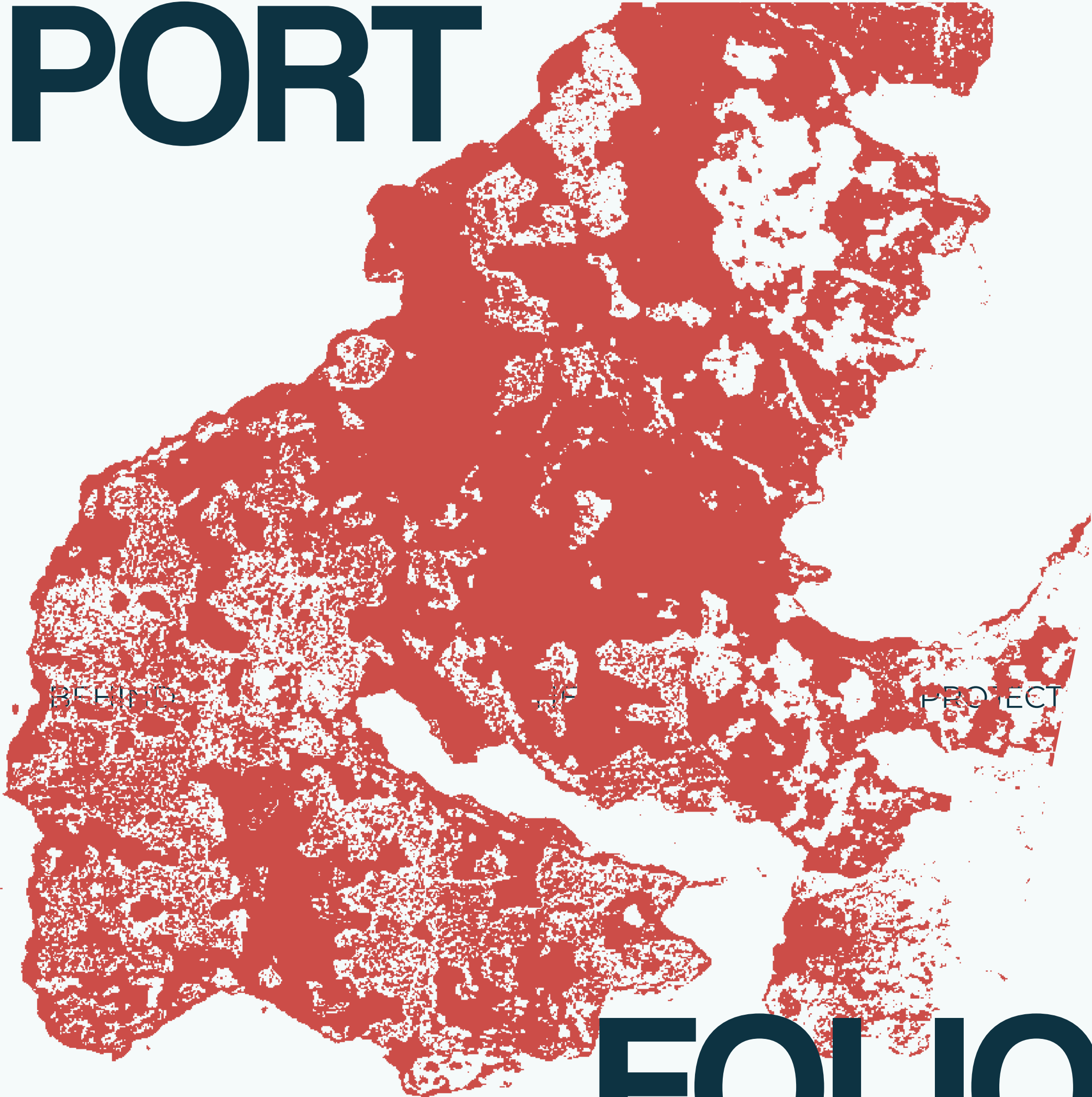


PORT



2026



BEHIND

THE

PROJECT

FOLIO



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MY CREATIVE SOUL

BEHIND THE PROJECT

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ABOUT

BEYOND

R.TAB

My name is REBECCA OTTINO



I was born in 2004 and graduated in 2023. I have gained experience in the fields of photography, illustration, and graphic design, during which I developed a strong interest and passion for the world of graphics, a field I find both complex and highly engaging.

I am characterized by strong listening skills, the ability to learn quickly, and determination. I have a natural aptitude for teamwork and achieving goals, qualities I have developed throughout my education and early professional experiences.

In my free time, I enjoy reading, crocheting, and sewing, and I am always listening to music, activities that stimulate my creativity and enrich my approach to work.

