



# SILVIA ALBERTI

*Silvia Alberti*

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Design is an action an artist takes that is related to something that caused it. We are influenced by what is around us all the time and, even without noticing, our work and actions are always the result of an event that stimulated it.

# Spada Winery

## Wine Magazine

A ten-page brochure that showcases the territory and products of Spada Winery, in Valpolicella, Italy.

The photography, the design, and the layout are all my own creation. A combination of photographs including still life and outdoors, give the piece a professional but also artisanal feel.



Spada Winery - Print Magazine, 2021

## About Valpolicella

Valpolicella is home to four styles of wine and millennial of viticultural history. From Ancient Greek cellars to contemporary collectible bottles, the red wines of this Italian region might just become one of the best.

# Wine Fragments

## Digital Artwork

A wine bottle “sliced up” into four pieces. Even with its simplicity, this work is quite meaningful to me. Not only it adds to my collection of wine art, but it also revisits an effect that I tried in my early work back in 2012, when I was only twelve years old, and the subject was my brother, Pietro.



SPADA WINERY

Wine Fragments - Photo Manipulation, 2021

# Amarone Valpolicella

## Product Brochure

A creative wine magazine for Spada Winery. In this piece, I included all the products made in the territory and laid them out in a concise way.

This is a simple design with a creative user experience. A brochure that goes beyond the digital work, connecting to space and the role that the brochure plays in it.



*FIRMUS Amarone Valpolicella  
Print Brochure, 2022*



**Design  
Photography  
Layout**

# PURE

## Premium Distilled Gin Package Design

I approached this project with the intent to convey cleanliness and sophistication for a spirit packaging. "Pure" is a brand that reflects elegance and simplicity; it is meant to be a high caliber product.

The color palette used is a simple combination of black and white. The brand is meant to transfer its values with the layout and the choice of the material selected. It is intended to avoid any distracting or decorative elements that would attract the interest of the wrong target audience.



PURE - Package Design Prototype, 2022

# Nature Fragrance

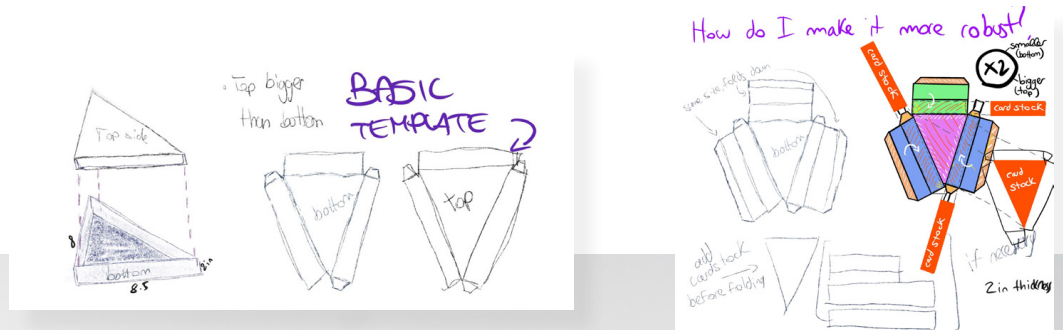
## Cosmetics Package Design

Often, we use products that are labeled as natural and organic; however, they are packaged in an industrial and surely not eco-friendly way, giving away the whole purpose of the product. In this package design, I wanted to show a natural product in a natural package. The combination of clay and wood contributes to the primitive essence of this product.

The composition of the piece is a module made of triangular prisms. Each shape is a triangle, and all together they form a bigger triangle. The geometry of the piece is quite interesting.



Nature Fragrance - Package Design Prototype, 2022



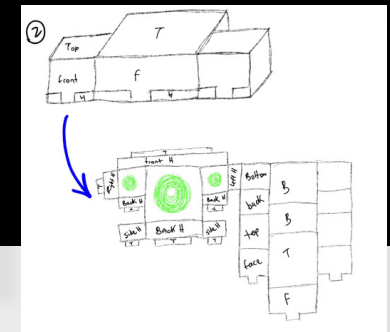
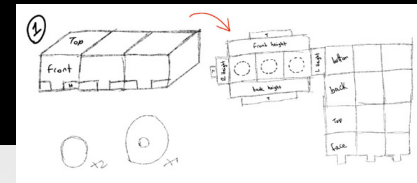
# Sweet Bubbles

## Package Design

A sweet, soft, and relax design for this packaging represents exactly what each customer would expect from a bathing packaging. The colors and the typography, playful but simple, enhance the product's aesthetic by suggesting a feel of calmness for our personal care.



