

FRESH

PORTOLIO



IDEAS

# WHO I AM

Background & design mindset



## Creative passionate

I am a graphic designer with a diverse background in visual design. I strive to create visual experiences that effectively communicate through listening and sensitivity. I am committed to creating solutions that meet clients' needs and engage me.

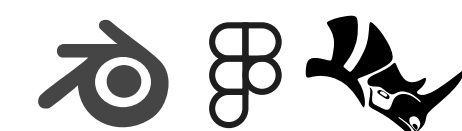
# WHAT I DO

Creative direction & visual strategy

**My work centers on creative direction and visual strategy, orchestrating multi-disciplinary projects** that span print, digital, and experiential design. Over the years, my extensive experience has allowed me to develop expertise in multiple creative disciplines: video production and post-production, photography direction, 3D visualization, web design, and UI/UX development. This multidisciplinary background enables me to lead creative teams and coordinate complex visual projects from concept to execution. I specialize in translating brand visions into cohesive visual strategies, managing creative workflows, and ensuring consistent brand communication across all touchpoints.

My approach involves analyzing companies' visual identity, developing comprehensive branding solutions, and constructing sustainable creative growth paths that align with business objectives. As part of my continuous evolution, I'm actively exploring AI integration as a creative amplifier, studying how artificial intelligence can enhance design workflows and unlock innovative visual approaches.

# TOOLS I USE



# EDUCATION

2022 - Laurea "Design e Comunicazione"  
presso Politecnico di Torino 102/110

# BEME

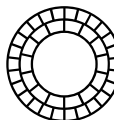


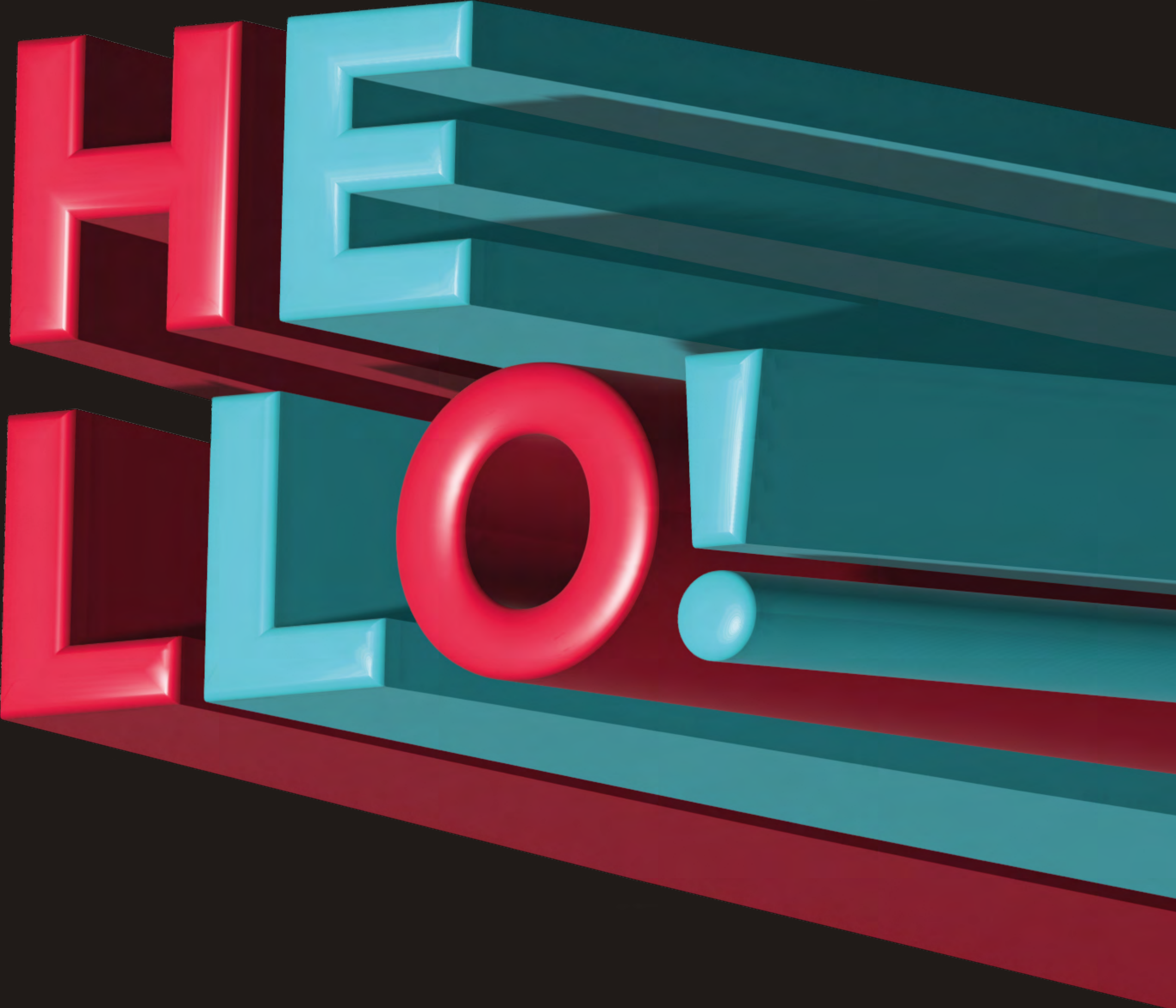
I am a freelance designer with a diverse background in visual design. I strive to create visual experiences that effectively communicate through listening and sensitivity. I am committed to creating solutions that meet clients' needs and engage me.

