

# Serena Micieli



Portfolio 2022

# Me.

**Art director, UX/UI Designer and 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**

2020 - Now / Freelance Art Director, UX/UI Designer and Illustrator

2018 - 2020 / Global 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

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[serenamicieli.com](http://serenamicieli.com)

[serenamicieli.tumblr.com](http://serenamicieli.tumblr.com)

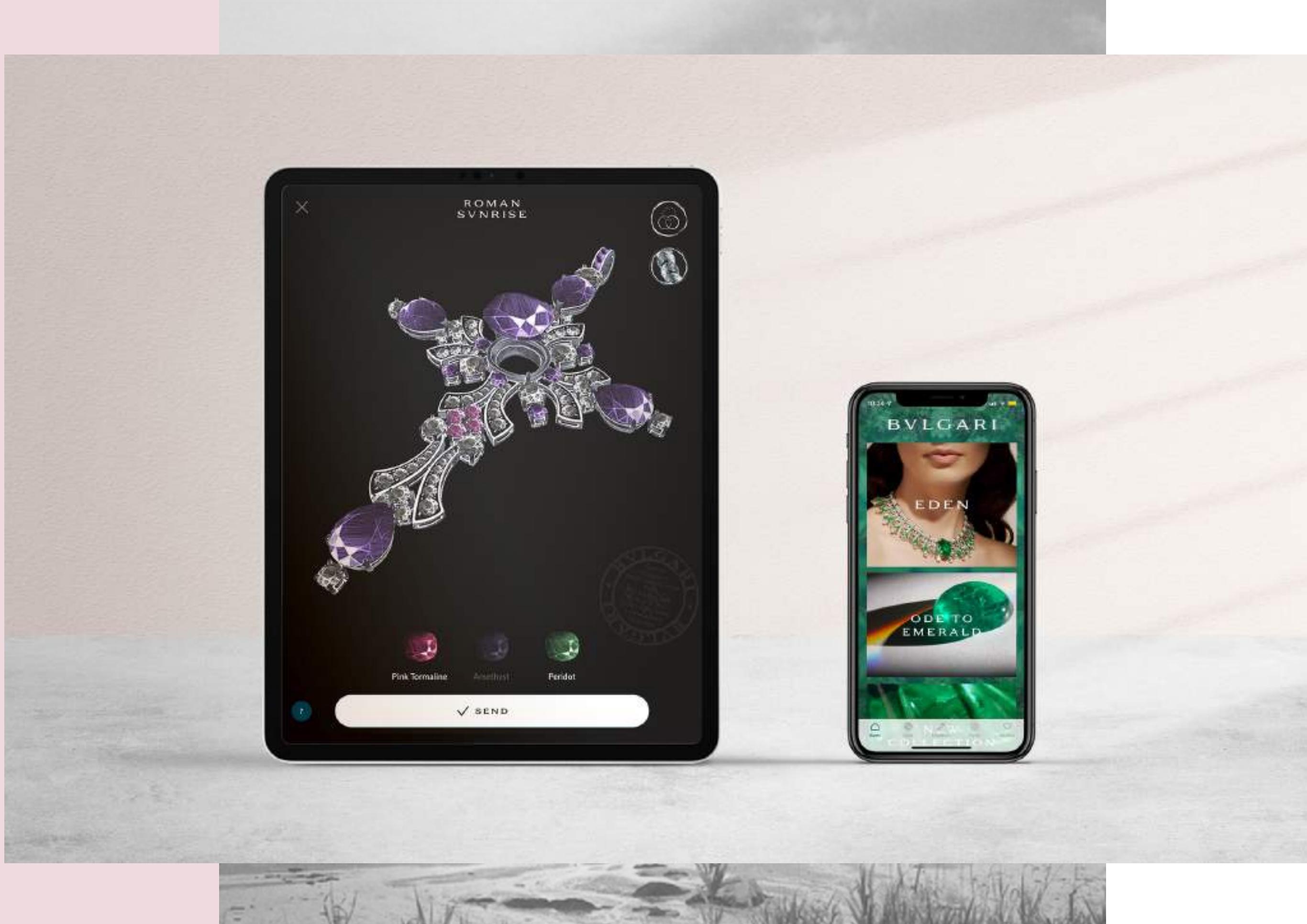
[instagram.com/anniemalahus](http://instagram.com/anniemalahus)

# Art direction

# Project Bulgari

Art direction of the brand new  
Bulgari high jewelry experience.

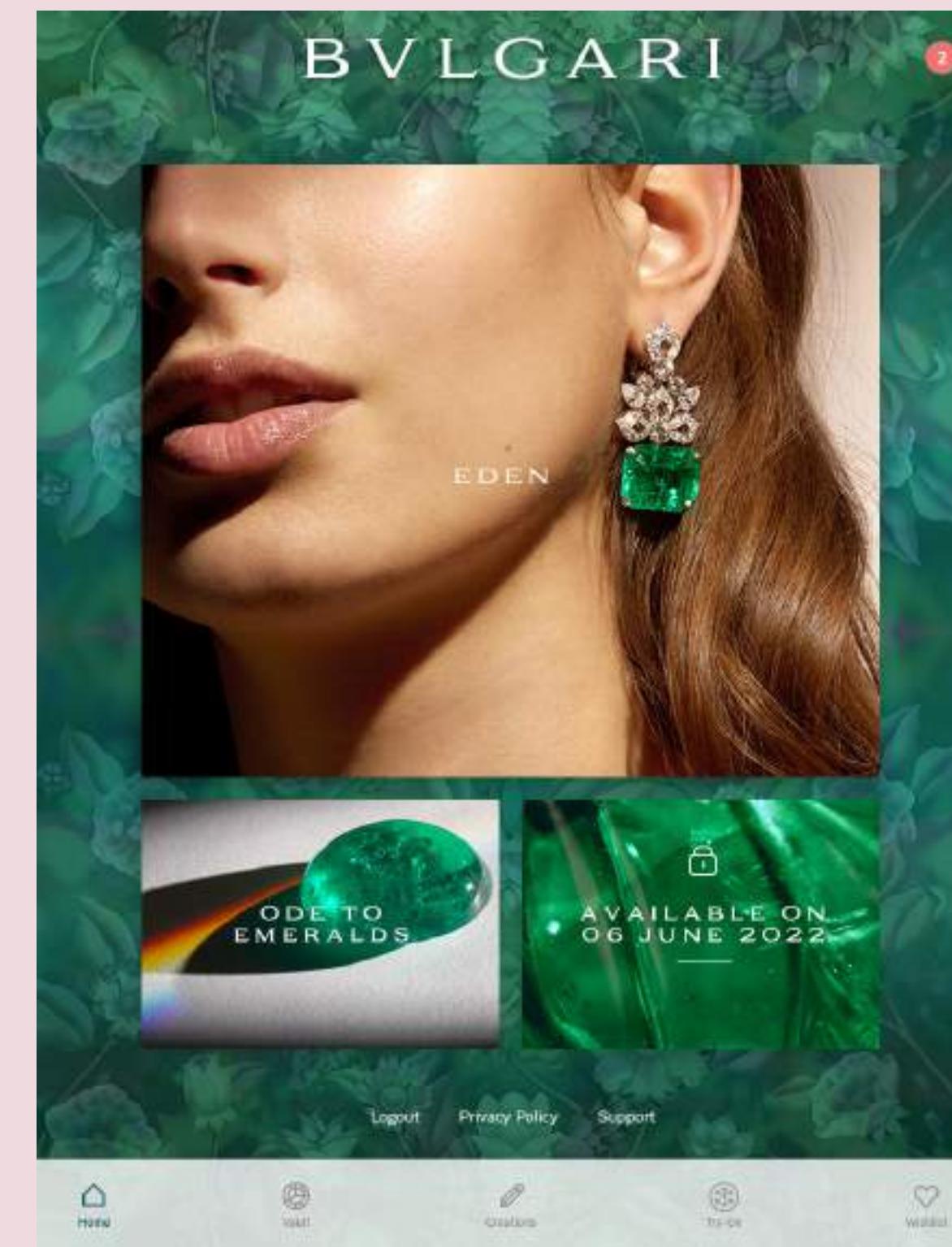
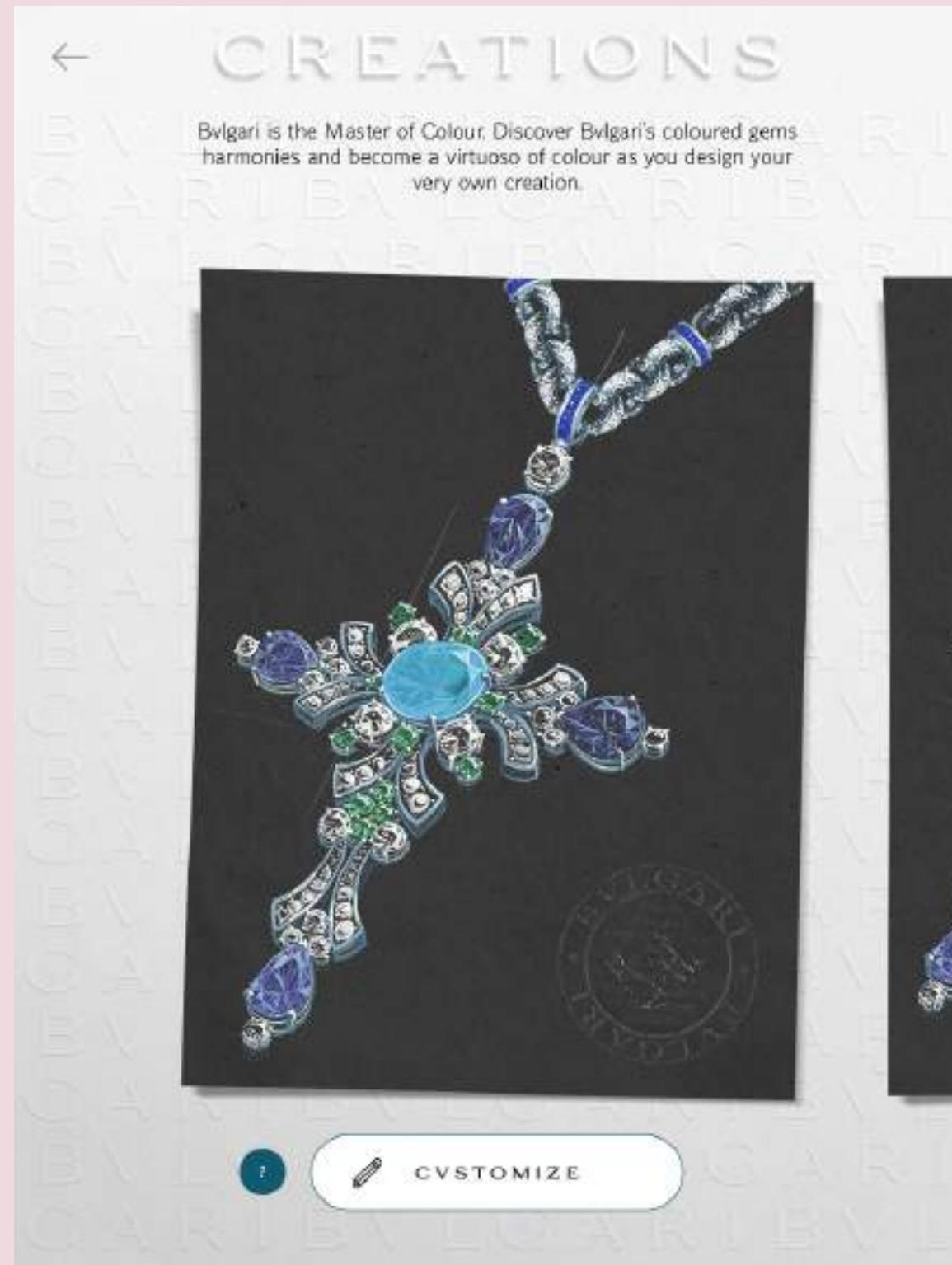
App  
**Bulgari Creations**



