
to the kind
attention of
FAO

FULL PORTFOLIO

datadesign/emanuelagiovannoni.com
www.behance.net/eg_graphic

PORTFOLIO

EMANUELA GIOVANNONI

Visual explorer & coordinator

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2023

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00 A visual explorer & coordinator

NICE TO MEET YOU

My name is Emanuela Giovannoni and I am an **explorer of data, contexts and complexity**: my research in recent years pushes me to analyze them, reorganize them and translate them into **visual solutions**.

My creative spirit and my **visual mind** were channeled into a **scientific approach** by Polytechnic of Turin. After a period in companies, today I am a freelancer: I work on **international projects** and I have active collaborations with **start-ups, research centers and associations**.

Thanks to my horizontal experience and a taste for dynamism, I create my role every time in my teams, playing the part of the **creative**, the **researcher**, the **project manager** or the **strategist**.

PRINCIPALI COMPETENZE



RESEARCH & INFORMATION DESIGN



ART DIRECTION



PROJECT MANAGEMENT & TRAINING

HOW I WORK

I need sharing and continuous updating. I love differences and contaminations of people, places, thoughts.

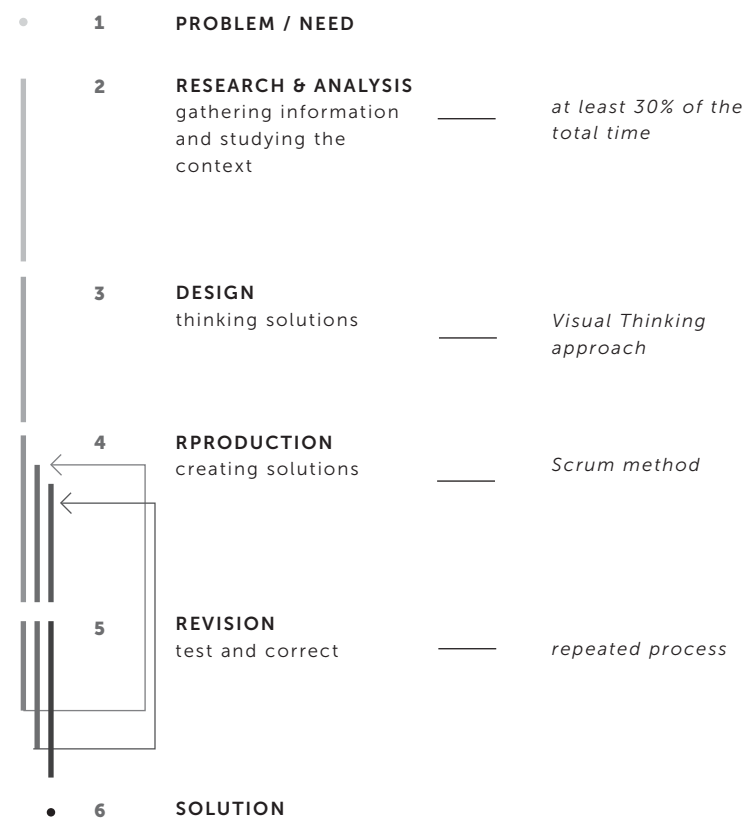
I believe that learning comes through comparison and constant practice.

I like working with people like me, who believe in the combination of aesthetics and functionality: everything must be good to be beautiful, and vice versa; I like to think that my work begins where beauty, goodness and the usefulness meet.

" Content comes before design. Design, without content, is not design, it's decoration "

Jeffrey Zeldman

METODO



BRIEFLY

/ As a former chronically shy person, I learned the art of listening

/ The flow of my thoughts is always born on paper

/ I made peace with numbers thanks to infographics

- # Fast learner
- # Open minded
- # Easygoing
- # Self-critical

01 Essays and editorial graphics

POLITECNICO TORINO

SCENARIO

Experimental research on the **potential of Open Data**, investigated and presented according to the **principles of Information Design**.

DESIGN
CONTENT WRITING
GRAPHIC DESIGN

INNOVATION

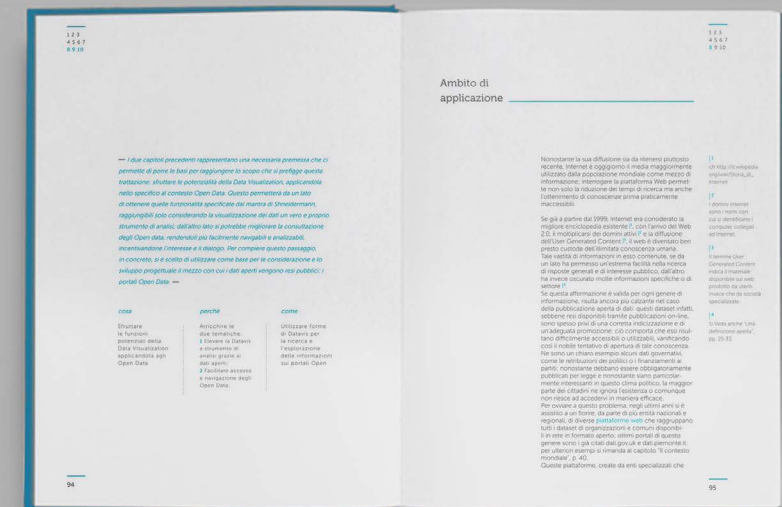
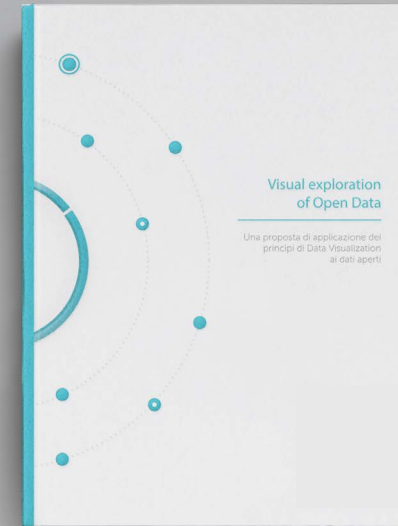
Experimental use of **infographics and visual diagrams** to strengthen the meaning of textual content