EXPERIENCE

Graphic Designer
&
Customizer

/ Technical and practical management
of the various phases of textile and
object customization

Linea3
2024-2025

Graphic
Designer

/ I work on projects ranging from brand-
ing to graphic design for events and
venues

GNT LAB
2025-2026

EDUCATION

High school

/ Technical Institute of Graphics and
Communication
Istituto Tecnico di Grafica e
Comunicazione

I.I.S. Giulio Natta, Rivoli (TO)
2018-2023

Univercity

/ Artistic design for business
Progettazione Artistica per l'Impresa

Accademia Ambertina di Belle Arti (TO)
2023-...





BRANDING

BUILD

VISUAL

IDENTITIES

The Branding section features projects born from the desire to transform the values and vision of each business into a unique, consistent visual identity that communicates powerfully within its market. My approach to designing a coordinated image always begins with a deep analysis of the brand's soul, seeking to blend aesthetics and functionality to create authentic connections with the audience. Through the development of versatile logos, carefully curated color palettes, and adaptable graphic systems, I have brought various visual worlds to life: from the artisanal energy of SilaPizza, to the reassuring and natural solidity of Pollice Verde, and the conceptual and identity-driven exploration of Lost Anima. Each project represents a design challenge aimed at ensuring that every touchpoint, from business cards to digital presence, speaks a solid, professional, and instantly recognizable visual language.

