

JOYCE BONAFINI

PORTFOLIO

GRAPHIC DESIGN
ILLUSTRATION
VISUALIZATION
STORYBOARD

JOYCE BONAFINI

<http://www.microcipa.com>

<https://www.behance.net/JoyceBonafini>

<http://www.flickr.com/photos/microcipa/>

<http://www.linkedin.com/profile>



JOYCE BONAFINI

ART DIRECTOR / ILLUSTRATOR / VISUALIZER

Designer innamorata da sempre del mondo del **gioco** e delle **illustrazioni** amo dedicarmi a progetti legati **all'infanzia**. Dopo una tesi sul toy design ho cominciato a lavorare disegnando **giocattoli e scenografie** con GiòForma. In seguito personaggi e ambientazioni sono diventati sempre più spesso digitali nel **brand game** e nei **prodotti multimediali** progettati per Cogitanz e Makerini, o rimpiccioliti diventando scenografie in miniatura e illustrazioni in cartotecnica nei video con Propp.it. La passione per il **disegno** mi ha portato a seguire numerosi corsi di illustrazione e a **insegnare** in NABA agli studenti di design. Saper padroneggiare gli strumenti analogici mi ha permesso di potere lavorare divertendomi molto in attività come **live sketching, murali e visualizzazioni** per presentazioni, scenografie e brainstorming. Ultimo ingrediente del mio profilo è la fascinazione tecnologica che negli anni mi ha fatto avvicinare al mondo **maker, all'interaction design e al physical computing** con diversi progetti per musei interattivi e installazioni con realtà come Syneo, Id-Lab, Ghigos Ideas e Cogitanz. Molti mi definiscono eclettica, io penso che a dispetto del mio nome non so trovare titoli in inglese di cui fregiarmi che descrivano quello che amo fare.

CONTATTI

+39 347 5721649
joyce@microcippa.com
www.microcippa.com
Milano, via Catone 15/A

PERSONALE

nata il 11-03-1981
nationalità: Italiana
Lingue:
Italiano e Inglese

PORTFOLIO



LINK

www.microcippa.com
www.behance.net/JoyceBonafini
www.flickr.com/photos/microcippa/
www.linkedin.com/in/joyce-bonafini-670a003/
https://dribbble.com/joyce_bonafini

ESPERIENZE LAVORATIVE

- 2006-oggi: **Microcippa** - Freelance designer
Art director, illustratrice, character design, brand image, storyboarding e visualizzazione
- 2010-oggi: **Anàimation/Propp.it** - Art director
Set designer, storytelling, storyboard, stop motion
- 2016: **Makerini** (startup) - Creative director / Lead designer
Brand development, Graphic design, storytelling, concept development, interaction design, educazione, character design, making
- 2007-2015: **NABA** - Insegnante
Disegno per la progettazione, organizzazione eventi orientamento
- 2008-2013: **Cogitanz** - Art director
Brand game design, storytelling, concept development, storyboarding
- 2003-2007: **Giò FORMA** - Junior designer
Toy designer, set designer, grafica

EDUCAZIONE

- 2016/13: **Scuola d'arte applicata del Castello Sforzesco**
- Diploma in Illustrazione (scuola serale)
- 2013/11: **Scuola internazionale di Illustrazione di Sarmede**
- Workshop estivi
- 2007: **Tinker.it**
- Workshop di Arduino
- 2005-1999: **Politecnico di Milano**
- Laurea quinquennale in Disegno Industriale - tesi: Toy Design, Appuntamento al buio tra il gioco e la paura, Primo Atlante di giocologia
- 2003-2002: **Università commerciale Luigi Bocconi**
- Corso di studi interateneo in management per il settore moda
- 1998-1992: **Conservatorio di Musica A.Boito**, Parma - Pianoforte/canto
- 1999-1994: **Liceo scientifico Informatico Marconi** di Parma

SOFTWARE

Illustrator	
Photoshop	
Indesign	
Cinema 4D	
After effects	
Wordpress	

SKILL

Art direction	
Graphic design	
Drawing / Sketching	
Brand Identity	
Brainstorming / Storytelling	
Illustrazione 2d/3d	

Storyboard	
Infografiche	
Character / Mascotte Design	
Set design	
3D e fotoritocco	
Insegnamento	

CLIENTI E AGENZIE

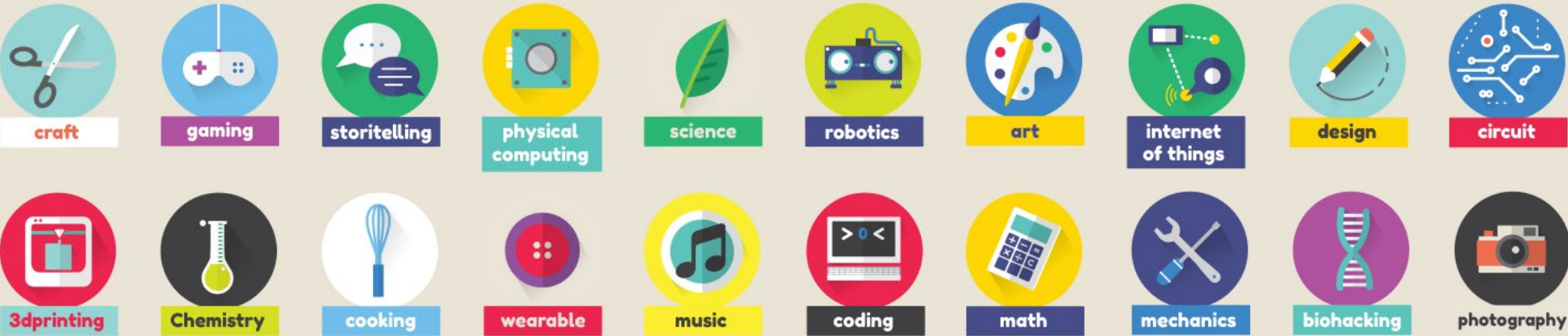
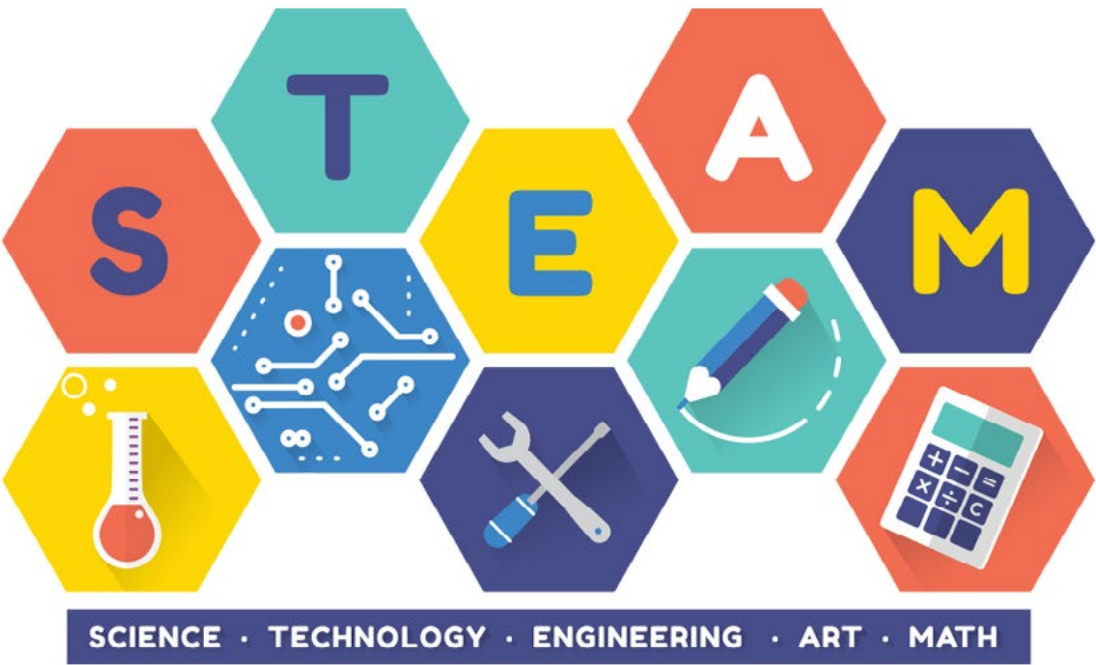
Edison, Premium, DR.Scholl,
Loropiana, Kinder, Hero, Ciobar,
BASE Milano, MTV, SKY, D&G
Junior, Feltrinelli, Giochi
Preziosi, Esterni, Museo della
scienza e della tecnica...
PROPP.IT, Havas, Comalab,
Giò Forma, H+, M&C Saatchi,
Id-Lab, Future Brand...

