Welcome to my

PORTALE

portfolio

Alessandra Lupi
(spoiler: that's me)

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nice to meet you, I'm **Alessandra Lupi**

HELLO!

Visual designer, copywriter,
full-time detail freak

And that's me! who would expect it?

*I'm fully aware that this isn't my best photo

LET ME TELL U SOMETHING

I like to speak about myself, so get comfortable because I speak **a lot**!

I'm currently studying **Digital Product and Communication Design** at ISIA Firenze, Florence (Italy) and I'm planning to get my Master Degree on February 2026.

I've always (literally, always) been interested in digital communication and graphic design and right now I'm looking for cool new opportunities to implement my skills.

MY INTERESTS

I looooove **writing** and **speaking** - I'm a very lousy person, I love making my thoughts and words clear to other people.
Since I already spoke about **digital communication** and **graphic design**, I'd also say **social media** marketing and **event design**.

And **inclusive** design - even though I think this shouldn't be an interest, but a mission for every designer.

WHAT ELSE?

I'm a **proactive** team player with strong **leadership** skills, but I value **collaboration** and brainstorming as key tools for growth.

I'm a fast, self-motivated learner with a solid background in **self-study** and a strong attention to details.

MY SKILLS

| Ps | Ai | Id | Pr | Ae | |

| | | JS | W | | |

🇮🇹 🇬🇧 🇪🇸
B2 B2

EXPERIENCE

February 2025 - May 2025
TBF Limited SRL
Intern

Curricular internship in **event management** and **PR** in the fashion industry.
Managed CRM activities, planned invitation campaigns, analyzed target audiences, and liaised with suppliers. Participated in strategic meetings and events.

March 2025
L'Officiel x Gucci
Production Assistant

April 2023 - June 2023
Direzione Regionale Musei della Toscana
Intern

Graphic design and social media management for the museums of Villa Medicea La Petraia and the Giardino of Villa Medicea di Castello.

Summers 2017 - 2018
Yuma Comunicazione
Intern

Social media management and event promotion.

EDUCATION

October 2023 - in progress
Master's Degree in Communication Design
ISIA Firenze, Florence (IT)

October 2020 - July 2023
Bachelor's Degree in Communication
Università degli Studi di Firenze, Florence (IT)
Grade: 110 cum Laude

September 2014 - July 2019
High School Diploma
Liceo Classico G. Leopardi, San Benedetto del Tronto (AP)
Grade: 100/100

MY PROJECTS

graphic design, branding, social media
Il festival del ciclo mestruale
a new redesign for an italian femminist festival

ux/ui
Stallo
designing and prototyping an app to park your bike safely

event design, graphic design
Diversity&Inclusion 2024
planning a workshop and its activities

graphic design, social media
Credibile Incredibile
a creative journey into upcycling and design thinking

social media, copywriting
Post global village
promoting ISIA Firenze's exhibition @ Fuorisalone 2024

graphic design, print design
Ortica
the itchy sexual magazine

event design, graphic design
MCL39
designing the launch event for the new McLaren car

graphic design
Personal projects

IL FESTIVAL DEL CICLO MESTRUALE

Do you really need a logo to build a strong identity?

For this project, developed within a Graphic Design course, I explored how **typography** alone can become the core of a brand's visual language.

I reimagined the identity of **The Menstrual Cycle Festival**, a feminist event held in Milan, now in its fourth edition. The result is a bold typographic system that makes the brand instantly recognizable without relying on a logo.

The communication includes **posters, merchandise, social media content** and an **Instagram filter**, all designed to reflect the festival's inclusive, body-positive, and empowering values.

COPYWRITING GRAPHIC DESIGN

SOCIAL MEDIA CONTENT CREATION

IL FESTIVAL DEL CICLO MESTRUALE

COPYWRITING · GRAPHIC DESIGN · SOCIAL MEDIA · CONTENT CREATION

IL FESTIVAL DEL CICLO MESTRUALE

ciclo riciclo

la tua copper*

shh!
non lo dire a nessun*

Se hai bisogno, prendi!

Sono qui per te!

corpi equi

flussi di idee

non so che dirà, se non
vabbè
(in realtà avrei tan*

si chiamano
me strua zioni

free the period

corpi equi

uter felic

non "cose"

STALLO

What if parking your bike was smarter?

We collaborated with a Florence-based startup to design the **MVP** of Stallo,
an app that helps urban cyclists book secure bike parking with just a few taps.

We focused on creating an interface that's **intuitive**, **accessible**, and tailored
to real **user needs**—removing friction from an everyday action.
The design prioritizes clarity and ease of use, ensuring a smooth experience
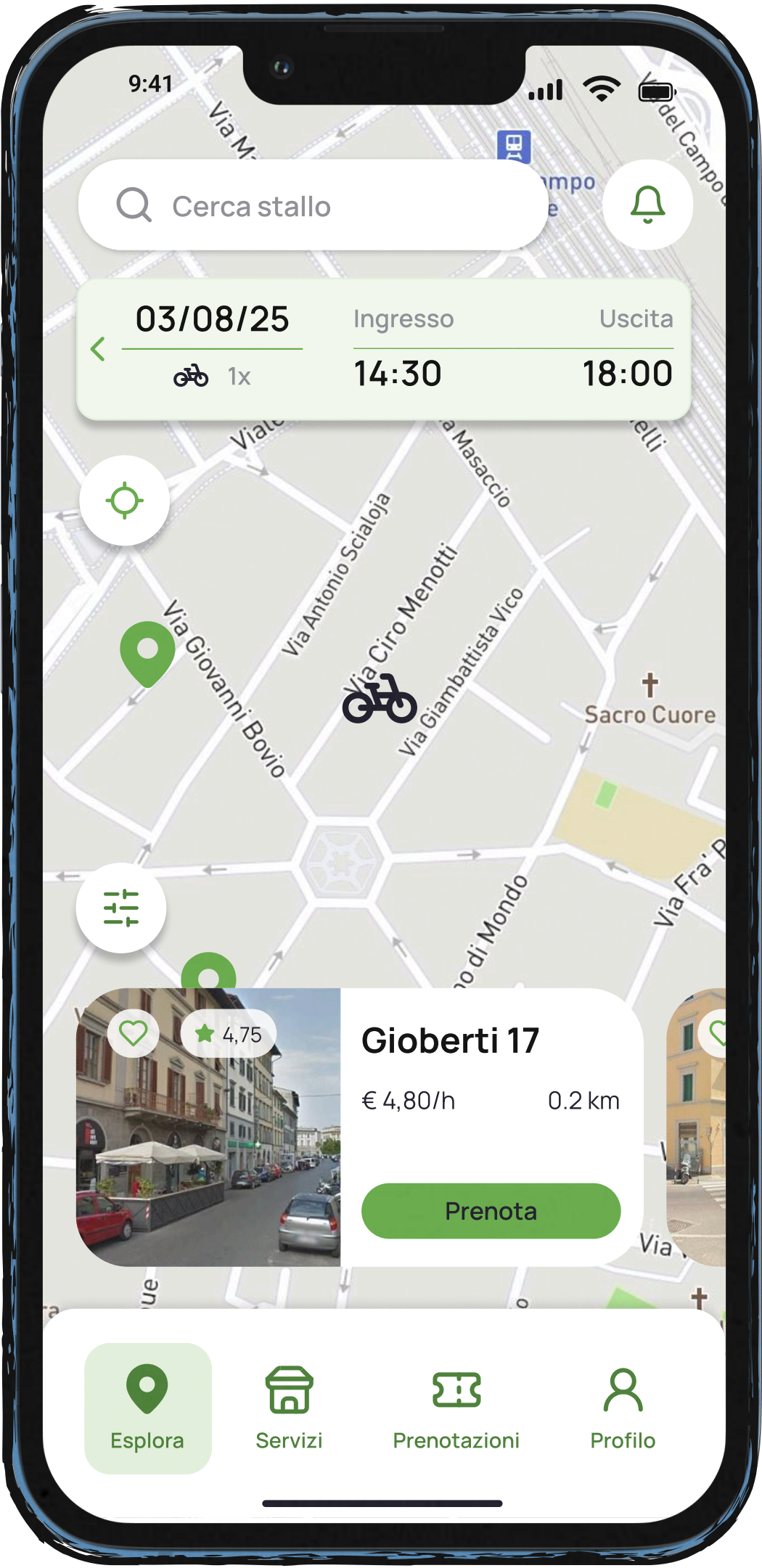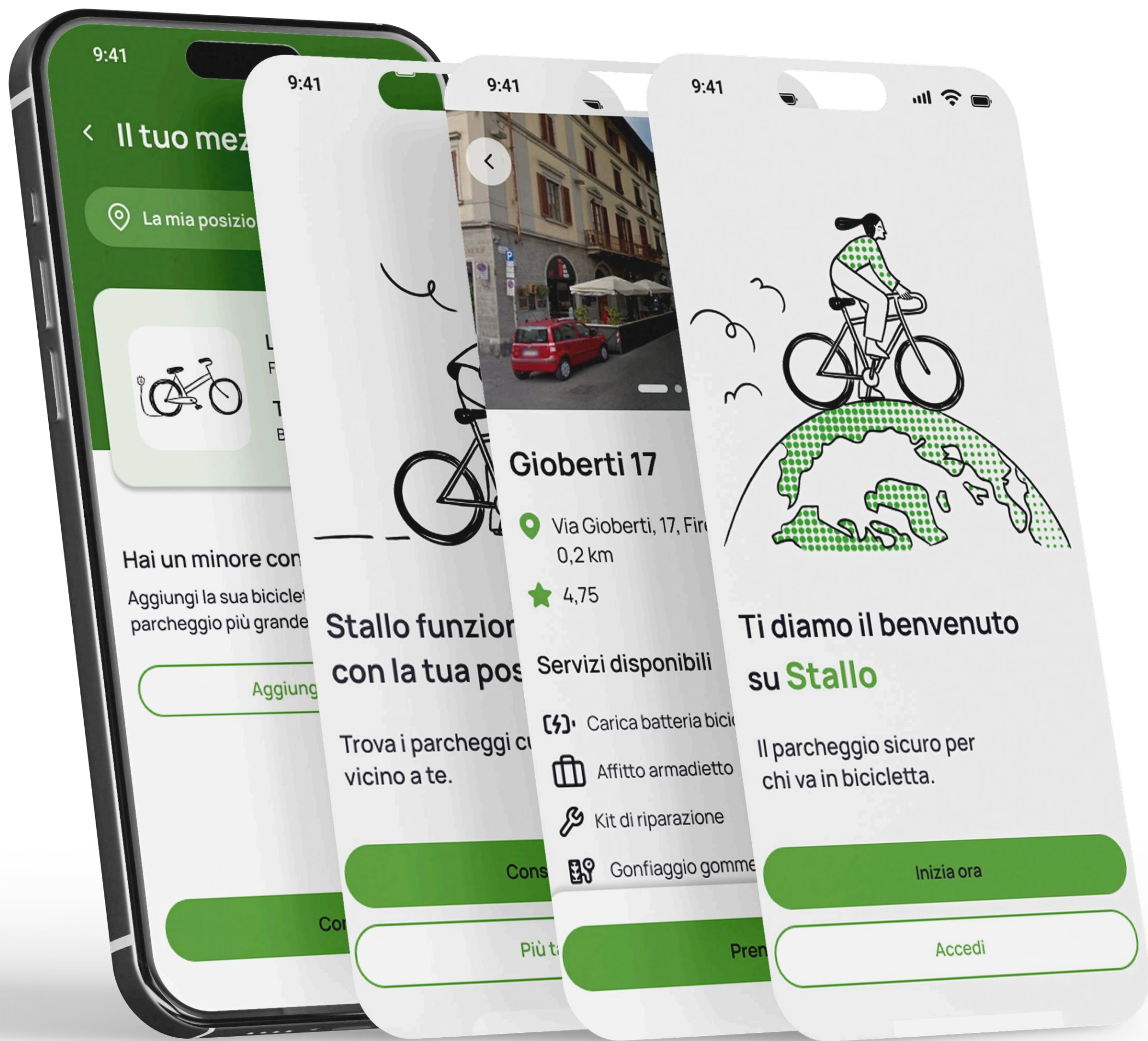from first open to final lock.