RESULTS

3 publications
1 presentation at international conference

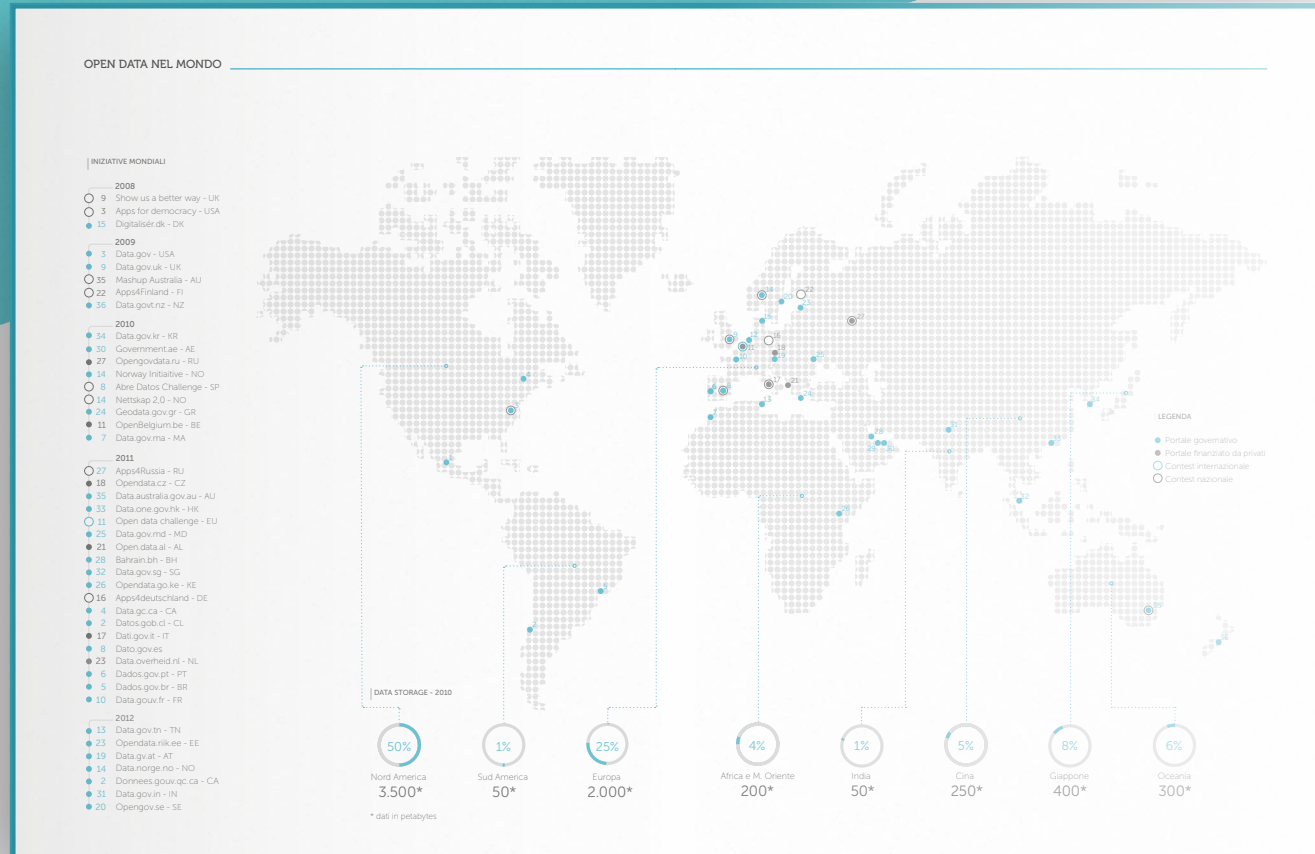
PROJECT LINK

YEAR
2014



PROJECT LINK

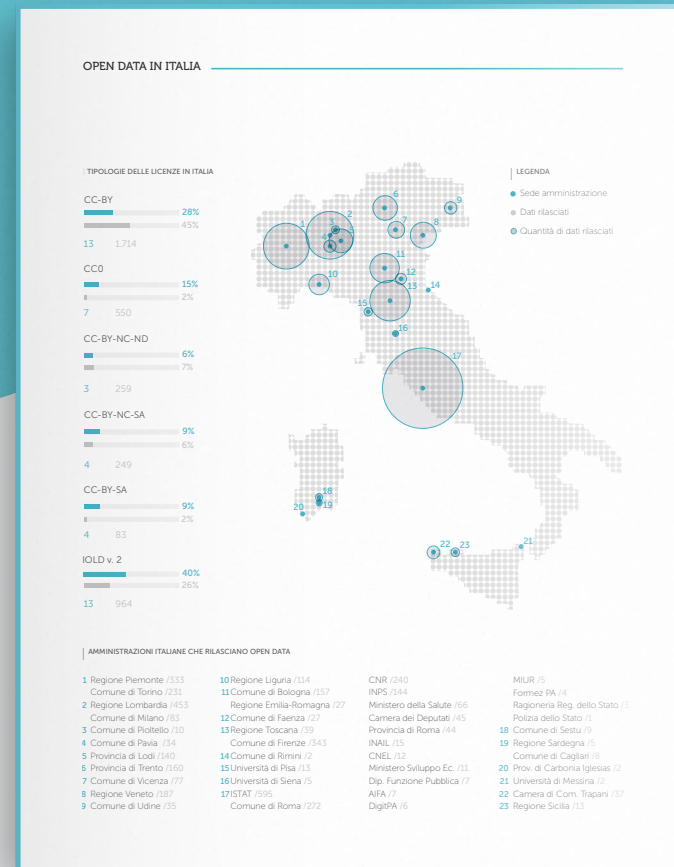
Open Data nel mondo



02 Visual exploration research

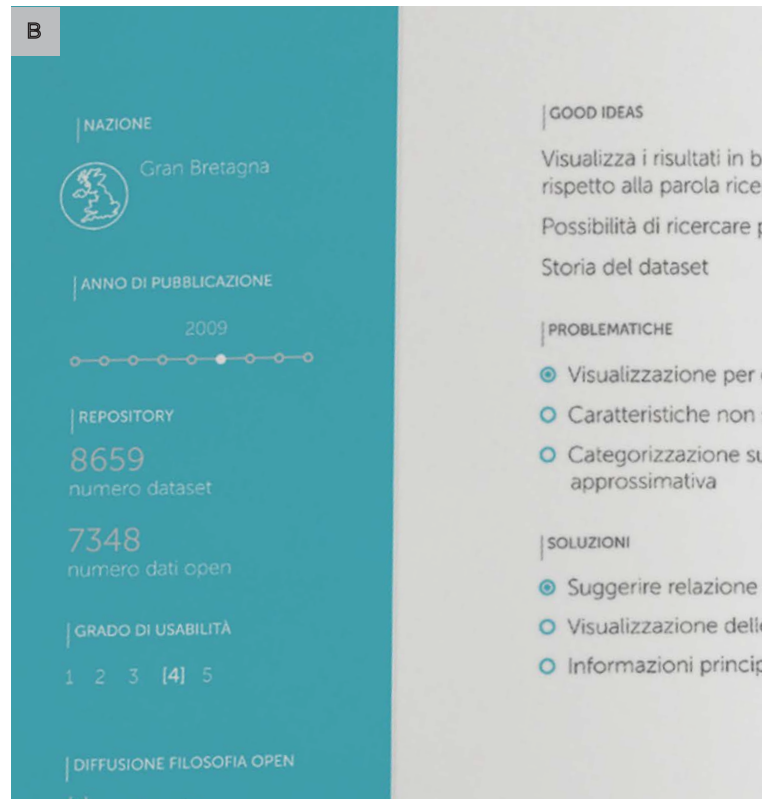
SKILLS

- #innovation
- #art direction
- #project management
- #infographic
- #print layout
- #contents