# BEIN

I am active on social media under the pseudonym of POPFISH. Social media is where you can find examples and more information exhibiting my passion for photography.



-  **St** **Bē** **in**



# BRANDING

SELECTED WORKS 2K25

# DESIGN CAPABILITIES

01

Company:  
**Gem Progetti**  
Year:  
**2024**  
Sector:  
**Architectural  
design**

02

Company:  
**LaTorteria**  
Year:  
**2024**  
Sector:  
**Bakery and Coffee**

03

Company:  
**OropaMusicFestival**  
Year:  
**2025**  
Sector:  
**Music venues**

04

## Photography

A personal exploration of everyday aesthetics, stillness and light. Photography is part of my visual language it sharpens my eye for composition, detail and emotion, and often informs my approach to branding and layout

05

## 3D

Experimental renders and environment design created in Blender. I explore 3D as a tool to expand visual storytelling, build atmospheres, and integrate virtual objects into branding and motion projects.

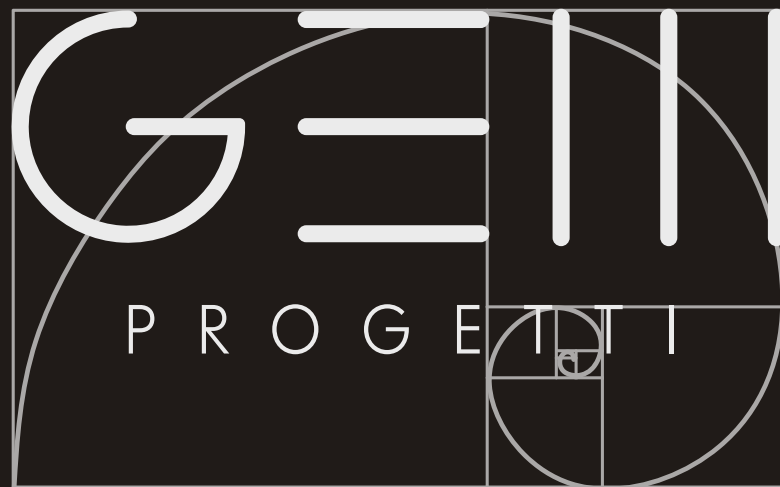
06

## The AI Project

A series of visual experiments using AI tools to explore new aesthetics and hybrid creative processes. I treat AI not as a shortcut, but as a design partner expanding the visual possibilities and provoking new directions in branding and content creation.

