2024

# SARA**GRANDIERI**

## PORTFOLIO

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2024

Hello, I'm Sara Grandieri, a designer deeply curious about people and inspired by the fusion of beauty and technology.

### UX/UI Design

Designing intuitive and aesthetically pleasing user interfaces that enhance the user experience.

### Logo Design

Creating iconic logos that embody brand essence with clean, striking visuals.

### Photography

Capturing vivid, thought-provoking images that tell stories through precision and attention to detail.

### Visual Design

Crafting elegant visual content that communicates clearly and elevates the user experience.

# Bucky

Money Management App

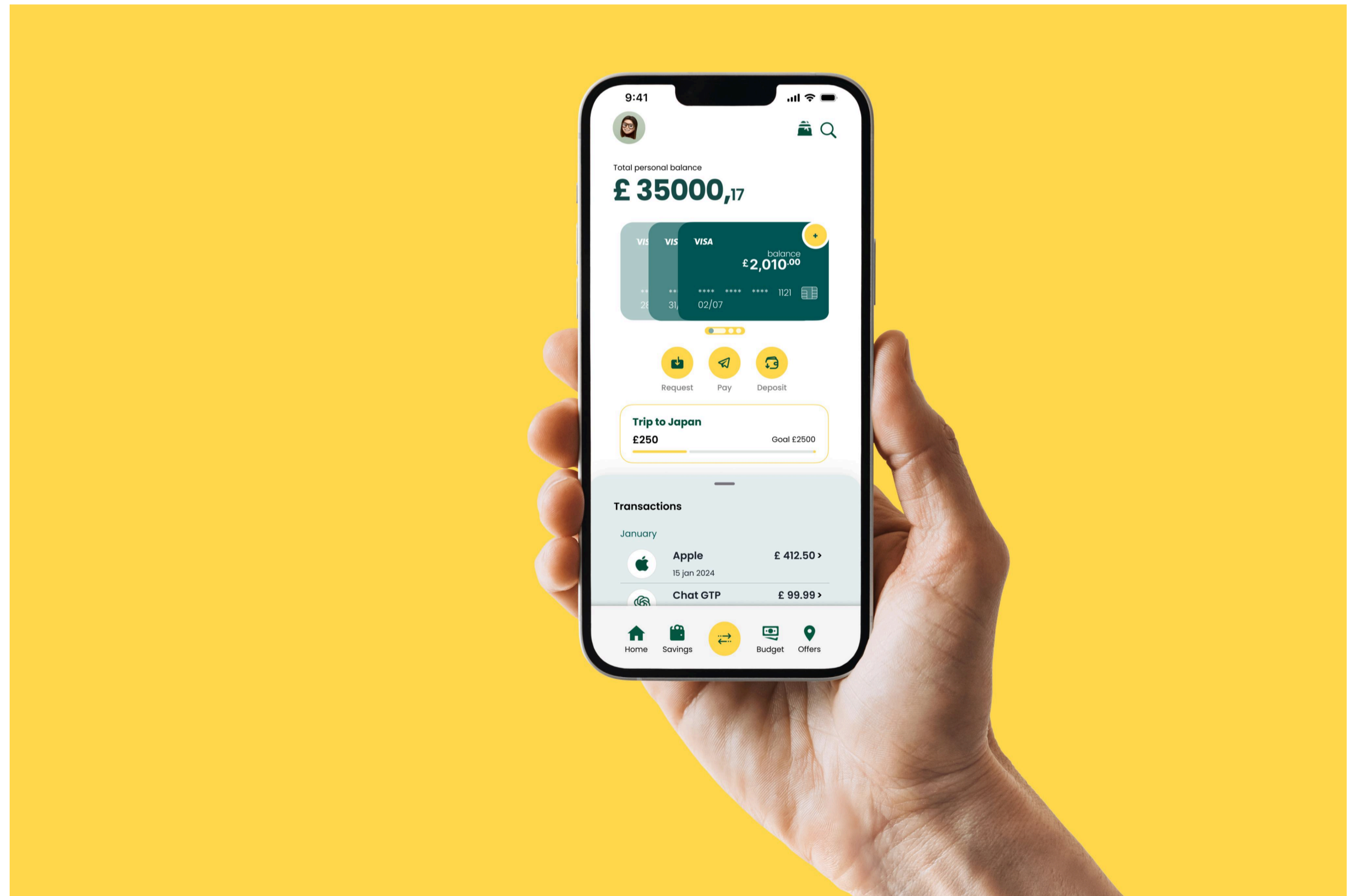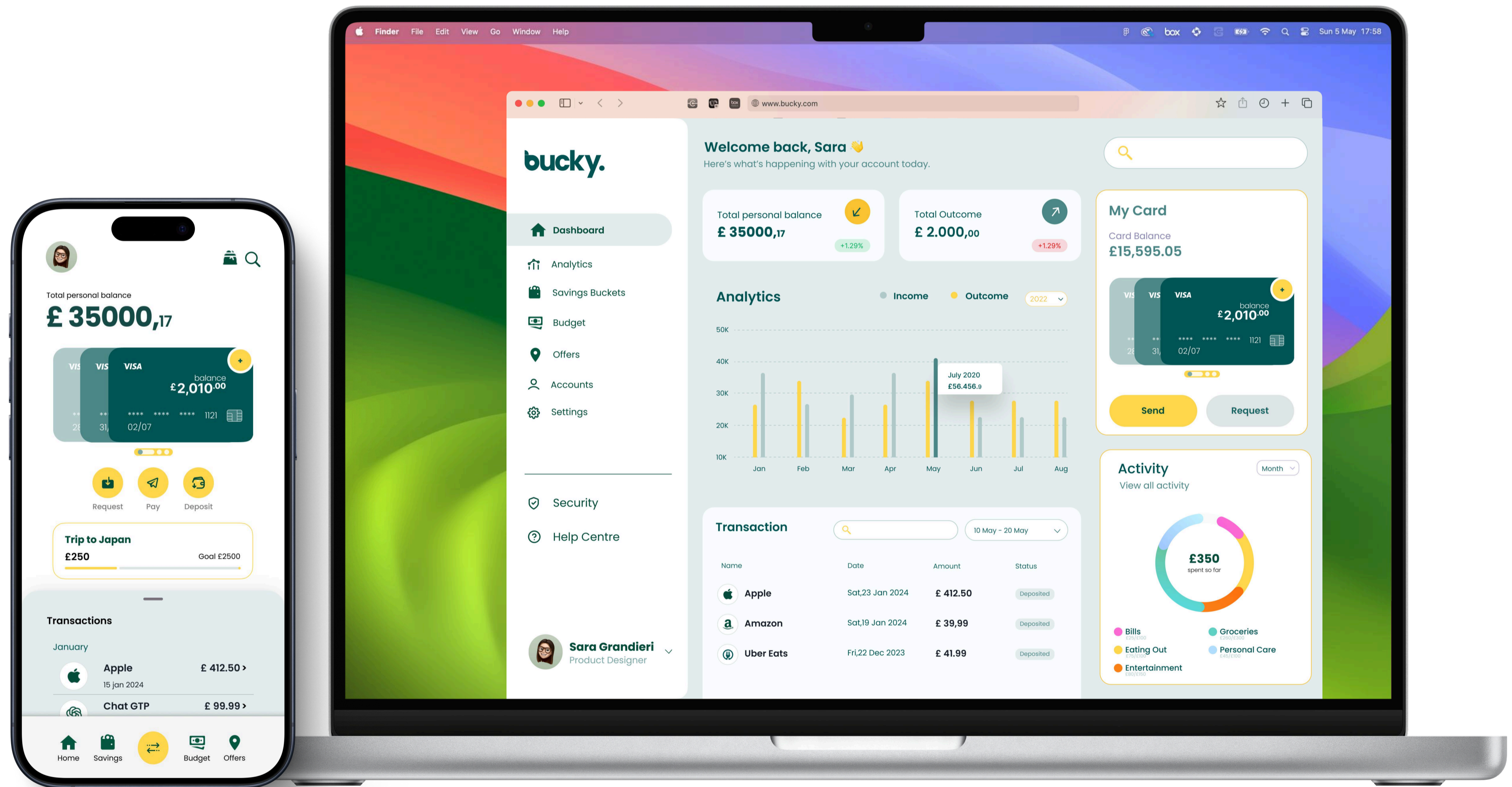| **Type** | **My Role** | **Industries** | **Duration** |
|---|---|---|---|
| End-To-End Project | UX/UI Design | Fintech | 5 Months |