- 02.1 / Lost anima
- 02.2 / Pollice verde
- 02.3 / Silapizza



LOST ANIMA

BEHIND THE PROJECT

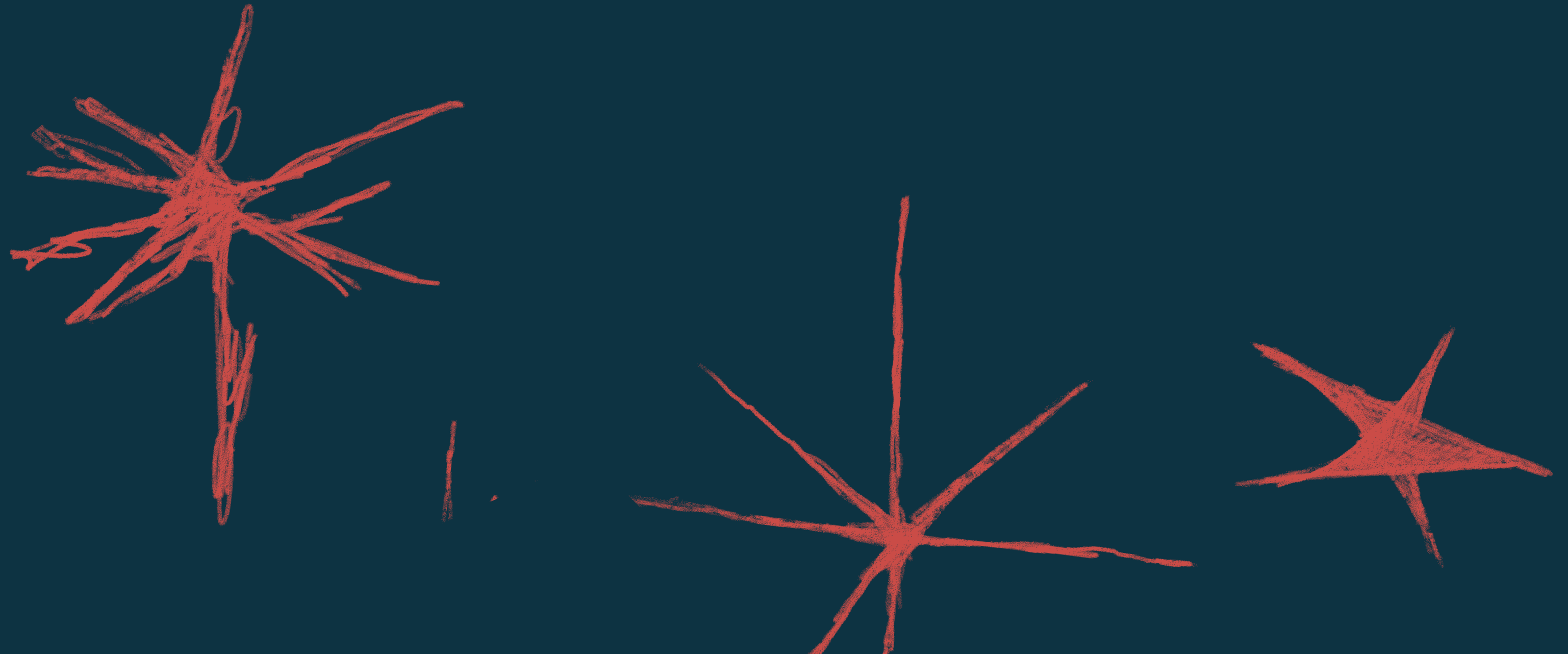
BRANDING

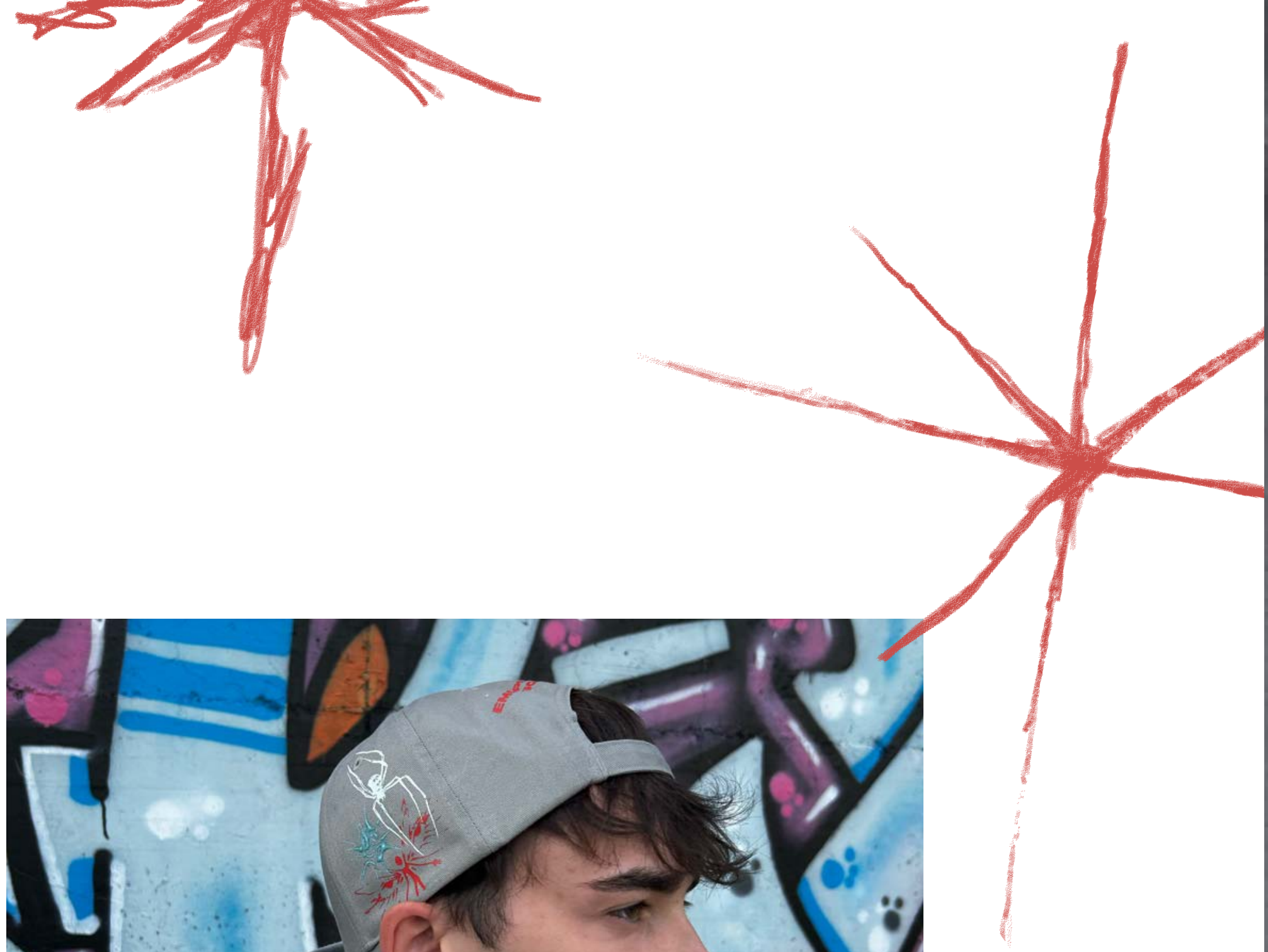
2024



Lost Anima is a creative sanctuary designed for anyone who feels inadequate or out of place, transforming personal vulnerability into a statement of collective strength. The brand concept focuses on normalizing complex emotions such as inferiority, loneliness, and shame, inviting wearers to physically embody their state of mind. This vision comes to life through a collection of unisex and unisize garments, where bespoke Made in Italy tailoring meets a deep commitment to sustainability and high-quality materials.