01

Company:  
**Gem Progetti**  
Year:  
**2024**  
Sector:  
**Architectural design**



## BRIEF

*"We're looking for a clean, elegant, and contemporary visual identity. The focus should be on form, not decoration: simple lines, a monochromatic palette, and a design that communicates more by using less."*

GEM  
PROGETTI





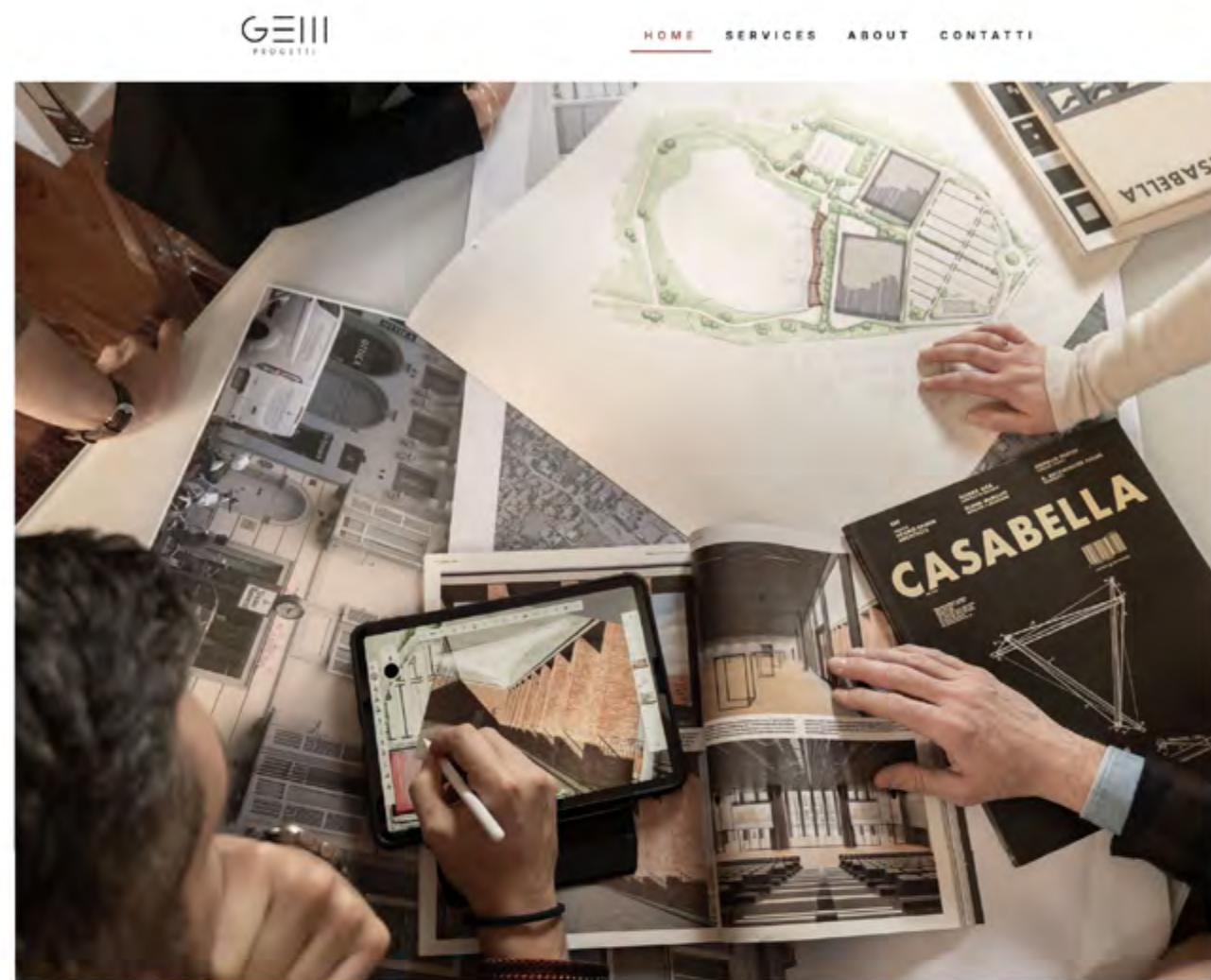
stationery



merch



stationery



## We Draw Ideas

GEM si distingue per esperienze consolidate in settori quali piani regolatori, urbanistici, progettazioni architettoniche, ristrutturazioni, efficientamento energetico e progettazione di campi fotovoltaici. I nostri commerciali offrono supporto strategico e capillare, estendendo oltre il territorio business.



