



about me

Martina Moriconi

graphic designer

🎨 Painter in the free time

🌿 Nature and animal lover

🚤 Certified sailing instructor

🏄 Surfer and skater

🗣 Languages

Italian (native)

English (Intermediate)

education

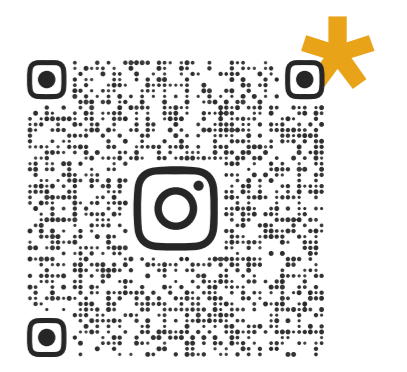
- 2019 **Max Fabiani** • Art school degree in painting
- 2023 **ISIA Roma** • Degree in Product Design

where to find me ?

📍 current location: Peniche (PT)

📞 +39 3803302310

✉ mar.designproject@gmail.com



personal works

experience

- 2019 **MuCa Museum** • Painting exhibition
- 20 | 22 **Gibi School** • Graphic designer
- 2020 **Bare in Friuli** • Graphic designer
- 21 | 22 **Club Nautico Portomaran** • Graphic designer
- 2021 **ADS Nautica San Giorgio** • Graphic designer
- 2023 **Venice Glass Week 2022** • Exhibition
- 2023 **Soul Wave surf shop** • Graphic designer
- 2023 **Peniche Surf Lodge** • Receptionist and assistant
- 17 | 23 **Sailing instructor** • Sailing courses for children

internships

- 2019 **L&S Lighting** • University internship
- 2020 **B&C Bows, luxury for musicians** • Collaboration
- 2020 **Marine Interiors** • University internship
- 2022 **Profili Photo Studio** • Collaboration
- 2022 **Valcucine** • University internship

software skills

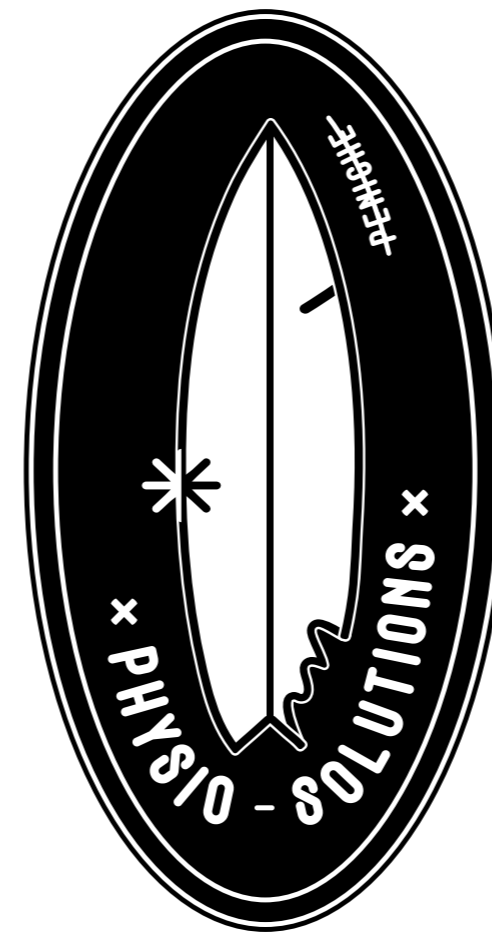
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Adobe photoshop	<input checked="" type="checkbox"/>	Cinema 4D	<input checked="" type="checkbox"/>
Adobe Indesign	<input checked="" type="checkbox"/>	Corona Render	<input checked="" type="checkbox"/>
Adobe Lightroom	<input checked="" type="checkbox"/>	Rhinoceros	<input checked="" type="checkbox"/>