## Il brief

Disegnare una piattaforma esclusiva, che cambi forma ad ogni nuova collezione Bulgari e che accompagni l'utente dentro l'immaginario del brand.

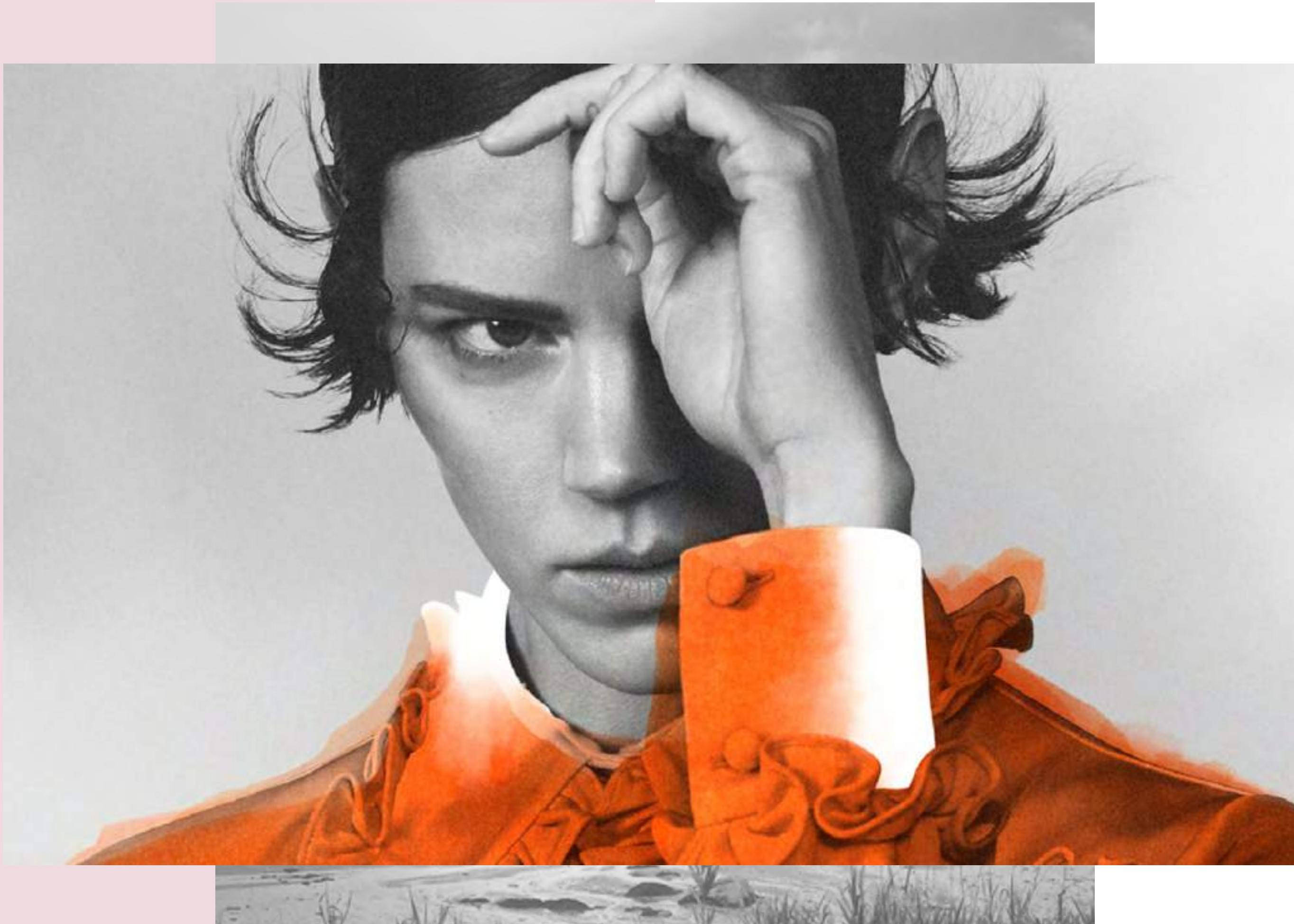
Progettare un'esperienza che metta in contatto clienti e venditori, mantenendo una interfaccia sofisticata ed elegante.