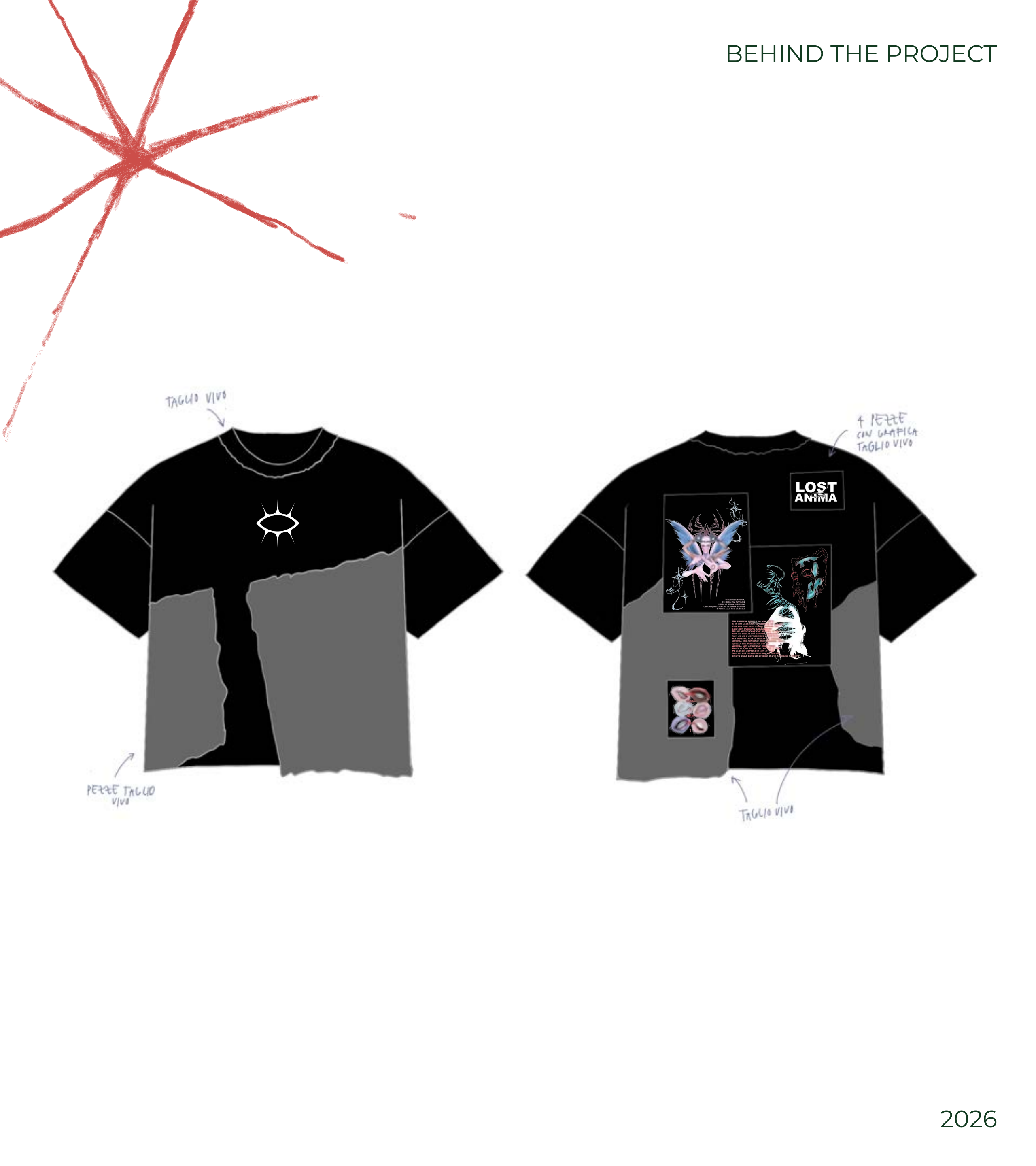
In managing this project, I developed a comprehensive communication ecosystem, beginning with a solid visual identity and a detailed brand manual to ensure consistency across all platforms. The graphic storytelling extends beyond the apparel into a sustainable packaging system and coordinated brand assets that enrich the customer experience. Finally, I defined the digital marketing strategy, designing banners and social media content aimed at establishing a “safe space” where the misunderstood can finally find representation and a sense of belonging.