Bucky is a financial management app tailored for those seeking full control over their finances in a fun and engaging way.

Its user-friendly interface provides clear and easy access to financial tools, enhancing budgeting practices and assisting users in achieving their financial objectives.

**Read Case Study**

# Spello

Flashcard App

| **Type** | **My Role** | **Industries** | **Duration** |
|---|---|---|---|
| End-To-End Project | UX/UI Design | Educational | 4 Weeks |

Spello is a mobile app aimed at enhancing vocabulary learning through customisation and psychological learning principles like spaced repetition. The project emphasised simplicity and user-centric design to create effective learning experiences.

This 4-week project focused on establishing the essential structure and wireframes for a vocabulary retention app, emphasising simplicity and user-specific customisation over a broad feature set.

**Read Case Study**
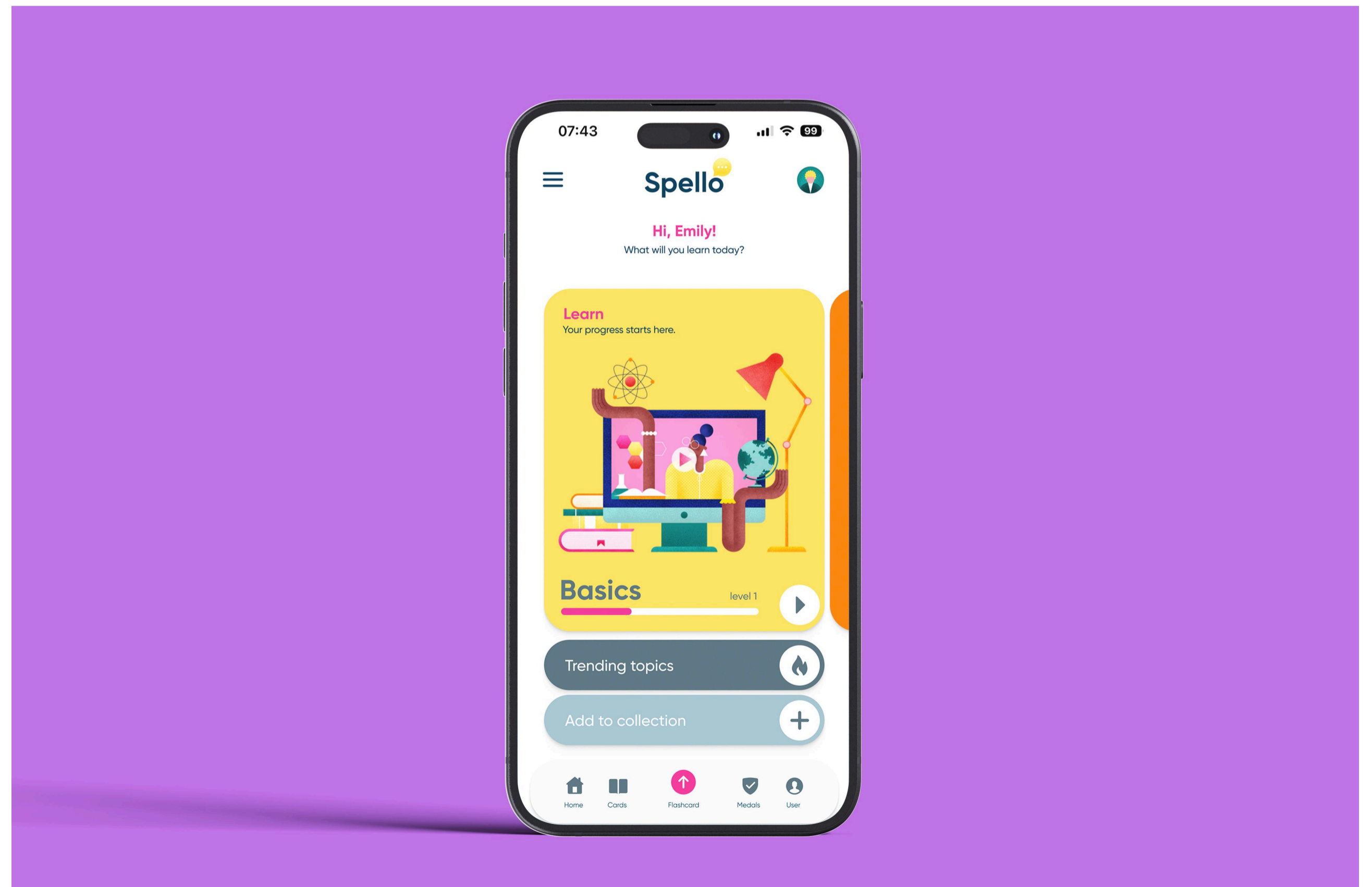
**Design Challenges**

Ease of Use:
- Simplifying the process for users to create and personalise flashcards.

Consistent Learning
- Encouraging regular use to improve vocabulary retention.

**Opportunities:**

Repetition and Memory
- Utilising Ebbinghaus's Forgetting Curve to implement repetition strategies for better retention.

Engagement
- Incorporating gamification and personalised learning paths to boost user engagement.

## Process
The project followed a structured process including discovery, definition, ideation, and design phases, incorporating quantitative research and user feedback to refine the app.

Key Features for Instructional Design
- **Personalisation**: Customisable content to cater to individual learning paths.
- **Gamification**: Interactive and engaging tools to maintain user interest.
- **Efficiency**: Short, impactful learning sessions designed to fit into daily routines.
- **Immediate Feedback**: Providing instant feedback and positive reinforcement to encourage continuous learning.