### CHI SIAMO

## La Soluzione Alla Tua Domanda

Ci piace definire una squadra di sognatori pratici: prendiamo le tue idee e le trasformiamo in progetti che ti faranno dire WOW! Siamo un gruppo di professionisti pronti di serietà che tu stia cercando di ristrutturare la tua casa o di ridisegnare l'intero quartiere, siamo qui per te, per ascoltare le tue idee e trasformarle in realtà attraverso il nostro lavoro.

[Scopri Di Più](#)

### I NOSTRI SERVIZI

## Cosa Facciamo

Attraverso una combinazione di passione e competenza trasformiamo idee in spazi tangibili, progettiamo abitazioni, spazi pubblici e aree urbane, rendendo ogni ambiente unico, funzionale e facile da ispirare. Il nostro obiettivo è creare architetture che rispettano le esigenze e i sogni dei nostri clienti. Siamo qui per guidarti in ogni fase del processo, offrendo un servizio professionale e personalizzato che riflette la nostra dedizione all'ecellenza.

[Scopri Di Più](#)



Energie Rinnovabili



HOME SERVICES ABOUT CONTATTI

## Il Nostro Team



PAOLO MAGGIA  
Architetto Senior Partner



MARCO MAGGIA  
Architetto Senior Partner



ALBERTO MAGGIA  
Dottore Senior Partner



FRANCESCA GUABELLO  
Avvocato Project Manager



MASSIMO GUABELLO  
Architetto Senior Partner



LUCA COSTANTINO  
Architetto



LORENZO LANA  
Architetto



ALESSANDRO GASPARINI  
Dott. Paesaggista

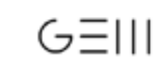


AGNESE FOGLIETTI  
Architetto Urbanista



HOME SERVICES ABOUT CONTATTI

## Gem Progetti È SERIETÀ



### Contact Info

GEM PROJECT SOCIETÀ COOPERATIVA TRA PROFESSIONISTI  
Via Pietro Micci, 12 00100 Roma  
tel 06 22068  
tel 06 74810000  
gem@progetti.it | gem@progetti.it  
diseño@gemprogetti.it

