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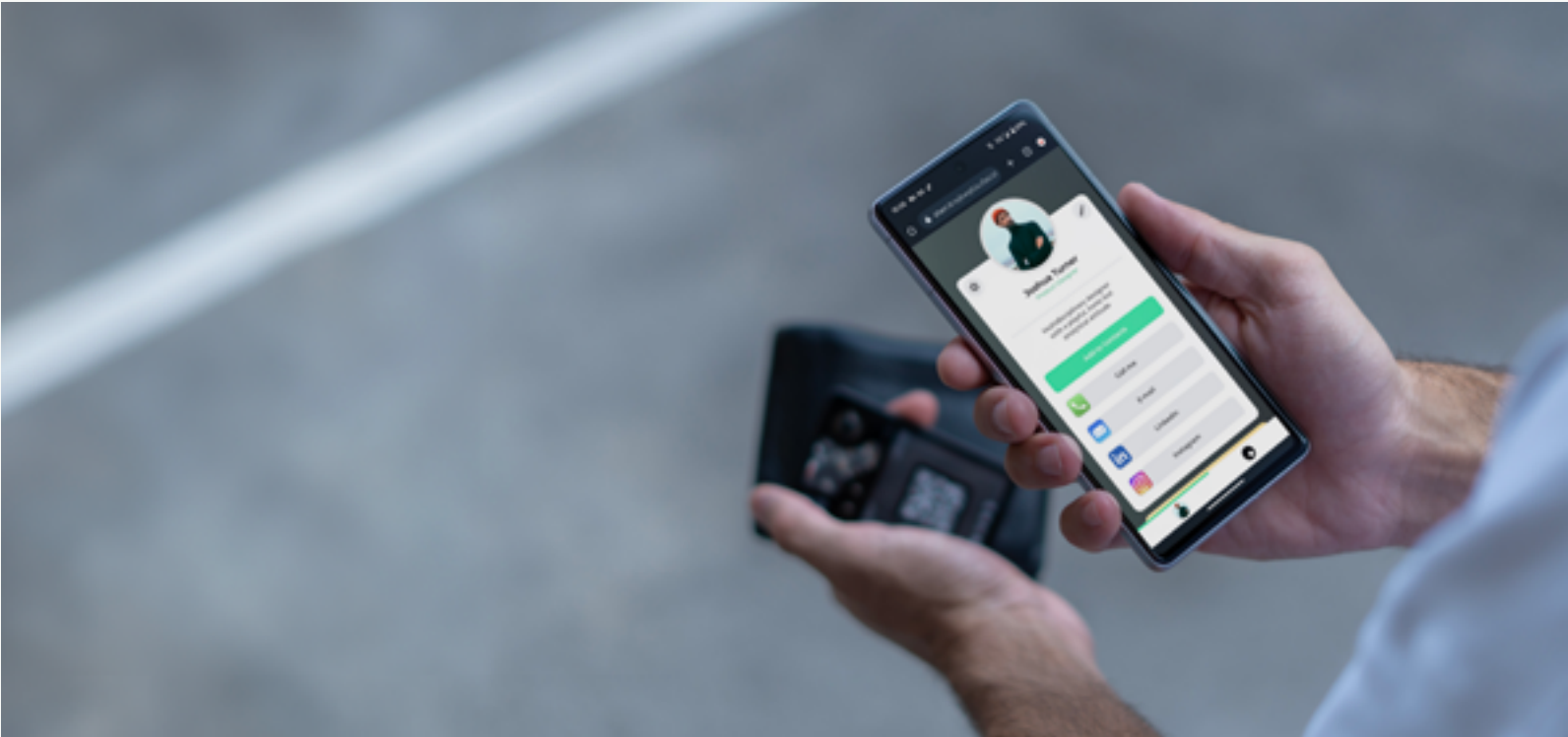
AirCard

Rolling Square, a Swiss high-tech innovator, breaks new ground with AirCard™, the world’s first card-sized tracker with a digital business card, harnessing the exclusive Apple Find My network.