## User Personas
Detailed user personas helped tailor the app to specific needs and routines, ensuring the design aligns with real-world use cases.
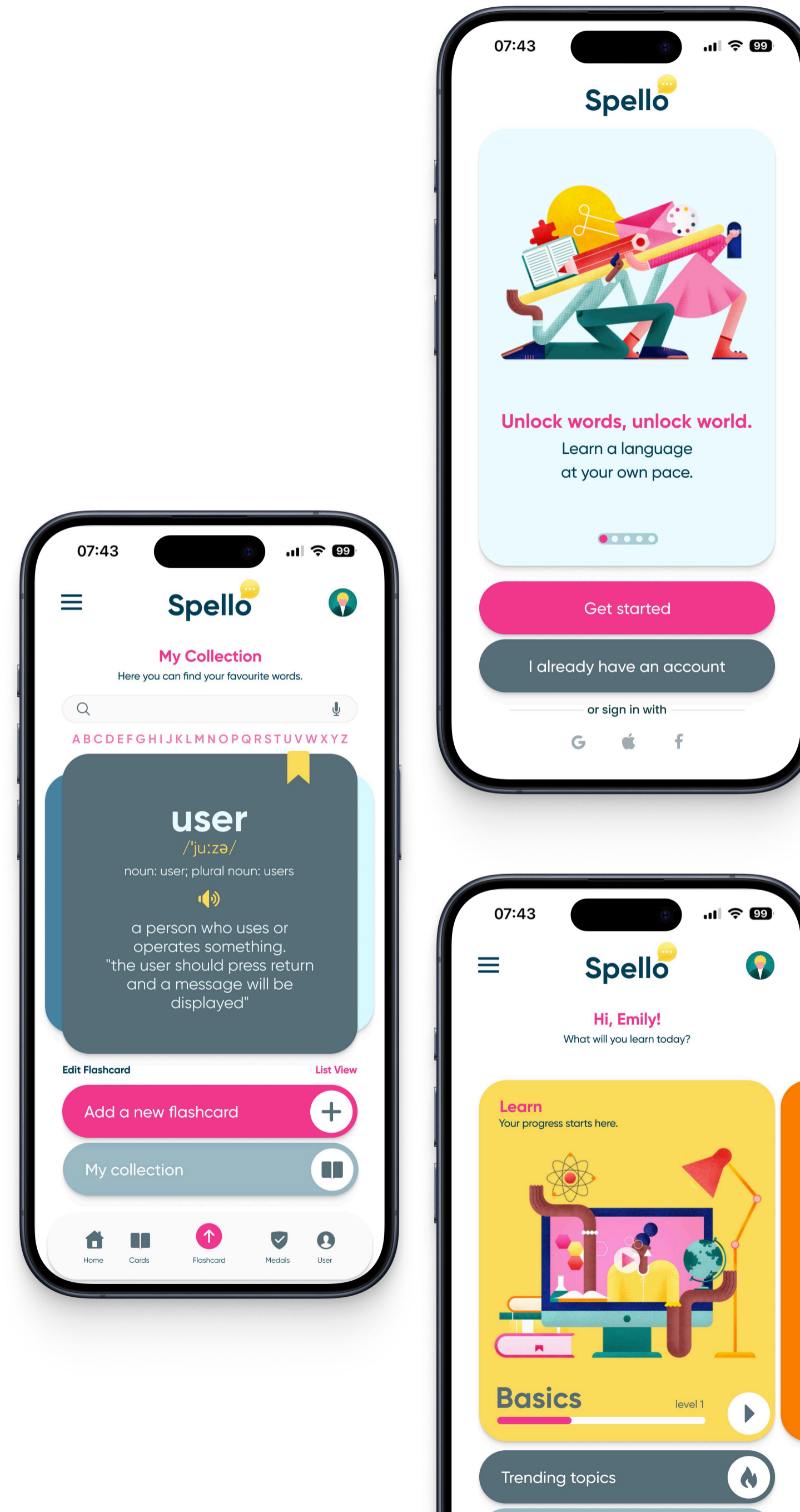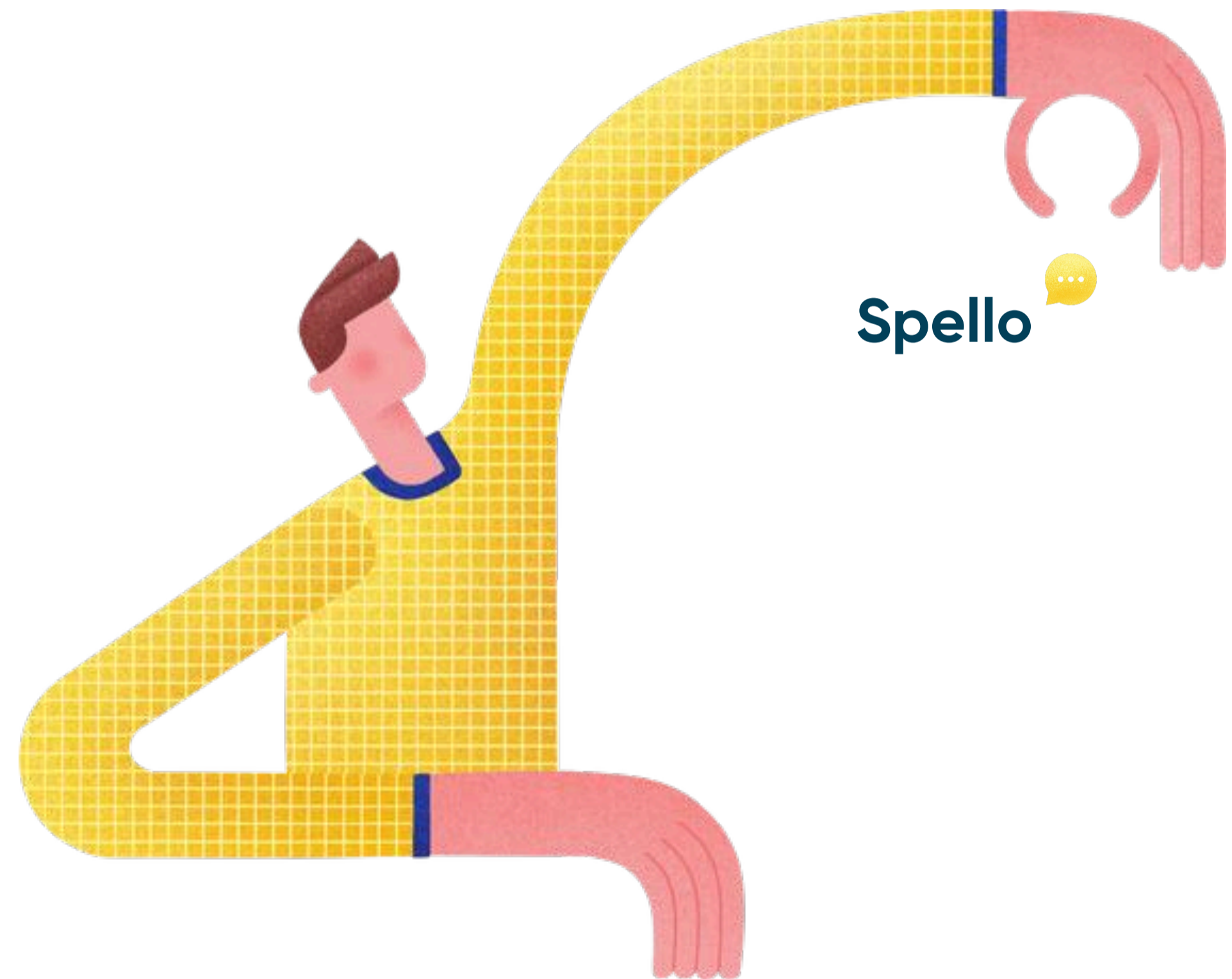
**Conclusion**
The Spello app successfully integrates instructional design principles to create a user-friendly, effective vocabulary learning tool. Future enhancements include voice recognition for pronunciation practice, social learning features, and continuous user feedback integration.