UX/UI   GRAPHIC DESIGN

COPYWRITING

STALLO

Il tuo mez...

La mia posizio...

Hai un minore con...

Aggiungi la sua biciclet...
parcheggio più grande...

Aggiung...

Co...

Gioberti 17

Via Gioberti, 17, Fire...
0,2 km

4,75

Servizi disponibili

Stallo funzion...
con la tua pos...

Trova i parcheggi c...
vicino a te.

Carica batteria bici...

Affitto armadietto

Kit di riparazione

Gonfiaggio gomme...

Cons...

Più ta...

Pren...

Ti diamo il benvenuto
su Stallo

Il parcheggio sicuro per
chi va in bicicletta.

Inizia ora

Accedi

9:41

Cerca stallo

03/08/25   Ingresso   Uscita
1x   14:30   18:00

Via Giovanni Bovio
Via Antonio Scialoja
Via Ciro Menotti
Via Giambattista Vico
Sacro Cuore

4,75

Gioberti 17

€ 4,80/h   0.2 km

Prenota

Esplora   Servizi   Prenotazioni   Profilo

UX/UI   GRAPHIC DESIGN   COPYWRITING

CREDIBILE INCREDIBILE

What if upcycling was as natural as creativity itself?

Re-thinking the process of collective teaching on **upcycling** and **sustainability**, making it a **horizontal**, **participatory** experience.

Anova is a complex initiative that blends workshops, pop-up events, retail, an app and social media to spread tutorials and amplify the expertise of local artisans.
By moving away from top-down and doctrinal approaches, we created a space where sustainability becomes a **shared journey**—one that empowers both the community and the environment.
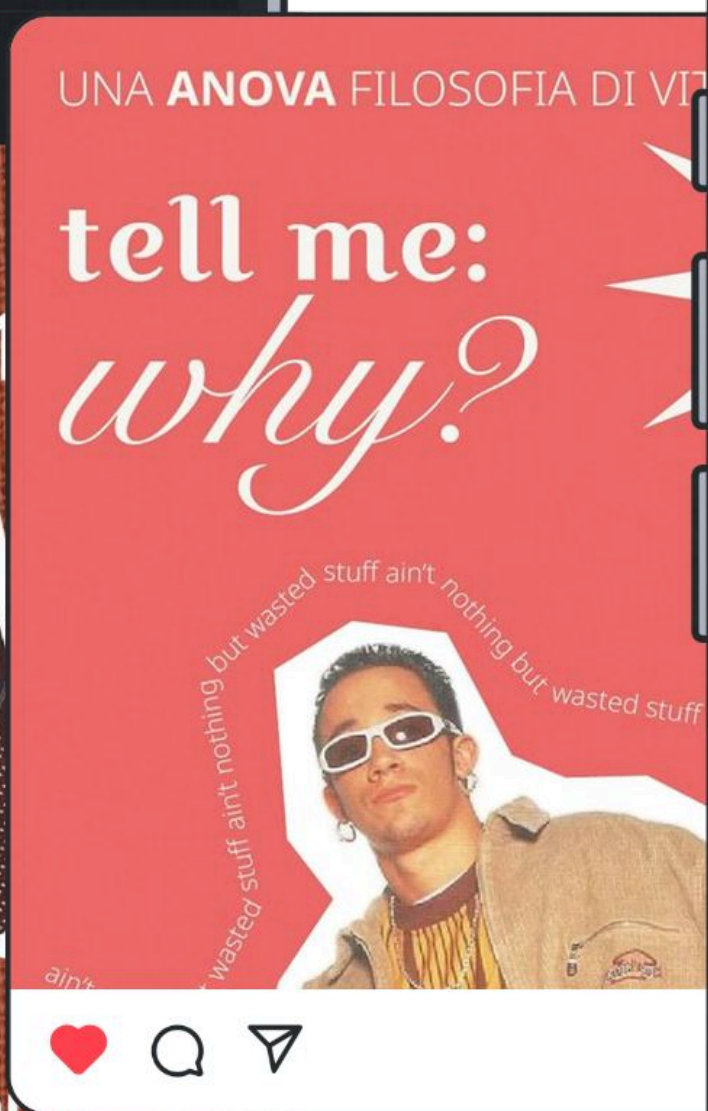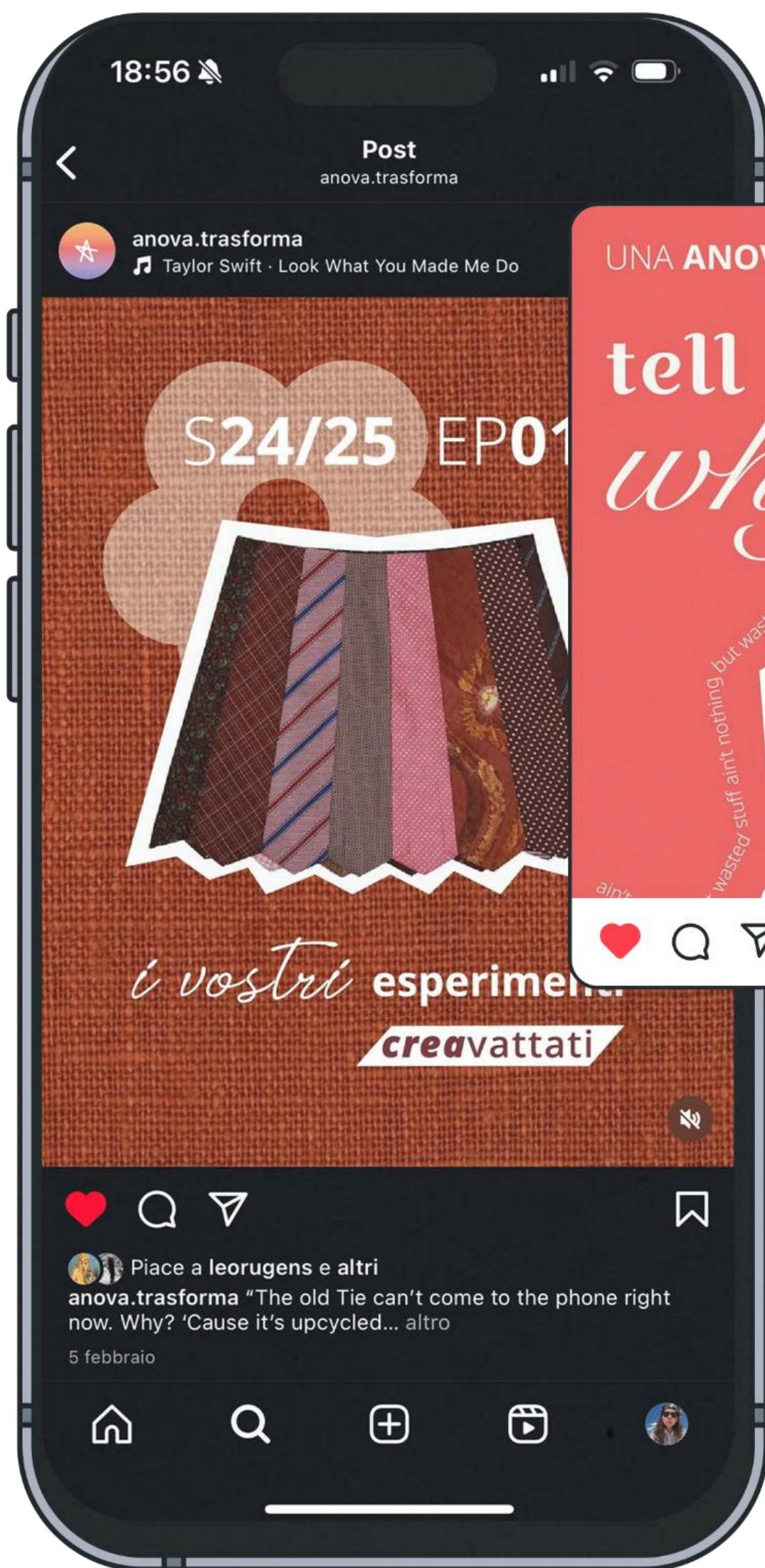
GRAPHIC DESIGN