### in

Privacy Policy  
Cookie Policy

website design | photoshoot

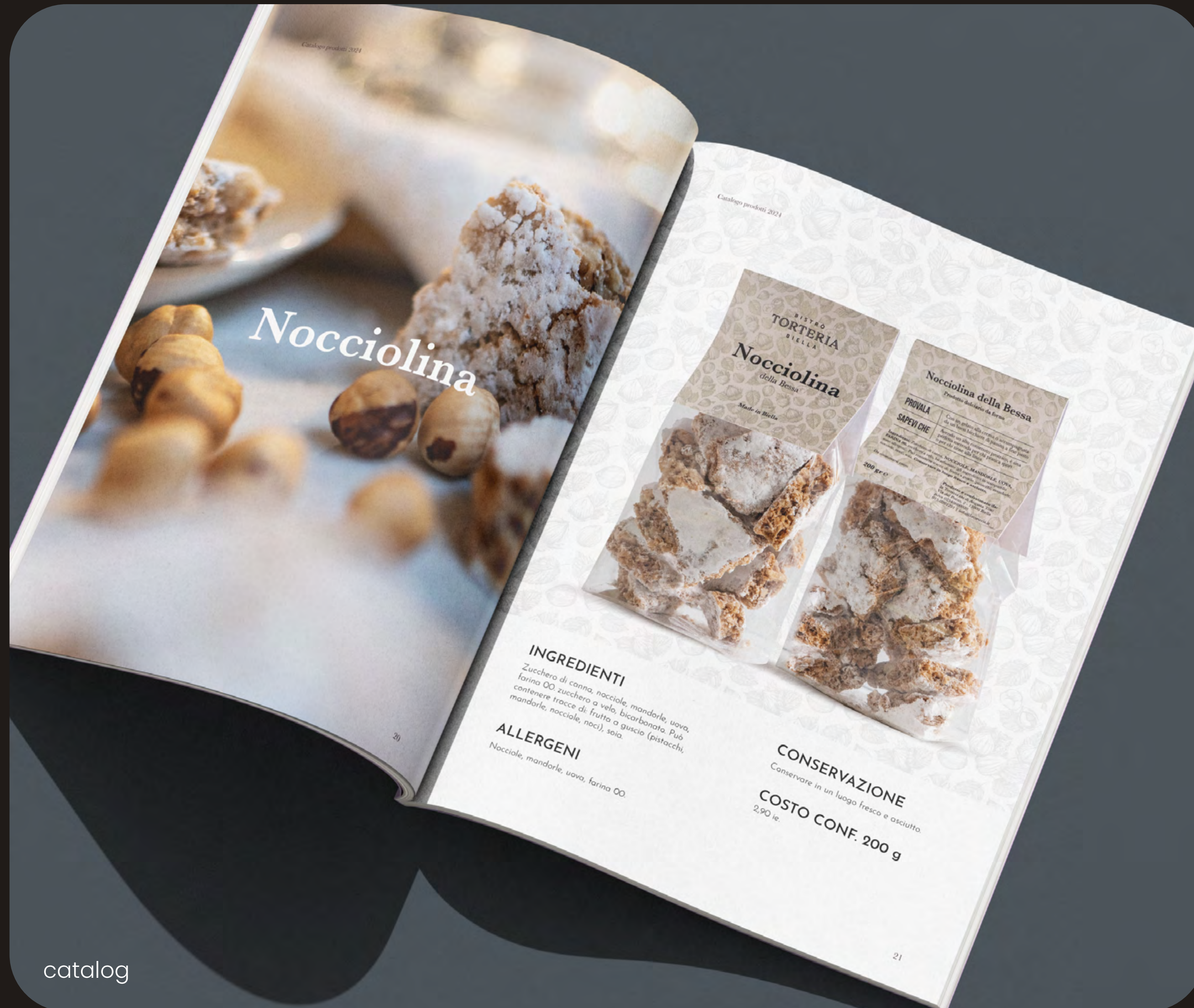
02

Company:  
**LaTorteria**  
Year:  
**2024**  
Sector:  
**Bakery and Coffee**

## BRIEF

*"It's been ten years. Time to evolve.  
We need a new identity and an  
e-commerce platform to share  
our biscuits with everyone."*





