



HELLO, I'M

Agianndrita

GRAPHIC DESIGNER



about me

From the design of spaces to that of signs, my path starts from architecture and arrives at visual design. I chose to approach the world of Graphic design because I believe that the most effective visual communication is that which succeeds in expressing complex concepts with simple, clear, and clean elements.

In my work, I focus primarily on the use of color: I consider it a powerful tool, capable of evoking emotions, transmitting identity, and giving rhythm to content. My training in Architecture continues to influence my design approach: order, balance, and attention to detail are the principles that guide my every visual choice.



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TOSTO CAFFÈ

CONCEPT

Caffè Tosto is an artisanal micro-roastery of excellence, created to restore value to the coffee ritual through high-quality small-batch production. The project reimagines roasting not just as a production process, but as an experiential space that integrates on-site consumption with the conscious purchase of raw materials. The visual identity is rooted in the concept of "character," expressed through a design that plays on contrast: the imposing solidity of custom lettering meets the fluid gesture of a calligraphic signature, resulting in a modern, authoritative brand with a strong visual impact.

PRODUCT & PACK

The project focuses on the enhancement of small lots selected from high-altitude plantations, ensuring a technical precision that highlights sensory notes of dark chocolate and toasted almond. The visual identity is expressed through technical and minimal packaging, where the use of reflective aluminum creates a sharp material contrast with the naturalness of the coffee beans. Designed to meet the standards of the most prestigious international design platforms, Caffè Tosto positions itself as an excellent case study in visual communication applied to avant-garde craftsmanship. The project has been published on [World Brand Design Society](#).





FRESCO X CANTINA FELICE

CONCEPT

Fresco x Cantina Felice is a collaboration between two brands born to offer a new way of enjoying wine: an aperitivo just a click away. The project rethinks wine for informal moments through a canned format, designed for practicality and spontaneity. The visual identity is based on a minimalist design approach, where color plays a fundamental role, making the product fresh, modern, and easily recognizable.

PRODUCT & PACK

Fresco is available in two variants: red wine and white wine, and in two formats, 33 cl and 50 cl, inspired by classic soda cans to adapt to different occasions. The project has achieved significant international recognition, being published on prestigious industry platforms such as Packaging of the World and World Brand Design Society.





SPAZIO CONCEPT SPACE 2026

CONCEPT

For **Spazio**, an avant-garde concept space in Milan, I developed a minimalist visual identity based on the concept of 'degree zero'. The logo uses a geometric sans-serif typography, chosen to communicate solidity and an essential aesthetic, where white space becomes a fundamental design element. The entire system reflects the philosophy of an environment dedicated to creative excellence, maintaining a clean and institutional image.

BRAND DESIGN & COMMUNICATION SYSTEM

The palette is reduced to black and white to give maximum emphasis to the exhibited content, integrating a monospaced font for technical texts that recalls the language of art catalogs. I curated the entire communication system: from business cards to stationery, up to the mobile interface and staff badges. Thanks to this functional approach, the project was recognized and published on World Brand Design Society.



spazio

SPAZIO

CONCEPT SPACE

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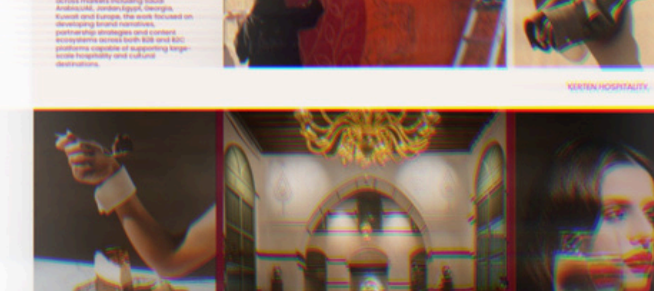
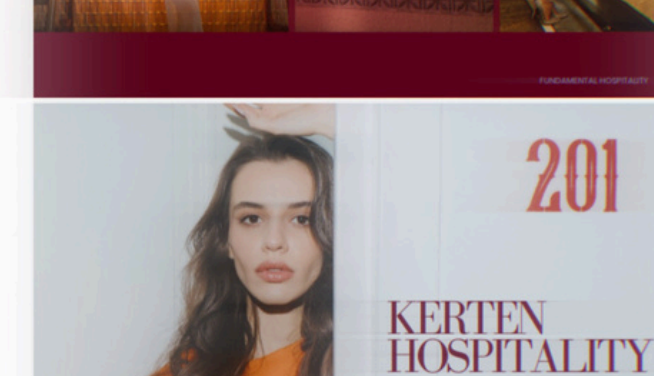
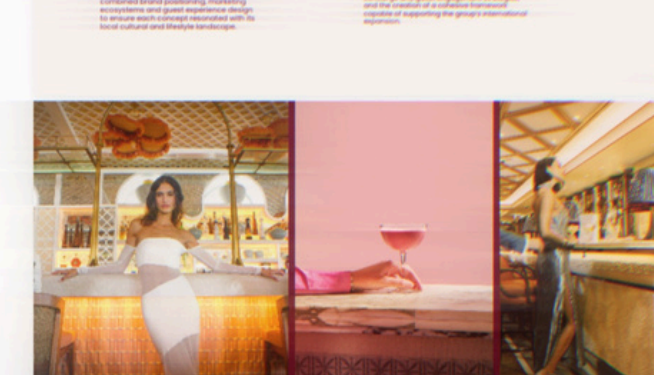
MARGHERITA PERITORE