BEHIND THE PROJECT







POLLICE VERDE

BEHIND THE PROJECT

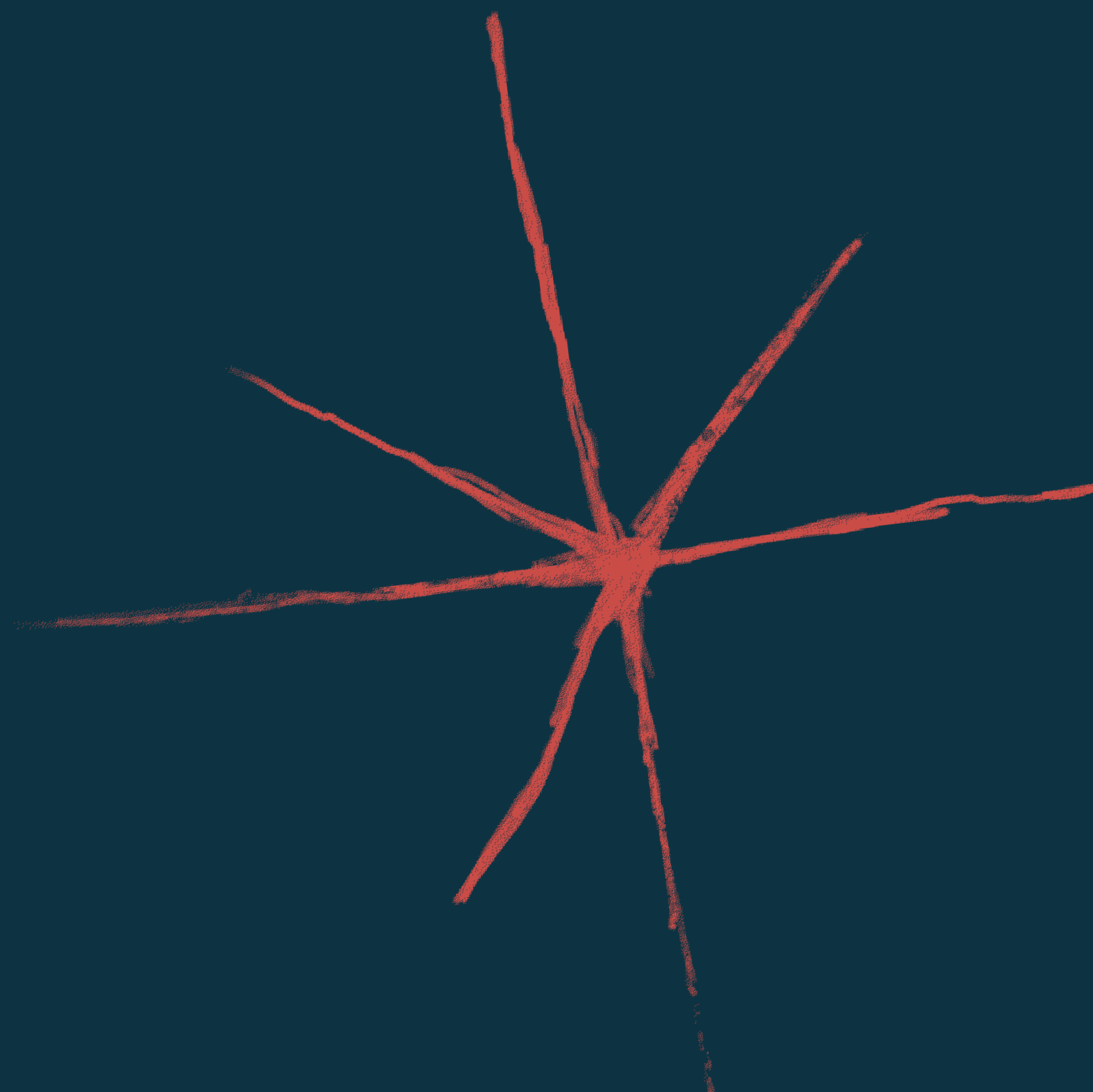
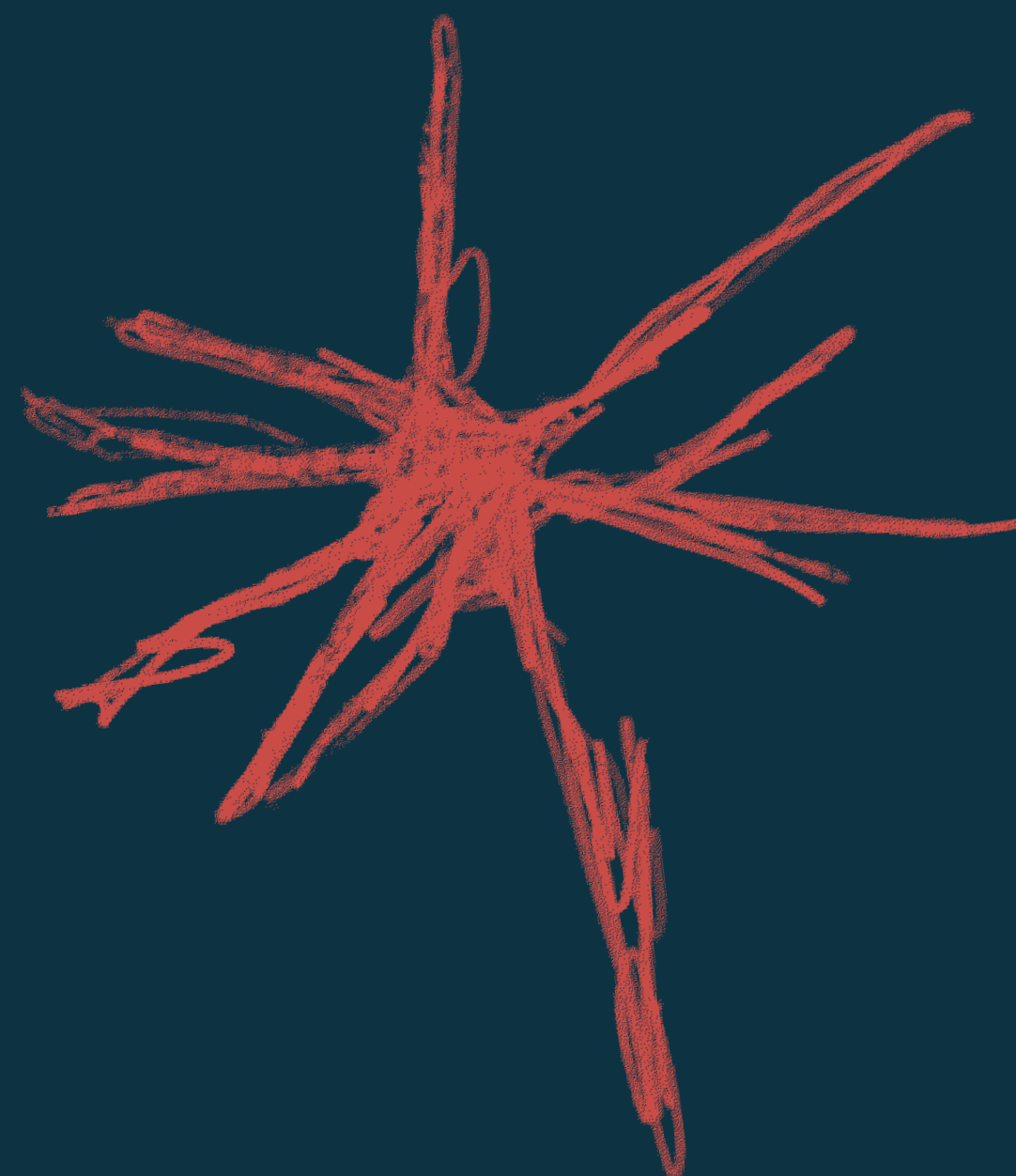
BRANDING

