

Valentina Todero

UI UX Designer

About me

What I do is what I love

What I love about my job is the challenge.

Is finding a solution that makes the flow linear but without losing that little extra that makes simplicity beautiful.

I learned to work in a team in the early years of my education. I will always be grateful for that. It taught me how to communicate effectively, receive and provide valuable feedback.

I immerse myself in the creative field, by working in different departments, managing my own projects and participating in brainstorming sessions and workshops.

Expertise & Software

Work as closely as possible to the boundary of your abilities, is the only way of discovering how that boundary should be moved forward.

Pixel Perfect designs

App, Websites, Responsive design, Identity



Sketch



Studio



Adobe Suite

Prototyping & Collaboration

Wireframing, Low & High fidelity prototypes, UX workshop, User Testing



Invision



Craft



Native design

Interaction design

Animations, Motion-graphic, HTML, CSS



Webflow



After Effect



Lottie

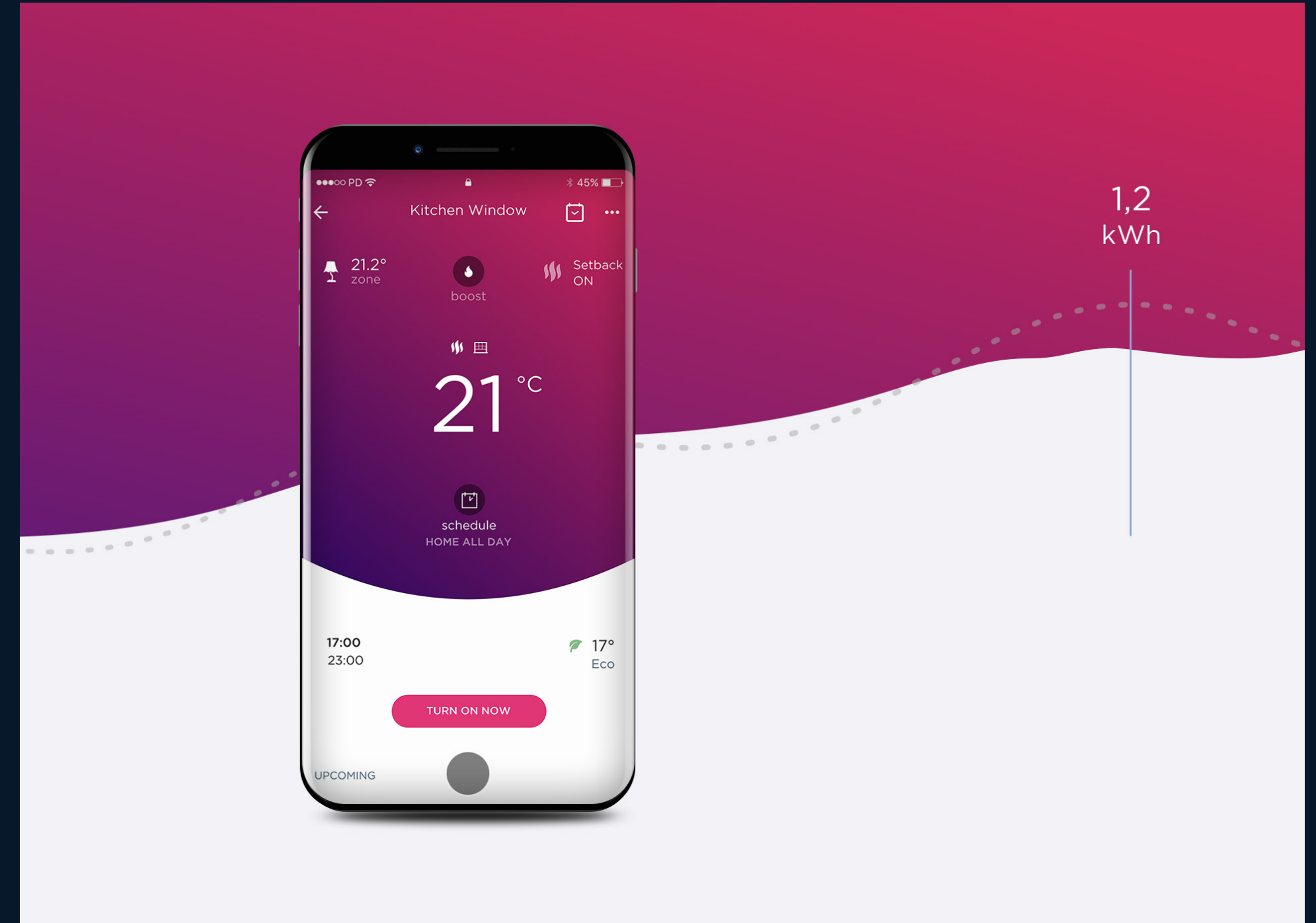
 [linkedin.com/valentinatodero](https://www.linkedin.com/valentinatodero)

 valentina.todero@gmail.com

UX PROJECTS

Not just eye-candy solution.

Observing and understanding people and how they interact with products provides a solid foundation for any project and deliver real results for your business.



