Contents

My technologies:

I'm started 10 years ago, studing Art. During this time I fell in love with design world, my passions have grown and I've improve my skills. I had learned different design techniques and a lot of PC programs for Product Design, Graphic Design, editing and organizing. This are the main one I use everyday:

Ai	Adobe **Illustrator**	Ps	Adobe **Photoshop**	Id	Adobe **InDesign**
Lr	Adobe **Lightroom**	Pr	Adobe **PremierePro**	S	Sima**Pro**
A	Autodesk **Alias**	A	Autodesk **Autocad**	I	Autodesk **Inventor**
	KeyShot		wacom®		Office

pro du ct

0.1

PRODUCT DESIGN: I always need to be creative, to design something new. Innovation need a new way of thinking and design products. Design thinking, brainstorming and team work are the needed starting point to design a functional and creative product or system. All my skill came from the experience at Politecnico di Milano but my passion for design and art has helped me to grow even more as self-taught creator.

Polypropylene (PP)
Produced by injection moulding: upper and lower body

Polymethylmethacrylate (PMMA)
Produced by blanking of the semi-finished product: diffuser panel

M Y N D

How to prevent Work Related Stress:

In the world the 50% of workers are affected by work related stress and there are a lot of reason why it happens. The 90% of this workers think that this problem is underestimated and a lot of work agency don't take care of their workers accurately. Sometimes stress is the main reason for a lot of serious diseases like Alzheimer, tachycardia, panic attacks and a lot of other issues. I thought MYND to resolve this problems for people that work in an office because it's the first place where stress could be.

Silicon rubber (SIL)
Produced by injection moulding: elastic diffuser

Designed and studied in Politecnico di Milano

Tracking BPM

Stress can be measured by heart rate and his variation in time. Each worker need to wear one of this bracelets, in this way, thanks to Embrace by Empatica®, MYND can tack your BPM Heart-Rate with skin conductance.
Each value is processed by one Mobile-App that communicate with MYND trough bluetooth. In this way each worker desk will be provided with MYND and depending by your BPM/time value it communicate with you reassuring and providing you with solutions, hint and medical opinion preventing the creation and accumulation of stress.

MYND and Embrace can communicate trough bluetooth, measure BPM with skin conductance and find workers with GPS and alert people for their unexpected serious issues.
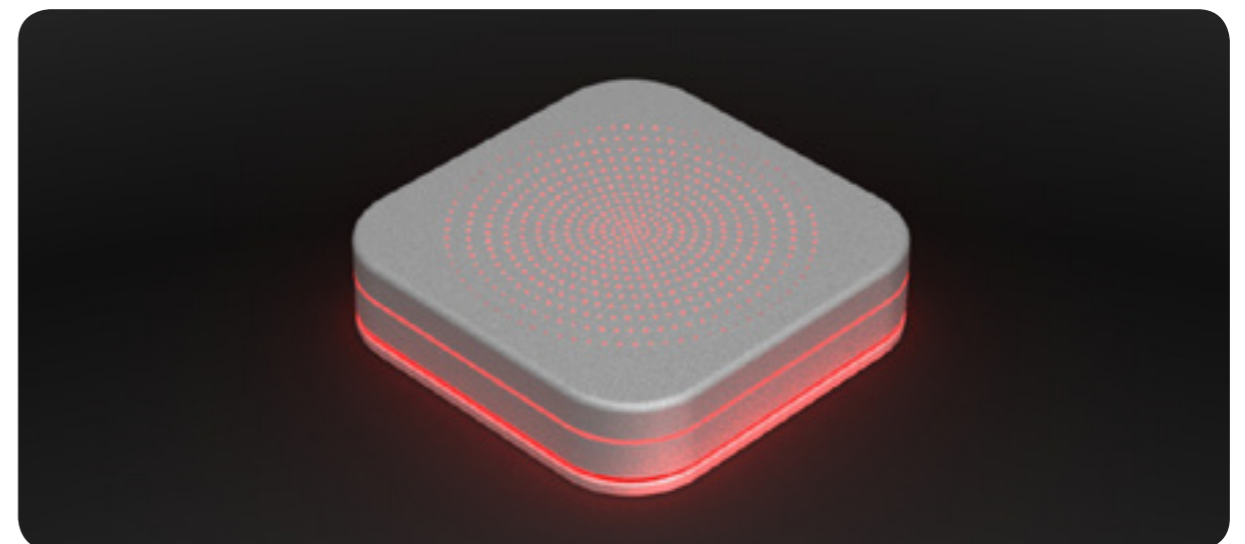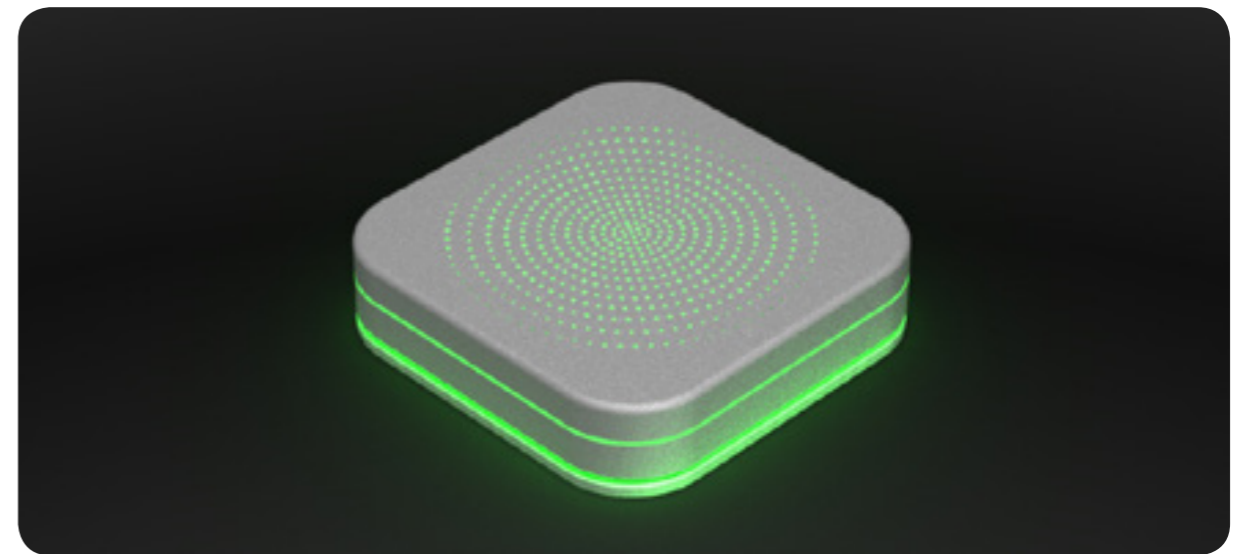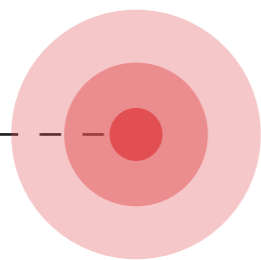
Benchmarking and
Medical Opinion

