Veb 8 nteract Designer 1

Born on 21 December 1997, I'm a Web & Interaction Designer and Full Stack Marketer currently based in Italy. I have worked for highend brands in sectors such as Luxury, Fashion, Interior and Web3.



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simoneastolfi

CORE SKILLS

UI & UX
Web & App Design
Brand Identity
Logo Design
Graphic Design
Motion Design

Digital Strategy
Content Creation
Social Media Management

ADDITIONAL SKILLS

Front-End Development (HTML, CSS, Javascript, GSAP, Lenis, SplitText, React, Node.js, Vite.js)

App Development (Dart, Flutter, Android Studio)

Back-End Development (PHP, MySQL)

SOFT SKILLS

Teamwork
Time management
Empathy
Adaptability

Hi, I'm Simone, a Web & Interaction Designer and Content Creator based in Italy.

Experience & Education

2024 - Present

Studiogusto

Content Creator & Social Media (Job)

2019 - 2022

NID - Nuovo Istituto Design

Web & Interaction Designer Diploma (Course)

2021 - Present

Studiogusto

Web & Interaction Designer (Job)

2018 - 2019

Satiri Auto S.p.A. Salesman (Job)

2011 - 2016

Marketers Company

2023

Istituto di Istruzione Superiore Raffaele Casimiri

Full Stack Marketer Certification (Course)

Scientific High School Diploma, Applied Sciences (Course)

Latest courses

2025

Marketers Company
Content Fundamentals

2024

Marketers Company
Advertising Fundamentals

2025

Marketers Company - Andrea Giuliodori

The Expert Journey

2024

Marketers Company - Marcello Ascani Create your Media Company 2024

Marketers Company

Lead Generation: how to acquire customers

View all on my

<u>Linkedin</u> ⊅

Latest readings

2025

Tommaso Ebhart "Sergio Marchionne" 2024

Jordan Belfort

"The Wolf of Wall Street"

2024

Gregory David Roberts "The Mountain shadow"

Part-in projects

An overview of the projects I had the opportunity to participate in, focusing on web development and creating digital solutions to transform ideas into functional, efficient, and impeccably designed products.

Every project I contributed to was driven by the goal of merging technology and creativity, with a strong emphasis on usability, performance, and aesthetics.

Studiogusto's Projects 2022/current

Heineken

Experience & Games

This Web App was designed to provide an immersive and interactive experience inspired by the world of games. WebGL was used to achieve smooth animations and eye-catching graphics. JavaScript handled the Front-End and real-time interactions. Campaign management and contact collection were simplified through integration with Sendgrid.

View more *>*

Misura

Food & Drink

To modernize the Measure site, a component architecture was developed with React.js. The use of Emotion for CSS-in-JS optimized the management of styles. The project, including the blog section, is based on a custom WordPress to ensure flexibility and seamless integration with the Front-End.

View more *¬*

Studiogusto

Agency & Studio

Honors

DEV - Awwwards / SOTD - Awwwards / DDAW - Digital Design Award

The Studiogusto site is developed with React and Next.js, with fluid animations managed by GSAP and CSS-in-JS styling via Emotion. The integration of Three.js enables interactive 3D content, providing an immersive, high-performance user experience in line with the agency's creative vision.

View more [↗]

Litover

Experience & Games

The project Finishing Trends collects in a fresh, colorful and smoothly animated website a digitalized version of the most iconic finishings created by the printing masters at Litover.

View more ✓

Tecninox

Corporate & Business

Tecninox is an Italian company that manufactures process systems for the pharmaceutical and biotechnology industries. To improve the user experience on the website, navigable 3D videos have been integrated. Interactivity and scrolling are handled with GSAP, using ScrollTrigger, ScrollSmoother, and Observer.

View more *[→]*

Ciam

Corporate & Business

CIAM, a leader in design and technology for interior designers in the hospitality industry, has a website developed with React.js and interactive animations managed by GSAP. The styling is taken care of with JSS, while the back-end, based on WordPress and MySQL, is supported by Cloudflare CDN for optimal performance and fast uploads.

View more *>*

Digital Mosaik

Web 3 & Technology

Honors

DEV - Awwwards / SOTD - Awwwards / DDAW - Digital Design Award

The Digital Mosaik site is developed with React and Next.js, with smooth animations handled by GSAP and optimized scrolling with Lenis. Styles are curated with Emotion, while Three.js creates immersive 3D graphics. Based on WordPress and deployed on Vercel, it guarantees scalability and high performance.

View more [↗]

Homely – Designflows 2021

Year

2021

Type

Personal project

Category

Startup & Technology

Skills

Logo Design

Brand Identity

App Design

Software & Technology

Illustrator

Photoshop

Figma

Dart

Flutter

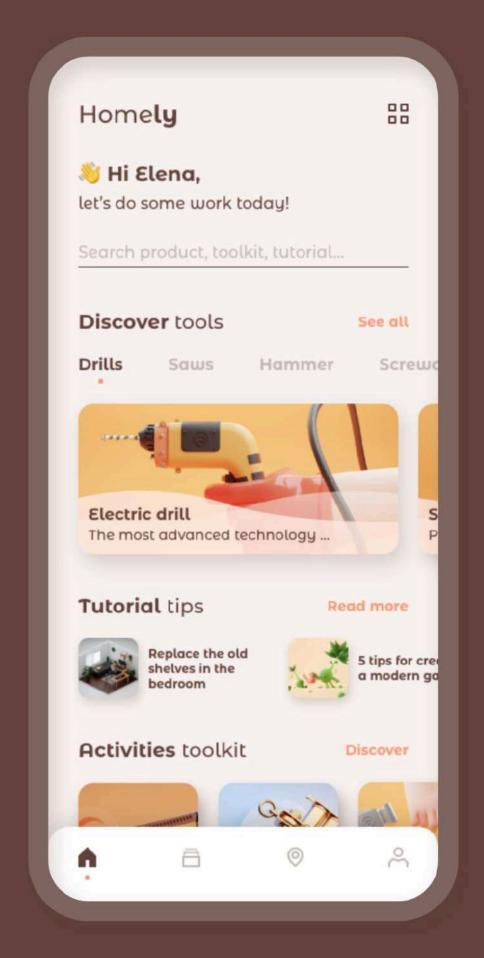
Android Studio

Homely caters to a target audience of occasional customers: people who, from time to time, need tools for simple DIY projects, such as assembling furniture, mounting shelves, or repotting plants.

For these users, purchasing tools isn't a practical solution. Renting, on the other hand, is a more convenient, cost-effective, and space-saving option.

The main feature of Homely is the rental of pre-assembled kits, which include all the necessary tools for completing a specific task. These kits are available in lockers located around the city and in large DIY stores.

Designflows 2021









Homely

The app suggests a list of featured toolkits, tutorials, and more.

The user can easily manage all his rentals thanks to the calendar.

Credit: 3D images from Dribbble.

Toolkit rental

My rental

How it Works

Nike SB Slider

Year

2019

A little style exercise to create the design of a small boutique site for the various collections of Nike SB's limited edition Dunk Low models.

Type

School project

Category

Fashion & Photography

Skills

Palette Design Web Design

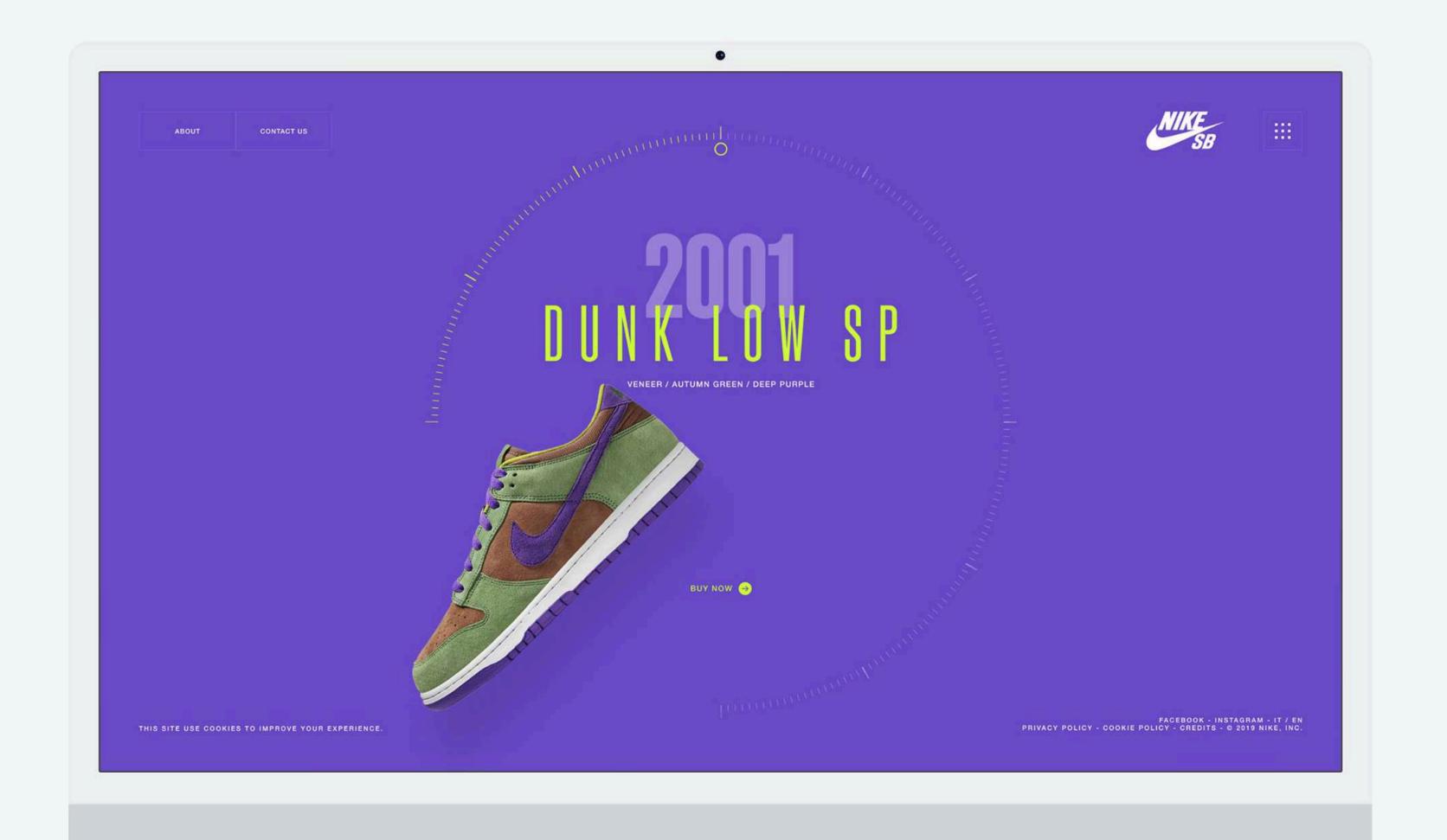
Software & Technology

Illustrator

Photoshop

Figma

Unselected Projects 2019/current



Splash Digital Agency

Year

2021

Type

School project

Category

Agency & Studio

Skills

Brand Identity

Web Design

Motion Design

Software & Technology

Illustrator

Photoshop

Adobe XD

After Effects

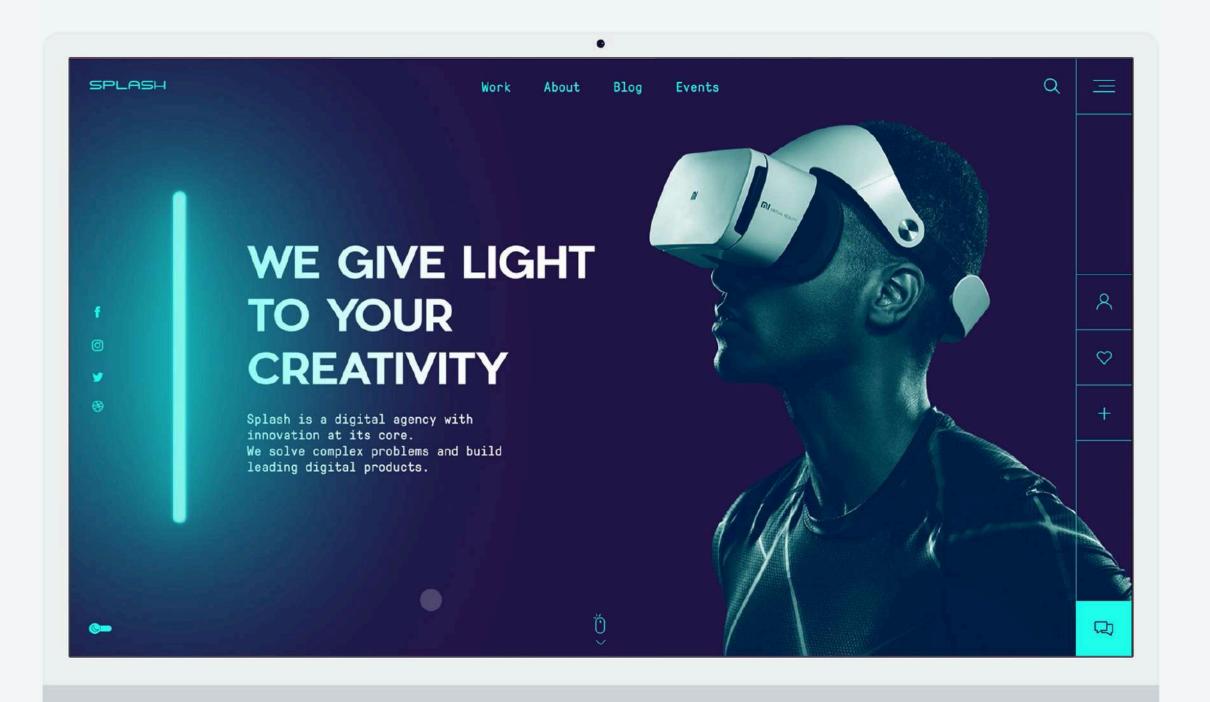
Media Encoder

Splash is a young talent agency that works in the web and digital field with clients all over the world.

The stylistic research, to create the concept of the agency's portfolio site, was focused on the theme of technology and innovation, consequently, both the fonts and the color palette and many other elements present in the wireframes, in many cases reflect these areas.

One of the peculiarities of the project is that it was created entirely in Duo Tone style, combining only two colors together, making the most of opacity and contrasts to enhance every single element present on the website.

Unselected Projects 2019/current





AStar Is Born

Year

2020

Туре

School project

Category

Music & Sound

Skills

Palette Design

Web Design

Mobile Design

Software & Technology

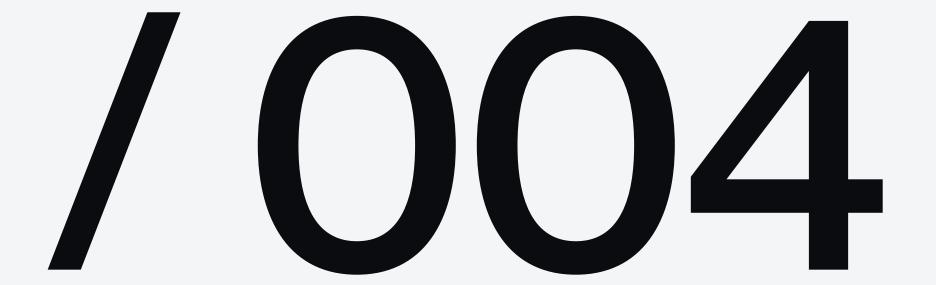
Illustrator

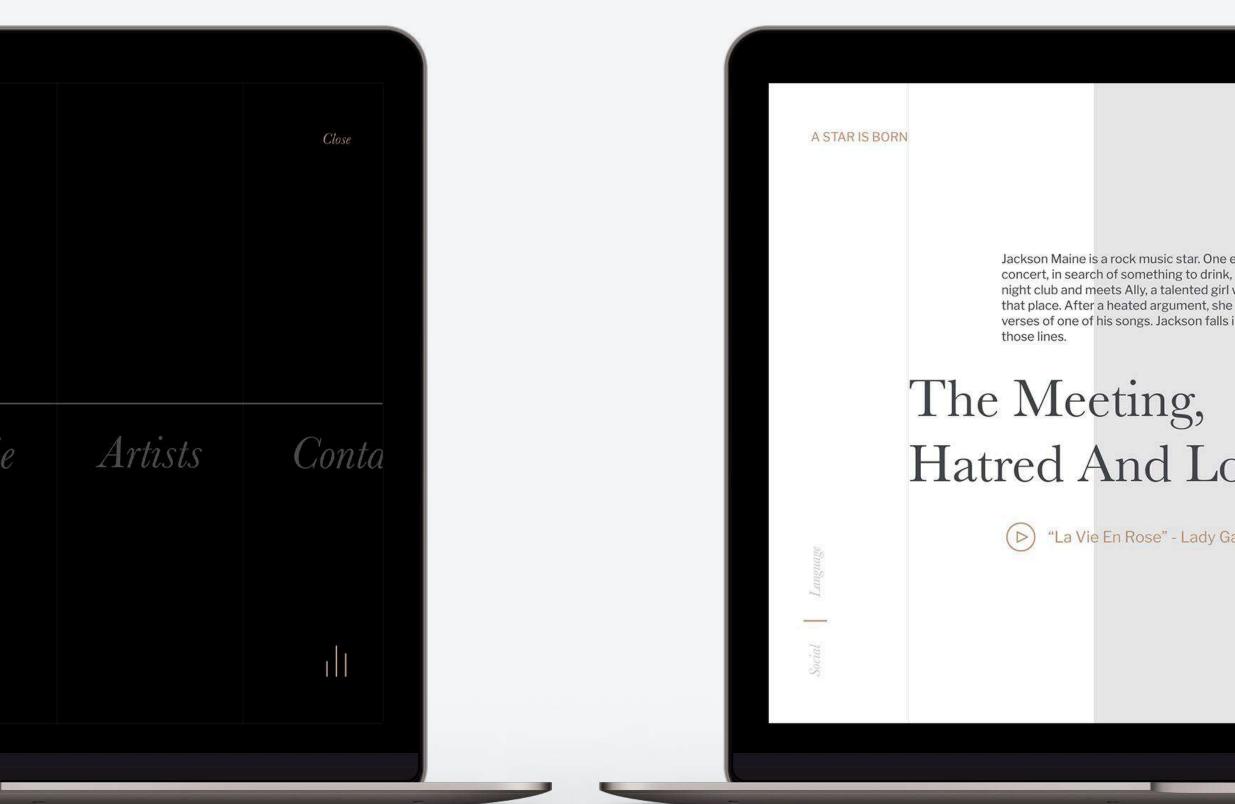
Photoshop

Adobe XD

A Star Is Born was born from the need to create a university project that had a musical film as its main theme.