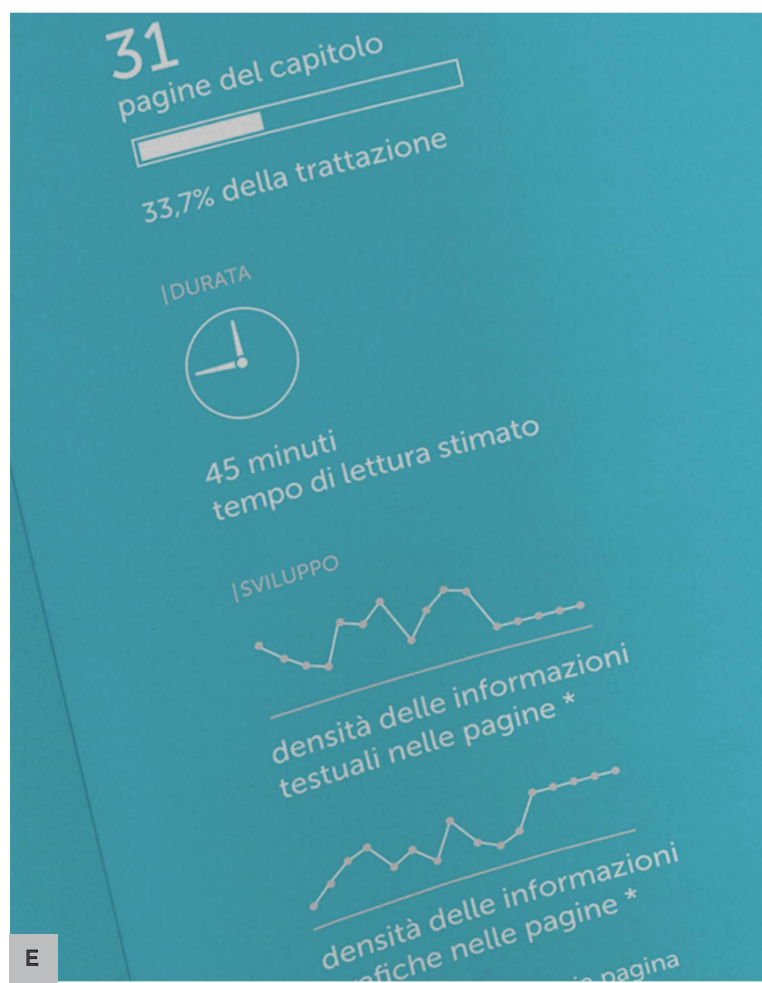
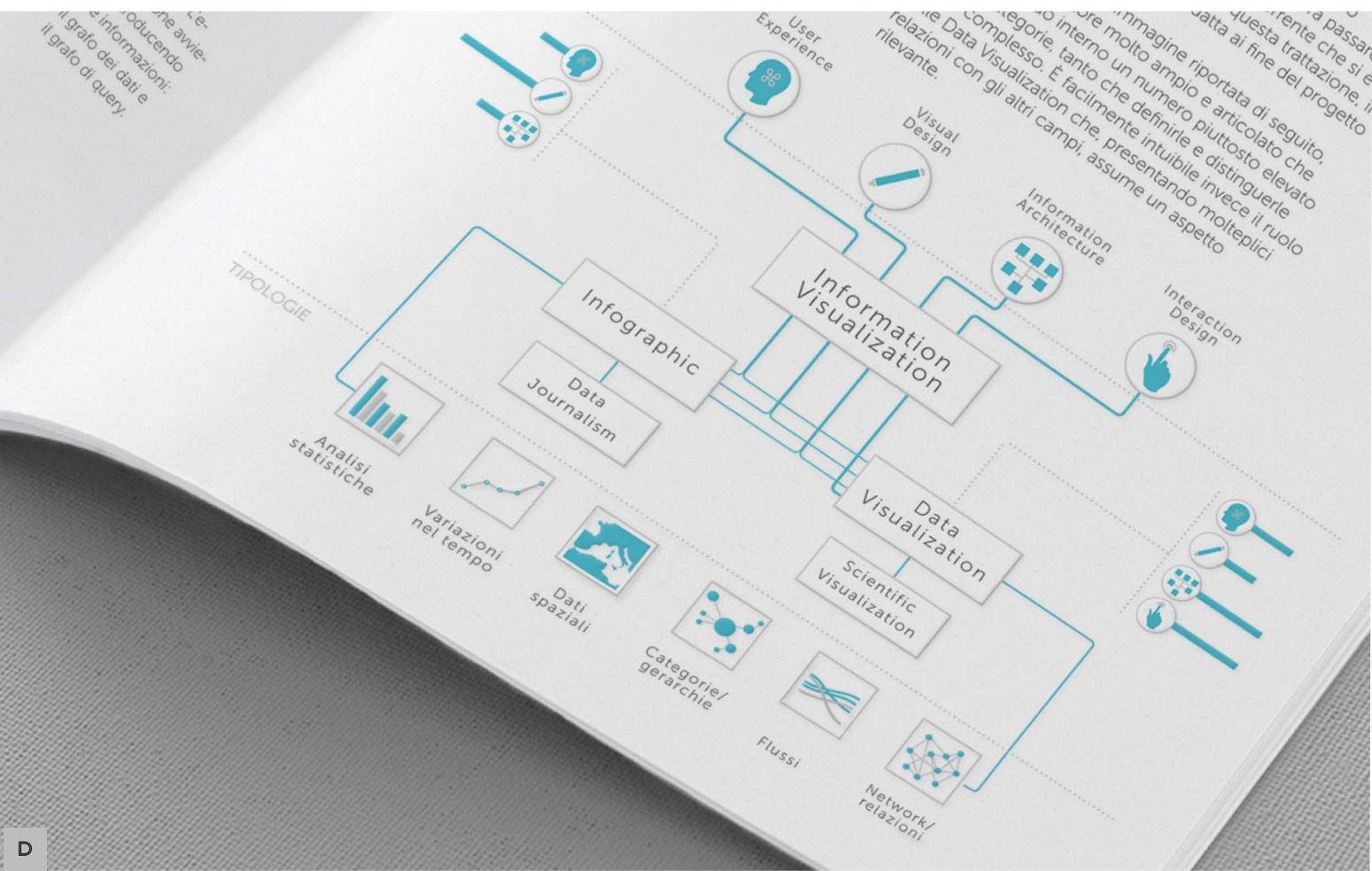


Open Data in Italia

LINK PROGETTO



02 Visual exploration research



A Diagram of types of data representation

B Analysis of data.gov.uk site

C Infographic on the first Italian Open Data contest

D Diagram on Information Design characteristics

E Chapters intro

02 Experimental interface

SCENARIO

Dati.piemonte.it, Open Data platform of Piedmont Region, requested an **User Experience & User interface study** to obtain innovative solutions to facilitate the search for dataset.

DESIGN

GRAPHIC CREATION

SOLUTIONS

Contents:
use of **Eurovoc thesaurus** for the internal organization of categories and subcategories

Graphics:
Smooth, free and immersive navigation thanks to the graphical display of search results