The first step in each design process is to analyse the real problem, find some expert and see the existing solutions to improve them for creating something creative and better that can make the difference.
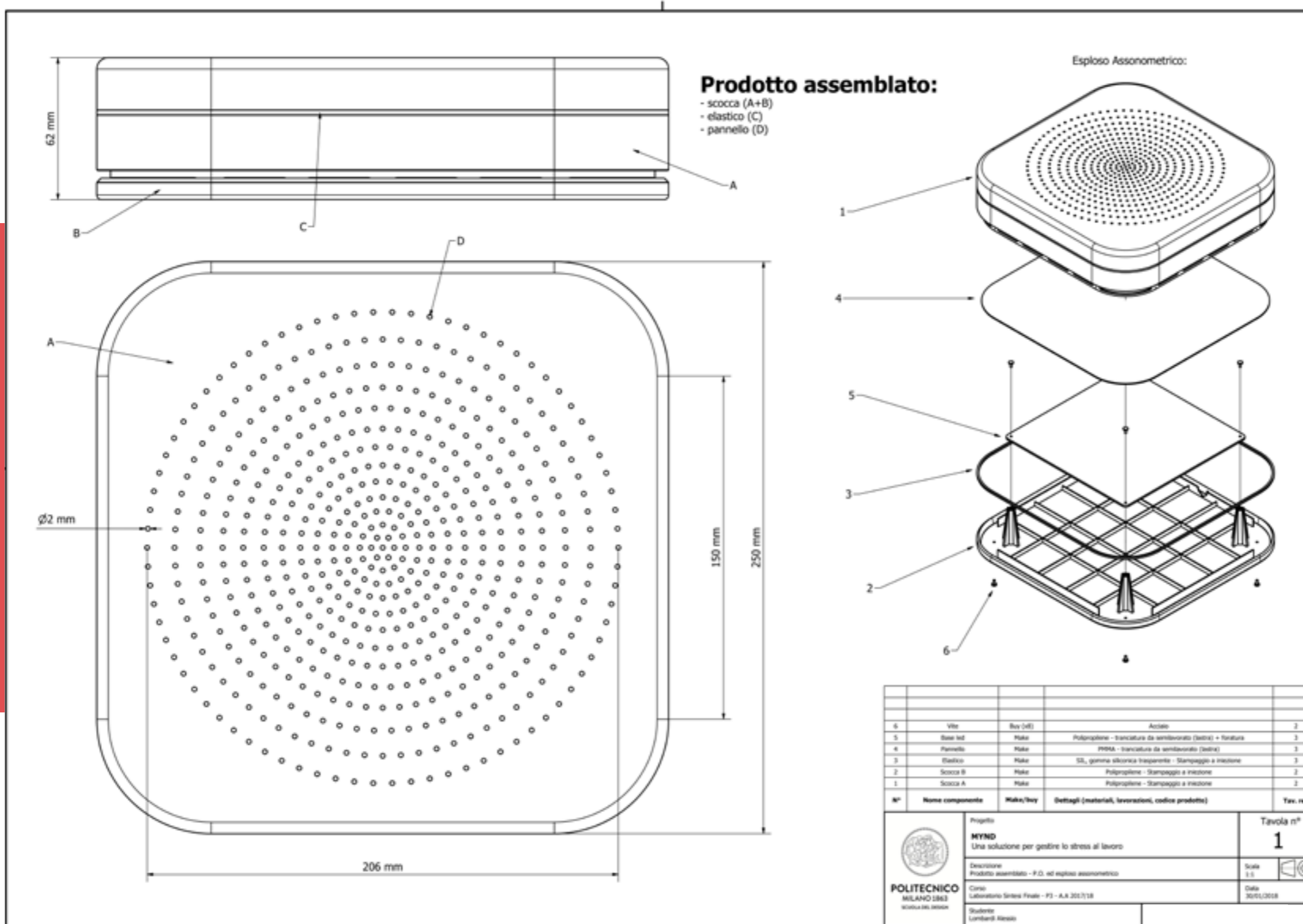I've analysed many Work Related Stress European and world statistics to understand why this problem is so common.
I've meet some experts like psychologists, psychiatrists and naturopaths and they talked me about mindfulness techniques and other principles that could help MYND to be perfect.

"Awareness is everything. Recognizing stressful actions is essential to calm down"

MYND use LED light communication to reassure workers. Each light has an essential aim and is connected to heart rate, in this way people can understand when the stressful situation starts and when they overcome it. Gratification is another key for this project and work productivity can improve for sure.

Prodotto assemblato:
- scocca (A+B)
- elastico (C)
- pannello (D)

62 mm

B
C
A
D

Ø2 mm

150 mm

250 mm

206 mm

Esploso Assonometrico:

1
4
5
3
2
6

Technical drawings and 3D models:

One of the last things to do is to realize all the ideas and make the things possible. A lot of sketches and free hand drawings to create shape that can reassure people: Big rounded-corners, soft light, good materials, etc...

Then on Autodesk Inventor ® for 3D model. I've shaped each part in detail to adapt it to production and consumer use.
Last things I've done it's rendering on all 3D models with Keyshot ® for understand how it looks like hypothesizing the real production.

N°	Nome componente	Make/buy	Dettagli (materiali, lavorazioni, codice prodotto)	Tav. ref
6	Vite	Buy (x4)	Acciaio	2
5	Base led	Make	Polipropilene - tranciatura da semilavorato (lastra) + foratura	1
4	Pannello	Make	PMMA - tranciatura da semilavorato (lastra)	1
3	Elastico	Make	SIL, gomma siliconica trasparente - Stampaggio a iniezione	1
2	Scocca B	Make	Polipropilene - Stampaggio a iniezione	2
1	Scocca A	Make	Polipropilene - Stampaggio a iniezione	2

Progetto	**MYND** Una soluzione per gestire lo stress al lavoro	Tavola n° **1**
	Descrizione Prodotto assemblato - P.O. ed esploso assonometrico	Scale 1:1
POLITECNICO MILANO 1863 SCUOLA DEL DESIGN	Corso Laboratorio Sintesi Finale - P3 - A.A 2017/18	Data 30/01/2018
	Studente Lombardi Alessio	

NERFGUN

From design to production:

The main aim for this project was to learn all the 3D solid modelling techniques with Inventor ®
and to understand all the designing process from the beginning to the production of all pieces.
The team work is essential in this case, organization and accuracy are very important for this
kind of project. Morphological analysis is the first thing, than we quote all different parts and
we started to create one 100% accurate 3D model of the real product.

Designed and studied in Politecnico di Milano
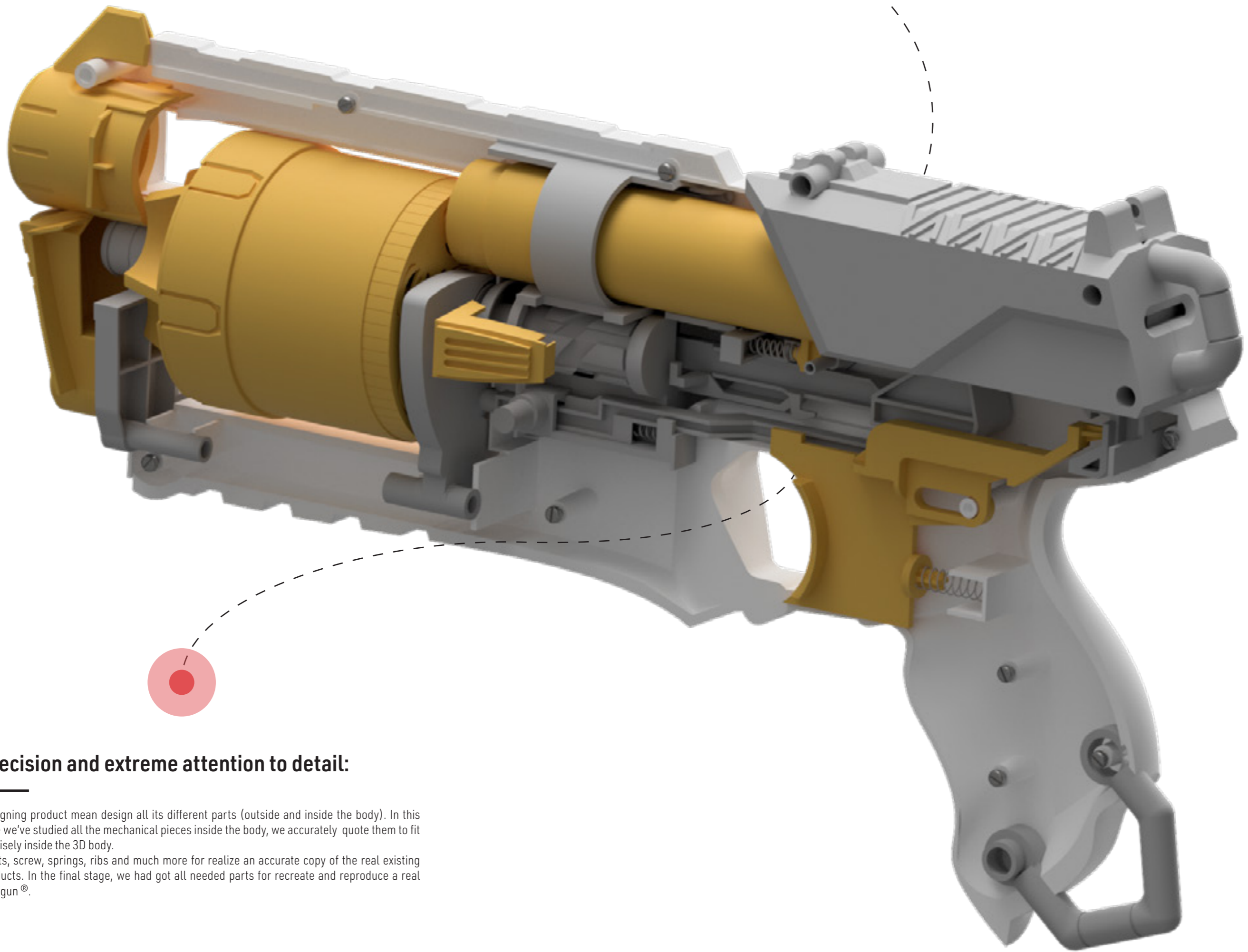
Precision and extreme attention to detail:

Designing product mean design all its different parts (outside and inside the body). In this case we've studied all the mechanical pieces inside the body, we accurately quote them to fit precisely inside the 3D body.
Joints, screw, springs, ribs and much more for realize an accurate copy of the real existing products. In the final stage, we had got all needed parts for recreate and reproduce a real Nerfgun ®.

BOSH IXO

How to create perfect photo renderings:

Creating graphic communication design for products is very important. They have to be real, like a photo, they have to be perfect. All the materials need to be seen and all the light and shadows have to highlight all the details. The 3D model must be 100% real and all the shapes continuity need to be create precisely. In this case I used Autodesk Alias ® to create the 3D model and Keyshot 6 ® for renderings.

Designed and studied in Politecnico di Milano

Studying light and shadows:

To realize this products I've studied the effect of the lights on surfaces and materials. In a photographic studio room I've replicated the light-ambient scenario to see how ambient and spotlights affected the real product.
I've tried to take measurements of the room and where all components were placed to replicate all settings in Keyshot ®. In this way I've get a precise and photographic render.

ECO NET_1

An ECO-friendly exhibitor:

Time passes and world change. In 2018 things like environmental sustainability, recyclable materials and smart design are the main theme that every designer should deal with. Each project will be a product of the future and if it's designed correctly, it will be disposed of and replaced without any problems. Thinking about pollution and ecosystem in all the design process is the only way we can improve our future.

Designed and studied in Politecnico di Milano

Eco-sostenibility

We have reduced the environmental impact and we create an ECO-friend-ly Aluminium exhibitor.

From 1,972 Pt to 0,298 Pt
85% better and ECO

SimaPro

With this team project we had to re-design one of the Politecnico Sheet exhibitor. The old project was composed by recycled polymeric part, aluminium, Lycra and analogue lights.
With SimaPro ® we analysed the environmental impact of all the materials, usages, transports and disposal. We have estimated with a value the impact that the old exhibitor had and we start to re-design all the product. We have chosen recycled aluminium, we removed Lycra and the main plastic parts, we reduce the volume of the usable area and we shaped all the component to facilitate their production and their transport. We have removed all analogue spotlight and we decided to insert three led light.
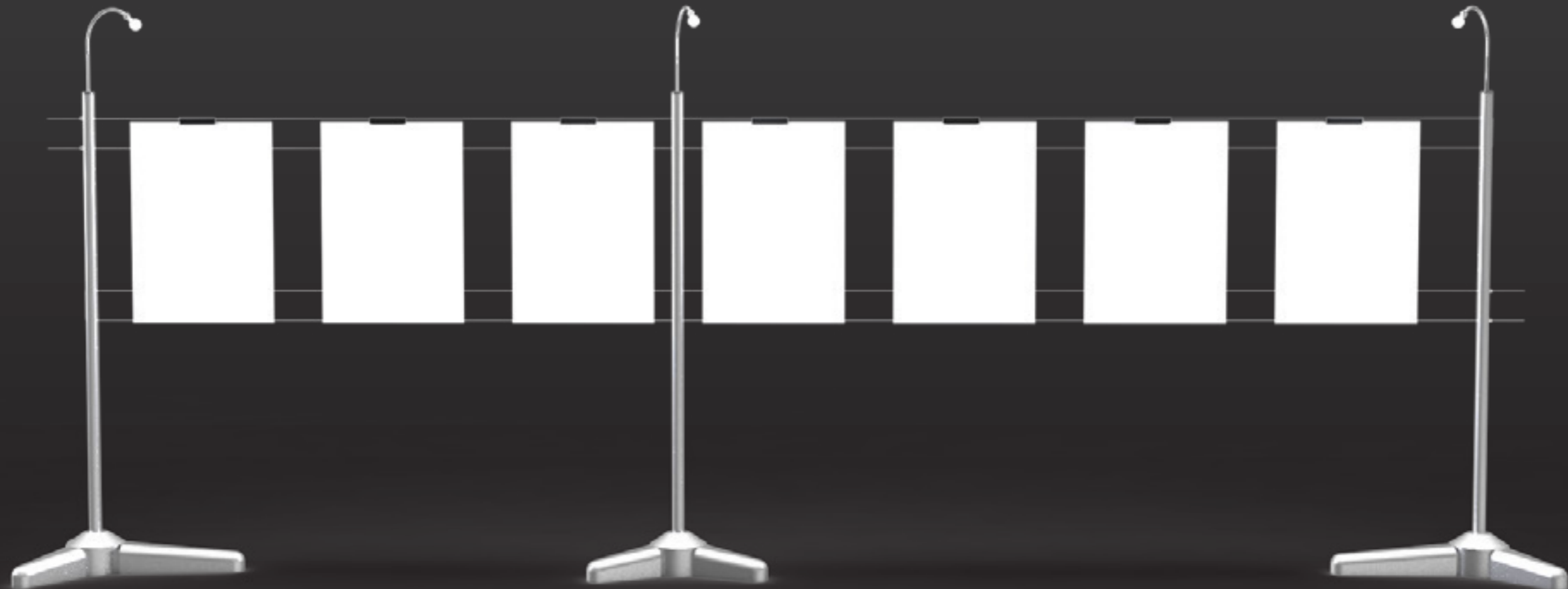
Science museum souvenir stand

—

After many visit to the Science and Technology Museum ® in Milan I had to design a stand and its souvenir for his souvenir shop. The museum deal with different inventors and amazing people. Children are the target of the museum and laboratories are the main "attractions".

I thought to interactivity and self-recognition. The stand presents different historical people and the souvenir is a little mirror with the outline of this characters. Children can read about the characters personality and choose the one similar to them.

Car Key:
Nissan Micra Key

3D exercise for studying morpholog-
ical aspect of tridimensional shape
in everyday product. I realized it with
Autodesk Alias ® and I rendered it with
Keyshot ®. All studies was on the real
product, I measure it, photographed it
and designed it.

02

03

Leather Chair

This is for studying light and coloured light. Is very important to know how to render an image like a photography. Visual communication has a main role because sales and post production play a fundamental role in product design process.
I modelled with Alias ® and rendered it with Keyshot ®

Brass Soap-dish

Materials are essential, know what kind of materials to use is important because all is made about something, we have to choose the correct materials for its aim and usage. 3D model realized with Alias ® and rendered with Keyshot ®.