The project is completely inspired by Bradley Cooper's masterpiece which saw singer Lady Gaga make her acting debut.







Plot

NEWSLETTER

Tennis Booking App

Year

2021

Type

School project

Category

Sport & Fitness

Skills

Palette Design
App Design
App Development

Software & Technology

Photoshop Figma

Dart

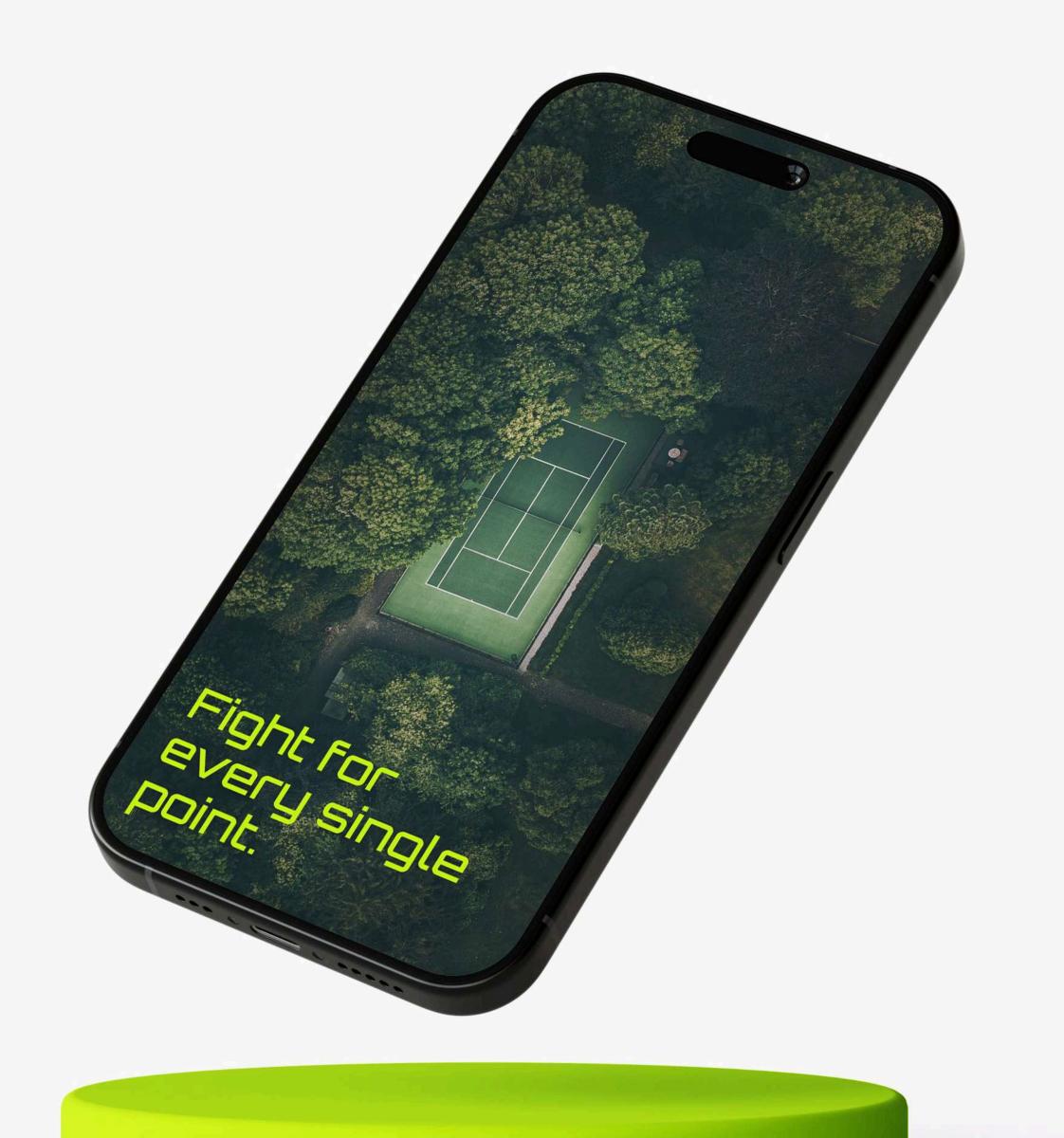
Flutter

Android Studio

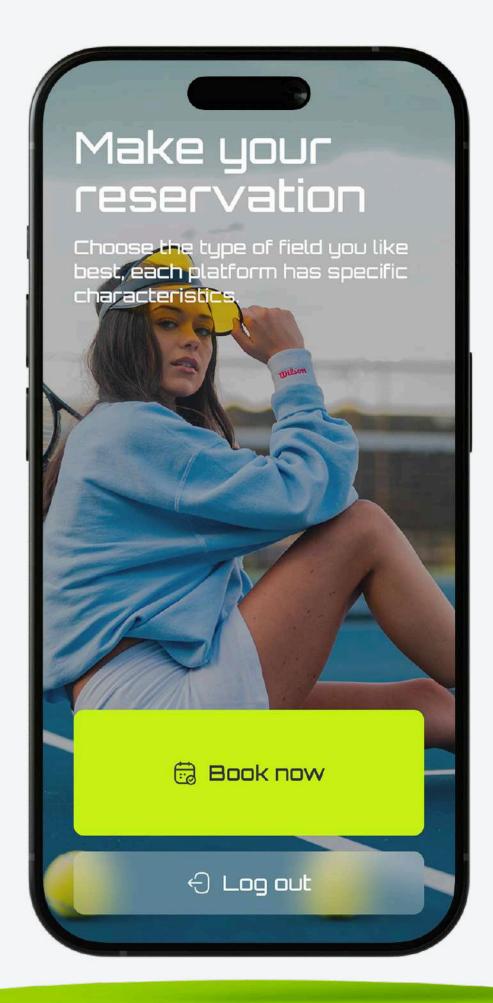
Application designed to simplify court booking and match scheduling for a tennis club, features a modern and interactive design.

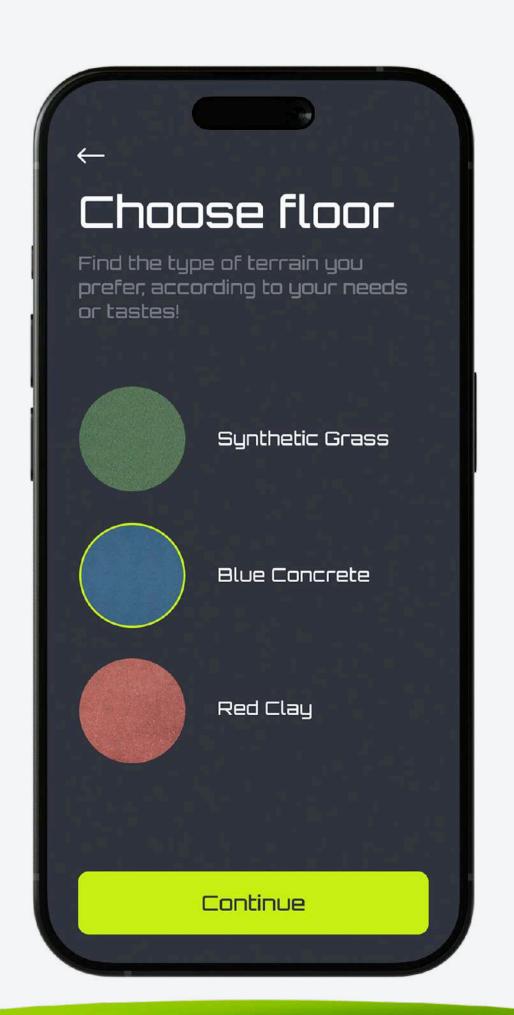
Leveraging advanced widget composition and the power of Flutter, the app provides a smooth, intuitive, and visually appealing native experience.