The muted colors are picked specifically to make a color palette that would be gender-free, making this product enjoyable by everyone regardless of their gender identity. The creative and interactive layout of the packaging allows the user to touch, feel, and smell the product as a whole, developing a connection with it that goes beyond the standard visual elements.



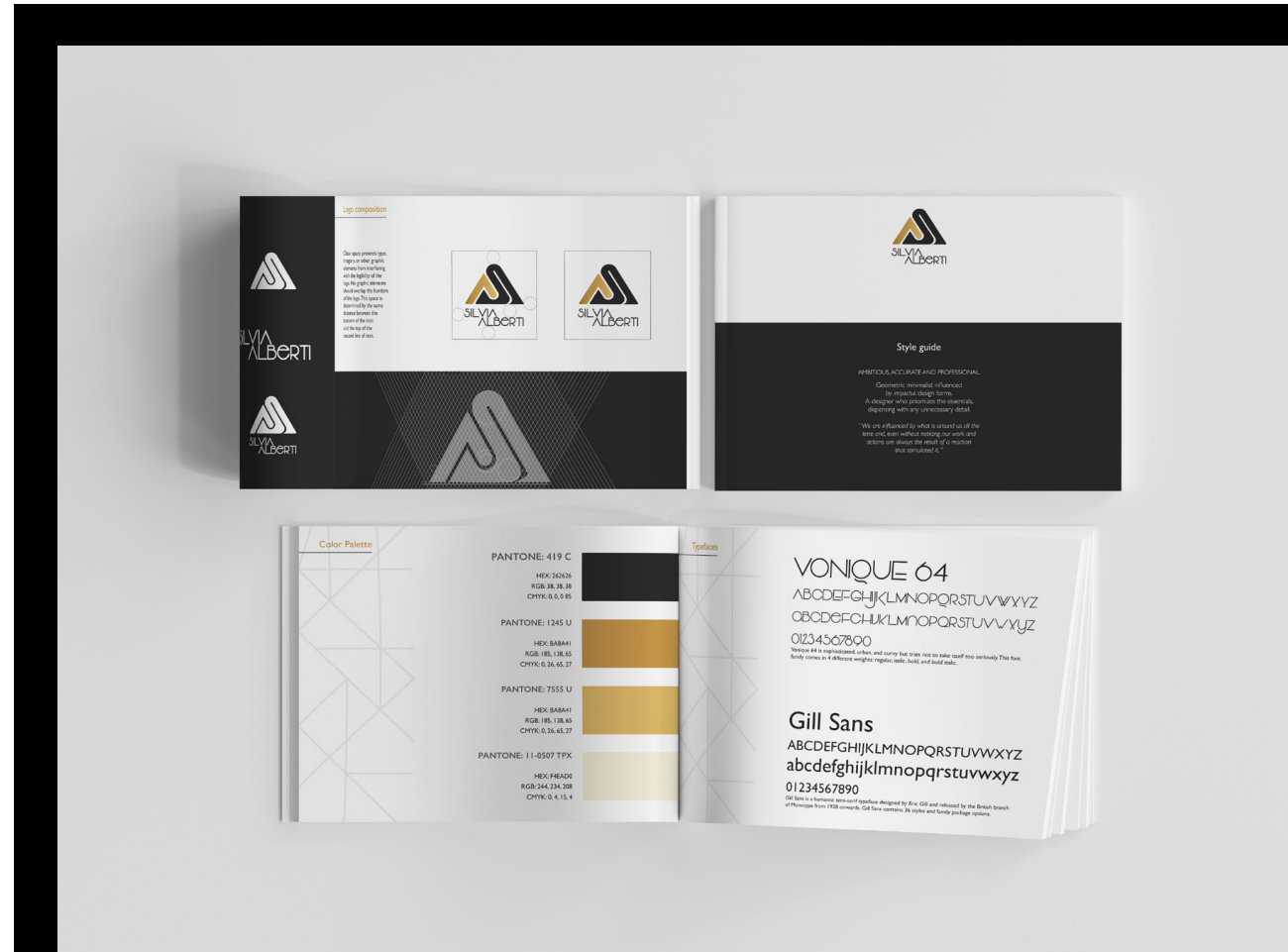
Sweet Bubbles - Package Design Prototype, 2022

# Silvia Alberti

## Self Brand Identity

A class project where I was assigned to build my own brand identity. After a few sketches on paper, I built myself a grid and started to design my logo: a letter-form combination of my initials. Afterwards, I designed a piece that reflects my brand guidelines, including typefaces and colors.