04
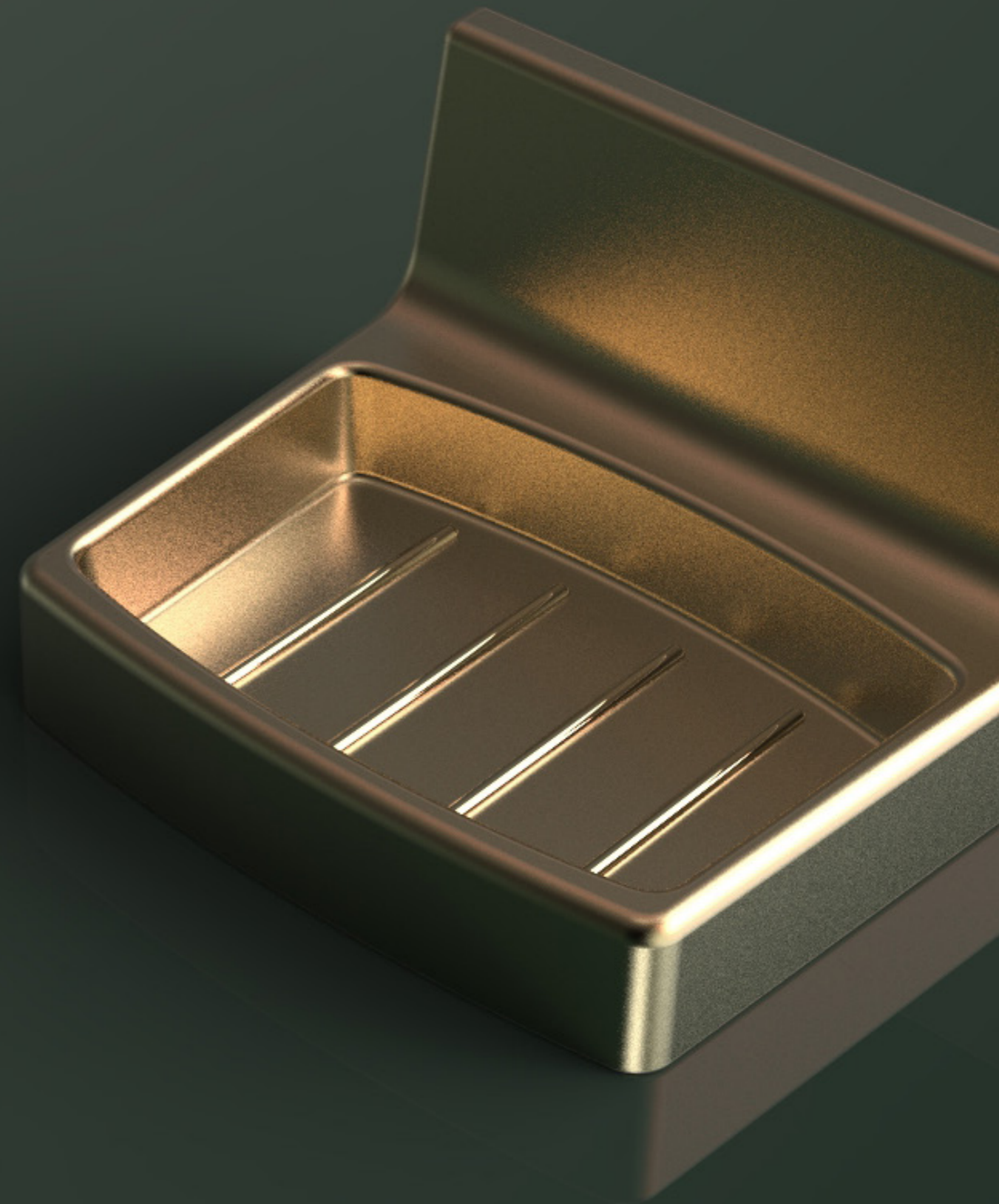
05

Braun KF20 Aromaster - Sketch

06

Generic Watch - Sketch

gra phi cs

0.2

GRAPHIC DESIGN: my passion from when I start artistic studies. I always tried to make something balanced: shapes, lines, colours, words and spaces. I worked as a freelance and with one publisher in Milan for a lot of time. I can always improve and I want to make more and more. Now I'm in love with graphic stuff, I created my "brand", I also made a Start-up alone in 2015.

LombarDesign ®

My personal Brand. It's born from love and passion for graphic design. LD is the monogram logo I've choose: Lombardi Design ®. Minimalistic style, "less is more", balance and modernism. All things that represent my brand. I create a website where I show people my works and my services. As a freelance I create logos, business cards, Corporate Identity, flyers, graphic for web, 3D models and much more.
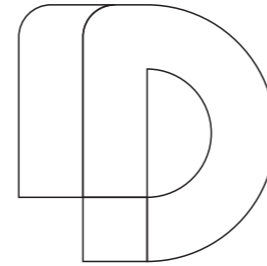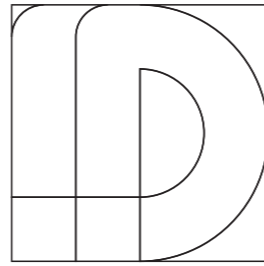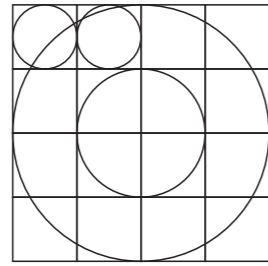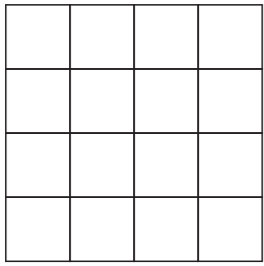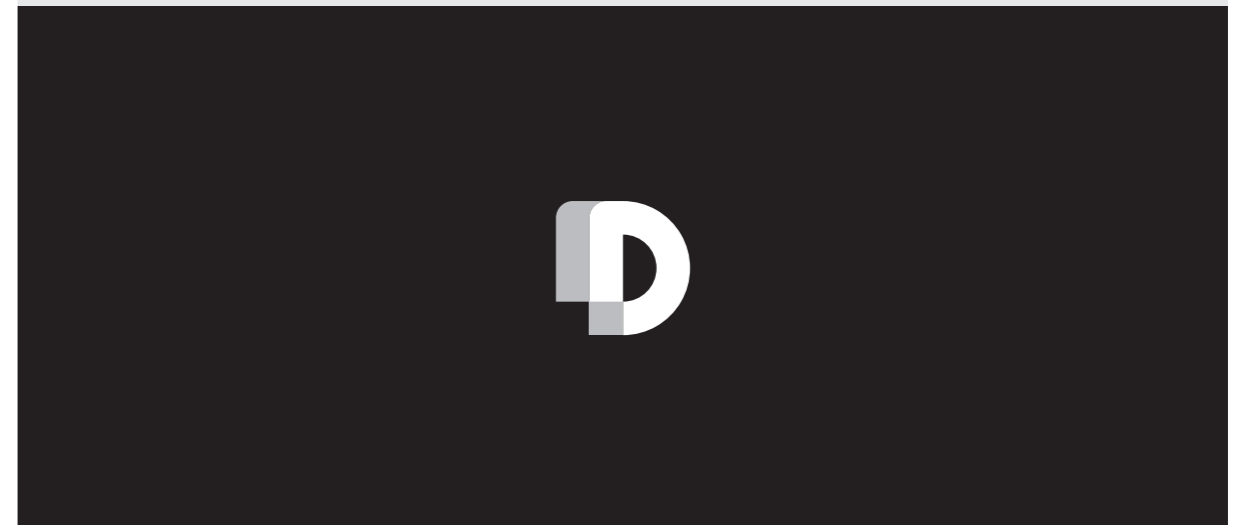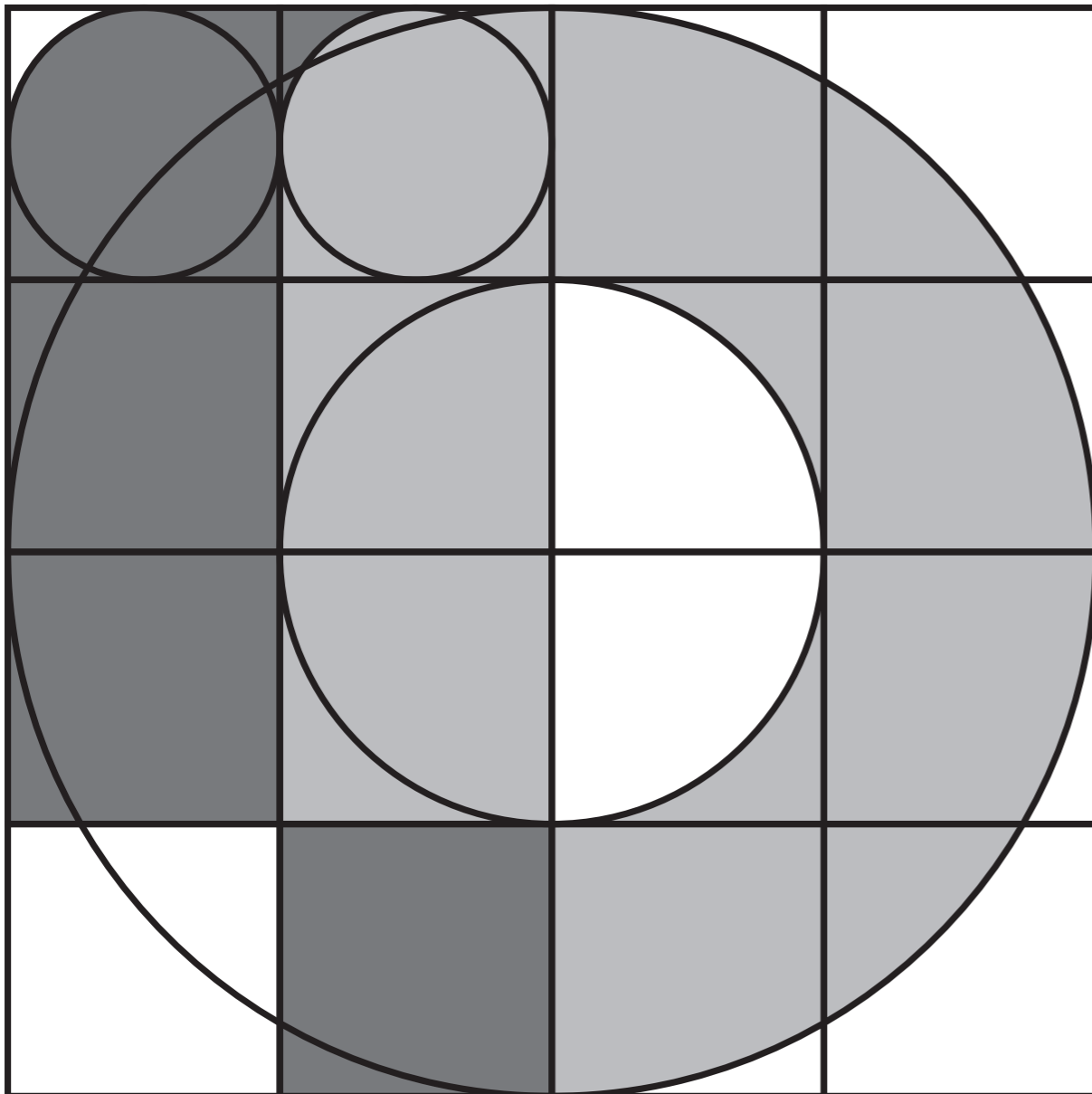
LOMBARDESIGN ®