My role as Art Director shaped the campaign’s artistic vision, steering the development of compelling videos and photos. This project epitomizes our journey from conventional to remarkable, showcasing our unique capability to merge technology with everyday connectivity, and uniting people through ground-breaking solutions.





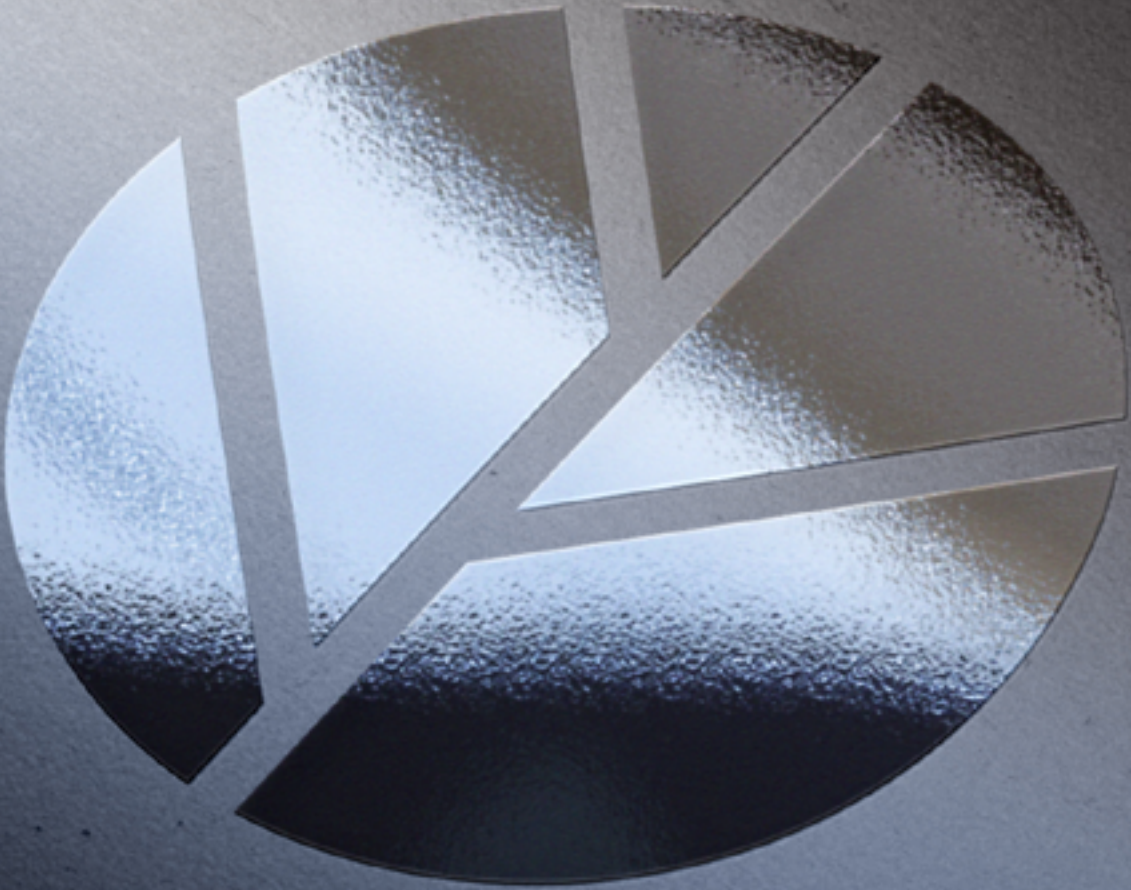


SOAUC

SOAUC, a South American law firm specializing in environmental laws and rights, embarked on a transformative journey with their project launch, for which I developed the entire brand identity.

This initiative reflects a shift from conventional legal practice to a more dynamic, eco-centric approach, underscoring SOAUC’s dedication to connecting communities with the power of environmental advocacy.

My creative input was instrumental in shaping a brand that resonates with their mission of sustainable and legal stewardship.





