



# CLAUDIO PEZZELLA



## About.

Claudio Pezzella, Communication Design graduate at the Politecnico di Milano University; graduated with a thesis on the importance of facial recognition in modern design, with Francesco Guida as supervisor.

He's been working in the graphic design environment since 2010, and has recently been working as a videomaker and project manager for several companies (i.e. Electrolux and Bandai Namco Entertainment Italy).

# “Designing while improving”

*Graphic Design  
Motion Graphics  
Video Making  
Video Editing  
Social Media  
Web design  
Photography  
Project Management  
Event Management  
Publishing*

With a big passion for everything technology related, he has great knowledge of the Adobe Creative Cloud Suite (Photoshop, Illustrator, Indesign, After effects, Premiere), great communication and teaching skills (both in his native language and in English), and is proficient in 3D animation (3D Studio Max, Blender), videomaking and photography.



# Branding.

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PROJECT PORTFOLIO



## ZEEP

One of my biggest University projects is ZEEP. The initial brief was simple, rebranding an everyday object randomly selected from a bunch. But what we got in the end was far from simple. A complex brand image based on expressions and cute little zip monsters.

Year

**2017**



## ONLY THE BEST

Only The Best (OTB for short) is a long running series of TEKKEN tournaments taking place in Naples. For this year's edition the owner asked me to design a complete corporate image for the event, ranging from social banner, flyers, medals, streaming overlay, and much more.

The general style behind the design is to create an identity that symbolizes roughness, with grunge elements and a general sense of badassery.

Client	Year
<b>OTB</b>	<b>2018</b>





## Motion Graphics.

### ELECTROLUX STEAM CHALLENGE 2018

Electrolux has a tradition of organizing a food contest between its employees called Steam challenge, and every year they also produce a small video recap of the event.

For this year edition, I was approached to work on the project. I was in charge of creating the motion graphics, editing the video and overall producing it.

Client

**Electrolux**

Year

**2018**



ALTARE DI  
**SANT'ANDREA**  
AL QUIRINALE



## VOLI D'AMORE

The brief for this university project was to design and animate a video trailer for a book from Mimesis Edizioni, in my case "Voli d'amore". The trailer had to summarize the key concepts of the book, and be easy to pick up. The main theme behind the animations is visual compositing, of images, signs,

and much more, in the same way Bernini (the renaissance artist the book is based on) used art as a form of "Bel composto" (good visual compositing).

Year **2018**

## TEKKEN 7 - FIGHTER INTRODUCTIONS

For the launch of the latest entry in their famous game franchise, TEKKEN, bandai namco wanted to create some character guides to help newbies better understand the game and it's mechanics. These video guides are supposed to be short and generic, to

keep them from boring viewers. You can find more info on Bandai Namco's web page

<https://www.facebook.com/bandainamcoIT/>

Client

**BANDAI NAMCO ITALY**

Year

**2017**

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PROJECT PORTFOLIO





## CUBÌ - VIDEO AD

Cubì was a smart toy designed in our interaction design course to help grandparents spend more quality time with their little children. The toy is capable of listening to stories, storing them and converting them to interactable videos, ready to be listened again or saved for the future.

A toy with such features deserved a well made video ad to get people to know about it. I shot, edited and produced this video ad with the help of a happy family from Bergamo.

Year **2018**



# Video Making.

# Video Editing.



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Client

**MATT FILM PRODUCTIONS**

Year

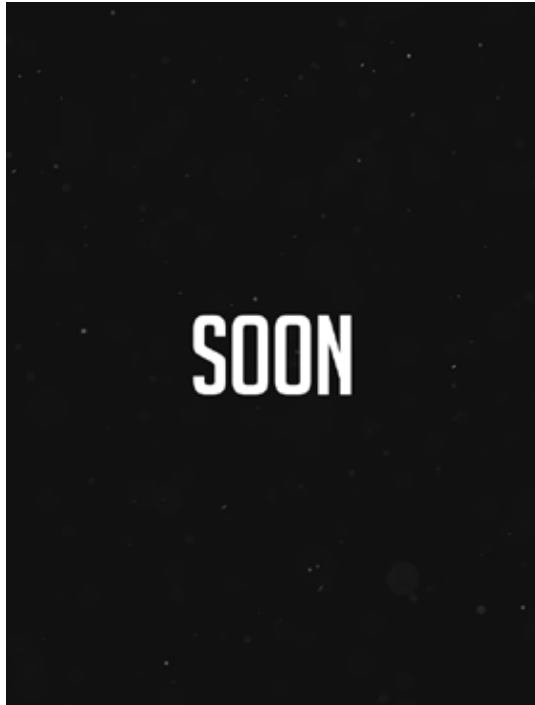
**2015**

**HERBOX**

Herbox is a short film by Matt Productions, in which I worked on video editing and visual fxs. The base plot is vaguely inspired by the old classic "Aladdin and the Magic Lamp"; a story about a magic object capable of grantin three whises to the one who founds it.

PROJECT PORTFOLIO





# Social Media Strategy.

## ITL 2 SOCIAL STRATEGY

The Italian Tekken League is a gaming championship based in Italy, with more than 300 attendees and dozens of events. Nearing the launch of the second season the brand image needed an overhaul. I designed a new

brand identity with a new style, and planned a social campaign aimed at generating buzz and hype.