UX/UI

COPYWRITING

EDITORIAL DESIGN

RICERCA | DATI

IL *FAST FASHION* È UA PRODUZIONE DI CAPI A BASSO COSTO, CON **CICLI DI VITA BREVISSIMI**. QUESTO *METODO* HA RIVOLUZIONATO **L'INDUSTRIA DELL'ABBIGLIAMENTO**, ED È TRA LE PRINCIPALI CAUSE DI INQUINAMENTO AMBIENTALE, POICHÉ SPINGE I **CONSUMATORI** A COMPRARE E **SCARTARE** *FREQUENTEMENTE*.

È estremamente dispendioso in termini di risorse naturali. Per esempio, **produrre una maglietta di cotone richiede circa 2.700 litri di acqua**, mentre il settore tessile è responsabile del 20% dell'inquinamento idrico globale e del rilascio di 0,5 milioni di tonnellate di microfibre negli oceani ogni anno.

L'impatto climatico è altrettanto grave: nel 2020, l'industria tessile ha generato 121 milioni di tonnellate di CO2, pari a 270 kg per persona nell'UE. La maggior parte degli abiti finisce in **discarica** o viene **incenerita**, aggravando ulteriormente il degrado ambientale.

Per contrastare questo fenomeno, l'Unione Europea sta intervenendo con misure mirate. Nel marzo 2022, è stata lanciata **una strategia per tessili sostenibili e circolari**, che include requisiti per migliorare la progettazione ecocompatibile, incentivare il riciclo e la riparabilità, e introdurre etichette chiare per informare i consumatori.

Un'iniziativa chiave è il passaporto digitale per i prodotti tessili, che fornirà dettagli su provenienza, materiali e possibilità di riciclo. Inoltre, la responsabilità estesa del produttore (EPR) obbligherà le aziende a coprire i costi di raccolta e riciclo, incoraggiandole a progettare capi più sostenibili. Entro il 2025, gli Stati membri dovranno raccogliere separatamente i tessili.

Tra le misure proposte vi sono anche il noleggio di abiti, modelli di business circolari e la sensibilizzazione dei consumatori verso un acquisto più consapevole: **meno capi, ma di qualità superiore, più duraturi e riciclabili**. L'obiettivo è ridurre il consumo eccessivo e l'impatto ambientale del settore.

IT WEARS HER OUT
IT WEARS HER OUT
IT WEARS HER OUT
IT WEARS HER OUT
IT WEARS HER OUT

CREDIBILE INCREDIBILE

GRAPHIC DESIGN   UX/UI   COPYWRITING   EDITORIAL DESIGN

DIVERSITY&
INCLUSION 2024

What if education was designed to include everyone, not just a few?

Diversity&Inclusion is a **workshop** organized at ISIA Florence to break cultural and social barriers through participatory education. The aim was to transform diversity into a **shared** experience, free from taboos, where every participant could contribute their voice.

The workshop explored research, design, and experimentation pathways, creating a dynamic space with talks, brainstorming sessions, and hands-on activities. I contributed to research on the key topics, organized the schedule, wrote interventions and the interviews for the guest, chosen and contacted by me and my colleagues, and designed graphic materials.

Design for all

GRAPHIC DESIGN   EVENT DESIGN

COPYWRITING

DIVERSITY & INCLUSION 2024
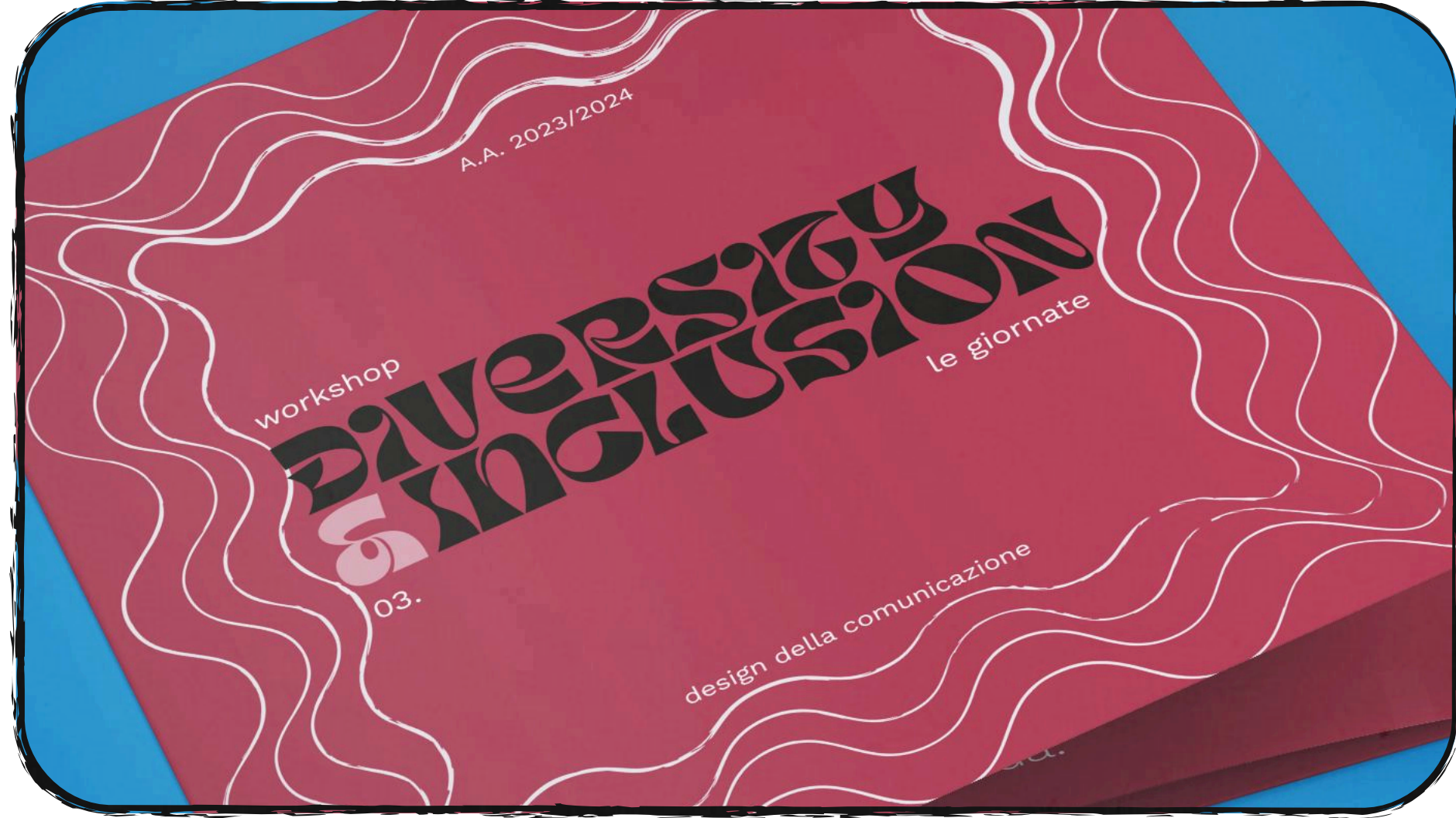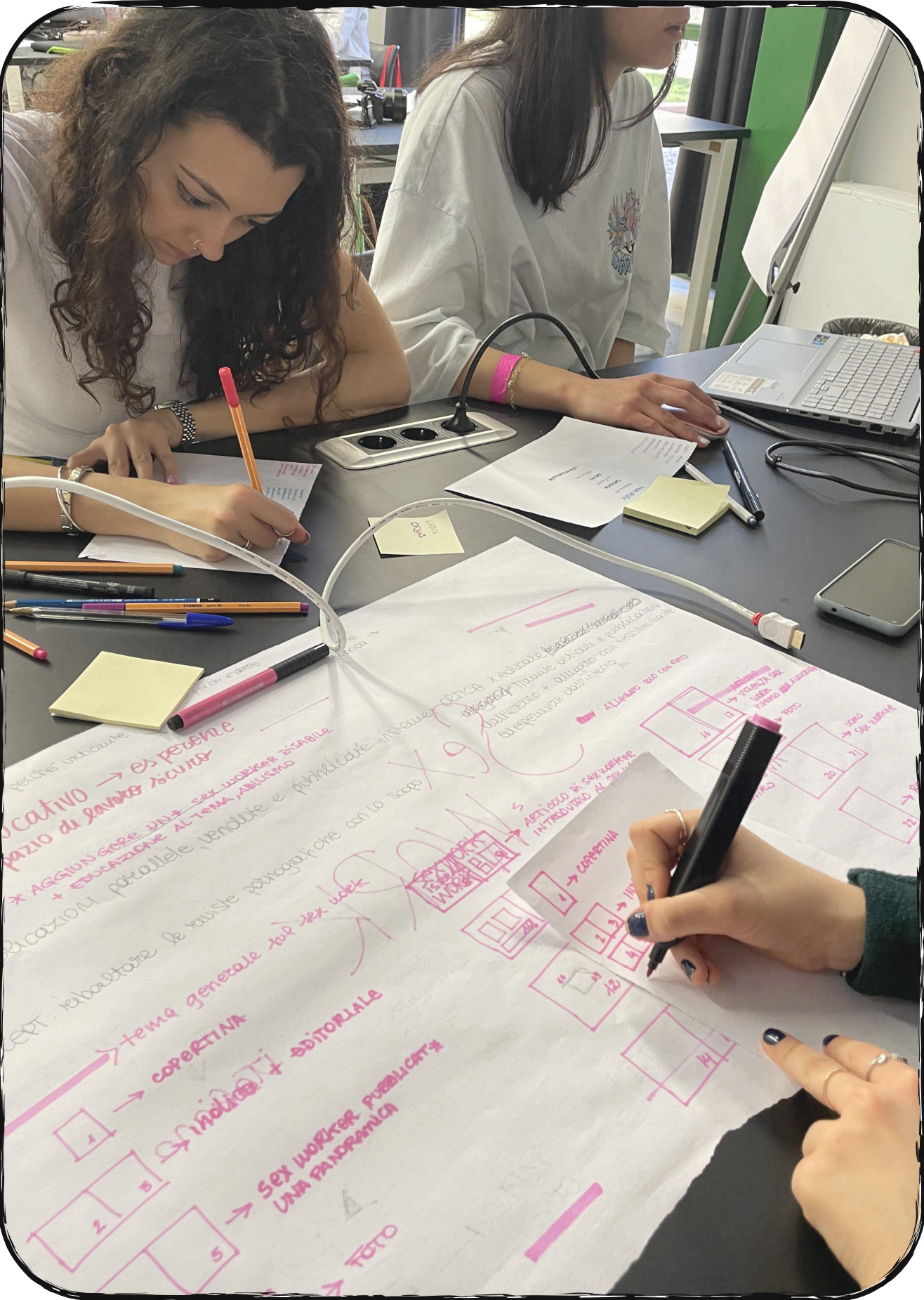
POST GLOBAL VILLAGE