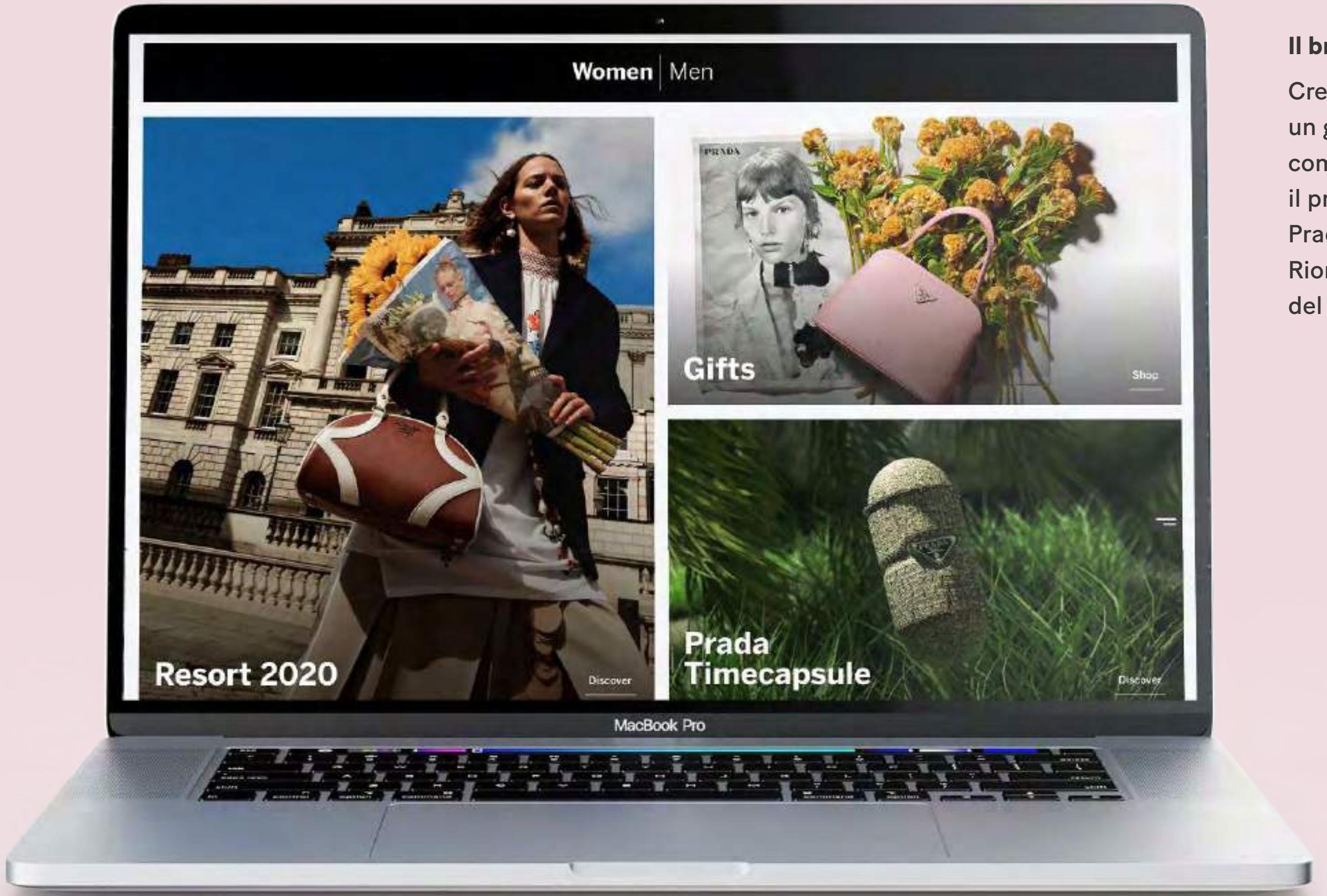


# Project Prada

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

website  
[www.prada.com](http://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 Philea

Art direction of the visual identity  
and website of a new philanthropic  
association

Website  
[www.philea.eu](http://www.philea.eu)





## Il brief

Progettare la visual identity e il sito di una nuova associazione filantropica, Philea, cercando di riflettere la natura innovativa e inclusiva dell'associazione, ponendo l'accento sulla funzionalità e la riconoscibilità, con un'identità fresca ed emozionale.

### Upcoming Events

**29 may 2022**  
Barcelona, Spain  
**Organisational Development Support Unconference**

Summit - Sustainable Development Science and Technology - Global Challenge

**1 June 2022**  
Barcelona, Spain  
**Resilience in Uncertain Times: The Role of National Associations in Crises**

Summit - Sustainable Development Global Challenge

**Become a member**

Cheesecake macaroon macaroon cupcake chocolate cake lemon drops macaroon.

[LEARN MORE](#)

### Latest News & Opinions

**ARTICLES - 23 MAY 2022**  
Active Philanthropy and the Philanthropy Europe Association launch the Climate + Philanthropy Compact Learning Journey

Active Philanthropy and Philea are launching an online course to equip the philanthropy...

Climate change - Environment and Sustainable Development Science and Technology - Global Challenge

**ARTICLES - 19 MAY 2022**  
Philanthropy and wider social economy make a strong case for co-shaping the future of Europe

Fundación ONCE, together with Philea staff, made a strong case for philanthropy and its important role in co-shaping the future of Europe alongside other social economy...

Culture - Event - Art - Infrastructure

**OPINION - 11 MAY 2022**  
Strategic priorities for operations in grantmaking philanthropy

HR, Legal, Finance and Technology functions comprise the indispensable operating platform on which charitable foundations depend. Since change and operational performance in philanthropies isn't driven by competition, as it is in...

Culture - Event - Art - Infrastructure

**OPINION - 2 MAY 2022**  
Civil society under populist rule: perspectives and hopes

Vera Móra, Director, Hungarian Environmental Partnership Foundation

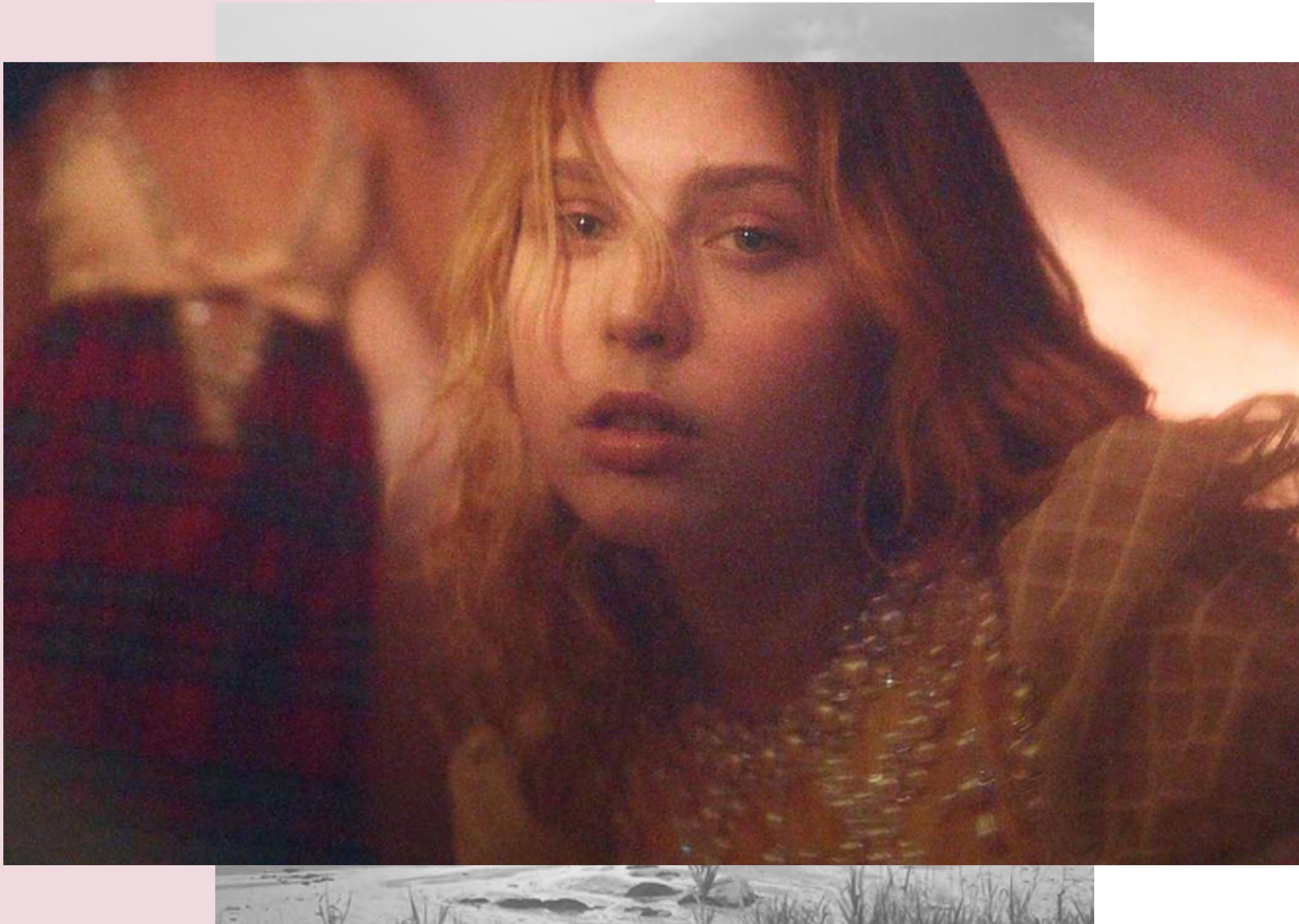
**ARTICLES - 5 MAY 2022**  
Philea publishes "Climate philanthropy networks" a