Sociedad
Ambiental
de la Universidad
Católica.

PRIMARY TYPOGRAPHY

FUTURA Std Medium

A WIZARD’S JOB IS TO
VEX CHUMPS QUICKLY IN FOG.

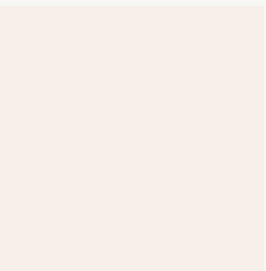
a wizard’s job is to
vex chumps quickly in fog.

0123456789



CMYK:
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RGB:
10,61,34



CMYK:
2,4,6,0

RGB:
247,240,234



BRANDING

Imperial Eagle

—

Imperial Eagle, a Dubai-based innovator in privacy protection and IT security, excels in creating encryption software and secure VoIP applications.

Steering their brand identity, I infused minimalism into their logo and style guide, encapsulating their ethos of military-grade security and elegant approach.

This endeavor marks a shift from standard to exceptional, underscoring Imperial Eagle’s dedication to delivering solutions that safeguard communications and fortify digital interactions.





PRIMARY TYPOGRAPHY

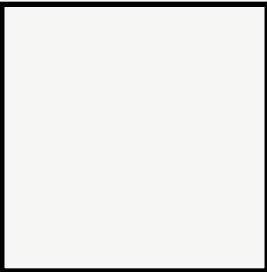
FUTURA Std Medium

A WIZARD’S JOB IS TO
VEX CHUMPS QUICKLY IN FOG.
a wizard’s job is to
vex chumps quickly in fog.
0123456789



CMYK:
75,68,68,90

RGB:
0,0,0



CMYK:
0,0,0,0

RGB:
255,255,255



PHOTOGRAPHIC CAMPAIGN

Witch Jeans

Witch, a dynamic concept brand, explored new fashion frontiers with a prototype proposal for its latest denim and apparel line, brought to life through my photographic campaign direction.

This pioneering project reflects our leap from the traditional to the cutting-edge in fashion, emphasizing Witch’s ambition to redefine the industry’s standards.

My visual storytelling not only presents the collection but also weaves a narrative that unites a community around innovative, trendsetting style.