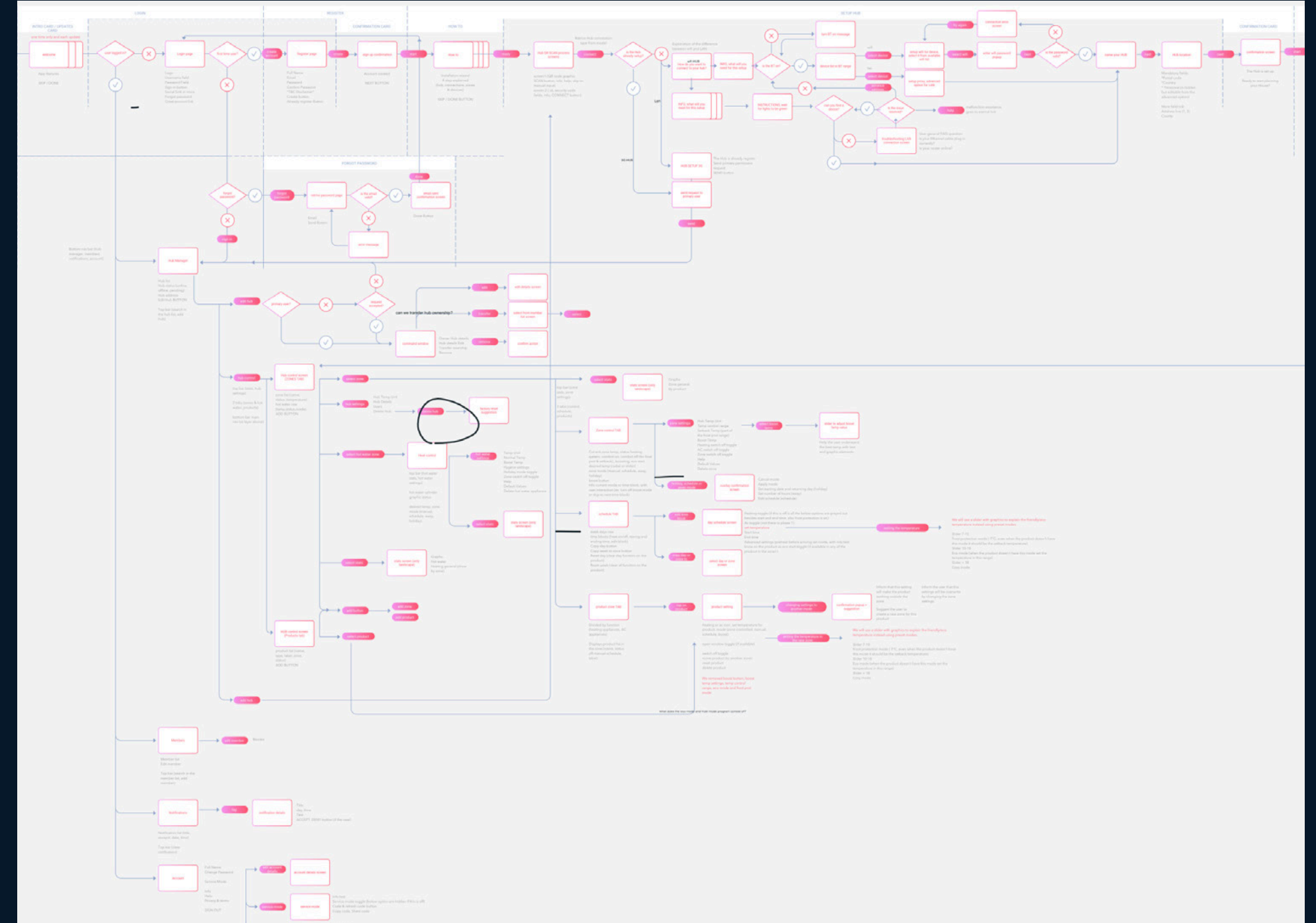
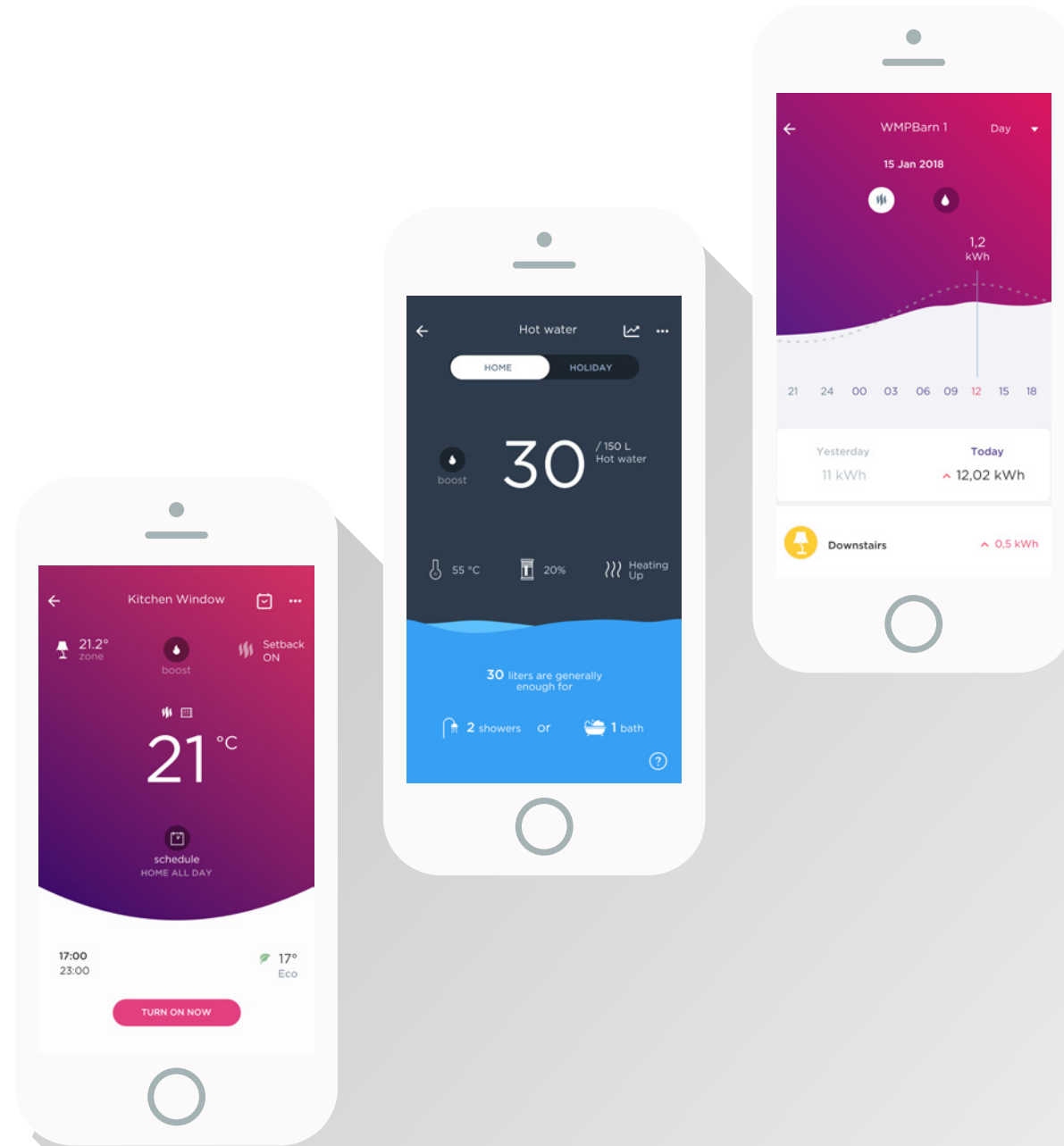
GD Control

Energy control App

Client: Glen Dimplex
Date: 2018
Category: IoT, App, UX adjustments, UI

Glen Dimplex Group world leader in intelligent electric heating and renewable energy solutions, addressed WMP to help the IoT Appliance division to deliver a water & heating system control app.

It was required to understand the user personas and define their needs to create an ideal UX journey. Thanks to the User Testing and Interview we identified flows, while we were collaborating with the marketing team to create a vibrant and modern interface that was still part of the brand identity.