Lars Grotewold, Head of Climate Action, Stiftung Mercator

# Project Miu Miu

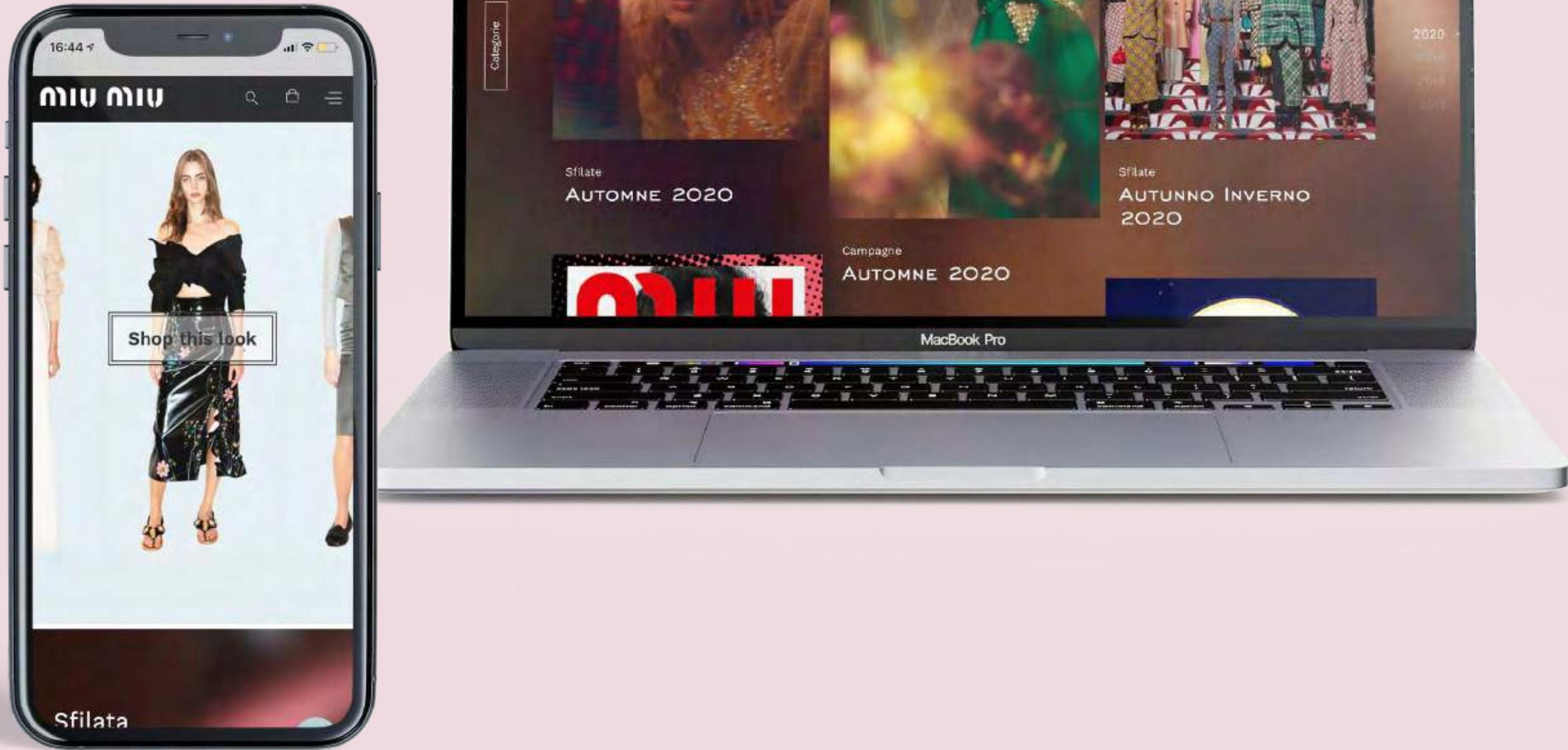
Art direction, user experience  
and user interface  
for the Miu Miu e-commerce.

website  
[www.miumiu.com](http://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.