BRANDING

Farm Cultural Park

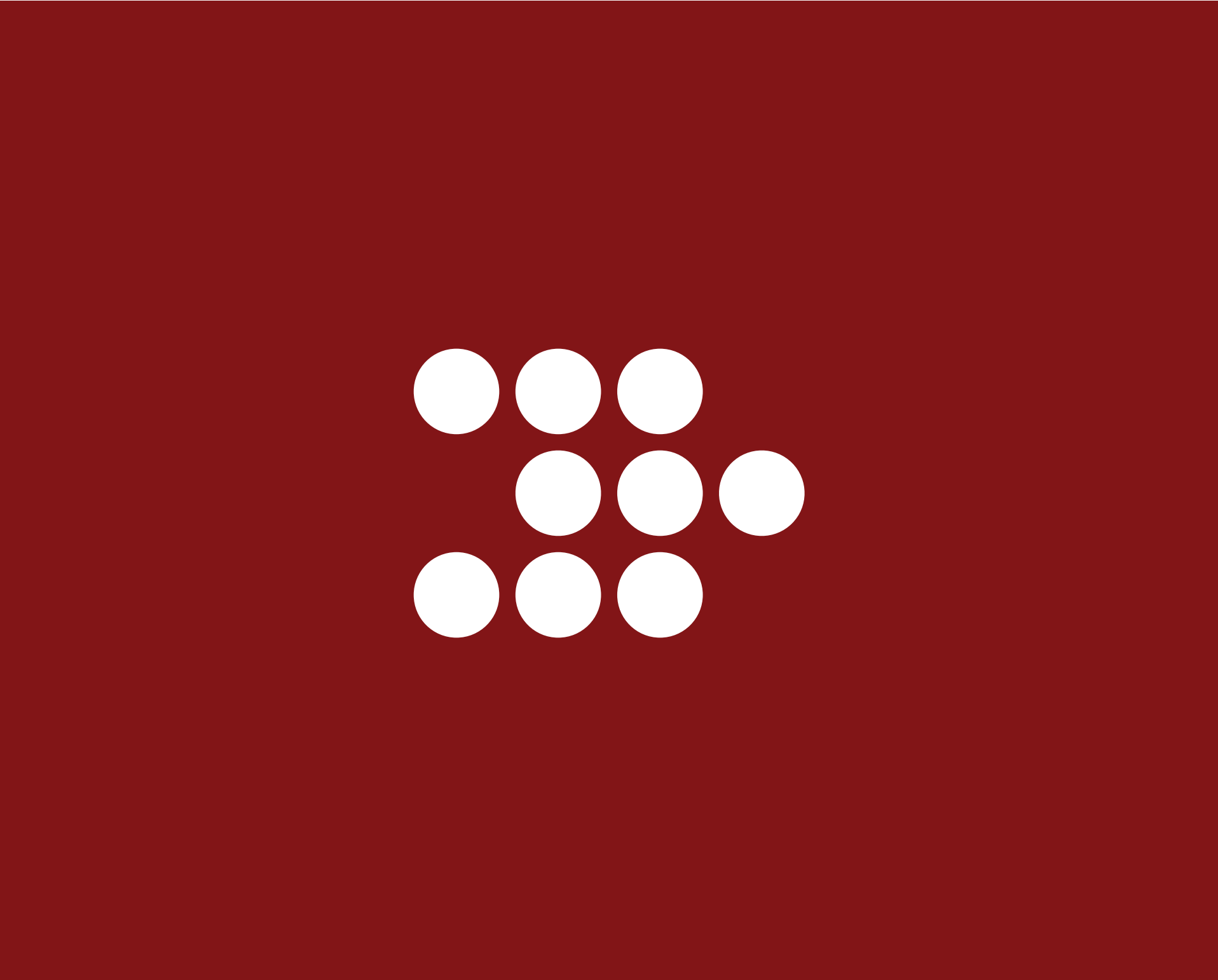
—

At Farm Cultural Park in Favara, Sicily, I embraced a non-profit role as Brand Designer alongside owner Andrea Bartoli.

Through immersive workshops engaging the city’s youth, we accomplished a rebranding that connects them closer to culture and social activities.

This project marks a transformation from traditional art spaces to dynamic cultural hubs, showcasing our commitment to fostering community ties and igniting a passion for arts among the younger generation.





