

# Paolo Munna

**PRODUCT DESIGNER • PORTFOLIO**

[@paolomunna](#)

[paolomunna.it](#)

# Paolo Munna Portfolio

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# Hello, I'm Paolo

I'm a motivated and easygoing team player, always ready to dive into tasks. Whether it's working solo or collaborating, my adaptable nature brings a sense of calm. I strike a balance between assertiveness and cooperation, making me a self-starter with a relaxed vibe. My passions drive my work, fueling my hobbies and infusing them with depth. I'm not afraid to give feedback, I believe in constructive criticism for personal and professional growth.

I graduated in IT learning development basics, and after that I took a Design Diploma in Design basics, UI Design and 3D Design

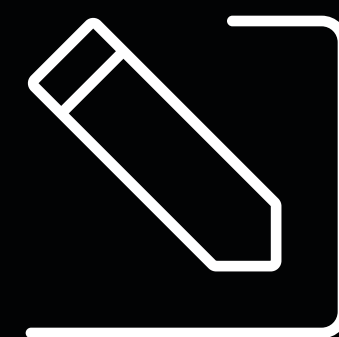
I have been working at Bemind for 8 years, a consultancy company working mostly in the Fintech sector, distributed all over Italy.

## How I work

I typically collaborate with other UI and UX designers and am comfortable communicating with developers to ensure a smooth process from start to finish.

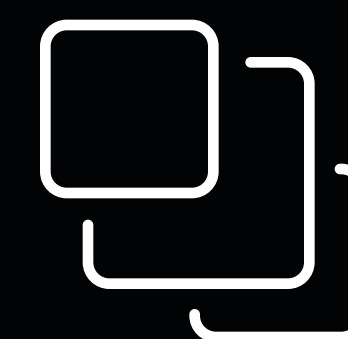
## Skills

- Notion Expert
- Design System creation and management
- Organize projects or handoffs
- Design in an agile framework
- UI design and interface accessibility
- Direct client management
- My creativity ignites when facing challenging problems
- Ability to work both independently and as part of a team.
- Workshop design and support



### Design Tools

Figma, Framer, Adobe, Affinity Designer



### Organization Tools

Notion, Miro



### Presentation tools

Keynote, Google Slides, PowerPoint





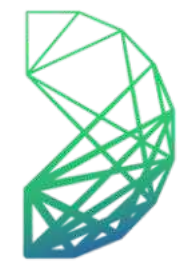
# bemind: Experience



**Sella**



Banca  
Patrimoni  
**Sella & C.**



prometeia

Almaviva

**BPER:**  
Banca



**fabrick**



BANCA  
AIDEXA

**vidra**

# Professional work





Banca Patrimoni  
**Sella & C.**

# BPS

## Home Banking & App

Consultation • 2022

### The client

Banca Patrimoni Sella & C. is a bank within the Sella group that specializes in managing and administering the assets of private and institutional customers. It was founded in 2005 through the integration of three specialized companies within the Sella Holding Group: Gestnord Intermediazione Sim, Sella Investimenti Banca, and Sella Consult.

### The goal

Cooperate with Paolo Tassinari to convert the brand book for physical content he made, into a version suitable for all digital applications. This includes creating a design system that can be used for apps and websites. Finally, the existing app and home banking system should be updated using the new design system.

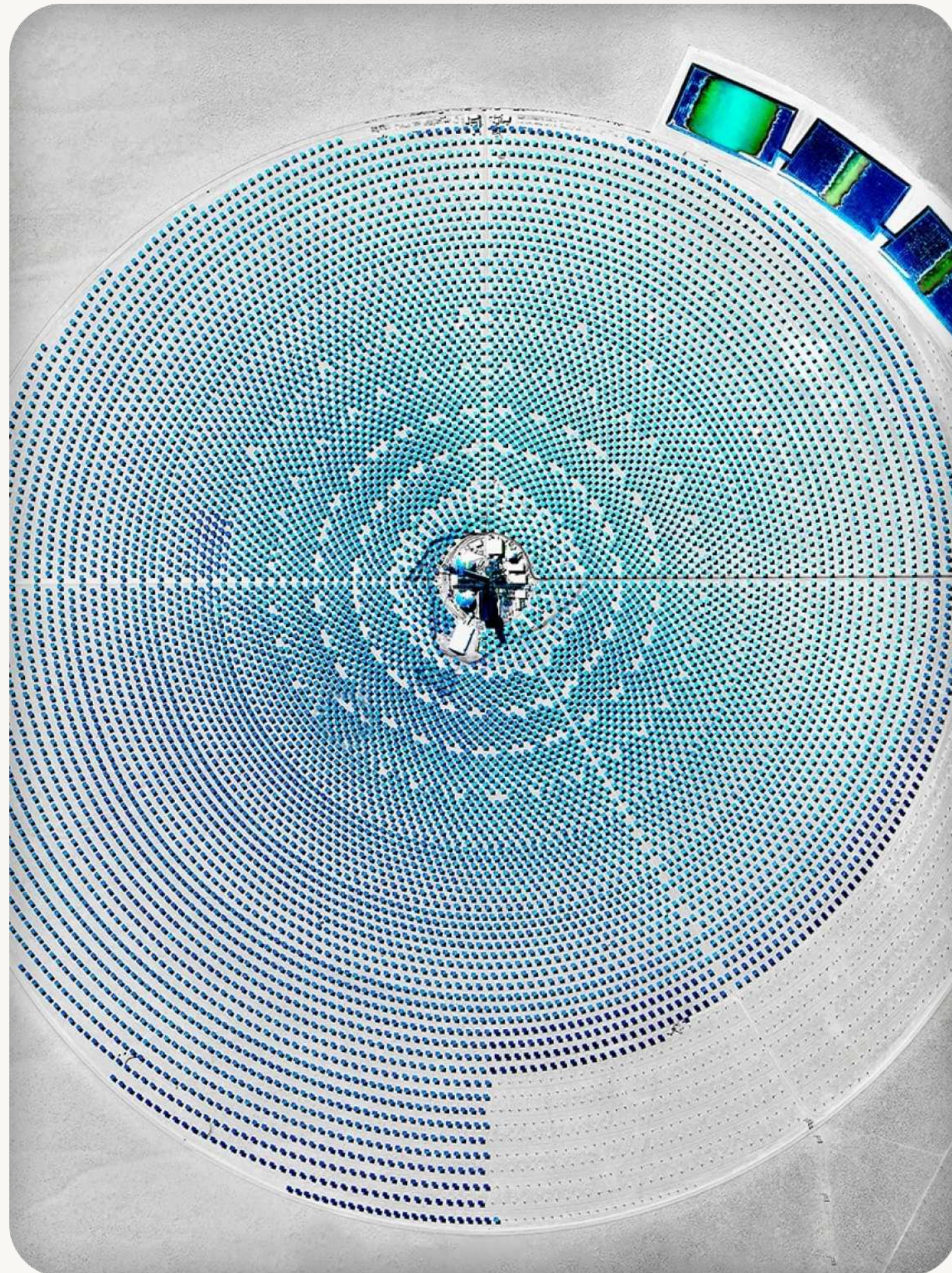
### Tools used



Notion



Figma

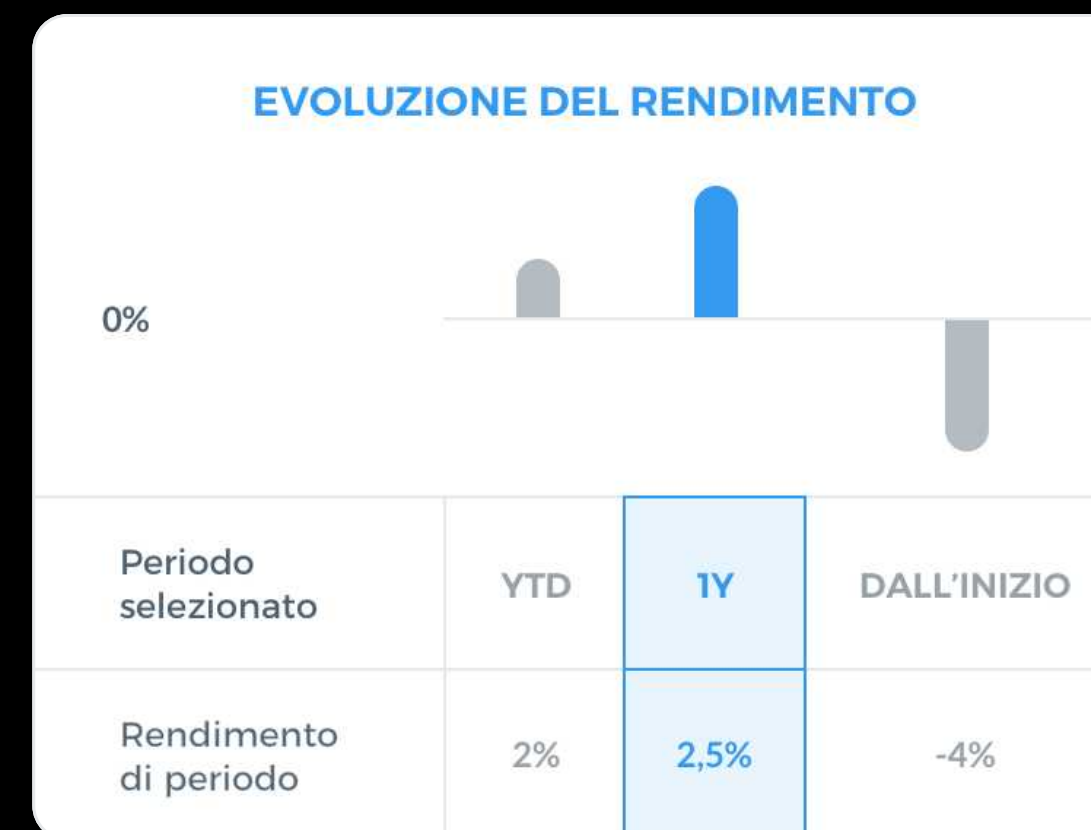




## Component Redesign

The objective was to collaborate with Paolo Tassinari on redesigning the components of the existing home banking and app (with the Sella brand identity), following his brand book and adapting it to the digital context.