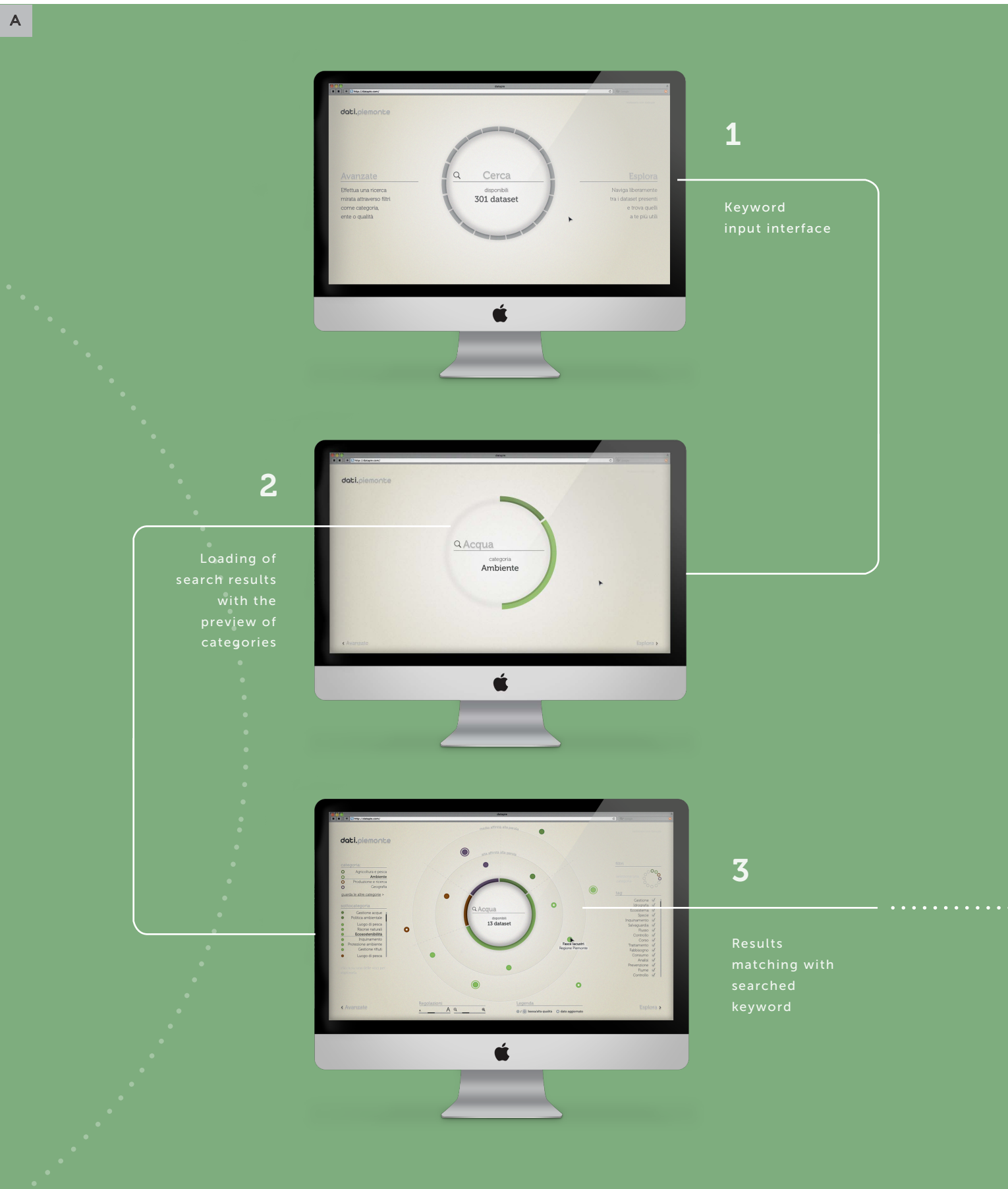
PROJECT LINK

YEAR

2014



PROJECT LINK



1

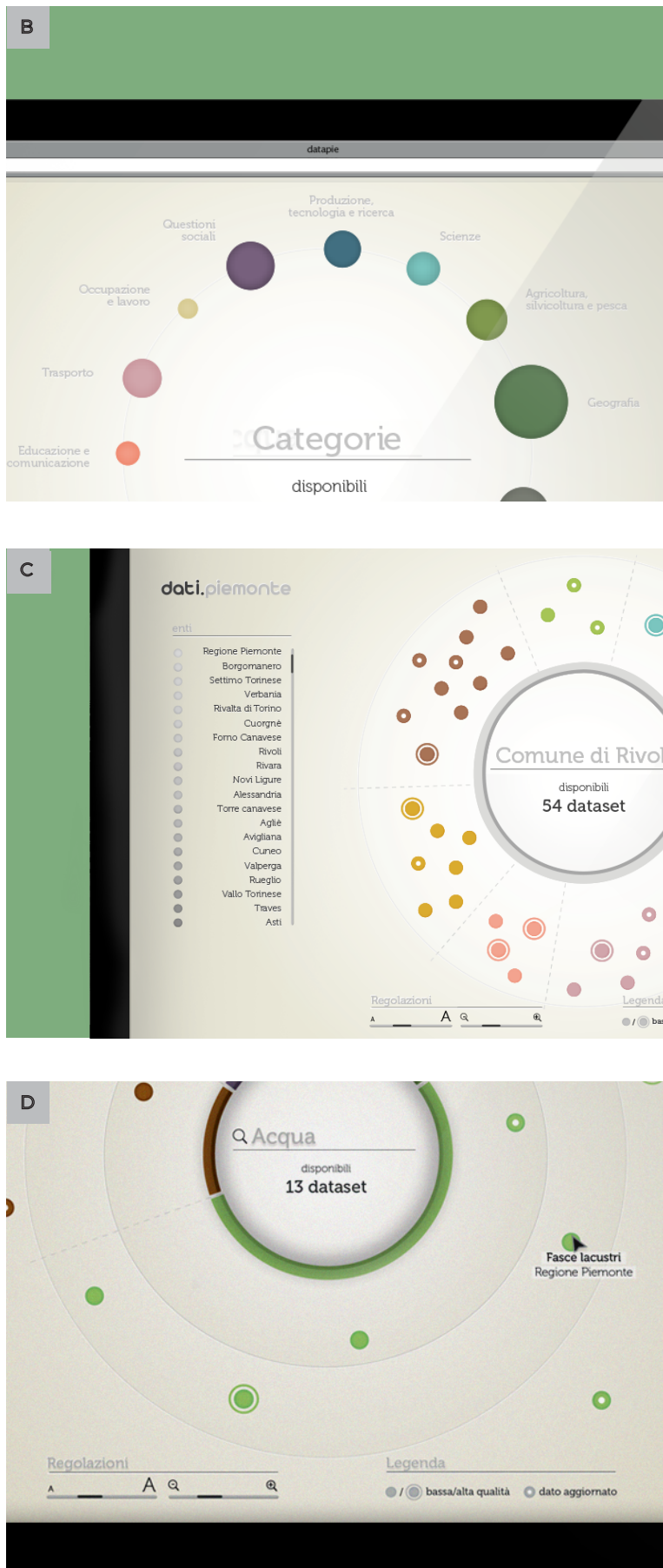
Keyword input interface

2

Loading of search results with the preview of categories

3

Results matching with searched keyword



B

C

D

03 Experimental interface

SKILLS

- #innovation
- #art direction
- #infographic
- #contents
- #UI/UX
- #prototype



PRINCIPLES

- Overview first
- Zoom and filter
- Detail on demand

A
Example of dataset search flow

B-C-D
Interface details

03 Report and impact evaluation

SIAE | MIBACT

SCENARIO

SIAE and Mibact requested an **impact evaluation of their open calls** for youth creativity during the last 3 years

COORDINATION
DATA MANAGER
INFORMATION DESIGN

DATABASE

5250
number of projects received by SIAE in 3 years

REPORT

200+
analysis pages with tables and infographics

PROJECT LINK

YEAR
2019



Bandi Siae-Mibact

CAMPAGNE GOOGLE

Reti di Ricerca

Con l'obiettivo di intercettare le ricerche relative a Bandi e ai bandi coperti da Sillumina, la campagna è stata costruita l'esposizione agli utenti effettivamente interessati per ricerche in clic.

