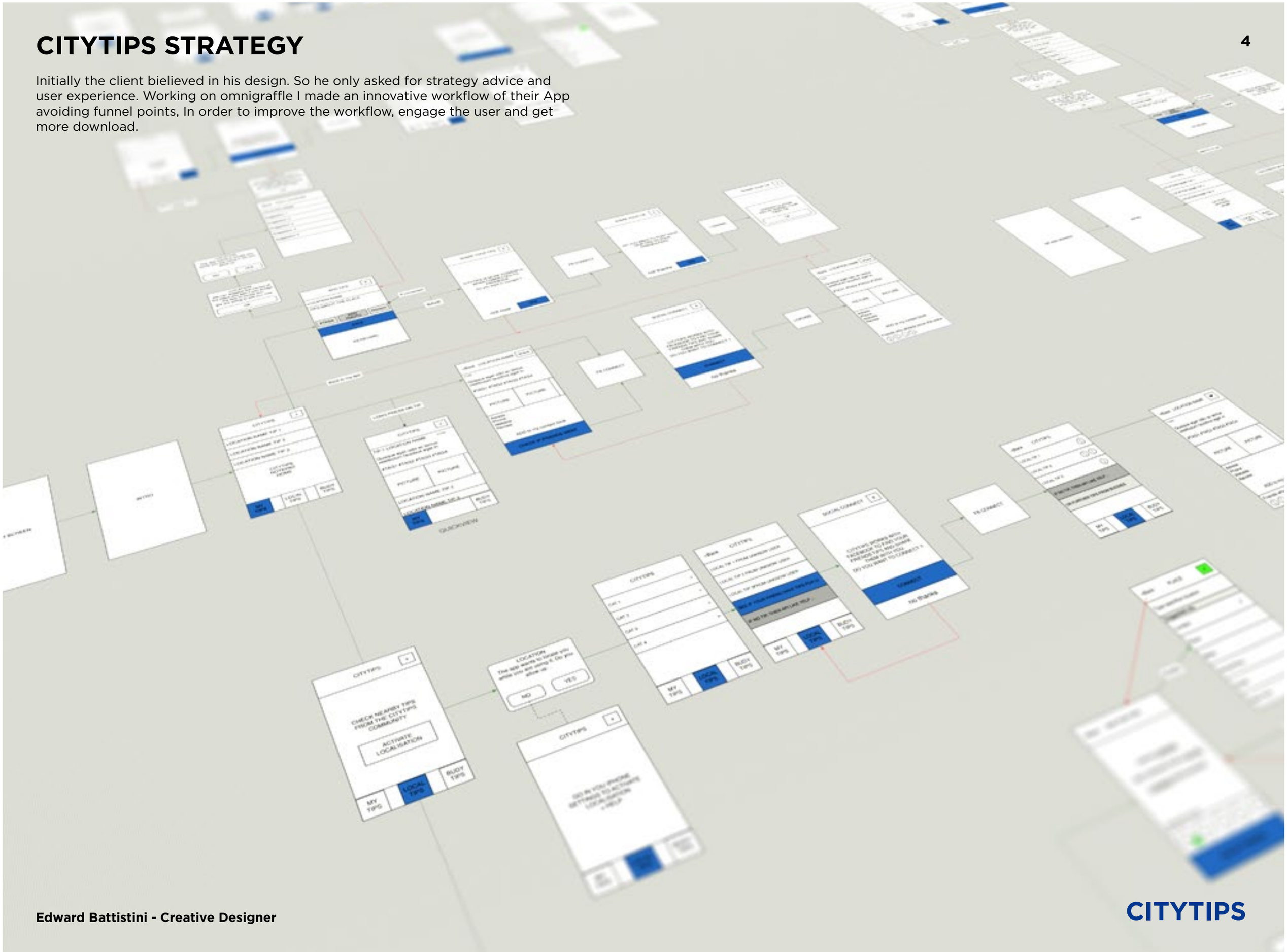
CITYTIPS

Animations concept at this address

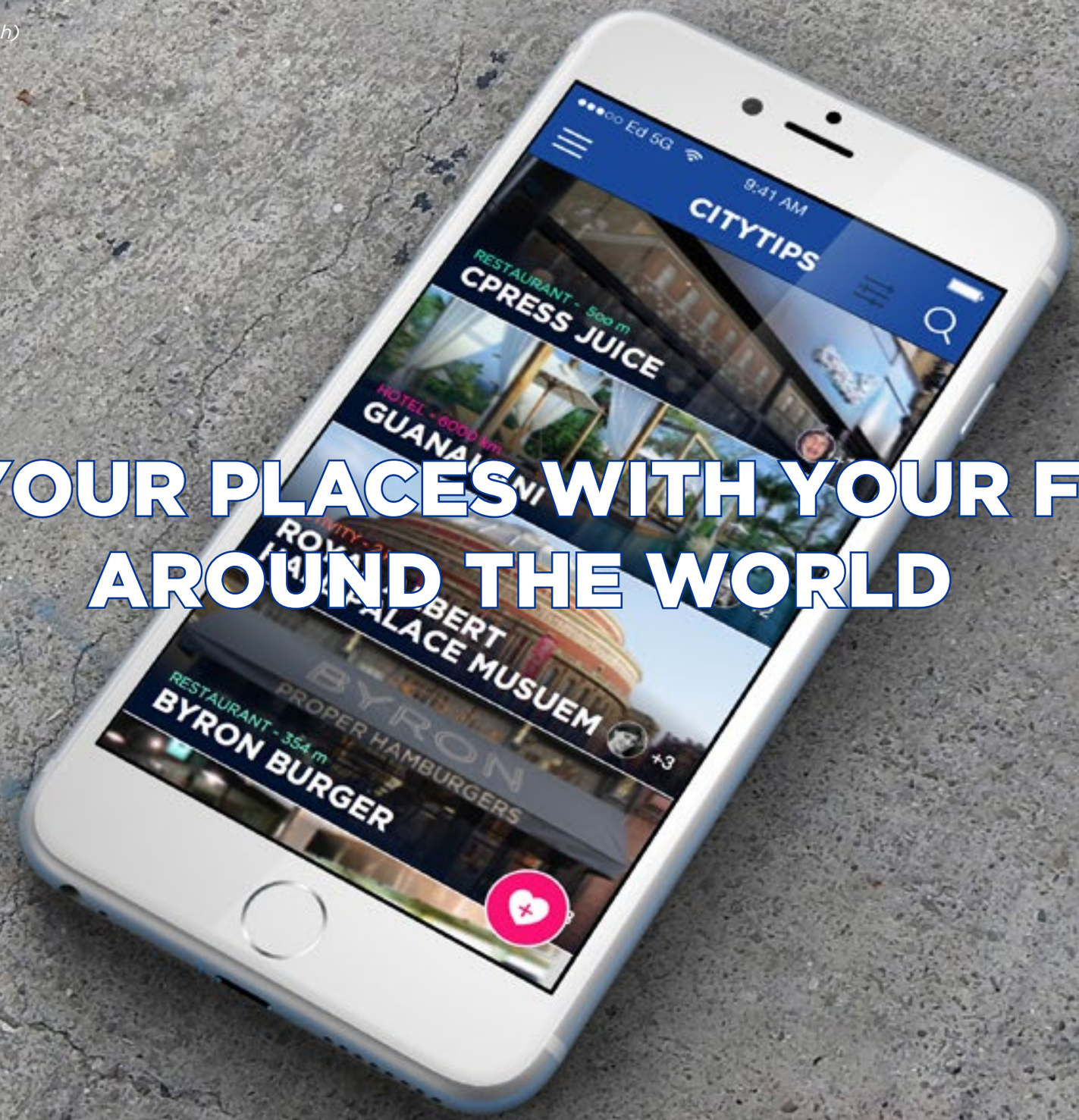
CITYTIPS STRATEGY

Initially the client bielieved in his design. So he only asked for strategy advice and user experience. Working on omnigraffle I made an innovative workflow of their App avoiding funnel points, In order to improve the workflow, engage the user and get more download.



CITYTIPS RE-DESIGN

Improving the message and clarifying the benefits of the App.
3 Steps : Save, Share, discuss.
(Texture and 3d render made from scratch)

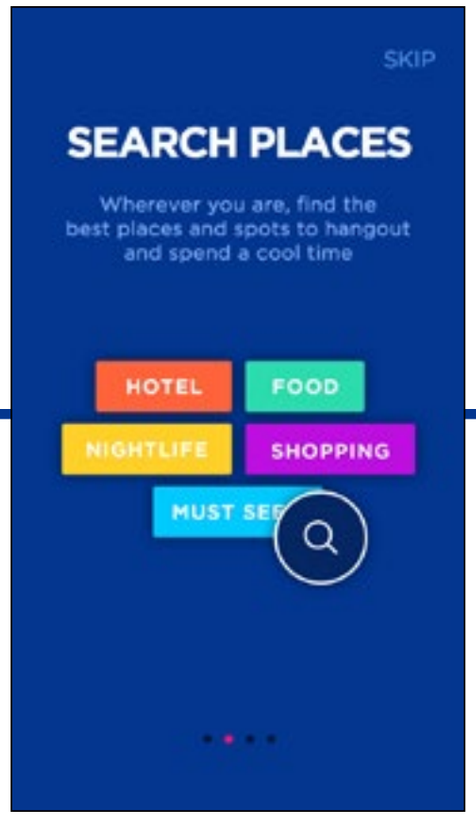


SHARE YOUR PLACES WITH YOUR FRIENDS AROUND THE WORLD

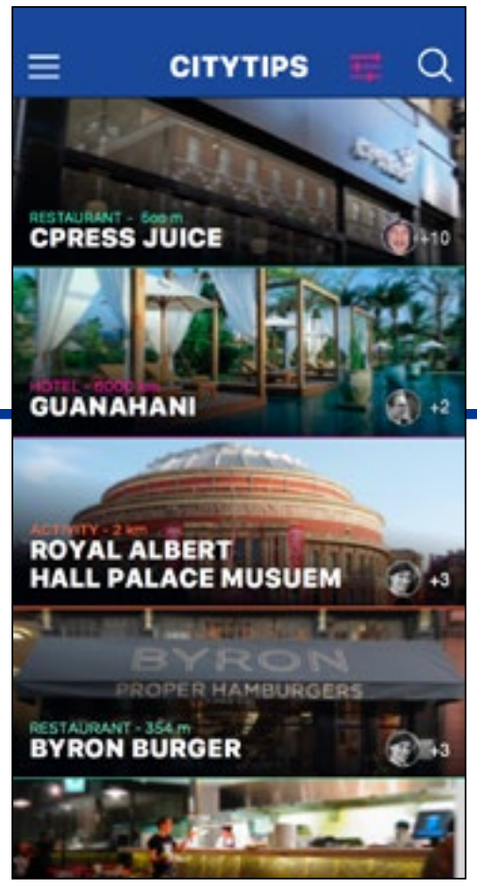
CITYTIPS DESIGN CONCEPT

Define a simple and straigtforward colour scheme so people can get to content as fast as possible. Focusing on visual content and bold colours.
The App displays places around you in an efficient way.