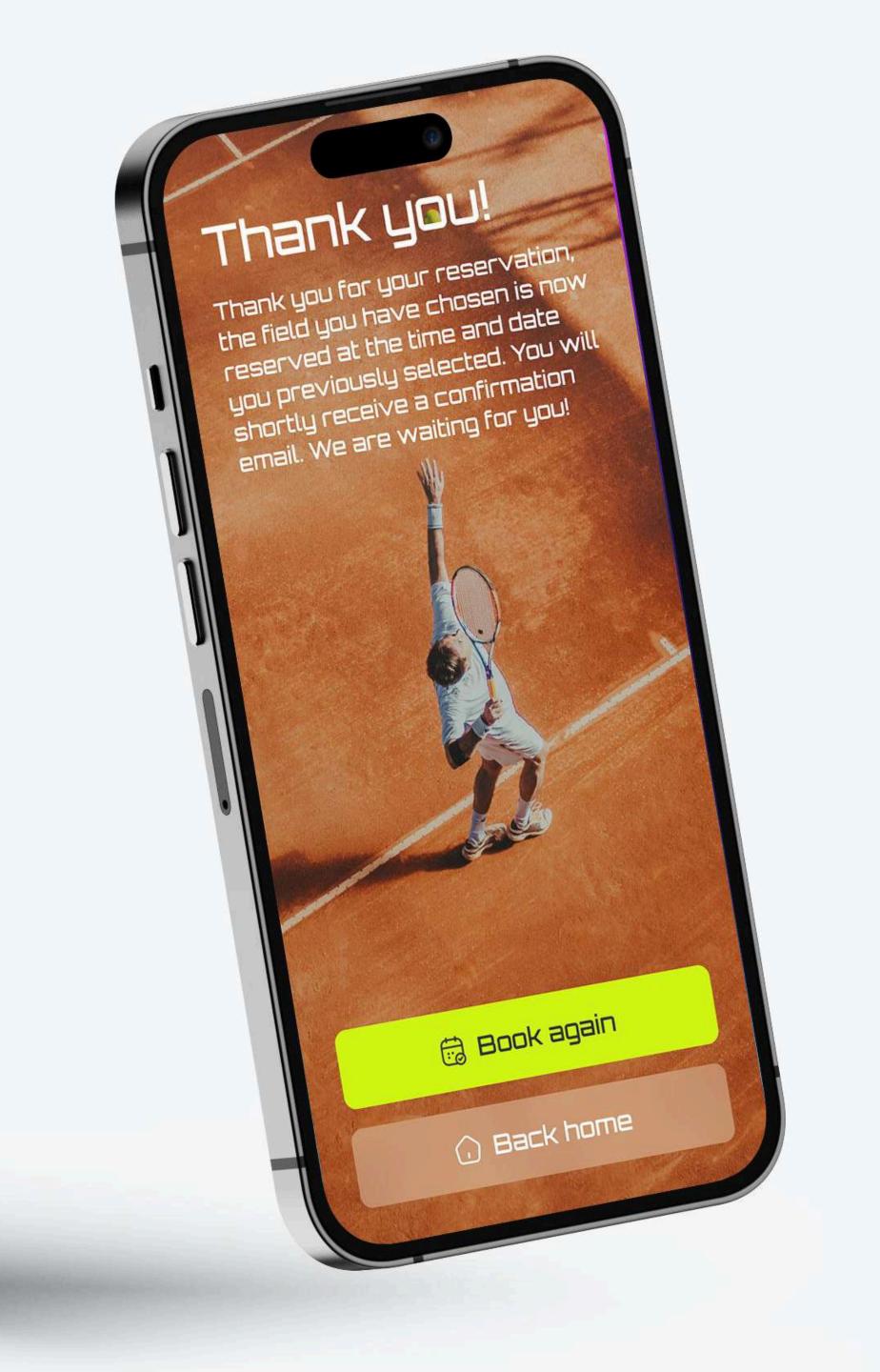












Free time illustrations

Year

Type

2021

Personal projects

Category

Art & Illustrations

Skills

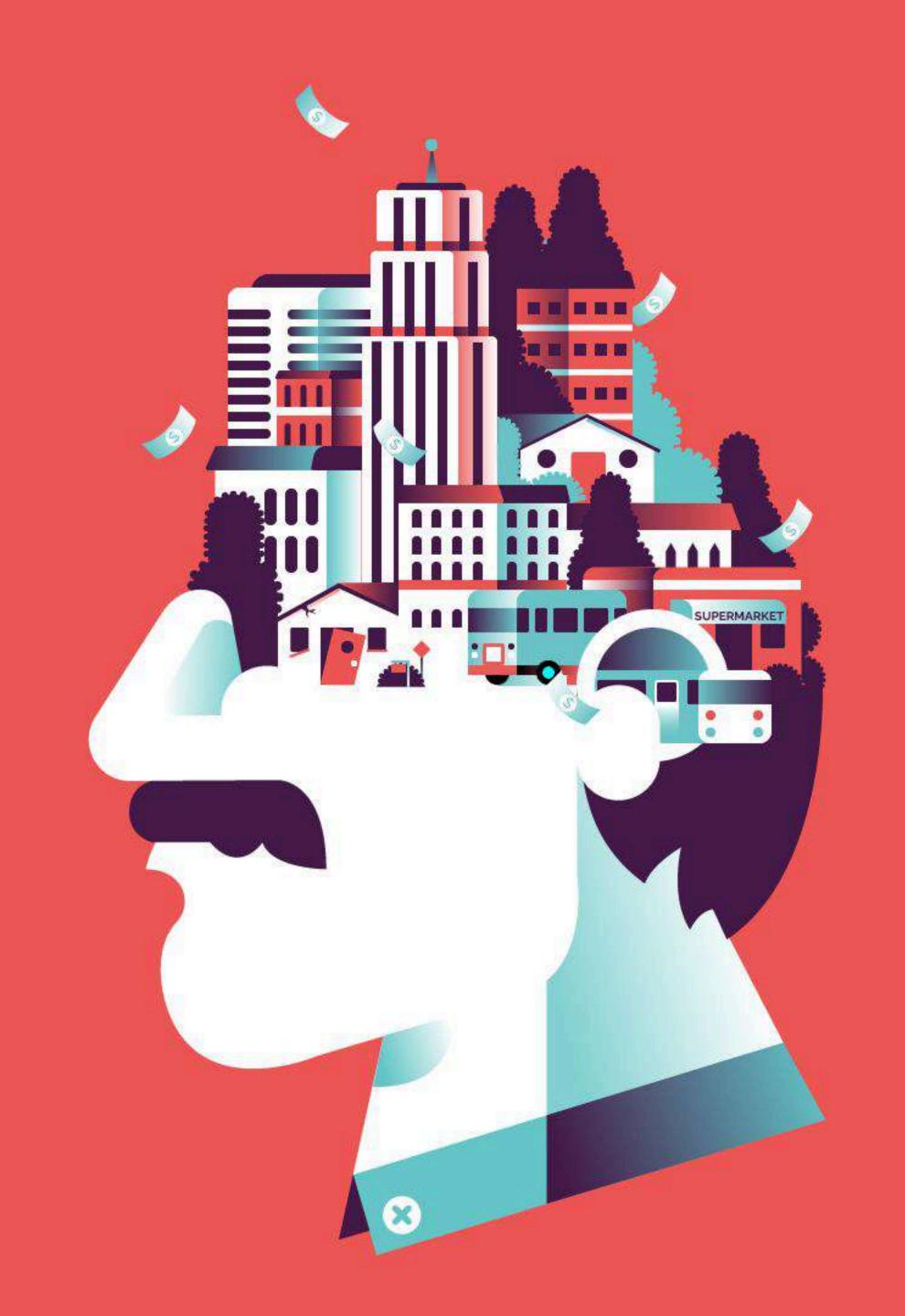
Palette Design Graphic Design

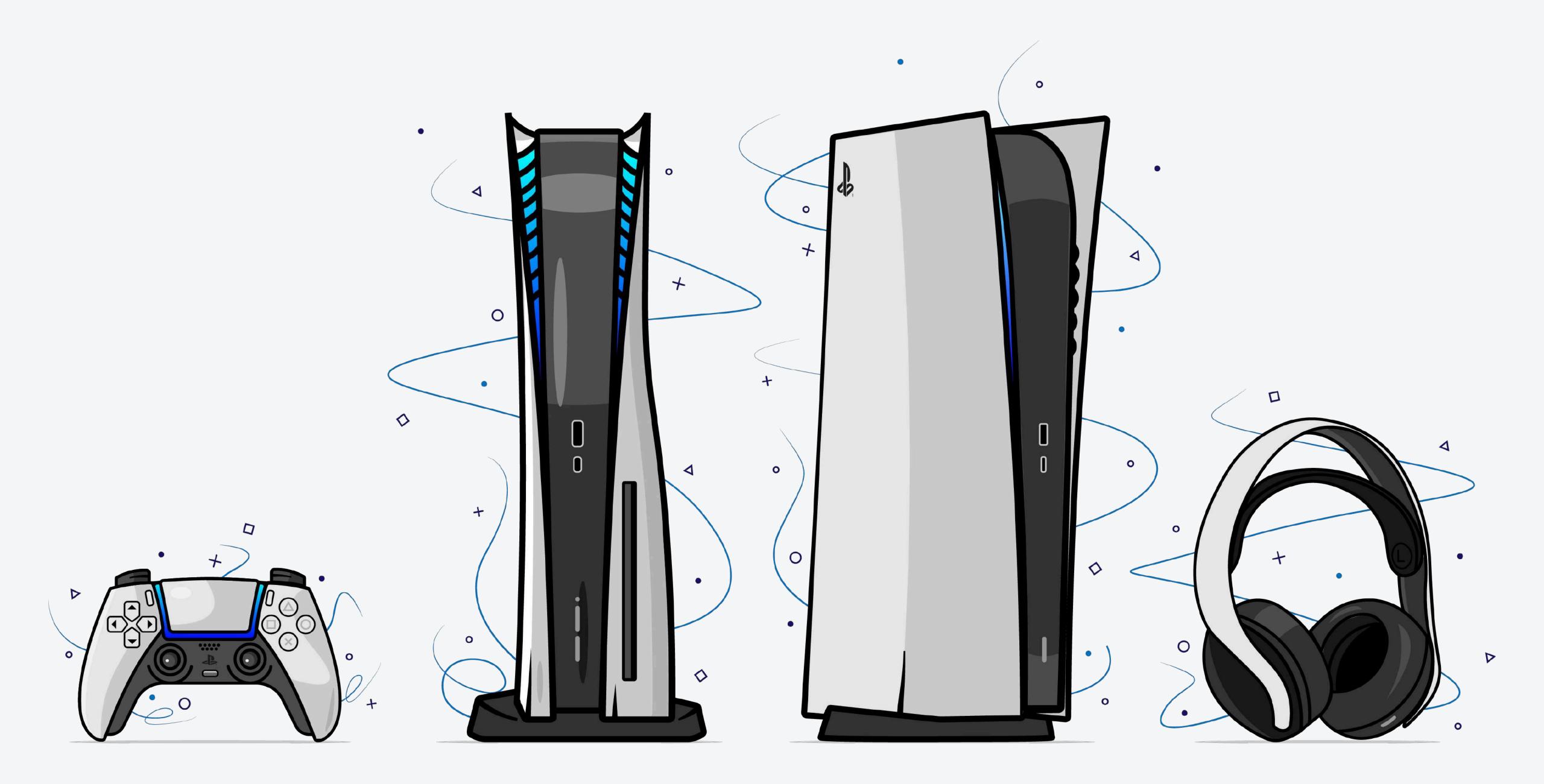
Software & Technology

Illustrator

Illustrations created in my free time slots, inspired by objects, ideas and inspirations found on the web.

The first illustration is inspired by Marco Goran Romano's works.





Amazon redesign

Year

2021

A refactoring of the most famous E-Commerce in the world, aimed at improving usability and user experience gaps.