This piece helps with consistency and cohesiveness for my collateral and my own advertising.



Silvia Alberti - Brand Identity, 2022



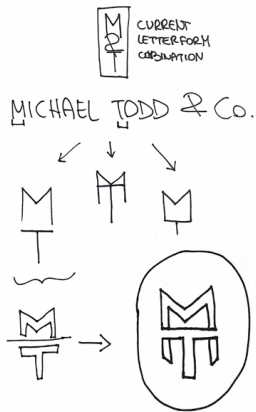
# Michael Todd & Co.

The keywords for Michael Todd & Co. are customer-centric service, integrity & transparency, innovation, and quality. I believe that a modern, sleek, geometric design is the best approach to represent them visually.

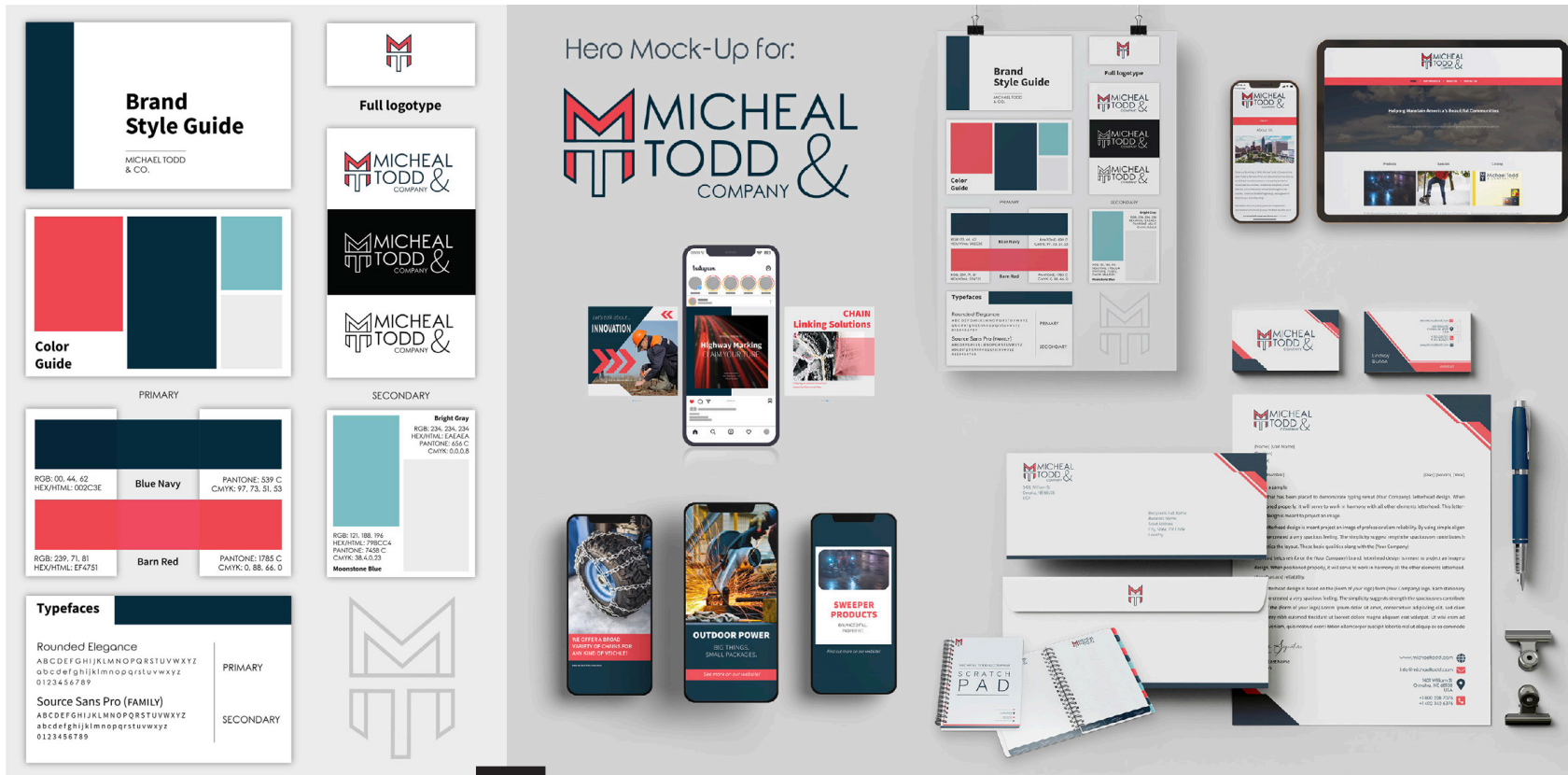
Beginning with the logo, the “business card of the company,” I aimed for a geometric letter form combination that also includes the primary colors of the company.