A specific requirement of this goal was to reskin the app and home banking exactly as they were using the new re-branded components. This meant that the new components should have had the exact same structure as the existing ones.



## Evoluzione del rendimento



Nome linea Gestione Patrimoniale

Controvalore

**16.230,50** EUR

↑ + 9,46%

Rend. dalla data di apertura

↑ + 2,58%

Rend. Trimestrale

Nome linea Gestione Patrimoniale

Controvalore

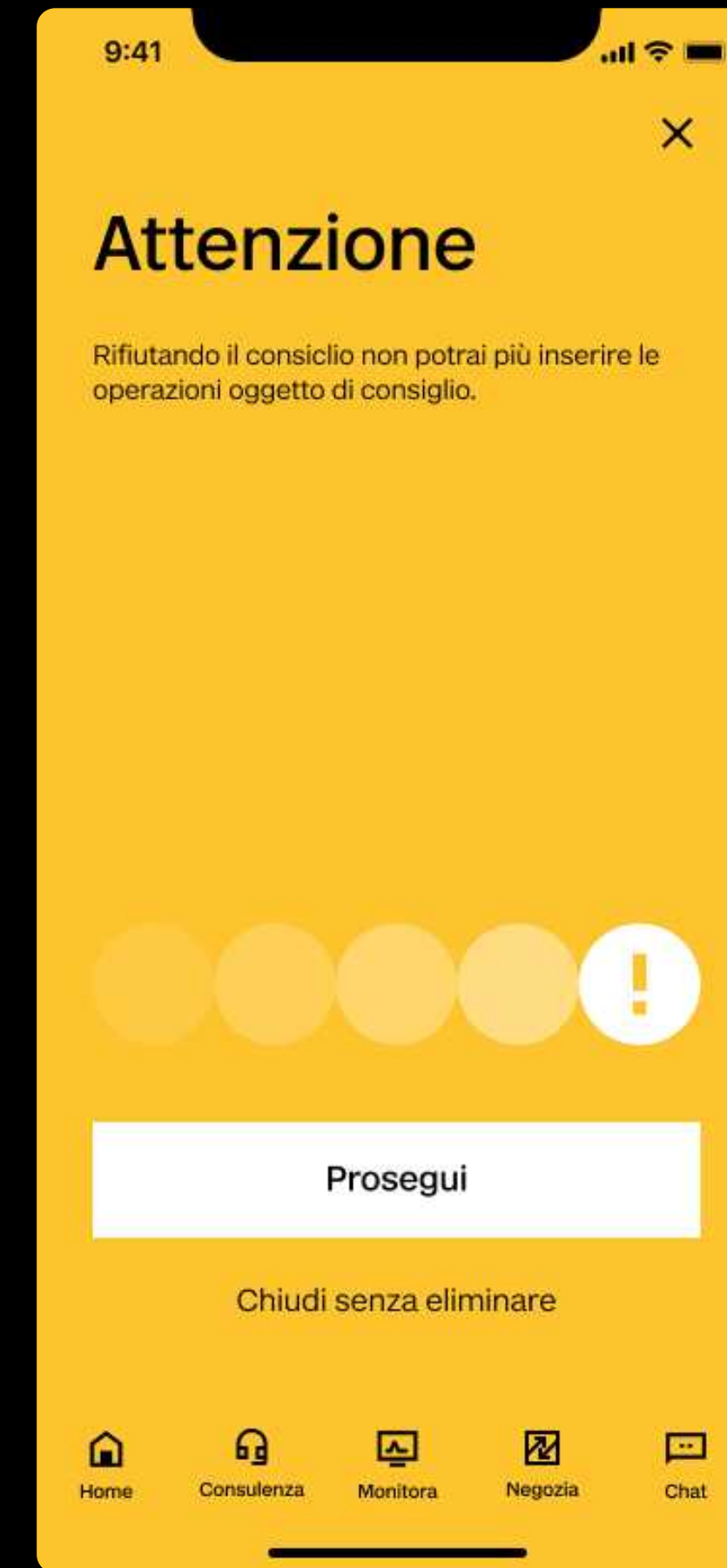
**12.016.230,50** EUR

↑ +9.46%

Rend. dalla data di apertura

↑ +2.58%

Rend. Trimestrale





## Design System

Components are atomized to allow for simple and immediate modifications of various sections in favor of a centralized and flexible structure.

The entire visual language has been structured through a library organized by categories including all the app's components and their variants, enabling easy composition and creation of new interfaces.

The sum of all the parts discussed is a result of a minimalistic and bold interface.



Conto di Lorem n° 53678788

Controvalore  
**12.016.230,50 EUR**

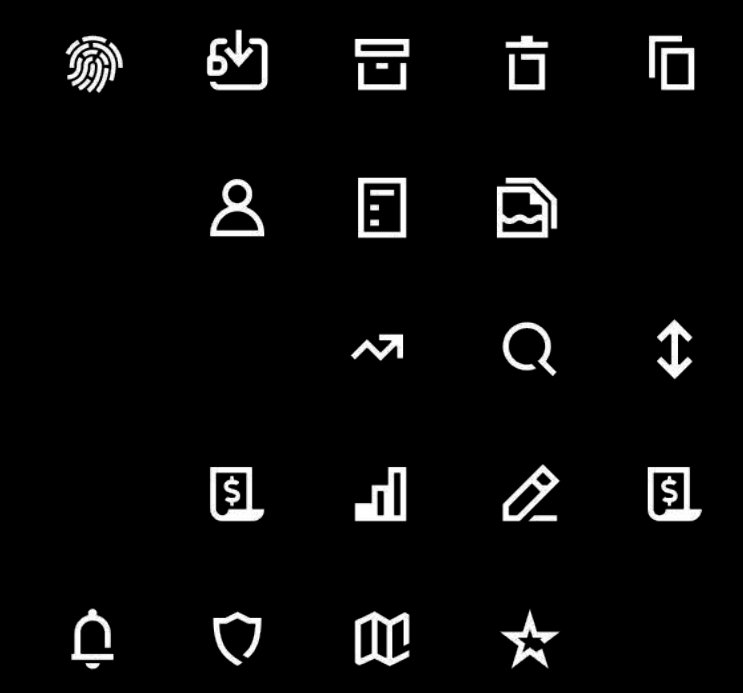
Cuadragno e perdita  
↑ -8.80%   ↑ +91.12%   ↑ -8.80%

00:24

**794 876**

Copia codice

Abbiamo preso in carico la tua richiesta e stiamo provvedendo all'inserimento degli ordini



## Design System wiki

The latest goal was to create a Digital Design System Wiki that includes apps, web, and brand fundamentals. This was accomplished using Notion and separated into the following sections:

**Design system:** Includes guides and links to Figma for all components, as well as small guides on how to implement components on the web or app.  
**Request communication:** Here, you can send a request for changes to the design system or for clarifications.

**Update log:** This section lists updates in chronological order. Every time a modification is made to the design system on Figma, it is reported here.

**FAQ:** This section includes frequently asked questions and guides on the tools used, such as Figma basics for developers and external users, as well as a wiki guide.

## Design system

### Fondamentali



Impara i principi di design, la palette dei colori, la tipografia e l'iconografia che costituiscono la base del nostro sistema di progettazione, insieme alle linee guida per la spaziatura, la gerarchia visiva e l'accessibilità. Questi fondamentali del design ci aiutano a creare un'interfaccia coerente, intuitiva e accessibile per i nostri utenti, migliorando l'usabilità e l'esperienza utente complessiva di BPS.



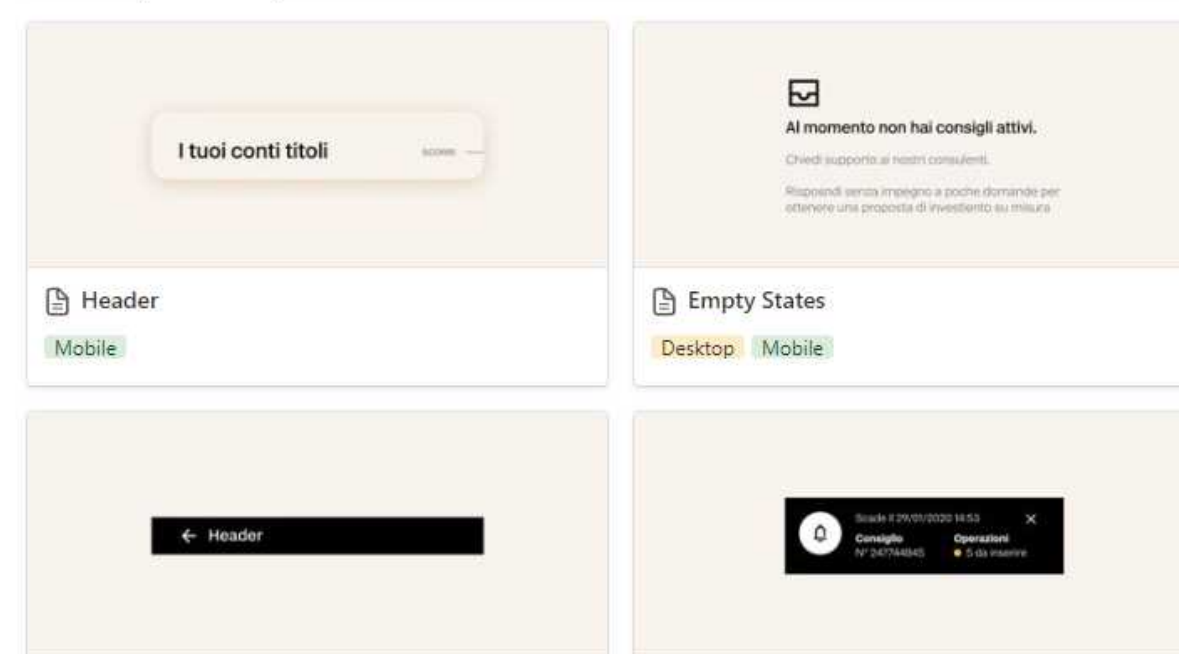
## Componenti

Un componente è qualsiasi parte dell'app o del sito che può essere logicamente raggruppata e considerata come un elemento singolo, che idealmente può essere riutilizzato come elemento costitutivo per il resto del prodotto digitale.