**Next Steps:**
- Expand features based on user feedback.
- Ensure accessibility compliance.
- Regularly update the vocabulary database.
- Implement analytics for tracking progress and engagement.

**Read Case Study**

Spello

# Lose it!

UI Redesign

| **Type** | **My Role** | **Industries** | **Duration** |
| --- | --- | --- | --- |
| Personal Project | UI Designer | Health | 1 Month – In Progress |

The "Lose it!" UI redesign project aims
to enhance the user experience of the popular
weight loss app by making it more intuitive and
visually appealing.

This involves user research, wireframing,
prototyping, and iterative testing to ensure the
new design meets user needs while maintaining
core functionalities for tracking meals, exercise,
and progress.

Go to prototype
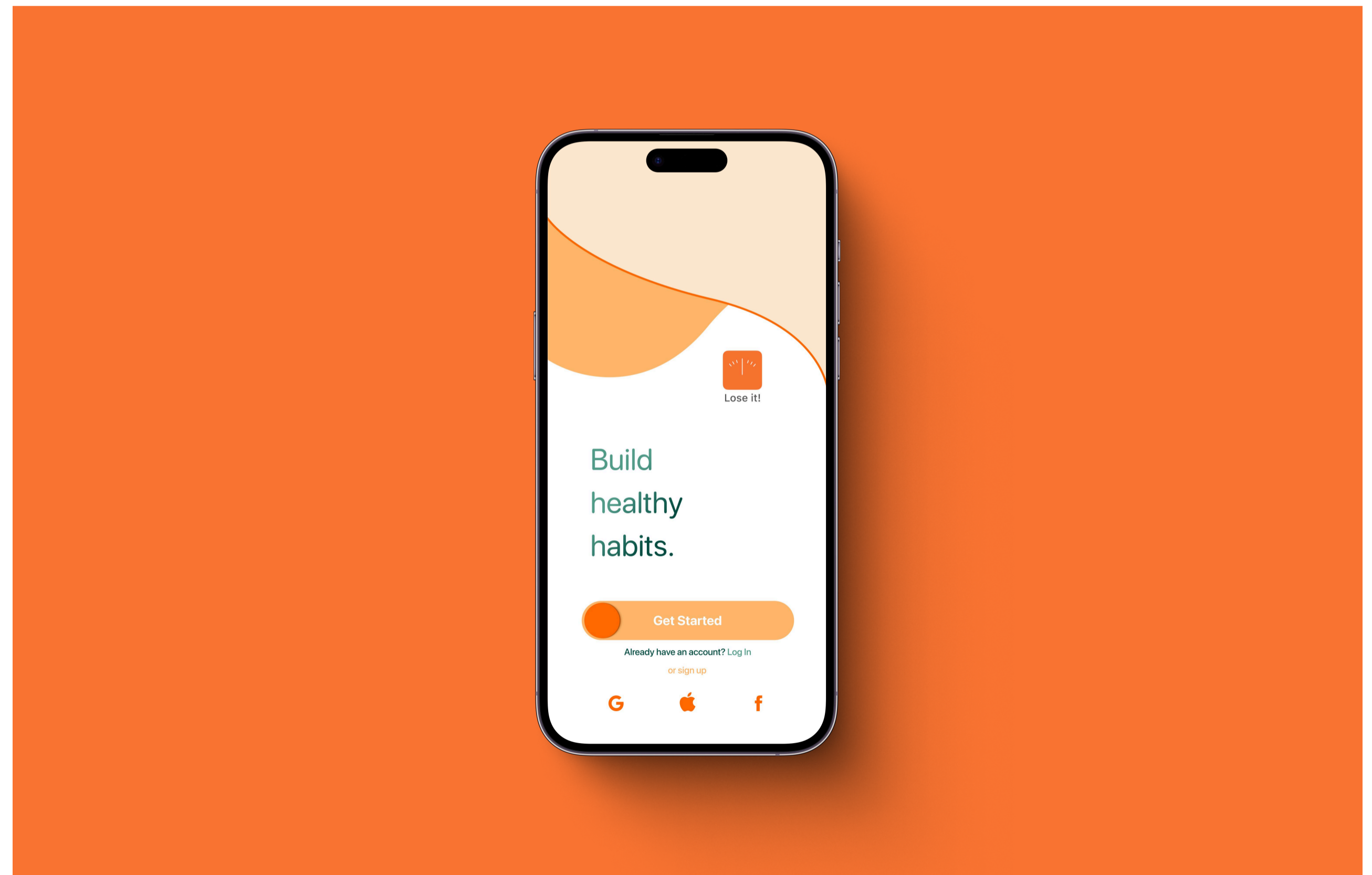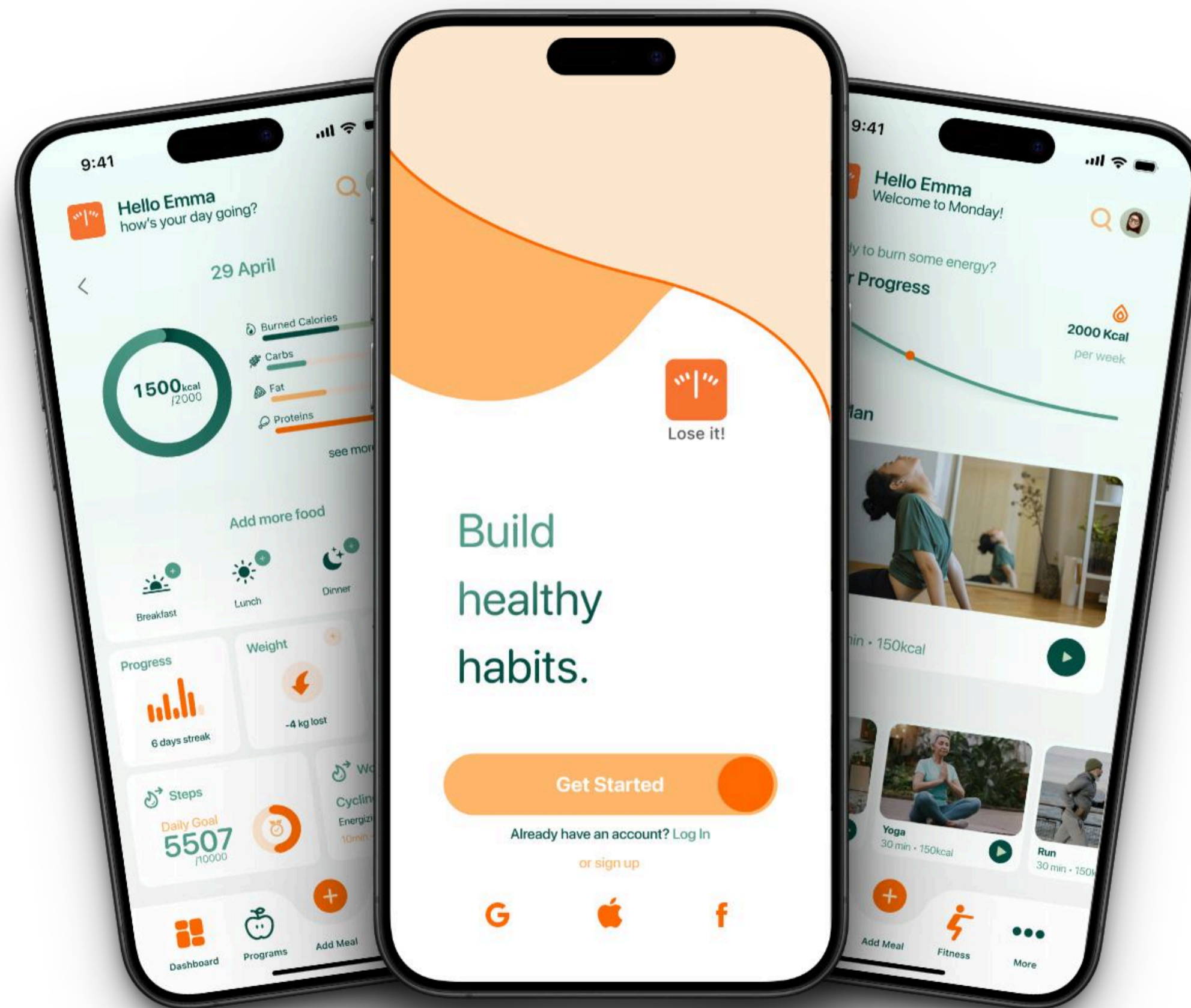
# Sara Grandieri