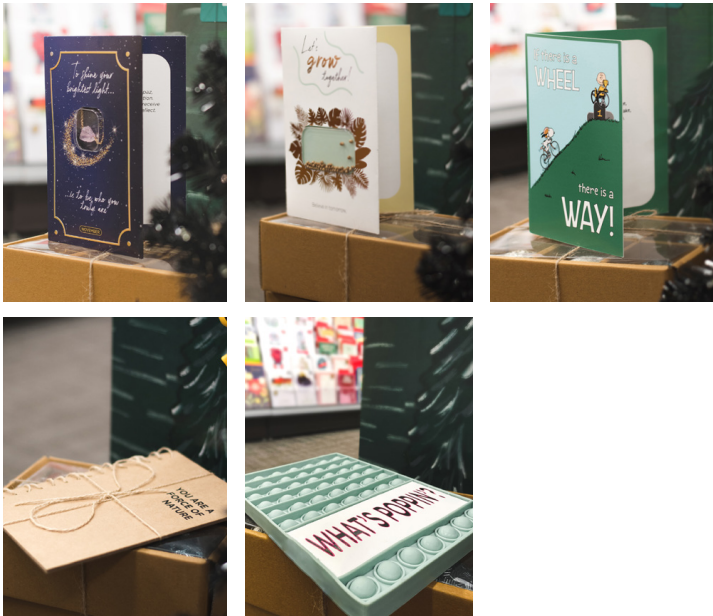
## The Process

Before starting to work on the company’s collateral, I put all the graphic elements together and designed a style guide that provides cohesiveness throughout the brand’s visual identity. Lastly, I made some collateral as an example of how the style guide should work for the client to use in future advertising.



Michael Todd & Co.  
Brand Proposal, 2022





Prototypes of: "When You Care Enough... To look at the Bigger Picture" - Marketing Campaign, 2022

## When you care enough... To look at the bigger picture

Self awareness, Sustainability, and Inclusivity are the three pillars of a marketing campaign that targets Gen-Z as both customers and new employees.

These are only a few of the prototypes that I pitched to CMS, the Creative Marketing Studio on the 9th floor of Hallmark Headquarters. Each piece had been strategically designed according to the message it needs to convey, creating a "Hall-Inclusive" pitch idea.



# Digital Anatomy

## Digital Portrait

A digital portrait from a profile view.

A combination of colors that contrast with the background.

Designed with the use of organic shapes, the piece brings the whole composition together in one, unique artwork that serves to represent how much the Internet and the digital world are influencing art and lives every day.



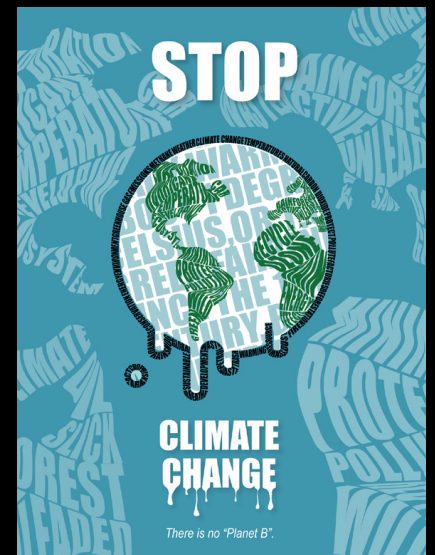
*Digital Anatomy - Illustration, 2022*

# STOP Climate Change

## Typography PSA Poster

A typographic illustration made to bring awareness to the topic of climate change. The illustrations have been made using only text that is warped into shapes.