Optitools

Drive Control App

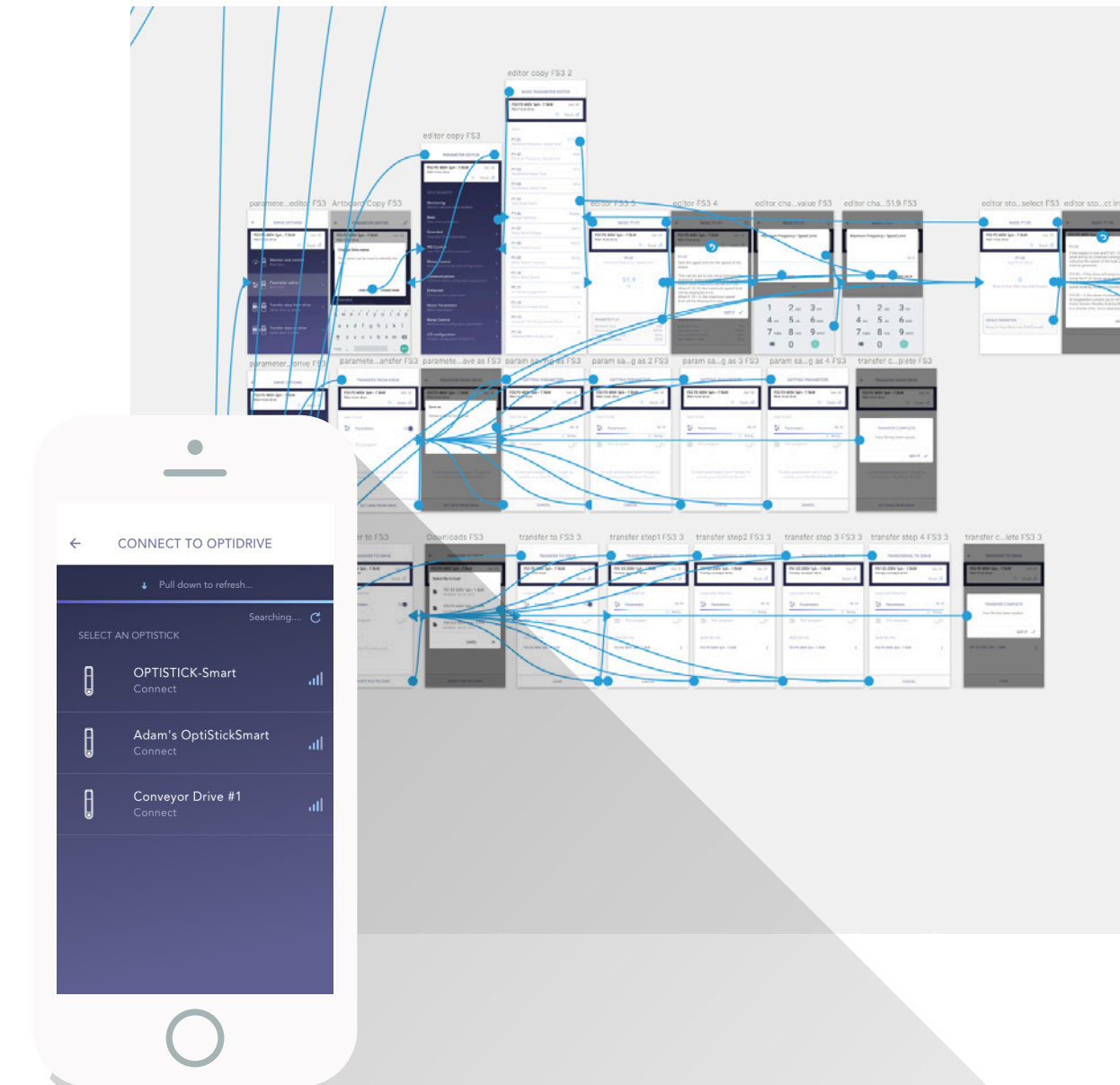
Client: Invertek

Date: 2017

Category: IoT, App, UI/UX Adjustment

Invertek Drives is dedicated to the design and manufacture of sophisticated Variable Frequency Drives, used to control motors in a wide variety of industrial and energy saving applications. Invertek was keen to refresh and upgrade an initial prototype for a drive control app, that needed design assistance in both UI and UX field.

Working closely with Invertek's engineering team, we started by evaluating the overall user experience and provided guidance on the interface. We then took the initial design and tailored it to the needs of various screen sizes and platforms. During all the process we used Invision and Sketch to validate and test our design decisions.



Zeus

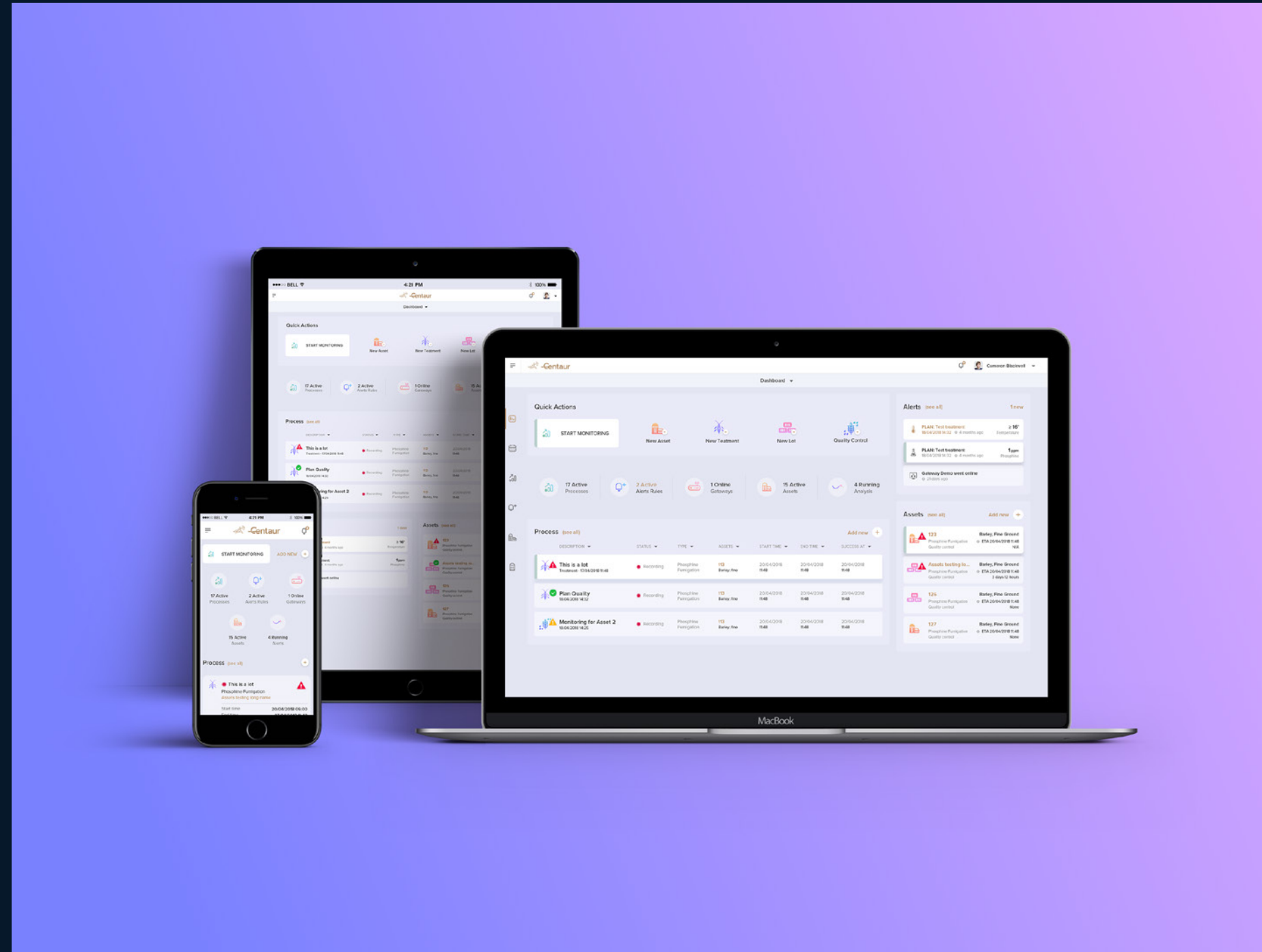
Oven control App

Client: Glenn Dimplex
Date: 2017
Category: IoT, App, UI/UX Adjustment

Glen Dimplex Group is the undisputed world leader in intelligent electric heating and renewable energy solutions, as well as holding significant global market positions in domestic appliances, cooling and ventilation.

WMP was addressed to adapt the initial concept of Zeus from the Glenn Dimplex Graphic Team to iOS and Google Material standards. Zeus is an oven timer app, that connects with your appliances through bluetooth.