ART AND CREATIVE DIRECTION



MAKERINI SCHOOL

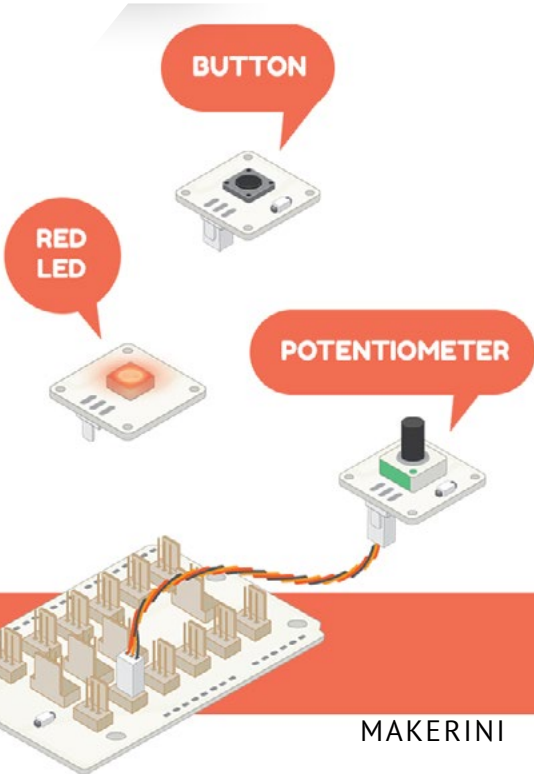
_art direction _concept_startup
_web design _illustration _interaction _education
_making _character design _print



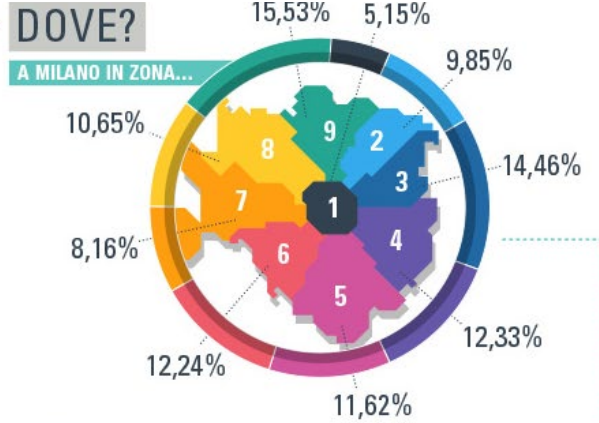
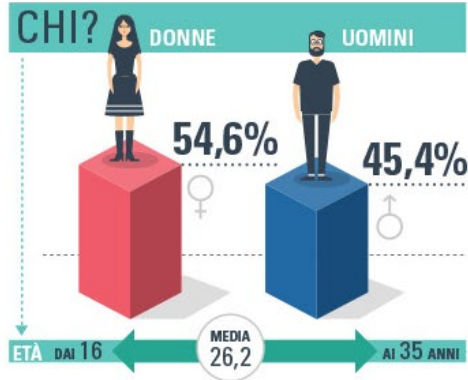
ART DIRECTION, INTERACTIVE



ART DIRECTION, INTERACTIVE



INFOGRAFIC, IDENTITY, GRAPHIC DESIGN



COSA MANCA NELLA CITTÀ DI MILANO?



LAVORERESTI ALLO SVILUPPO DELLA TUA IDEA IMPRENDITORIALE?

SI 66,9%

NO 33,1%

IN QUALE AREA DI INTERESSE?



SCARICA E LEGGI
I RISULTATI COMPLETI
DELLA SURVEY!

MYC
MILANO YOUNG CITIZEN

_museum_identity
_art direction _exhibit
_walpapers _texture



COMUNE DI MILANO / BASE



IDENTITY, LOGO

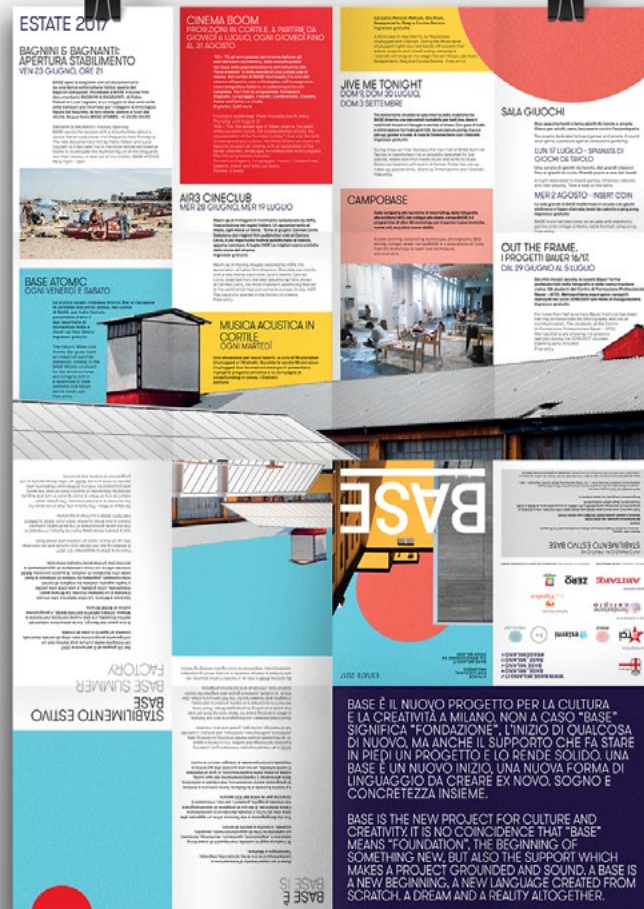


HSA HIT SINGLE ARENA

agency: Comalab

_logo _brand identity
_merchandise
_music_baseball





BASE /bà·se/

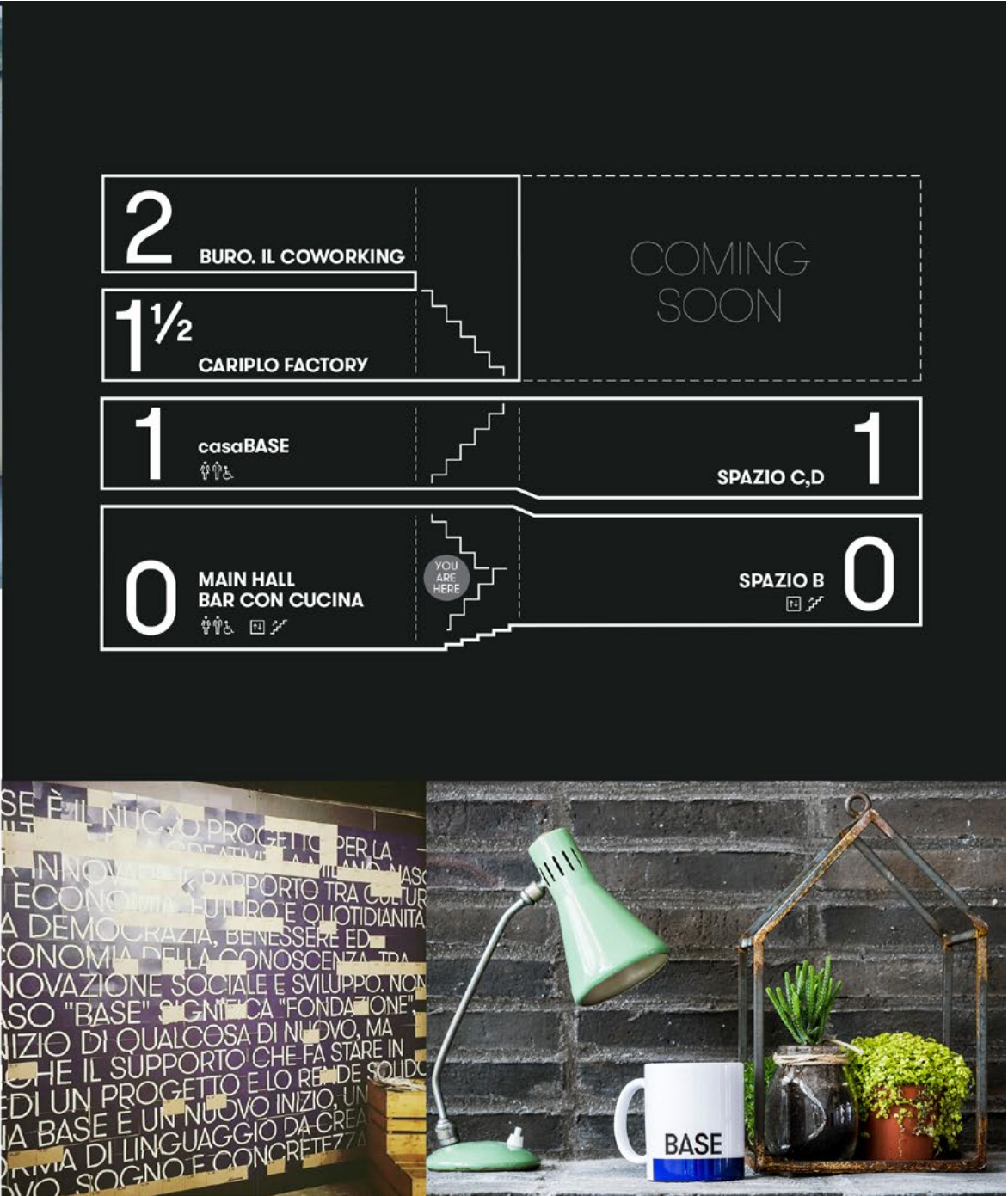
nome, singolare, femminile - 1. l'inizio di qualcosa di nuovo;
2. Supporto che fa stare in piedi un oggetto e lo rende
solido; 3. Luogo di partenza per viaggi ed esplorazioni.