CONCEPT

For **Margherita Peritore**, I developed a visual identity and a professional portfolio based on a rigorous editorial approach, designed to reflect the professional's high positioning within the luxury sector. The project draws inspiration from international fashion magazines, where solid grids and a strategic use of space organize complex content into a fluid narrative. The goal is to communicate authority, technical precision, and an avant-garde aesthetic.

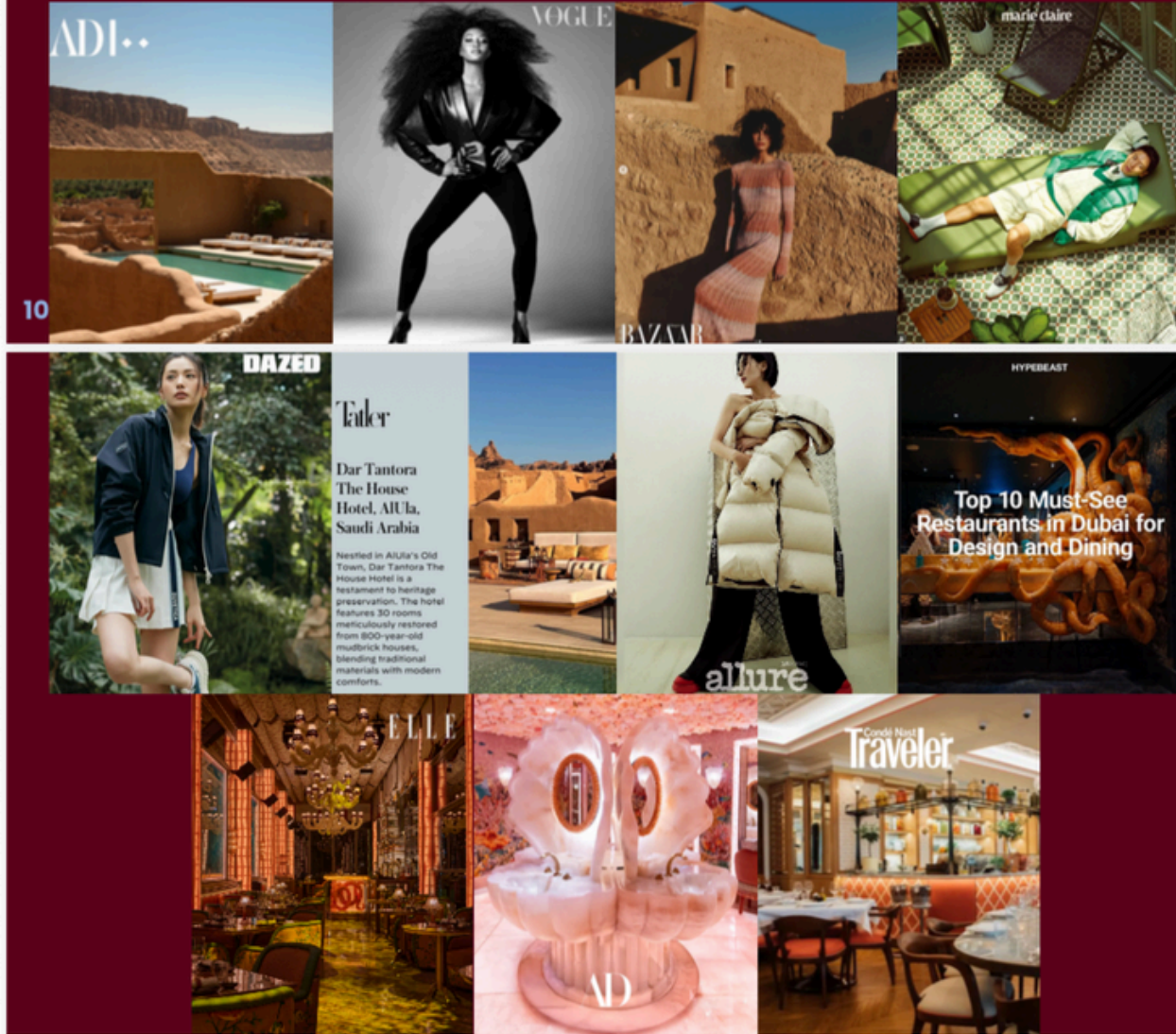
PVISUAL & EDITORIAL DESIGN

The visual system plays on the typographic contrast between the classic elegance of Bodoni FLF and the technical cleanliness of Poppins, ensuring a balance between tradition and modernity. A refined color palette, ranging from burgundy, ivory and smart blue tones, ensures consistency across every touchpoint: from business cards to the presentation of case studies. The result is a coordinated image that perfectly balances editorial aesthetics and functionality, decisively positioning the brand within the luxury communication market.



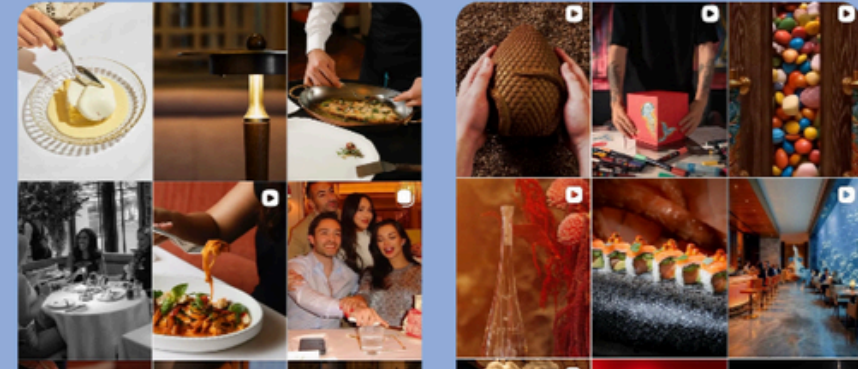
GLOBAL COMMUNICATIONS & PR STRATEGY

Building visibility for luxury brands requires a comprehensive communications ecosystem that goes far beyond traditional press relations. My work focuses on shaping brand profiling and positioning through strategic media narratives, press kits, editorial storytelling and coordinated global communications frameworks. This includes managing international press networks and collaborating with leading agencies across multiple regions, including Purple (UK), Bacchus (GCC + UK), KCB (US), Karlo Otto, Vanessa Merkes (Miami), Saucy (UK) and more. Working across these networks, I oversee global press days, media positioning, editorial partnerships and communication strategies that align brand identity, cultural relevance and market visibility across international publications and platforms.



DIGITAL STRATEGY, SOCIAL MEDIA & PERFORMANCE MARKETING

DIGITAL STRATEGY IN MY WORK CONNECTS BRAND AESTHETICS AND STORYTELLING WITH COMMERCIAL PERFORMANCE. I OVERSEE GLOBAL SOCIAL MEDIA PLATFORMS INCLUDING INSTAGRAM, TIKTOK, YOUTUBE AND LINKEDIN, WHILE ALSO MANAGING REGIONAL ECOSYSTEMS IN CHINA ACROSS WECHAT AND RED.