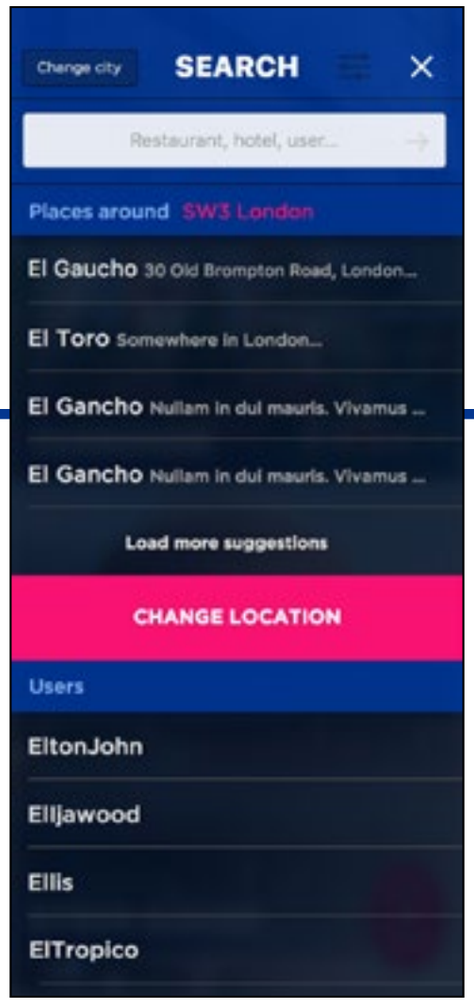
Tutorial



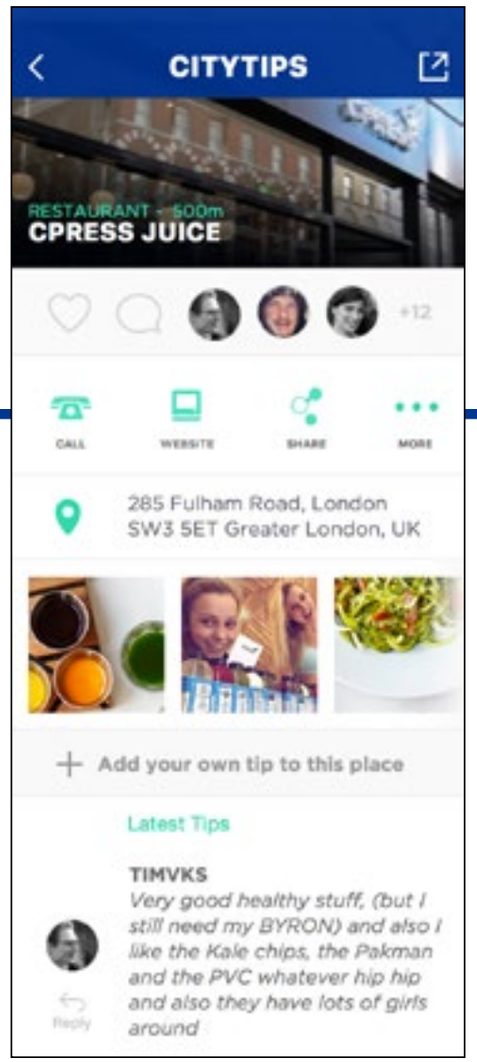
Home



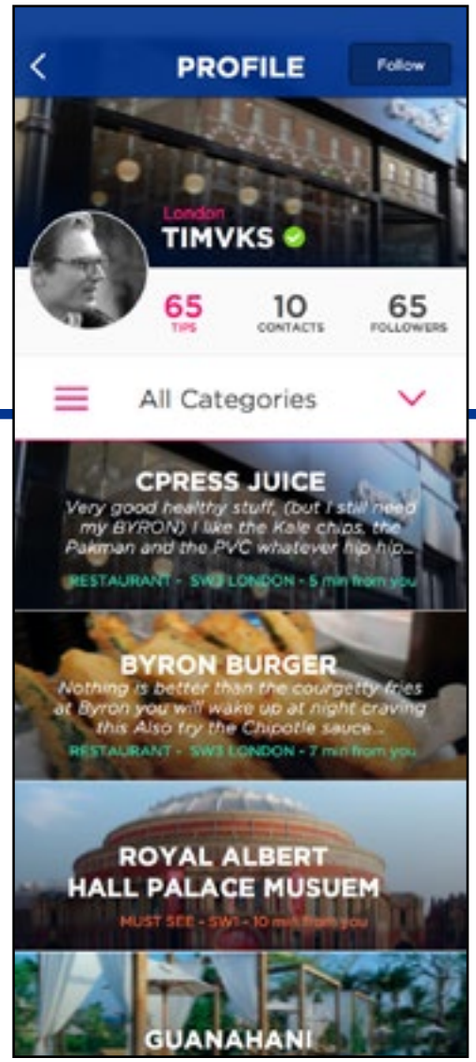
Search



Place Screen

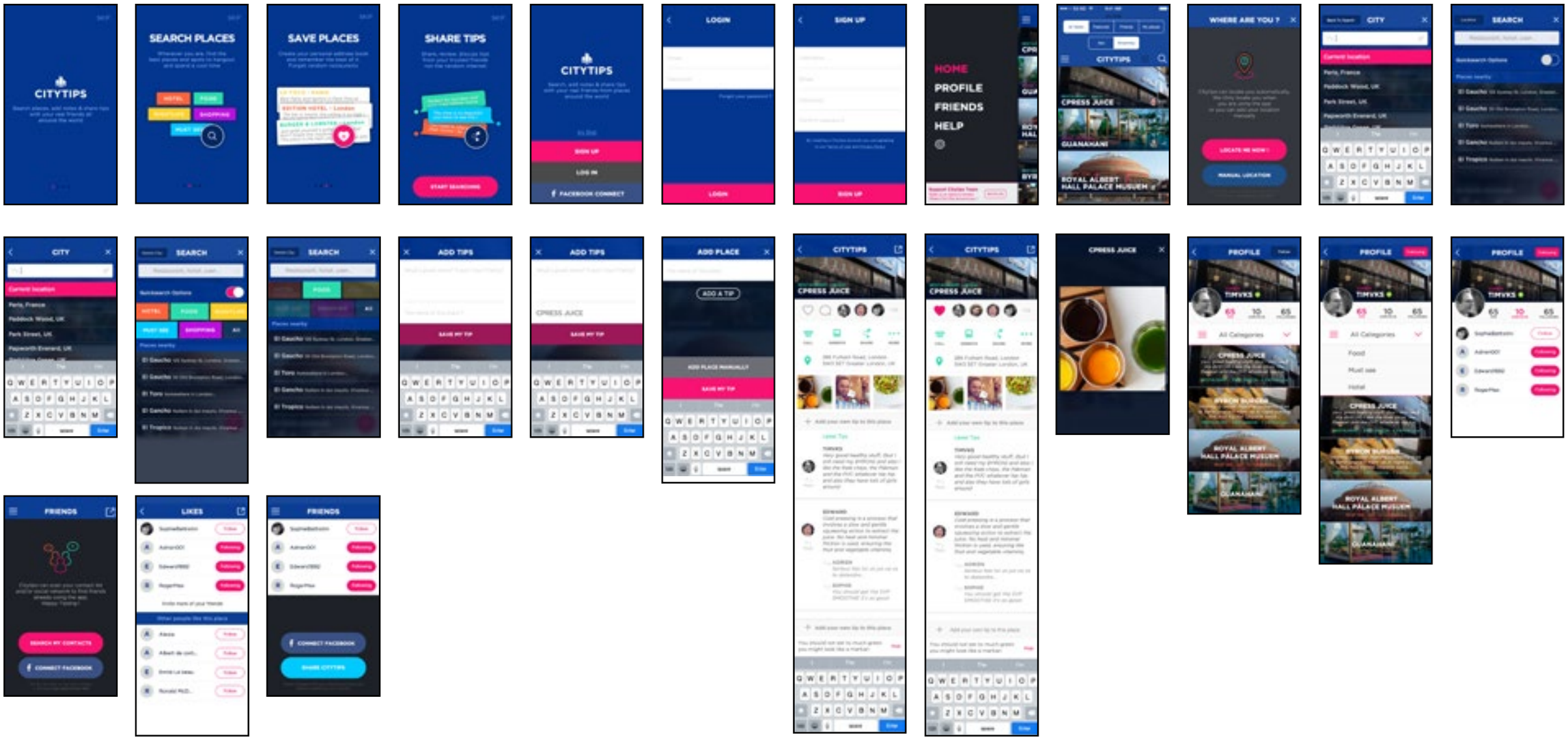


Profile Screen



CITYTIPS SCREENS OVERVIEW

After re defining the main paths of the app it is very important to have a very precise and clear vision of the app before production. As it saves up on expensive Dev hours and lets us understand and feel the app. Using Invision I can interact with client and dev to make the best app.