BASE
BASE_MILANO

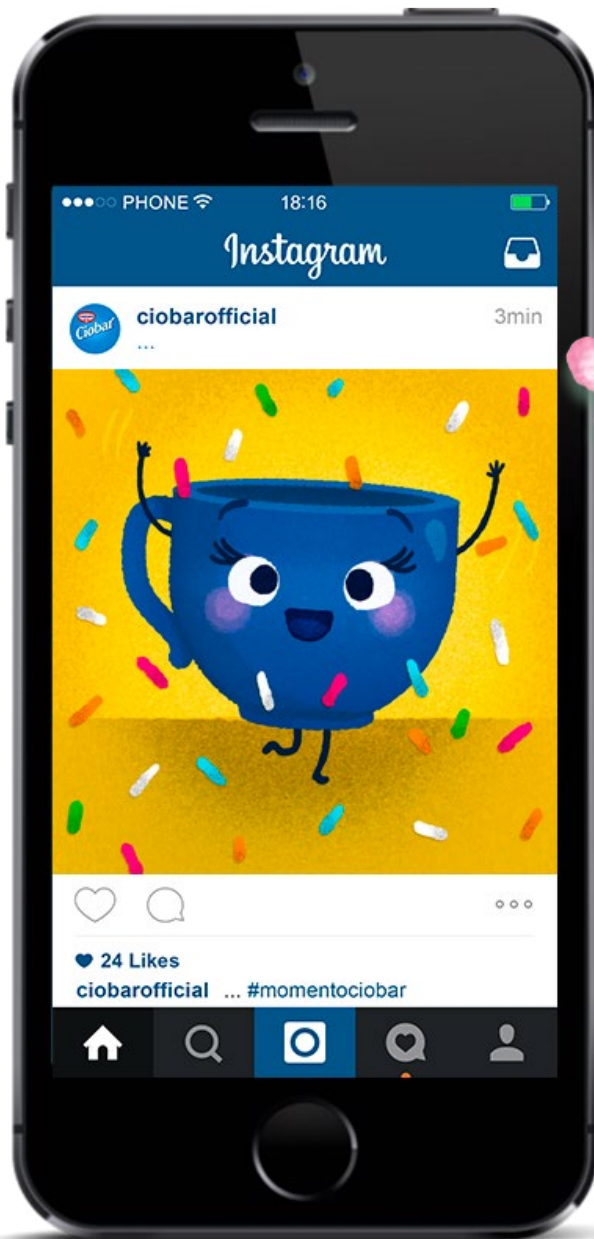
_art direction _exhibit
_magazine _gadget
_communication

GRAPHIC DESIGN, LAYOUT





ILLUSTRATION



CIOBAR
INSTAGRAM
VIDEO
CAMPAIGN
agency: H-art

_character design
_illustration _social

ILLUSTRATION



IDENTITY, GRAPHIC DESIGN

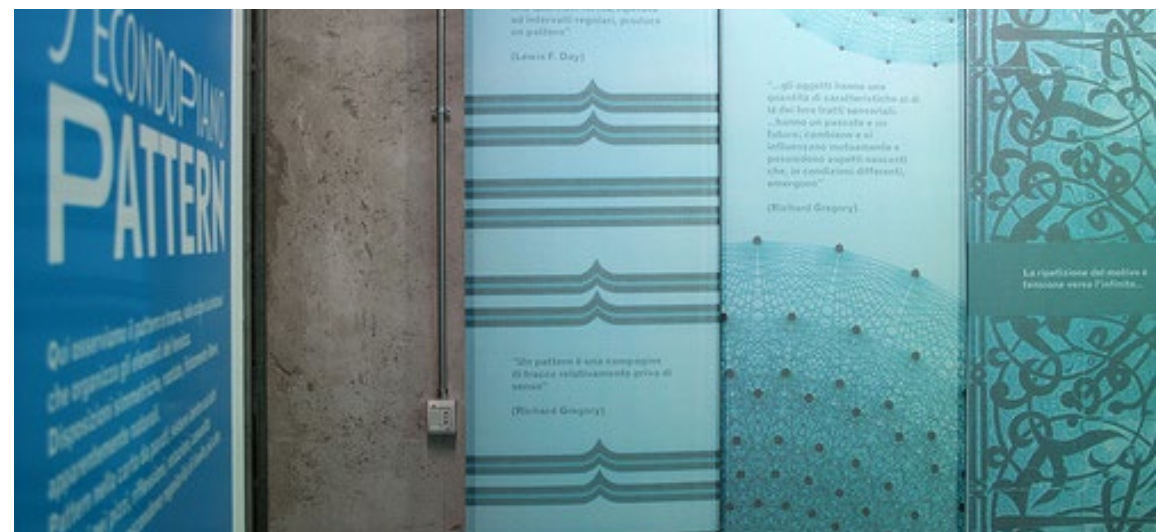
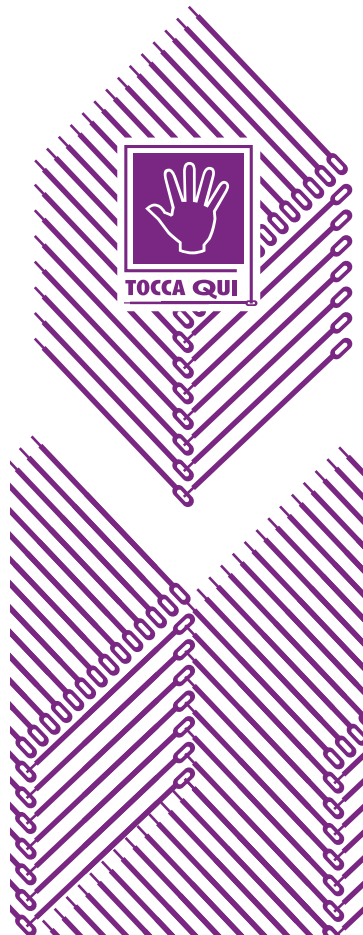


MAF
MUSEO ARTI
FEMMINILI
con ID-lab e Ghigos Ideas

_museum
_brand identity _web
_art direction
_wallpapers _texture

IO
HO SEMPRE
CONSERVATO
TUTTO,
ANCHE
UN CHIODO.

MA NON
PER IL CHIODO!