Un componente può avere altri componenti al suo interno o può essere utilizzato all'interno di altri componenti, ma ogni singolo "componente" è un oggetto a sé stante.

Questa sezione contiene la raccolta di componenti riutilizzabili creati seguendo le linee guida dei Fondamentali, dell'accessibilità e dei principi dell'esperienza utente.

Tutti Mobile Desktop



del nostro sistema di progettazione che possono essere consistenti nel progetto BPS. In questa sezione, ti forniremo i componenti del nostro sistema di progettazione, inclusi bottoni, icone e titoli. Ogni componente sarà accompagnato da una guida per l'utilizzo e i file di progettazione associati su Figma, in modo da poterli riutilizzare nei tuoi progetti.



## Archetypal Branding

# Archetypal Branding

## Workshop Activity

2022

### Why was it created

During branding processes, initial workshops yielded too few useful insights from the client, hindering branding progress.

### The goal of the exercise

Utilize a modified exercise based on existing frameworks to ensure participants can easily contribute without needing complex explanations.

### Tools used



Notion



Figma



Miro



Note: The explanation of the exercise has been simplified.

### Project Prototypes

During the rebranding of a project, it was necessary to repeat a workshop due to receiving too little useful information from the client to proceed. A simple exercise was needed to help derive an identity for the brand. Thus, an existing exercise was adapted to obtain different responses.

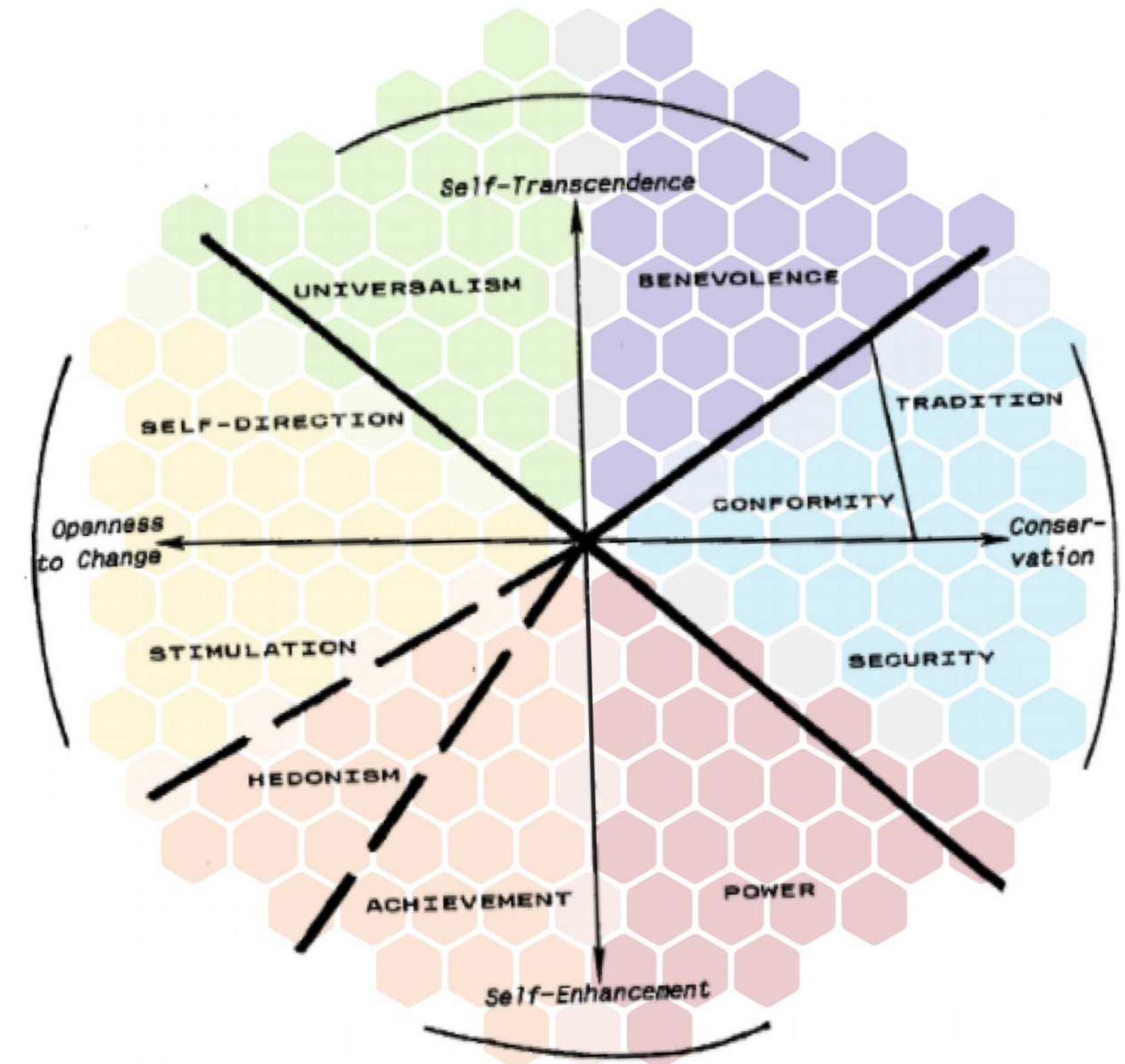
Using studies on the limbic map for marketing, a very simple exercise was developed for the participants, in which they vote on various "adjectives" or "aspects" from a preset table that, in their opinion, reflect the brand. Each vote corresponds to a "secret" score that the participant does not see, but which is summed up and analyzed together with all the other votes. All scores are then represented on quadrants, directing towards a specific position that corresponds to an archetype and a type of language for marketing.

### Final considerations

This helped the team find an identity and an archetype, making it easier to illustrate the proposed brand to the client. Moreover, the client did not have to learn a complex exercise but only had to complete a simple and quick one.

Do you want to read more about the limbic map? Continue on Notion (in Italian):

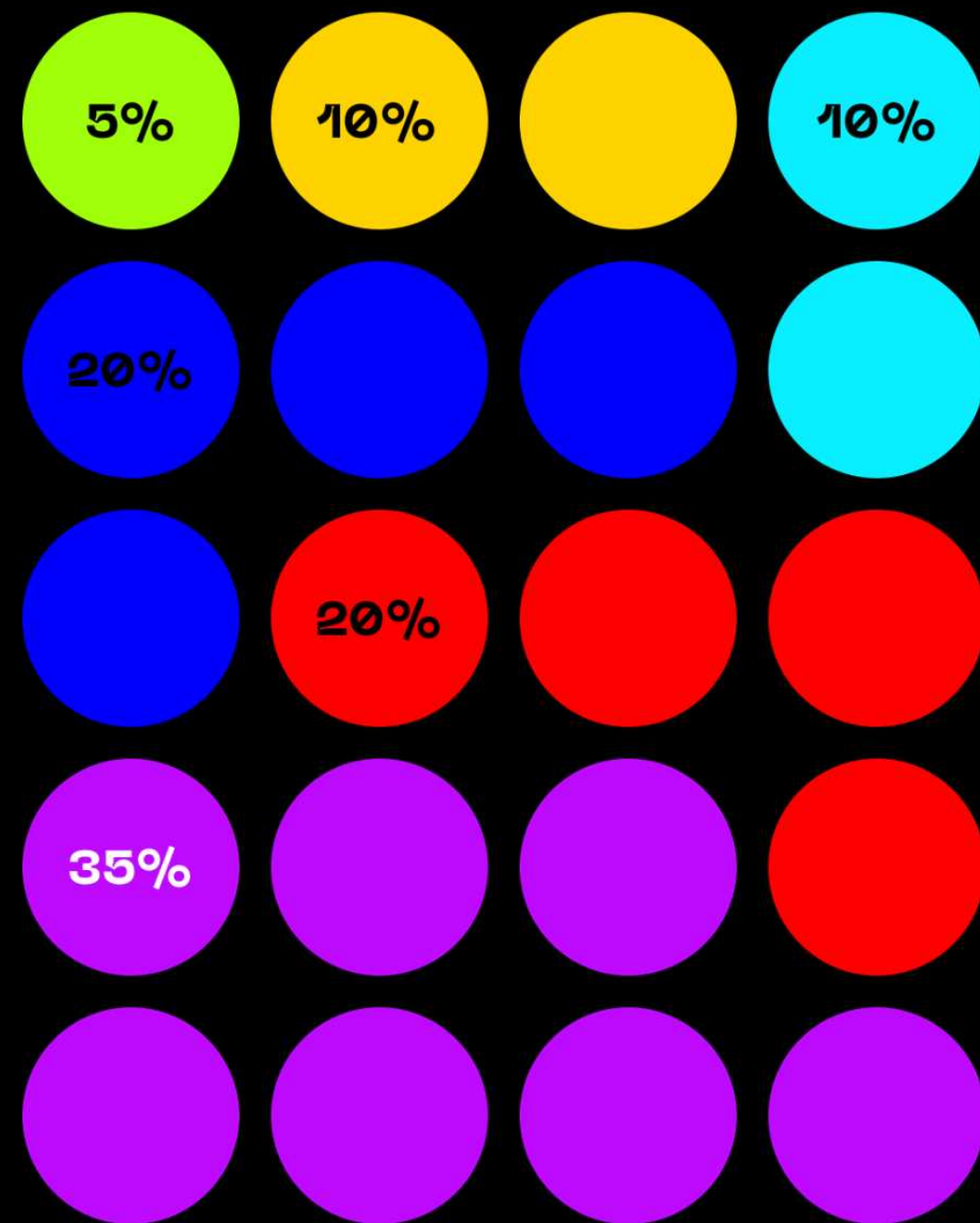
<https://paolomu.notion.site/Introduzione-alla-Mappa-Limbica-a6d349b574b34339a5412372b991aed0>