visual identity

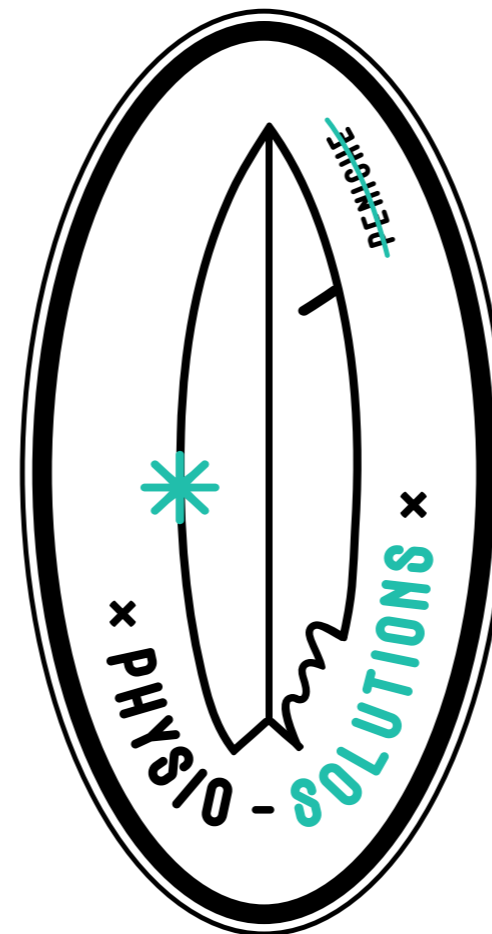
physio solutions

For this project the goal was to create an engaging and dynamic visual identity that resonates with the energetic and free-spirited nature of the surfing community.

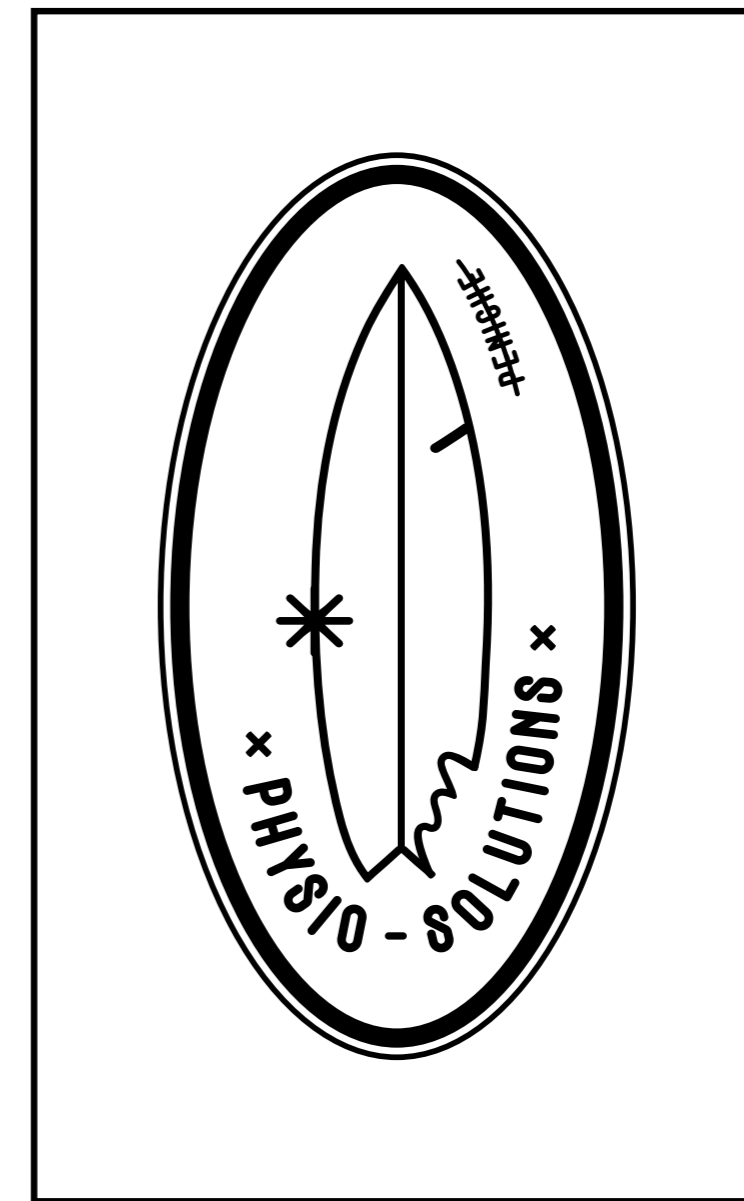
By depicting dings on a surfboard, the logo draws an analogy to injuries treated, creating a representation of the physiotherapy services tailored for surfers.



LOGOTYPE - NEGATIVE



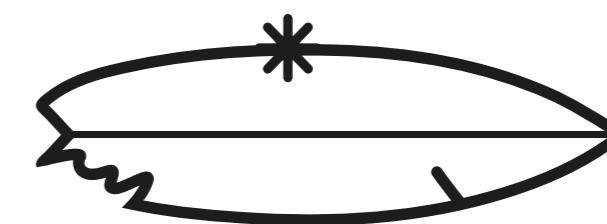
LOGOTYPE - COLOR



LOGOTYPE WITH RESPECT AREA



PALETTE



PICTOGRAM

PHYSIO SOLUTIONS

PENICHE

COMPANY NAME

The Children

Aa abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ

TYPEFACE



GRAPHICS ELEMENTS



VARIATIONS

× PHYSIO ×
~~SOLUTIONS~~

PENICHE

ONLY TYPE LOGO

#e6e5c1

#65aa9c

#ce910e

#4b2c13

visual identity

soul wave

Soul Wave, a lively surf and apparel store in Sardinia, Italy.