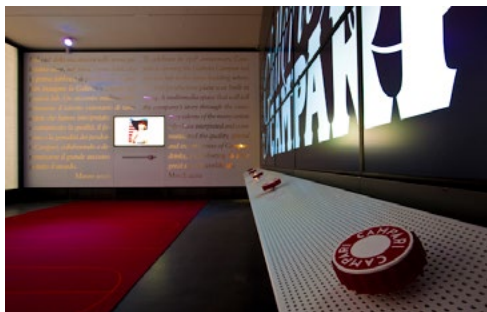


IDENTITY, GRAPHIC DESIGN





GRAPHIC DESIGN, INTERACTION, ART DIRECTION



GRAPHIC DESIGN, INTERACTION, ART DIRECTION



CAMPARI GALLERY

con Cogitanz

_art direction _interaction design _concept development _graphic design

IDENTITY, LOGOS





ICAN CONVENTION 2015

_illustration _gadget _nuke

LIVE WALL



MIKAMAI UNCONVENTIONAL WALL

_illustration _live painting _murales _identity _analog





BARILLA/FUTURE BRAND

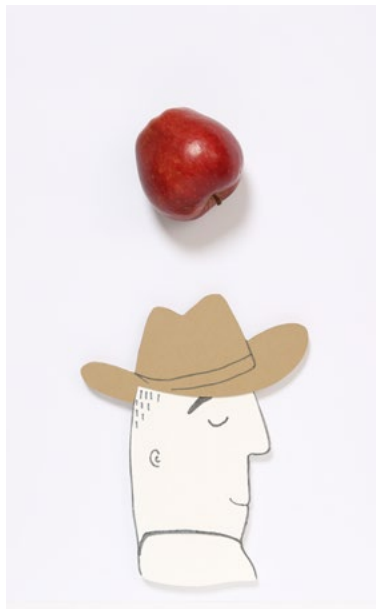
- COMUNICATION STRATEGY
PRESENTATION-

con Ananimation

_video _set design _illustration
_art direction _concept



ART DIRECTION, ILLUSTRATION

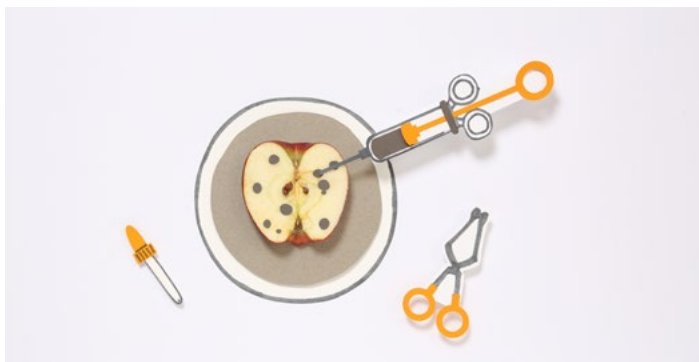
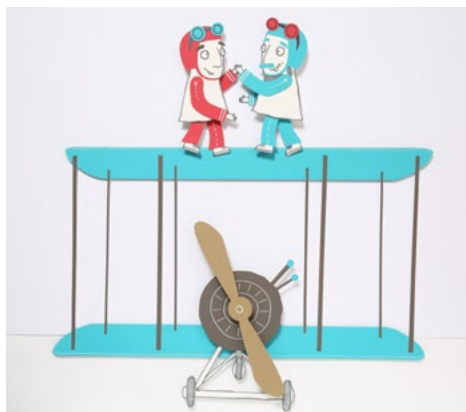


ASTRAZENECA

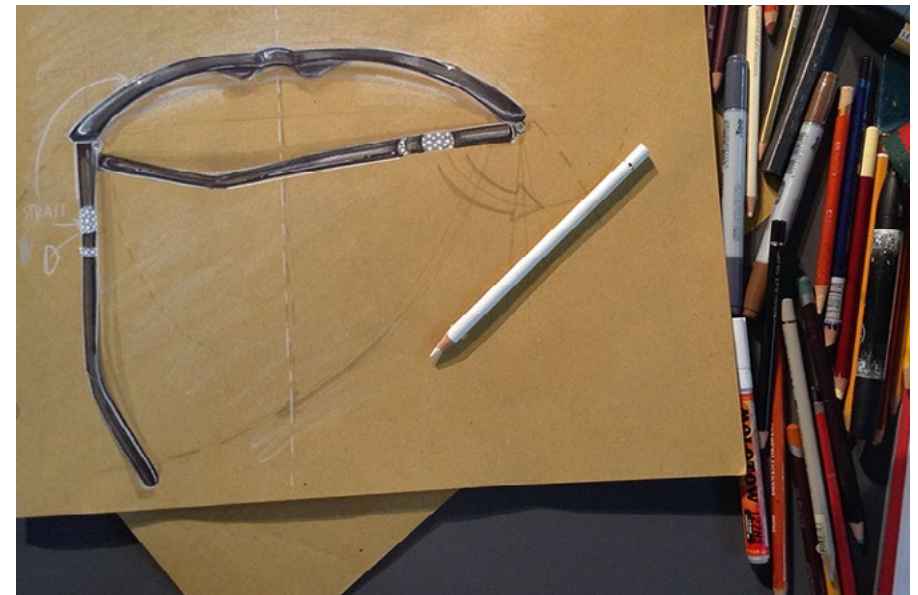
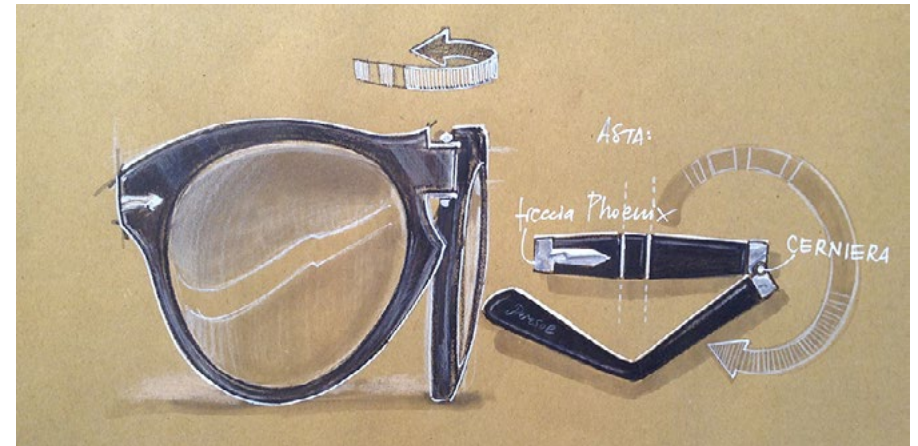
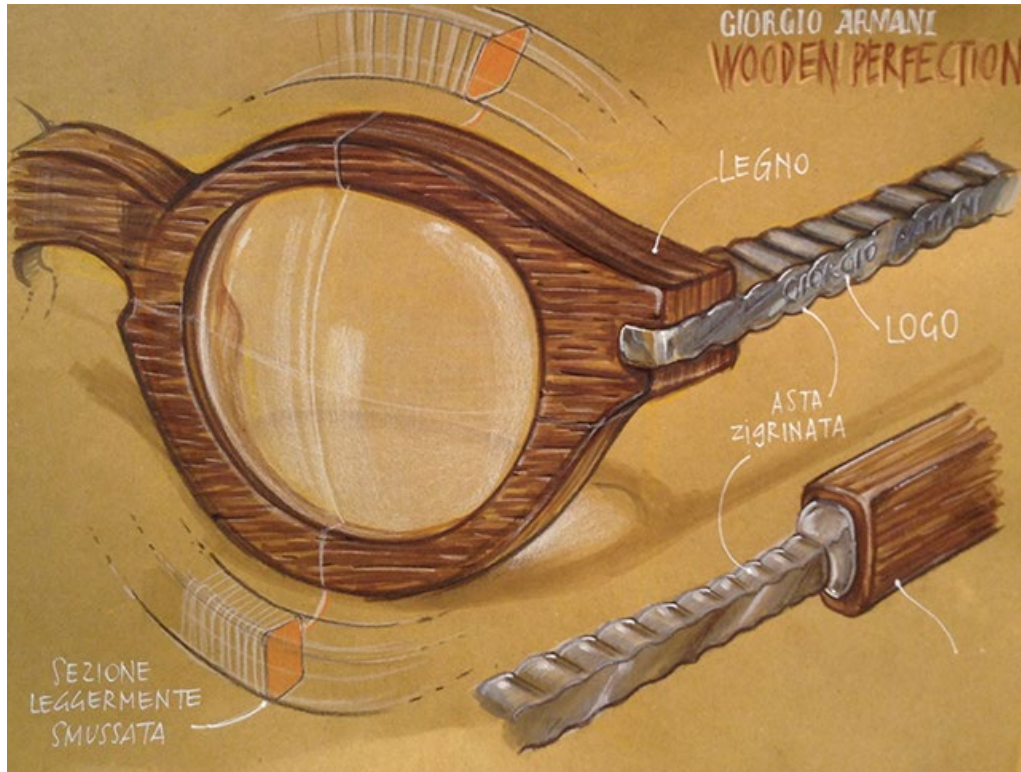
- NEW PRODUCT PRESENTATION -