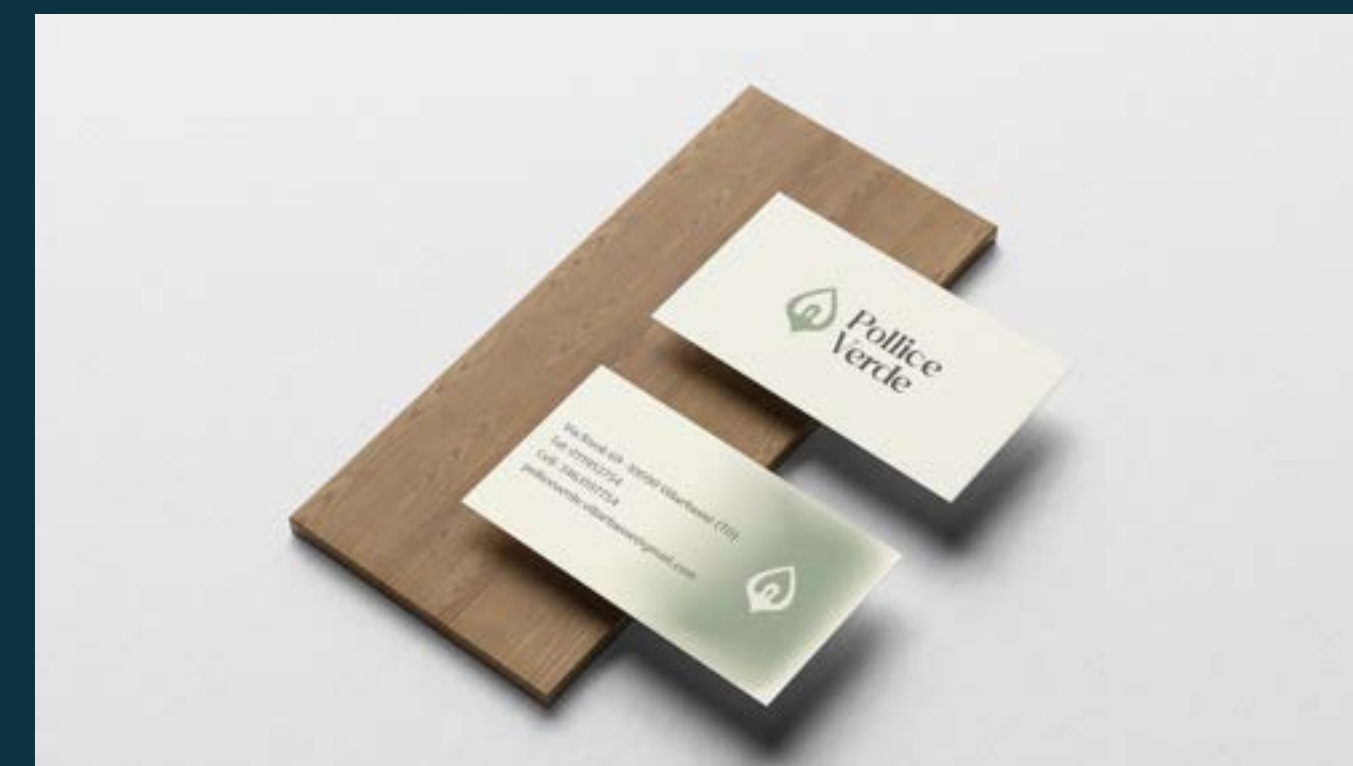
2025



The “Pollice Verde” project stems from the need to create a solid and reassuring visual identity for a business rooted in the botanical world and plant care. The concept is based on growth and craftsmanship, expressed through a clean style and a natural color palette that convey trust, freshness, and a contemporary sense of professionalism.