CITYTIPS DEV GUIDE LINES

Based on a 12pt ratio each items of the app is a multiple so no tough questions for dev. Just simple assets to integrate.v

TopBar
background: rgba(0,51,144,0.90);
1pt bottom line: background: rgba(0,0,0,0.50);

MainAction
background: rgba(249,18,114,1);

HOTEL
background: rgba(254,99,59,1);

Food
background: rgba(44,219,174,1);

Nightlife
background: rgba(255,208,39,1);

Shopping
background: rgba(189,16,224,1);

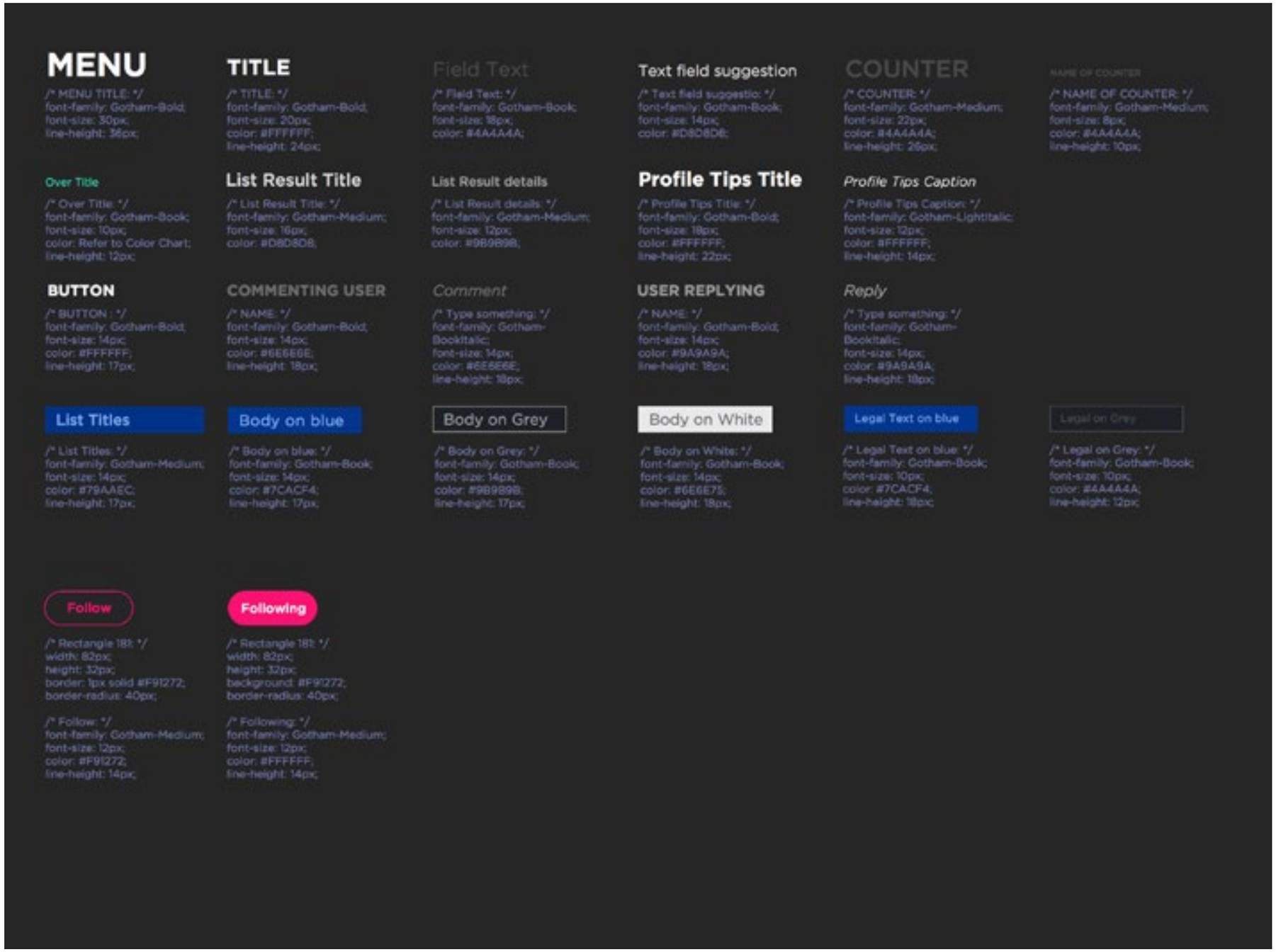
Must See
background: rgba(0,202,255,1);

Background no blur
background: rgba(52,55,61,1);

Background SubActionBtn
background: rgba(74,74,74,1);

Background LikeRow
background: rgba(250,250,250,1);

Background White Section
background: rgba(255,255,255,1);



ROAD

INC.

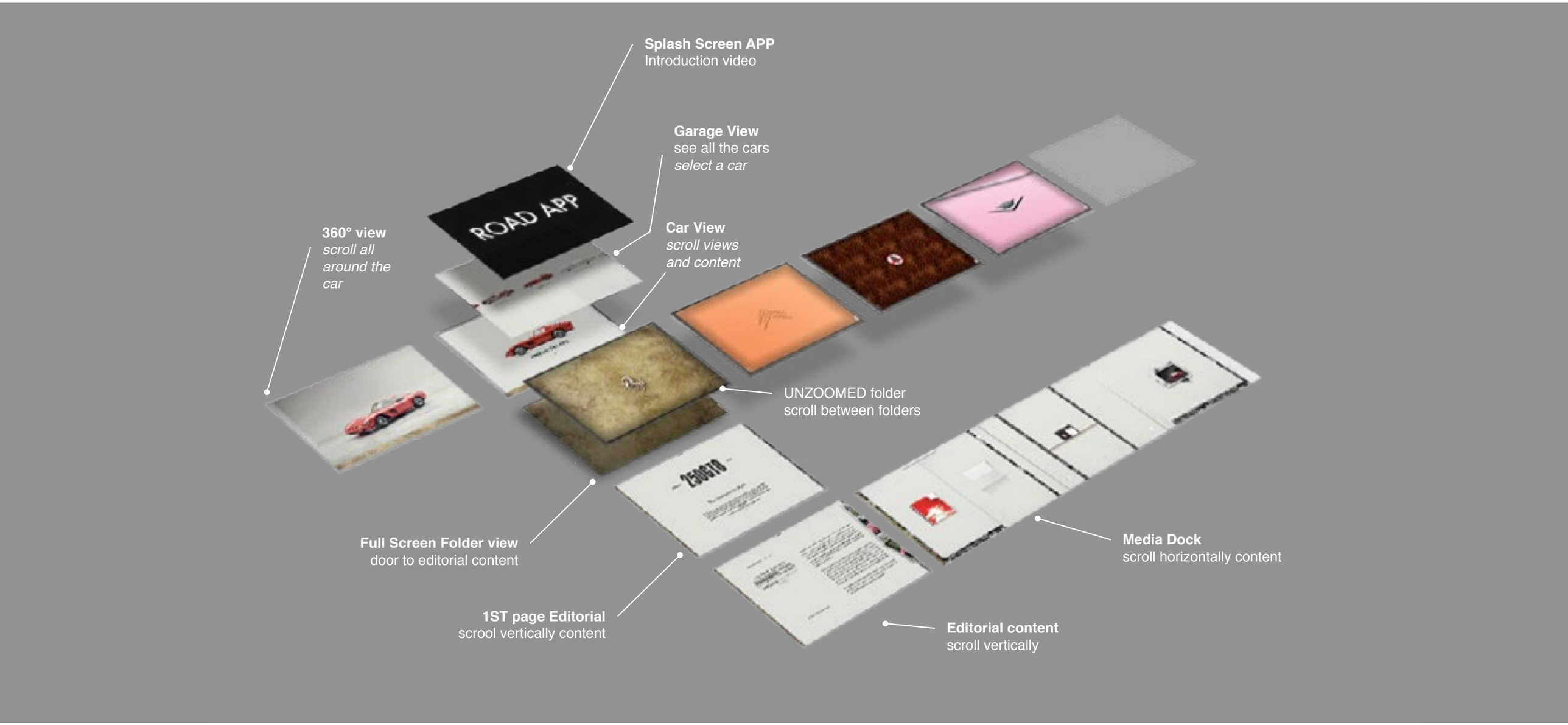
Animations concept at this address

ROAD INC. iPad app

Road Inc. is a unique application
for iPad dedicated to the automobile and its history. An experience designed like a digital, interactive museum, Road Inc. plunges the user into a universe of cars that have reached legendary status.