Here the main stage about the composition of the logo. It has a minimalistic style and a regular structure based on a square grid. It represent "LD" and it's Lombardi Design monogram.

www.lombardesignitalia.weebly.com

Informatica UniAQ ®

The client of this logo is the University of Aquila (Italy) and it's for the computer science department. They needed a logo that can represent science, computer science and human knowledge. I choose to insert human face inside informatics braces used in programming code.
Logo design has to be balanced, each element must join the other.
I choose Blue because remind at internet, science, brain, calm and knowledge.
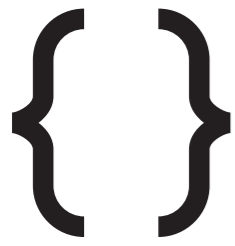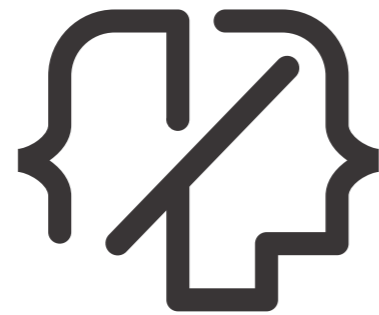
{ } **/ html** }

Informatica®

For computer science department of University
of Aquila. This is the main design process that I
made to realize this logo, simplicity is the key.

www.informatica.univaq.it

Informatica

UNIVERSITÀ
DEGLI STUDI
DE L'AQUILA

Informatica
@UnivAQ

Final selection

I propose several logos for this project (10/15 logos). This (on the left) is the final selection of the
University of Aquila: www.informatica.univaq.it

THE EARTH AT HEART ®

KIEFER VON ZOE

Kiefer Von Zoe ®

———

A footwear materials company ask me to design his quality mark for their ECO-friendly line product. Special paper sheet that have to be punched to form the correct foot shape. "The Earth at Heart" is their slogan so I decided to merge this two element in one rounded shape: the leaf for earth and the heart for heart. Green is the colour more suitable but they are a Made in Italy brand so they use this logo in three different colours.

Kiefer Von Zoe ®

The designing process of this logo was made by free hand. I made a lot of sketches. Pages.

www.kiefervonzoe.com

I always create a lot of render images to let the client know how the logo could be used and what's the final result. It's very important for me to make something complete and professional.

This
l o g o
was for a
"DIY shop". Locat-
ed in America, its main
product was "everything
made by hand" like boxes, books,
plates, t-shirts, pillows, art-works,
etc...
The Vintage style was asked by
the owner of the shop. I create a
personal font for LULU word and I
designed it to be understood from
different angle, dimension, colours
and on mirror. This because on their
product the logo had to be visible in
different way and dimensions.

Flavoy®

This was for a Mobile App that show you the easiest way to find place of interest. I made for them 40 variations and this is the favourite to them.
It represent a GPS track point with crossroad inside.
It's a Mobile Icon Logo so I Decide to design it with simple line and shape, it had to be recognizable also in small dimensions.

LOVE YOUR EARTH

This is another idea for Kiefer Von Zoe and his ECO-friendly line product. It represent the nature: mountain that inside them create an heart. I design this logo in this way to represent in a better way the KVZ ® logo.

ECO
FACTORY

ECO®
FACTORY

This is another idea for Kiefer Von Zoe and his ECO-friendly line product. It represent the natural production of the sheet.

Bear®

Bear®

This was an exercise for me. I wanted to create something creative. I thought this logo for some kind of production of t-shirts. Streets-wear.

LEAFE®

This is another idea for Kiefer Von
Zoe and his ECO-friendly line prod-
uct. It represent the love for the na-
ture with a leaf inside a heart.

Informatica

Informatica

The client of this logo is the University of Aquila (Italy) and it's for the computer science department. They needed a logo that can represent science, computer science and human knowledge. I choose to insert stylized human face inside an angle brackets used in programming code. Logo design has to be balanced, each element must join the other.
I choose Blue because remind at internet, science, brain, calm and knowledge. This isn't the final logo.