How much of our history is hidden in the objects we carry?

Post Global Village – Migratory Objects is the project presented by ISIA Florence at the 2024 **Milan Design Week**.

My role was to coordinate the **social media strategy**, ensuring continuous updates on the progress of the exhibition and promoting the event to a wider audience.
I also worked on creating an **original podcast** (still available on Spotify), developing episode themes, managing the publication schedule, writing scripts, and conducting interviews with key guests. The podcast aimed to deepen the conversation around the project, offering unique insights into the world of migratory objects.

SOCIAL MEDIA   CONTENT CREATION

COPYWRITING

POST GLOBAL VILLAGE
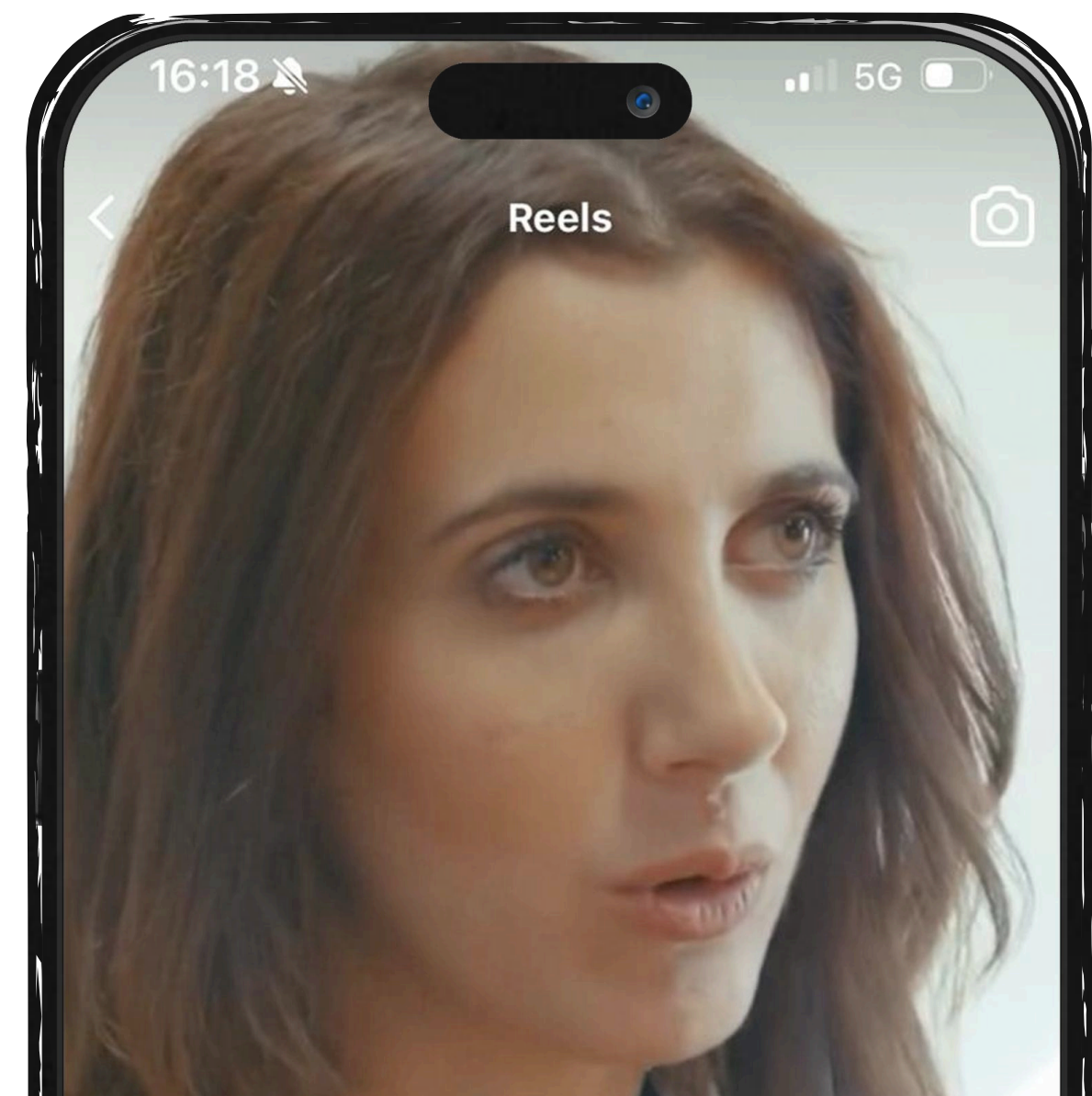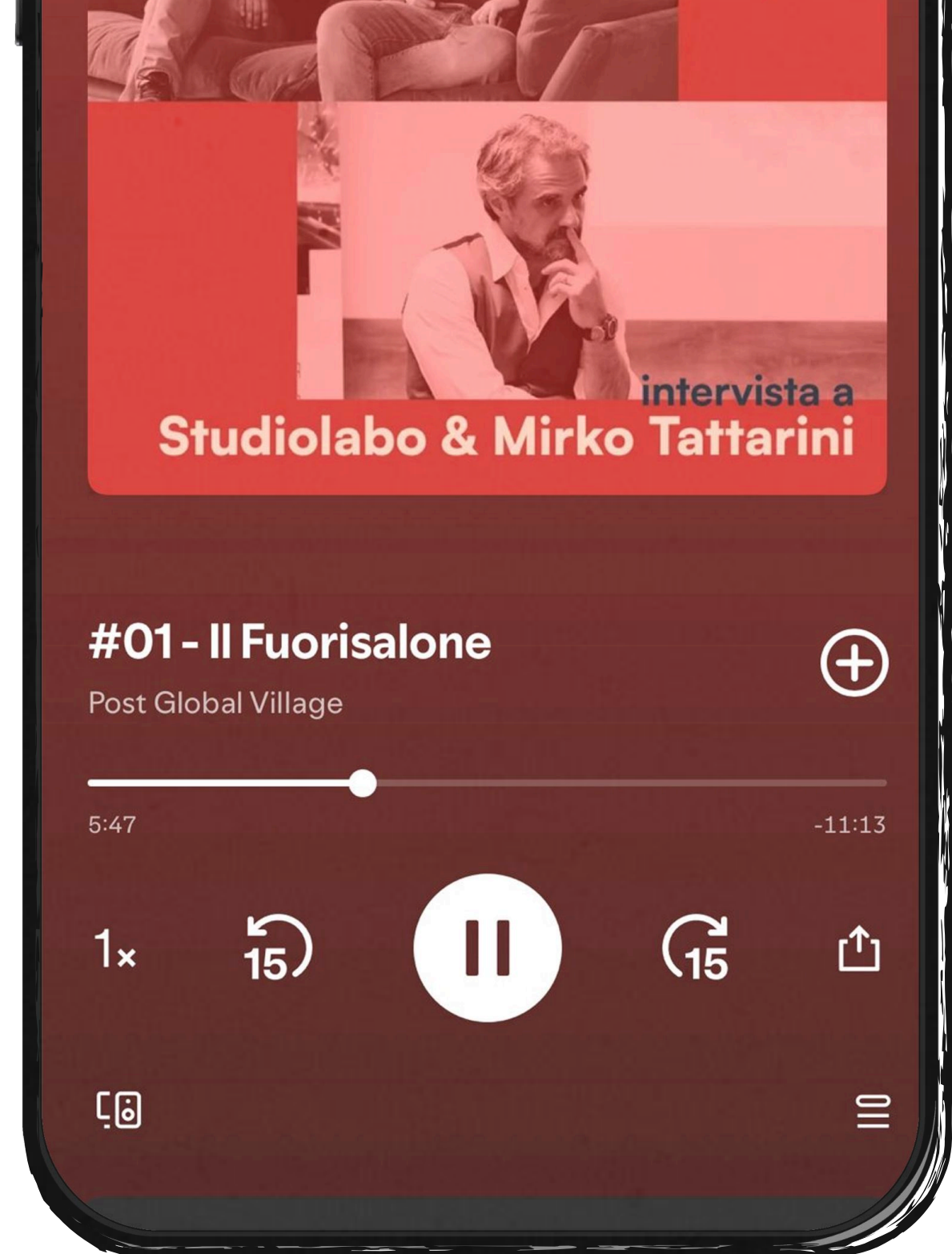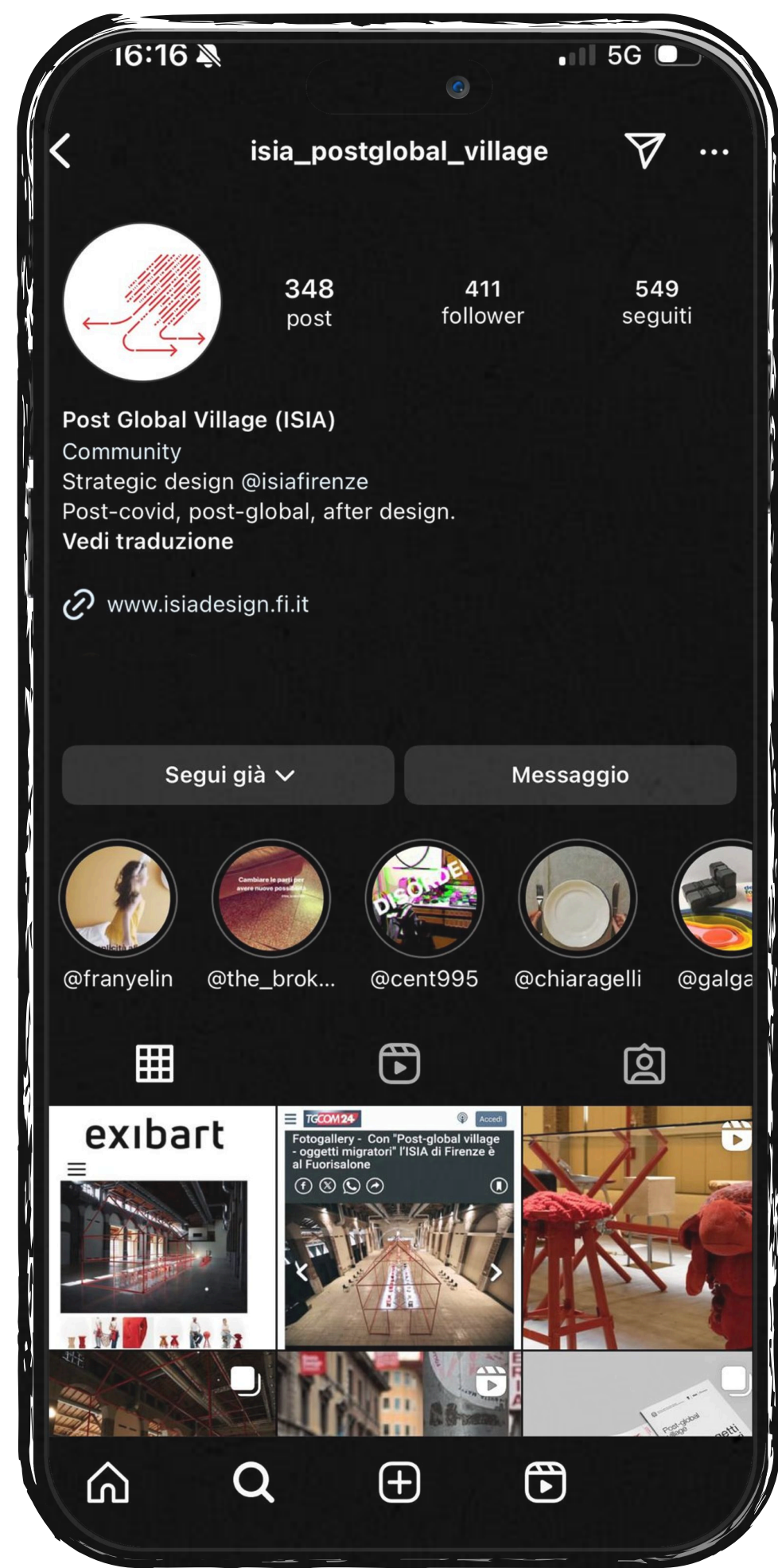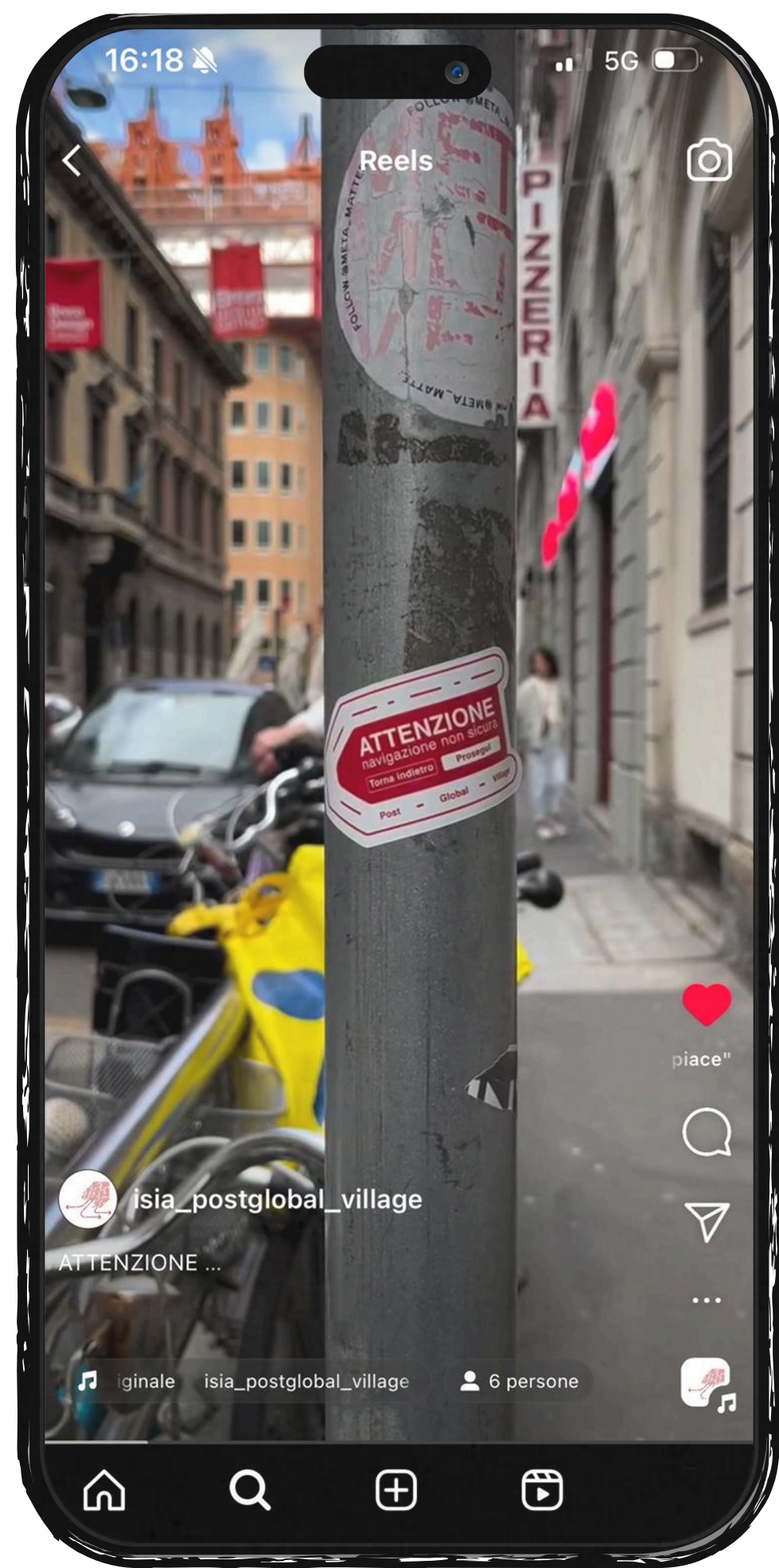
SOCIAL MEDIA   CONTENT CREATION   COPYWRITING