The color palette shows hues related to our planet while the typography is simple and bold, catching the audience's attention to deliver a message.



PSA Poster - Typography, 2022

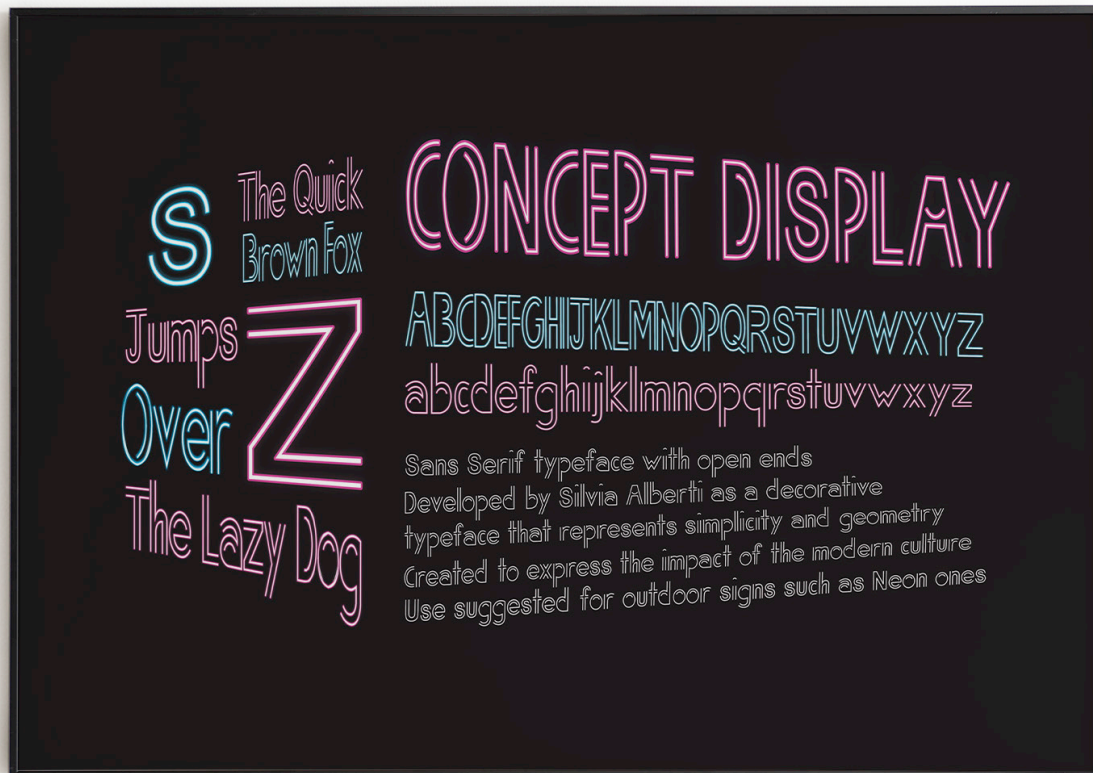
# Concept Display

## Typeface Design

A sans-serif typeface developed by me that represents my design style, based on simplicity and geometry.

*Concept Display* is designed using many strokes with open ends. The type-specimen poster, designed in 3D perspective, is only the last step in a process that began with a few sketches on paper and was finalized in Adobe Illustrator and Glyph, creating an artwork that resembles geometric shapes.

abcdefghijklmnop  
nopqrstuvwxyz



# “Honor Your Uniqueness”

Inspirational Poster



A **“bold”** illustration.

A **motivational** poster.

My **reaction** to an **action**.