Edward Battistini - Creative Designer

ROAD INC. UX Map



ROAD INC. SCREEN OVERVIEW

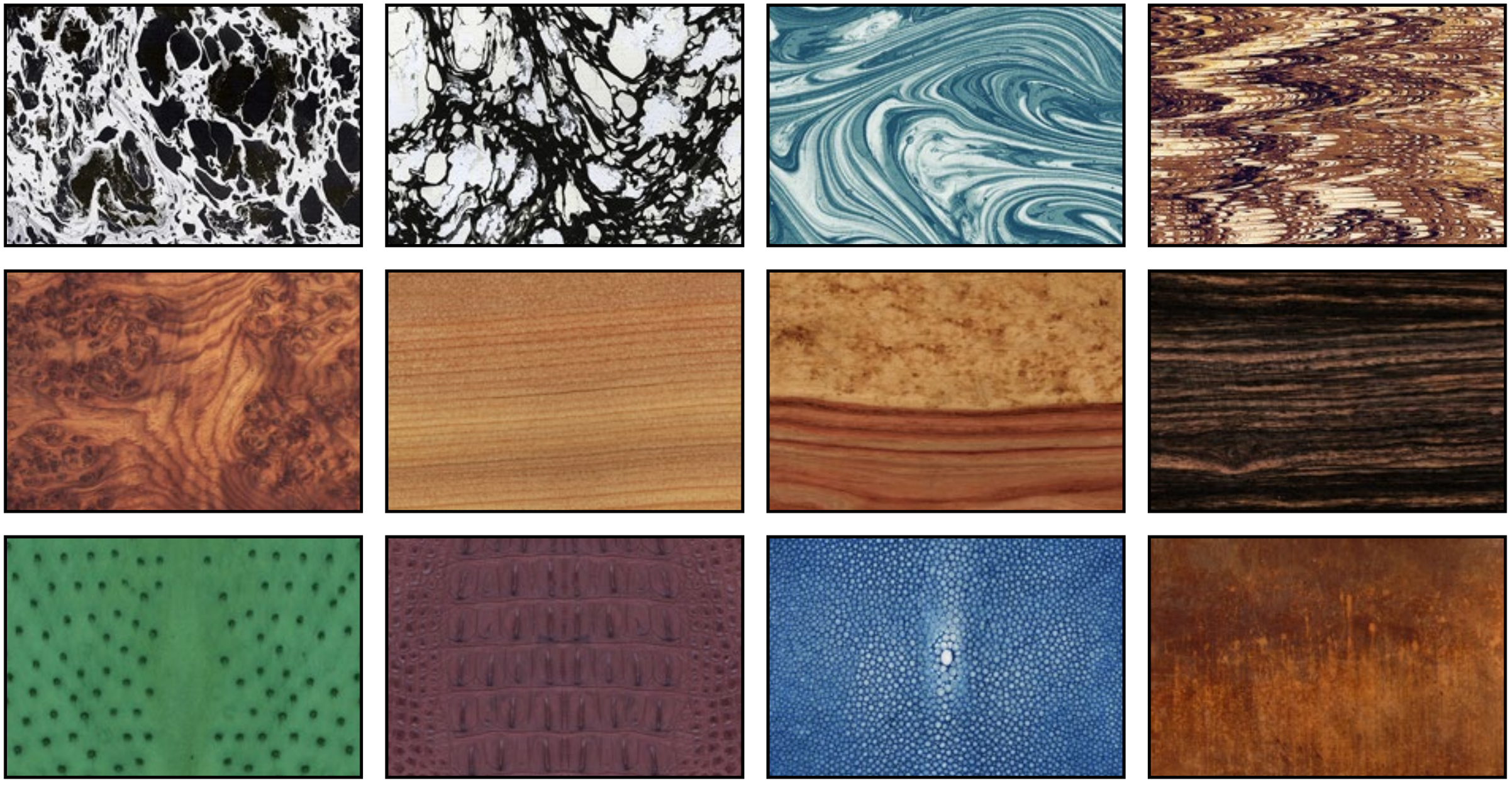
The App is a digital experience dedicated to the beauty of cars. The experience had to be at the same level of it's content. Each cars from the collection (50 cars) has editorial content. 3d visualisation and related visual medias.

ROAD INC. 3D RENDER

Each car from the project had to be modeled in 3d and rendered using Vray render engine to optain the highest level of realism.

ROAD INC. TEXTURES

Each car from the project had unique textures, curated, scanned from real leather, paper, wood suppliers. To bring physical emotion to the digital content



ROAD INC. PRESS KIT

As a product designer I created a special goody Kit for the press .
Trying to offer them the best experience even before using the app

PRIZER

PRIZER APP

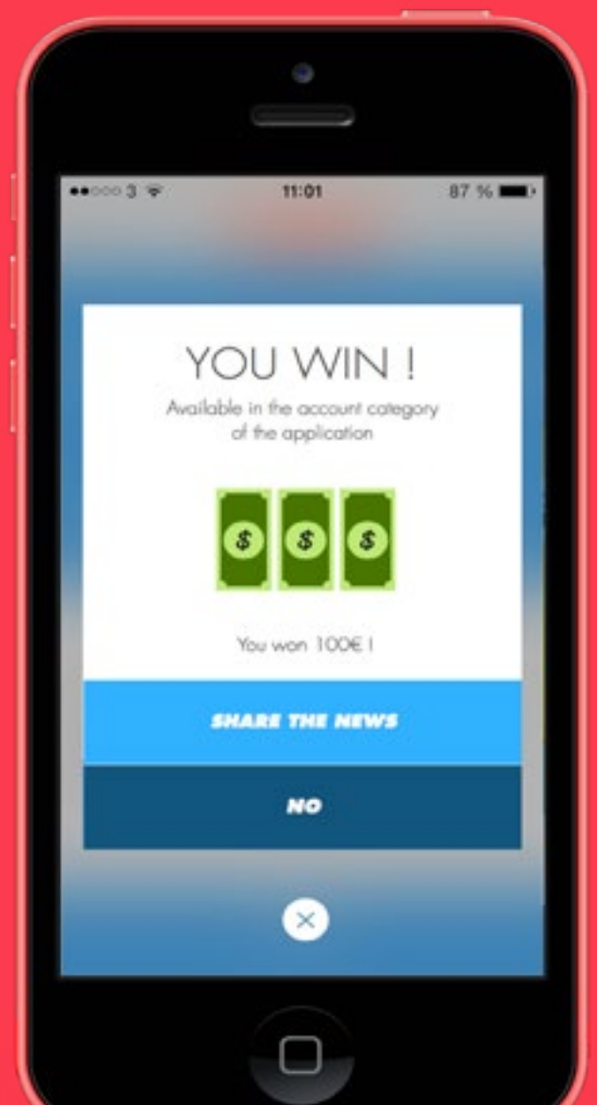
Prizer offers free lotteries financed by advertising.
Claim your ticket in just a few seconds and win real money!

1 | PICK A LOTERY

All loteries are free to enter

WATCH AN AD | 2

Get a ticket at the end of the video
to enter the draw



3 | WIN MONEY

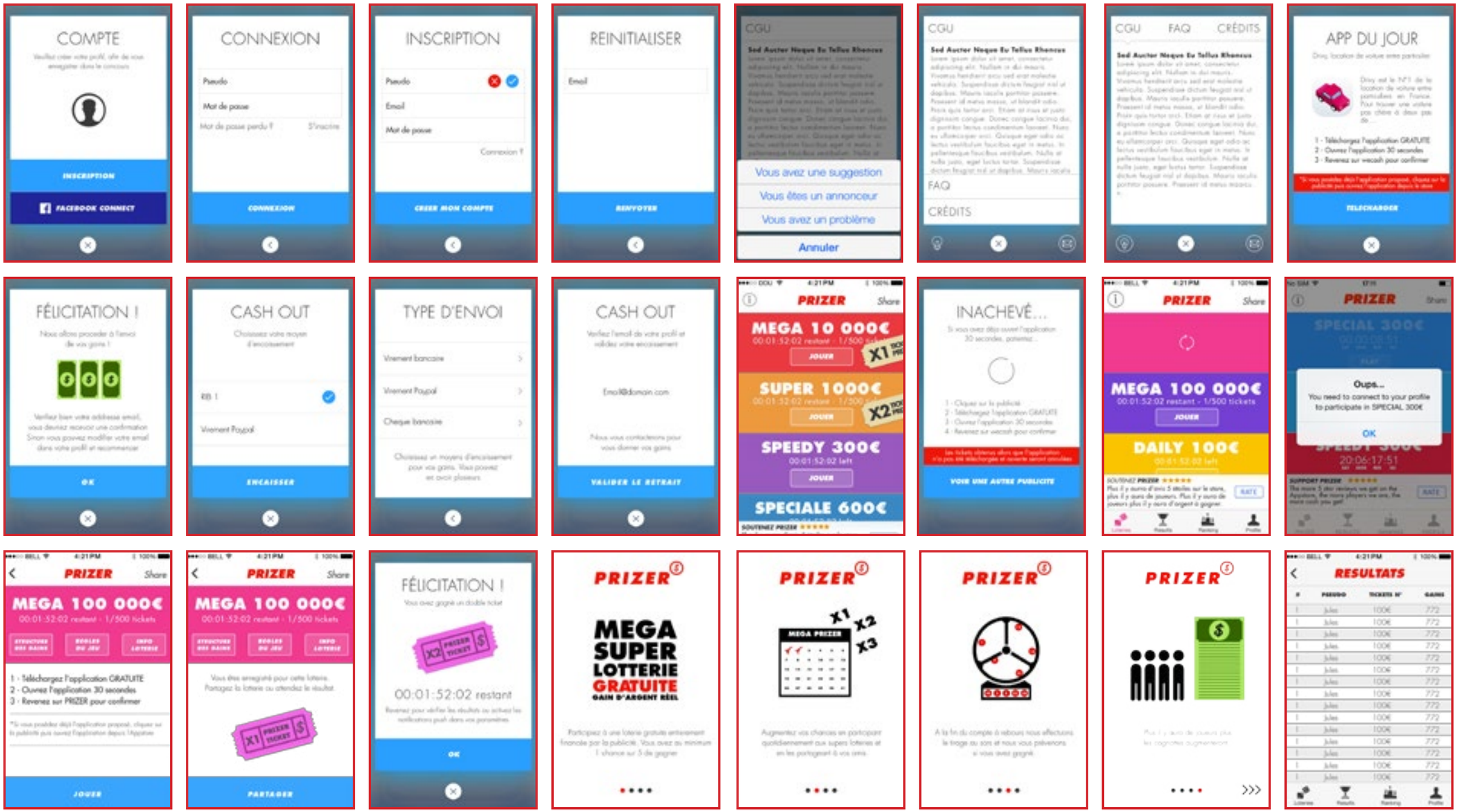
We send payments through paypal

Edward Battistini - Creative Designer

PRIZER

PRIZER APP

All screen made from scratch on SketchApp.