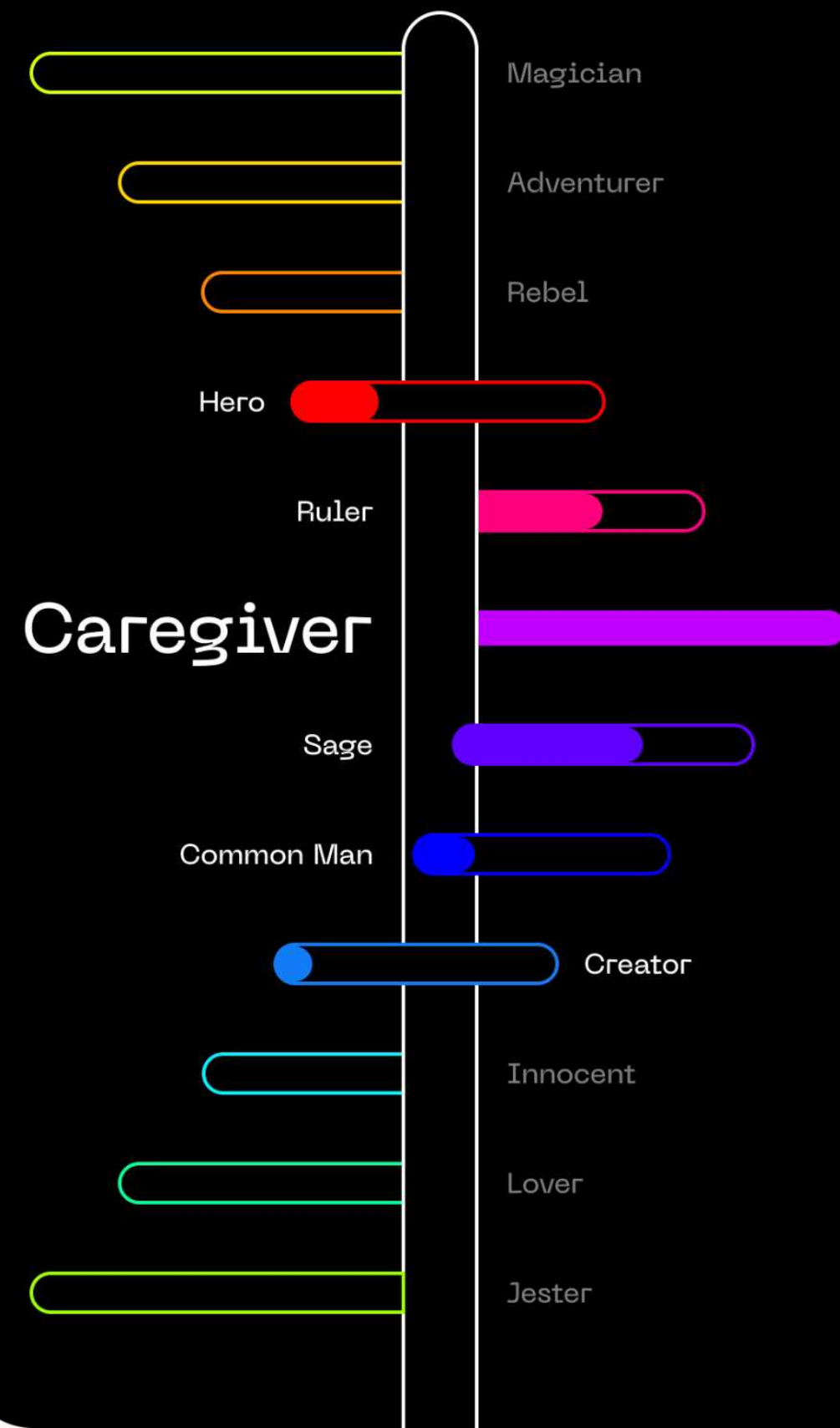
# Activity results:

## Archetypal Branding Aspets



Discipline  
 Power Balance  
 Adventure Openness Stimulant

## Archetypal Branding Archetype DNA



## Benevolent Sovereign

A mix between **Sovereign** and **Guardian**, this character rules with **justice and responsibility**, protecting their loved ones and their community. These leaders embody **order, stability, and sacrifice** for the common good.

Leading with **Strength**,  
 Protecting with **Heart**





# Tascout

## Social Network

Internal project • 2017

### The project

Tascout is a social and organizational platform designed for football teams and young football players. It offers a variety of features and tools to help players and teams manage their schedules and connect with other players and teams. Whether you're a coach, player, or fan, Tascout makes it easy to stay connected to the football community and stay up-to-date with the latest news, events, and trends.

### The goals

Redesign the already existing brand, application and website.

Build an onboarding process that allows for multiple types of user registration and parental control. Additionally, design a feature for planning matches, a social network, and an overall branding strategy.

### Tools used



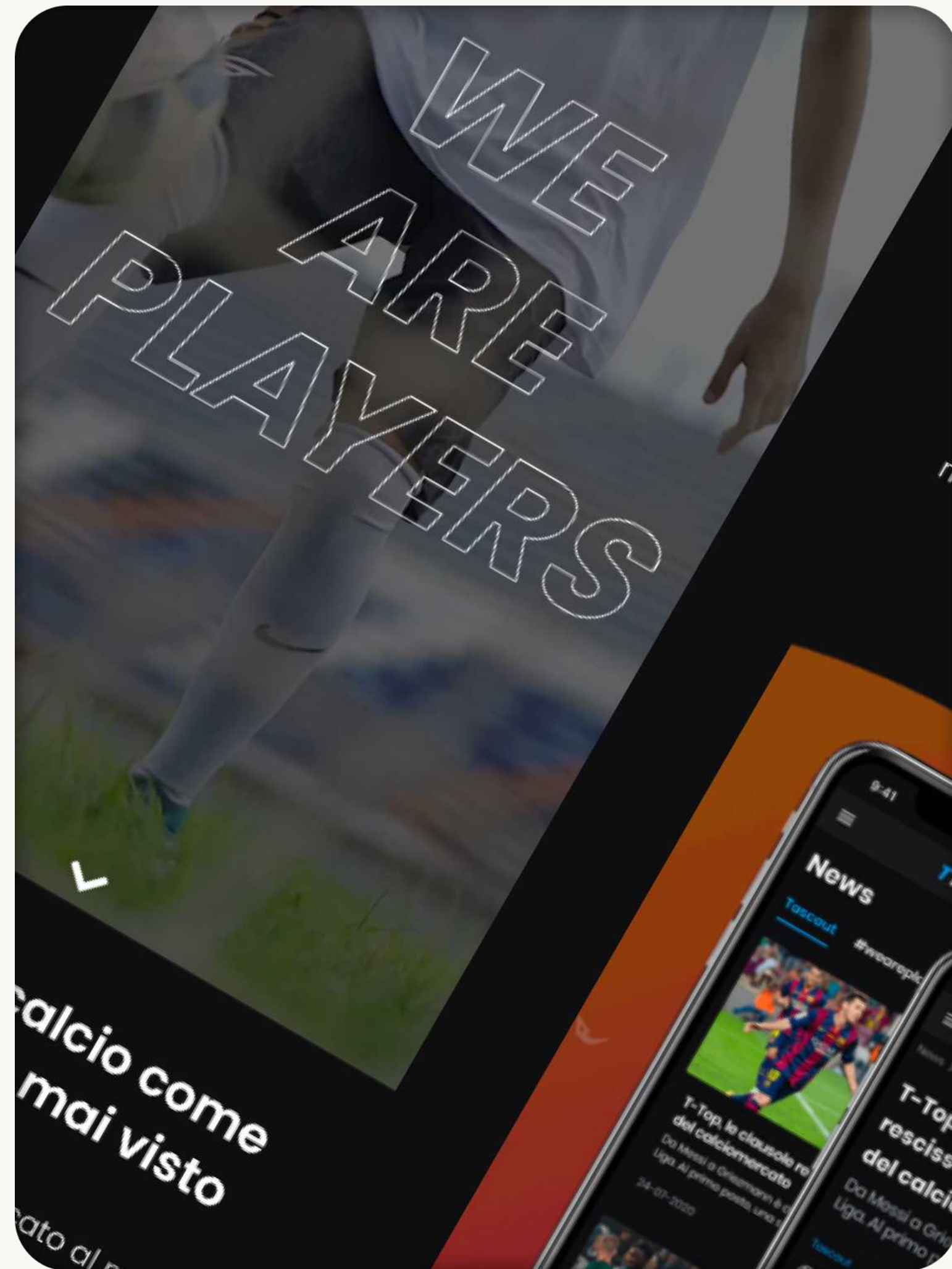
Adobe  
XD



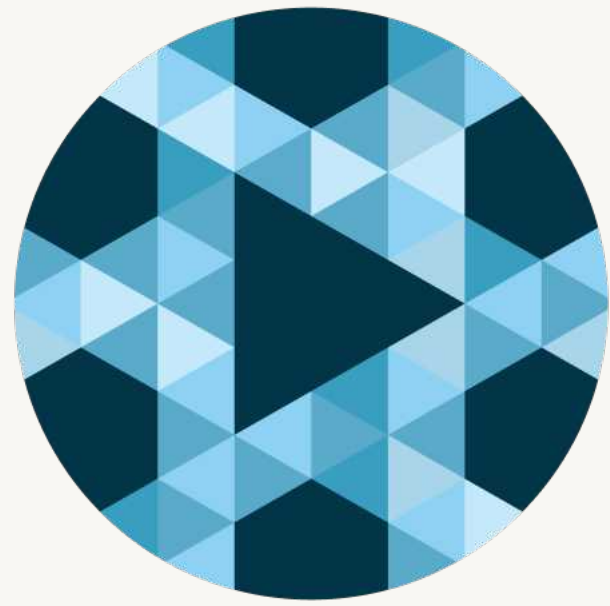
Adobe  
Photoshop



Adobe  
Illustrator







**TASCOUT**



***Tascout***

Tascout was already being used by football clubs and had a little fanbase in northern Italy. For this reason, we chose to maintain the general layout of the logo, giving it a more modern tone by removing unnecessary shapes and incorporating vibrant colors to infuse it with vitality