agenzia: Cogitanz
con Ananimation

_video _set design _illustration
_art direction _concept



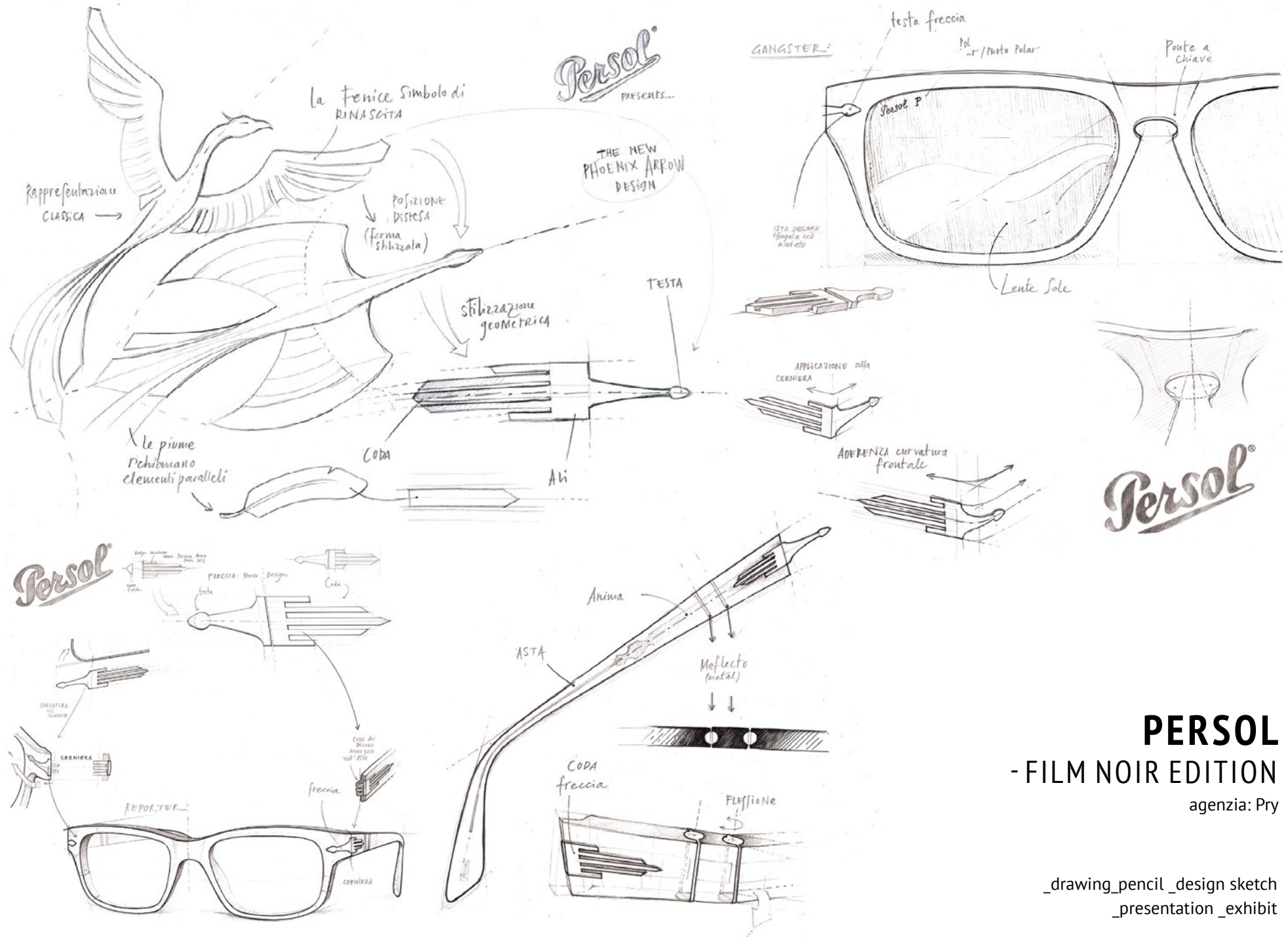
DESIGN SKETCHES



LUXOTTICA
- LUXOTTICA DAYS
LIVE SKETCHING

_drawing _pencil _live _marker _design sketch

DESIGN SKETCHES

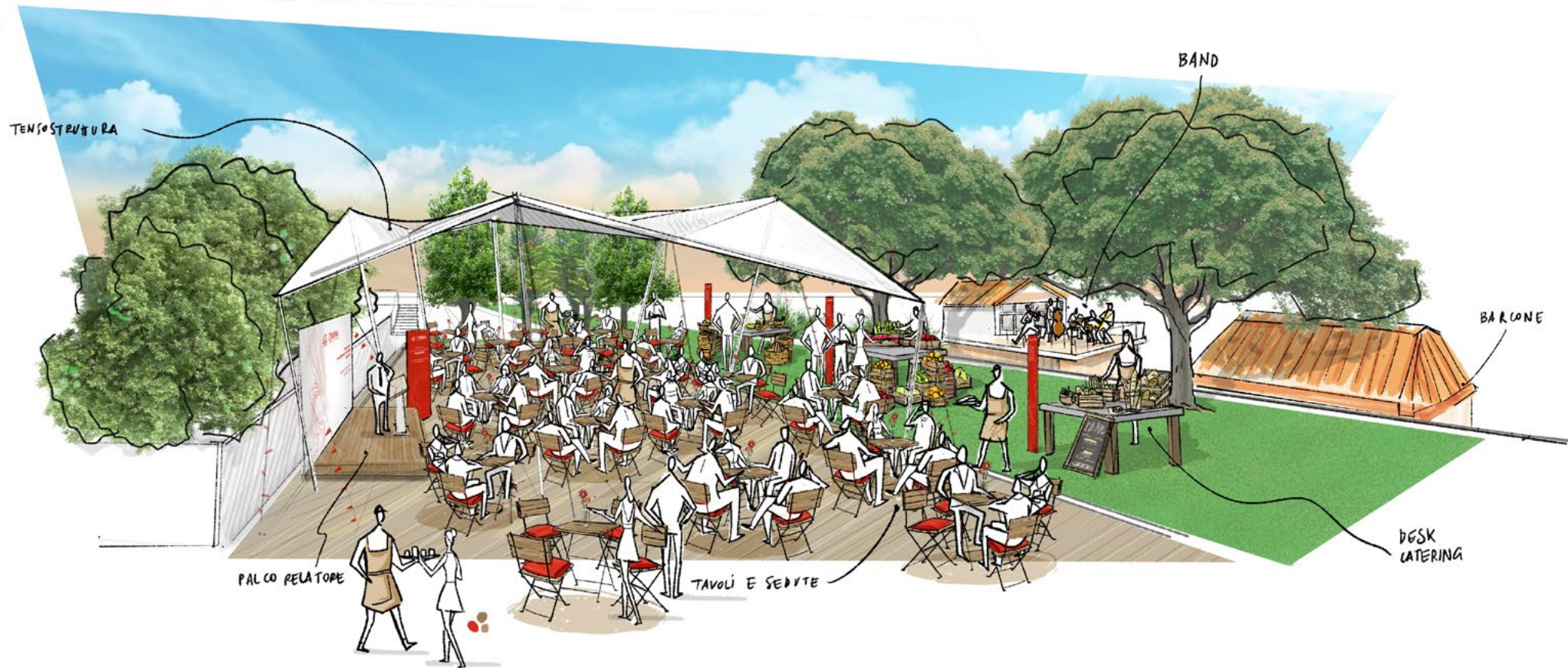