Reti Display

Con l'obiettivo di attirare l'attenzione ("impression") di ampio, e al fine di generare conoscenza del bando e contestuale, il target scelto comprendeva utenti interessati espressi nel bando e considerati da Google come adatti al settore.

'SILLUMINA' 2017 - I RISULTATI DELLE CAMPAGNE GOOGLE ADWORDS

Tipo di campagna	Impressioni	Interazioni	Tasso di Interazione (C/I)	Costo medio per clic (C)
Reti di Ricerca	632.237	35.305 clic	5,77 %	0,42
Reti Display	18.372.927	239.188 clic	1,63 %	0,03

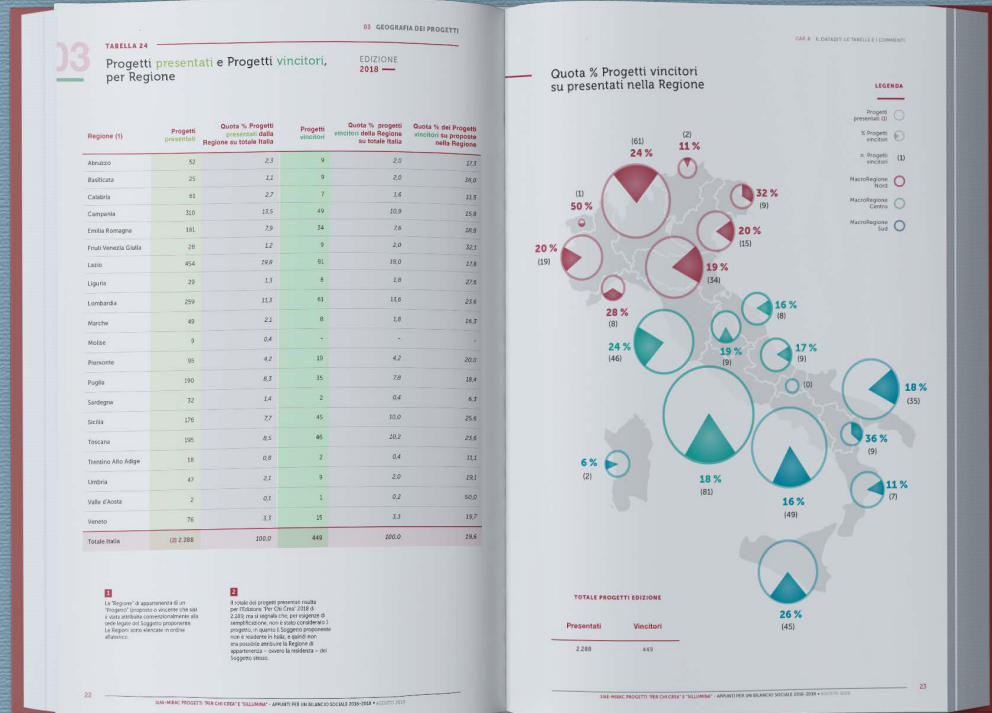
Note: la ricerca che per "bando di finanziamento" viene anche "C" è mensile la performance di costo che ha ottenuto all'interno di un'installazione (secondo i dati accreditati) ad ad. HubSpot - il tasso di interazione medio è di conseguenza 1,91 % per campagne su 3 (su 3 campagne).

CAMPAGNE FACEBOOK

È stata creata una campagna targettizzata su utenti che si interessano tramite like, per i temi culturali relativi ai report dei bandi e, in ottica di remarketing, la campagna è più volte impressionata anche ad utenti già raggiunti. Il ulteriore targeting per raggiungere operatori e comitati attivamente nella discussione artistica riguarda dei risultati in comiti: 1.265.523 persone potenzialmente interessate; 4.808.019 "impressioni"; 38.327 "clic" (per un costo per interazione di 0,16 euro).

La campagna su Facebook ha registrato un costo di 6.000. Completamente, sono stati spesi da Siae 22.789 euro. Adwords è 6.000 euro per Facebook. È interessante riportare la quantità di clic di Google AdWords di provenienza.

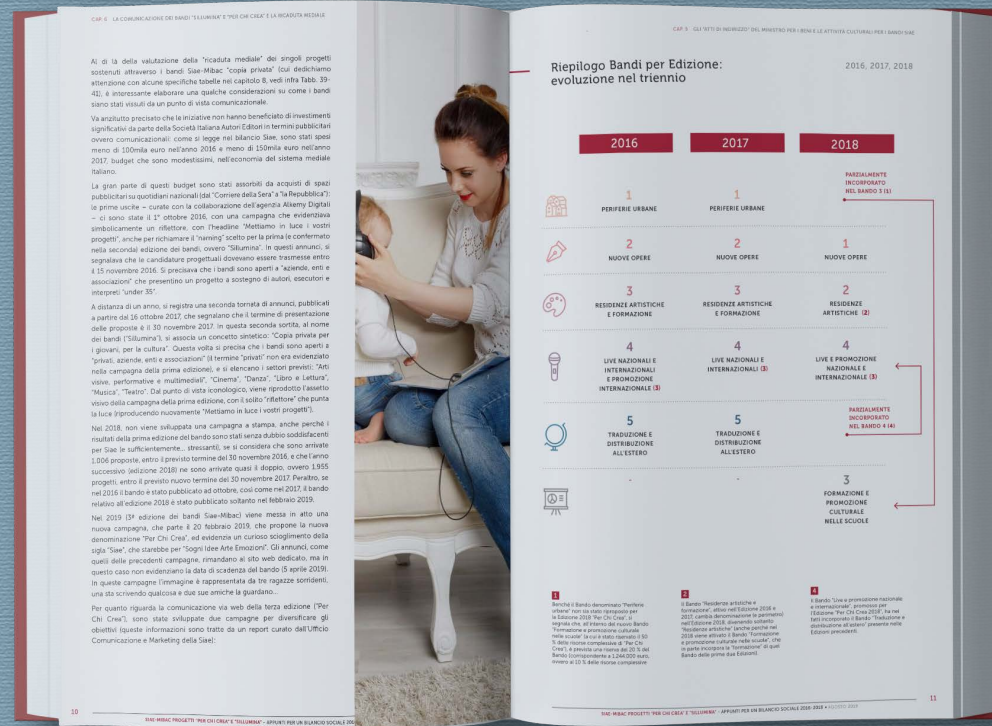
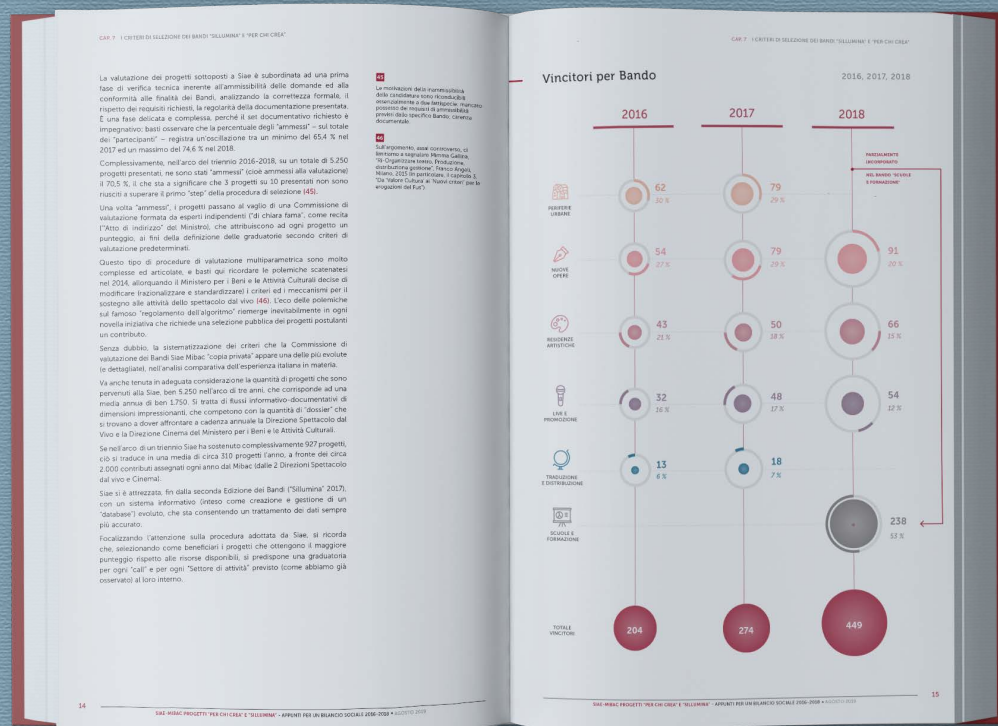
PROJECT LINK