From a graphic perspective, the work covers the entire brand identity: a versatile logo that remains legible even at small sizes, a brand manual defining rules and color variations, and coordinated applications across materials such as business cards, letterheads, and product tags, balancing aesthetics and functionality. The project is completed by a social media strategy with consistent graphic templates, ensuring recognizability in the digital environment as well.







SILAPIZZA

BEHIND THE PROJECT

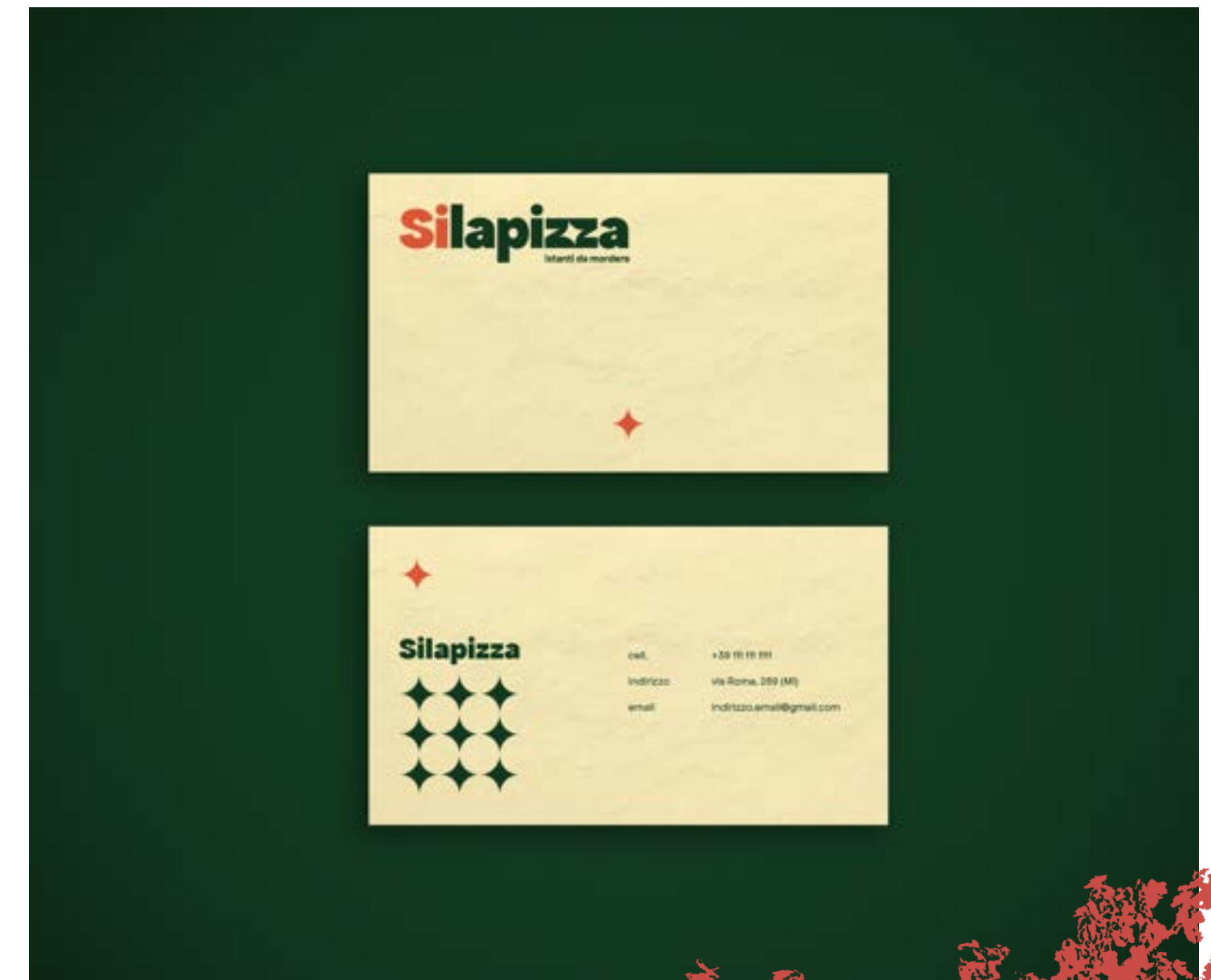
BRANDING

2026

The Silapizza project combines two distant but complementary worlds: Calabrian flour tradition and Milanese pan pizza innovation. The concept highlights the origin of the ingredients, referencing the Sila plateau as a symbol of nature and authenticity, and transforms a traditional product into a modern urban experience. The brand aims to convey craftsmanship and genuineness through the tagline “istanti da mordere,” inviting customers to enjoy quick yet quality moments.