Visual Identity

For my personal logo design, I chose the Barlow Condensed font because its clean, condensed letterforms allow for impactful readability and a modern aesthetic.

This choice ensures the logo is distinctive and memorable, making a strong visual statement in both digital and print media.
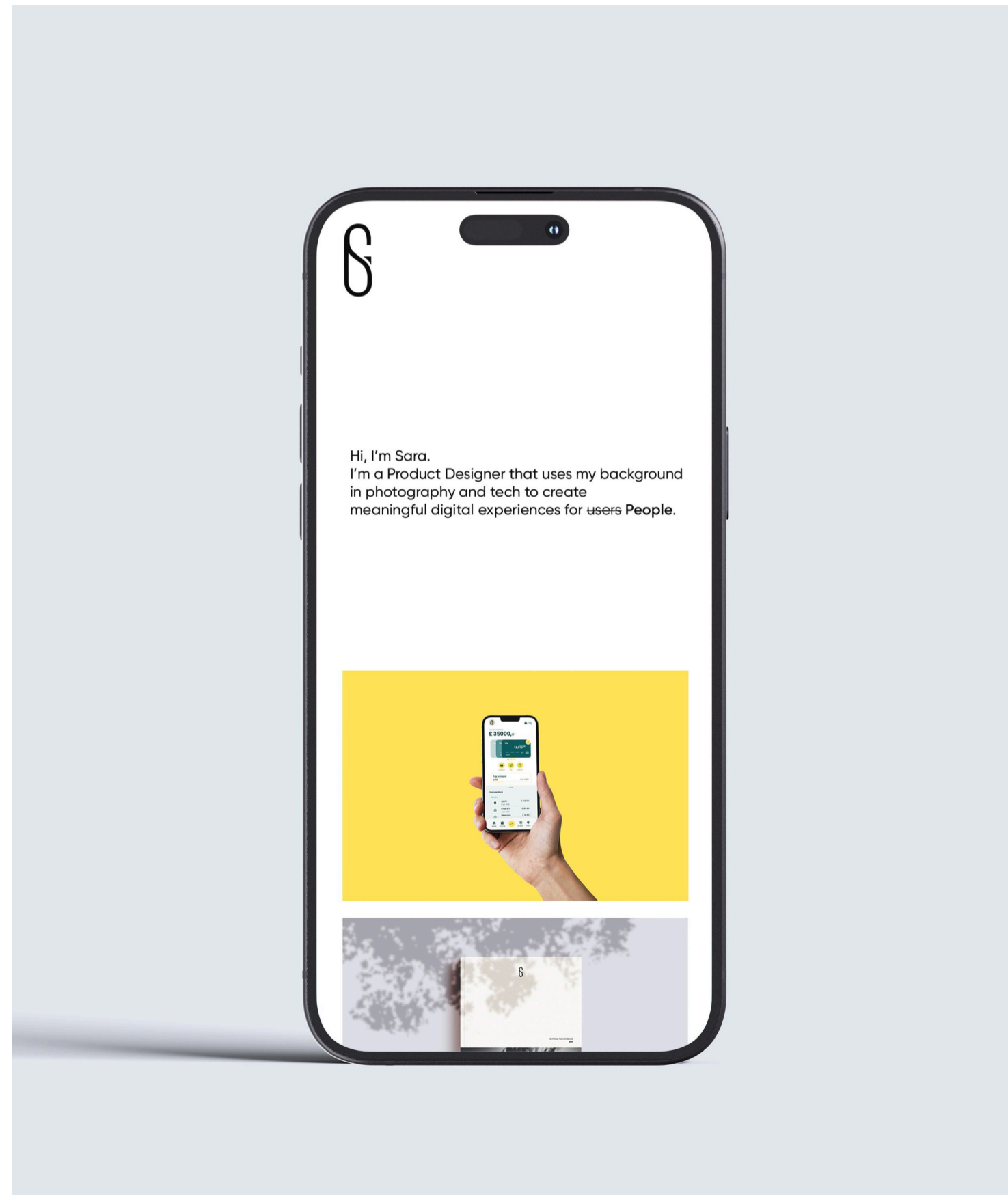
S + G = G  G

| LIGHT | ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 |
|---|---|
| REGULAR | ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 |
| MEDIUM | ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 |
| SEMI BOLD | ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 |
| BOLD | ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 |