MARGHERITA

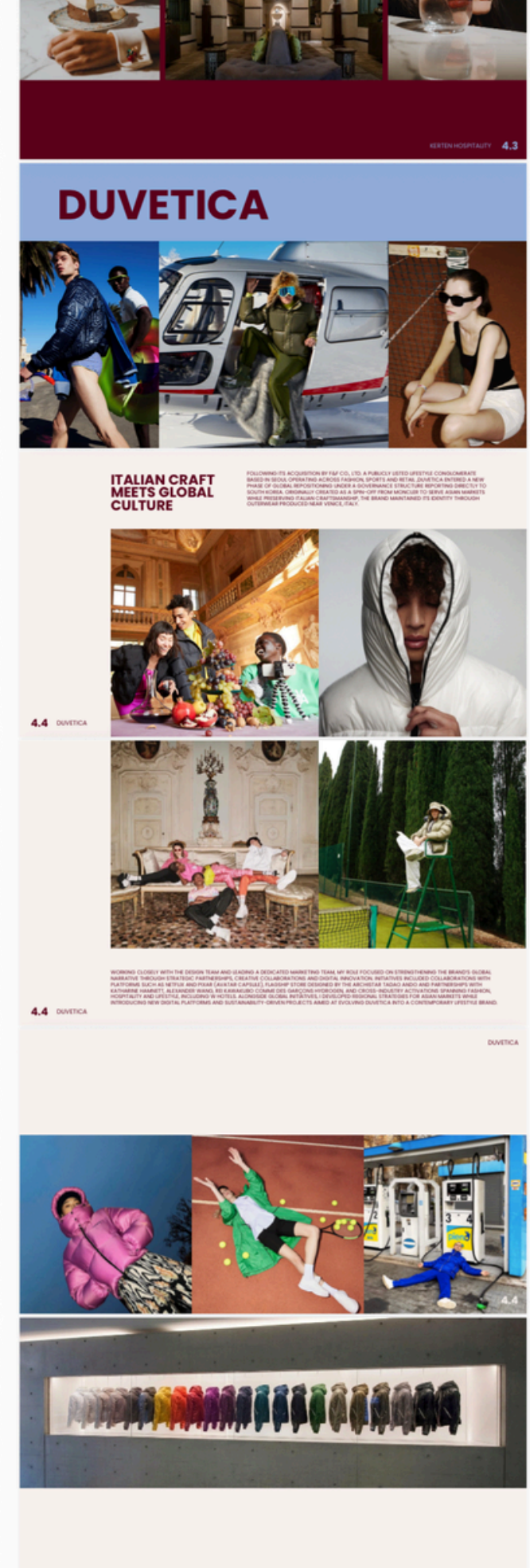
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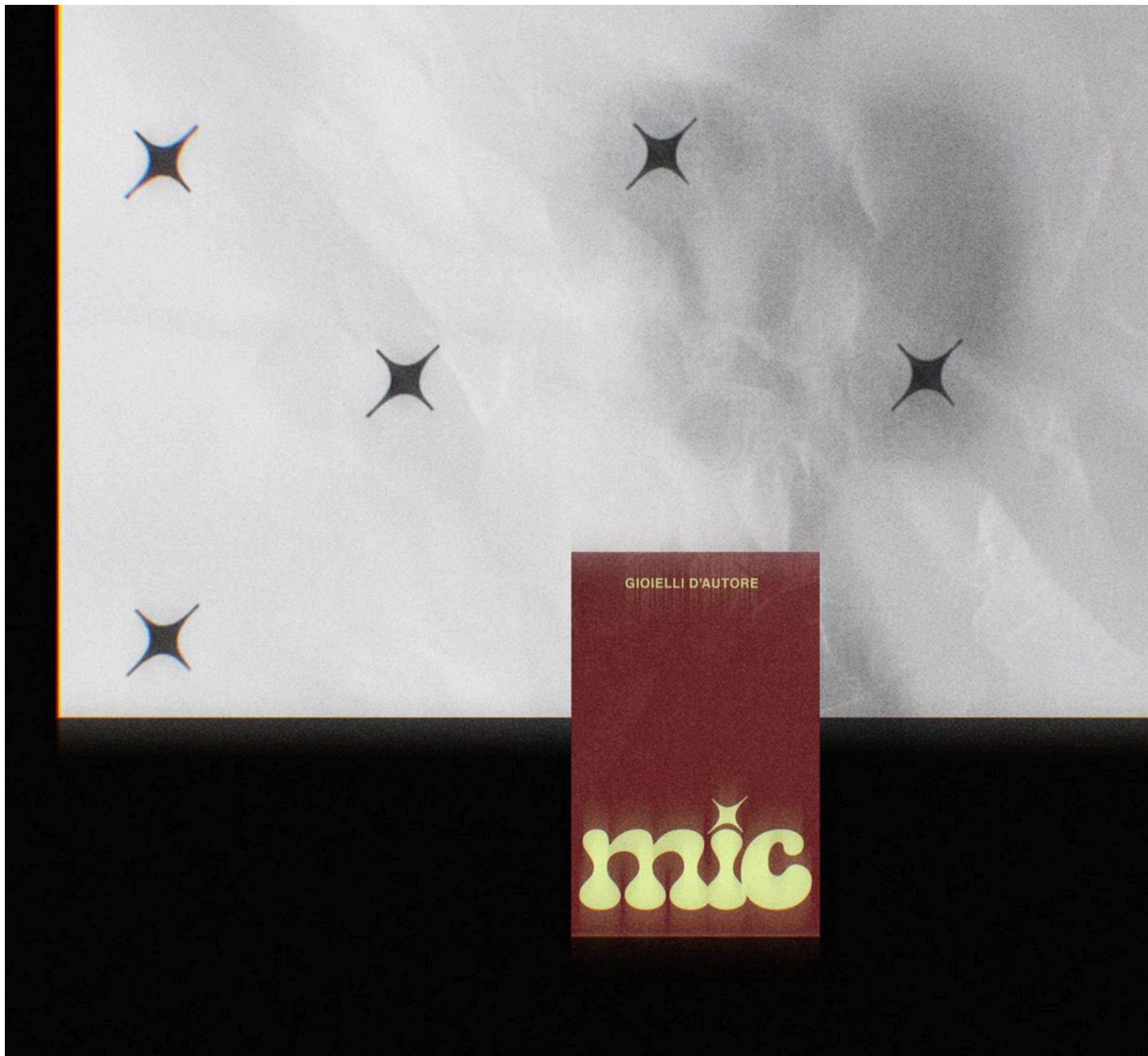
MIC GIOIELLI D' AUTORE