Edward Battistini - Creative Designer

PRIZER

Wepark

WEPARK APPFLOW

Weparks ambition was to allow drivers to share their parking spots in busy areas of France and worldwide. The main goal is to have the fewest steps before accessing the service as people are driving.
Big buttons, contrasted UI. and integrated car design style

WEPARK

Finding a parking spot is no longer a nightmare.
Weparks ambition was to allow drivers to share their parking spots in busy areas of France and worldwide.

GIVE OR FIND
a parking spot

WHERE

WHEN

WAIT
for a match

DRIVE
To the spot

Edward Battistini - Creative Designer

Wepark

WEPARK APP

All screen made from scratch on Photoshop.
On the app there was 2 currencies. The star which was the money in order to find spots and the heart which was the behaviour of the users.
People would use signs in order to confirm the exchange.

PRODUCT DESIGN

carus

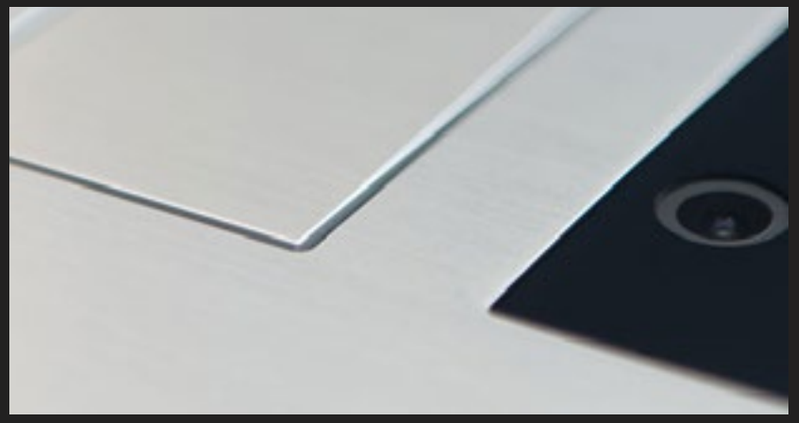
1st prize on Carus-Concept and Grabcad.com competition

Carus concept is a part of TCS TürControlSysteme AG a German Industrial group specialised in profesional communication devices (Buzzer, intercom, phone line system).
Carus-Concept is the high end brand of the group and sells premium version of TCS TürControlSysteme AG products. Carus wants now to use their expertise to extend the product line to various accessories for smart devices

Brief : Create a charging station for Apple iPhone and Apple Watch

THE BRAND AND THE PRODUCTS

Simple forms, an uncluttered layout and high quality materials are the means to achieving timeless aesthetic presence. This generates longevity and durability which is our goal in designing the Edition CARUS. CARUS objects are unique in the traditional craftsmanship used to produce the elegant metal surfaces. The harmony and tradition and modernity means that we can design tailor-made, quality products for the user which he can not only identify with but which also fire his emotion



CARUS DOPPIO #1

Minimalist dock design combining Apple Watch and iPhone 6 charger. The product is a simple answer to charging both iPhone and Watch at the same time. Whilst the watch is charging, the screen displays horizontally convenient when you are in bed. The iPhone slot is made of soft material (to be defined) to protect and facilitate when docking. Finally the dock has an extra surface for what is left from our pockets... coins, wallet, jewellery, notes... The Doppio dock keeps in mind Carus-concept design language and offers and aesthetic and practical answer to charging both iPhone and Watch.which he can not only identify with

Carus

CARUS DOPPIO #1

Iphone 6 or 6 Plus dock
Soft rubber for protection when inserting the phone

Curvature Cut to avoid bracelet opening while in charge

Handy Surface
great for wallet, coins, bills...

Watch indusction station
using Apple’s induction charger.

Carus

CARUS DOPPIO

DUAL POWER & ELEGANCE

CARUS DOPPIO #2

Carus Doppio Plus is the second version of the Carus Doppio
It has a 5W Speaker and is bluetooth paired with your smart devices. Once plugged in you won't miss your phone as you can control it without touching it. Conference mode, Siri compatible, VoiceOver ...

CARUS PAIRING APP
Setup with Wifi hand Free service Directly on your favourite smartphone

SOUND CONTROL
and option adjustment
Speaker volume

DOOR UNLOCK SYSTEM
Speaker / Mic
Conference mode

CARUS DOPPIO PLUS
Is the second version of the Carus Doppio
It has a 5W Speaker and is bluetooth paired with your smart devices. Once plugged in you won't need to hold it anymore. Conference mode, Siri compatible, VoiceOver ...

CARUS WATCH APP
The Carus Watch App is the perfect companion to unlock and control your Carus products in a blink of an eye

carus

CARUS DOPPIO+

DUAL POWER & SECURITY VIDEO

CARUS DOPPIO #3

Final development

CARUS DOPPIO #3

As part of the competition, TCS invited me to Germany to work on the final design of the dock, and should be the final iteration. The Carus Doppio 3 is a charging tray. It is part of our home. It was design to store and charge all the things you use everyday. It has the two orignal Apple chargers, and some space all around to throw coins, wallet, jewlery. that you wont be using when at home or in bed. The tray is made of solid alumiunium, with the unique Carus-Concept finish. It is lined with a suede, to protech your devices from scratchs.

CARUS DOPPIO #3

APPLE WATCH INDUCTION CHARGER
Fixed with 3 M2 screws at the back

APPLE LIGHTNING CONNECTOR
Encapsulated in a plastic sleeve,
fixed on the PCB

USB-C SOCKET

SUEDE LINING
Glued on the top padded case.

ALUMINIUM ALLOY
Anodised and brushed with TCS AG
unique technique

CARUS DOPPIO #3

carus

7:29
Monday 8
Alarm 7:30AM

PYRAMYD EYEWEAR

Precious Casual Sunglasses

PYRAMYD EYEWEAR - PE01

The PE01 collection is a limited edition of 200 numbered pieces. They are made of acetate and come in 10 colours with 10 fine or precious stones encircled with yellow or white gold. Each pair of sunglasses comes with a pouch made from python and kid skin leather and assembled by hand in a parisian workshop. It's lining, in dyed lamb skin, perfectly matches the colour of the chosen stone. The client can select the frame, material and the stones to suit their taste. Each piece is then assembled by hand in Paris.

INVISBLE BEAUTY

The beauty of the object
is discreet and not obvious
it appears only in the details

HANDMADE

Made in France
Using only craftmen
and luxury specialists

PRECIOUS

Each sunglasses are unique
bespoke assembled for the customer
with a unique number engraved.

ICONIC SHAPE

The shape is is iconic
parts of the model are pillars
of the brand identity

PYRAMYD EYEWEAR

EUROPEAN OPTICS MARKET REMAINS STABLE, WITH 15BN EURO TURNOVER IN 2013

http://www.gfk.com

TRUSTED QUALITY
STRONG INTERNATIONAL INFLUENCE

Luxury +

Exclusivity / Price -

Exclusivity + / Price +

Luxury -

Maison Bonnet

PYRAMYD EYEWEAR

Cartier

dunhill

OLIVER PEOPLES

BVLGARI

BARTON PERREIRA

MOSCOT

SUPER

Persol

Ray-Ban

DESIGN SENSITIVE
WEALTHY 30'S
QUALITY AWARE

PYRAMYD EYEWEAR

SHAPE & STYLE EXPLORATION

Finding the right style for fashion accesory, can be a very difficult stage for a brand.
It needs to be innovative and keep a durable consistency throughout the future models.
The biggest challenge was also to find a way to fix stones on the front of the glasses.
Giving the flexibility of choosing different materials without interfering
with the manufacturing process.

SUNGLASSES MANUFACTURING PROCESS

From raw acetate sheets to ready to sell sunglasses, there are several process, which cannont be changed. For the PE01 as the client could choose material, stones and lenses, we couldn't do exactly this process.

Cutting

Crafting

Tumbling

Assembling

Polishing

Process in factory

PE01 MANUFACTURING PROCESS

Factory / Store / Paris workshop

Customer customisation

Local Assembling

Local Polishing

THE FRAME

The shape and frame design takes its inspiration from the 1930s. The frame itself arose from a contrast between angular edges and soft curves. From an elegant design set in acetate and original textures, the model PE01 derives its striking and quirky personality.

THE STONES

Coloured gemstones are set in circles of white or yellow gold, which we individually select from professional suppliers at the famous parisian place Vendôme. The creativity of the client is displayed in their choice of fine or precious stones.

THE CASE

Inside a simple black box, lies a case made of python and kid skin leather and assembled by hand in a Parisian workshop. It's lining, in dyed lamb skin, perfectly matches the colour of the chosen stone.