Website

Business Proposal

Business Card



PROPOSAL FOR

Business
Name Here

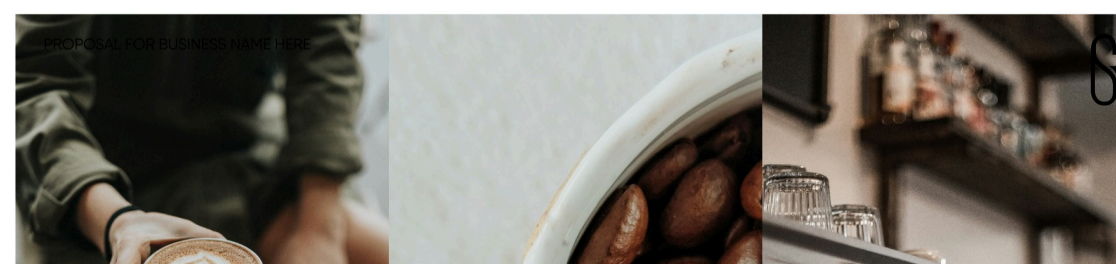13TH JAN 2024 | ESTIMATE VALID FOR 21 DAYS
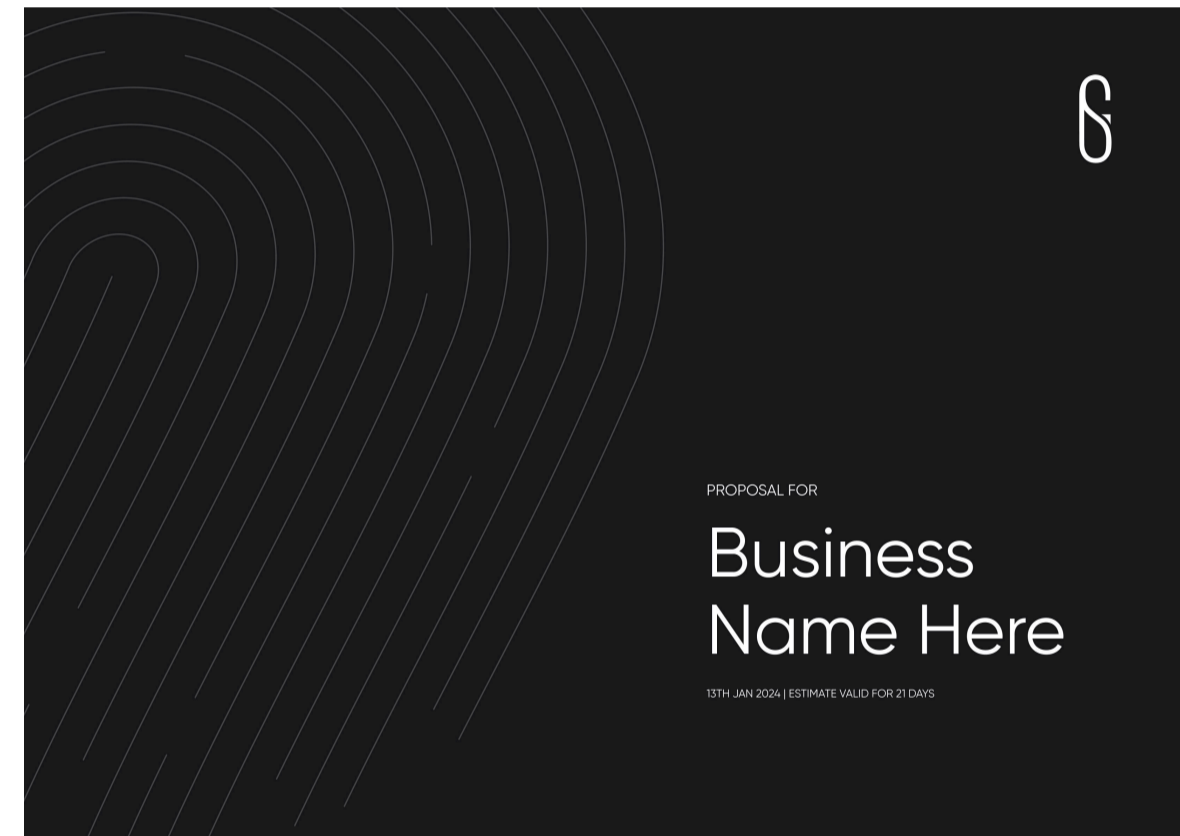
PROPOSAL FOR BUSINESS NAME HERE

Making the world a better place by injecting magic into brands that will change the world forever.

I specialize in creating bespoke, functional designs that speak to the specific needs and desires of each client's target audience. My passion for innovation has allowed me to work with a diverse range of leading-edge brands, from biotech startups pioneering revolutionary cancer treatments to multi-billion dollar investment trusts.

At the heart of my work is a commitment to using visual communication as a means of driving positive change in the world. Whether I am working with a small startup or a global corporation, my goal is always the same: to create designs that are both impactful and memorable.

Hi, I'm Sara.
I'm a Product Designer that uses my background in photography and tech to create meaningful digital experiences for users **People**.

# Alessia Costa Jewellery

Product Design

**Type**

End To End Project

**My Role**

Creative Direction
Photography

**Industries**

Jewellery

**Duration**

5 Months

As the Creative Director for a luxury jewelry brand in Italy, I led a comprehensive campaign designed to launch an independent sales channel targeting the EMEIA market.

The strategy encompassed a complete rebranding, including new logo design, product photography, and an editorial photoshoot to create materials for promotional advertising and social media campaigns.

I directed a diverse team, overseeing design and photography, and collaborated closely with both the development team and business partners.