PRIMARY TYPOGRAPHY

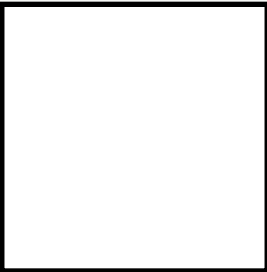
MODULAR 14

A WIZARD'S JOB IS TO
VEX CHUMPS QUICKLY IN FOG.
A WIZARD'S JOB IS TO
VEX CHUMPS QUICKLY IN FOG.
0123456789



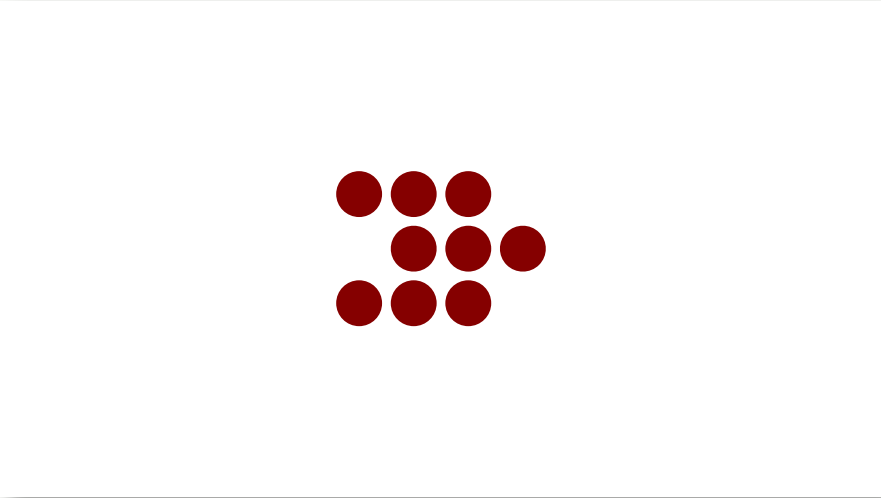
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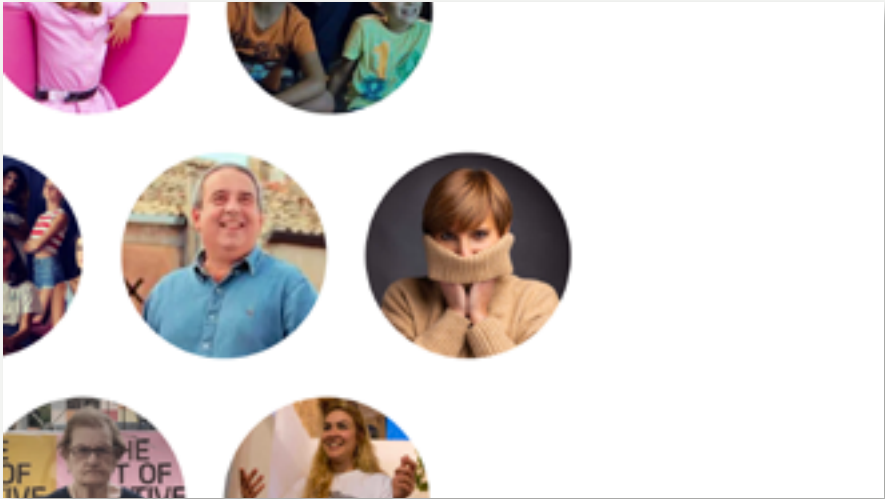
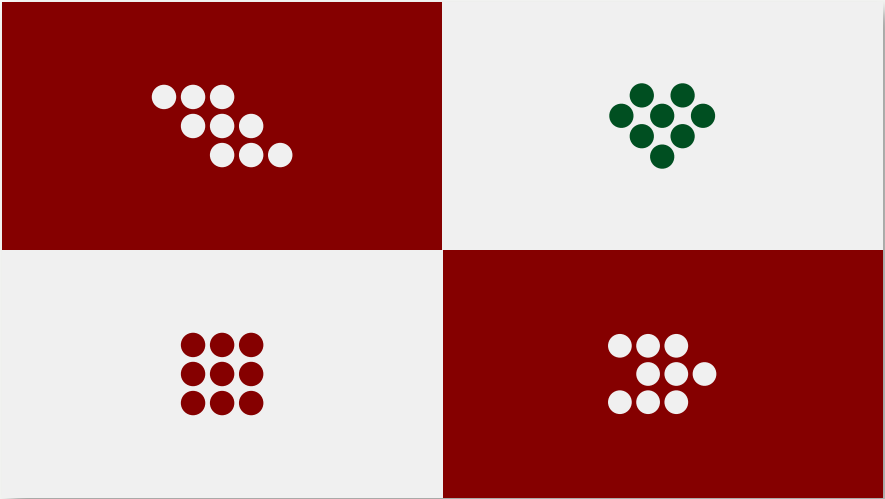
CMYK:
0,0,0,0

RGB:
255,255,255



THE COLOR **RED** REPRESENTS
THE PASSION WE ALL INVEST
IN OUR PROJECT

THE DOTS CONCEPTUALLY REPRESENT
ALL THE PERSONS AND HOUSES
INVOLVED IN THIS.



DIGITAL ART DIRECTION

EDGE PRO

—

Rolling Square, introduces EDGE® Pro, the ultimate ultra-thin device holder for phones and tablets.