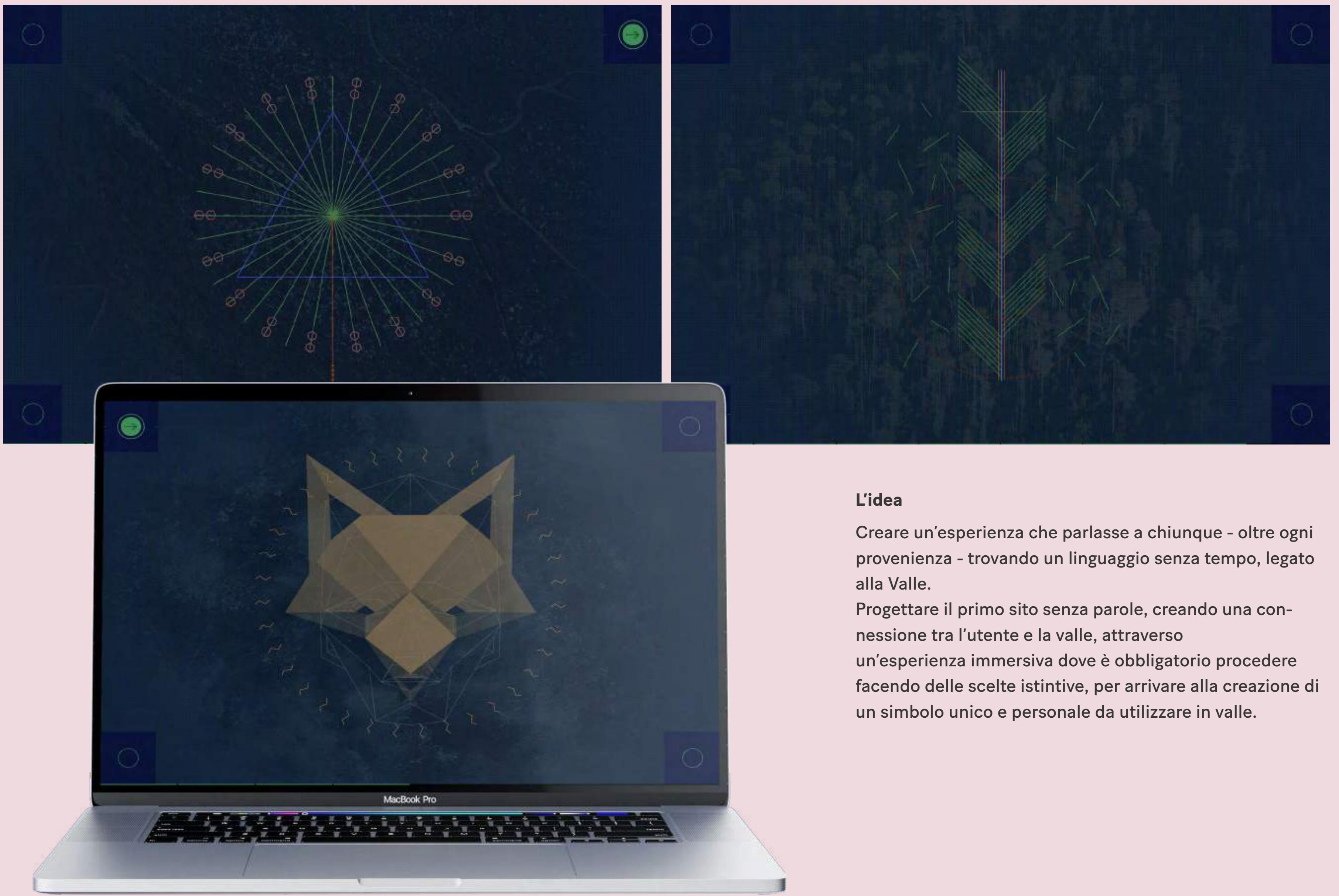


# Project Valle Camonica

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

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

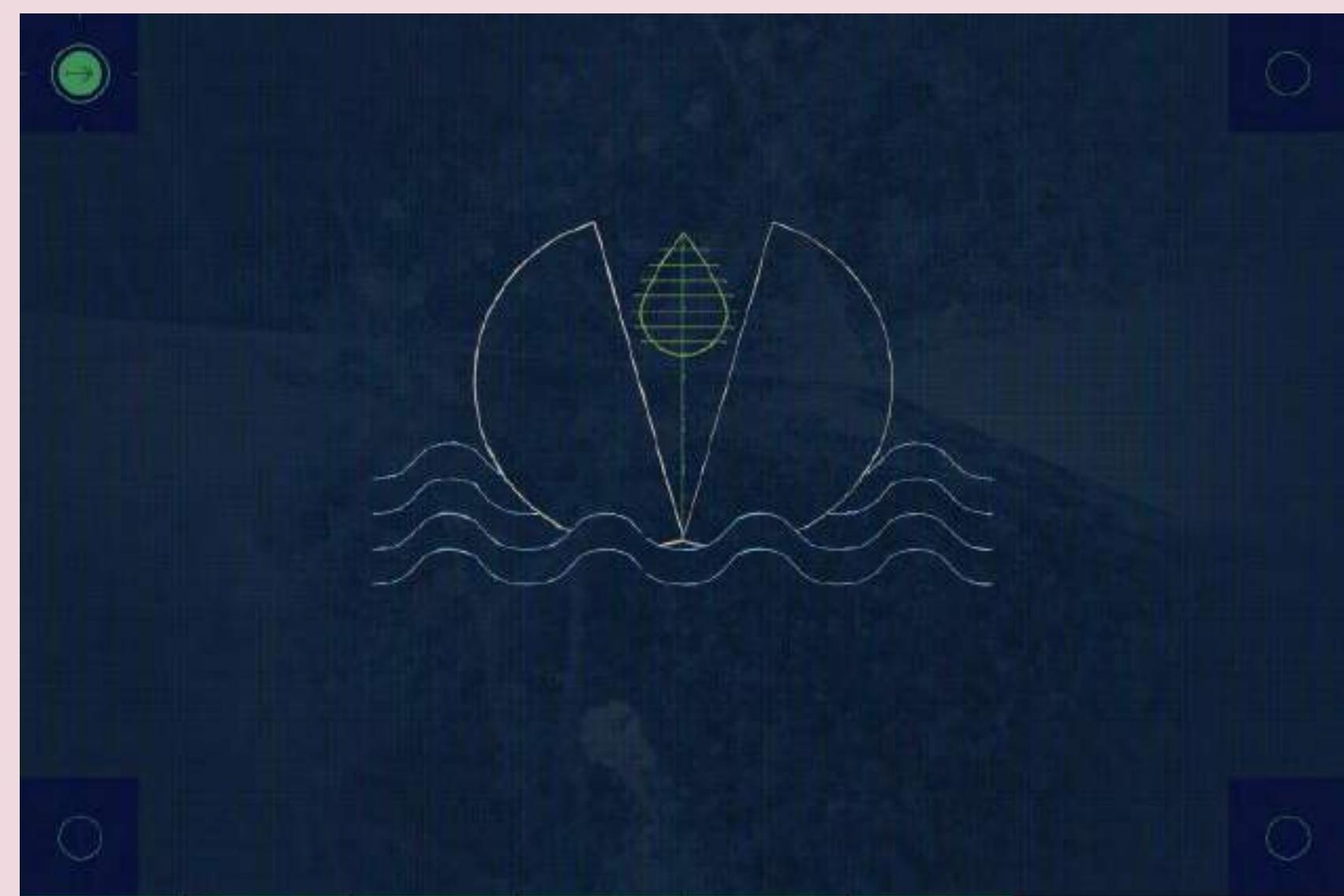




### L'idea

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>





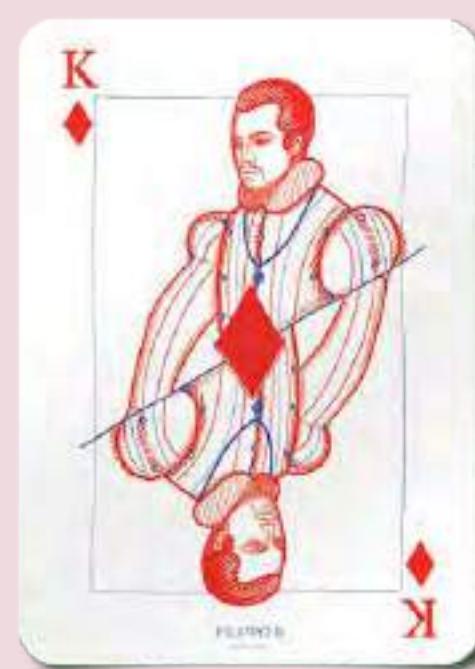