CONCEPT

The project for **MIC**, a vintage jewelry boutique in Florence, reinterprets the concept of luxury through a fluid and bold design. The logo draws inspiration from the Latin term micare (to shine) and uses a typography with soft and full shapes, designed to evoke the plasticity and luster of precious metals. The goal is to communicate an elegance that honors the past but looks decisively toward the future.

VISUAL IDENTITY & BRAND COORDINATION

The color palette pairs the classicism of a deep burgundy with the vibrancy of acid yellow and powder blue, a chromatic choice aimed at giving a contemporary and fresh touch to the packaging. I curated the entire coordinated image, from business cards to boxes with wrap-around seals, including personalized tissue paper. The result is a consistent and recognizable aesthetic that enhances designer jewelry through an avant-garde visual language.





GUÍA SUITE HOTEL

CONCEPT

For **Guía**, I developed a visual identity that reflects a refined and characterful hospitality. The logo, black on a cream background, uses an elegant typography chosen to convey a sense of warm and authentic hospitality. The use of cream as a base is a deliberate choice to soften the contrast compared to pure white, giving the brand a more sophisticated aesthetic and a timeless atmosphere.

VISUAL & WAYFINDING

The color palette, composed of burgundy, blue, and green, was designed to directly recall the colors and atmospheres of the structure's different suites, making color the true guiding thread of the narrative. I curated the complete coordinated image, from business cards to internal signage. The result is a consistent and functional identity, where graphics become the tool to orient the guest and enhance the design of the spaces.





STUDIO MAR

CONCEPT

For **Studio Mar**, a firm specializing in lighting design, I developed a visual identity that reflects innovation, creativity, and technical precision. The typography, with its geometric and contemporary character, was chosen to convey clarity and modernity, enhancing the studio's experimental and refined approach. The goal was to create a visual language capable of communicating the technical expertise required for lighting design.

VISUAL & EDITORIAL DESIGN

The design of the business card and catalog plays on the contrast between a bright green and a deep blue, a chromatic combination designed to evoke the theme of light, reflection, and their infinite nuances. The result is a solid and impactful coordinated image, where every graphic element contributes to strengthening the identity of a brand that makes light its primary expressive tool.