Client	Year
<b>ITL</b>	<b>2018</b>

## ITL - SITO WEB

I also designed a completely new website for the championship, with details regarding events, point system, standings and much more.

The style is very similar to the one designed for the social media strategy, but with new animations, interactive options, web code and more.

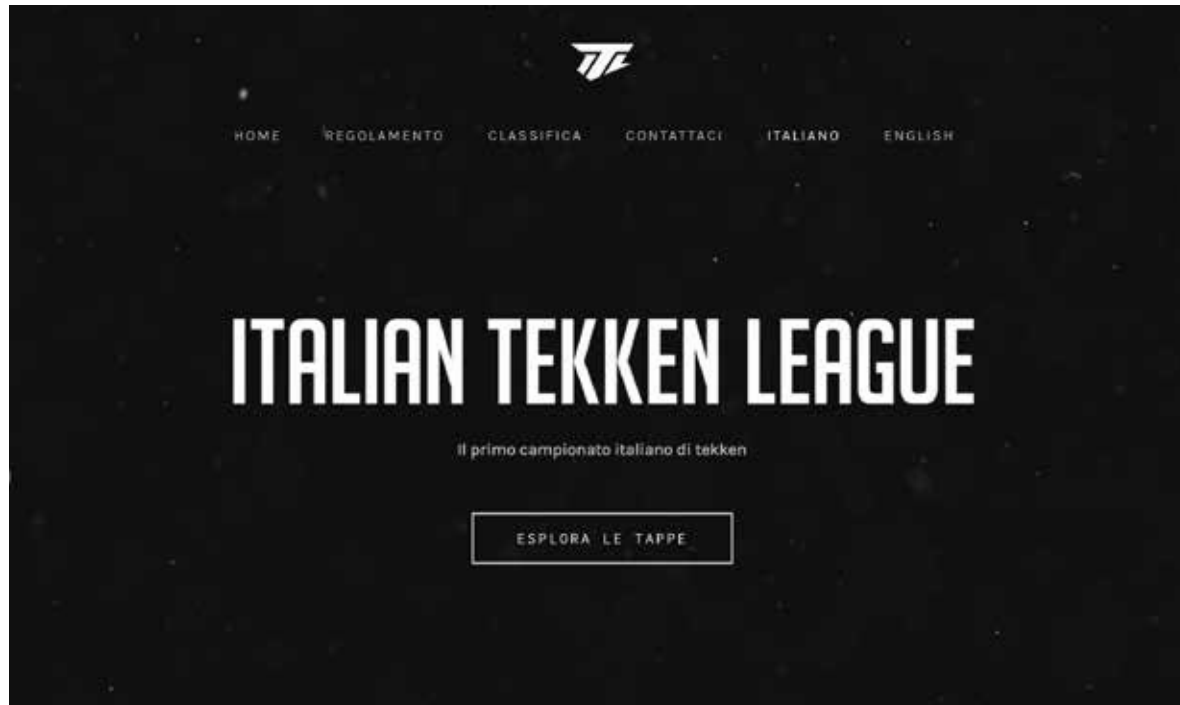
The website can be see at:  
<http://italiantekkenleague.it>

Client

Year

**ITL**

**2018**



# Web Design.



## POLIMITI

Polimiti started as a fun University project to tell the story of our campus with the eyes of the people working there. Food shops, printing services, and many more interviews are available on Polimiti, for a fun and amateur level

view of the life at Milan's Politecnico. I designed the website, both in coding and in style. Elements of notice are the parallax effect in the home page in the various sections, moving the different characters and elements.

The website can be seen at:  
<http://polimiti.altervista.org>

Anno **2017**

## TEDX POLIMI

Back in 2016 Politecnico di Milano organized a TED talk, in collaboration with important faces from the university. I helped building sets, and in the recording phase, live during the event, which was the uploaded to the official TED youtube account.

Year **2017**



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PROJECT PORTFOLIO

## Project and Event Management.



## SALVAMATRICOLE BOCCONI

Every year the Bocconi University publishes a long magazine for new students, detailing every tip and trick about their hometown, Milano. The magazine has info about food, events, art, museums, parks, and much more. I was in charge of designing the magazine for 2014, 2015 and 2016. I designed the magazine from scratch, as well as shot some of the photos used inside, and translated it in English for the English version.

Client

UNIVERSITÀ  
LUIGI BOCCONI

Year

2017

# Publishing.



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CLAUDIO PEZZELLA



My website is [claudiopezzella.com](http://claudiopezzella.com)

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otherwise my phone number is +39 392 306 4774.

I'm also active (kind) on socials, you can find me on:

Twitter - [twitter.com/klaww\\_\\_](https://twitter.com/klaww__)

Facebook - [facebook.com/claudio.pezzella.klaww](https://facebook.com/claudio.pezzella.klaww)

Behance - [behance.net/klaww](https://behance.net/klaww)

Linkedin - [linkedin.com/in/claudio-pezzella/](https://linkedin.com/in/claudio-pezzella/)

Vimeo - [vimeo.com/klaww](https://vimeo.com/klaww)

# Contacts.