Website Design - UX/UI, 2022

# My Portfolio

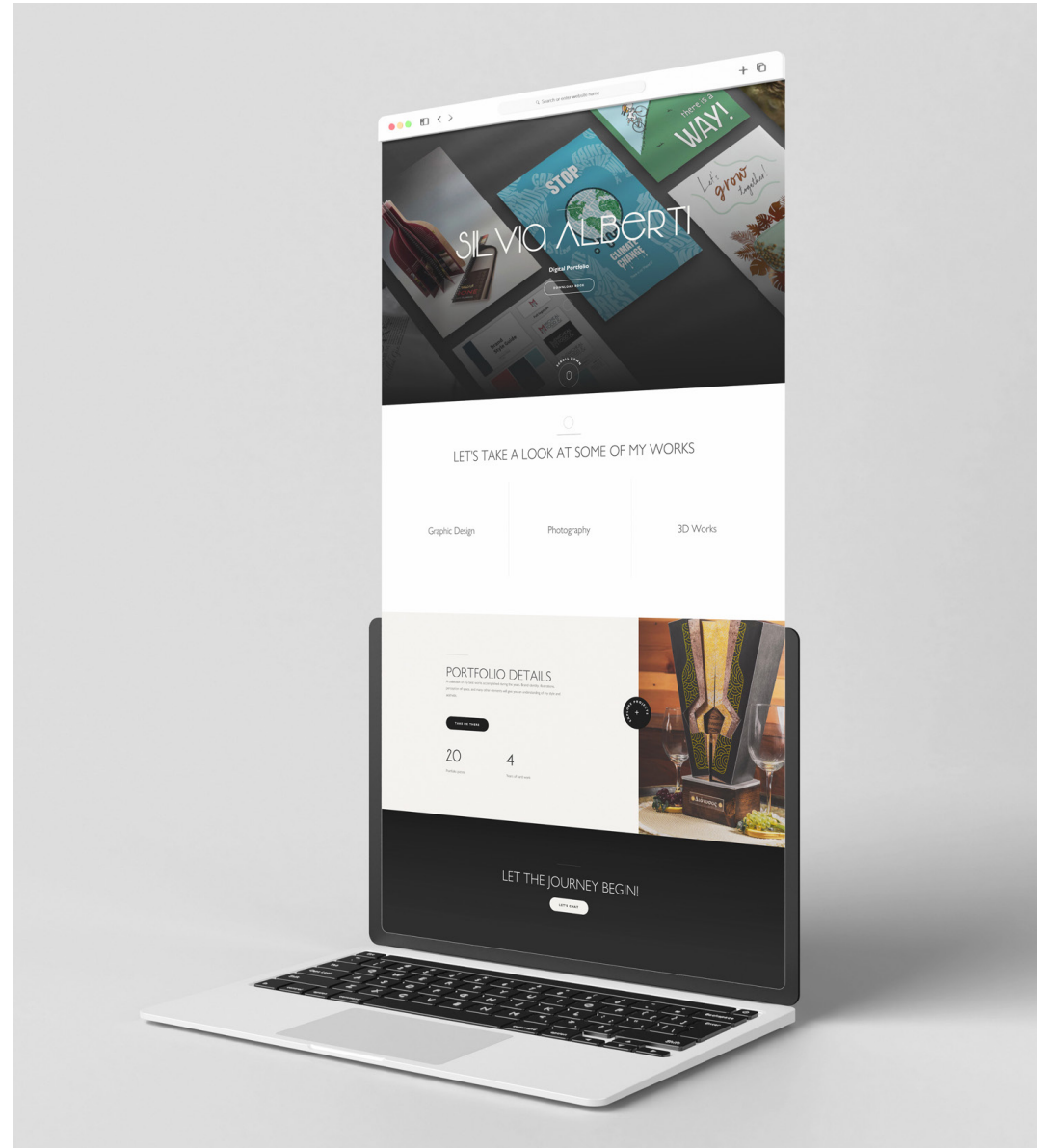
## Website Design

I have many examples of prototypes of apps and websites made in Adobe XD. I cannot think of a better way to display my abilities in the web design field than with an actual example, my Wordpress site.

This is the result of three different sites under the same domain that got switched yearly just so I could familiarize myself with new plug-ins or themes. I taught myself Wordpress by learning as I built.

Thankfully, I have not included the first one in these pages, even though that site was the beginning of a journey, where everything started.

[\(Click here to view\)](#)



# Διόνυσος - Dionysus

## Package Design

My goal here is to reflect the process of incorporating new materials such as wood, leather, acrylic, magnets, and paper into the design itself. The exploration of their interaction was crucial for my process.

The target audience is wealthy households, fashionable and passionate wine lovers that would see this box as a trophy rather than as packaging. By using many materials, I was able to appeal to the target audience; the production of the package is, in fact, quite expensive.