1 DESIGN
100 VARIATIONS

PYRAMYD EYEWEAR

ADVERTISING MOCKUPS

Let the product talk. The less you describe the more desire you create. Anyone should see himself wearing the model. For luxury brand this strategy is widely used and combined with good craftmenship it works very well

PYRAMYD EYEWEAR

PRESS ARTICLES

PYRAMYD EYEWEAR

TODOSTICK

**A physical todo list to keep track of your day,
even when your battery is dead**

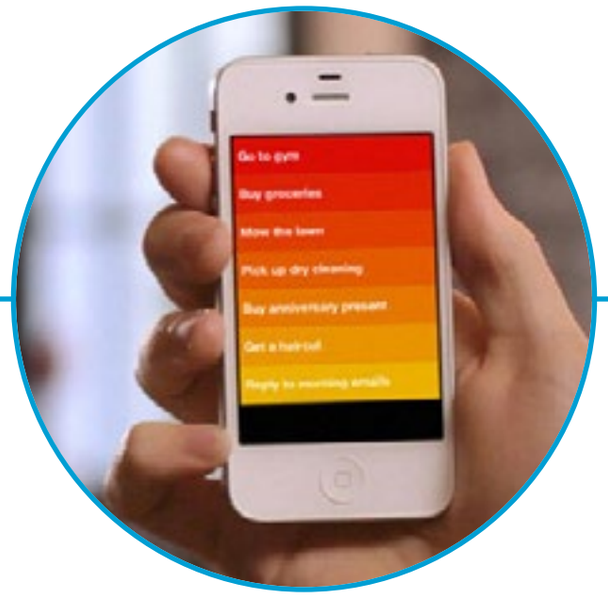
SOCIAL BEHAVIOUR AND ANALYSIS

Distraction have never been as available as in 2015 with social media, streaming and viral internet content it is very easy to be taken away from what is inportant and needs to be done. A study conducted by LinkedIn profesionals showed that people make list of task which make them more efficient.

1

71% of women and 60% of men, say they frequently keep track of their tasks with various to-do list support.

2



50% use paper, 45% create electronic list.
5% reported storing their lists in alternative places, “Piles of files,” “in my mind”

3

Globally, todoist tend to be distracted by unplanned task or other digital distraction : social media, phone call, co-workers...

QUESTION

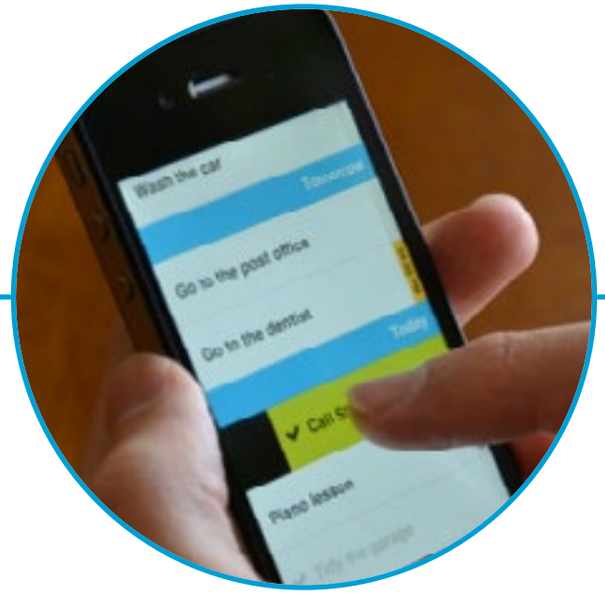
How can we help todoist accomplish their task ?

RANDOM PAPER LIST

PLUS
Easy access
Modularity

MINUS
No global vision
Easily lost
Random

SOFTWARE BASED LIST



PLUS
Modularity
Flexibility
Infinite
Mobility

MINUS
Access to distraction
Battery dependancy

SPECIALISED LIST PAD

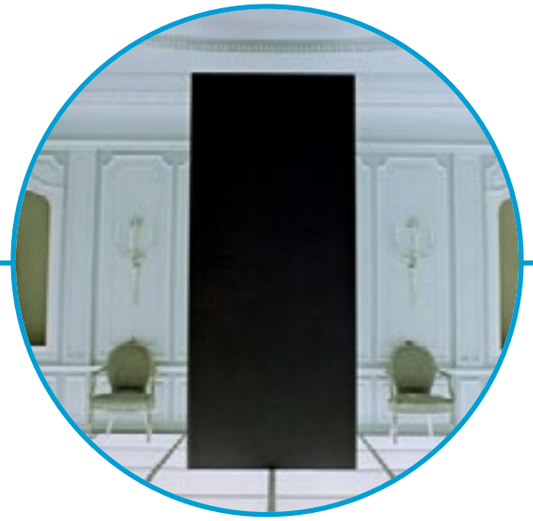
PLUS
Global vision
Modularity

MINUS
Mobility
Size
Unaesthetic
Distribution

PORTABLE

A small object you can carry
in your pocket it has one function
and it does it well

SYMBOLIC



The shape is precise
and sufficient. No
useless curves

SIZE OF A HAND

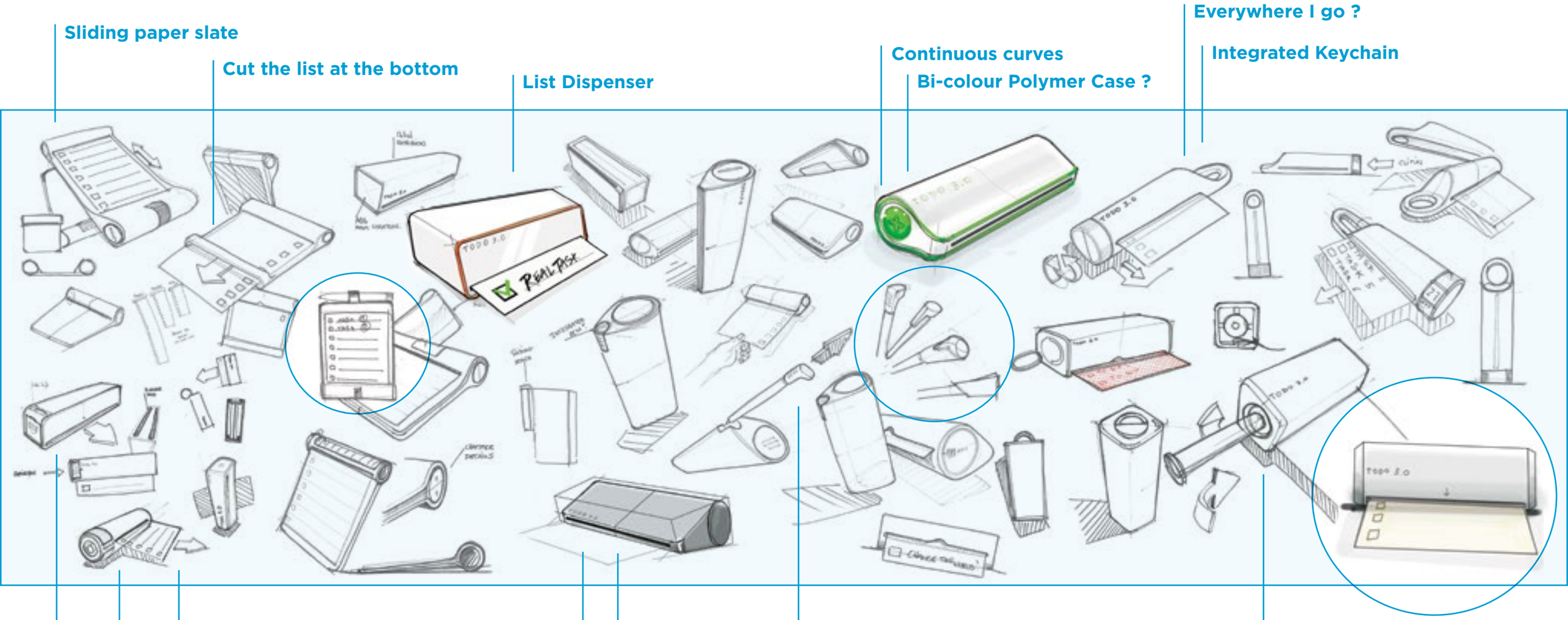
Holding has a meaning
the touch is soft but rough
the material talk

SCROLLABLE

Recreate scrolling in reality
“Physicalisation”
Real experience inspired by digital