The redesigned logo strikes a **balance** between tradition and modernity, capturing the essence of surf culture with a **contemporary twist**. A **dynamic color palette** inspired by Sardinia's coastal beauty breathes new life into Soul Wave's visual identity.



brand identity

illuxi

For a university project, I created "Illuxy" a distinctive coffee brand.

Focused on creating a compelling visual identity, I conducted **strategic and creative research** to infuse Illuxy with a unique personality.

Logo and payoff

ILLUXI

More than coffee.

Graphics



Icons



modeled with Rhinoceros



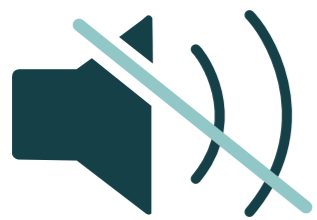
rendered with Rhinoceros

product design

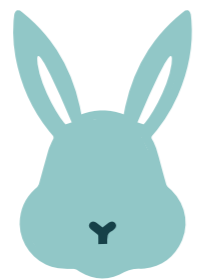
wave

Wave, a pet carrier designed for a university project, goes **beyond the conventional** to prioritize the comfort and well-being of our furry friends during their journeys.

Recognizing that hearing is a paramount sense for small pets, . The **key innovation** lies in Wave's **specialty crafted texture**, ingeniously engineered to mitigate vibrations and resonance.



noise reduction



made for animals



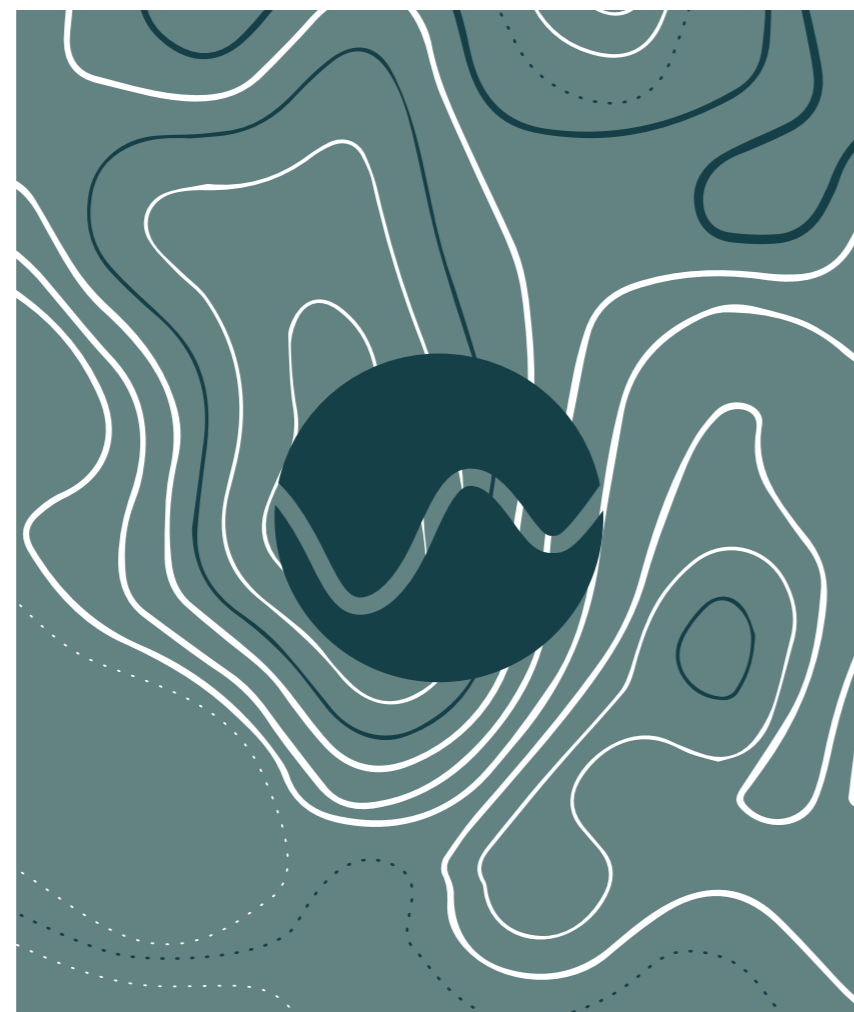
environmentally friendly



modeled with Rhinoceros



rendered in Fusion 360



3d modeling

3D modeling of Nespresso Pixie coffee machine.

I sculpted and created renders of the machine using Fusion 360, based on a real-life model.