PERSOL
- FILM NOIR EDITION

agenzia: Pry

_drawing_pencil _design sketch
_presentation _exhibit

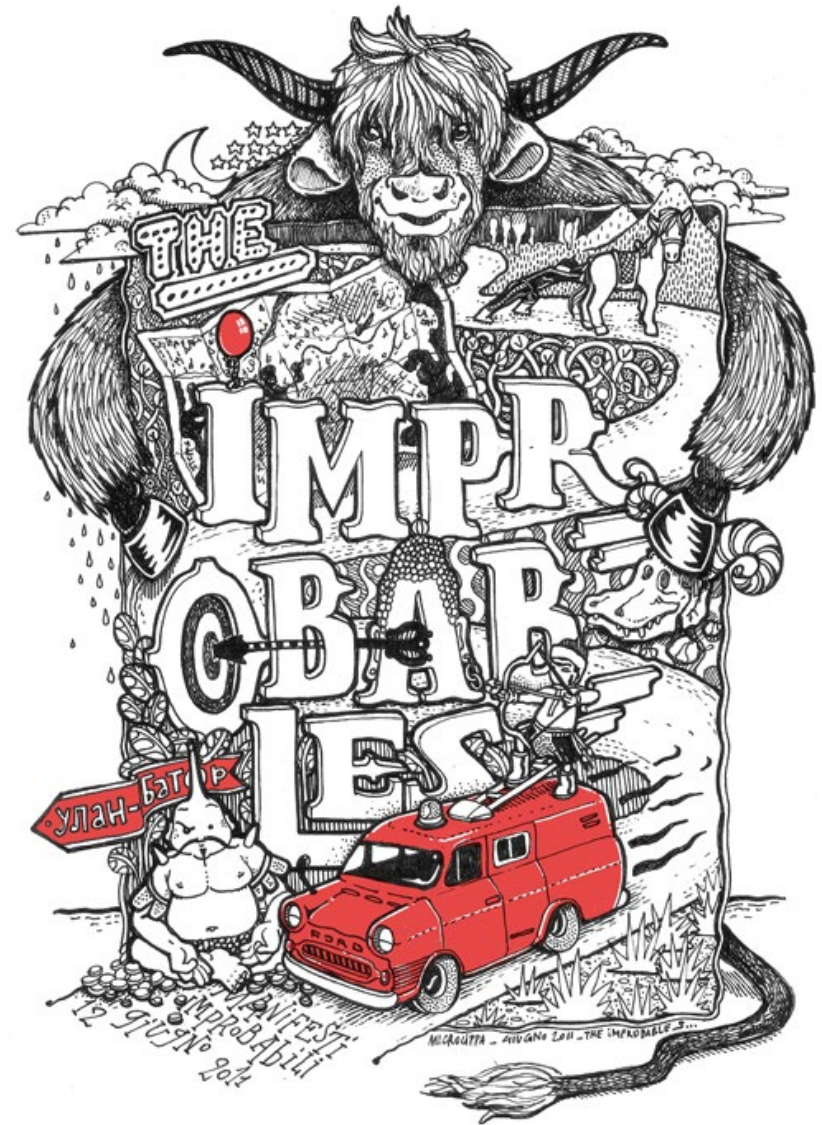
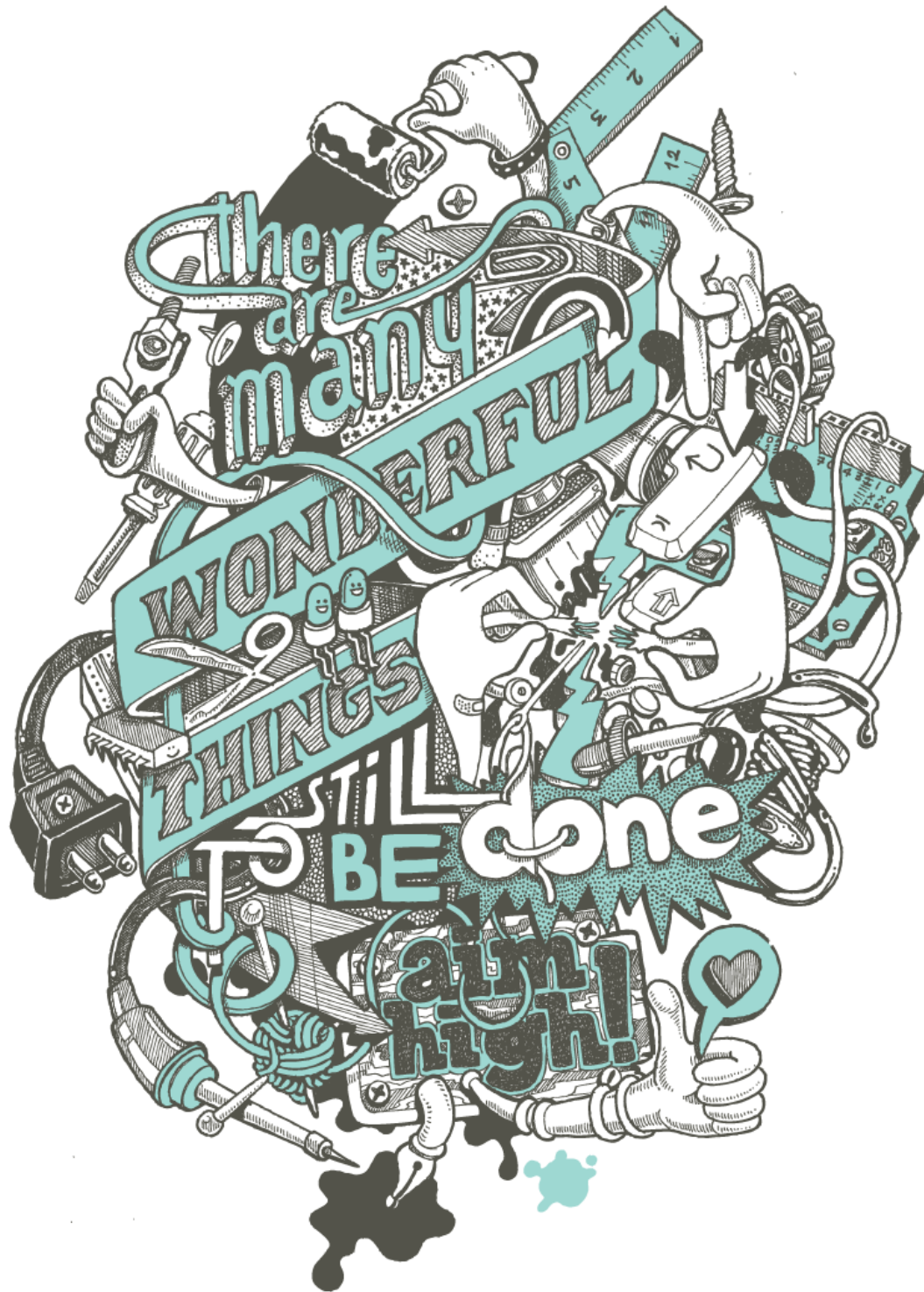
DESIGN SKETCHES



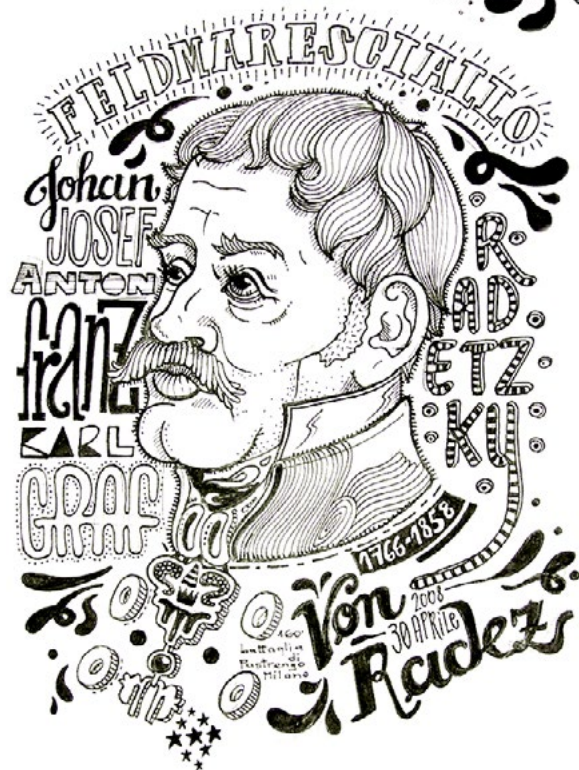
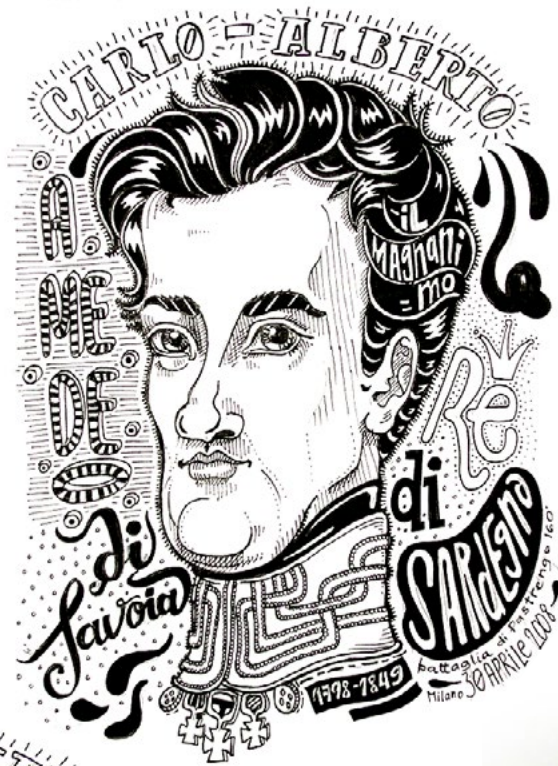
GENERALI - EVENT PRESENTATION