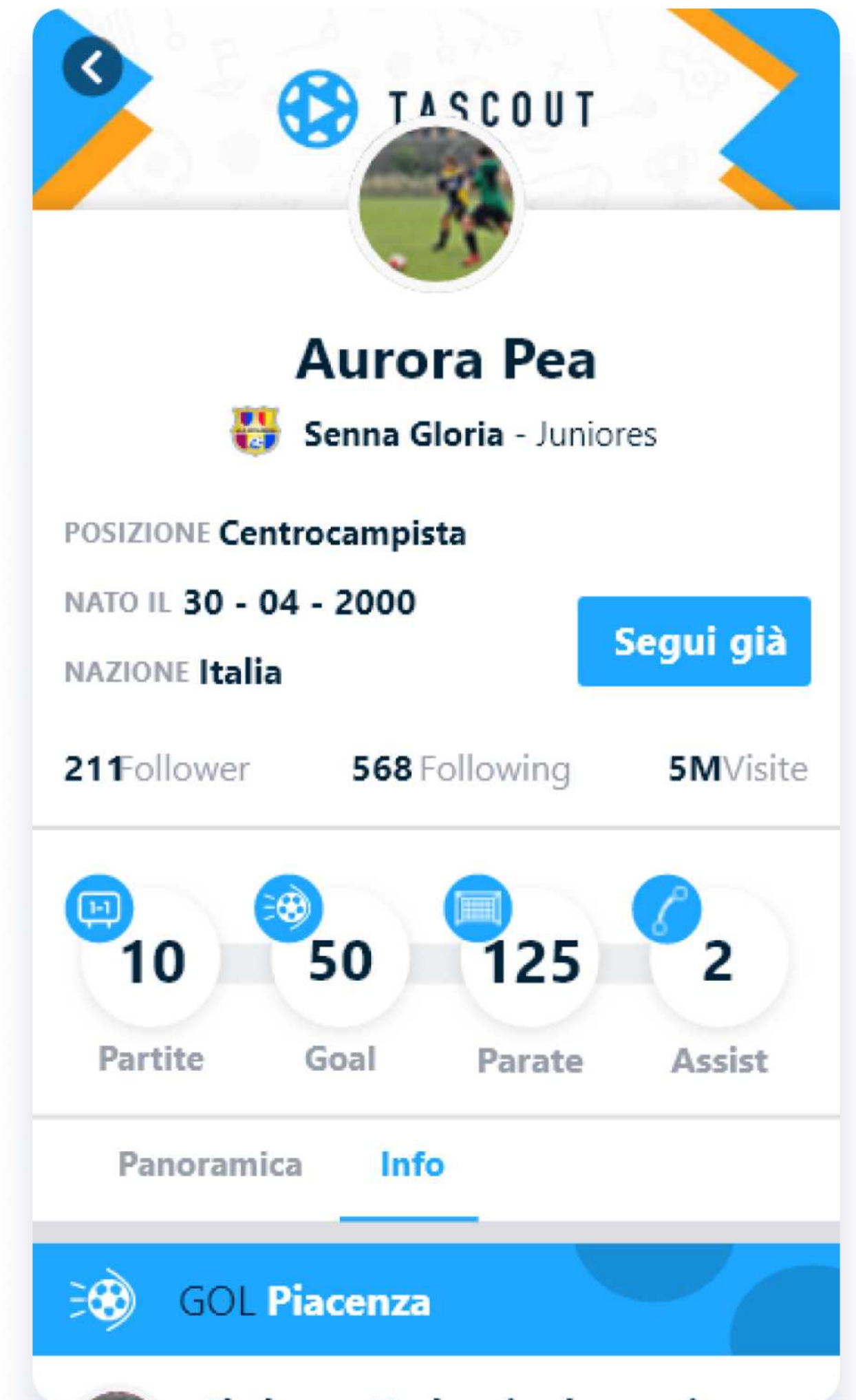
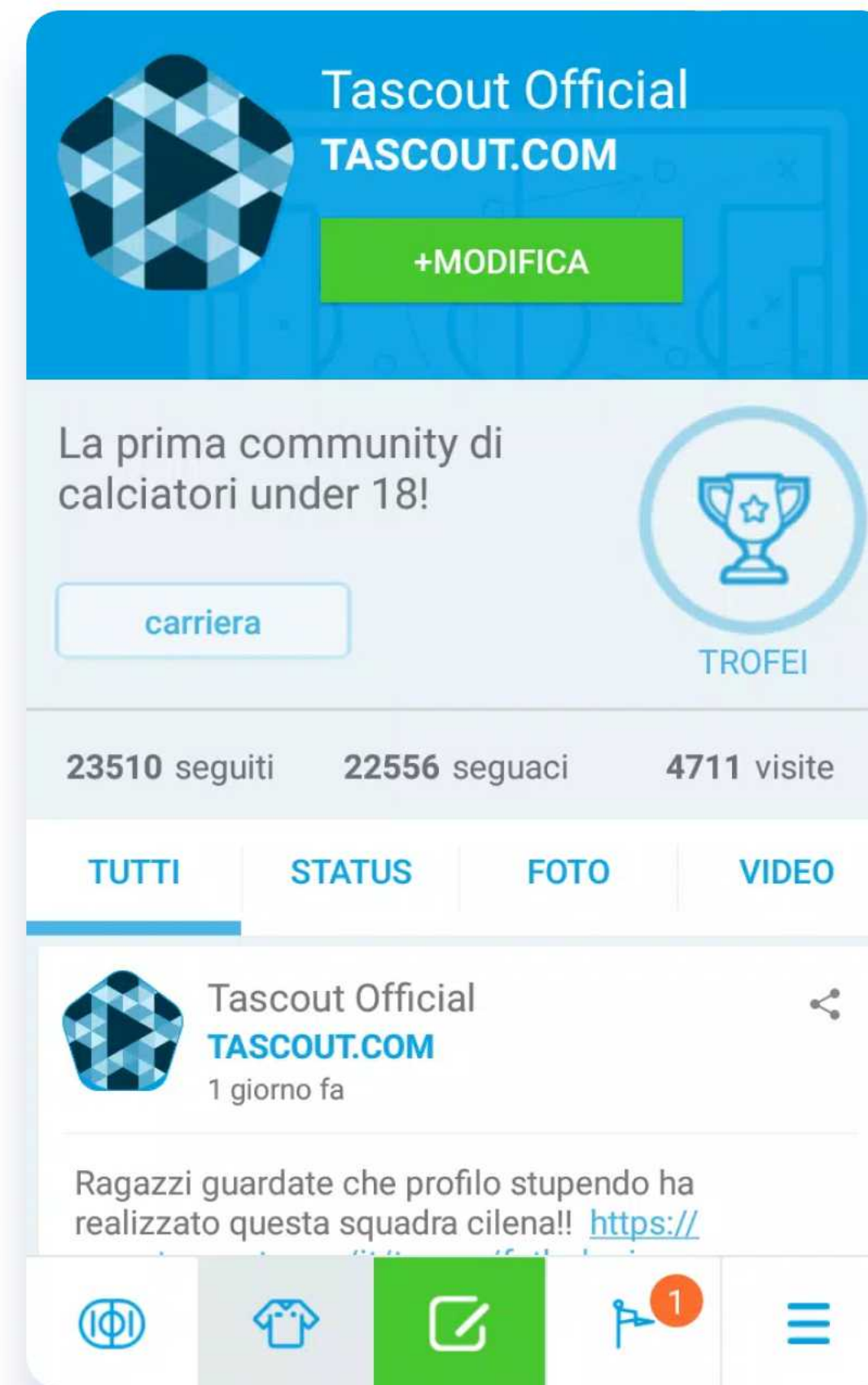
## App Redesign

It was necessary to make changes to the user structure. Adult accounts were required to manage player accounts. In addition to these two account types, we introduced clubs, a merge between Facebook's pages and groups, with functionalities specific to football.

Overall, the user profile provides comprehensive information that offers insights into the user's personality, skills, and achievements.

Players can post about their plays using specific post types. On their profile, it will show how many plays they have made during their career.

On a team's profile page, you can view a list of matches created by the team or by a player. These matches are categorized into played and scheduled matches. The list includes the names of players who will be present at the match, which are linked to their Tascout profile if subscribed, or only displayed as text if not subscribed to Tascout.



## Player engagement

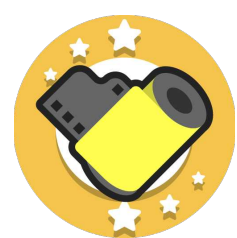
The main issue with Tascout was its engagement. Why would young football players use it instead of Facebook or Twitter? To address this, we decided to implement various features to boost player engagement.

### Gamification

Players were given weekly missions and challenges related to social actions. Completing these missions consistently each week earned them trophies and elevated their position in the 'Tascout Top Players' leaderboard. Occasionally, top players were rewarded with physical prizes.

### Match management

Players and teams were able to plan matches where they could invite other players, post results, post about the match and engage in online activities





## Results

The overall redesign and the addition of these features contributed to Tascout's popularity. Registrations and online activity grew exponentially. The type of users were divided between: Around 70% players, 20% parents or fans and 10% team or representatives.

One of the reasons for Tascout's popularity was also its constant online activity. During my employment in IES Italia, other than managing social media activity, we devised a 10 minute online news show where we would update the viewers about the latest news in the world of soccer and highlight the most popular posts or video in Tascout. This would push more players to use the gamification feature and allow branded content to be shared outside the platform

Later in the years Tascout changed the target audience to teams transforming more into a managing platform and less social, due to financial reasons





# Tangram

## Blockchain

Internal project • 2018

### The project

Blockchain based platform to provide decentralized videoencoding services using peer-to-peer technology. Tangram offers a wide range of video processing features to simplify your workflow and add power to your videos.