catalog



packaging



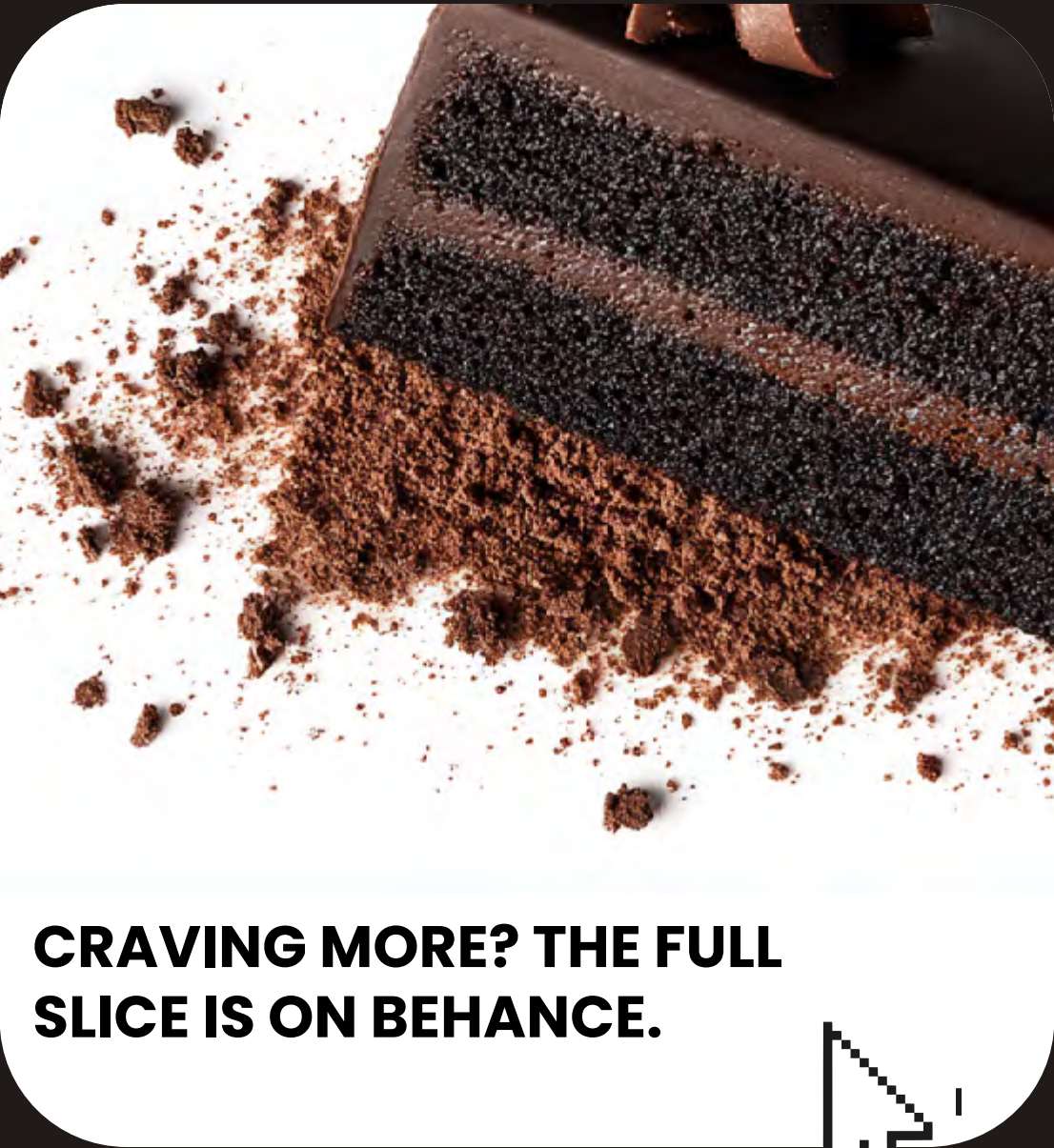
packaging



photoshoot



photoshoot



**CRAVING MORE? THE FULL  
SLICE IS ON BEHANCE.**



03

Company:  
**OropaMusic Festival**  
Year:  
**2025**  
Sector:  
**Music venues**

## BRIEF

*We want a visual identity that captures the spirit of OMF: the silence, the mountains, the music. The festival blends classical and contemporary sounds in a unique landscape, the design should feel immersive, elegant, and timeless.*

# Oropa **Music** Festival



# Oropa Music Festival

## 11.14

SETTEMBRE

## 2025

# Oropa Music Festival

## 11.14

SETTEMBRE



DIRETTORE ARTISTICO FEDERICO GAD CREMA



rollup

Oropa Music Festival

11.14

SETTEMBRE

**Grand Closing Gala**

**13** SETTEMBRE VENERDI  
ore 18:30

**CASA SAN SEBASTIANO ALLO ZOPPO LESSONA**

Lora Markova  
Pietro Genova Gaia  
Coco Tomita  
Miguel Elrich  
Aleksy Shadrin  
Angelica Antonini

VIOLINO  
VIOLINO  
VIOLA  
VIOLONCELLO  
SOPRANO

EVENTO GRATUITO\*

**14** SETTEMBRE DOMENICA  
ore 18:30

**PALAZZO LA MARMORA BIELLA**  
EVENTO A PAGAMENTO\*\*

Lora Markova  
Pietro Genova Gaia  
Miguel Elrich  
Francesco Tamburini  
Aleksy Shadrin  
Luca Buratto  
Federico Gad Crema