### L'idea

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



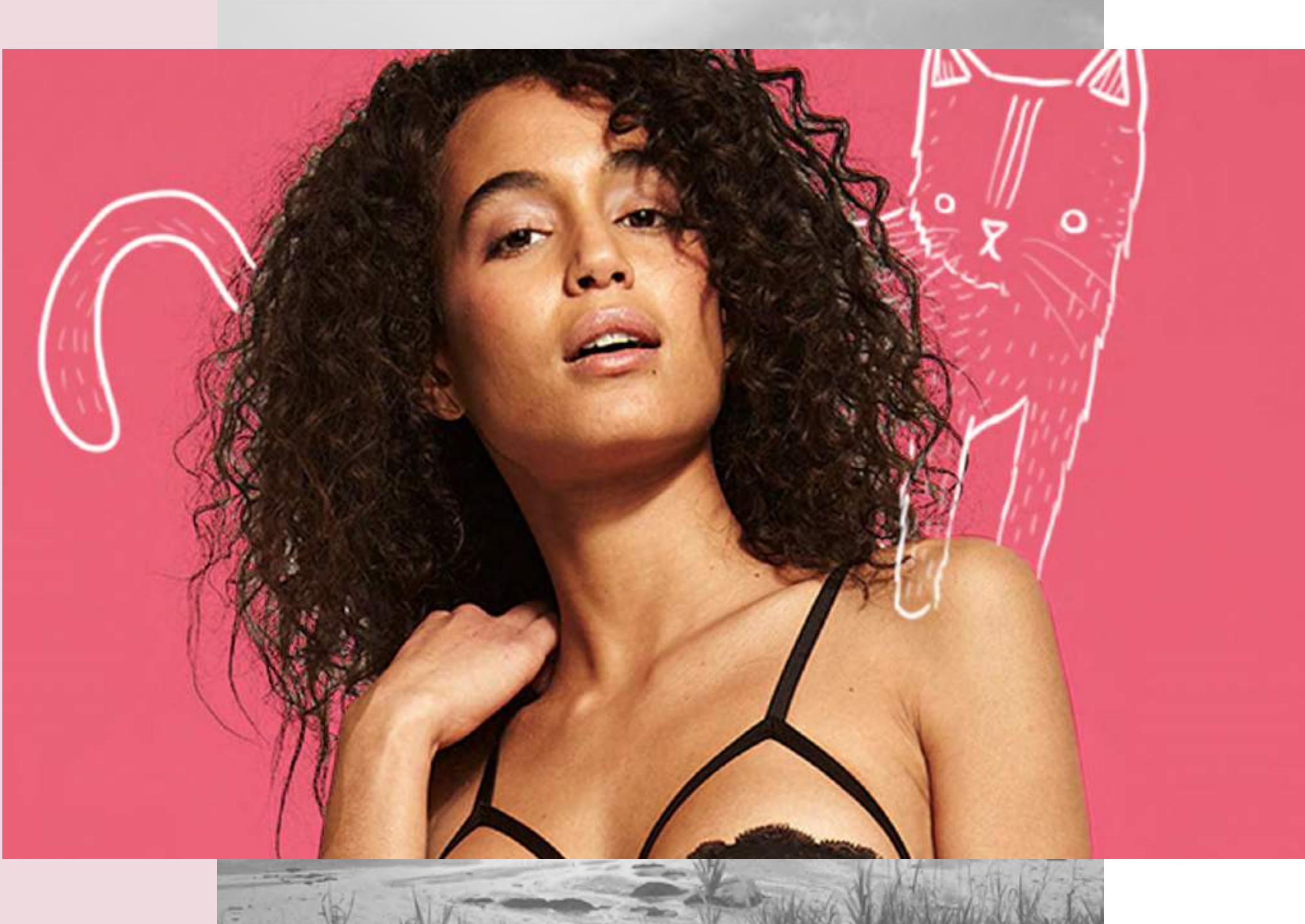


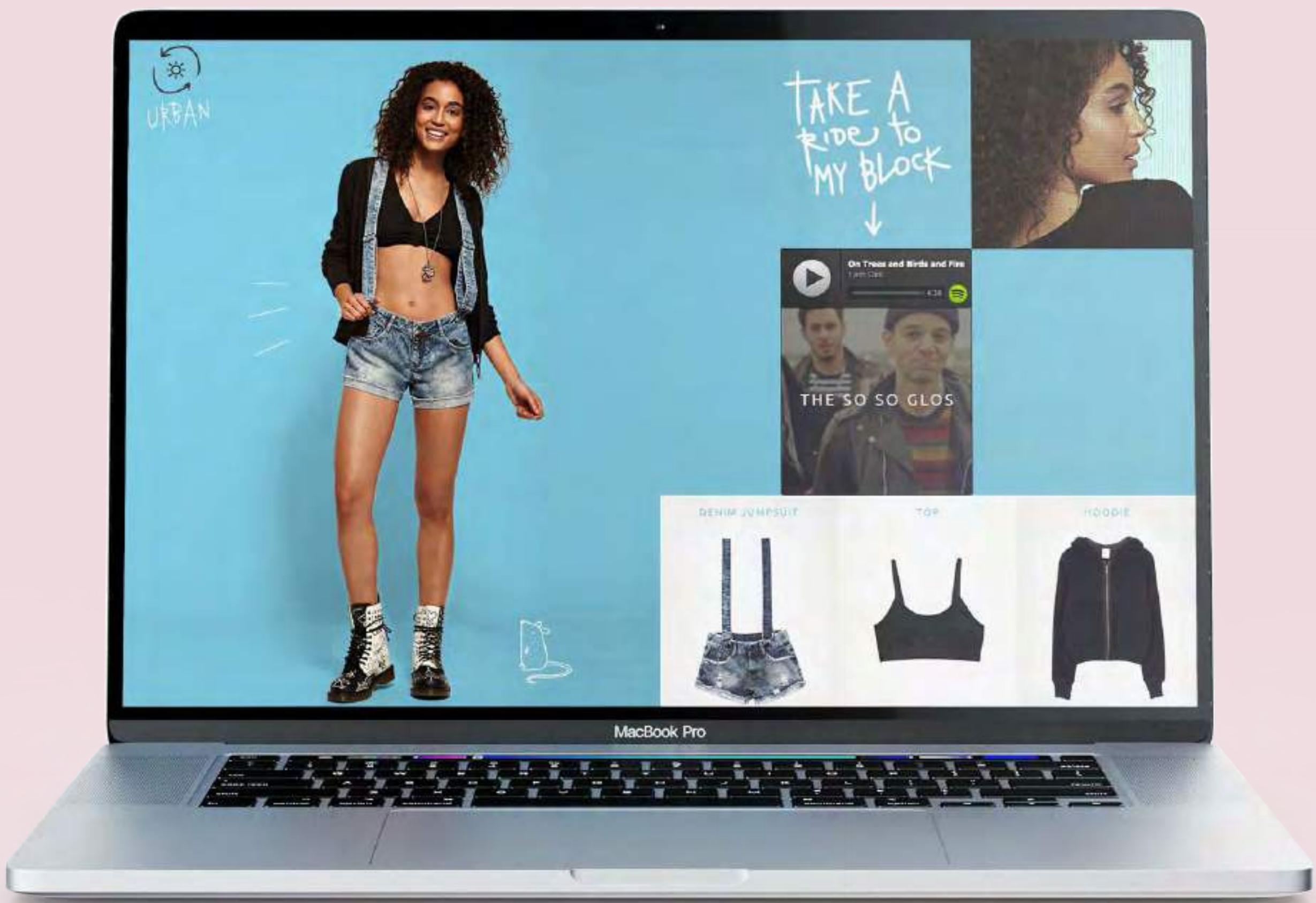
### L'idea

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](http://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.



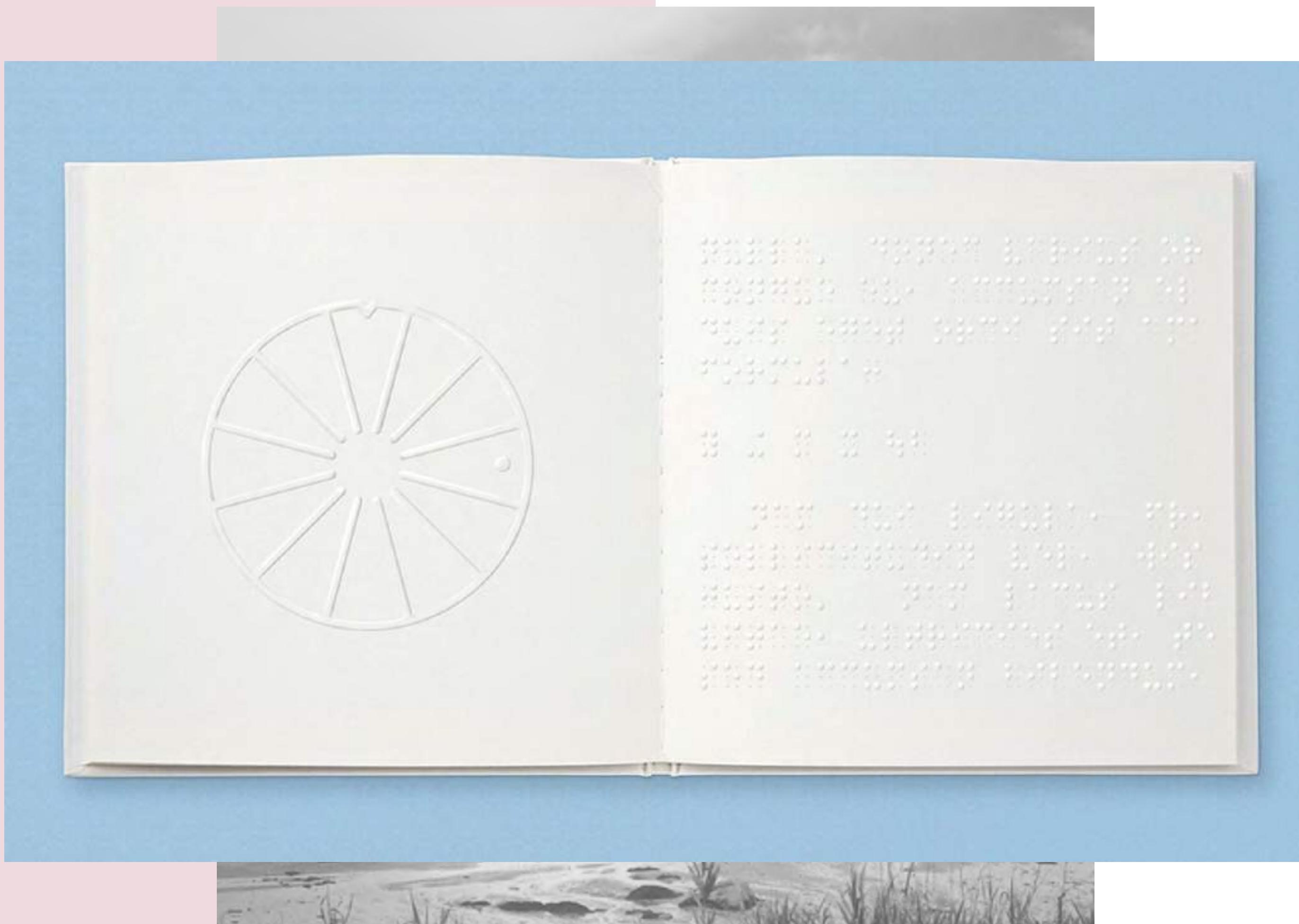


### Brief

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.