Type

School project

Category

E-Commerce

Skills

Brand Identity

Web Design

Mobile Design

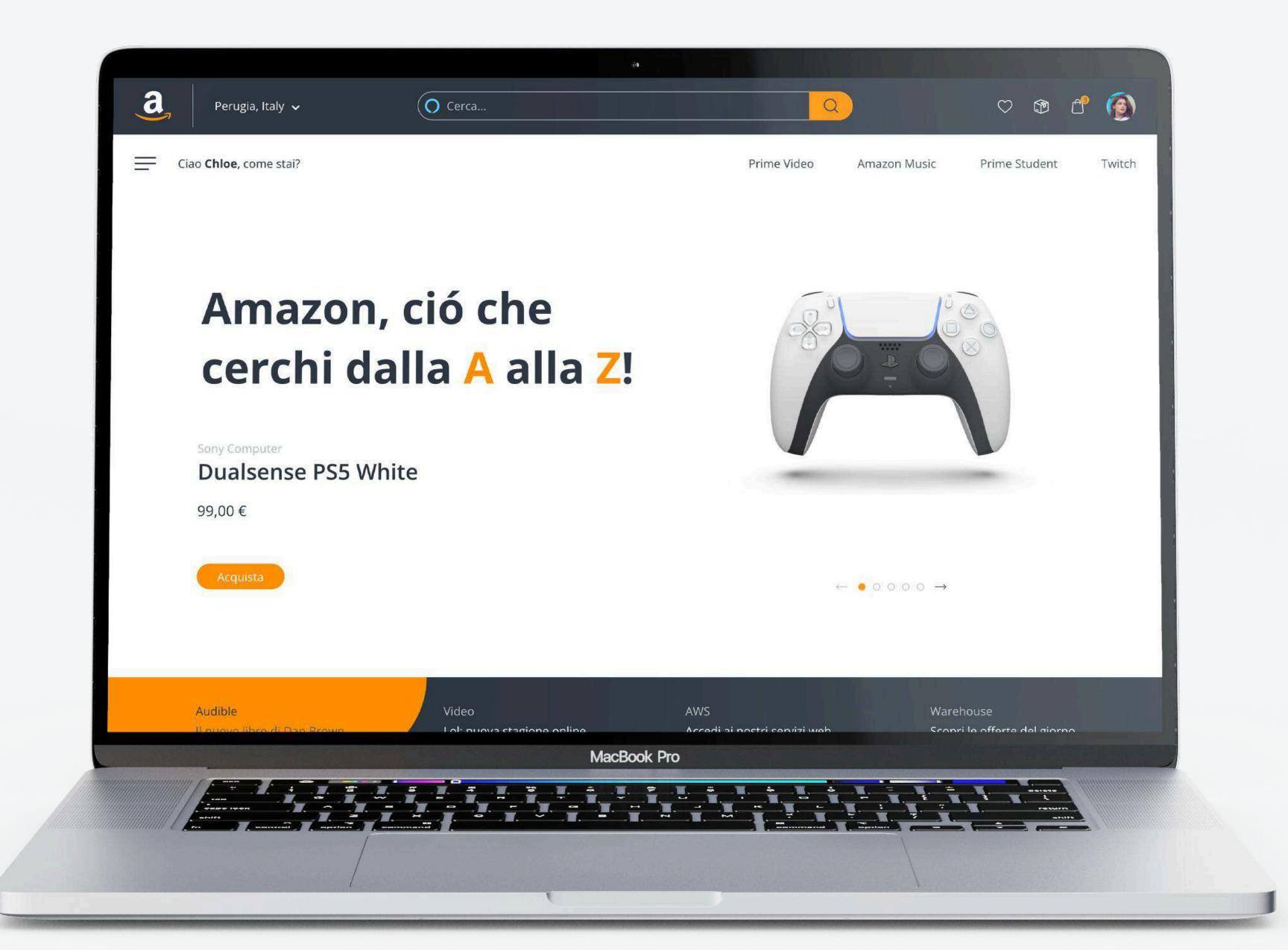
Software & Technology

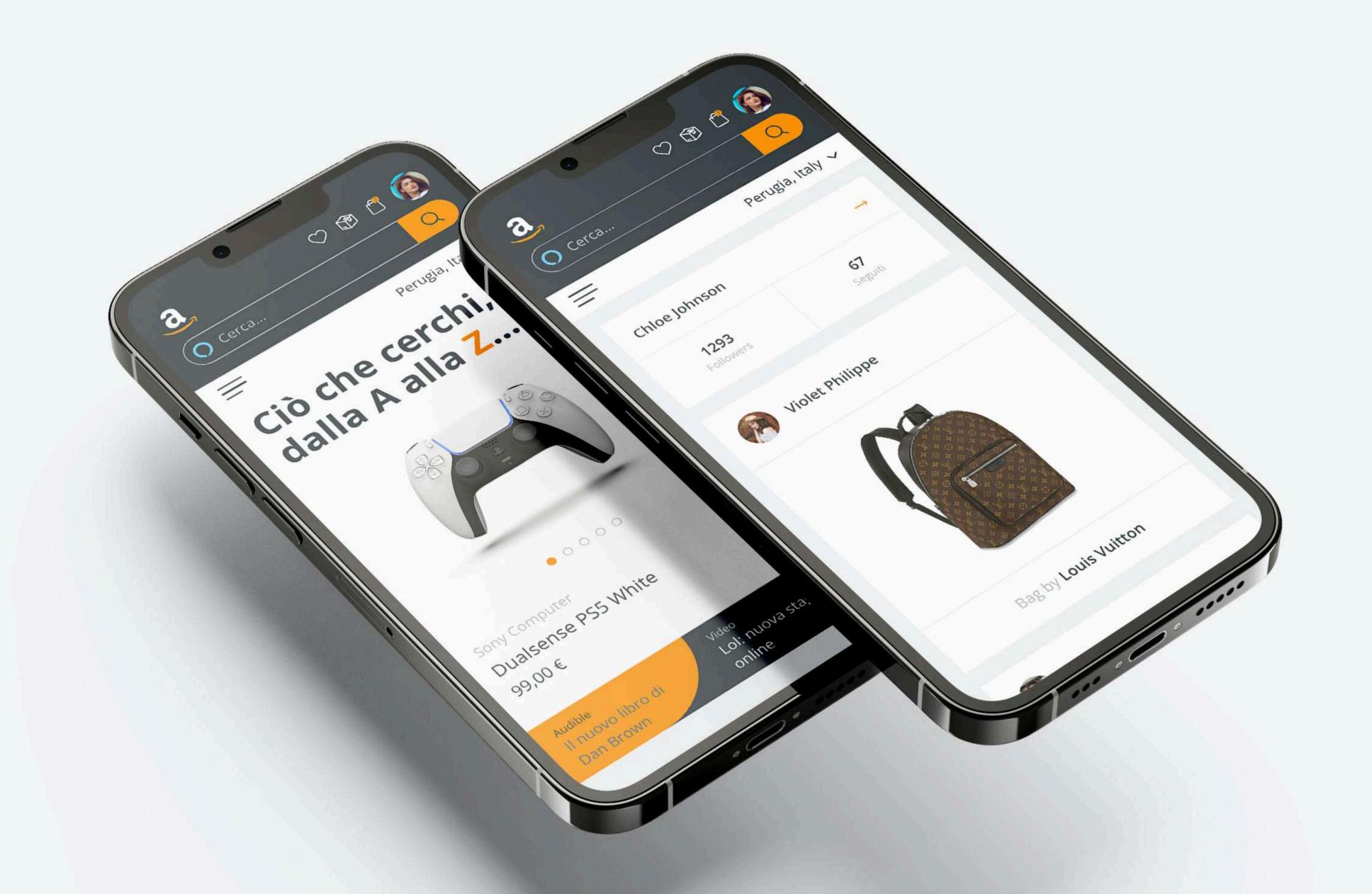
Adobe XD

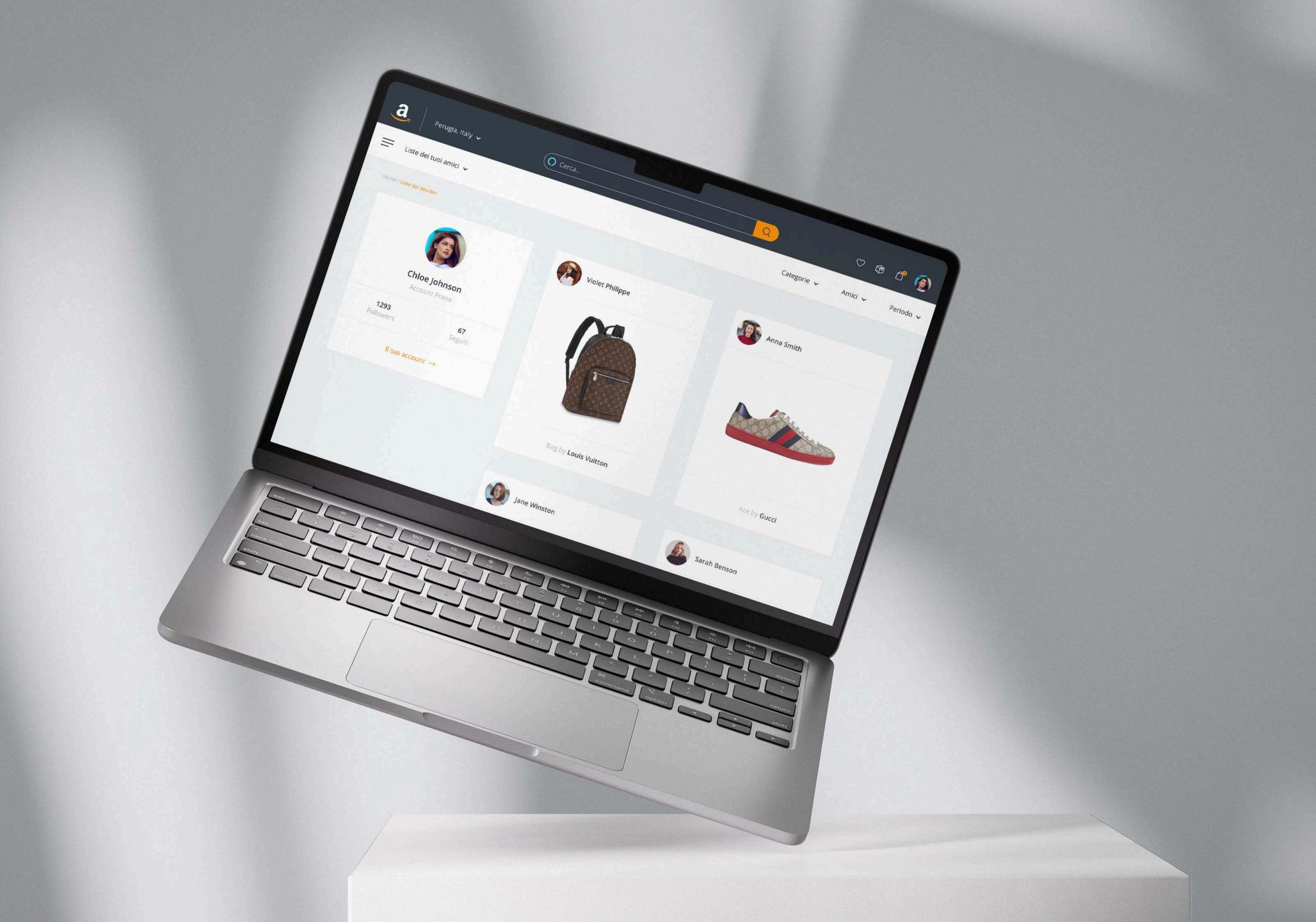
Photoshop

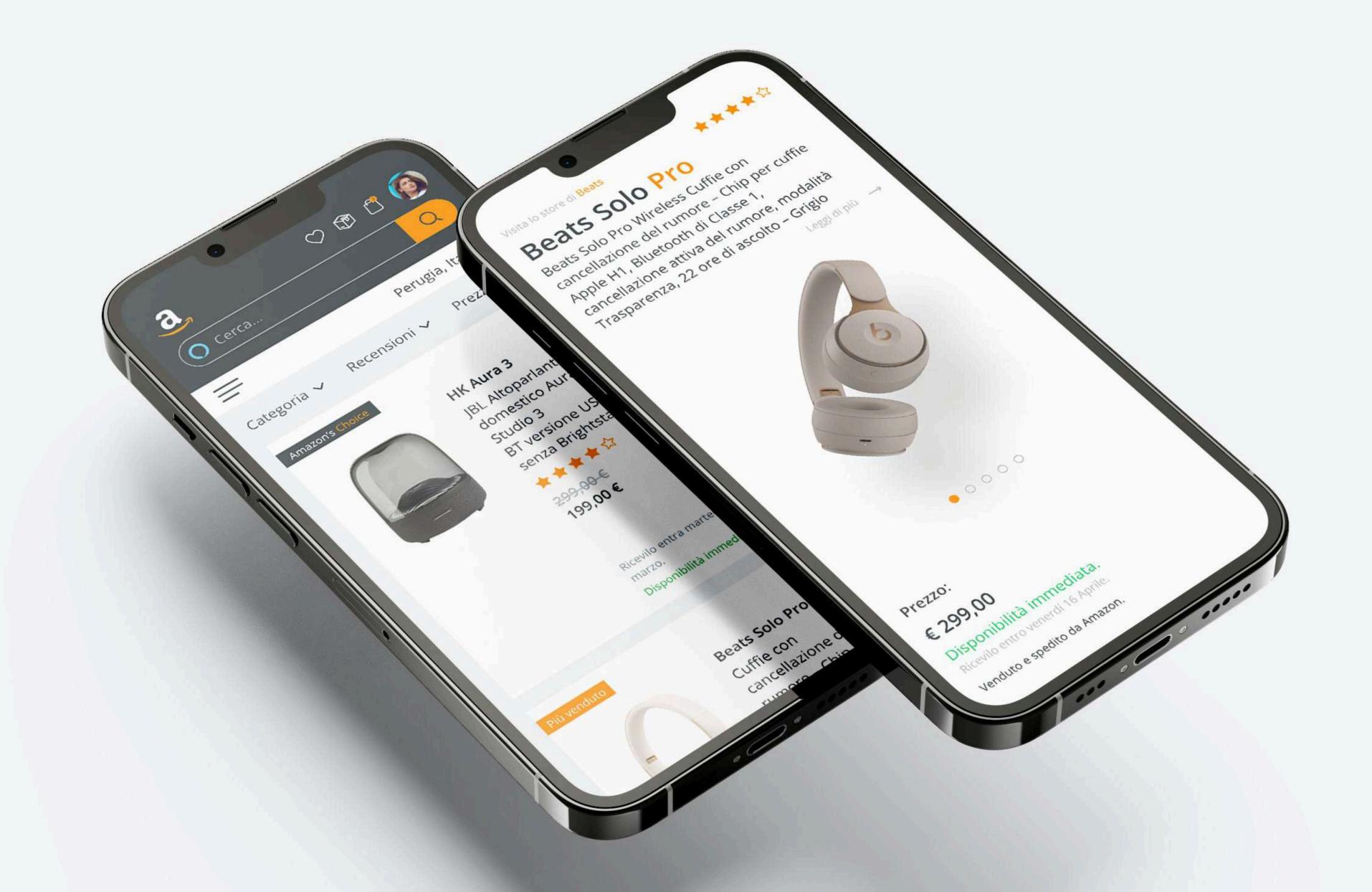
Illustrator

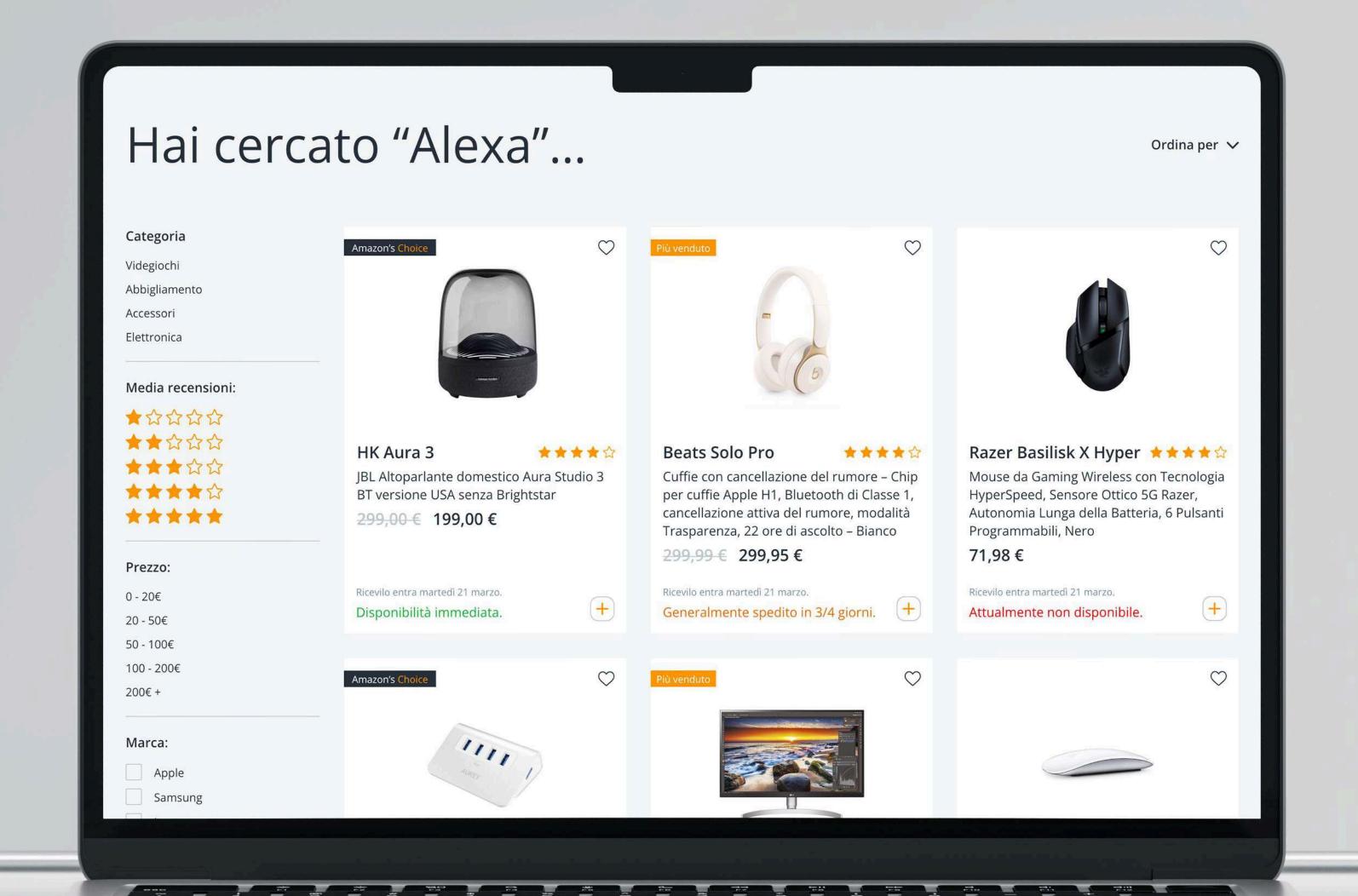


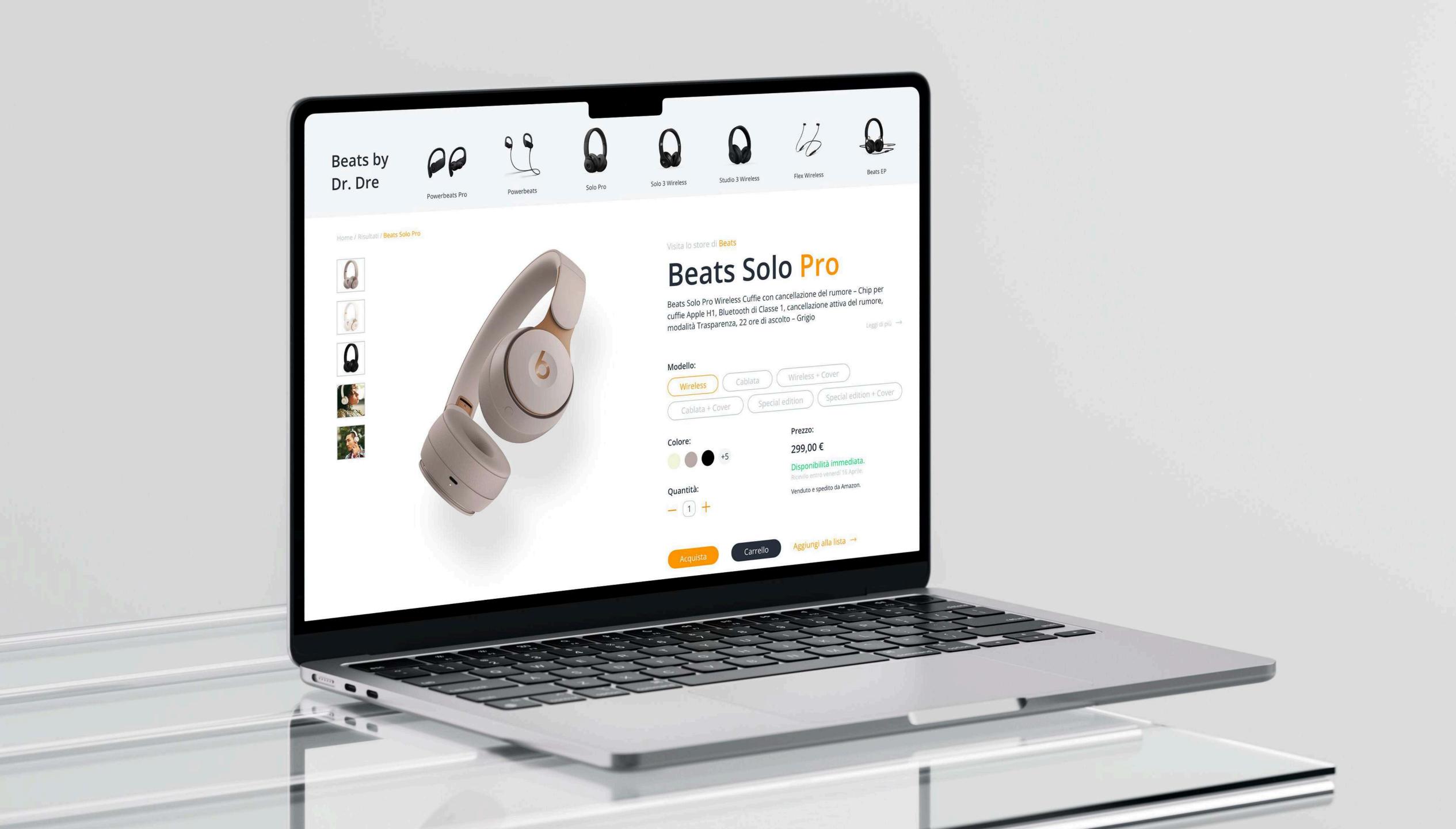


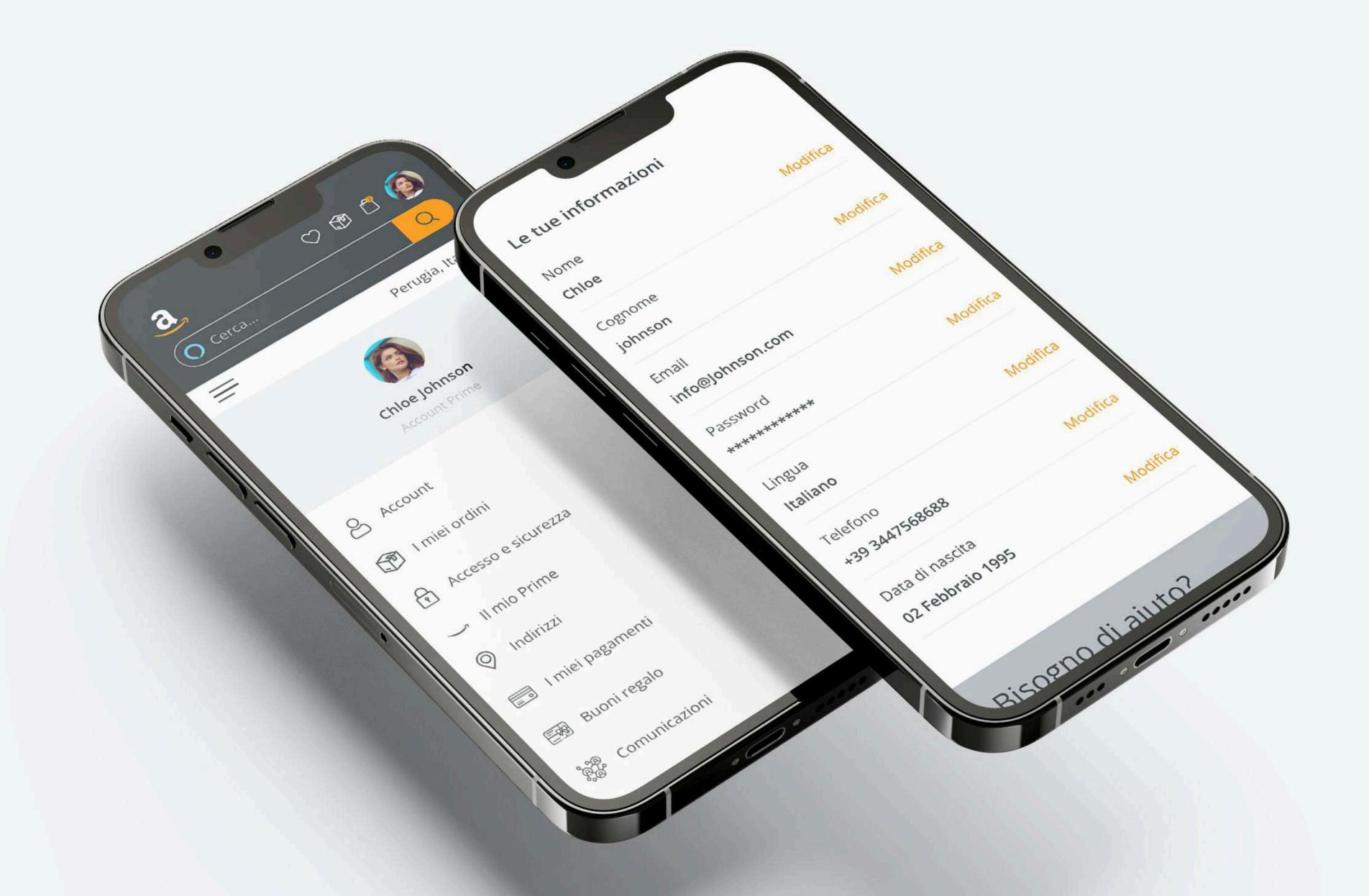


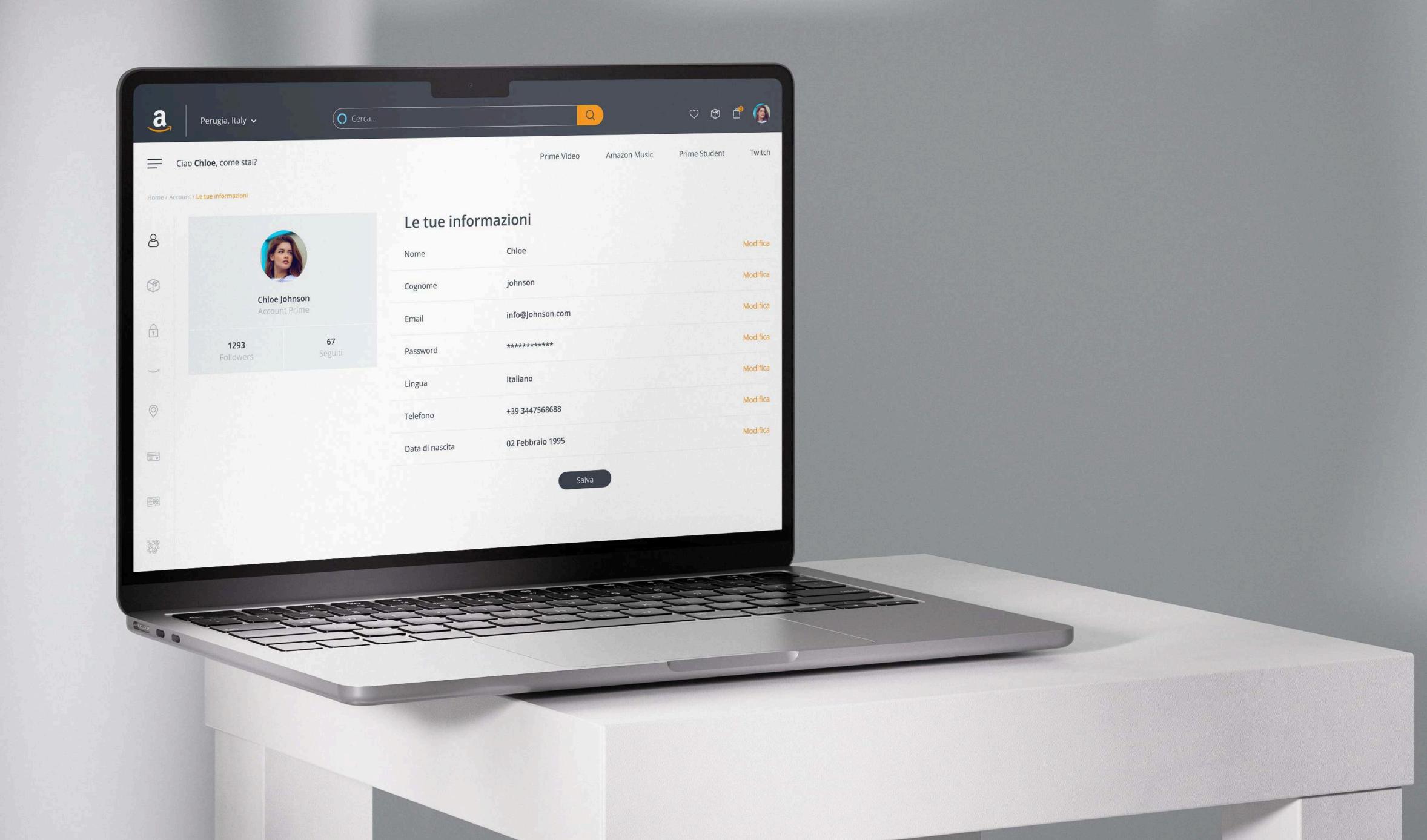












Mail client

Year

2021

Type

School project

Category

Software

Skills