VIOLINO  
VIOLINO  
VIOLA  
VIOLONCELLO  
VIOLONCELLO  
PIANOFORTE  
PIANOFORTE

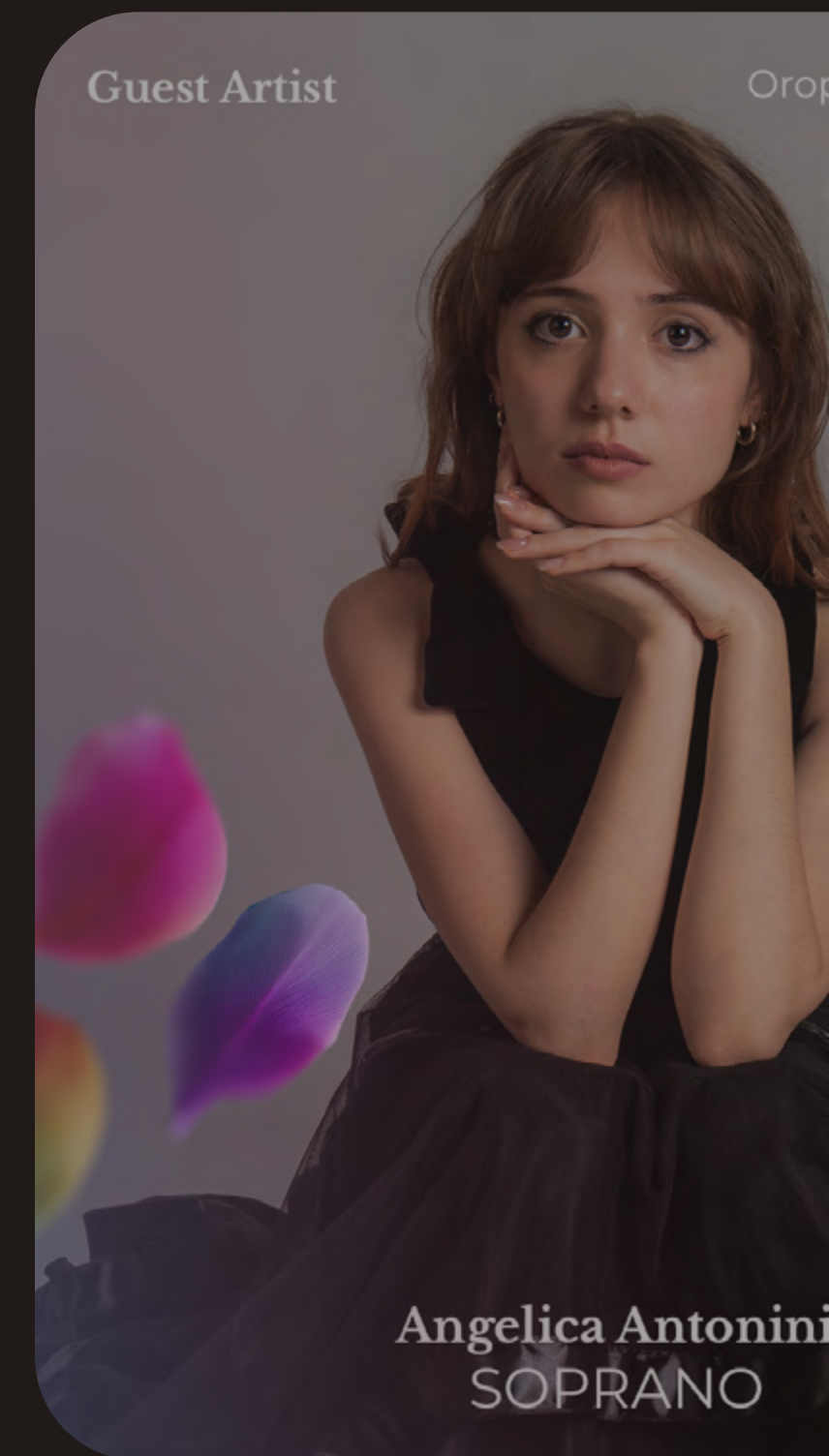
EVENTO A PAGAMENTO\*\*

\* Biglietti gratuiti per gli eventi a ingresso libero saranno disponibili esclusivamente su Eventbrite, con iscrizione obbligatoria.  
\*\* Biglietti a pagamento potranno essere acquistati su su Eventbrite che presso Cigna Dischi a Biella.