We localised the website for specific markets, launching the campaign successfully first in the Spanish and English markets. This initial phase laid the foundation for subsequent expansion to France and the rest of the EMEIA region over the next 12 months.
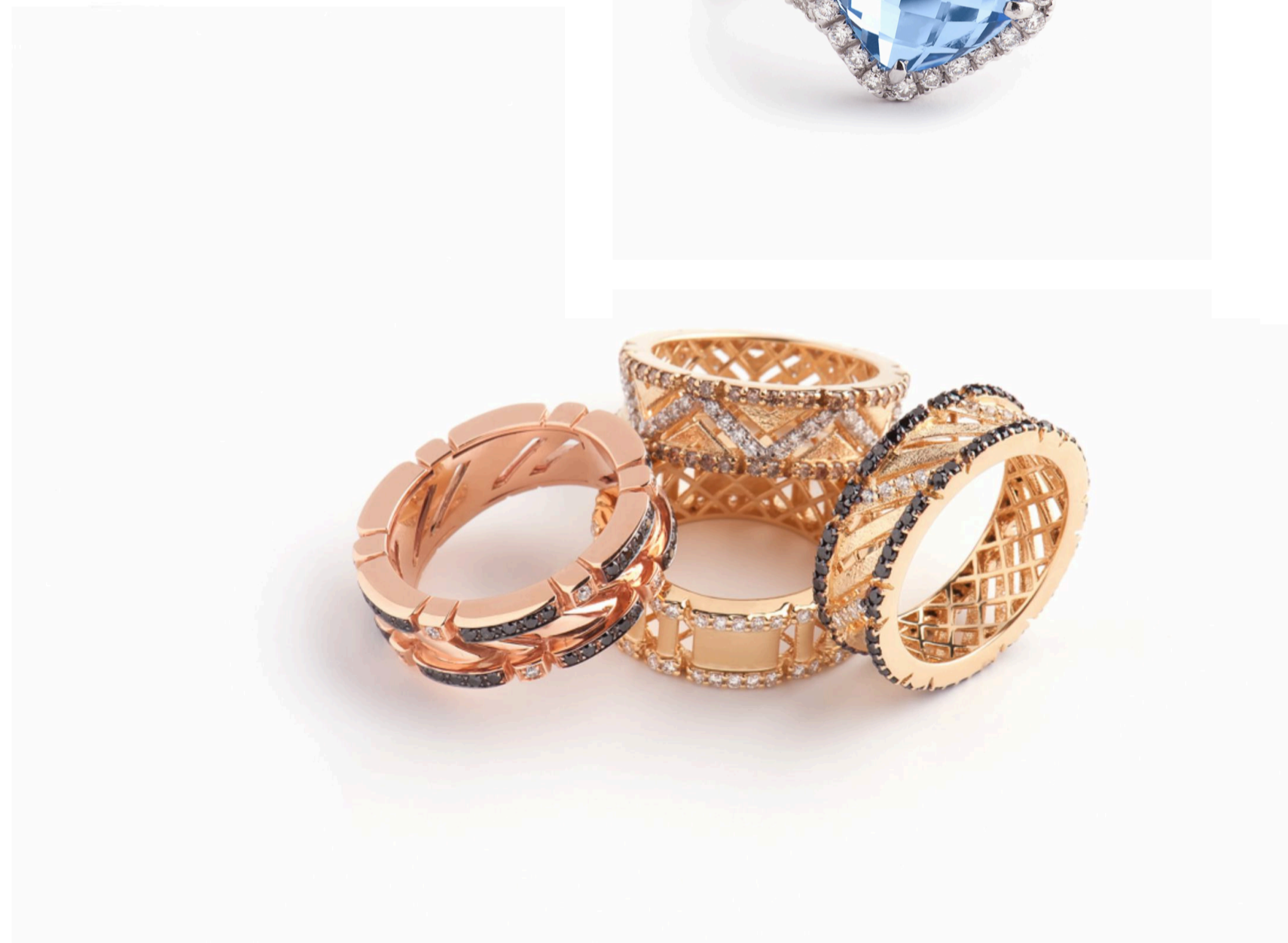
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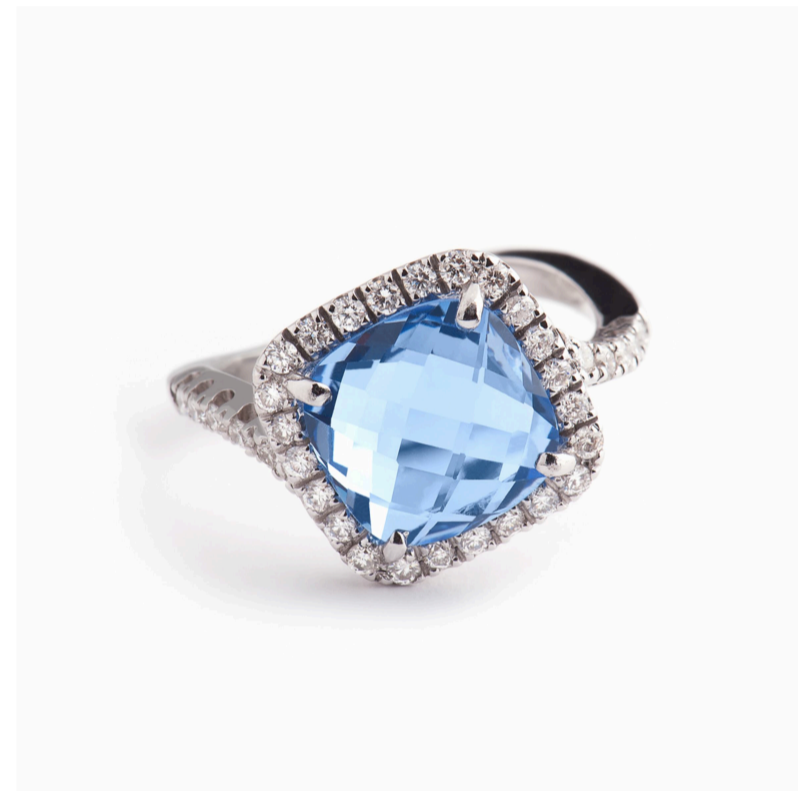
Editorial Campaign

Website

Packaging

Jewellery Photogra[hy
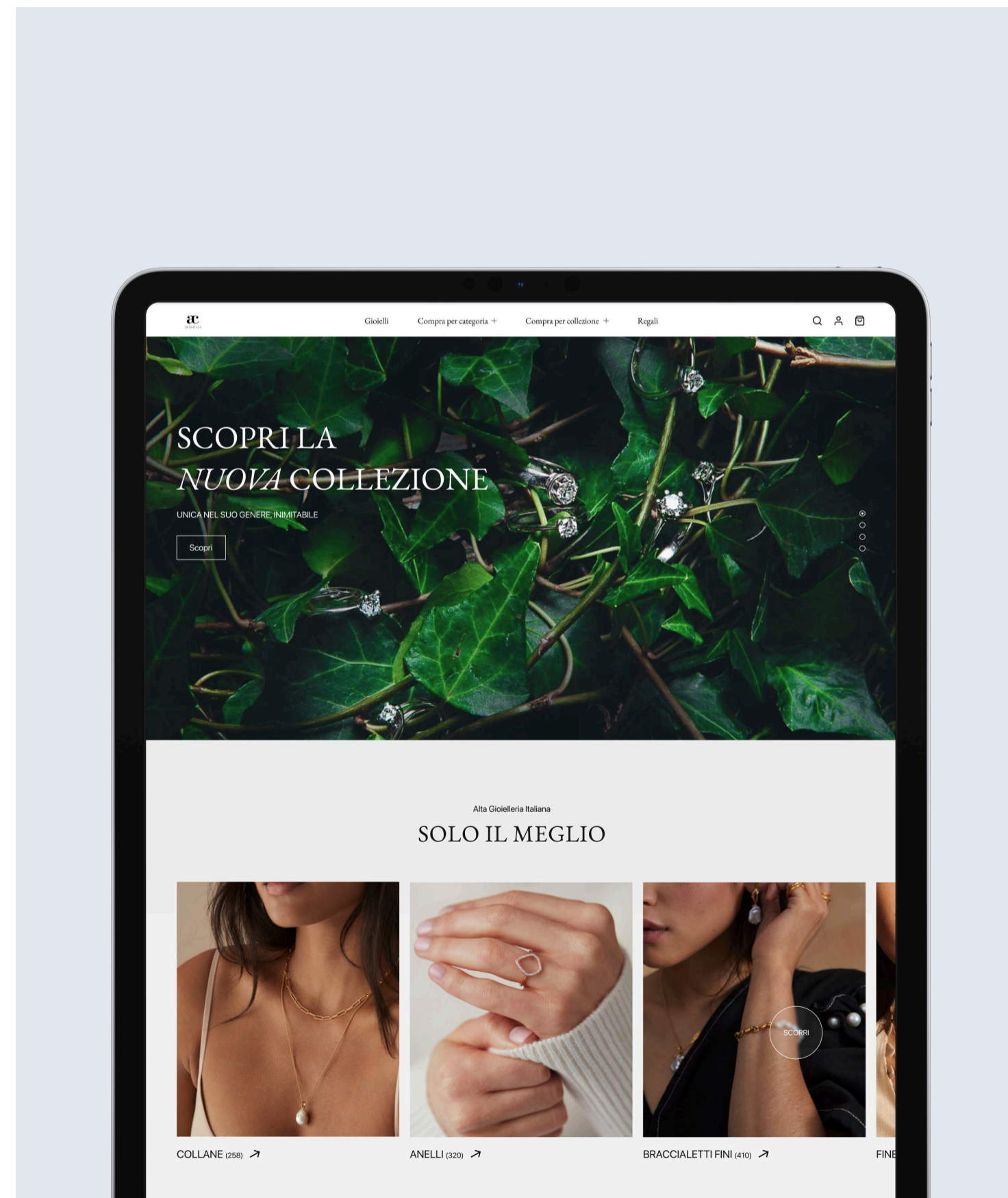
# Design & Building