Edipub ®

For a publisher in Canada. It represent a fountain
pen on a pile of paper sheet.

www.lombardesignitalia.weebly.com
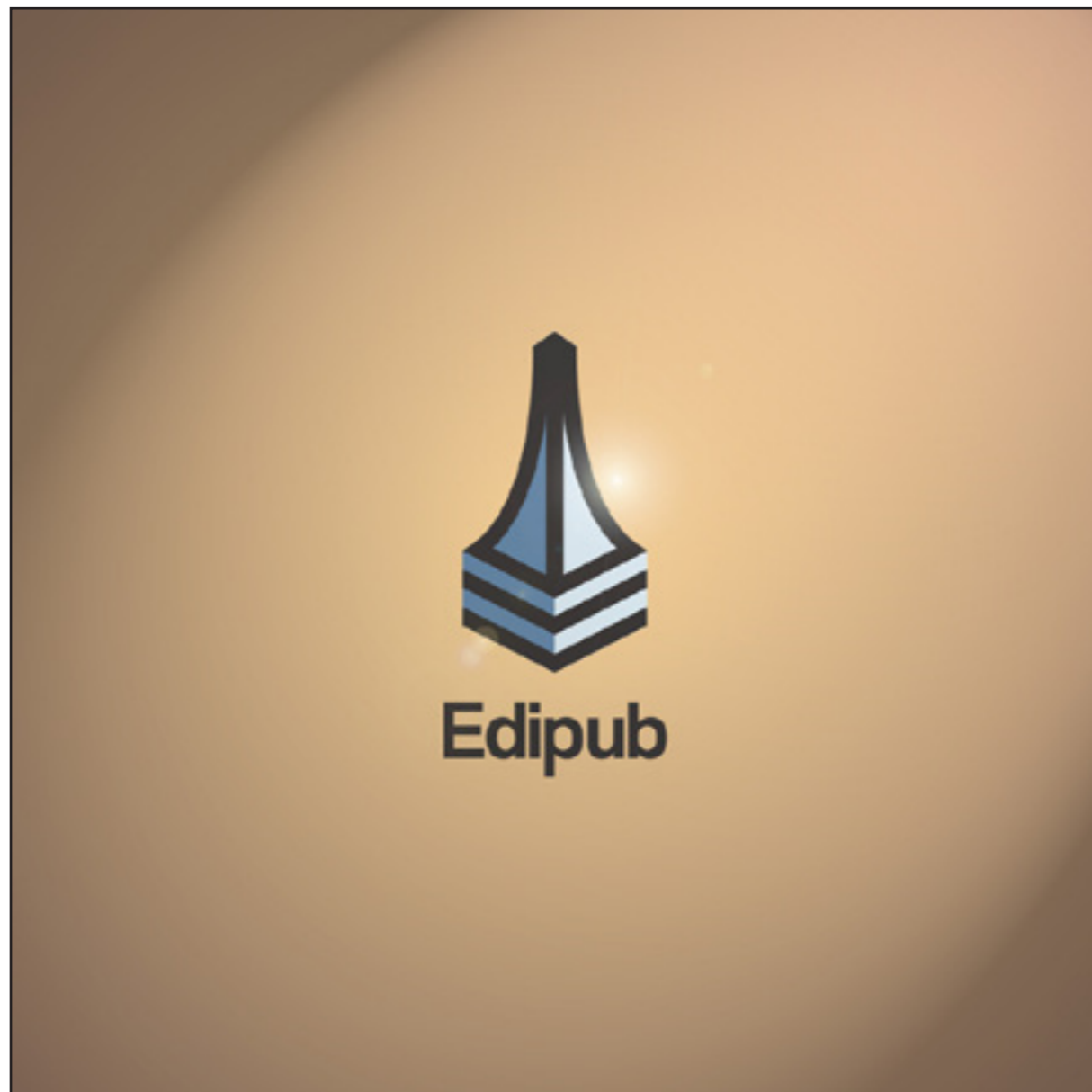
Designed by Alessio Lombardi - LombarDesign ®

Pubbedì ®

For a publisher in Canada. It represent a quota-
tion marks that forms "P" and "E".

www.lombardesignitalia.weebly.com

Designed by Alessio Lombardi - LombarDesign ®

ALP ®

Personal photography logo. It represent a
camera lens.

www.lombardesignitalia.weebly.com

Flavoy ®

Another idea for Flavoy Mobile App logo (GPS
place of interest track)

www.lombardesignitalia.weebly.com

INK_3 ®

For an Italian company that produce graphene.
It represent the molecular structure of the ma-
terials

www.lombardesignitalia.weebly.com

Siness ®

For an American company of screen mirroring.
The monogram letter "s" create a pile of square
(screen)

www.lombardesignitalia.weebly.com

Sayu ®

For a Japanese restaurant in Milan. Modular and custom font.

www.lombardesignitalia.weebly.com

Rexo ®

For a computer component company in England. Logotype.

www.lombardesignitalia.weebly.com

ELEMENT

ELEMENT
ELEMENT
Italian Playing Cards
Hight Quality Cards
PLAYING CARDS
STANDARD

LINEN PAPER FINISH
Italian Design ®

ELEMENT
Italian Playing Cards
Italian Design

Element Playing Cards ®

I created a Start-up. Alone. In 2015. Element Playing Cards: classic Poker cards with minimalistic design. I made all process from ideation to realization and shipments. I created advertising videos and images to share in different ways with Social Networks.
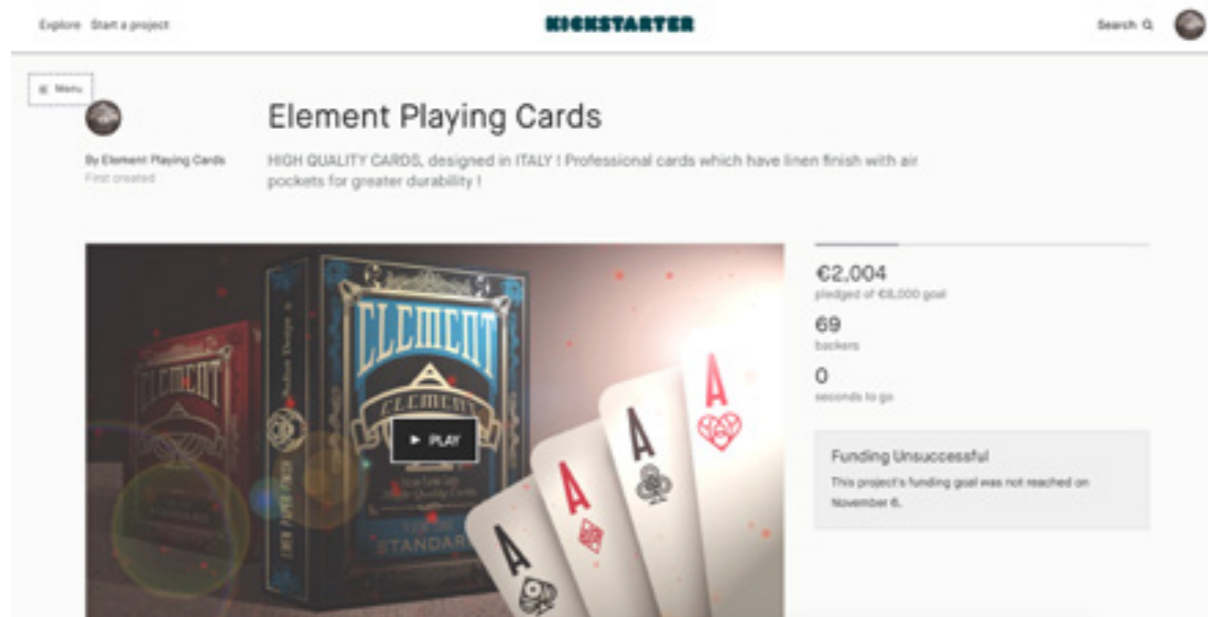
https://www.youtube.com/watch?v=665icaJBkKc

