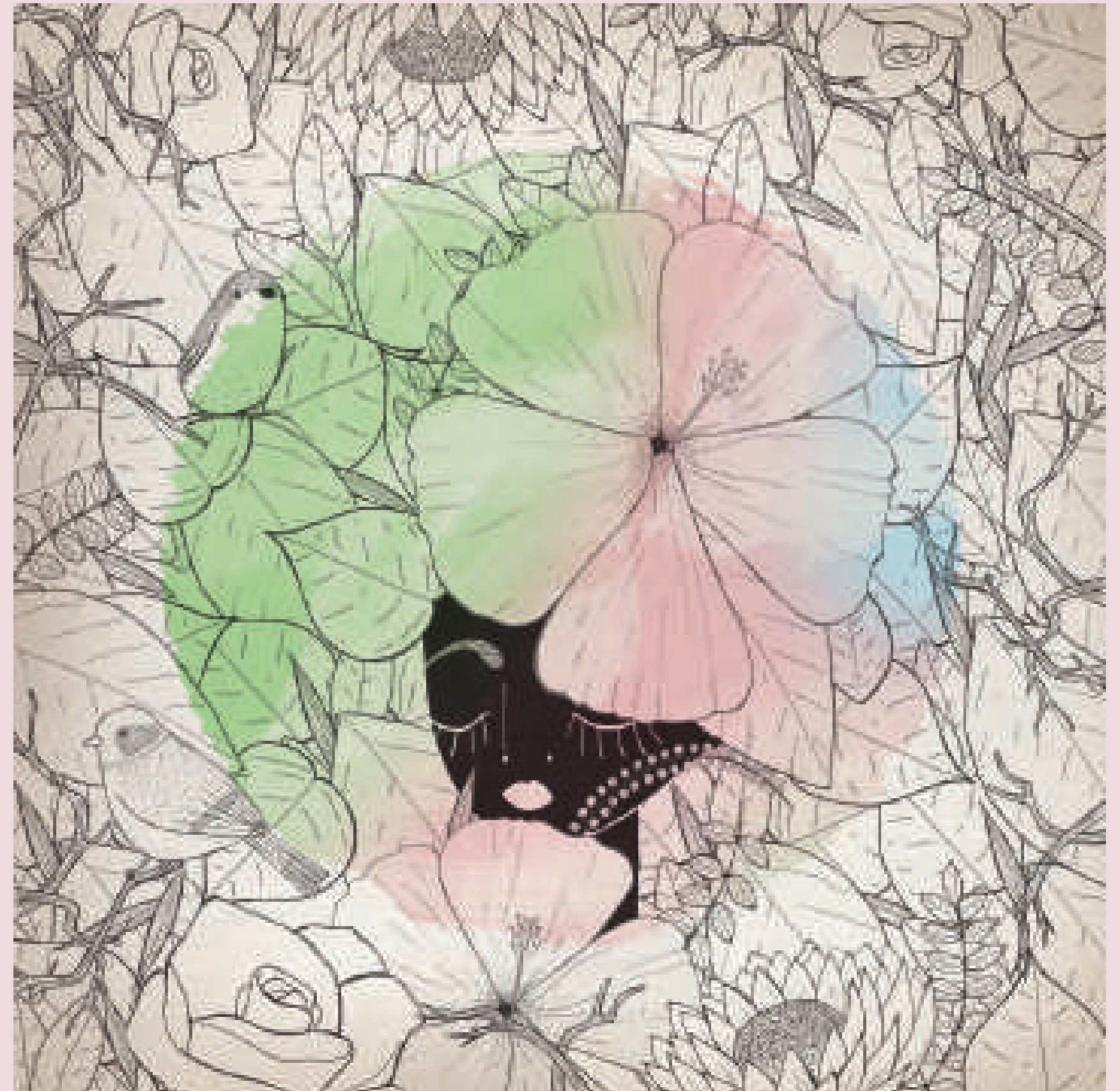
WWF



Mondo Gatto



Lava Lava Love



Misc





Thanks