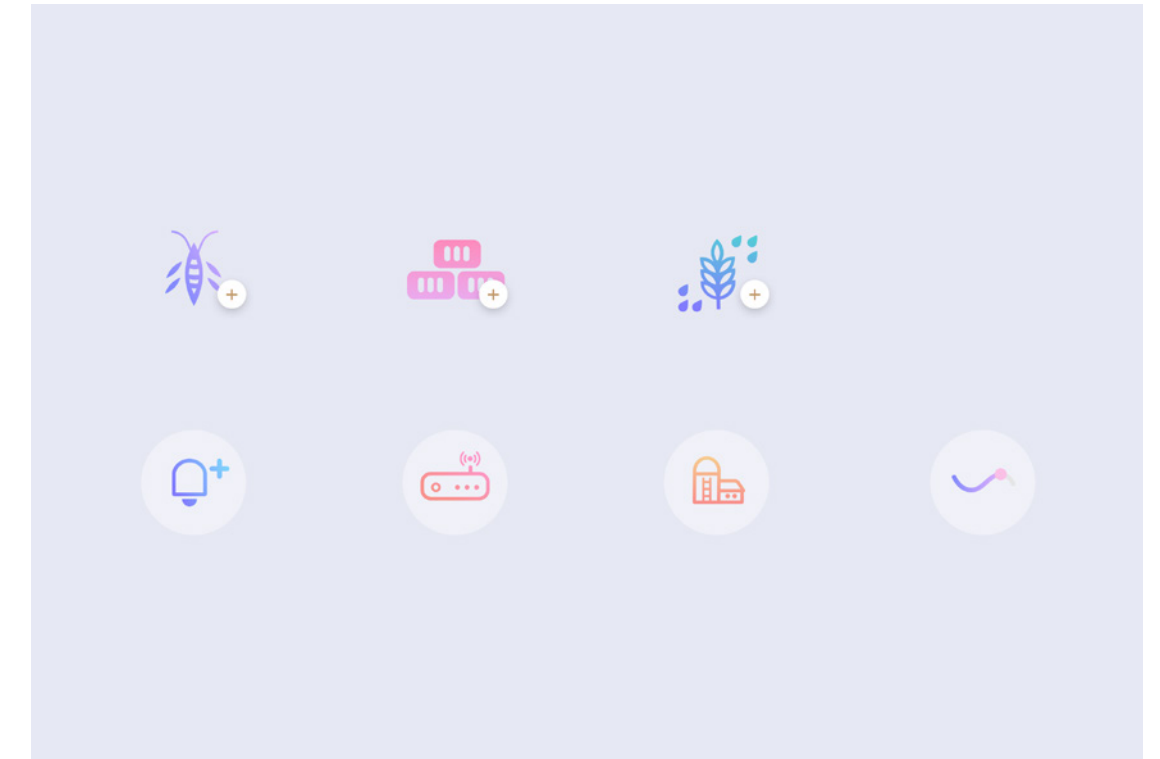
Centaur

Monitoring Cloud Platform

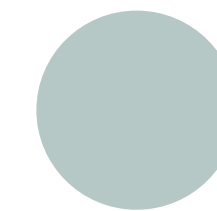
Client: Centaur
 Date: 2018
 Category: IoT, UI/UX Adjustment

Centaur blooming startup in the latest technologies for trusted, end-to-end, post-harvest quality monitoring chain, decided to improve its UX/UI with the primary goal of optimising customer response time to critical product condition and recommend the best actions to maximize stored crop quality.

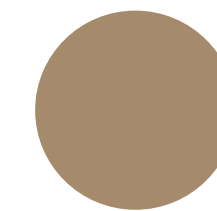
The UX data from the support and sales team helped with the finalisation of a new UI, and new functionality, such as alerts, to promptly warn the user of high priority tasks or standing issues. We also expanded the quick action bar, giving immediate access to main functionality, aiming to make the platform more friendly to multiple customers, including an end-user with multiple cargos and shipments that needs a quick status overview, without getting overwhelmed by low priority information.



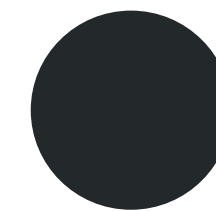
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Tales from the cutting Room

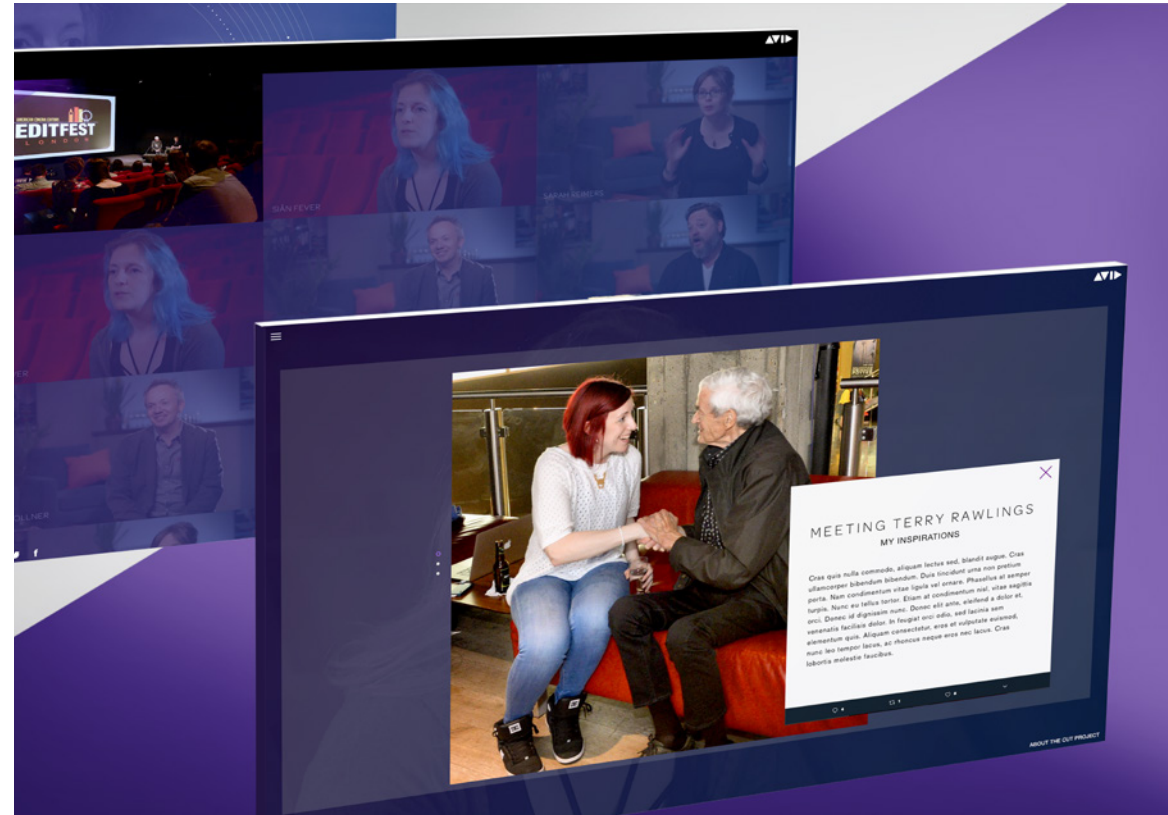
Digital Campaign

Client: Avid

Date: 2017

Category: Web, Layout

WMP has been tasked with creating an immersive and interactive media platform for Avid, to promote and encourage a youthful demographic to pursue a career in editing. The proposed solution integrates various social media platform sources, and push content to a wider audience. I integrated different types of media content, such as movie posters, short excerpts, social media post, and display them as hotspot, creating a smooth interaction between the main interview video and the collateral material, allowing the users to seamlessly progress through the different chapters.



UI Design PROJECTS

I design and prototype UI for a better user experience, using collaborative online platform, that allows to evaluate initial wireframes, design and prototypes, leaving comments or integrating live user testing experience.