KICKSTARTER
experience

I used Kikstarter.com ® to diffuse my ideas. A lot of people believed in me, I picked up over 2000$ with almost 70 backers. The cards are carefully printed by Makeplayingcards.com (MPC) with professional finish! This High Quality deck will be perfectly usable by everyone: from casinos to magicians. Element Decks are printed in a High Quality resolution and have a professional casinò paper finish. Element is perfect for everyone, both for an expert or a collector.
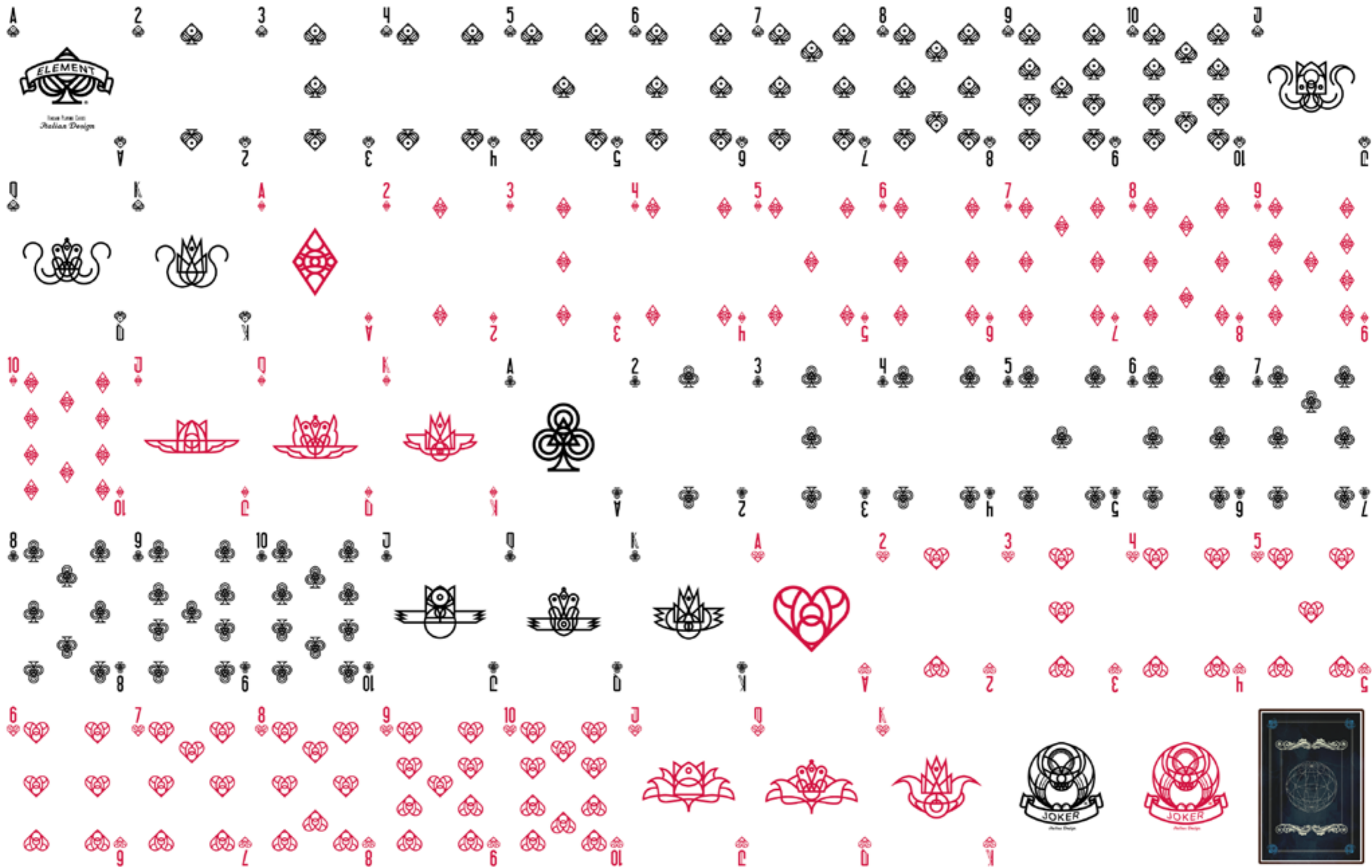

Designed by Alessio Lombardi - All right reserved ®

7 October 2015:
Project launched

Talk about the project:

During this experience a lot of poker agency and company saw my deck of EPC ® and they decide to ask me about for publishing an interview on their website. You can find all the details searching "Element Playing Cards" on this site.