03 Report and impact evaluation

SKILLS

- #project management
- #analysis
- #contents
- #art direction
- #information design
- #print layout



04 Predictive models interface

ASTRAZENECA

SCENARIO

Astrazeneca requested the **definition of behavioral profiles** of the doctors who treat lung cancer: the aim is to **understand attitudes and decision-making dynamics** to predict them and set up communication.

DATA ANALYSES

DESIGN

GRAPHIC CREATION

OBIETTIVI

-  BEHAVIORAL PROFILING
-  UNDERSTANDING DECISION-MAKING DYNAMICS
-  PREDICTIVE MODELS

PROJECT LINK

YEAR

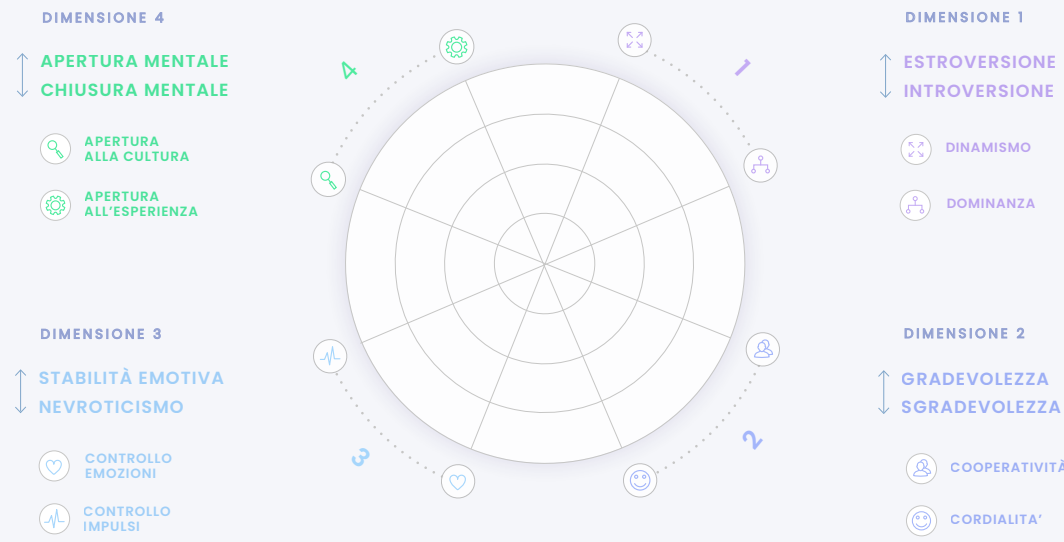
2023



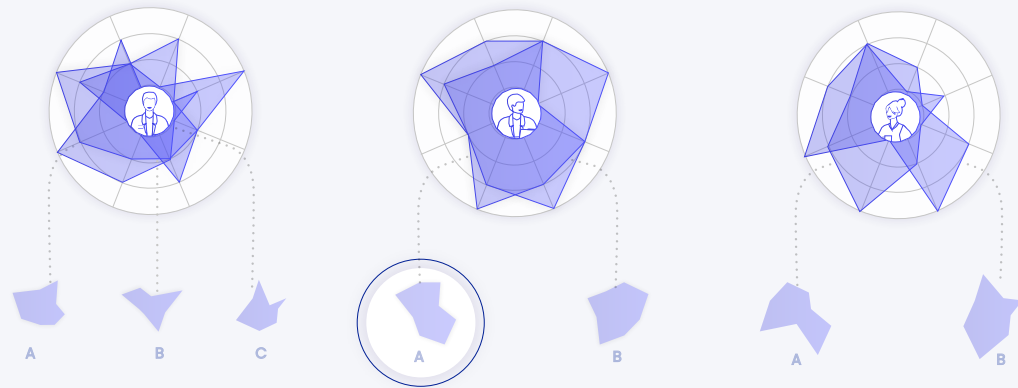
PROJECT LINK

A

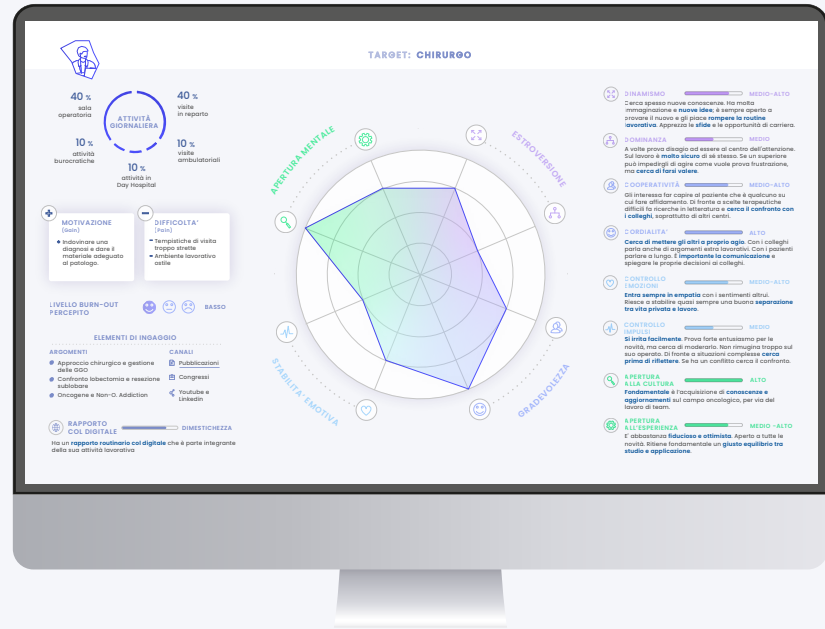
1
Definition of personality dimensions to create profiles