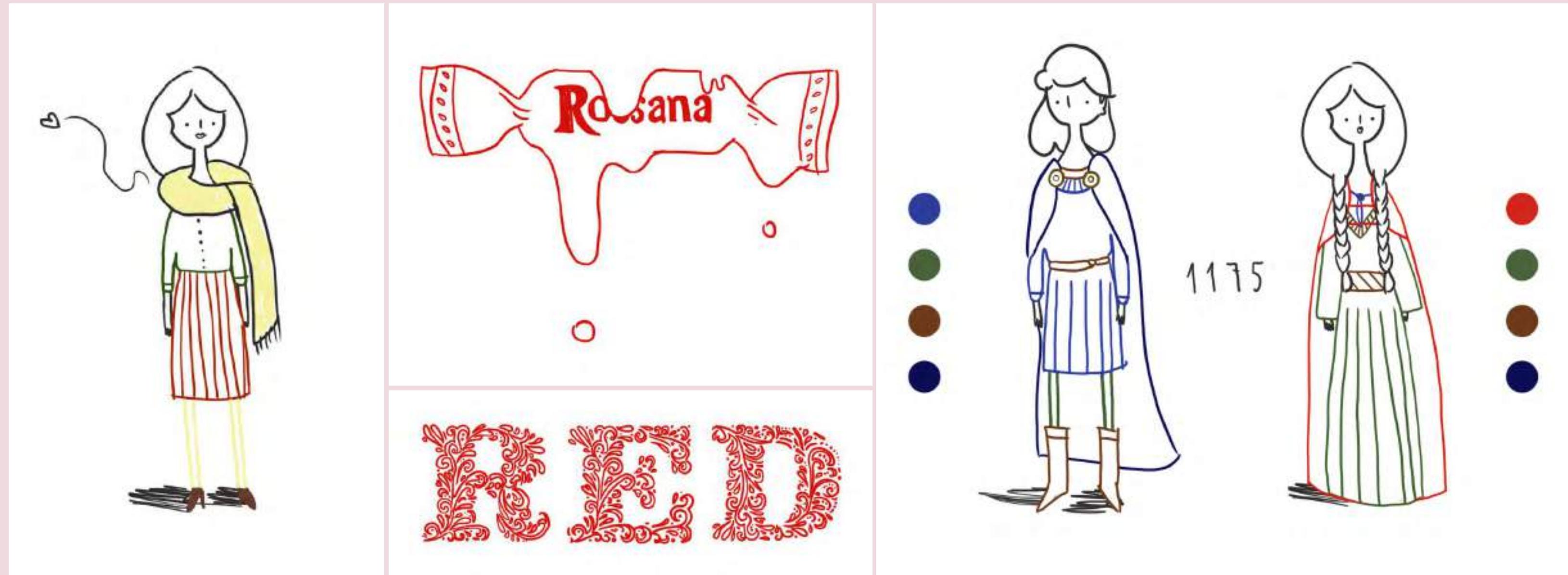




### Idea

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



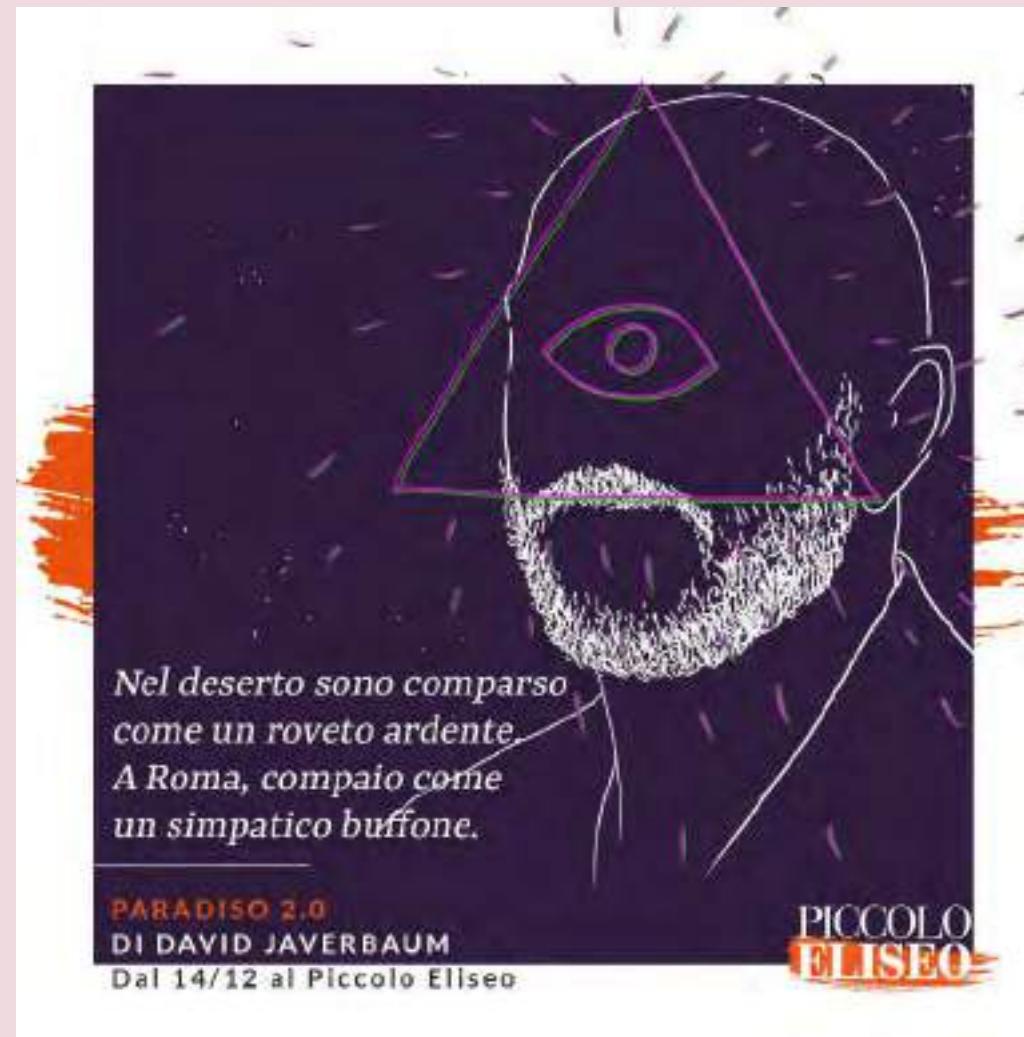
# Project Teatro Eliseo

Art direction,  
user interface and illustrations.

Sito  
[www.teatroeliseo.com](http://www.teatroeliseo.com)



# Illustrations



## Website

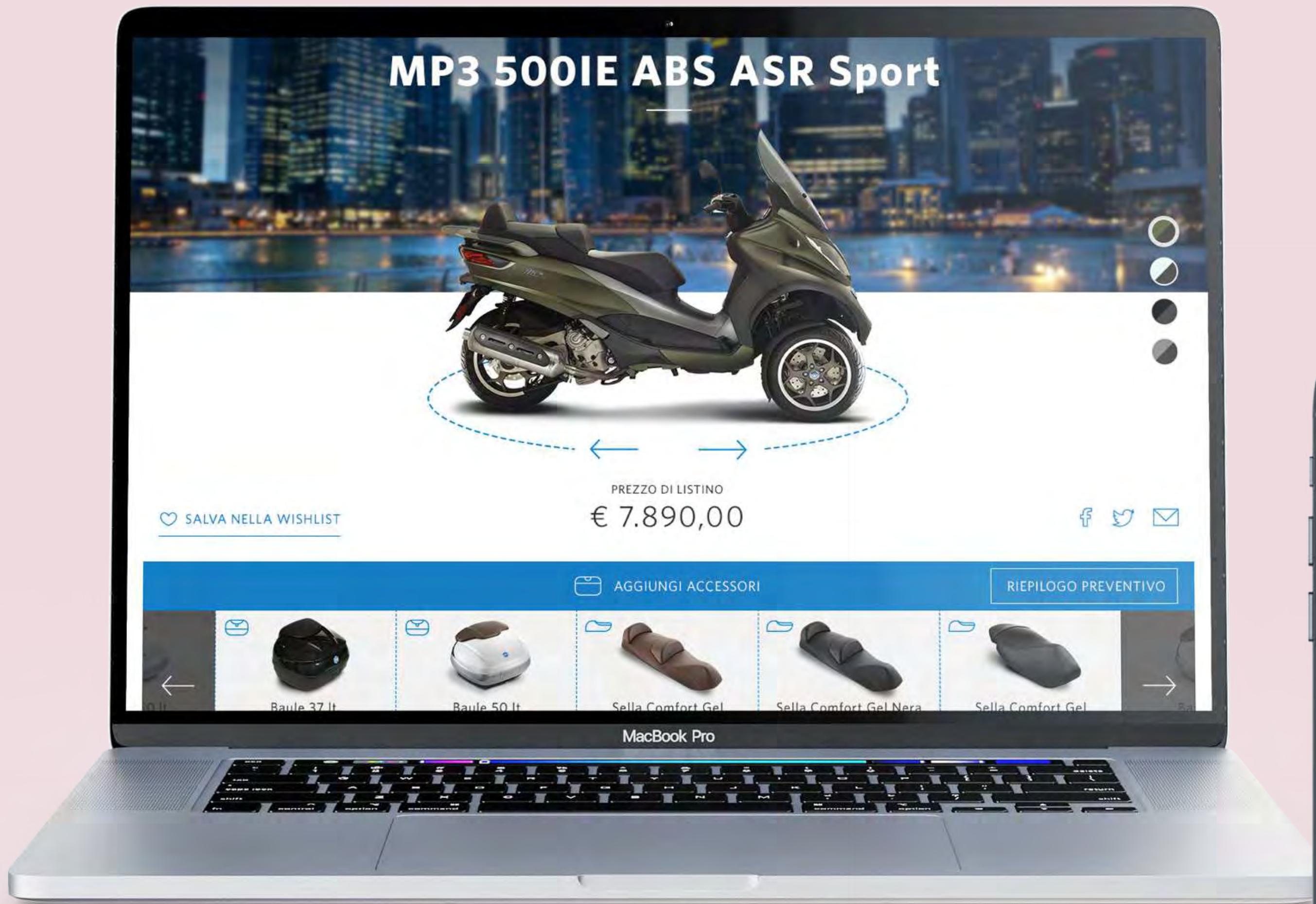


# Project Piaggio

Art direction, user experience and  
user interface for [piaggio.com](http://piaggio.com)

Sito  
[www.piaggio.com](http://www.piaggio.com)





# Project Moto Guzzi

Creative Supervision and art direction of  
Moto Guzzi campaigns.