Palette Design Software Design

App Design

Software & Technology

Adobe XD

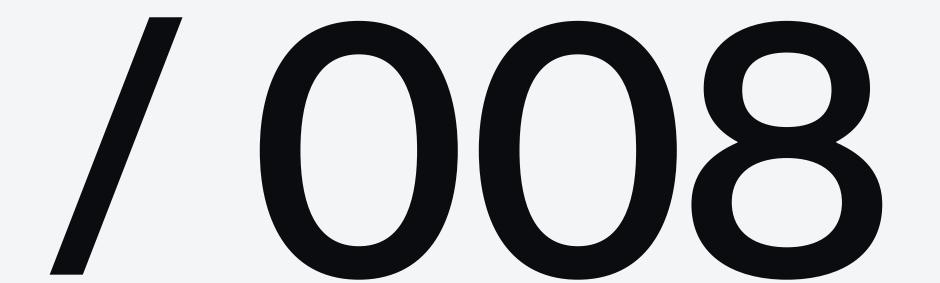
Photoshop

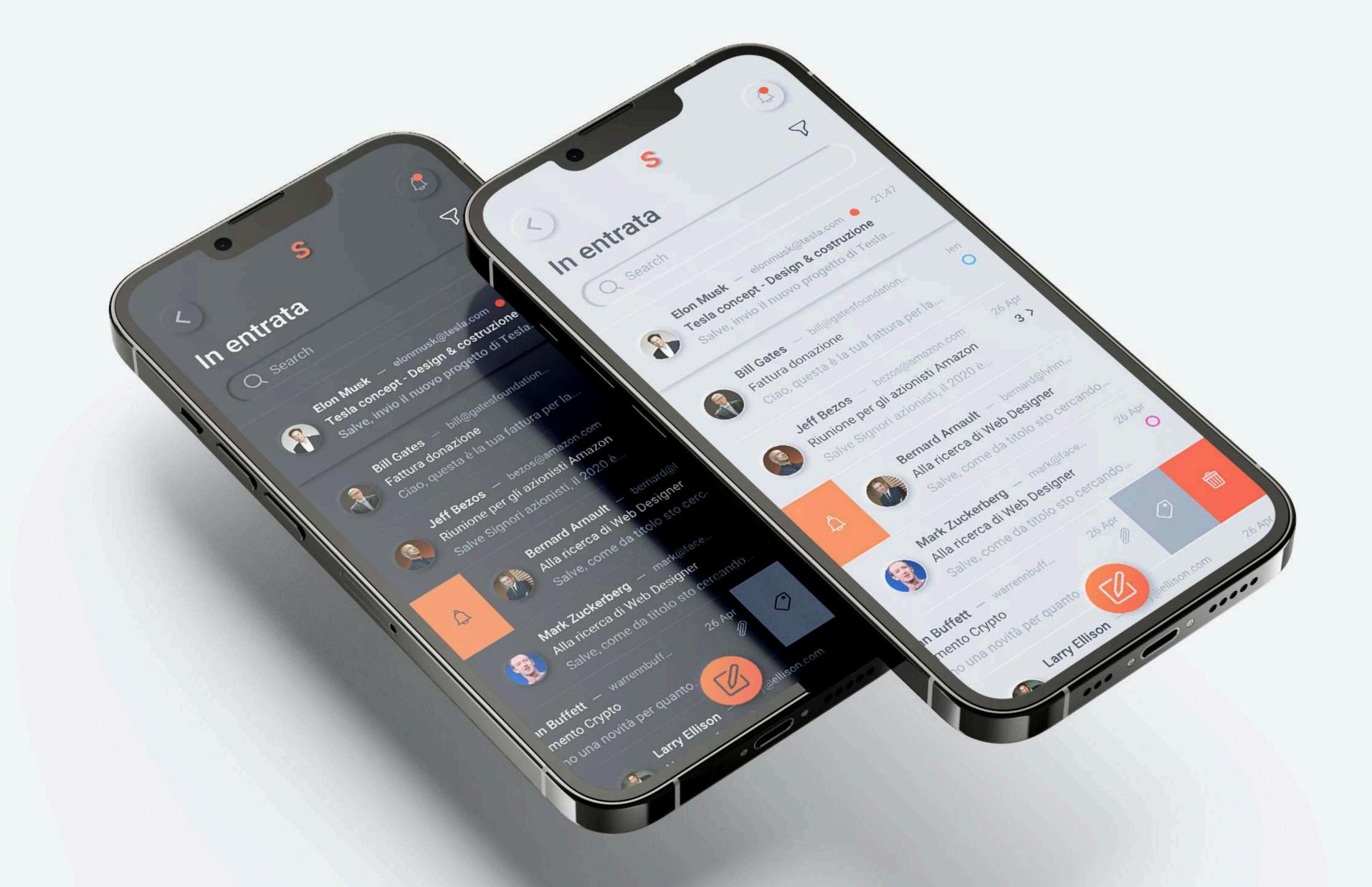
Illustrator

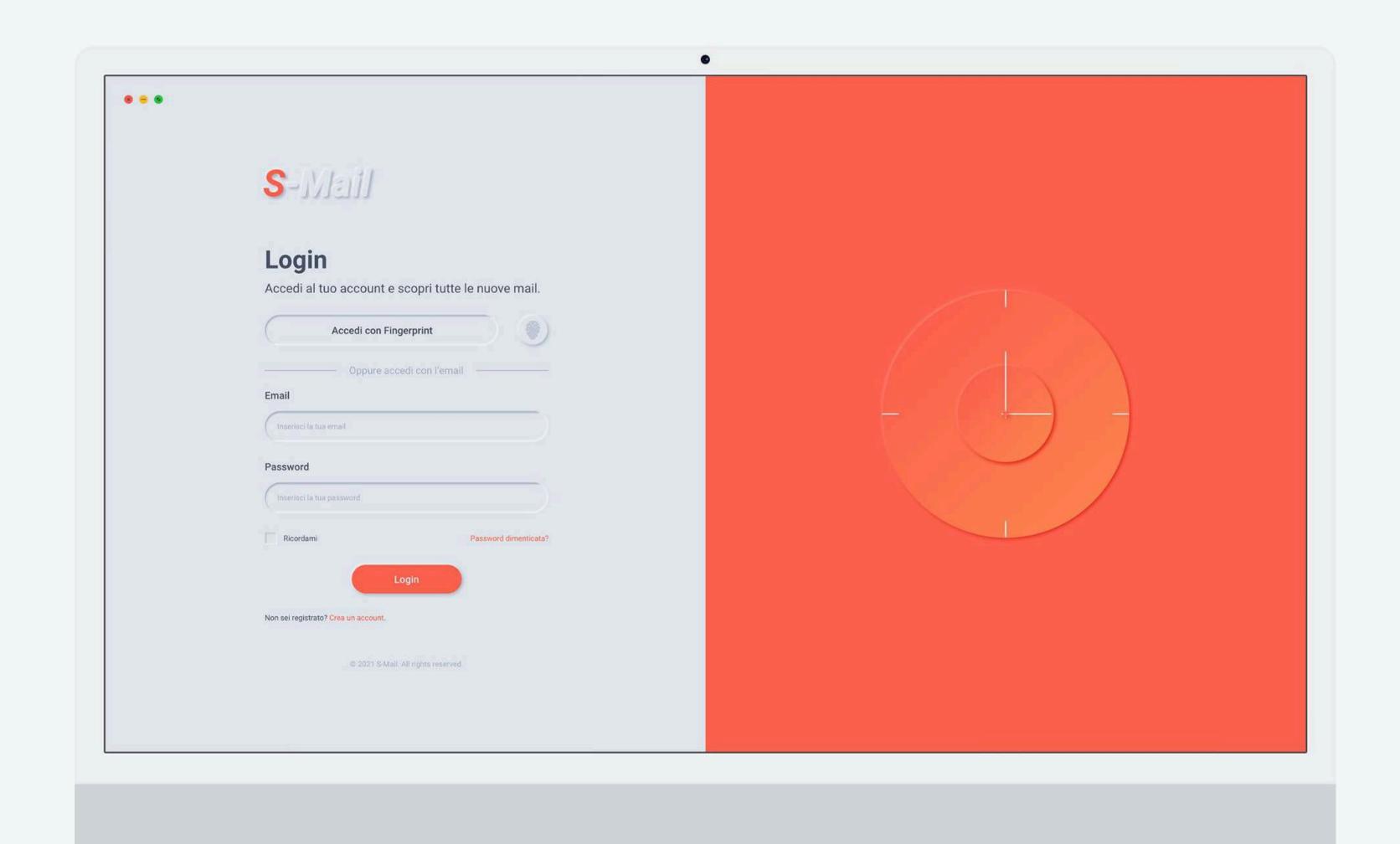
Figma

Design and implementation of an email client app using a neumorphic style, optimised for both light and dark modes.

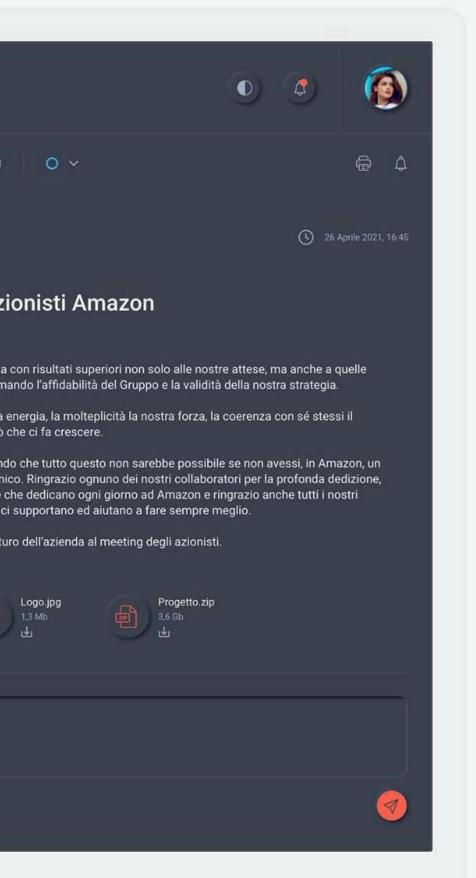
The app provides a modern and userfriendly interface, with advanced email management features such as search, notification, archiving, and deletion, ensuring a smooth and engaging user experience.