agenzia: SuperGlue

_drawing_design sketch
_presentation_event



HAND LETTERING
- VARIOUS PURPOSES



GRAPHICS

PREMIUM CHRISTMAS CAMPAIGN

2013/14/15

agency:
Comalab

_3d
_illustration _graphics
_photo composition



MEDIASET
PREMIUM

Rendi unico il tuo Natale

PREMIUM
for Christmas

**A 39€ VEDI TUTTO
PER 2 MESI**

CALCIO SPORT CINEMA SERIE & DOC PREMIUM PLAY FULL HD

PROVA E DECIDI!

PREMIUM

MEDIASET

PREMIUM

RENDI MAGICO
IL TUO NATALE

PREMIUM
FOR CHRISTMAS

3 MESI a
39€

PREMIUM

MEDIASET

PREMIUM
MEDIASET

Christmas
BOX

CHRISTMAS
Time

25

PREMIUM

MEDIASET

ACCENDI IL TUO NATALE, RITORNA

PREMIUM
FOR CHRISTMAS

39€
CON
VEDI TUTTO
PER 3 MESI
SENZA IMPEGNO

39€
CON
VEDI TUTTO
PER 3 MESI
SENZA IMPEGNO

ILLUSTRATION, STREETWEAR



PHCY
-PHARMACY
INDUSTRY
CREATURES

_2008/9
_character design
_streetwear
_teens _merchandising
_window design
_stationary

ILLUSTRATION, STREETWEAR



ILLUSTRATION, STREETWEAR



ILLUSTRATION



LOROPIANA

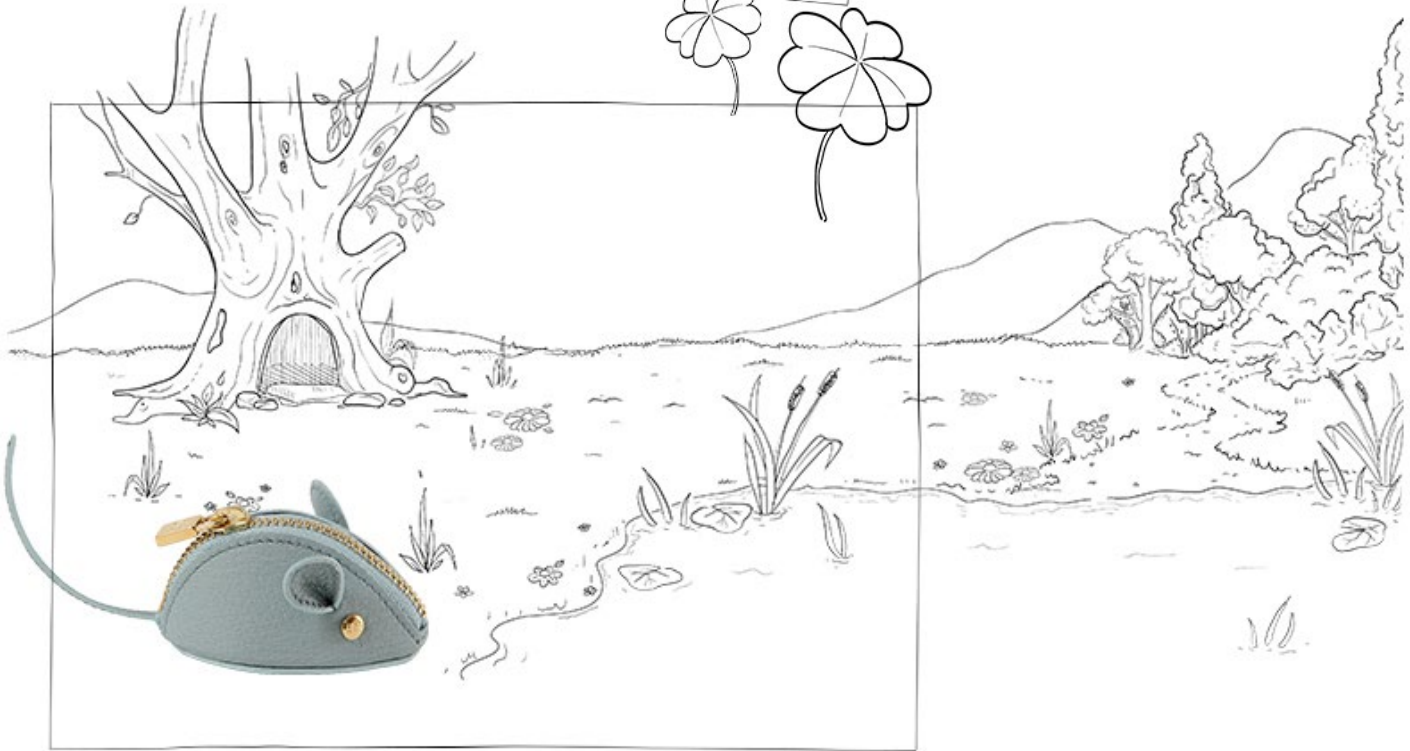
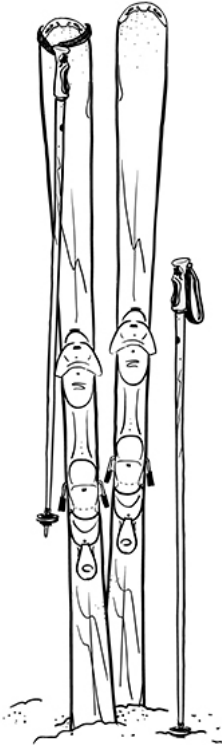
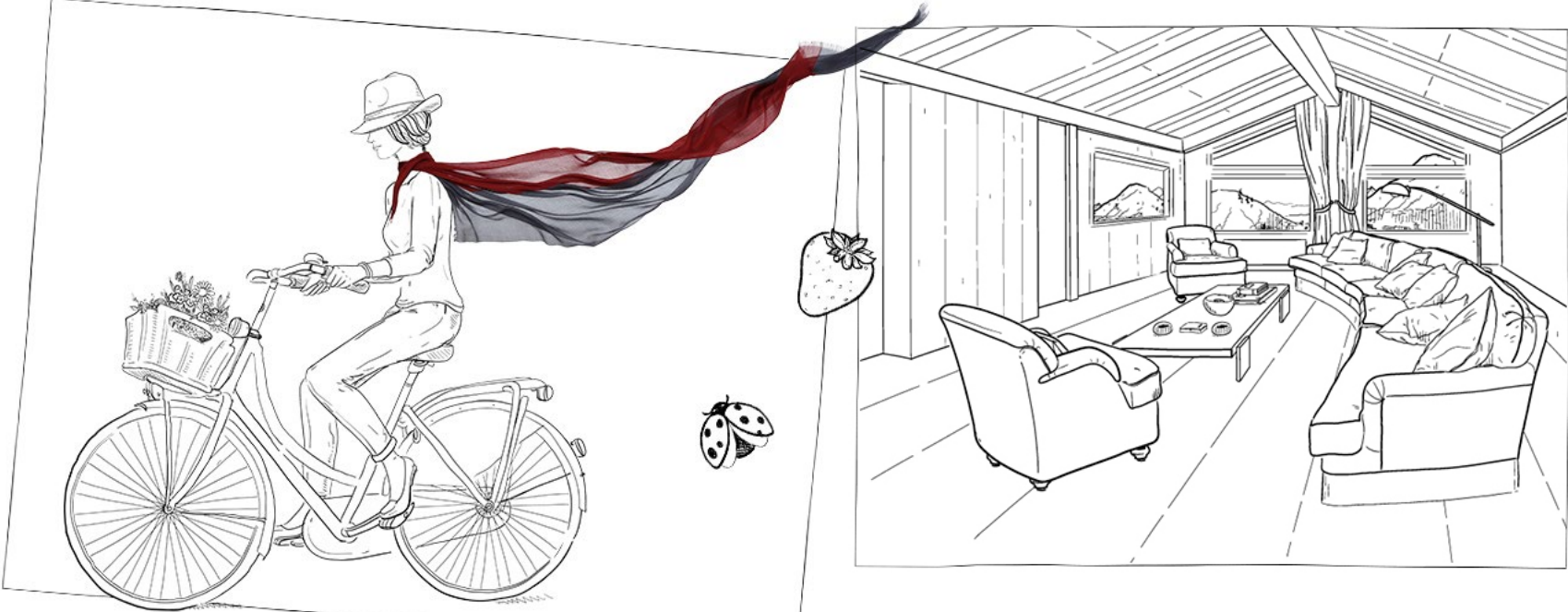
HOTSPOT ILLUSTRATION