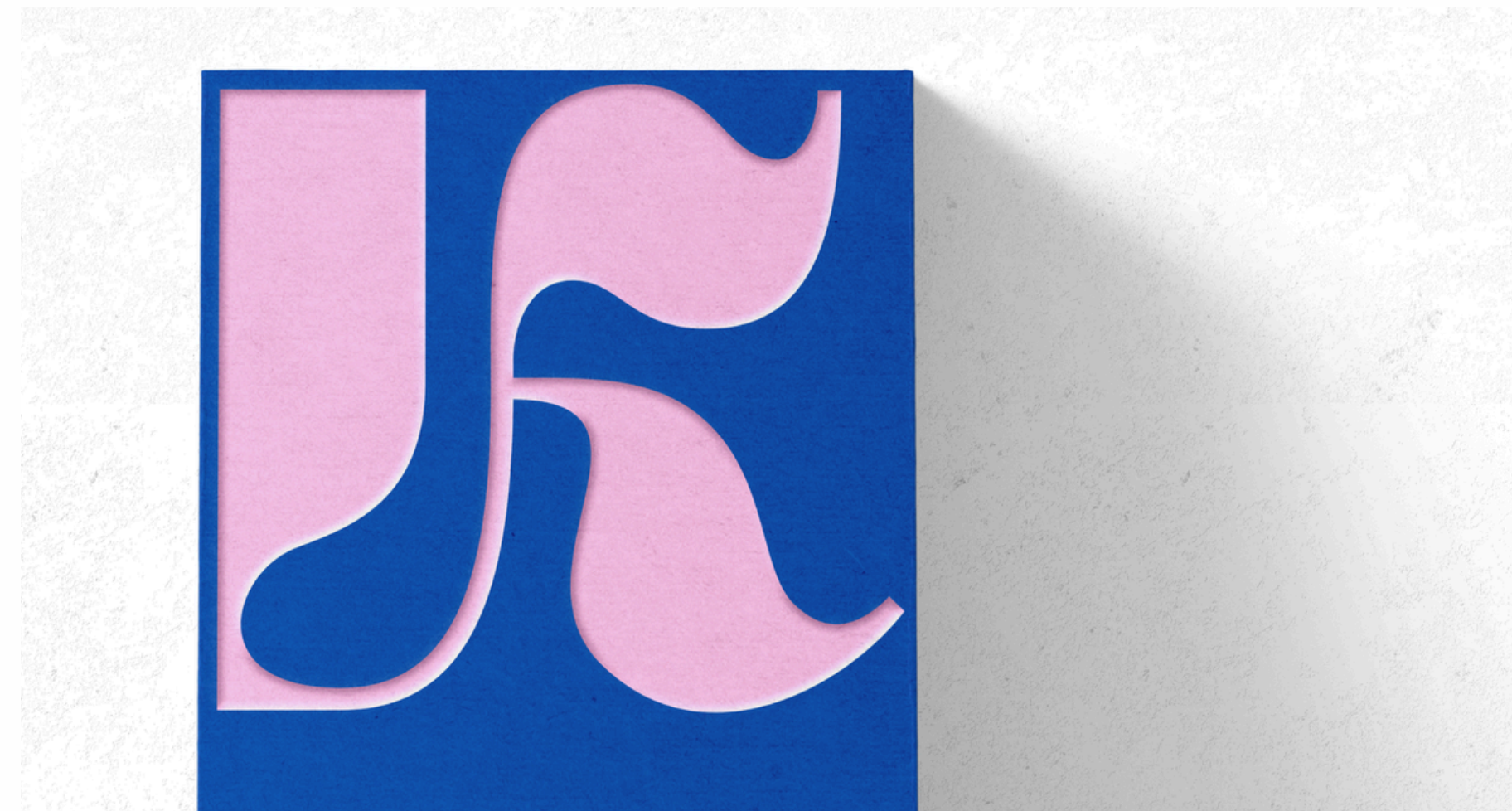
K LAB HANDMADE

CONCEPT

For **K Lab**, a young and cool brand specialized in handcrafted crochet accessories, I developed a line of printed materials characterized by a fresh and contemporary aesthetic. The design is based on the use of soft and dynamic shapes that explicitly recall manual skill, the flexibility of the yarn, and the brand's intrinsic creativity. The goal is to communicate a modern image that elevates traditional craftsmanship to a level of urban trend.

VISUAL & EDITORIAL DESIGN

The business card utilizes a vibrant palette of pink and blue, designed to catch the eye and transmit energy. I also created the personalized tissue paper for the inside of the packaging, designed with a distinctive graphic pattern that strengthens the unboxing experience and enhances the handcrafted nature of the products. Together, they create a consistent and recognizable identity, curated in every detail to transform the purchase into a complete brand experience.





REEMOOD VINTAGE

CONCEPT

For **ReeMood**, a vintage clothing store, I developed a visual identity that combines essentiality and character. The project stems from the desire to enhance the brand's authentic and refined soul through a visual language that avoids the superfluous. The typography, with its bold and modern stroke, was selected to create a harmonious balance between classicism and contemporaneity, defining an aesthetic that speaks of research and style.