ORTICA

Why shouldn't sex work be discussed openly?

Ortica is a provocative, quarterly **magazine** born out of the Diversity&Inclusion workshop, focused on creating an inclusive brand.

Spiny, edgy, and thought-provoking, Ortica aims to challenge the taboos surrounding sex work and promote a safer, more respectful, and healthier mentality towards consensual sex workers.
Every article in Ortica collects **voices**, **stories**, and images from those within the sex work industry, shining a light on the lived experiences, struggles, and themes that often go unnoticed.
More than just a publication, Ortica works to provide **dignity** and **access to health** and **protection** for those consensually working in the sexual field, using eroticism to educate and normalize respect for it.
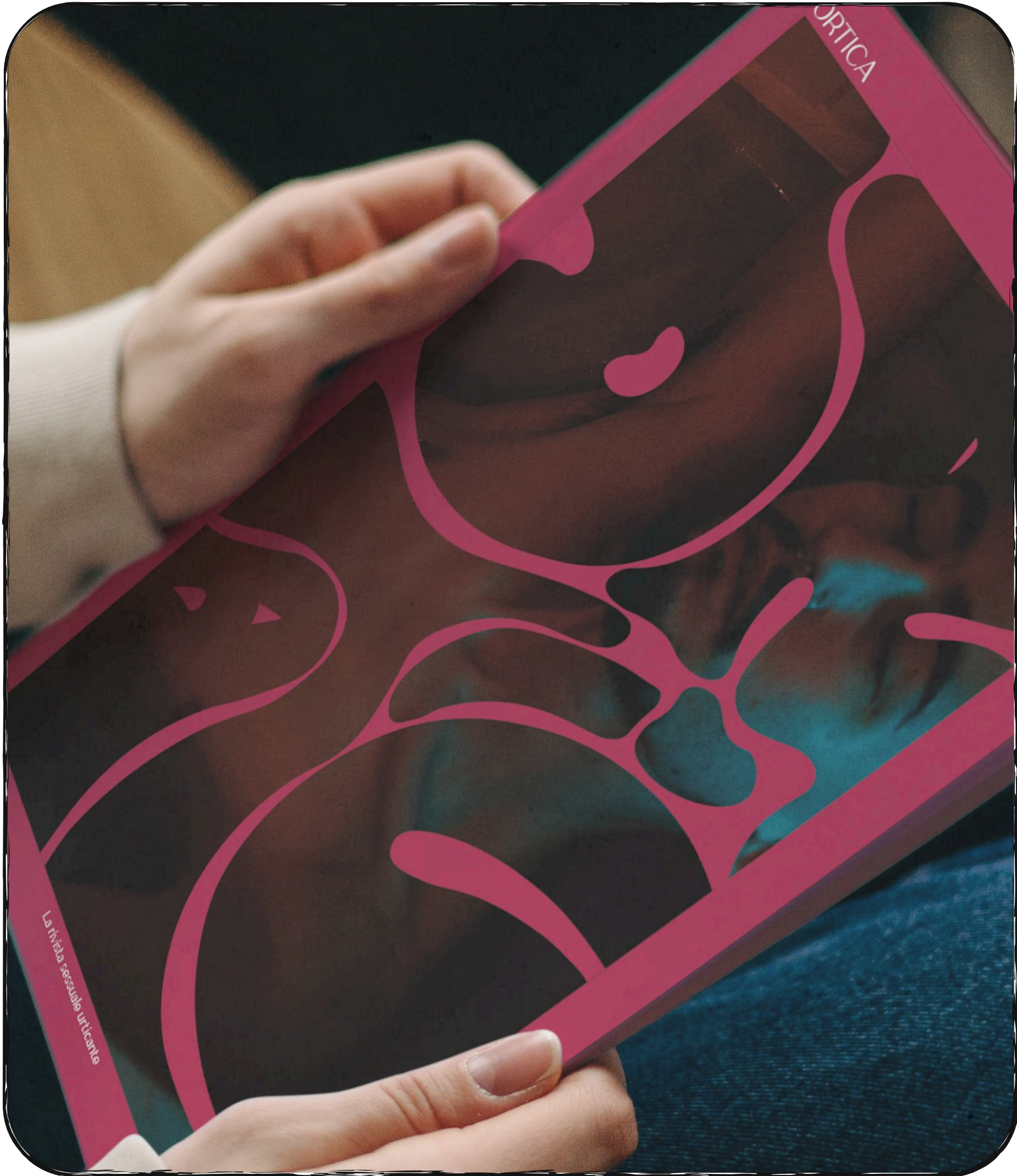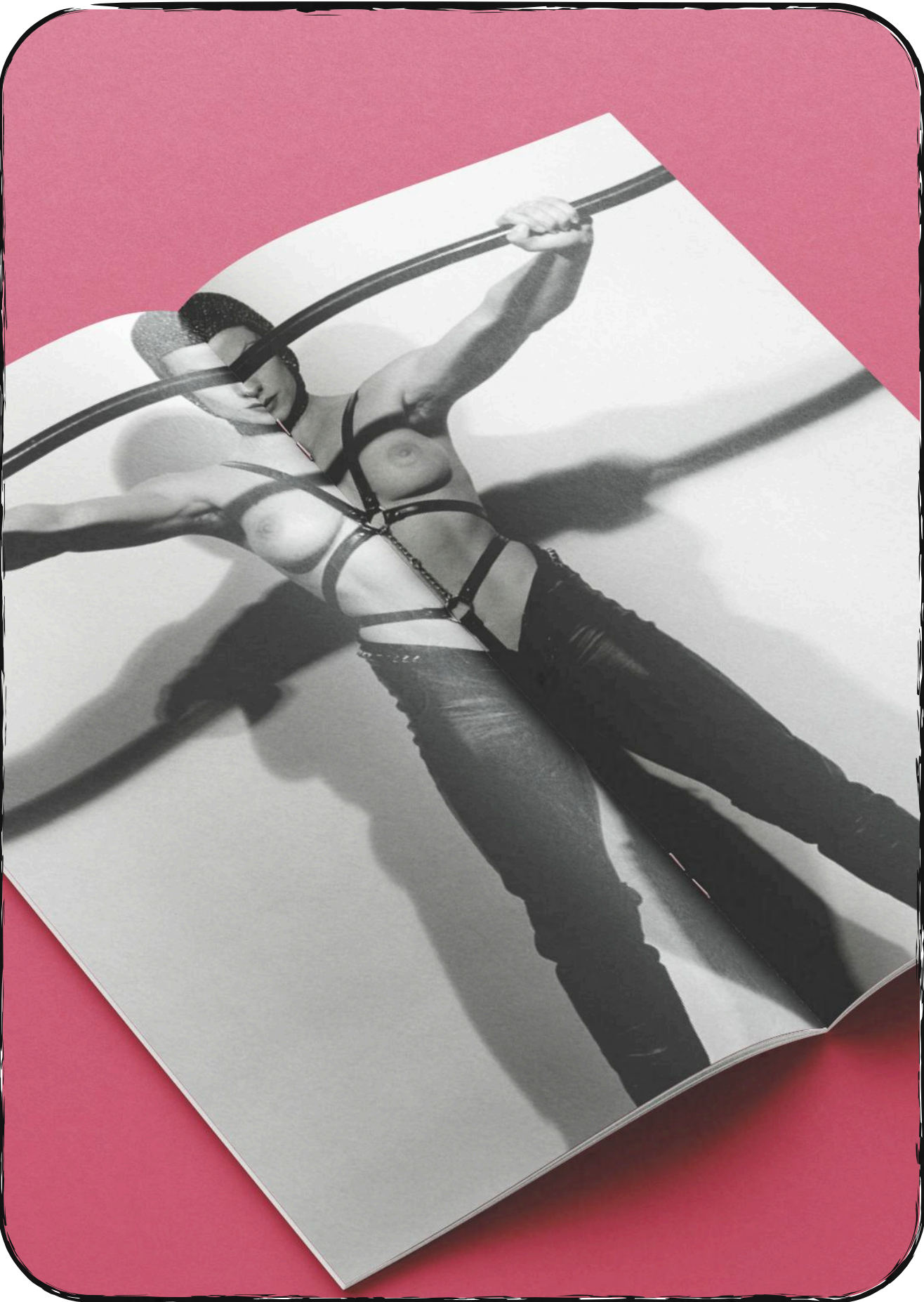
GRAPHIC DESIGN   COPYWRITING

SOCIAL MEDIA   EDITORIAL DESIGN

ORTICA

MCL39

Can we make an F1 launch as exciting as the race itself?