FUNCTION, SHAPE & DESIGN

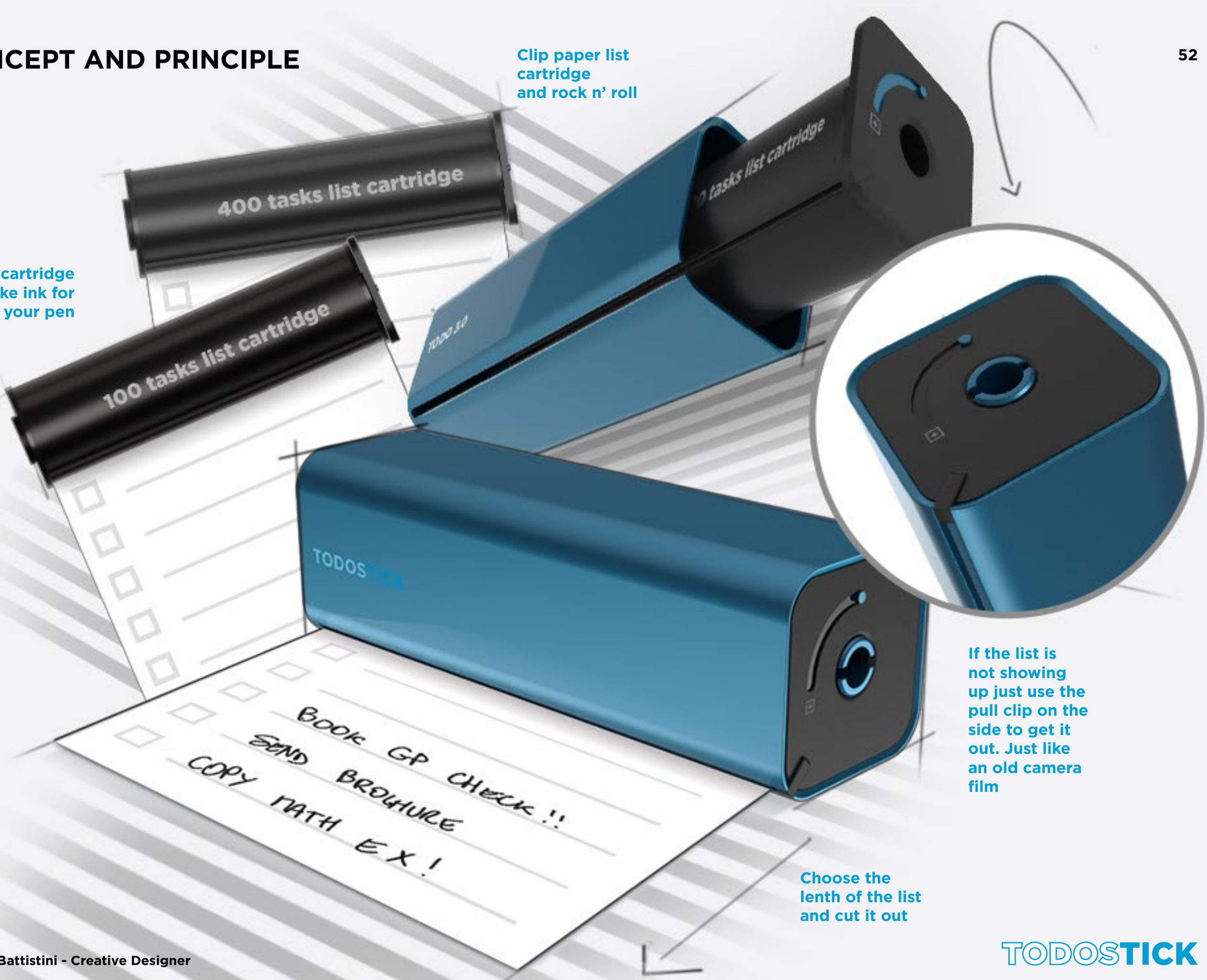
Existing products and social behaviour have shown a physical product could be created targetting professionals and offering mobility, flexibility and distraction free. The product will need to be small, aesthetic and easy to use, so people can have it on them all the time.



CONCEPT AND PRINCIPLE

Clip paper list cartridge and rock n' roll

List cartridge are like ink for your pen



If the list is not showing up just use the pull clip on the side to get it out. Just like an old camera film

Choose the lenth of the list and cut it out

Edward Battistini - Creative Designer

TODOSTICK

Folded paper packaging with simple and impacting icons

Any lengh of list. No matter the subject of the day

The body has a metal tube in the center that clips to the cartridge.

The Todostick would be sold in local shops and office supply store

Edward Battistini - Creative Designer

TODOSTICK

GET THAT HOUSE DONE
RENT CHAINSAW
BUY 8MM SCREWS
GET HAMMER
Edward Battistini - Creative Designer
TODOSTICK

PREPARE THAT DINNER !

Edward Battistini - Creative Designer

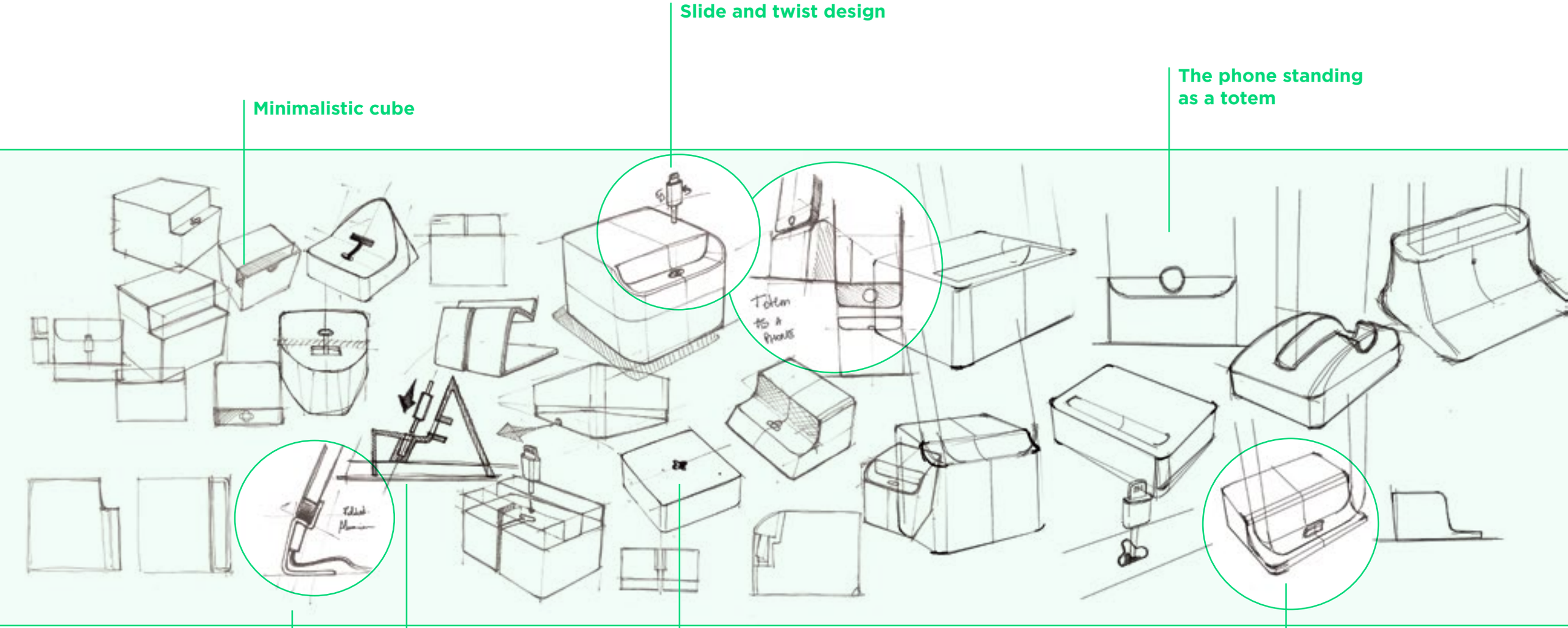
TODOSTICK

DOCK

A docking station for iphone 5
using Apple lightning cable

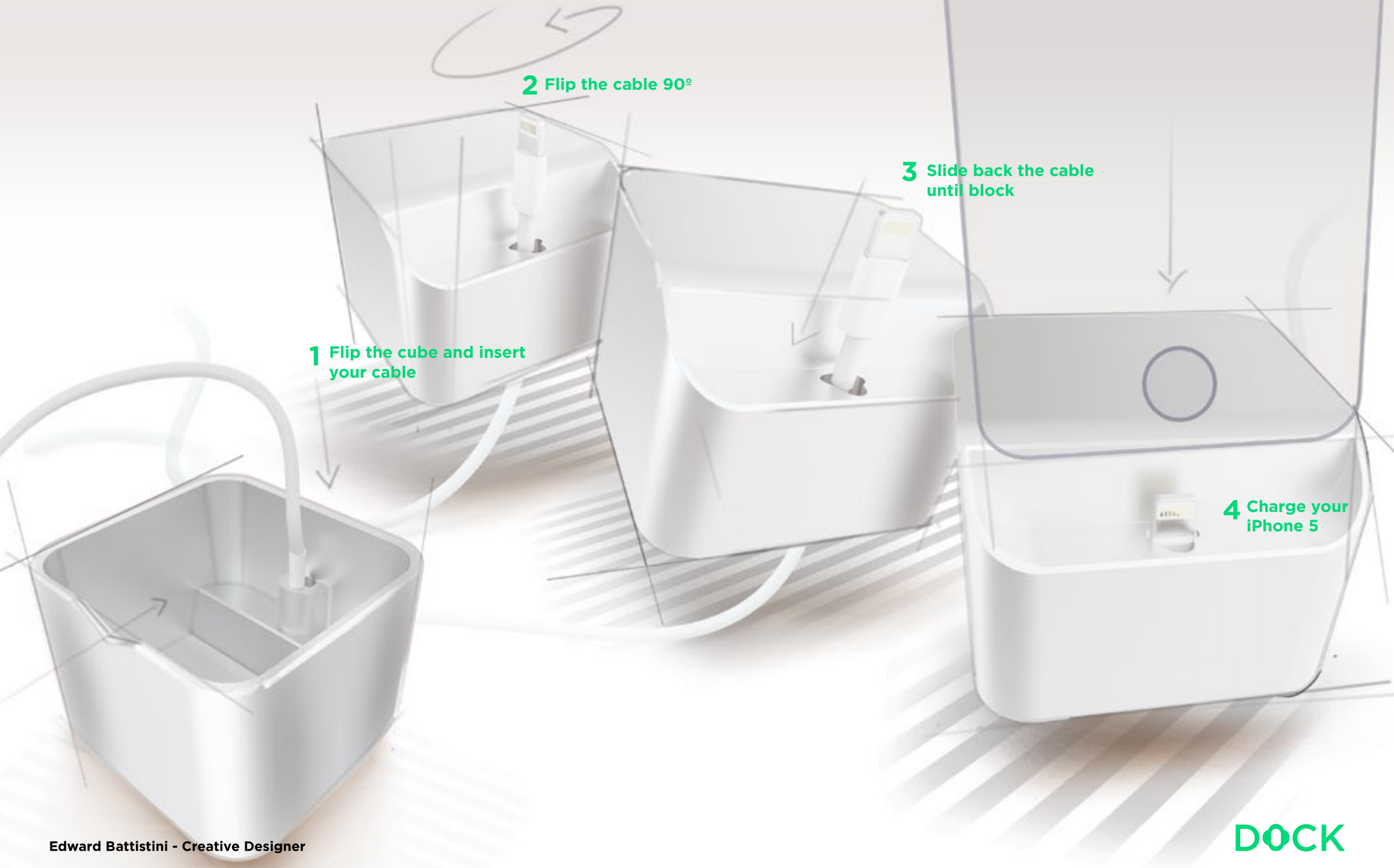
IDEAS, SHAPE & DESIGN

An untechnologic object to plug in your favourite iPhone. In this exercise, I tried to get rid of technology and produce a minimalistic and raw object to feature the iPhone when charging. Keeping within Apple design language and CNC production in mind, I came out with a unique one step plug and play object. Using the actual Apple lightning cable, the DOCK is a relevant, afordable and easy to produce solution for all iPhone owners.