VISUAL & WAYFINDING

The design of the business card and dust bag is based on a neutral palette of off-white and black, a chromatic choice that recalls the timeless elegance of the vintage world and ensures clean visual communication. Every element of the identity has been studied to convey a sense of quality and craftsmanship, transforming the packaging into an extension of the in-store shopping experience.



CANTINA FELICE

CONCEPT

For **Cantina Felice**, a young company born from the passion of a group of friends, I developed a simple and authentic visual identity. The logo, characterized by the sharp contrast of black on a white background, uses typography designed to evoke craftsmanship and the value of human connection. The goal was to create a direct visual language that reflects the convivial and genuine soul of the winery.

BRANDING & EVENT IDENTITY

For the wine packaging, I introduced touches of blue and red to chromatically distinguish the winery's two labels, referencing the production of white and red wine respectively. I also curated the entire graphic coordination, from the design of the business card and menu to the creation of the t-shirts for the launch event, ensuring a consistent, fresh, and easily recognizable brand image.





HUB-MODERN CLOTHING BRAND

CONCEPT

For **Hub**, a clothing brand with a modern and fun style, I designed a visual identity that combines elegance and vibrancy. The heart of the project lies in a clean and contemporary typography, chosen to convey a fresh and accessible image. The goal was to translate the brand's energetic personality into a visual language capable of balancing professionalism with a playful spirit.

IDENTITY & LABEL DESIGN

The logo and business card play with tones of pink and burgundy, creating a refined yet energetic contrast that defines the brand's character. Hub's labels follow a clean and minimal design, with the logo overprinted on a white background to maximize simplicity and recognizability. Every element of the coordinated image was designed to maintain visual consistency that communicates modernity and freshness in every detail.