2
Creation of profiles through qualitative/quantitative field research, AI and machine learning

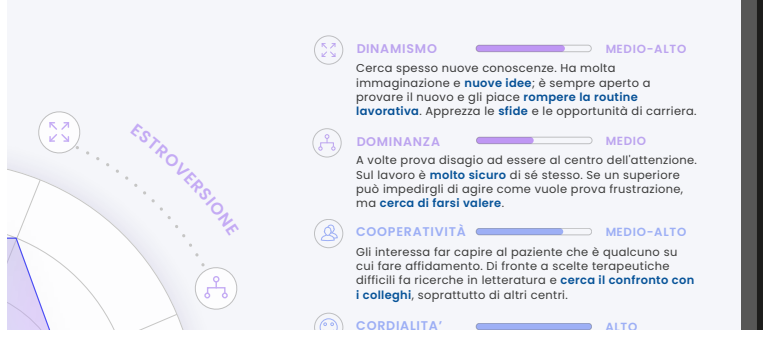


3
Creation of app and dashboards based on predictive models to visualize profiles



B

RG0



C



D



04
Predictive models interface

- SKILLS
- #innovation
 - #art direction
 - #infographic
 - #contents
 - #UI/UX
 - #AI/ Machine learning

A
Some project steps

B-C-D
Interface detail

05 Infographic design print & web

FCA

SCENARIO

For the opening of a new industrial plant, FCA required the development of a visual strategy to communicate its renewed attention to the ecological impact of production processes.

- STRATEGIC DESIGN
- CONTENT ARCHITECTURE
- GRAPHIC CREATION
- WEB DEVELOPMENT

CORPORATE PHILOSOPHY

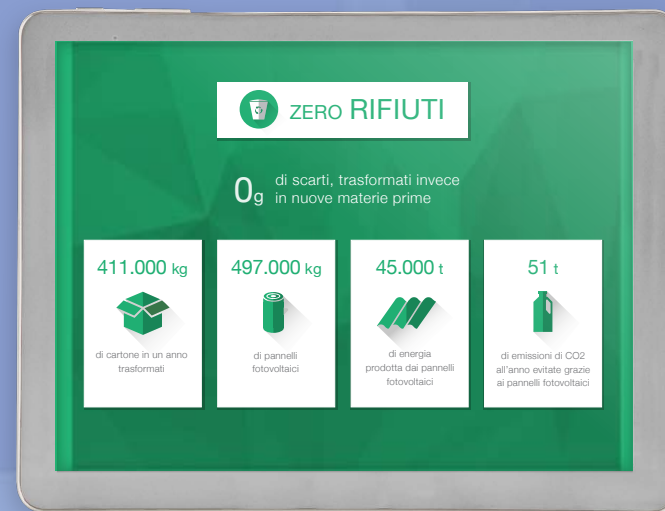
- ✗ Reject
- ✗ Reduce
- ↻ Reuse
- ♻️ Recycle
- ♻️ Recover

REALIZED PRODUCTS

- 32 web tablet and web site infographics
- 10 print totem

ZERO WASTE INFOGRAPHICS

Interactive digital infographics for tablets and FCA website describing zero waste approach



PROJECT LINK

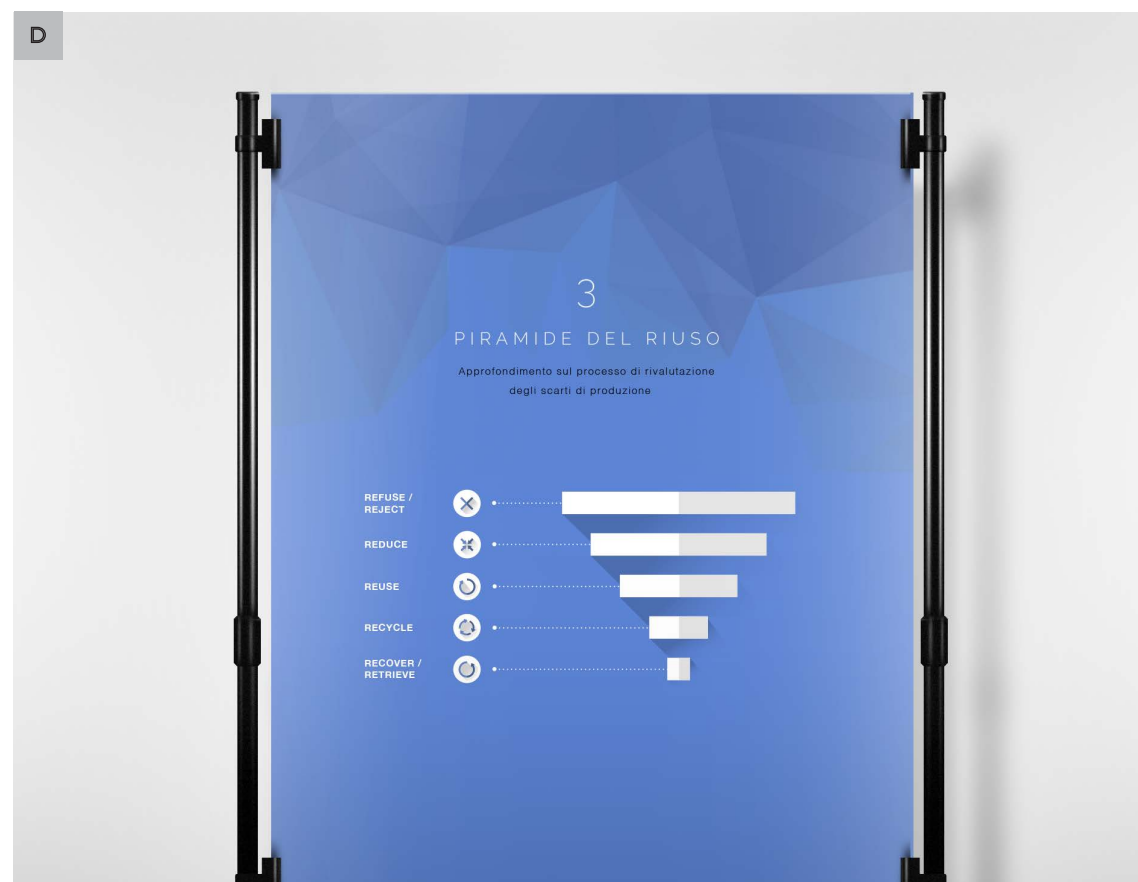
ANNO
2017

COMMUNICATE SUSTAINABILITY

Development of communication strategy for the "Sustainability" area of the FCA website



PROJECT LINK



05
Infographic design
web & print

SKILLS

- #project management
- #strategy
- #art direction
- #infographic
- #web/UI
- #print layout



- A**
Totem about the water cycle

- B**
Totem about FCA's production methodology: WCM

- C**
Totem about waste reuse cycle

- D**
Totem about reuse philosophy

06 Infographic map

SCENARIO

Infographic presentation for "Rete al femminile di Roma".

The map represents jobs and working area of the associates.