2012/2017

agency: Havas

_illustration _stop motion _web

ILLUSTRATION



The Blend



LOROPIANA

ART DIRECTION, INTERACTIVE

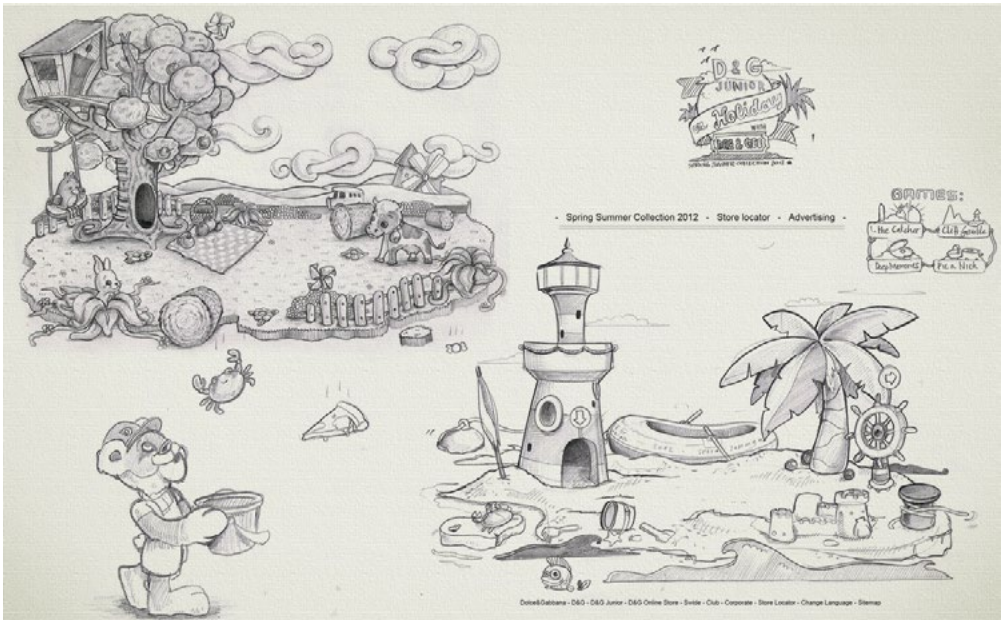
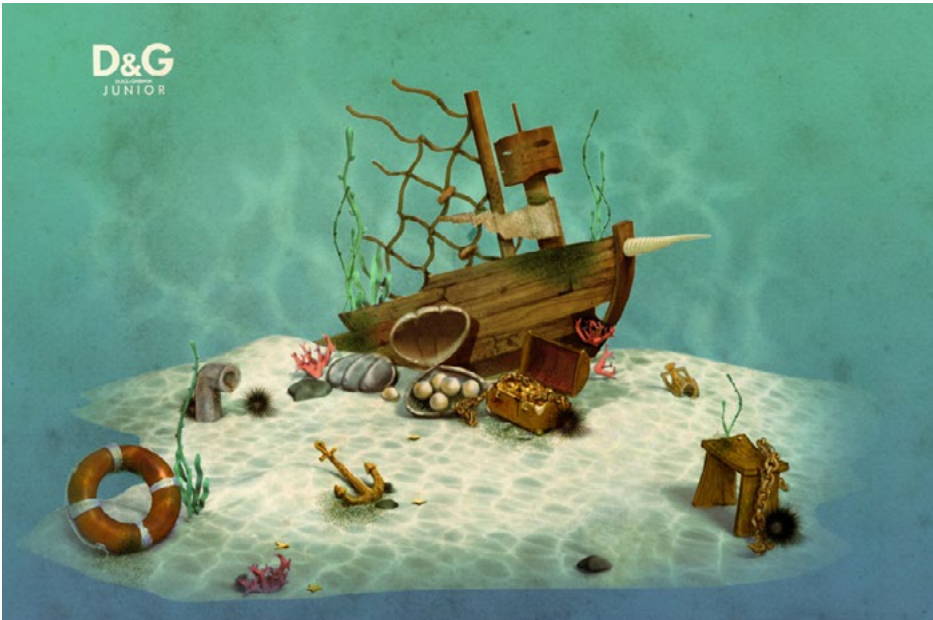


D&G JUNIOR
HOLIDAYS

2008/11_agency: Cogitanz

_art direction _web design
_illustration _character design
_game

ART DIRECTION, INTERACTIVE



ART DIRECTION, INTERACTIVE



ART DIRECTION, ARCHITECTURE, MASCOTTE



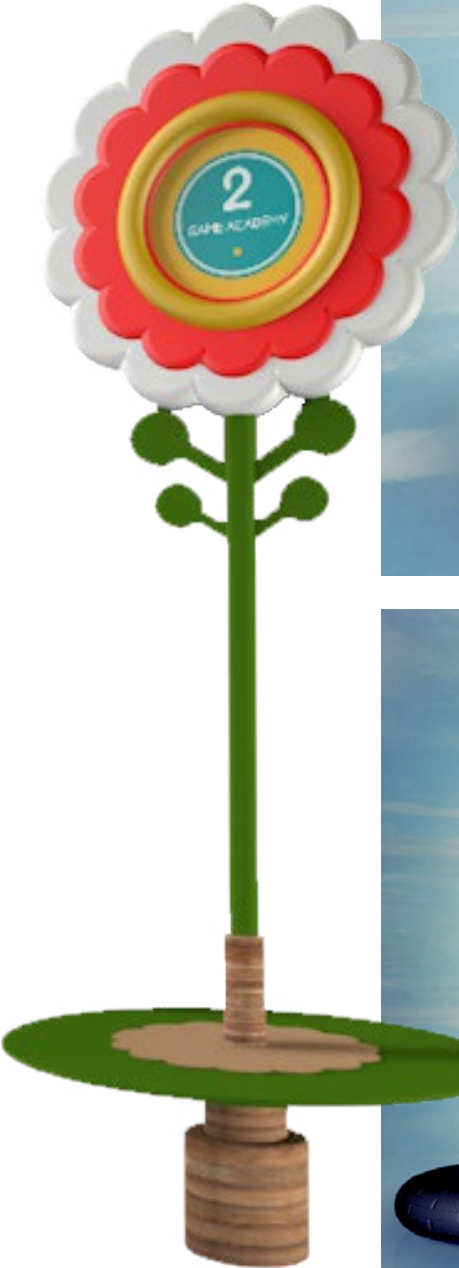
LUNEUR

2011-2012
con GiòForma
per Filmaster|Luneur S.r.l.

_art direction _set design
_mascotte _3d _ambientale
_redesign _luna park
_architettura



ART DIRECTION, ARCHITECTURE, MASCOTTE



ART DIRECTION, ARCHITECTURE, MASCOTTE



GRAZIE
Joyce Bonafini