Visual Identity

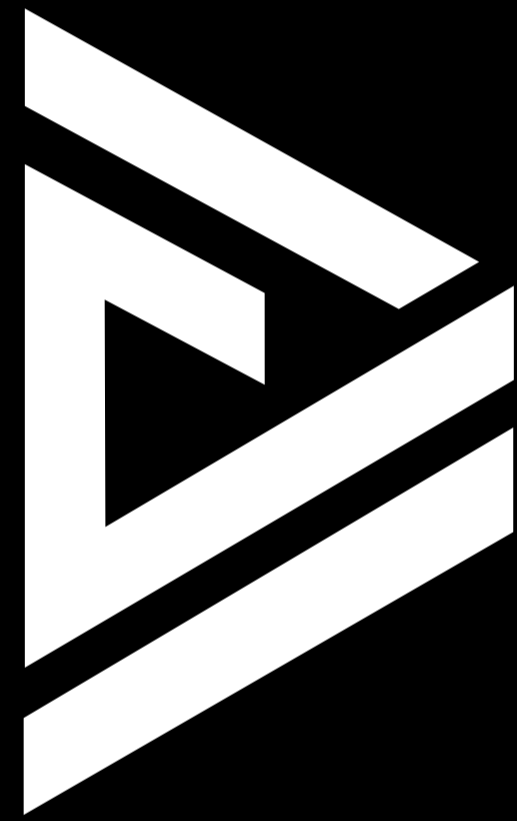| Type | My Role | Industries | Duration |
|------|---------|------------|----------|
| Brand Identity | Visual Design | Construction | 1 Week |

I've created a brand identity for a luxury building society in London, drawing inspiration from concrete—a material emblematic of sturdiness and innovation.

The logo features thick lines, enhancing its distinctiveness and memorability, particularly as it will be displayed on large billboards covering building sites for months.

This design choice ensures the logo makes a strong visual impact across both digital and print media.

Website
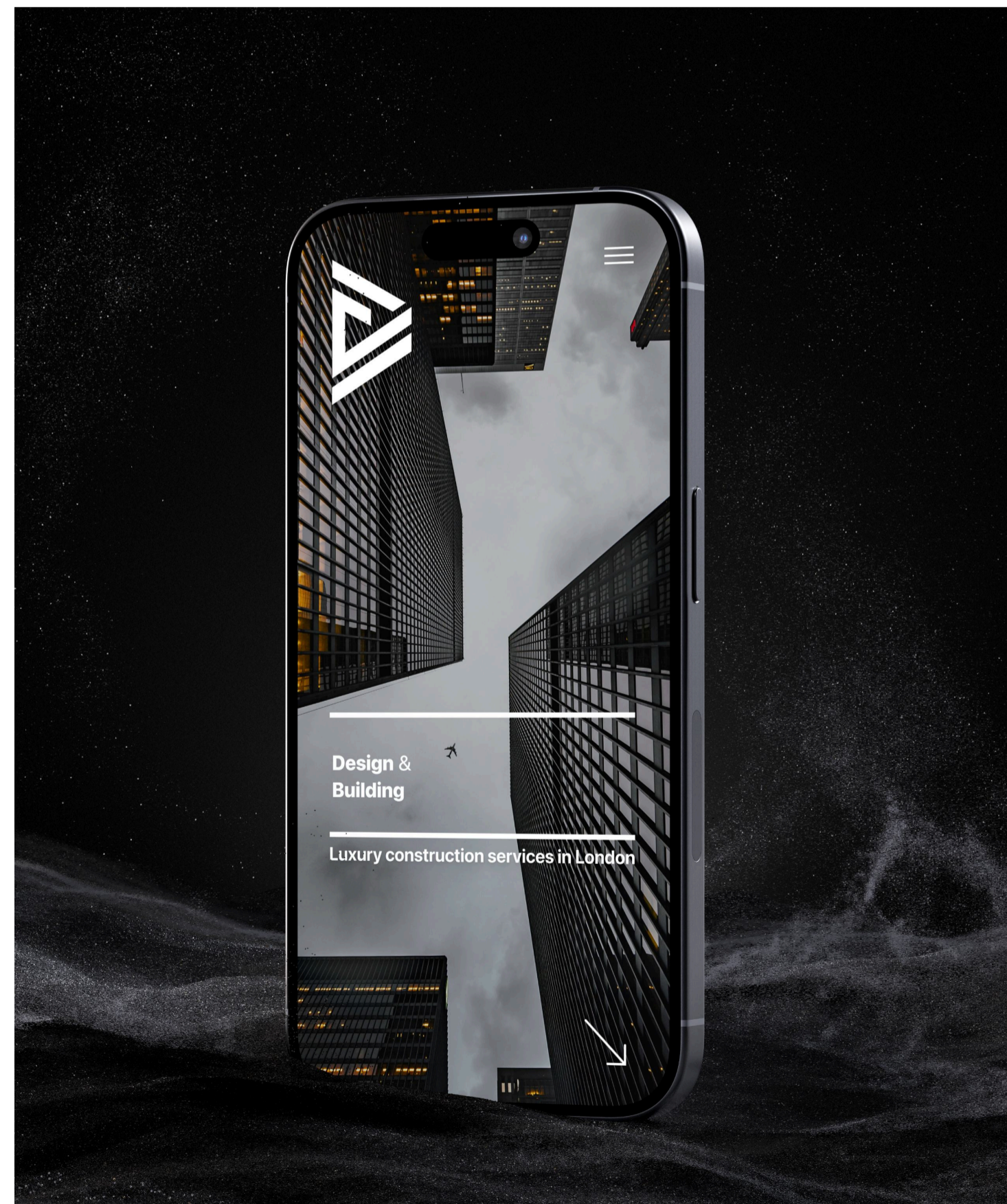
Business Card

# Music Covers

Creative Exploration

| Type | My Role | Industries | Duration |
|------|---------|-----------|----------|
| Personal Project | Visual Design | Entertainment | 1 Week |

Reinassance
Reimagined

"Baroque & Hungry" by Moby
"Renaissance" by Mat Kearney
"Viva La Vida" by Coldplay
"Rolling in the Deep" by Adele
"Shake It Out" by Florence + The Machine
v"Runaway" by Kanye West featuring Pusha T
"Bittersweet Symphony" by The Verve
"Holocene" by Bon Iver
"Dog Days Are Over" by Florence + The Machine
"The Scientist" by Coldplay
"Symphony No. 7 in A Major, Op. 92: II. Allegretto" by Ludwig van Beethoven
"Hoppípolla" by Sigur Rós
"Clair de Lune" by Claude Debussy

Reinassance
Reimagined

# Thank You

(Grazie.)

Reference Available Upon Request