Διόνυσος Dionysus - Package Design Prototype, 2022



I chose a color palette that not only reflected my work, but that would also fit the wine industry. I took my inspiration from the colors of Zymé Winery, a high-quality wine company in Valpolicella, Italy. I decorated the outer part of the box with an illustration that reflected the style and the aesthetic of my project, bringing all of the design elements together in one, unique wine packaging.

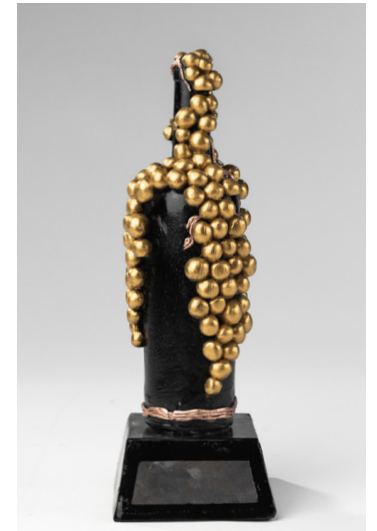




# Golden Spirit

## Wine Sculpture

A 3D wine composition to add to my collection of wine works. The sculpture was made using silicone molds and cast in plaster. This is the result of a month-long process that I completed for a school assignment. I particularly enjoyed this project because it involved alternating between positive solid forms and negative voids, as well as exploring the relationship that the piece develops with space.



"Golden Spirit" - Plaster cast, 2022

# TYPE!

## Typographic Installation

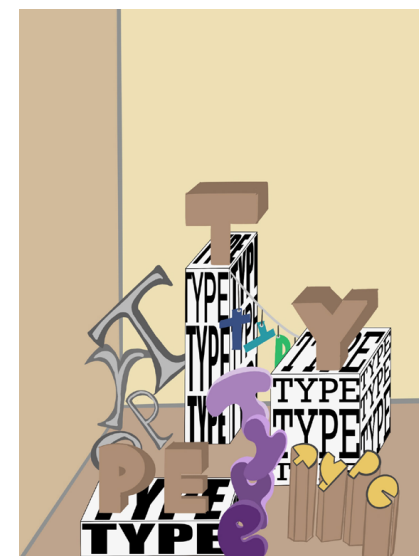
When Science meets Art... *Typography happens!!*

This 3D render gives the audience a tangible feel of how type impacts art and design. As a graphic designer and 3D artist, I had to make a piece aimed at reflecting my two main interests. In this installation, I played with serif, sans-serif, and creative typefaces by balancing the role they all play in the piece. Demonstrating that even when we talk about something as “simple” as type it is important to consider gestalt and hierarchy to be able to realize something balanced and harmonic.

*Materials Used: Wood, Cardboard, Vinyl, Paper, Ink, String*



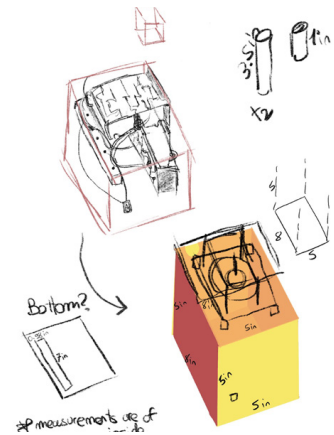
*Typographic Installation - Typography, 2022*



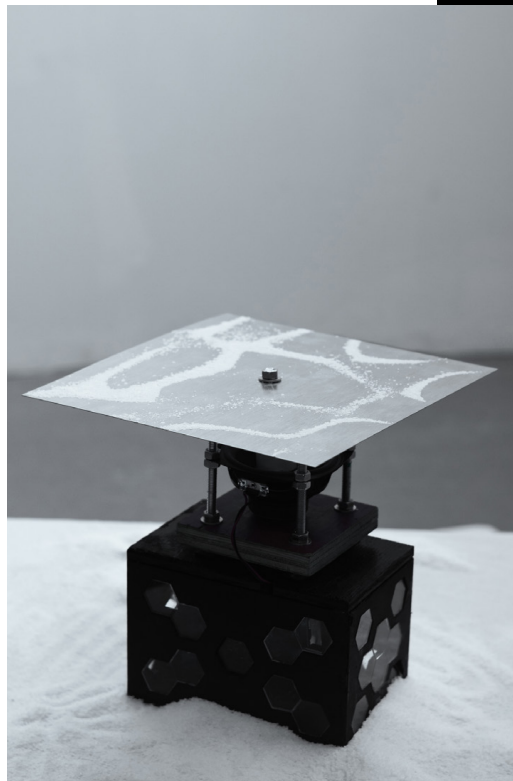
*First Sketch of the Installation  
Typography, 2022*