SLIDE AND TWIST CONCEPT

First slide through the hole from the bottom, then twist the cable 90º and slide it back down to lock in the dock. The dimensions of the hole leaves just enough space to slide in the cable with ease and keep it fixed until removed



Edward Battistini - Creative Designer

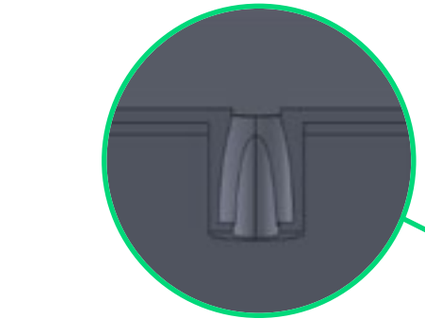
DOCK

CONCEPT RENDER

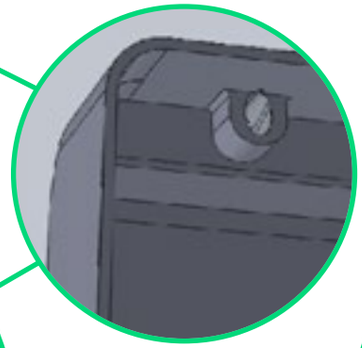
The DOCK is in aluminium but can be done in any other material that can be CNC milled. The weight of the material keeps the dock stable when the phone is unplugged by user.

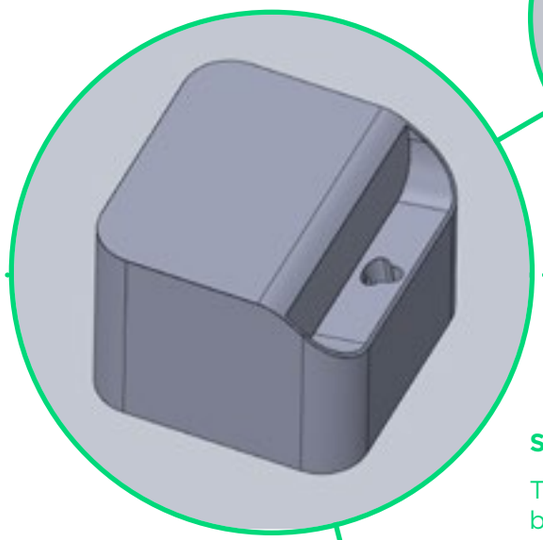
FROM CONCEPT TO PROTOTYPE

The DOCK is a straightforward answer charging your phone and viewing the screen at the same time. Where others have tried to offer there own version with several parts and screws the DOCK is made of one piece of metal and that's it. The Simplicity of its design offers the possibility to make the DOCK in any material as long as the material tolerances are respected.



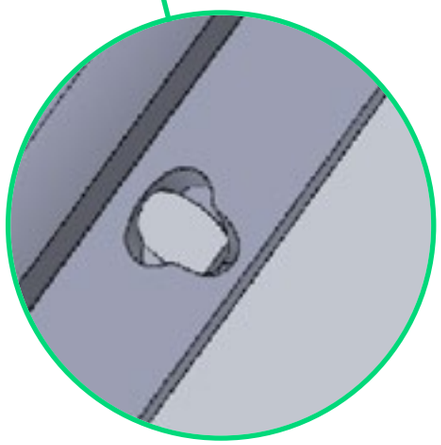
With a two axe design, the dock can either be milled or injected

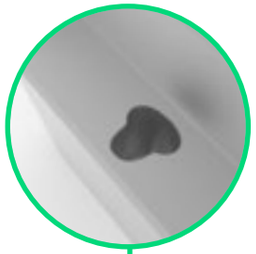




SOLIDWORKS MODEL

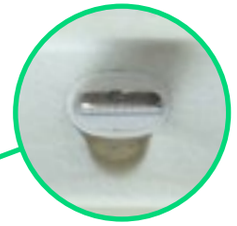
The only element that could break is the cable itself





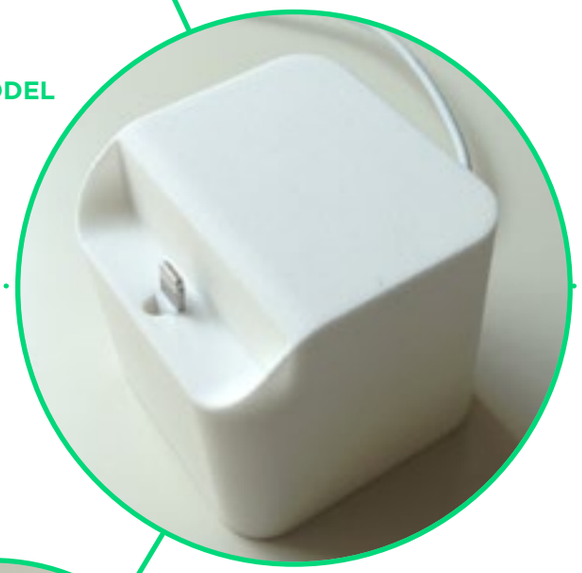
3D RENDER

A little curve cut out from the body offers enough space to let the cable go through



The hole created for the system is discreet and is hidden by the phone when plugged in

3D PRINTED MODEL



The height of the dock offers enough room to store your charger or in the future have a battery pack

BRAND IDENTITY

IRONWEB

A company creating e-commerce websites based on
subscription & recurring billing model

Mission :
Create the brand guidelines.
Logo and website,

IRONWEB

[IRONWEB]

ironweb

ironweb

ironweb

ironweb

IRONWEB
Brand book

VAR color
IRONWEB
IRONWEB

BRAND

VAR color
IRONWEB
IRONWEB

SPACE around
IRONWEB
IRONWEB

DO with logo
IRONWEB
IRONWEB
IRONWEB
IRONWEB
IRONWEB

DONT DO
with logo
IRONWEB
IRONWEB
IRONWEB

COLORS
Primary
Secondary
#FFF
#333
BLACK

TYPOGRAPHY

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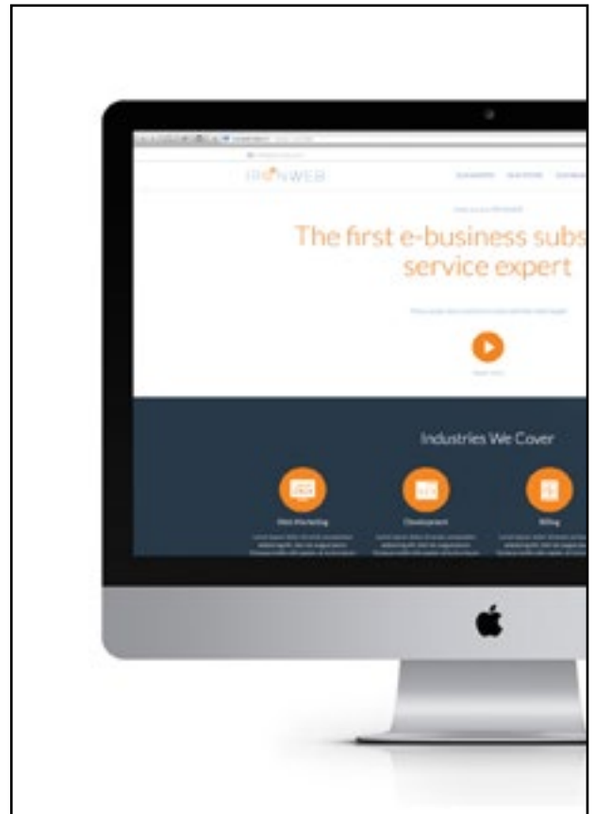
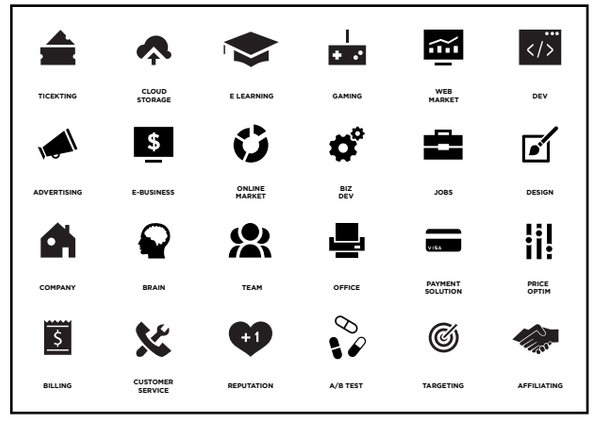
Manon@ironweb.com
T +44 2 043 323 232
M +44 7 473 321 424
ironweb.com
IRONWEB


IRONWEB
The first e-business subs
service expert
Industries We Cover


TICEKTING
CLOUD STORAGE
E LEARNING
GAMING
WEB MARKET
DEV
ADVERTISING
E-BUSINESS
ONLINE MARKET
BIZ DEV
JOBS
DESIGN
COMPANY
BRAIN
TEAM
OFFICE
PAYMENT SOLUTION
PRICE OPTIM
BILLING
CUSTOMER SERVICE
REPUTATION
A/B TEST
TARGETING
AFFILIATING