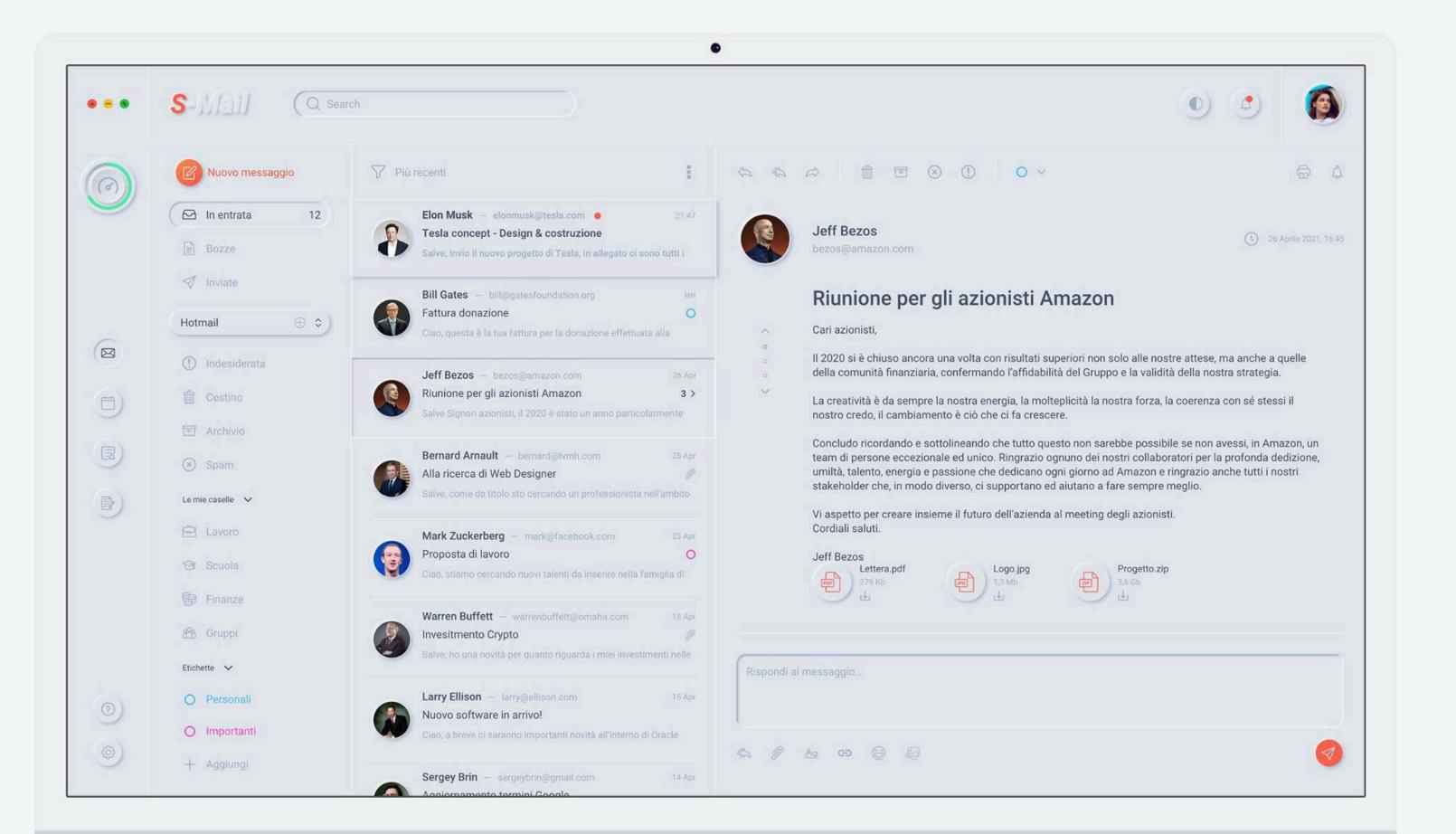


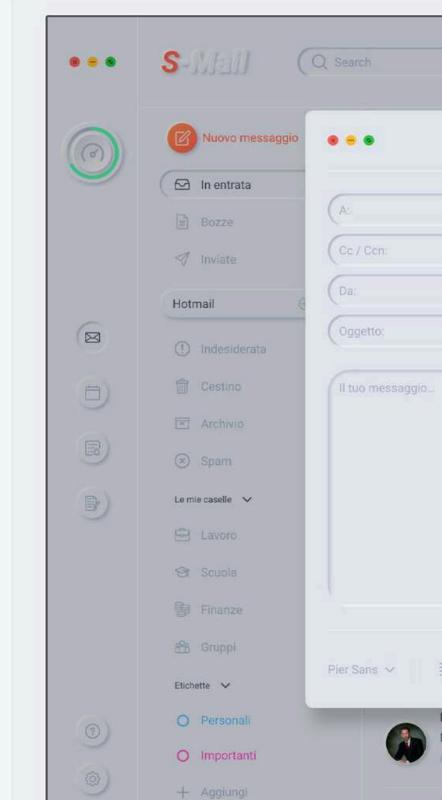


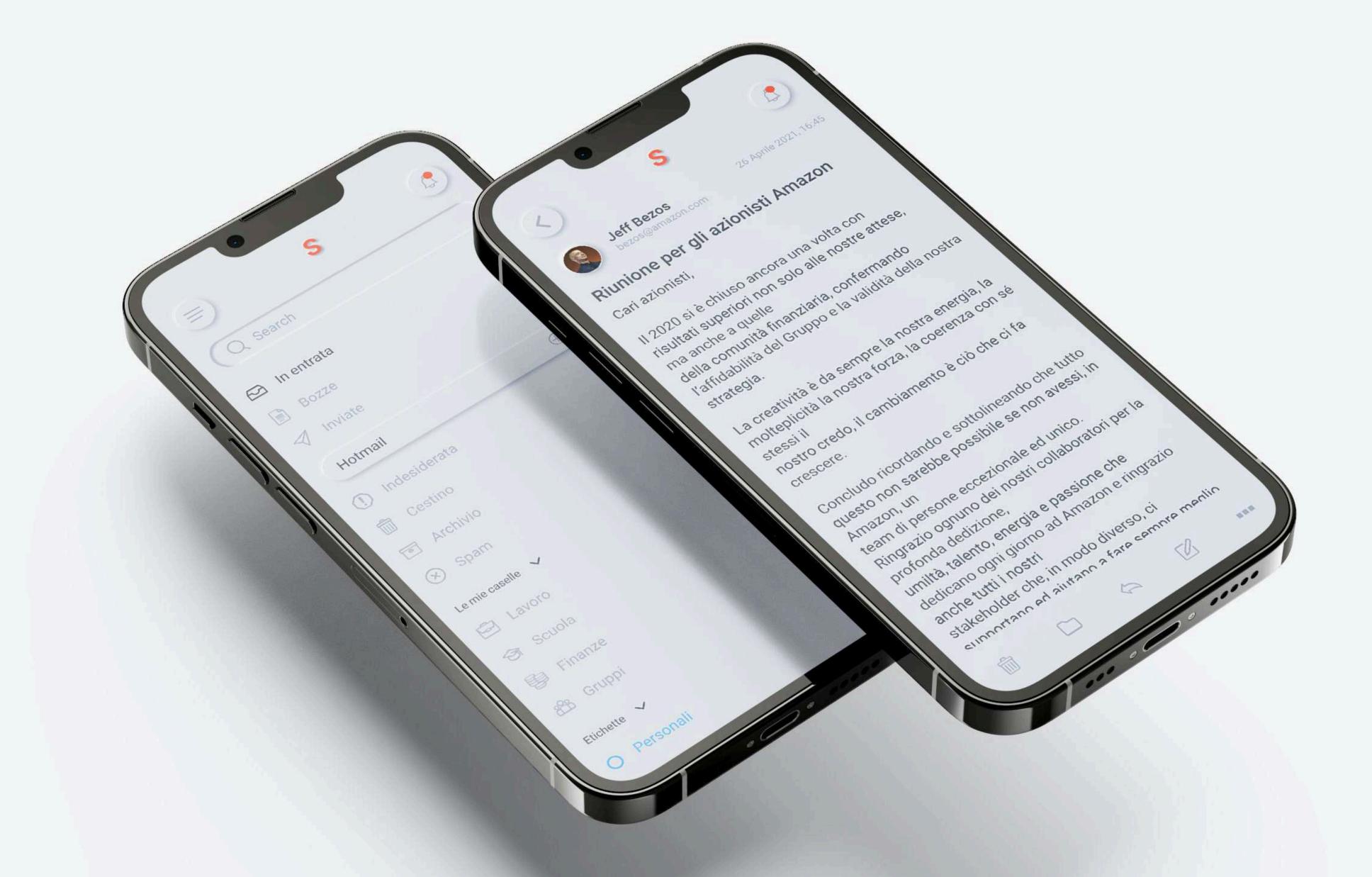












Porn Gnam

Year

2021

Type

School project

Category

Food & Drink

Skills

Brand Identity

Web Design

Mobile Design

Front-End Development

Software & Technology

Adobe XD

Photoshop

Illustrator

HTML & CSS

Javascript

GSAP

Splitting.js

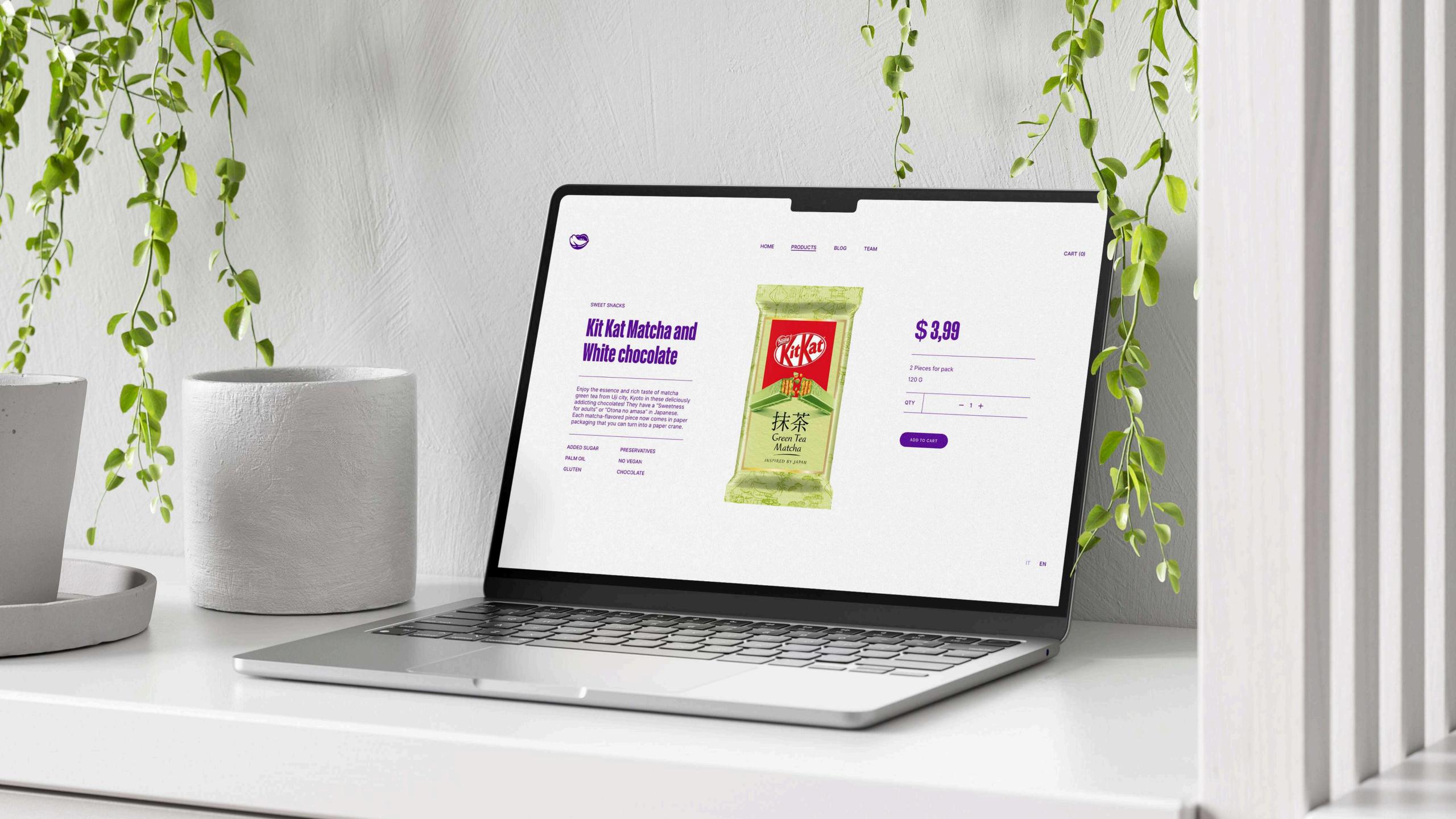
Node.js

The "Porn Gnam" project involves the creation of an e-commerce platform dedicated to the sale of "crap" and "junk food", with the aim of enhancing the erotic aspect of food. The target to which the concept refers includes all lovers of culinary excess, mostly of a young age.

The project's business model is based on the sale of products online via the e-commerce platform and the app available on stores. A second possibility of earning is represented by the partnership of the most famous brands that can sponsor new releases or limited editions of the most particular foods.

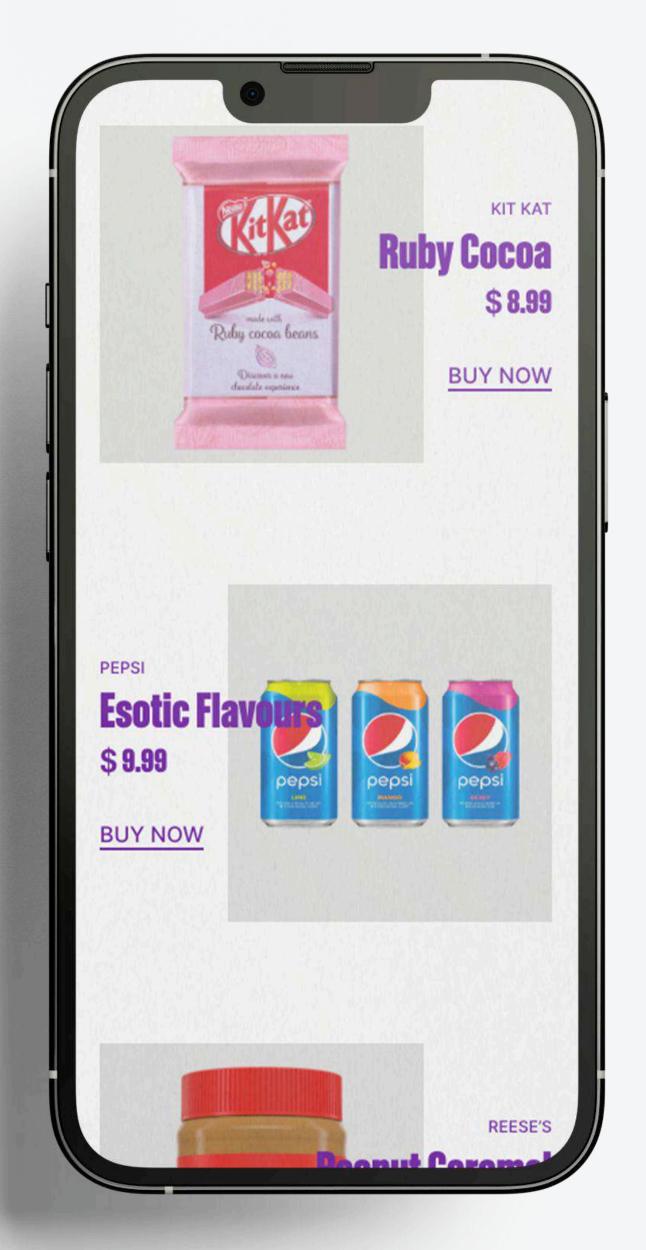
The whole part of the copywriting is based on culinary eroticism and junk food, concepts present in naming, payoff and domain.







We are a group enthusiasts with one objective let know the strangest food







Fifth Avenue Real Estate

Year

2022

Type

School project

Category

Interior & Architectures

Skills

Brand Identity

Web Design

Mobile Design

Back-End Development

Front-End Development

Software & Technology

Adobe XD

Photoshop

Illustrator

Wordpress

PHP

MySQL

HTML & CSS

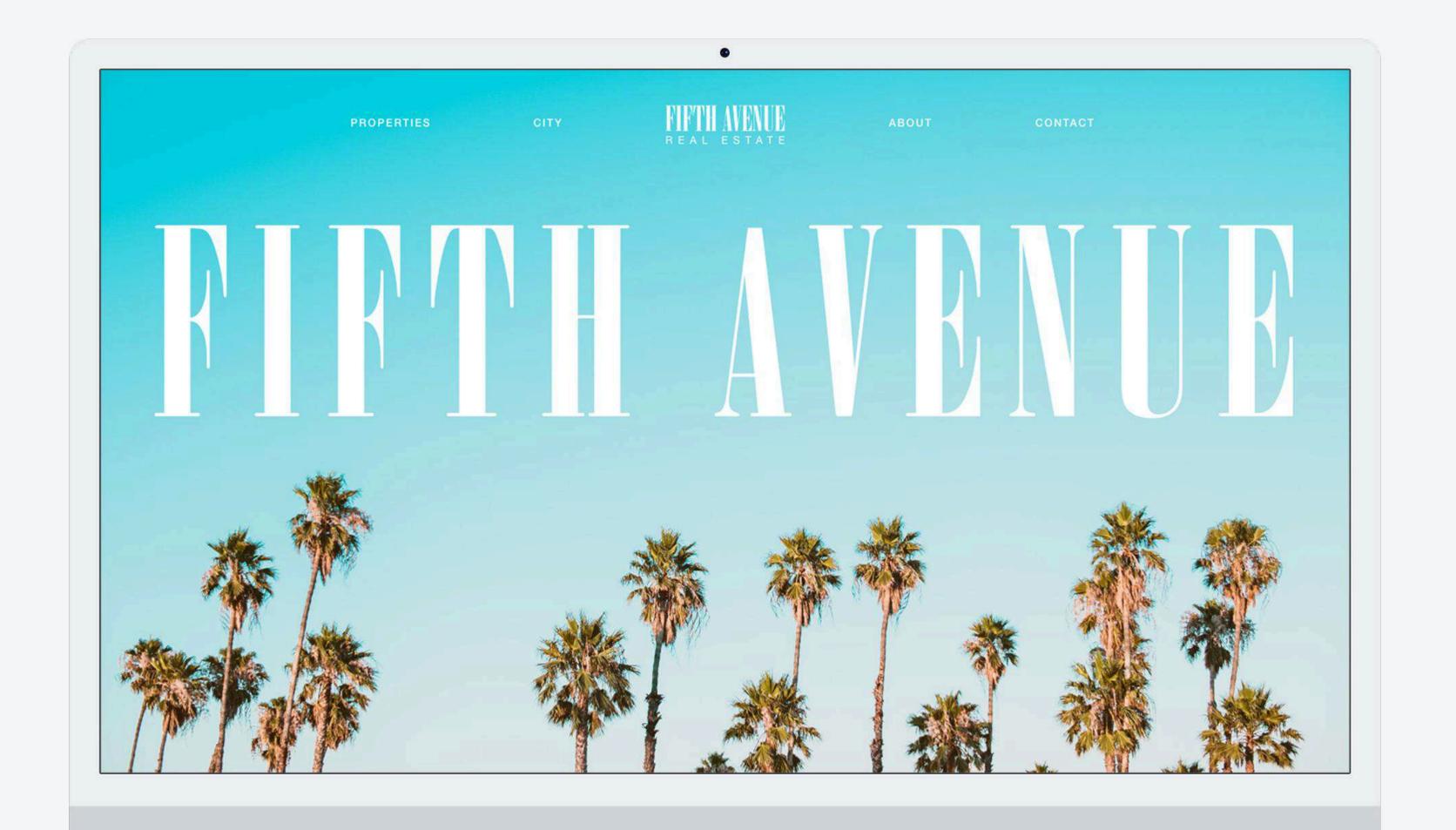
Javascript

GSAP

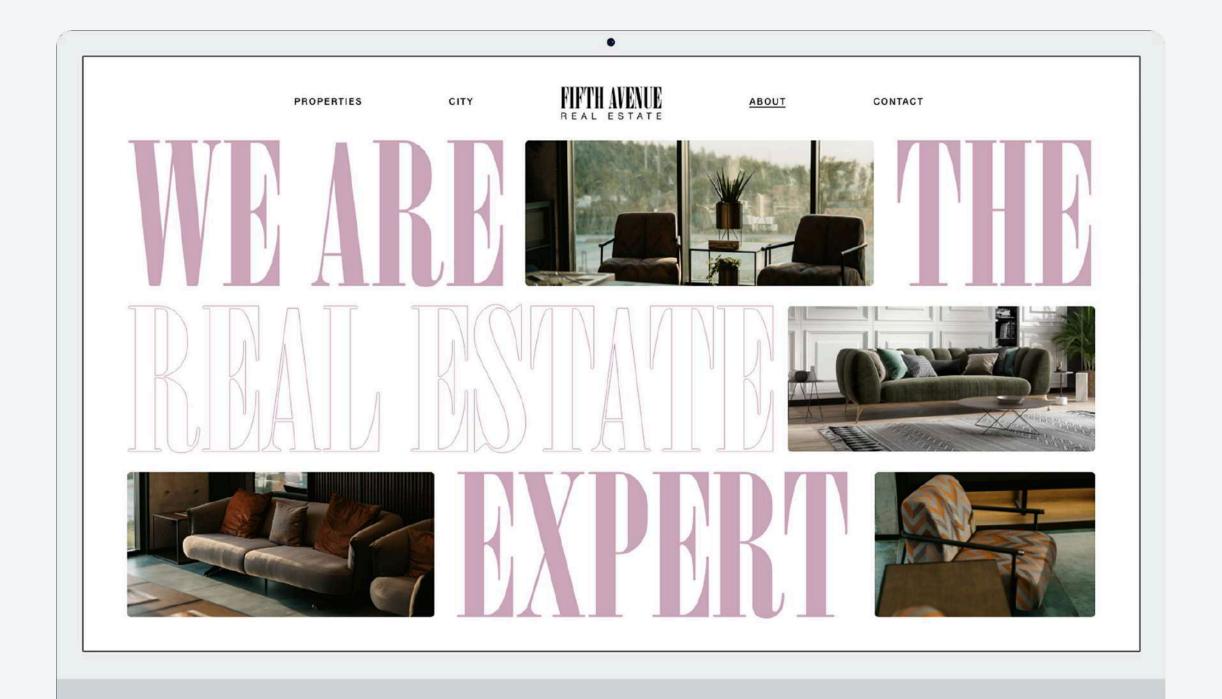
Fifth Avenue is an American real estate agency operating in Florida and nearby states. The agency deals with the sale of luxury properties, such as houses, villas or apartments interiors of residential complexes.