STUDIO DITEL

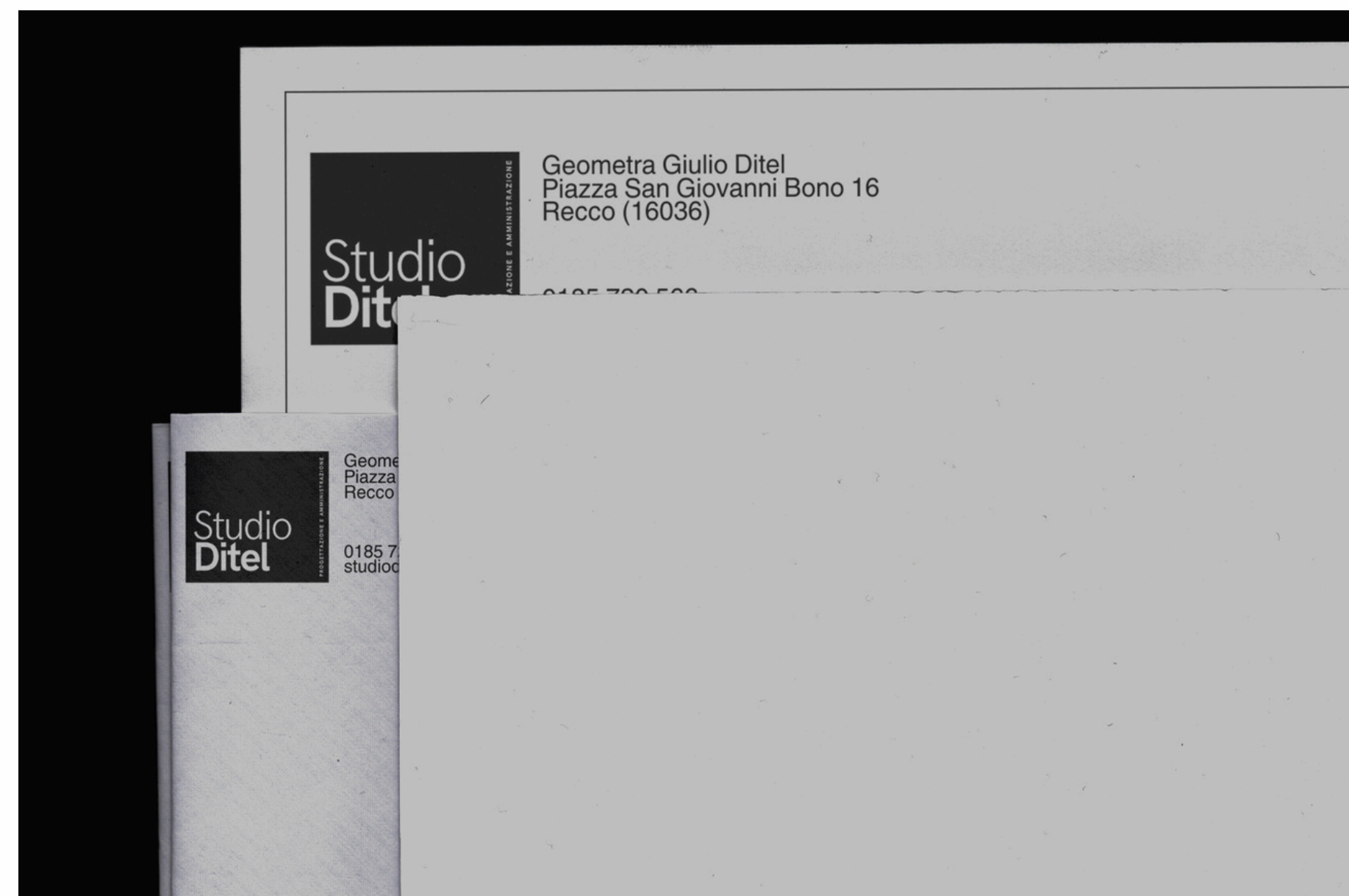


CONCEPT

For **Studio Ditel**, a technical firm, I developed a visual identity focused on the values of professionalism, precision, and clarity. The heart of the project lies in the choice of simple and clean typography, carefully selected to reflect the rigorous technical approach that characterizes the studio's work. The goal was to create an essential visual language that communicates reliability and specialized expertise.

STATIONERY & BRAND CONSISTENCY

I developed the entire stationery line, including business cards, letterheads, and coordinated materials. Every element was designed to ensure maximum functionality and visual consistency, ensuring that each paper medium becomes an effective communication tool. The result is a solid and immediately recognizable coordinated image, capable of representing the studio's identity in every aspect of its professional activity.



FLO CANDLES

CONCEPT

For **Flo Candles'** Christmas collection, I developed a visual identity that reinterprets festive aesthetics through a clean and essential approach. The design moves away from traditional clichés to focus on a discreet luxury, capable of enhancing the brand's identity through harmonious shapes and a sober palette. The goal is to create a perfect balance between the warmth of the holiday atmosphere and a sophisticated minimalism that elevates the product as a piece of decor.

PACKAGING & GIFT DESIGN

The project includes the development of elegant boxes and refined candle holders, enriched by a distinctive branded gift: a personalized match holder that completes the user experience. Every element is characterized by meticulous attention to materials and a graphic layout that prioritizes white space and formal cleanliness. Thanks to its aesthetic consistency, the project was selected and featured on **The Best Packaging Design**.







ALT STUDIO

CONCEPT

For **Alt Studio**, a modern clothing store, I designed a visual identity that plays with subtraction and chromatic detail. The design uses a simple, clean, and contemporary typography, where the rigor of black on a white background is interrupted by a breaking element: the final 'O' of 'Studio' highlighted in yellow. This distinctive detail was designed to add a touch of character and make the brand immediately recognizable within the contemporary urban landscape.

PACKAGING & VISUAL IDENTITY

I developed the packaging system by designing coordinated boxes and bags, intended to carry the brand's identity beyond the store. Each element combines functionality and aesthetics, maintaining an absolute visual consistency that enhances the shop's fresh style. The result is a curated shopping experience, where even the packaging becomes a distinctive accessory consistent with the brand's minimalist philosophy.



ALOHA BIKINI

CONCEPT

For **Aloha Bikini**, an emerging beachwear brand with a young and vibrant character, I designed a visual identity that reflects the energy and sunny personality of the brand. The design is based on summer and tropical atmospheres, using a dynamic graphic language tailored for a young target audience seeking lightheartedness and style. The goal was to translate the warmth of the sun and the vitality of summer into a high-impact visual identity system.

PACKAGING & GIFT DESIGN

I developed coordinated boxes and packaging using a palette of bright colors and saturated tones. The logo, presented in a vibrant orange on colored backgrounds, ensures immediate recognizability and strong consistency with the brand's spirit. Each package is designed not only to hold the product but to become a desirable object that extends the brand's tropical experience well beyond the purchase.



GRAZIE
Gianna Pirel