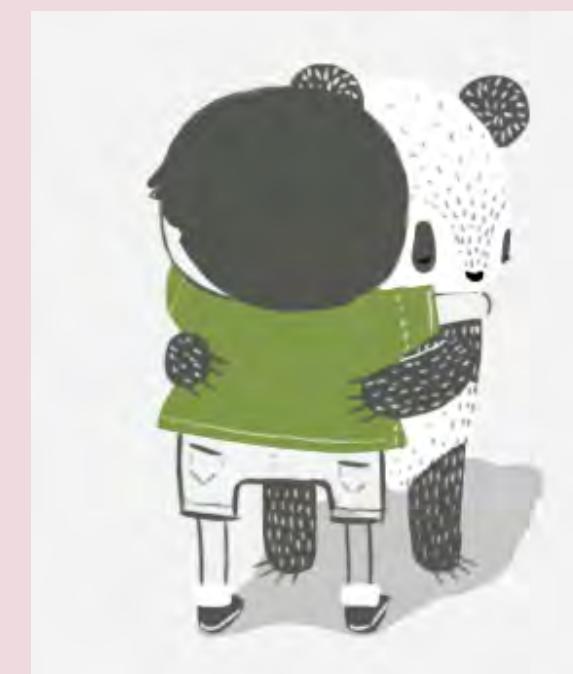
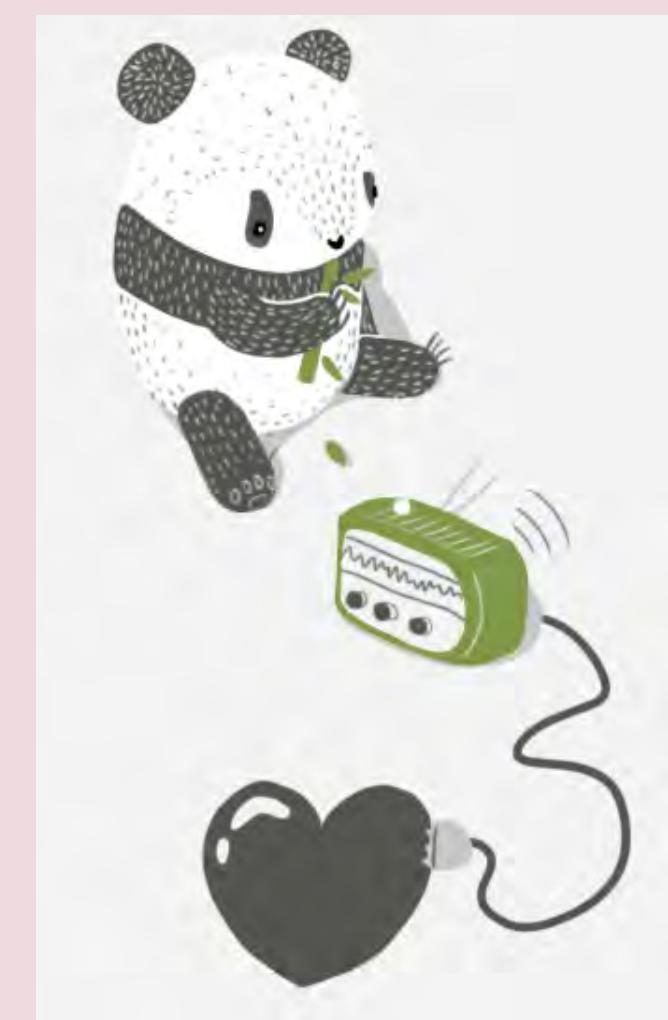
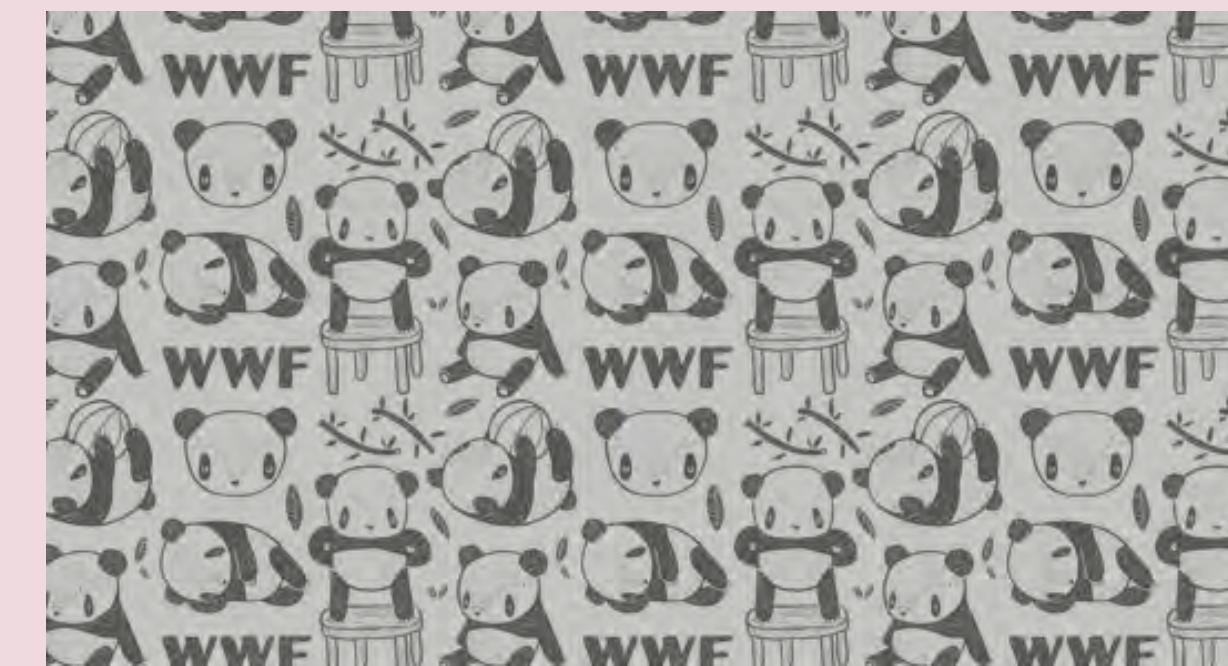
NUOVA V9  
**THE REAL THING**

Perché l'unica cosa che davvero conta là fuori  
è quello che sei dentro.



# Illustration

# WWF



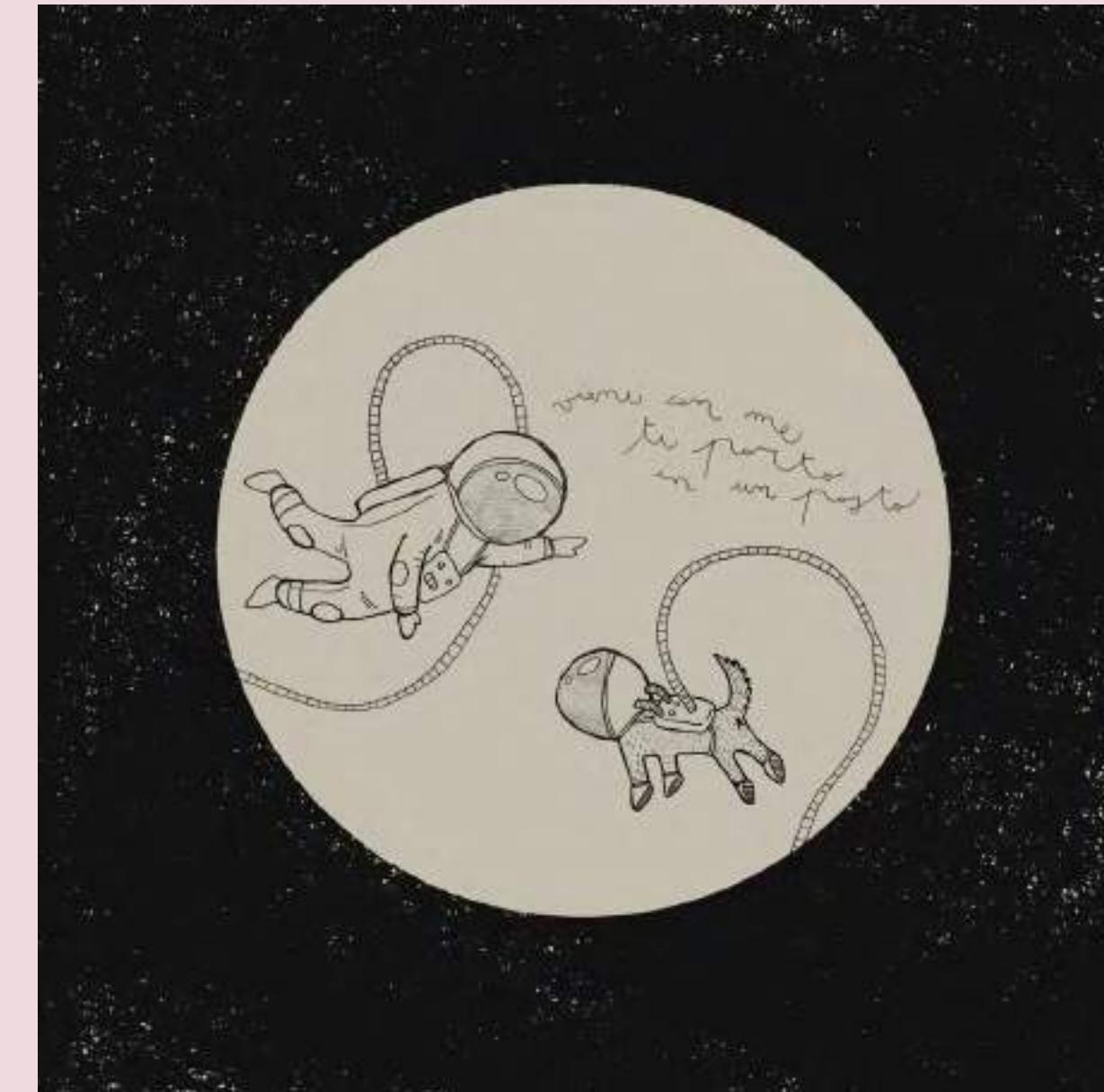
# Mondo Gatto



# Lava Lava Love



# Misc





**Thanks**