Livecut

App Prototype

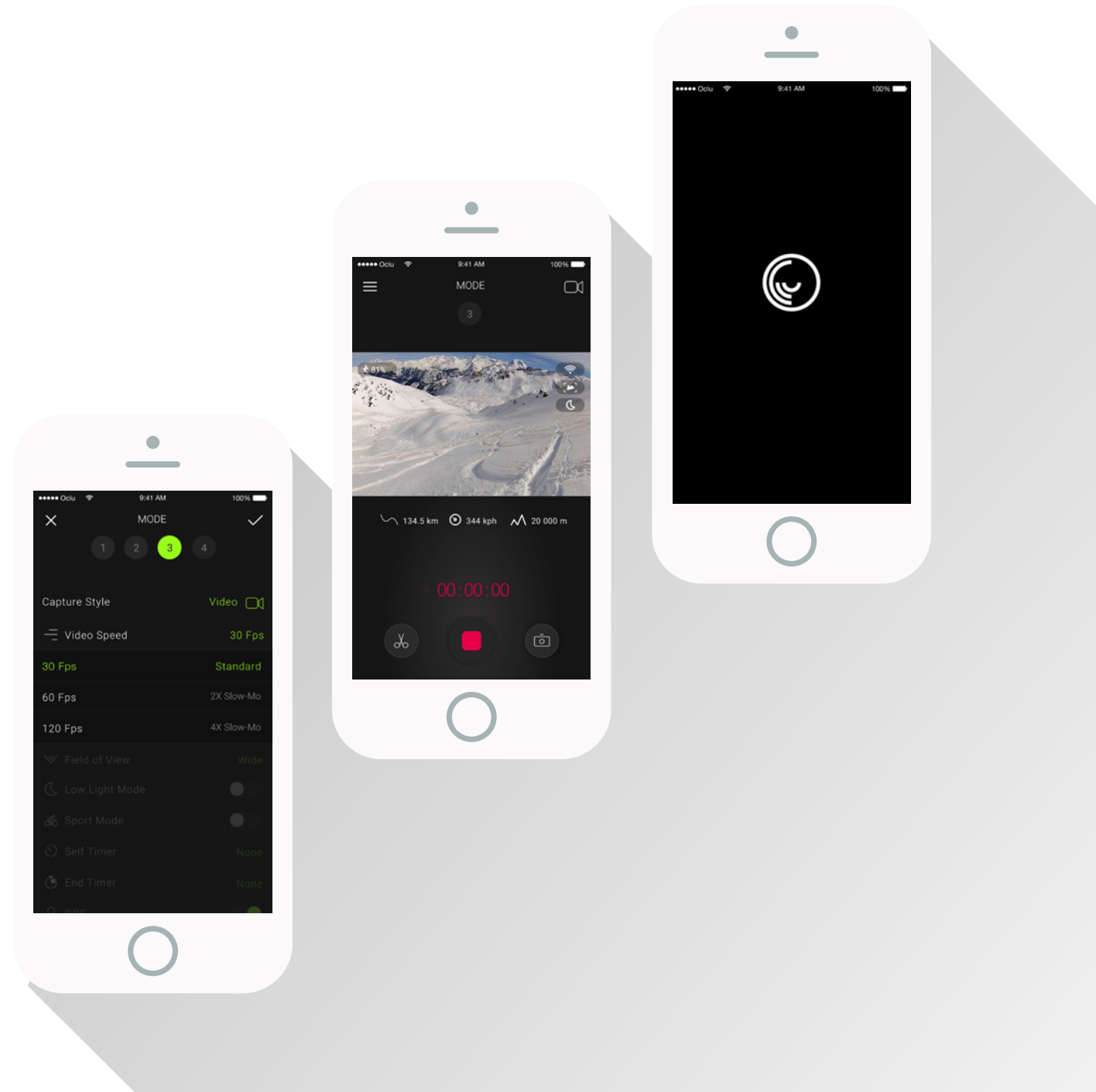
Client: Oclu

Date: 2017

Category: App, UI/UX Adjustment

Livecut is the live editing app for Oclu action camera, that allows to cut, splice, enhance and play with your footage directly from the action. The highly intuitive user interface brings hardware and software together to ensure consistency of the user experience and optimum usability.

My role involved testing and editing the app UX / UI and creating high fidelity prototypes for the developer team.





Oclu

Responsive Website

Client: Oclu

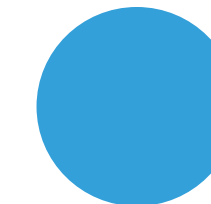
Date: 2017

Category: Web, Layout

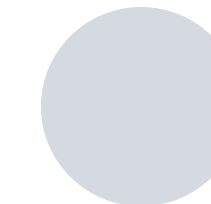
Oclu is a low profile action camera, durable and easy to operate, that it set the standard for extreme sports all over the world, as well as those wanting to capture meaningful moments in their lives.

The ecommerce website is the most critical element in the organisation's communication strategy, as well as OCLU's primary shop front and information / service centre.

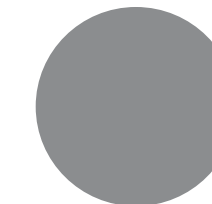
The website needed to stand out versus the competition and challenge a way to be even more consumer centric than other players as well as drives sales – directly and indirectly.



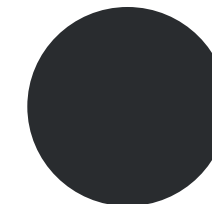
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Strax

Responsive Website

Client: Strax
Date: 2016
Category: Web, Layout

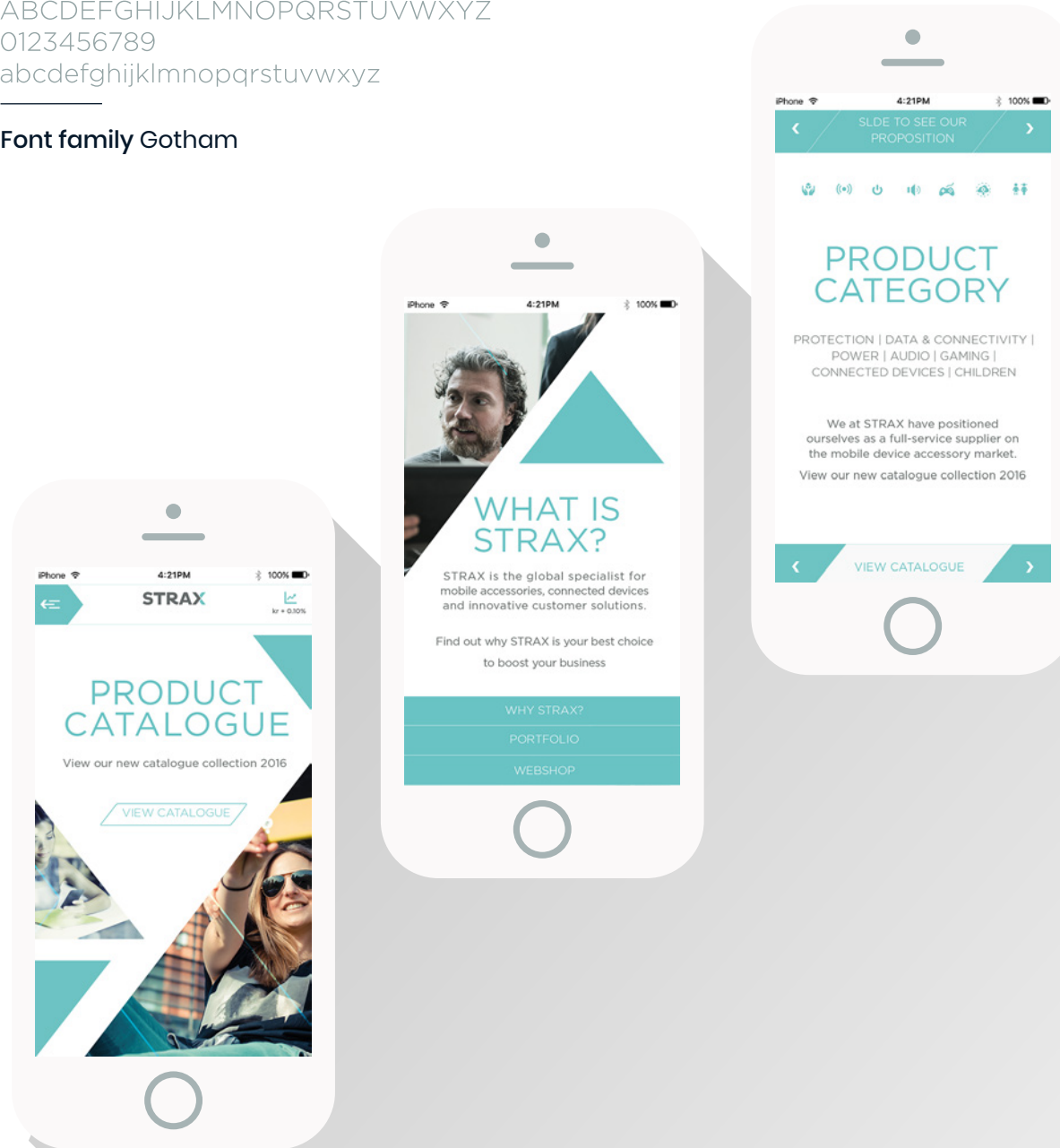
WMP was addressed by STRAX to refresh their website content to better communicate their business proposition, and reflect the new corporate identity. The core objective was to structure the content and functionality, around the needs of the user.