DATA COLLECTION INFORMATION DESIGN

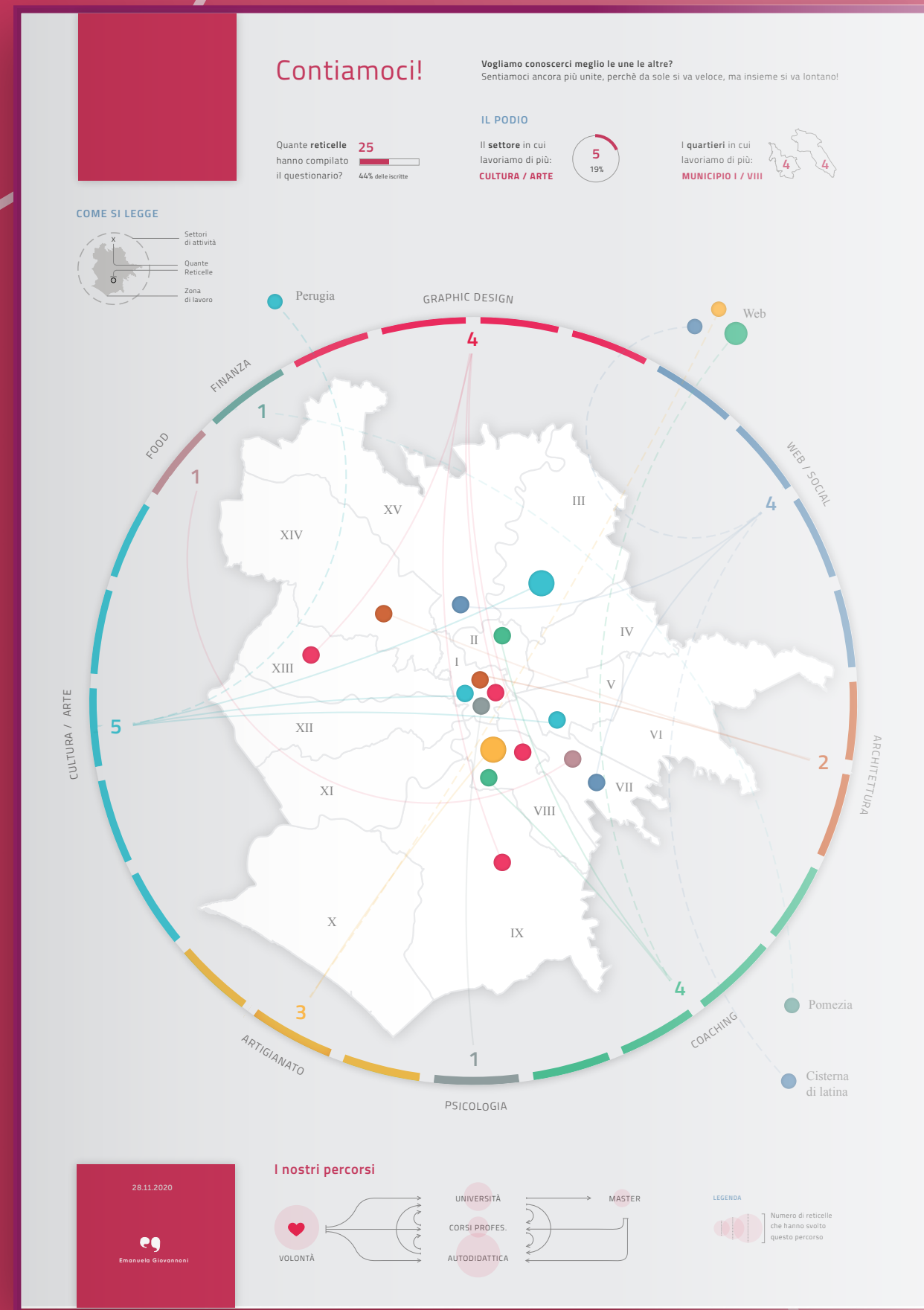
PRODUCTS

2
static
infographic

3
Interactive
infographics
with Flourish

PROJECT LINK

YEAR
2020



07 experience and studies



SPECIAL PROJECTS

2019

YOUHOOD - Young in the Hood

Urban regeneration project through street-art in Melilla, spanish enclave in Marocco

Funded by Erasmus +, in collaboration with Melting Pro

2021

LA DIVERSITÀ È RICCHEZZA - Cinema e Youtube alleati contro il disagio giovanile

An awareness initiative and critical education through Cinema

Founded by MIC, in collaboration with Isicult

EXPERIENCE

PM, Art Direction & Information designer

dal
2015

FREELANCE

Art Direction - Brand Identity & Position
Project management & Information architecture
Web design - UI/UX - Wordpress- Social Media
Data visualization & Information design

TOP CLIENTS

FCA / Immobiliare.it

Data storyteller

dal
2020

BHAVE

Consulting and services - small, big data & AI

Data collection design | Data analysis | AI | Storytelling
Report | Visual Keynotes | Information design

TOP CLIENTS

Astrazeneca / Takeda / Menarini

Coordinator & research art director

2019
2021

ISICULT - research on media and culture

Projects and research coordination
Data Visualization & Infographic design
Design of training programs
Internal resource training

TOP CLIENTS

SIAE / RAI / MEDIASET / MIC

Project manager & designer

2014
2018

SISTEMI SpA - Leader Software House

Digital Project Management: Scrum method
Web design - UI&UX DEM, Landing Page - SEO & SEM
Design and development of graphic and digital media

Trainer in graphic and digital field

dal
2014

PMI, privates e coworking

TOP CLIENTS

LA FABBRICA COWORKING / MILLEPIANI / BHAVE

Lecturer / Specker

dal
2013

Politecnico di Torino Università degli studi di Sassari IGF Italia Giovani

Information Design & Interactive Visualization

Cross media designer

2011
2012

EGGERS 2.0 - Creativity agency

Cross-media communication | Web - UI design

TOP CLIENTS

FIAT | Comune di Torino | Ferrero | IREN

FORMAZIONE

Graphic and Virtual Design Degree

2009
2012

POLITECNICO DI TORINO - Architecture

Design methodology - IT tools
History of modern and contemporary art
Evolution and innovation of visual communication
Regulations in technical drawing - UI - UX
Team Work - Public speaking

THESIS: *Visual Exploration - Data Visualization e Open Data*
EVALUATION: 110 e lode

DATA WEEK Plus - Phyton & Tableau

2022/
2023

Boolean SRL

Phyton (Basic) | Tableau | GPT-4

Cultural Project Management

2021

CHALLENGE NETWORK - Corso alta formazione

Project Cycle Management - Project Life Cycle
Project Charter - Definitions of objectives and metric
Stakeholder - SWOT - Budget e Income
Risk management - Fundraising
SEO & PED

HTML5 e CSS3

2013

DELPHO DIDATTICA

HTML5 e CSS3 | Javascript (basic) | PHP (Basic) | UI - UX

Business English

2015

MYES ENGLISH SCHOOL

2018

CERTIFICAZIONE : IELTS - Punteggio: 7.0 (B2)

FIAF Certificate

2011

FEDERAZIONE ITALIANA FOTOGRAFIA

PUBLICATION CONTRIBUTIONS

Infographic Design in Media

2013

Images Publishing Group Shanghai Co

2CO Conference Proceeding

2013

Nuova Cultura

easyEATING - Packaging sostenibile

2010

Edizioni Dativo

PRIZES & EXHIBITIONS

Vincitrice Posterheroes Contest

2011

PLUG Association

Vincitrice Eggers2.0 Contest

2011

EGGERSLAB.COM

Berlin Taste Festival

2012

Project exhibition "La foglia"

TOOLS

app Adobe (ai. ps. id. dw.)

tableau | flourish

html5 - css3

wordpress

social

apps google

google analytics

office

OS - Windows

Trello | Ryver | Asana

Phyton (Basi)

CONTACT

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