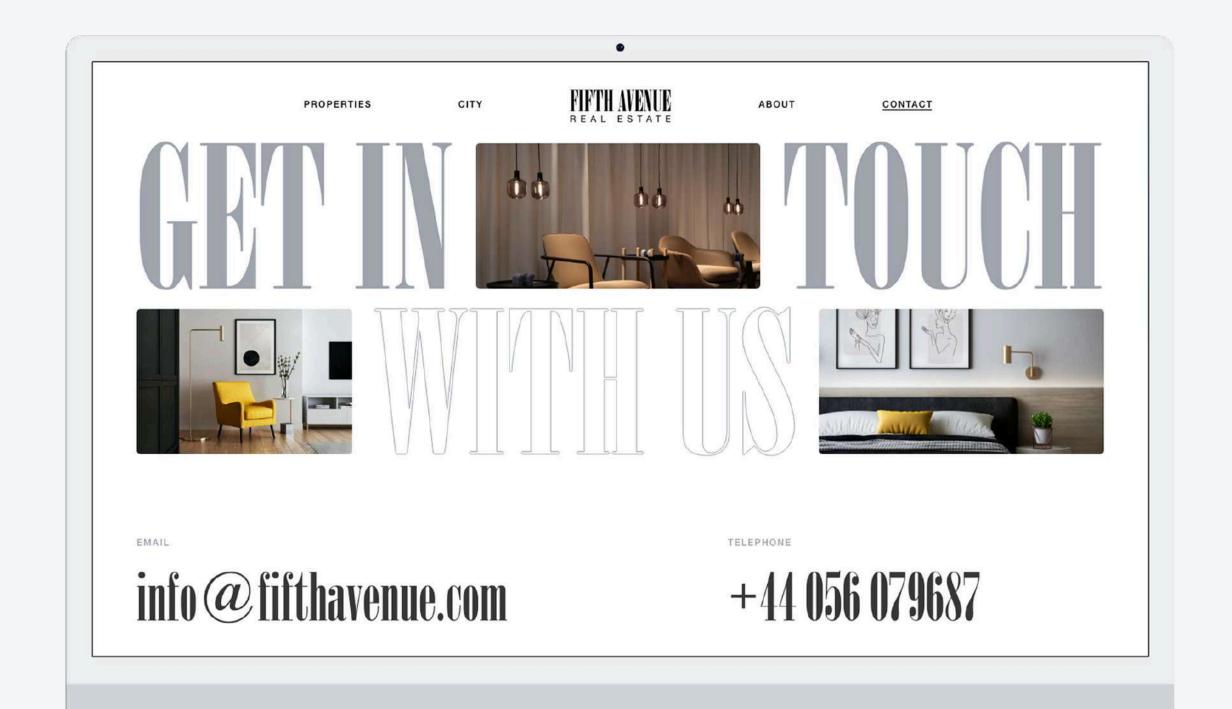
The target audience to which the residential complex is aimed mostly includes young couples (30/40 years old) with a passion for the sea, clubs and nightlife. The more spacious apartments can also accommodate new ones families who don't want to give up having all the comforts daily within a few km of your home.











The apartment complex is conveniently located on Ocean Drive, surrounded by attractions and conveniences such as bars, restaurants and nightclubs. It turns out to be suitable for young couples or new families.



BEACH

2 minute walk

MUSEUM

12 minutes walk

DANCE CLUB

8 minute walk

SCHOOL 5 minute car



LUNA PARK

7 minute car



HOSPITAL



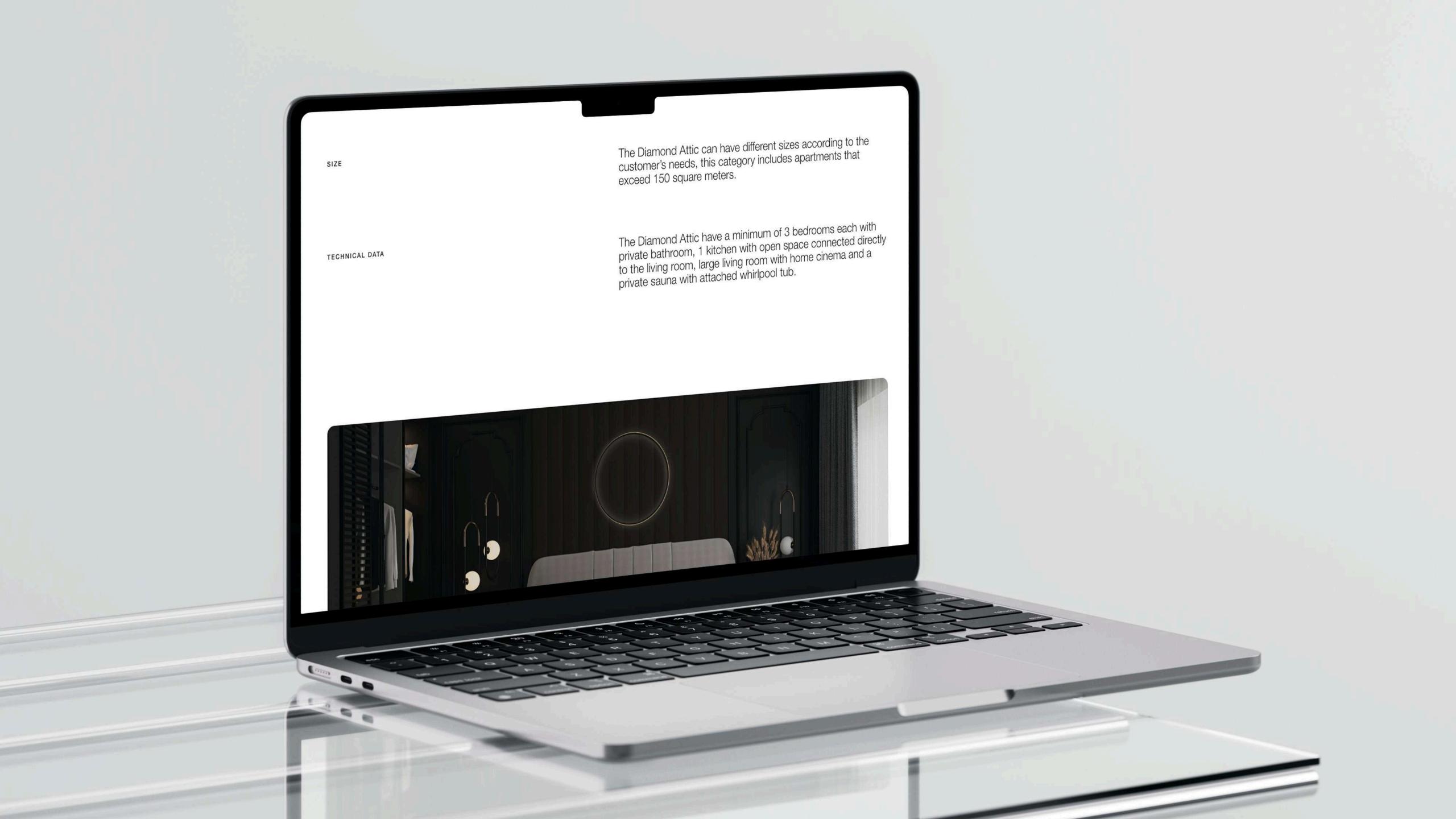
3 minute car



ITALIAN BAR 1 minute walk

The details make perfection

From the first technical drawings to the final construction, every detail has been taken care of in order to give character to the final project. From the materials to the lights, from the surfaces to the colors, every aspect has been studied according to design and safety.



LIFESTYLE

Despite the glossy and glamorous air, however, Miami is much more: art, history, architecture and a mix of peoples unique in the world, offer a unique character to the various districts of the city.



Properties About Contact INFO@FIFTHAVENUE.COM +44 056 079687 FIFTH AVENUE © 2022

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BEACH

2 minute walk



MUSEUM

12 minutes walk



DANCE CLUB

8 minute walk



SCHOOL

5 minute car



LUNA PARK

7 minute car



HOSPITAL

3 minute ca



The most exclusive luvury proportios





ABOUT THE PROJECT The building is characterized on several sides by large windows, geometric shapes and precious materials such as marble and titanium. A perfect combination of elegance and safety. MacBook Pro

Italians Do Eat Better

Year

2022

Type

School project

Category

Food & Drink

Skills

Brand Identity

Web Design

Mobile Design

Front-End Development

Photography& Set production

Software & Technology

Adobe XD

Photoshop

Illustrator

HTML & CSS

Javascript

GSAP

Splitting.js

"Italians Do Eat Better" is an editorial project that places traditional recipes of Italian cuisine as the central theme of its communication.

A blog of recipes, inspired by various eras and social themes of the beautiful country, in which to rediscover the dishes that have made the history of Mediterranean cuisine.

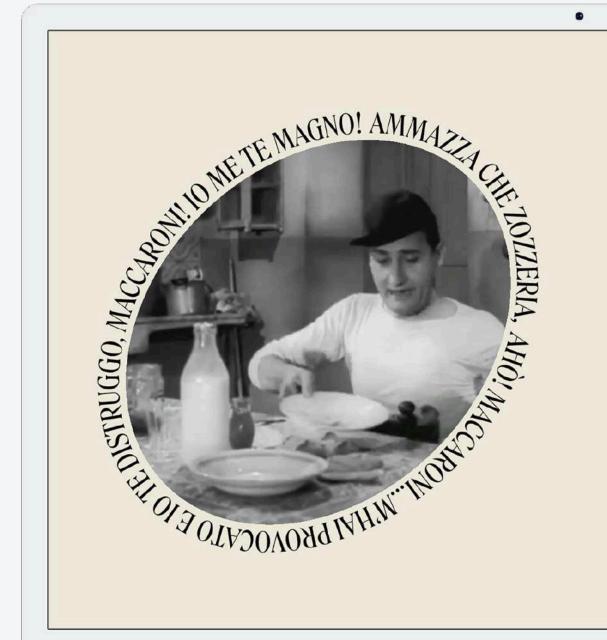












Il cibo è un aspetto tutt'altro che banale, già nella scelta delle materie prime e nella loro trasformazione, fino ad arrivare ai pasti: quelli consumati con le persone care o gli amici.

CACIO E PEPE

CARBONARA

RISO PATATE F CO77F



Il cibo è da sempre un protagonista del cinema italiano.

Il ciona ha messo a fuoco la sona arte di arrangiarsi di un popolo unico e la cultura non solo gastronomica di un Paese









CACIO E PEPE **CARBONARA** RISO, PATATE E COZZE FAGIOLI WESTERN VITEL TONNÈ CAFFÈ ESPRESSO





DIFFICOLTÀ

PRE

15 N

LUIN

4/5

BASSO

Un'eccellenza che dalle "tovaglie a quadretti" arriva nelle cucine dei grandi Chef, come nel caso degli spaghetti cacio, pepe e ricci di mare.

Twisted Typography

Year

2022

Type

School project

Category

Experimental

Skills

Motion Design

Software & Technology

Illustrator

After Effects

Media Encoder

"Twisted Typography" is an animation experiment born from my curiosity in learning new animation techniques and at the same time learning about new typographic characters.



TWISTED TYPOGRAPHY

TWEET TYPERAPHY

THEIFOTY POGRAPHY

TWISTED TYPOGRAPHY

INSTED TYPOGRAPHY

Barilla redesign

Year 2022

Type

School project

Category

Food & Drink

Skills

Brand Identity

Web Design

Mobile Design

Software & Technology

Adobe XD

Photoshop

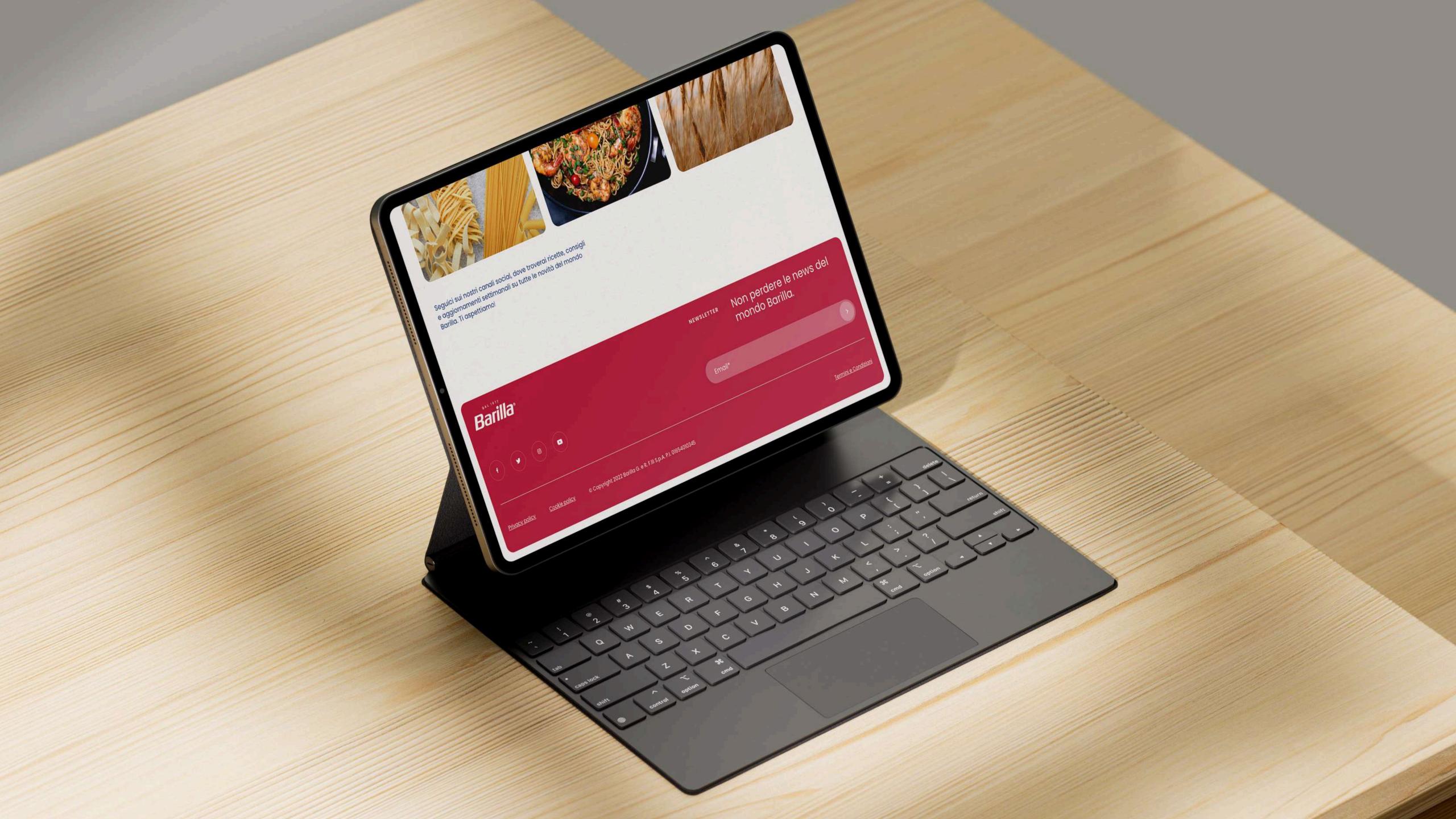
Illustrator

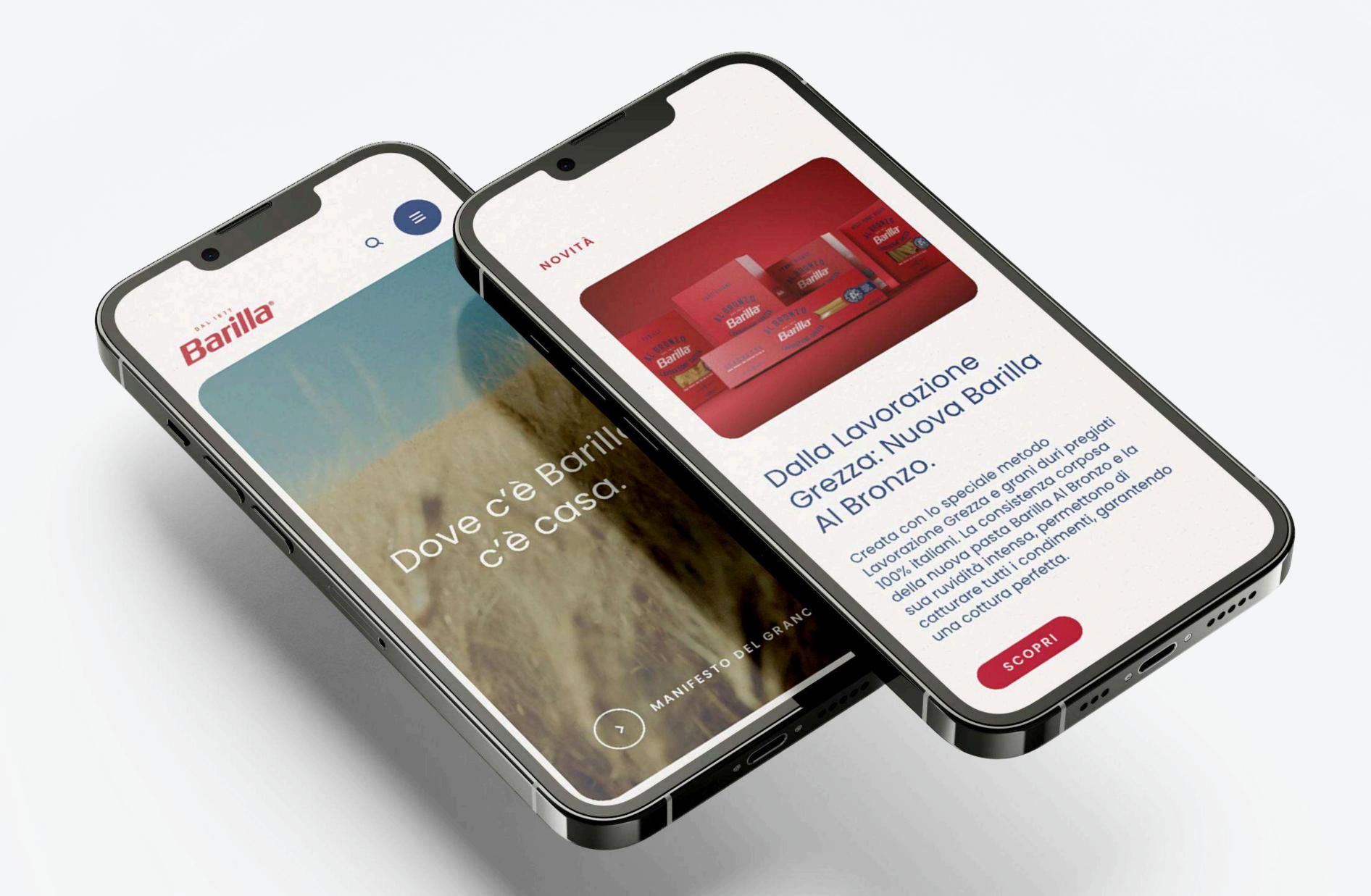
A modern reworking of the corporate website of one of the most famous Italian companies in the world.