### The goal

Developing a brand identity centered solely around the brand name, including designing a web application, a mobile app, a compelling landing page, and a private user area.

### Tools used



Adobe  
XD



Adobe  
Photoshop



Adobe  
Illustrator

50%

Public token sale

20%

System

12%

Reserve

10%

Advisor

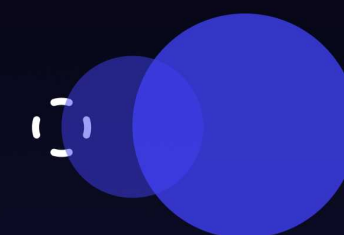
## Component Redesign

A bold image with a tech color palette and simple visual elements was chosen. Few icons, few shapes, but high impact.

- The website is divided into three distinct sections: Tangram Introduction, Reserved Area, and Video Encoding.
- The Tangram Introduction section consists of multiple pages that provide a comprehensive overview of Tangram and its team, avoiding excessive details.
- The Reserved Area is an exclusive space accessible to "node" owners, offering a wealth of Tangram documentation, tutorials, and a graphical representation of their node network.
- The Video Encoding section is a dedicated page where users can upload files for encoding. They can input necessary details, and once the encoding process is complete, they will receive a notification to download the file, encoded by the available nodes.

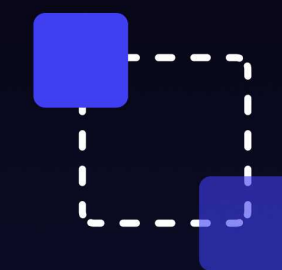
# Decentralized transncoding

Blockchain based platform to provide decentralized video encoding services using peer-to-peer technology.



### Faster

Thanks to the processing "nodes" that will encode simultaneously different portion of the video



### Safer

Due the fact that video is never processed by a single entity



### Scalable

Due to the cloud network nature and to the fact that the peer network can be quickly and easily extended at no cost



### Affordable

Thanks to the business model, that utilizes "third parties" unutilized CPU and rewards them with a token, so that lower hardware investments are required

Home

FAQ

What is a blockchain?

What is Tangram

Another FAQ

## Documentation



### Whitepaper

whitepaper description lorem ipsum dolorem sit amet costectum

[RU](#) [ITA](#) [ENG](#) [CH](#)



### One pager

What's that? escription lorem ipsum dolorem sit amet costectum

[ITA](#) [ENG](#) [CH](#)

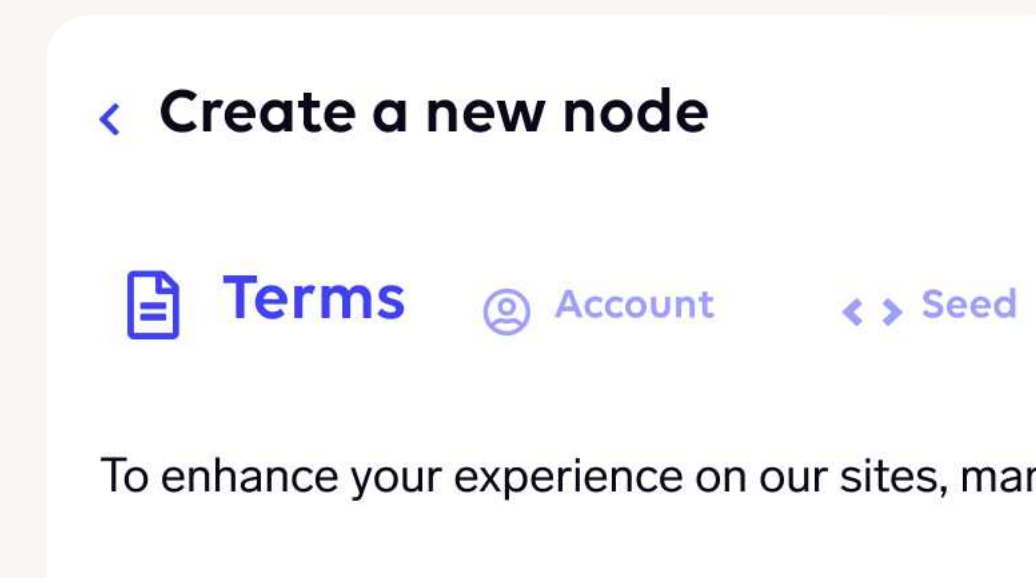
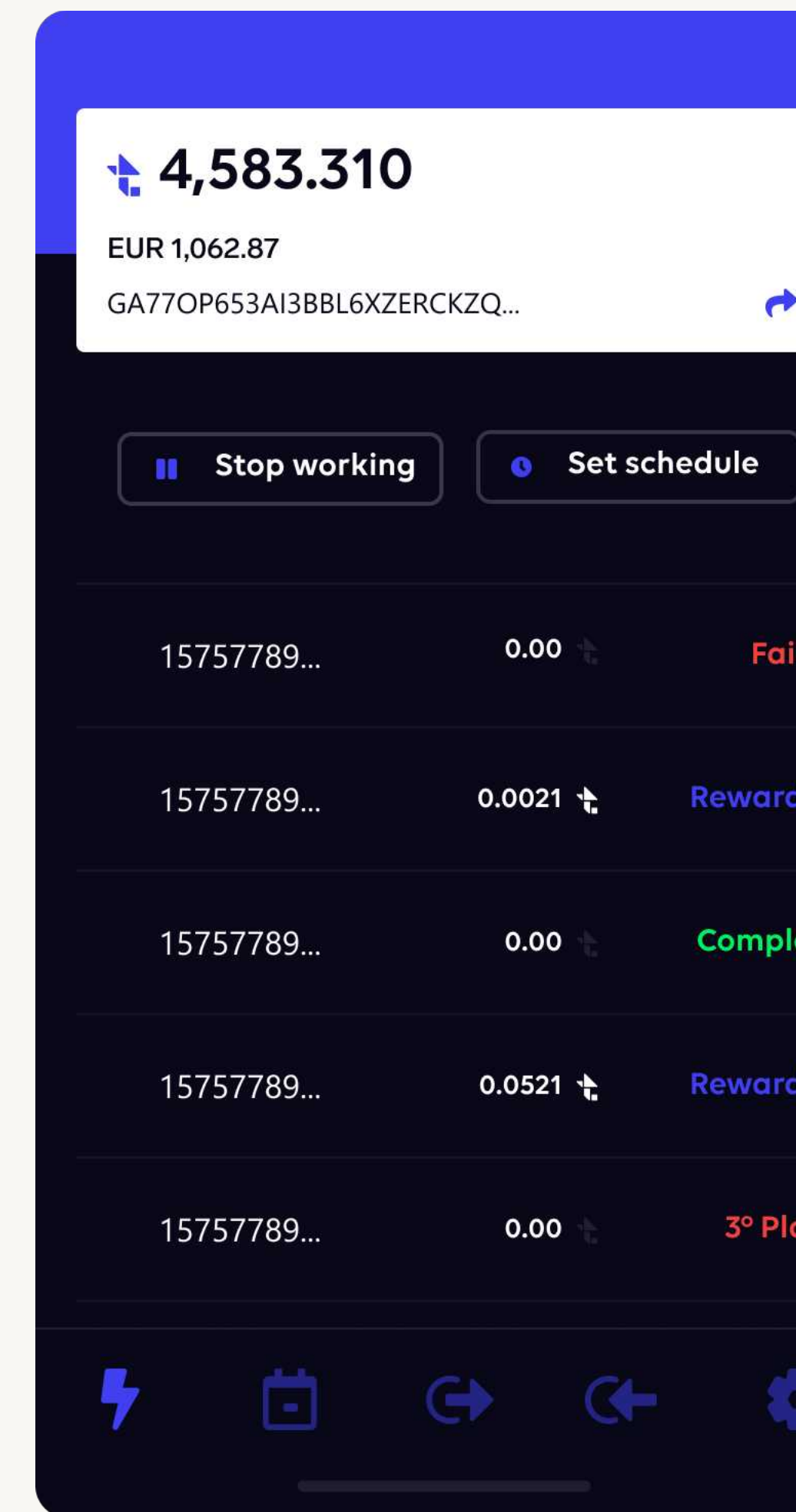
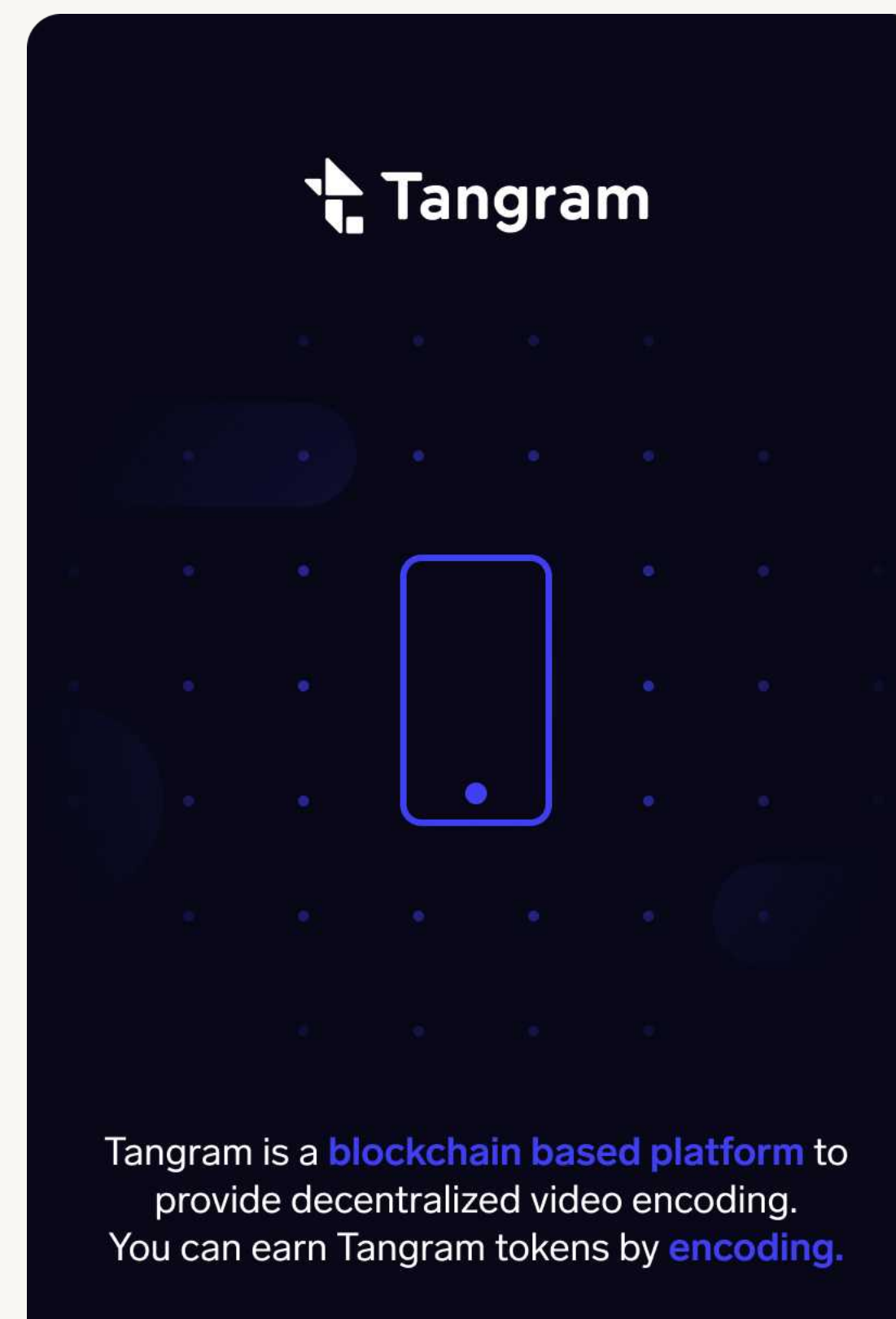
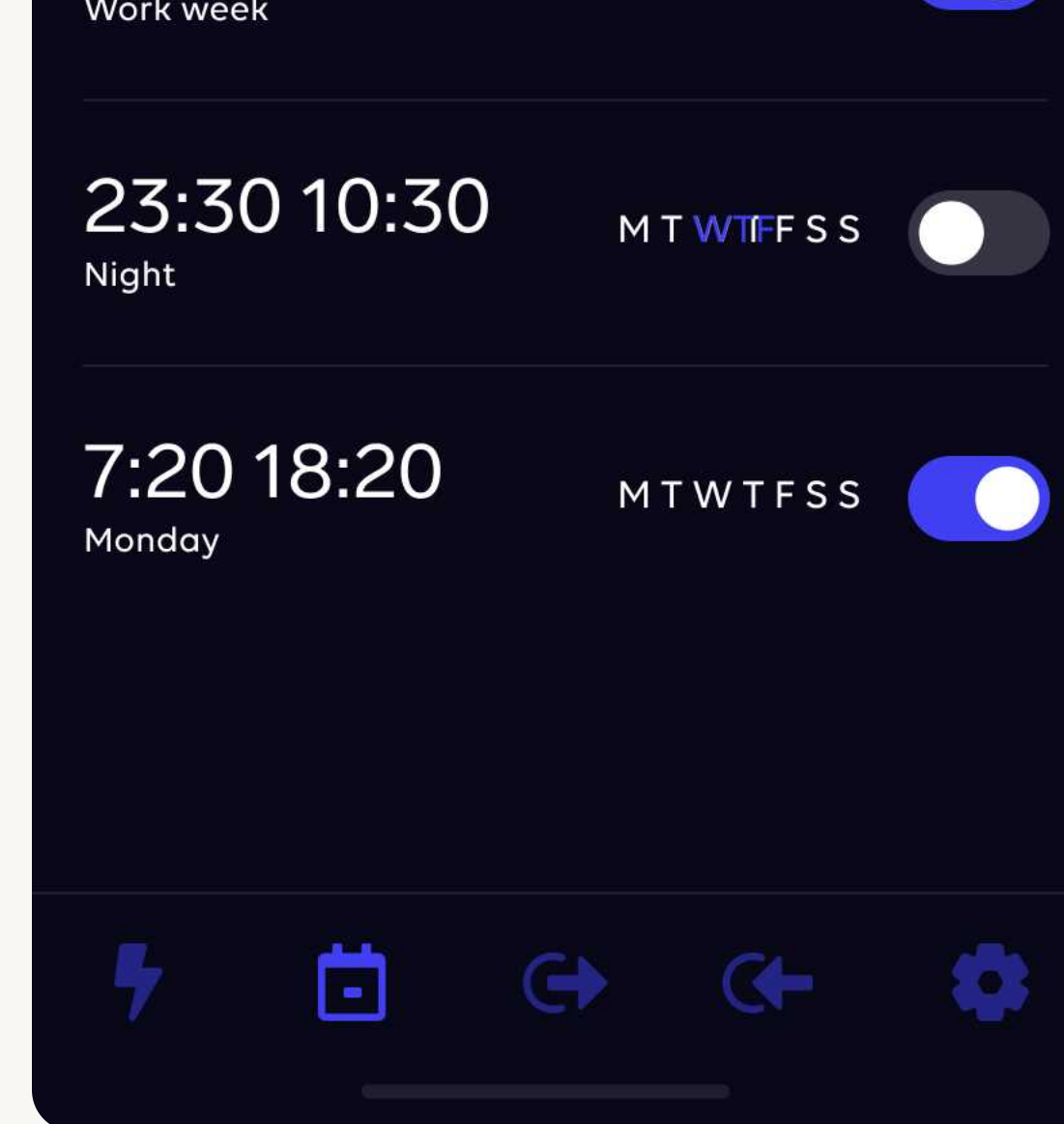