My responsibility was to create a bespoke and responsive redesign, complete with content and structural overhaul, repurposing existing material into a new structure and developing new content/functionality. This creative approach is geared around the need to communicate the STRAX proposition whilst using the new corporate guidelines.

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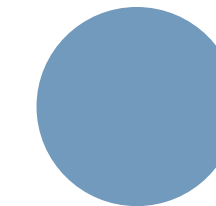


(H)beat

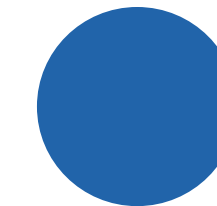
Responsive Website

Client: Daiichi Sankyo
Date: 2017
Category: Web, Layout

Daiichi Sankyo is a global pharmaceutical company with corporate origins in Japan, that provide innovative products and services in more than 20 countries around the world. The overall purpose of (H)beat platform is to create more awareness about the drug Edoxaban. It has been proven that within Pharma, traditional marketing approaches don't work and in terms of return on investment a preferred method is to create brand advocates that are respected and that can talk positively to their respective audiences.



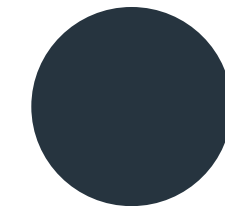
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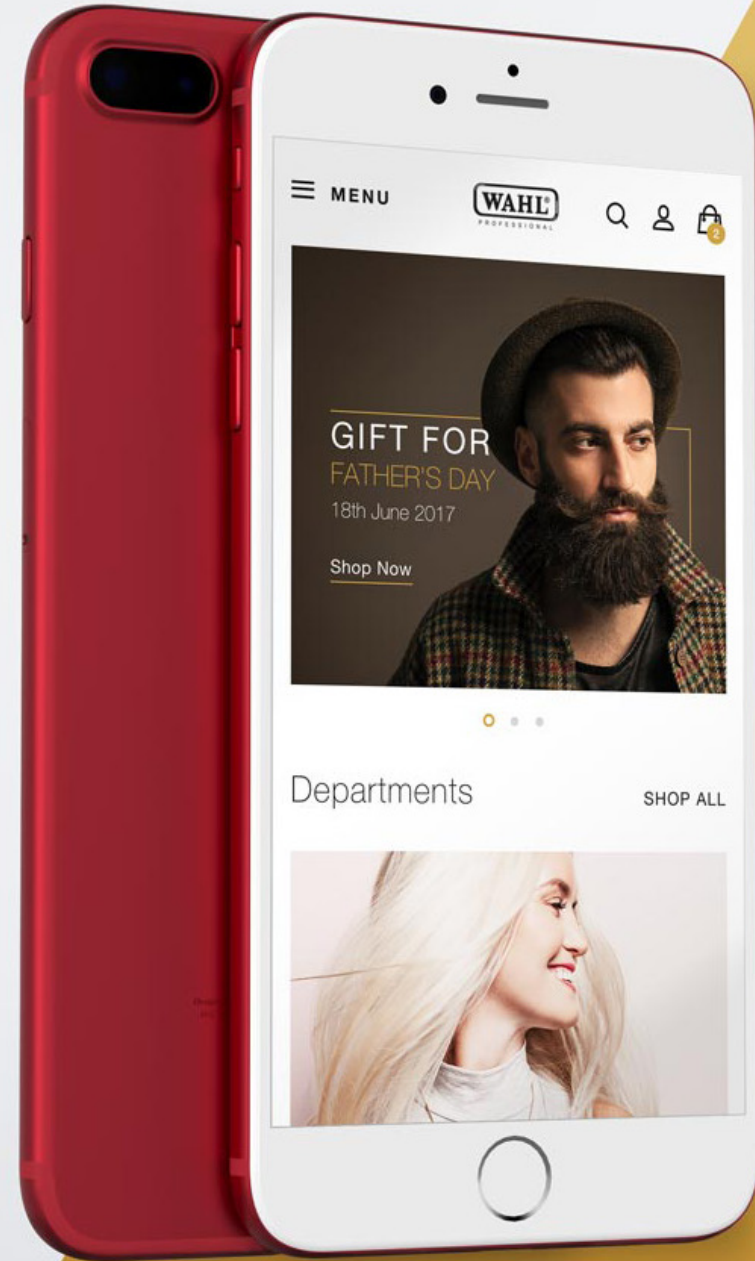
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Wahl