The objective of the project was to give a contemporary touch to the brand while maintaining the deep roots that it has had in Italian tradition for years.

Unselected Projects 2019/current















Virtual Art Gallery

Year

2022

Type

School project

Category

Art & Illustrations

Skills

Brand Identity

Web Design

Mobile Design

Software & Technology

Adobe XD

Photoshop

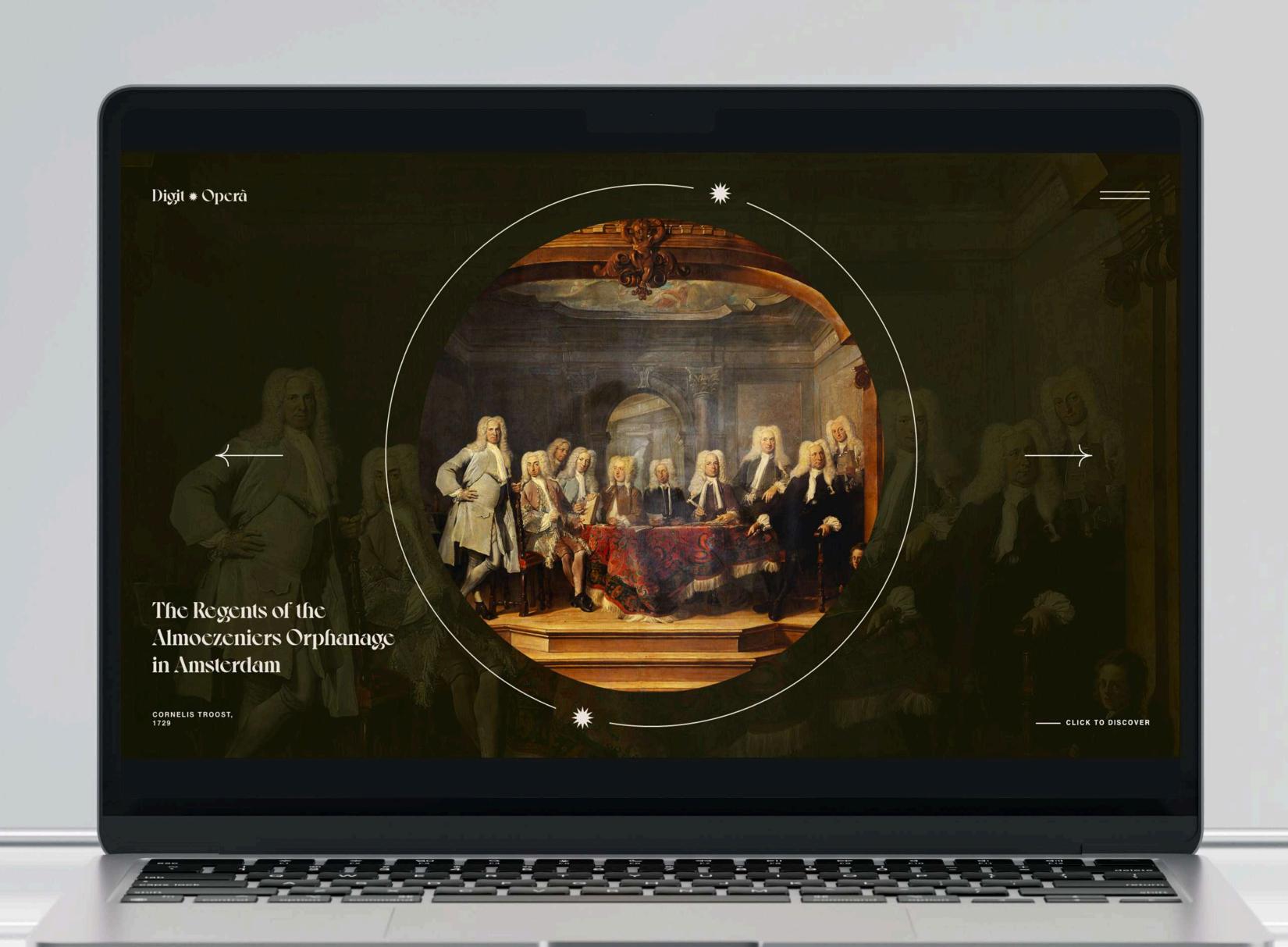
Illustrator

An experiential website concept for a virtual art gallery, where the user does not just browse the various pages, but rather visits the works just as they would in a physical museum.













Space X

Year

2022

Type

School project

Category

Startup & Technologies

Skills

Brand Identity

Web Design

Mobile Design

3D Art

Front-End Development

Software & Technology

Adobe XD

Photoshop

Illustrator

Maxon Cinema 4D

HTML & CSS

Javascript

GSAP

Splitting.js

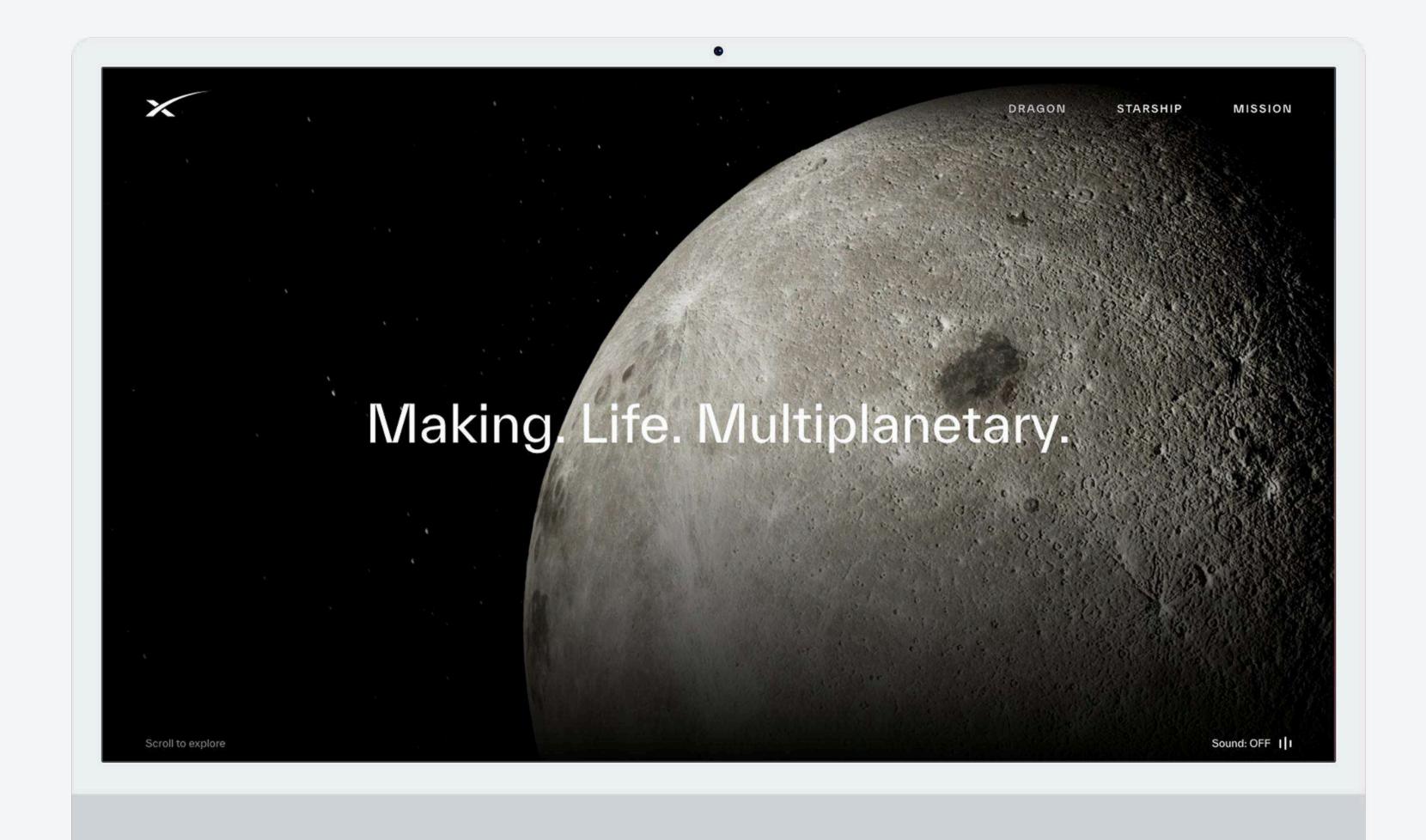
The goal of the project was to create a corporate website for the famous space agency founded by Elon Musk, Space X.

To create this website, in addition to the design and Front-End development, 3D assets such as images and videos were also created to be used as photographic content within the site itself.

A great opportunity to start getting your hands on the vast world of 3D modeling, through software such as Maxon Cinema



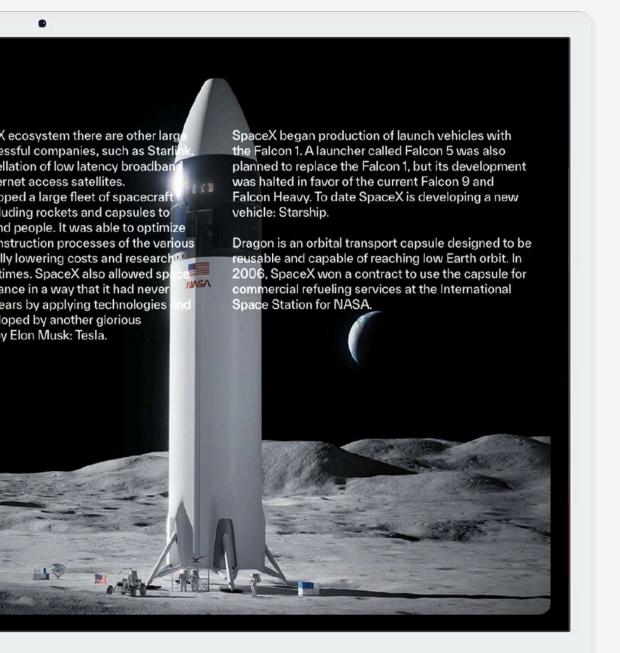




at 7.5 kilometers per ally. The vehicle's multiple entries, but of the heat shield. es the physics of







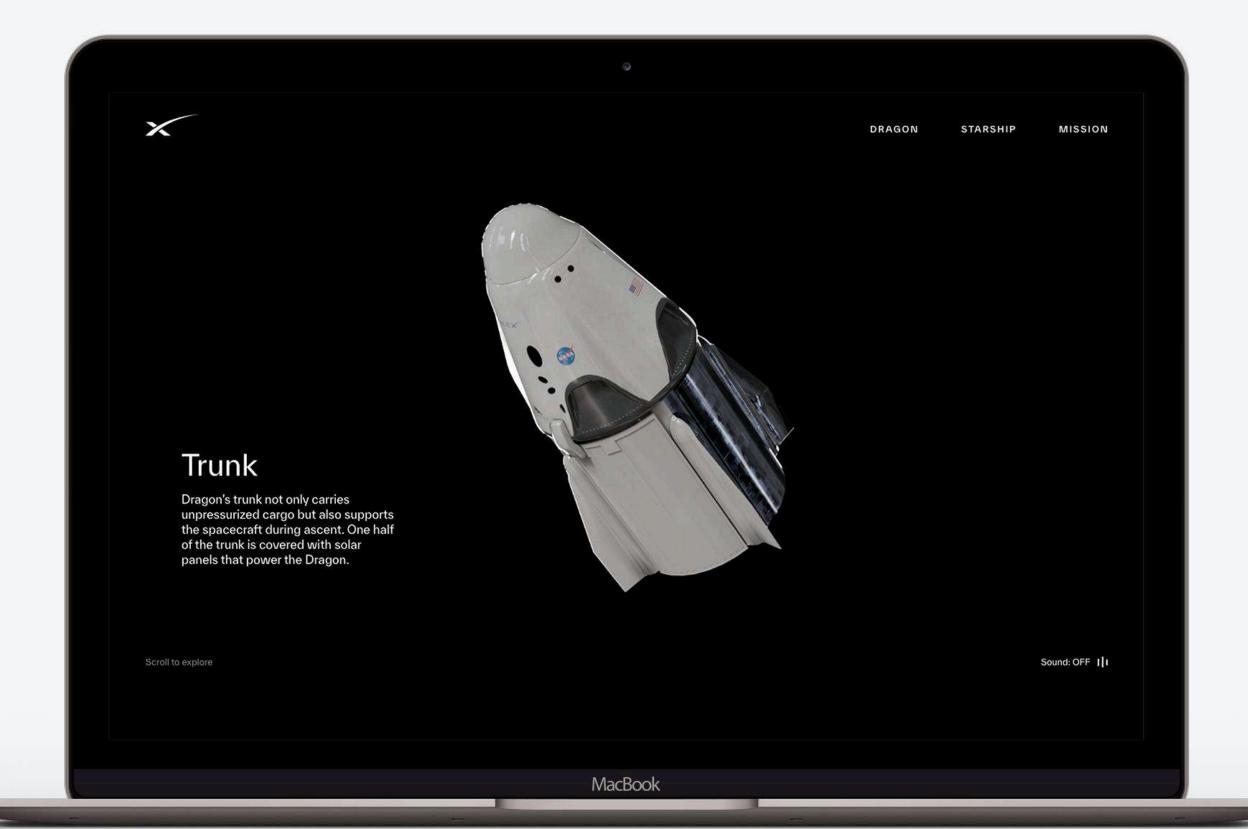


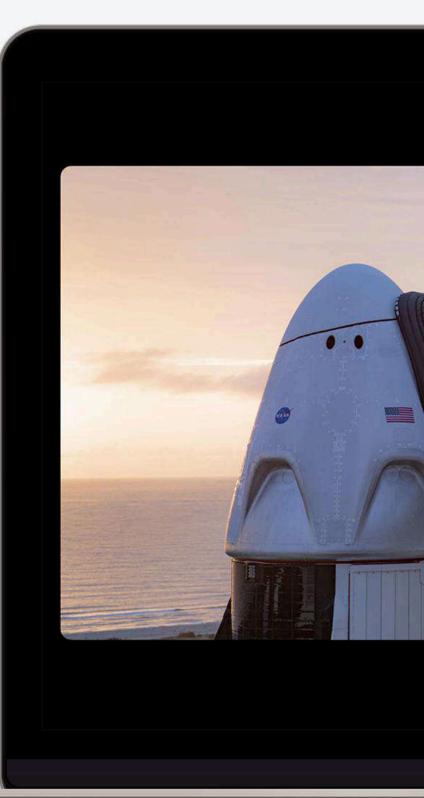


Capsule

The Dragon capsule, also known as the pressurized section, allows for the transport of people as well as environmentally sensitive cargo.

Sound: OFF | I





JOU