As the Art Director, I orchestrated the media campaign, capturing the essence of this innovative product through dynamic videos and photos. This project marks a shift from the conventional to the cutting-edge, highlighting Rolling Square’s commitment to enhancing task management.

My creative vision played a key role in bringing this transformative technology to a global audience.

LUGANO, SWITZERLAND







Luigia

Luigia, a renowned global chain of Italian restaurants, is revolutionizing its customer experience with an updated app featuring new functionalities like table reservations, an interactive menu, and in-app children’s games.

My UX-UI design proposal for Luigia offers a comprehensive, user-friendly experience, ensuring seamless navigation for all.

This initiative reflects a shift from traditional dining to a digitally enhanced gastronomic journey, reinforcing our dedication to connecting and enriching the customer experience.





KLine

Imperial Eagle, a Dubai-based IT security company, pioneers with its fully encrypted messaging app KLine, fortifying communication against hacks and unauthorized access.

In this groundbreaking venture, I was at the helm of UX and UI design, collaborating with Dubai-based developers to craft an interface that’s secure yet user-friendly.

This endeavor exemplifies a shift from traditional messaging apps to a realm of heightened security, reflecting Imperial Eagle’s commitment to safeguarding digital conversations.





BRANDING

PACOPA

—

PACOPA, a UAE-based online luxury retail giant in shoes, fashion, and beauty, marked its European expansion with a dynamic brand launch.

As the Art Director, I spearheaded the creation of its brand identity and guidelines, crafting a visual language that resonates across cultures.

This venture symbolizes a shift from traditional retail to a globally connected, digital-first approach, showcasing PACOPA's commitment to uniting diverse communities through the power of fashion and innovative online experiences.

DUBAI , UAE

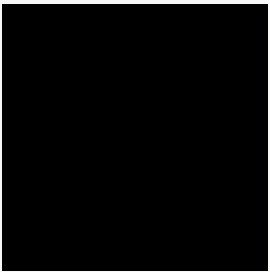




PRIMARY TYPOGRAPHY

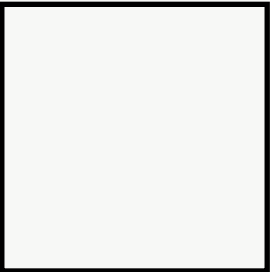
FUTURA Std Medium

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CMYK:
75,68,68,90

RGB:
0,0,0



CMYK:
0,0,0,0

RGB:
255,255,255



Outlines

Cognitiva Records, an English label, pioneers with ‘Outlines’, a fusion of jazz, broken beat, and house by Europe’s emerging producers.

As the Art Director for E-commerce and Catalogue Visual Photography, I crafted a visual narrative that resonates with the album’s innovative spirit.

This campaign signifies our transition from traditional to avant-garde, exemplifying Cognitiva’s commitment to not just creating music, but crafting experiences that connect our audience with a new wave of artistic expression.





TAU 2

—

Rolling Square, unveils an ultra-compact emergency keyring power bank, eclipsing traditional designs with its size smaller than AirPods Pro and universal compatibility.

Leading the art direction, I orchestrated a media campaign that vividly illustrated its innovative features like the 2000mAh capacity, Magnetic Charging Dock, and NFC Business Card.

This project represents a leap beyond the ordinary, encapsulating Rolling Square’s vision of integrating convenience and cutting-edge technology.









PHOTOGRAPHY

Portfolio

Throughout my career, I’ve had the privilege of working on diverse photographic projects, adapting to various styles as per client needs.

Specializing in **Product, Fashion, Social Media,** and **E-Commerce Photography**, my visual creations have led to collaborations with prestigious names like **Vogue, Wired, CES Las Vegas, RedDots, Caramelle Leone, Māgoa, Kavyar,** and **Ellements Magazine.**

Each project reflects a journey beyond conventional photography, showcasing my ability to craft content that resonates with audiences and brands alike.







RAFFAELE MOCCIA







RAFFAELE MOCCIA