Responsive Website

Client: Wahl

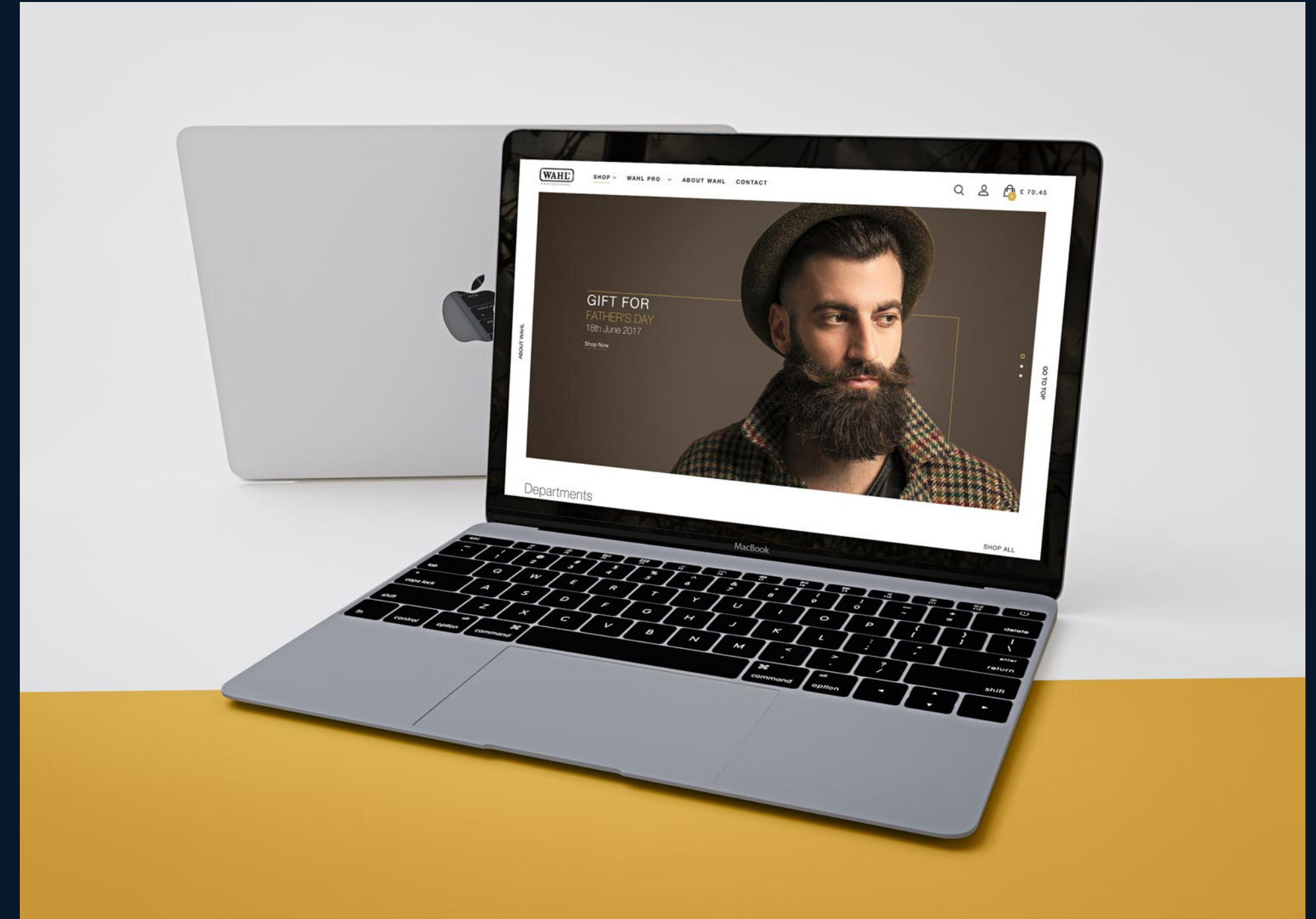
Date: 2017

Category: Web, Layout

Wahl Clipper Corporation is an international industry leader in the manufacturing of products for the professional and home grooming categories.

The website was restrictive and out of date, a complete overhaul of the layout, navigation and look and feel was required to modernise and improve the user experience.

As Digital Designer at WMP I was responsible for the UI and UX optimisation, after an initial assessment of requirements and challenges.





Amerisleep store

Interactive Web App

Client: Amerisleep

Date: 2017

Category: Web, Animations

Amerisleep, an online mattress retailer since 2010, opened its first retail store on June 17 in Scottsdale, Arizona.

The products, the store and all the interactive content displayed was design and coordinated by WMP. My role was designing, prototyping the UI and UX of all interactive screens in the store, by liaising with the Amerisleep's design team, the construction and technical team. The screens are connected to Wi-Fi and a Brightsign system, that allows us to update and check the overall functionality at any time.





Priorclave

Responsive Website

Client: Priorclave

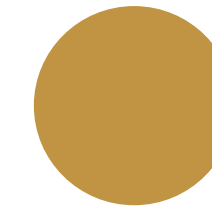
Date: 2016

Category: Web, Layout

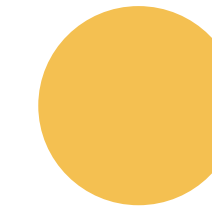
With more than 25 years as the most progressive UK laboratory autoclave design and manufacturing centre for steam sterilisers, Priorclave has become a trusted global brand with a reputation for supplying quality-built autoclaves offering superior reliability and affordability.

Priorclave Ltd are looking to refresh and upgrade their current website with a fresh new design and built on the latest web technologies.

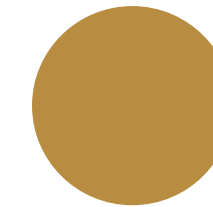
The purpose of this project is to increase brand and product awareness, generate more enquiries and modernise the



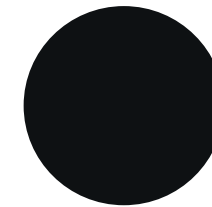
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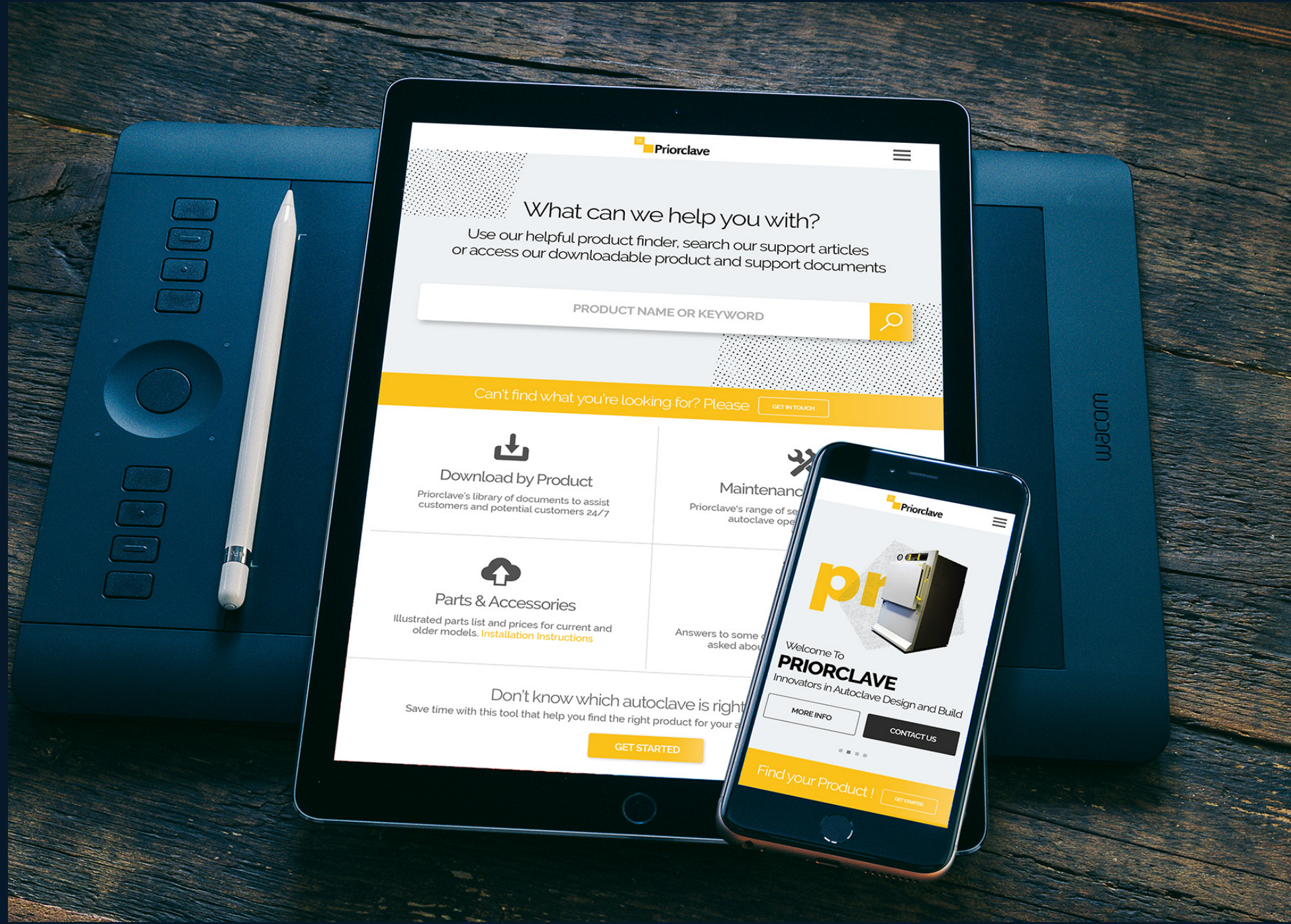
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website look and feel, also functionality and responsive nature.