## Component Redesign

In order to streamline the tasks of node owners, both an application and a web app were developed. These tools allow users to utilize their devices as nodes or video processing machines, providing a comprehensive range of information about Tangram. Users can access details on processed blocks, performance metrics, and various activities performed by the nodes.

Both versions have been designed with functionalities to schedule the activation of the node for video processing, allowing users to set automated triggers, similar to an alarm clock, or manually activate the node as needed.



English

Search for block, transaction or a

# Status

Circulating Supply

**88,981,724 TNG**

Total Supply

**100.980.221 TNG**

\$ Price in USD

**4.1907435693**

Price in TNG

**0.05379698**

\$ Market CAP in USD

**567,998,377**

# History



The web application places emphasis on jobs and processed video blocks, offering comprehensive statistics regarding the performed tasks.

Every uploaded video is automatically divided into micro blocks, each assigned a unique ID and a weight that corresponds to its level of complexity. The difficulty level of a block determines the magnitude of the reward associated with it.

# Latest blocks

# Latest jobs



## Component Redesign

A collection of physical materials created for the project, including a stakeholder presentation, a tangram toy, stickers, and an origami ticket distributed at fairs. The origami ticket contains a code that grants access to the beta testing phase.

In collaboration with these materials, furniture pieces for a booth, stand-up displays, stand walls, and diverse advertising materials have been thoughtfully designed.







# Axerve

## Onboarding Platform

Consultation • 2020

### The client

Axerve, a brand from Gruppo Sella, is a payment hub in Italy that accepts all types of payments from all channels. It offers customers secure and easy-to-use payment options, including credit or debit cards, bank transfers, and e-wallets. Businesses of all sizes benefit from Axerve's seamless integration with various e-commerce platforms, increasing sales and improving customer satisfaction.

### The goal

The objective of the project was to develop an autonomous, modular, and scalable adoption platform that seamlessly integrated with both internal and external systems. The platform was designed to enable technically-proficient individuals to manipulate it without requiring any prior knowledge of the execution context.