MCL39 is the project developed within the **Event Design** workshop, held by the Italian agency **Free Event**. The task was to design a **launch event** for the new McLaren F1 car and team of drivers, emphasizing **creativity** and the **authenticity** of the brand, with a particular focus on the team's history, the importance of fans and workers, and ensuring accessibility for all.

We designed the entire event, from selecting the location within the McLaren headquarters in Woking, to managing the daily schedule and activities. We handled the **setup**, **window decals**, **promotional videos**, **room renders**, and **streaming arrangements**. Additionally, we organized services to ensure **accessibility**, such as sign language interpreters and support from a dedicated host.

As part of the event promotion, I also coordinated the **social media strategy**, managing posts to monitor the progress of the event and engage with the audience. This included creating content that highlighted key moments leading up to the launch and ensuring real-time updates during the event.

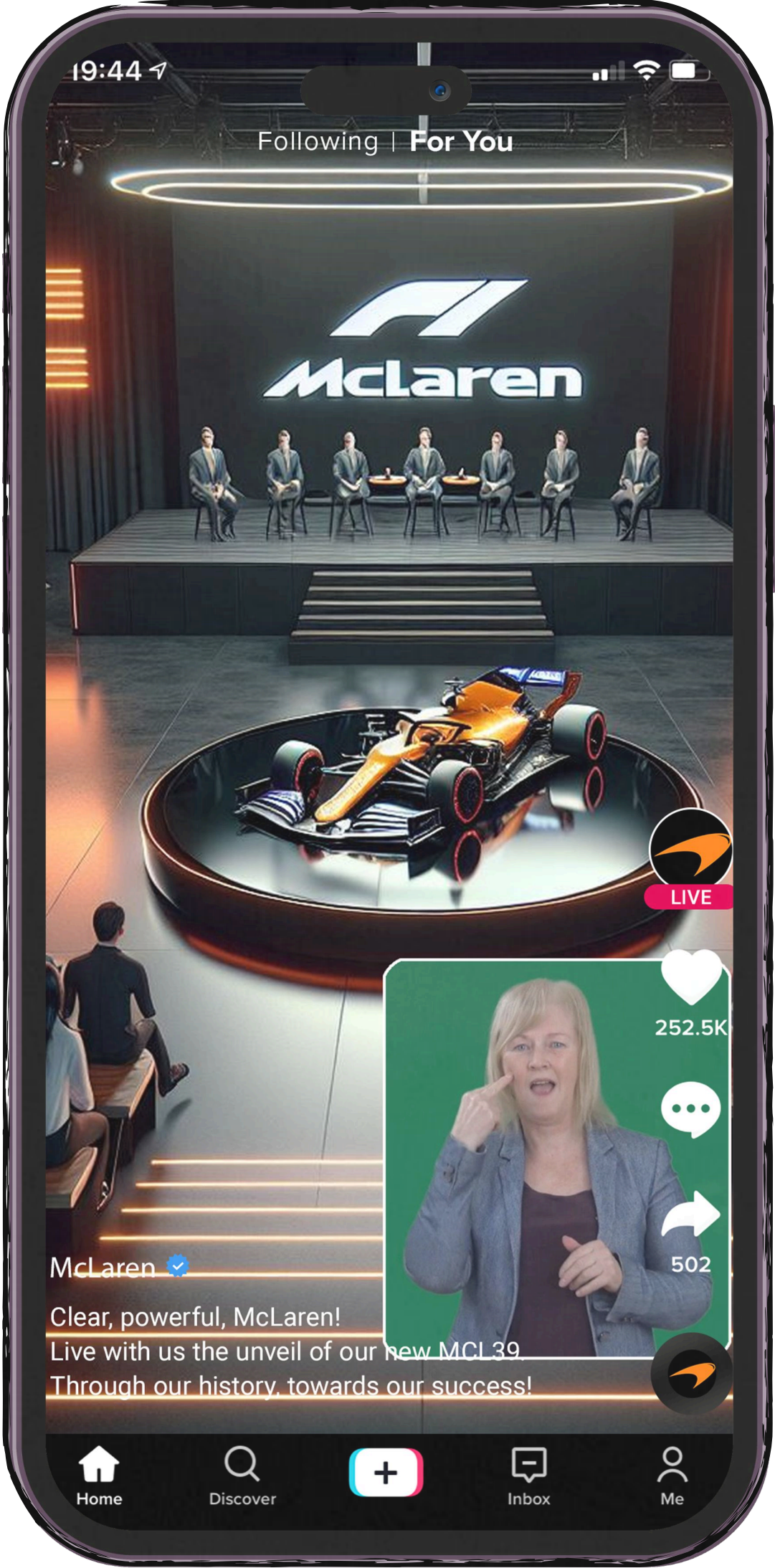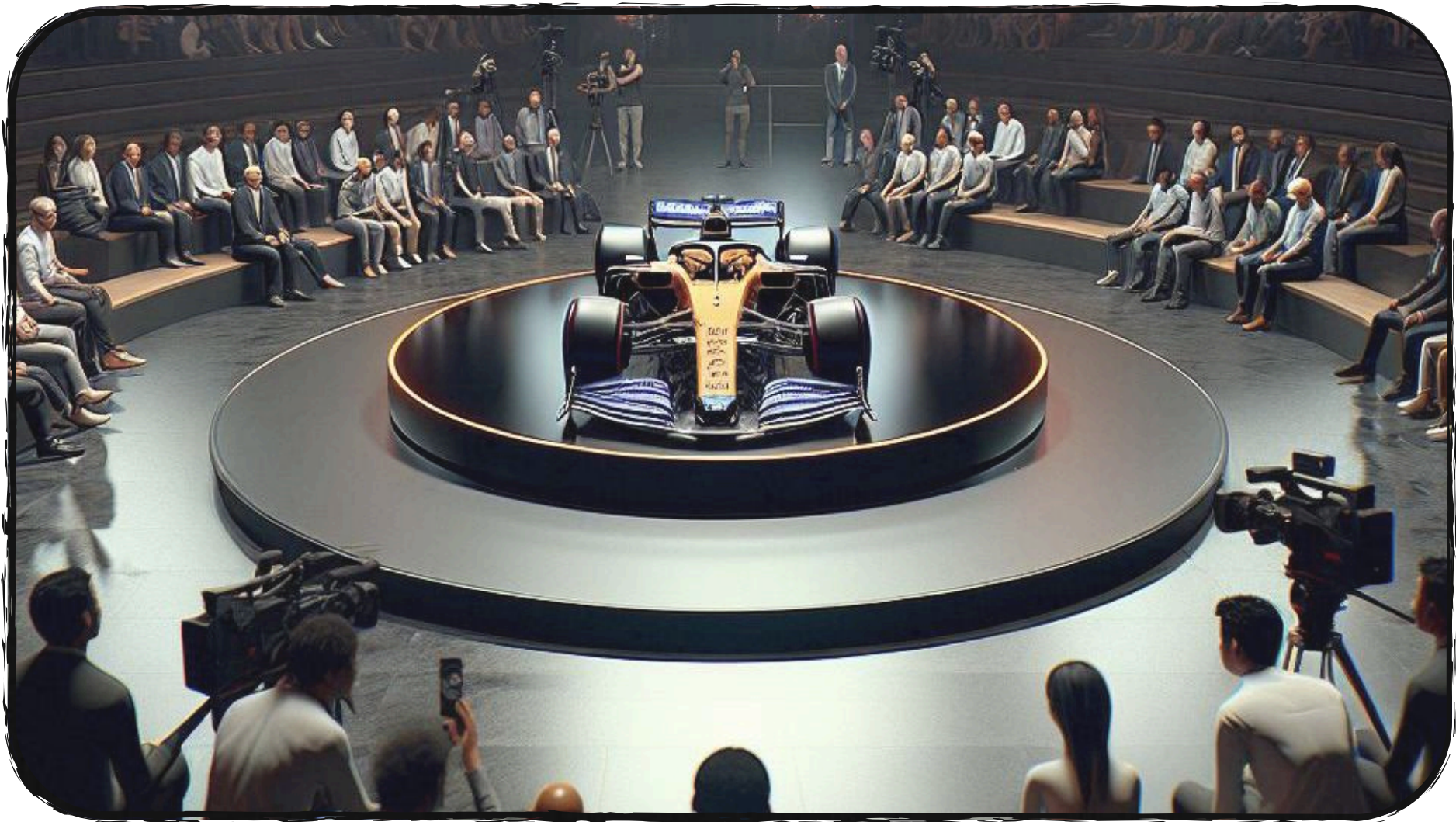GRAPHIC DESIGN   VIDEO EDITING