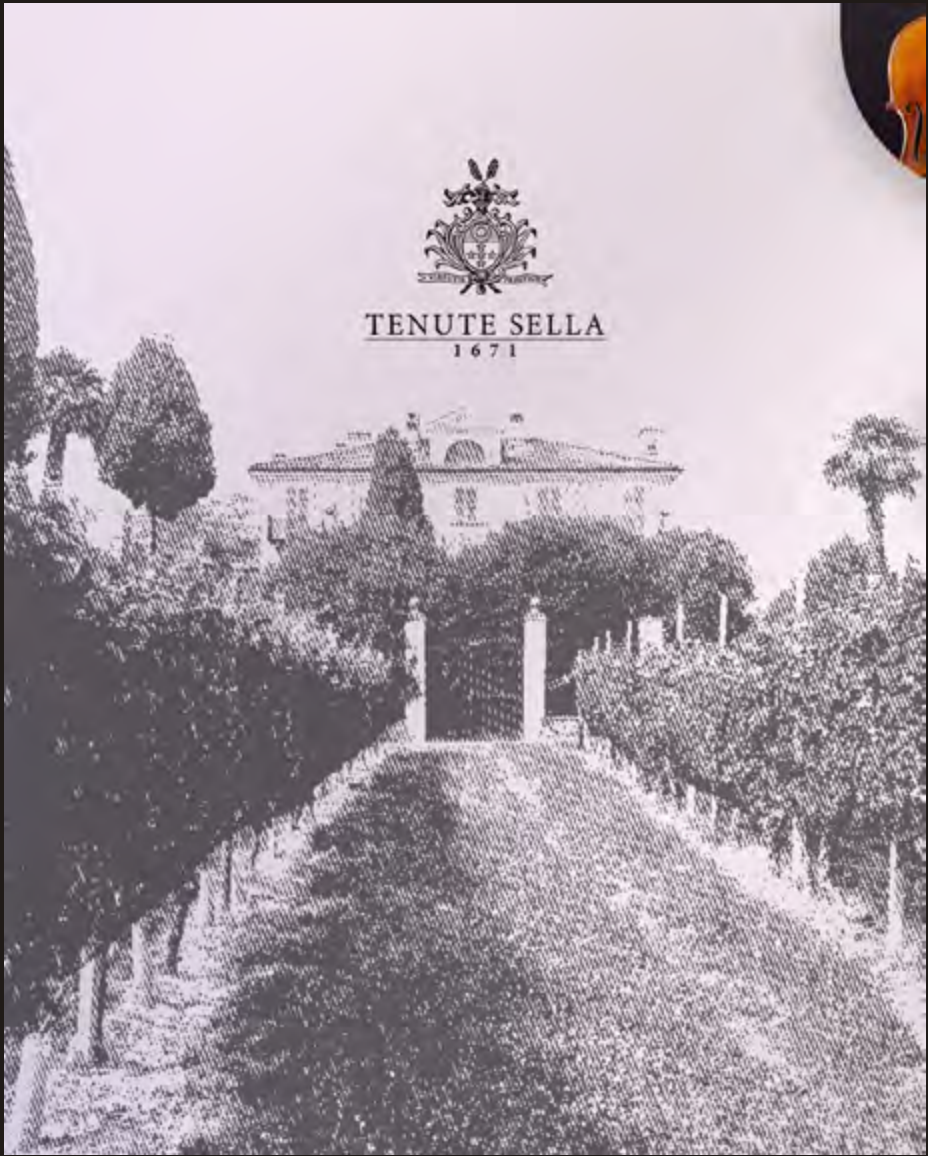
SCANSIONA PER SCOPRIRE IL PROGRAMMA DI SALA COMPLETO

trifold

Petali che danzano,  
suoni che accarezzano l'aria.



IG post



IG post



ILE A 2.10 M

04

# PHOTOGRAPHY











05

3D



modeling and rendering



Check out the  
FOOH



VFX

06

AI



Are you curious?

# LET'S KEEP IN TOUCH



Daniele Parlamento  
mobile +39 **3497522655**  
**popfish.designstudio@gmail.com**

I authorize the treatment of the personal data on my resume according to article 13 of the Legislative Decree 196/2003 and to article 13 GDPR 679/16.

**popfish.it**