# What Does Sound Look Like?

A sculpture, a scientific experiment, a visualization of sound, you name it. This conceptual project was born with the intent of representing sound in its visual form, it all started by disassembling a speaker and re-assembling it into a more strange, unique form. As the frequency plays through the speaker, we notice the patterns that the salt starts to form according to the motions of the vibrating plate.



"What Does Sound Look Like?"  
Conceptual Sculpture, 2022



*Let's take a look at the piece in action!*



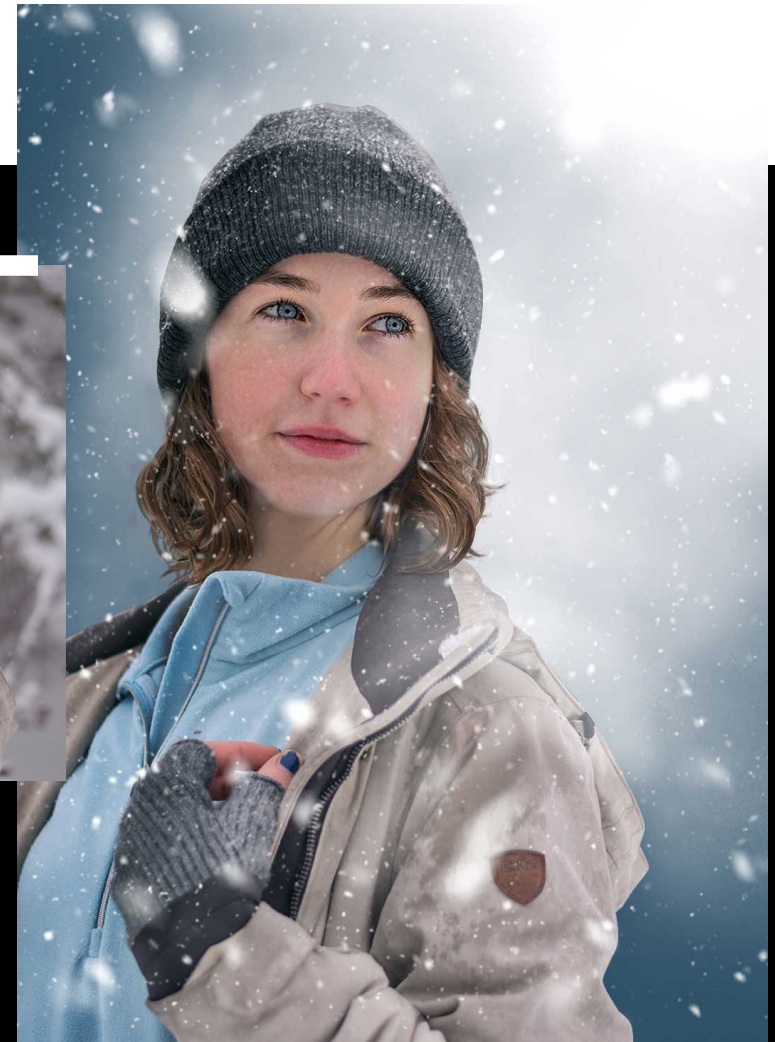
*(The video is attached in another slide due to Slideroom's reproduction settings)*

# Photo Manipulation & Re-touch

## Professional and Creative Portraits

Three portraits that perfectly display something I truly believe in: "Good design is invisible". Even though this is not strictly graphic design, each one of these photos that I took has been perfected in Photoshop, pixel by pixel, layer by layer, with the perfect balance of creativity and reality. Avoiding any disruptive editing and resulting into three playful works of great quality.

Frequency separation, dodge & burn, color corrections, and many other adjustments have been applied to each individual photo.



Layers  
Layers  
Layers



Lara (L), Molly (Center), Silvia (R) - Photo Manipulation, 2022



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*Come visit my gallery in the Metaverse!*

(VR set is NOT required)

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