### Tools used



Notion



Figma



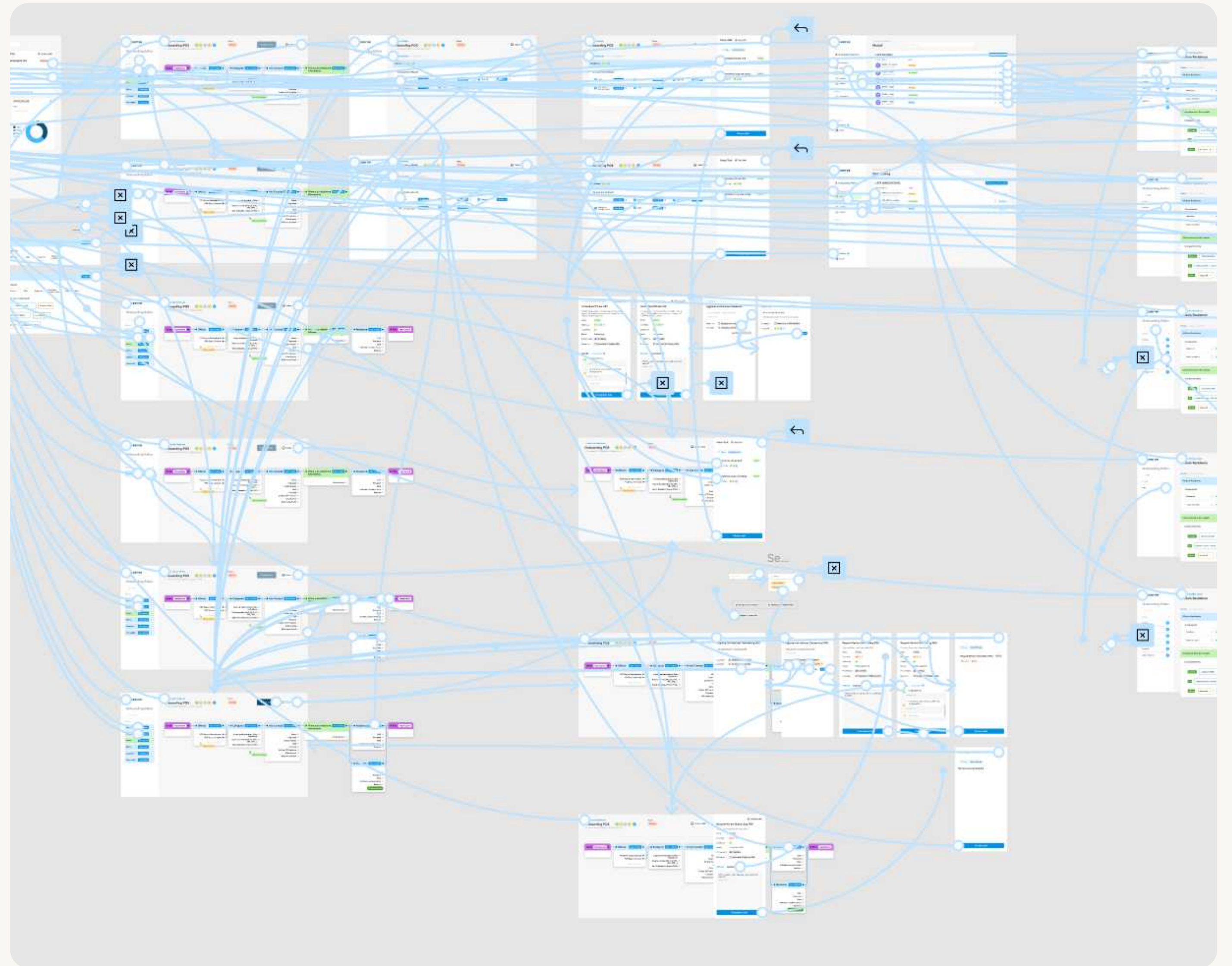
Miro





## Project Prototypes

The presented project is not yet available to the public, but I can showcase the process followed. We conducted a series of interviews and workshops (both live and remote) with the client to understand the core problem. By utilizing custom-developed exercises for the workshops, we arrived at a solution. In the following days, this solution was transformed into a design prototype using Figma. Following several weeks of iterative prototyping, we successfully arrived at a prototype that effectively addressed the client's needs and received approval for the project. Throughout this process, we fine-tuned and refined the prototype to ensure it met the desired solution requirements and aligned with the client's objectives.

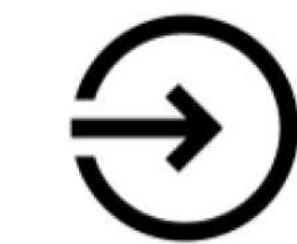




## Project Wiki

Once the prototype was approved, a project wiki was created, containing interviews, documented workshop reports, the various prototypes developed during the iterations, and technical specifications prepared by the developers who followed the project and its different prototypes.

Delivering the wiki to the client represented a crucial step in ensuring project continuity and transparency. It would facilitate a better understanding of the development process, as well as collaboration with the team and the sharing of specific feedback.



Add cover

2 backlinks



### Design Sprint

Design Sprint

Prototype Phase

Riepilogo e report dei risulta

### Product Wiki

Contesto

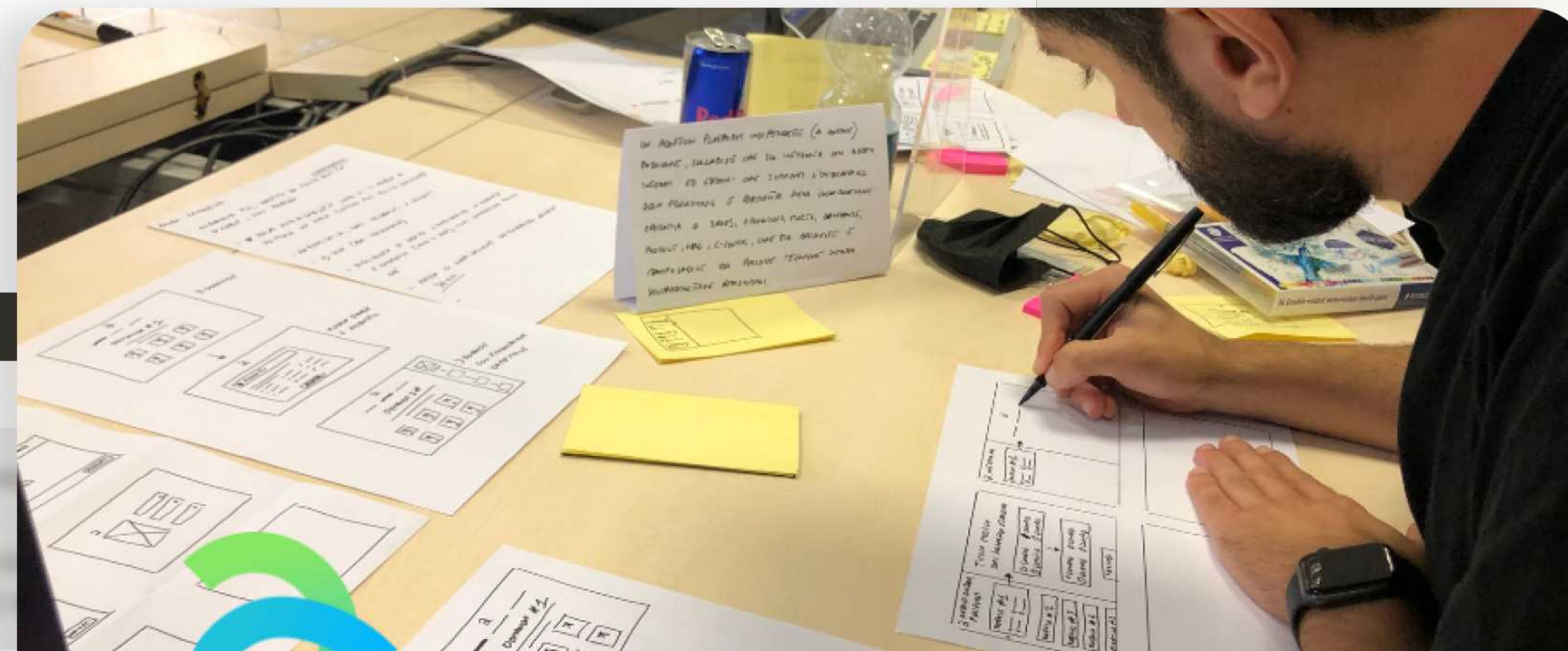
Utenti, Gruppi di utenti e Per

User Stories

Funzionalità

Test

Modelli

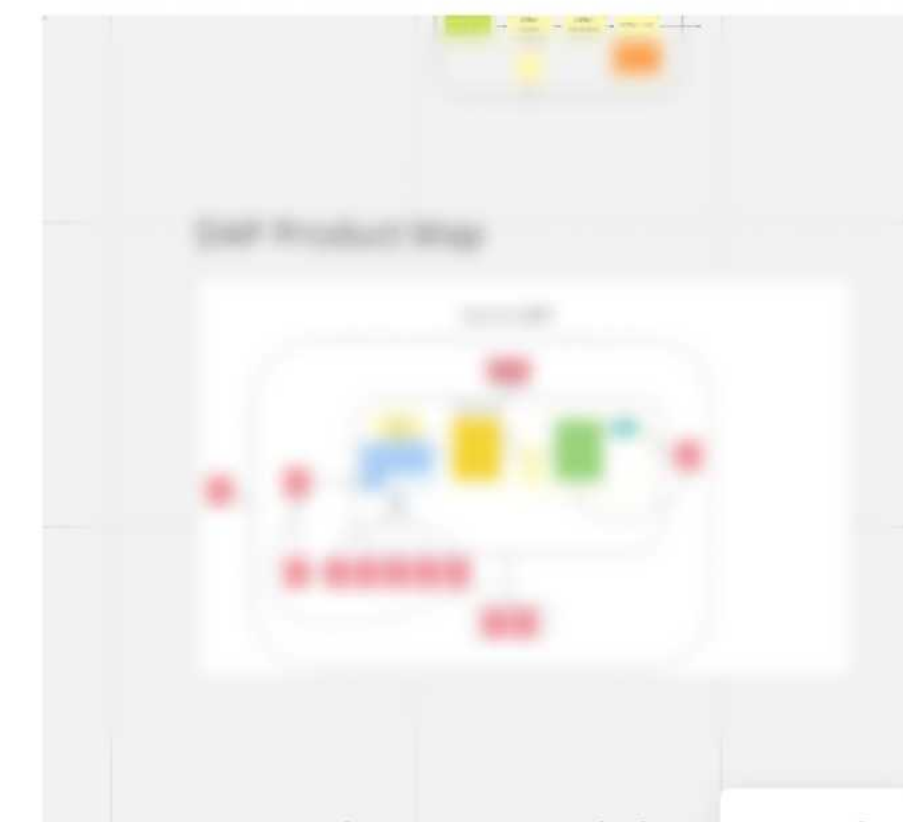


## Axerve ERP

### Prodotti

[Redacted]

[Redacted]



# Personal Work

[@paolomunna](#)

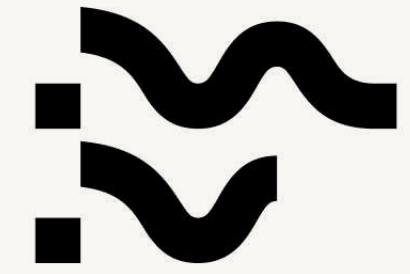


# Illustrations

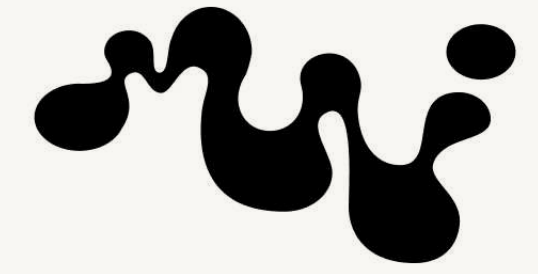




Logos



Radio **24**  
Unica come te



**Rocket Ramp™**



**Cook**





## Get in touch

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# Thank you