ITALIA POKER CLUB

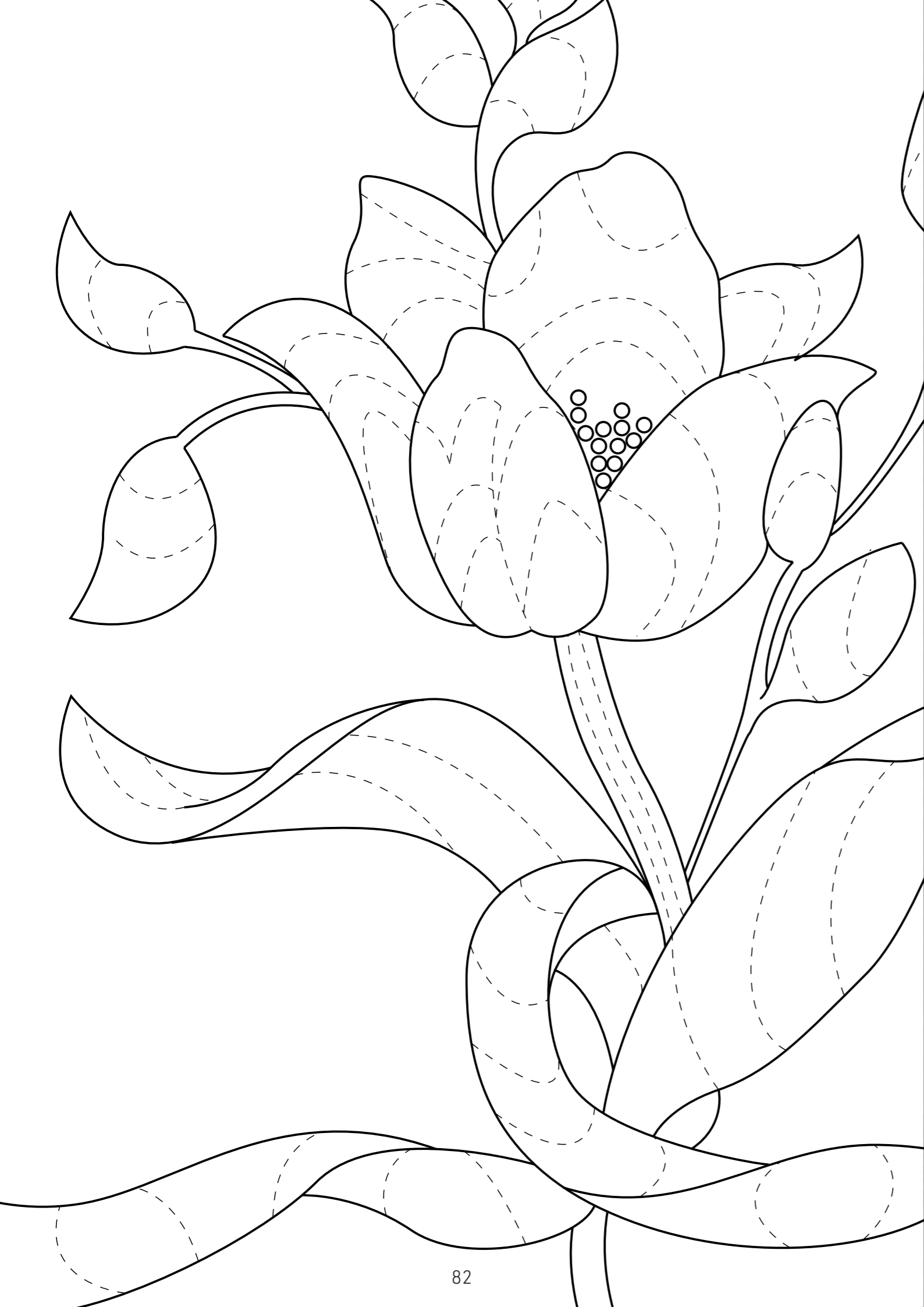www.italiapokerclub.com

Gaming School

www.gamingschool.it

Prestigiazione.it

www.prestigiazione.it

KICKSTARTER

www.kickstarter.com

RAKAM®

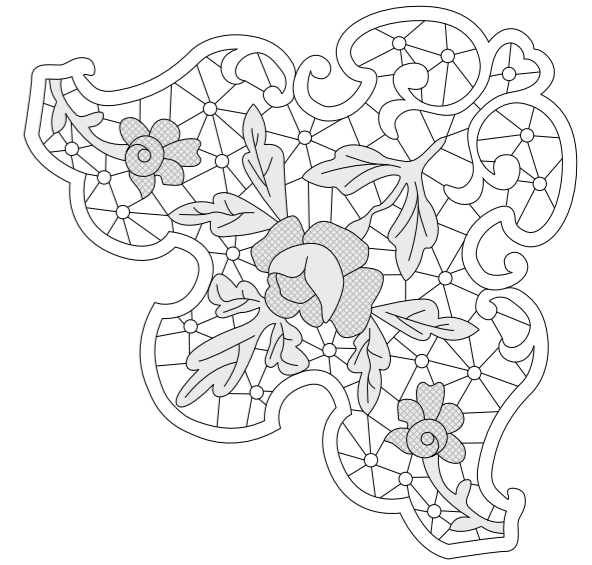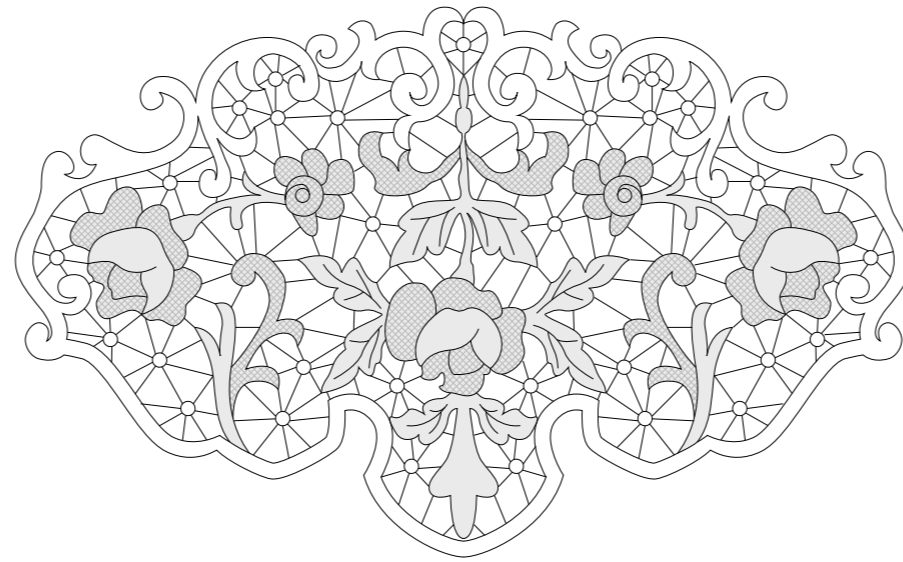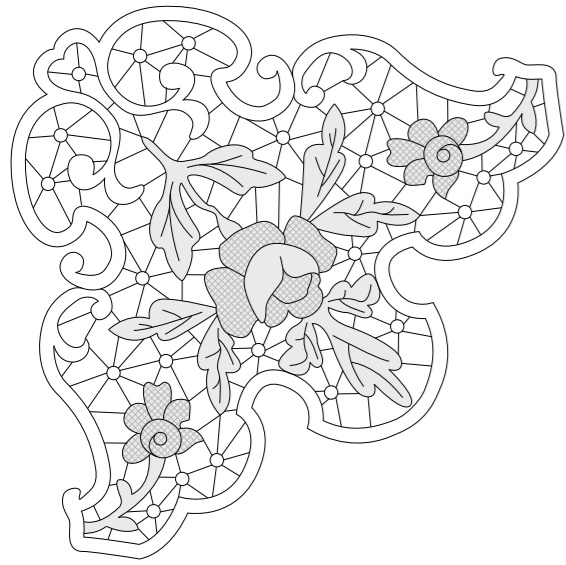## Editorial Graphics

From 2016 to 2018, I've worked as Graphic Designer for two Publisher in Milan. My role was to create illustration and vectorize images based on true products. I've designed many work for Rakam ®, one of the main sewing magazine in Italy.

## Graphic Illustrations for Rakam ®

Graphic Designer

Editorial Graphics

Precision is the principal rule. Illustrations were printed in scale to allow the consumer to print them and follow the line on sheet of fabric. For Rakam ® I've produced almost 50 professional sewing illustrations. On the right you can see the two Publisher I've worked with.

D-Print

Edizioni**VERO**
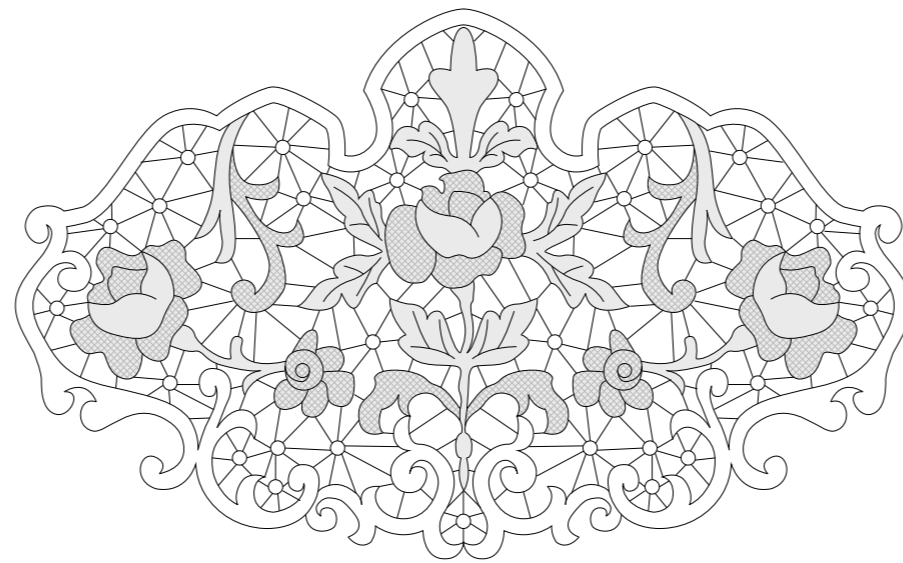
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0.3

PHOTOGRAPHY: I've always thought that a photo can make the difference. She must express something more than an image. We must see beyond the forms and with lights and shadows I had tried to portray instants. Moments of life, nature, people, cities. Technically photography and art complete my knowledge in visual perception, design and graphic design.

Giornata Italiana - Roma, Alessio Lombardi Photography

Terra di nessuno - Alessio Lombardi Photography

Zaha Hadid world. Amazing design made of line, materials and innovations.

"It should be able to excite you, to calm you, to make you think."
Architecture is living space, is life, it's City Life. Living surrounded by beauties helps our mind to be creative and innovative.

City Life - Milano, Alessio Lombardi Photography

World is nature and nature is space
to live, share and respect. As human
being we have to build things able to
support the beauties of nature.
We need to enhance the spaces, do
not destroy world.
Think. Than create.

Kronplatz - Bolzano, Alessio Lombardi Photography

Exploring Expo - Milano, Alessio Lombardi Photography

Curiosity?

What bring a man to create innova-
tion. The thing that could help hu-
manity.

Curiosità - Bolzano, Alessio Lombardi Photography

Lago di Braies - Bolzano, Alessio Lombardi Photography

In this picture I saw indifference, silence. We have to make things, talk, help people. Be everyday better.

Answers are with children. Let's observe them, they are pure guests of the world. They could change the future of this world. Then they will meet humanity.

Il Silenzio - Bologna, Alessio Lombardi Photography

Exploring Expo - Milano, Alessio Lombardi Photography

Il domani ancora oggi - Alessio Lombardi Photography

Personal Portfolio
Designed by

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Italian

Date and place of birth
13/02/1995 Milan

MAIN STUDIES ON DESIGN - BIBLIOGRAPHY

"Materiali per il Design"
Barbara del Curto, Claudia Marano, MariaPia Pedeferri
Casa editrice ambrosiana

"Design di sistema per le istituzioni culturali"
Giovanna Vitale
Zanichelli

"Antropologia Culturale"
Fabio Dei
Il Mulino

"Il linguaggio dell'arte: Comunicazione di massa"
Elena Tornaghi
Loescher

"Il linguaggio dell'arte: Educazione visiva"
Elena Tornaghi
Loescher

"Materiali intelligenti, sensibili, interattivi"
Marco Cardillo, Marinella Ferrara
Lupetti

"In Pausa"
Andrew Smart
Indiana

"Lo spirituale nell'arte"
Wassily Kandinsky
SE

"Fotografia e Pittura nel Novecento"
Claudio Marra
Mondadori

"Geometria vettoriale per la grafica"
Mario Argeri, Franca Caliò, Alessandro Lazzari, Debora Sesana
Città Studi

"Storia del Design"
Renato De Fusco
Editore Laterza