SOCIAL MEDIA   EVENT DESIGN

MCL39

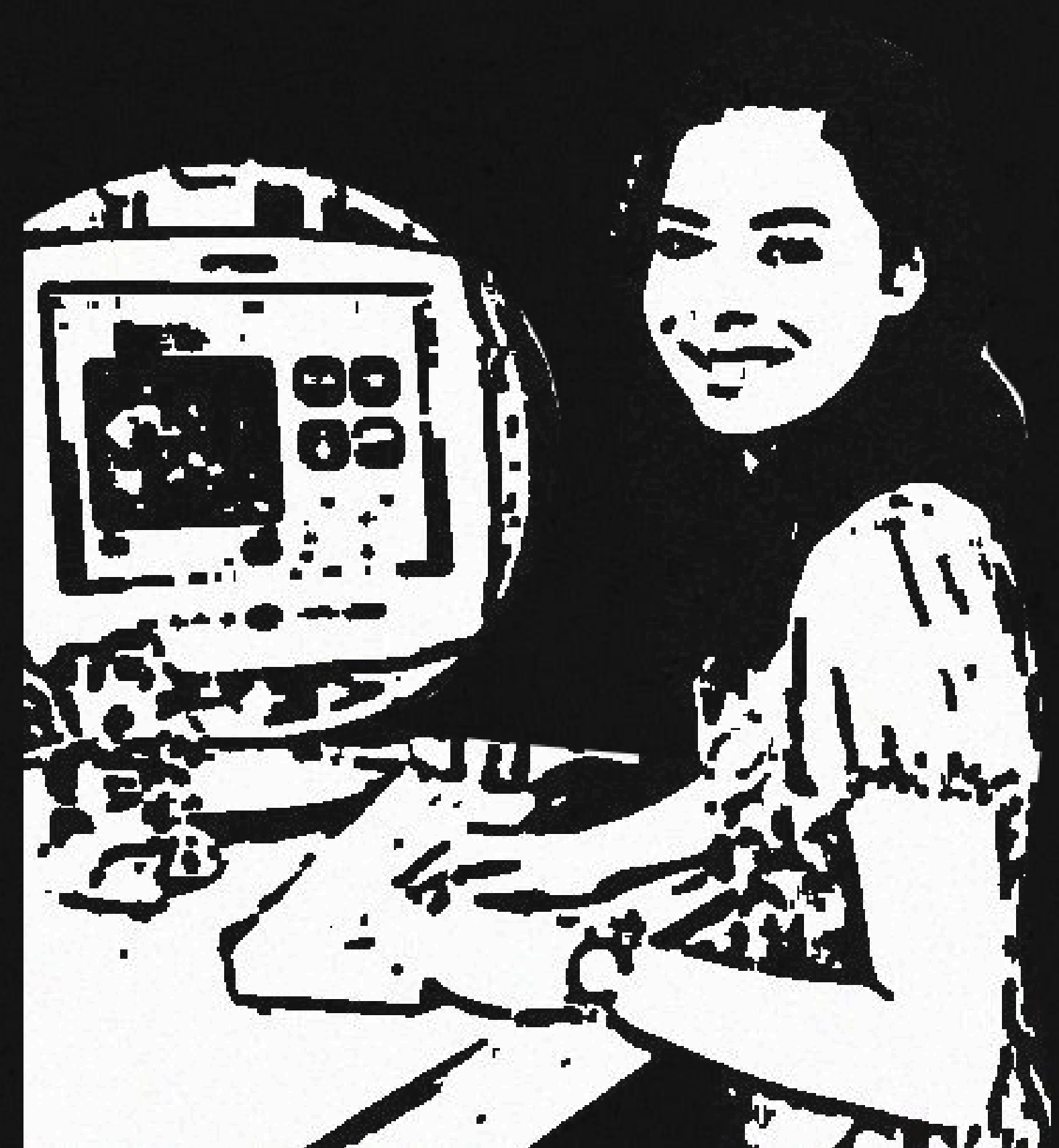GRAPHIC DESIGN   VIDEO EDITING   SOCIAL MEDIA   EVENT DESIGN

PERSONAL PROJECTS

When my Pinterest feed meets Adobe

My personal projects are where I give full space to **experimentation**. They are opportunities to push beyond academic or professional briefs, testing new techniques and refining my skills while following inspirations that come from everyday life.

Through these explorations, I turn daily interests and observations into **visual narrative**s—sometimes playful, sometimes thought-provoking—always with the goal of broadening my design language.
These projects are not just exercises, but creative journeys that allow me to merge curiosity, intuition, and technical growth into tangible outcomes.
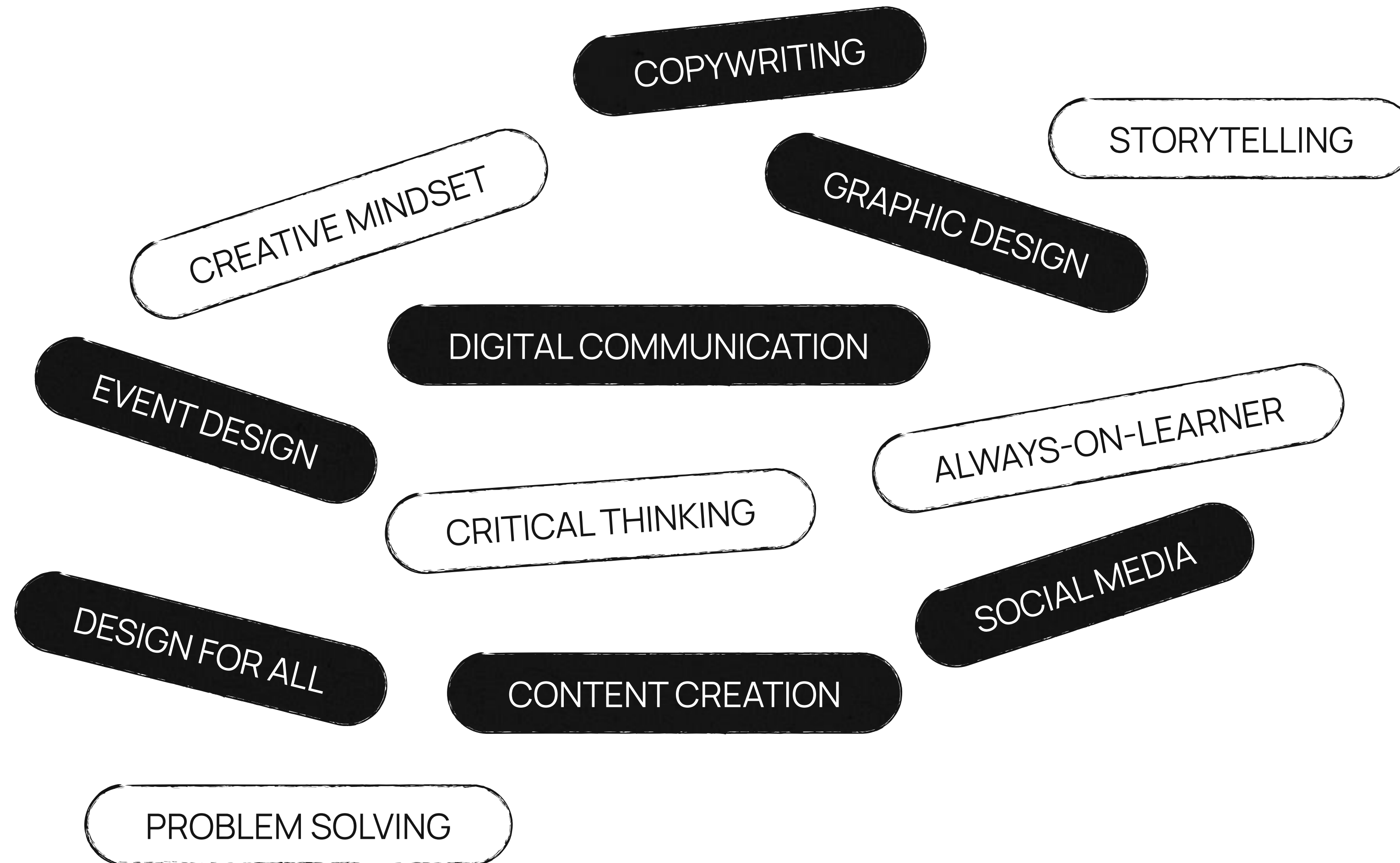
GRAPHIC DESIGN

PERSONAL
PROJECTS

PERSONAL
PROJECTS

KNOCK OUT

"a Finenze
non c'è
niente
da fare"

Miranda!

Breakfast
Club

The sun shines.
Eat your croissant.

A LITTLE RECAP

JUST IN CASE

COPYWRITING

STORYTELLING

CREATIVE MINDSET

GRAPHIC DESIGN

DIGITAL COMMUNICATION

EVENT DESIGN

ALWAYS-ON-LEARNER

CRITICAL THINKING

SOCIAL MEDIA

DESIGN FOR ALL

CONTENT CREATION

PROBLEM SOLVING

LET'S KEEP IN TOUCH

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