Priorclave Ltd wish to make it easier for customers to locate, review, enquire about, and ultimately order their products.

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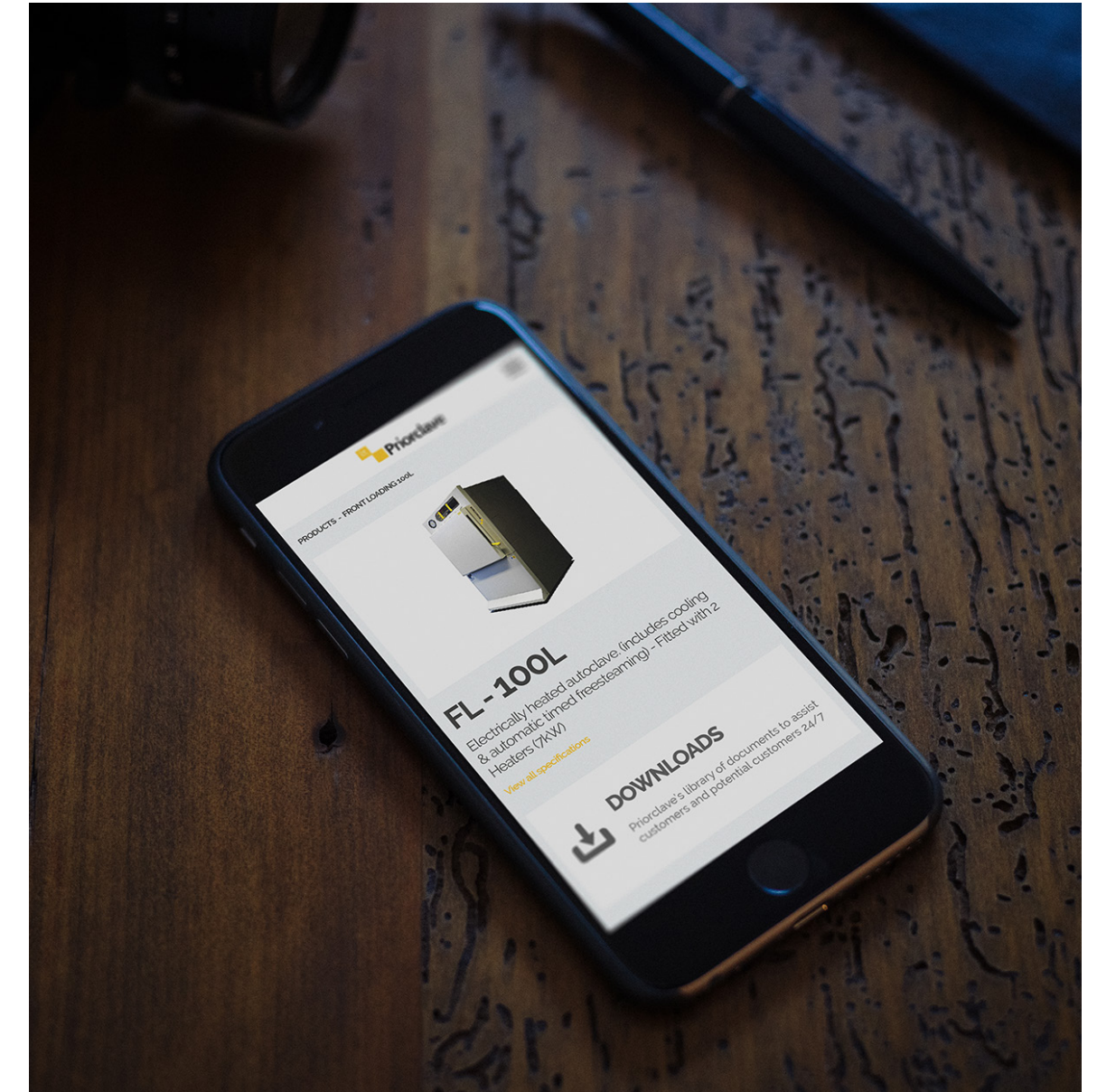
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Font family Raleways



Video & animation

PROJECTS

Using industry-standard animation and creative compositing software you can easily add high-quality animation to any native app.





iHub

App Animations

Client: Morphy Richards

Date: 2017

Category: App, Animations

Morphy Richards are a large kitchenware company based in the UK.

Their future lineup contains a large amount of technologically driven products for assisting customers in the kitchen. WMP was tasked with designing and building an app for controlling an innovative new cooking product using Bluetooth.

I was responsible for the step by step icons animation, that guide the user during the cooking process.





Smart cities

Motion Graphic

Client: Huawei
Date: 2016
Category: Video, Opening titles

<https://youtu.be/u5snfVPCdkE>



Frame Logo Sting | Adobe After Effect



Frame Logo Sting | Adobe After Effect



Frame Logo Sting | Adobe After Effect

Huawei launched a UK Smart Cities report in Westminster at the IET, Savoy Place, London. It was anticipated that a UK Minister would speak along with the UK Chairman Lord Browne. The intended audience is policy makers, parliamentarians, high-level representatives from across the telecommunications industry, media (both trade media and national) and other thought leaders in the smart cities space. As with all the events that WMP managed the approach focused on quality of design, delivery and service levels. Within the graphics delivered WMP proposed the creation of a Smart cities sting, for which I was responsible, to be used within the main conference set to open the main event. The animation showcases the 10 Smart Cities was extremely well received by the client. The sting was used also on the graphic wall in the catering room, on the foyer screens and on the website.

Created at WMP Ltd
Collateral Material 2016



Frame Logo Sting | Adobe After Effect



Frame Logo Sting | Adobe After Effect



ADP

Animation

Client: ADP
Date: 2016
Category: Video, Logo Sting

<https://youtu.be/JaxkB7WEorM>



Frame Logo Sting | Adobe After Effect



Frame Logo Sting | Adobe After Effect



Frame Logo Sting | Adobe After Effect

ADP is the largest supplier of payroll, time and attendance, and HR outsourcing services in the world, paying around 31 million people worldwide each pay day.

WMP was asked to participate in a free creative pitch process to create a compelling, memorable and unique design for ADP's exhibition stand at the CIPD HR Software Show 2016. WMP was briefed to reinforce ADP's position at the show as a leader in the Marketplace, drive visitors to the ADP stand, and ultimately driving lead generation, incorporating the theme of a more human resource and the new triangular branding.

The proposal included also a dynamic animation, for which I was responsible, to introduce the new branding and create visual interest at the event.

Created at WMP Ltd
Collateral Material 2016



VRC

Video

Client: VRC
Date: 2014
Category: Video, Corporate Spot

<https://youtu.be/vURWSCsOUKs>



Frame VRC | Adobe After Effect



Frame VRC | Adobe After Effect



Frame VRC | Adobe After Effect

VRC is a lead company in renovation projects, the spot use an emotional key for promoting not only the company but also the preservation of historical building, sharing their love for architecture.

As project director I was responsible for the storyboard, the text, the animations as well as managing resources, such as speakers, video editors and camera operators.

All the aerial videos were stabilized during post-production and adjusted in color.

Created at Newprojects s.r.l.

Project Director: Valentina Todero

Aerial video recordings: Sandro Di Filippo

Published 2014



Frame VRC | Adobe After Effect



Frame VRC | Adobe After Effect



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