From a graphic perspective, the visual identity is built on strong contrasts and natural tones like forest green, cream, and warm orange. The logo was designed to be impactful and adaptable across different formats, while the typography and coordinated identity ensure consistency on packaging, uniforms, and promotional materials, visually telling the journey from Calabria to Milan.







PRINT DESIGN

BEHIND THE PROJECT

THE AESTHETICS OF PAPER

The world of editorial graphics and design for print, where attention to typography, layout, and material substrates merge to create tangible, cohesive products. My approach to print design is rooted in the ability to adapt visual language to diverse formats and objectives, consistently maintaining a strong focus on legibility and communicative impact.

From designing complex systems for gaming that require a balance between dynamic iconography and immediate gameplay hierarchies, I transition into pure editorial storytelling through the creation of photographic volumes. In these works, composition becomes an exercise in urban exploration and abstraction, where the rhythm of the pages guides the viewer toward discovering new visual meanings. This attention to detail is also reflected in the beverage sector, where the design of wine and spirit labels serves as a tool for both branding and social responsibility. By selecting elegant typefaces and clean layouts, I communicate the product's identity and ethical values, ensuring a distinctive and professional presence on the shelf. Each printed project represents the challenge of transforming a digital concept into a concrete object capable of conveying quality and craftsmanship.

- 03.1 / Caos hacker laser fuga spia
- 03.2 / Discovered alphabet
- 03.3 / Bottle labels



CAOS HACKER LASER FUGA SPIA

PRINT DESIGN

2025

The 'Caos Hacker Laser Fuga Spia' project reinterprets fast-paced party games through an espionage lens, transforming the game into an adrenaline-fueled mission based on reflexes and visual memory suitable for all ages.

From a graphic and technical perspective, the work encompassed the entire development process, starting with a careful market and target analysis to define a consistent and impactful Design System. This system is built upon original, modern iconography characterized by minimalist illustrations designed for instant recognition, paired with a color palette that evokes digital codes and the nocturnal settings typical of the tech-spy genre. In addition to designing the standard and special cards, the project included the creation of the packaging and promotional materials, ensuring a perfect balance between an appealing aesthetic, clear readability, and technical usability.



CAOS HACKER LASER FUGA SPIA









DISCOVERED ALPHABET

PRINT DESIGN

2026



The “Discovered Alphabet” project is a type hunting exercise designed to train the designer’s eye to track down letters of the alphabet hidden within architecture and everyday objects. By observing space and perspective, ordinary elements are reinterpreted as graphic signs, demonstrating the deep and often invisible link between typography and our surrounding environment.

From a graphic standpoint, I developed a minimal editorial layout that pairs each photograph with a vector interpretation of the letter, highlighting the connection between reality and typographic abstraction. The use of a rigorous grid and clean typography ensured a perfect balance between aesthetics and readability, providing a fluid and engaging reading experience throughout the volume





LLA



BOTTLE LABELS

BEHIND THE PROJECT

PRINT DESIGN

2026

The design project for the 'Clarion' wine and gin labels was created for Caso Bistrot Sociale in Turin, with the goal of turning packaging into a tool for ethical and social communication. Using a clean and contemporary design, I managed the entire visual identity, focusing on a rigorous typographic approach and a clear hierarchy that balances technical information with the brand's message of social inclusion. Every detail, from the color palette to the organization of regulatory texts, was designed to ensure elegance and readability, elevating the product into a design piece that reflects the human and territorial values of the bistro.





3D MODELLING

BEHIND THE PROJECT

SHAPE

YOUR

VISION

This section showcases a selection of projects that demonstrate my versatility in using three-dimensional modelling as a core tool for both design and visual communication. My approach bridges the gap between aesthetic research and technical precision, allowing me to transition seamlessly across different scales and industries.

From the conception of modular furniture characterized by organic, sculptural forms, my work extends into the rigor of industrial design, where modelling becomes essential for engineering functional and complex packaging solutions. Simultaneously, I explore surface design through the customization of lifestyle products, addressing the technical challenges of applying dynamic branding and graphics to complex curved meshes. Each project reflects a meticulous process of transforming conceptual ideas into optimized technical solutions, ready for production or high-end visualization.

- 04.1 / Bready
- 04.2 / Motorcycle helmet
- 04.3 / Ecoform



BREADY

BEHIND THE PROJECT

3D MODELLING

2026



The packaging project for Bready, a catering company based in Turin, stems from the need to create an exclusive container for finger food gifts that reflects the craftsmanship and modernity of the service. The concept focuses on the idea of a “gastronomic gift,” where the box is not just a container but an integral part of a sensory experience that begins with the first visual contact.

From a graphic and structural standpoint, I managed the entire development of the box, opting for a clean and essential design that utilizes the chromatic contrast between pure white and deep black. The decision to place the “Bready” logo with a bold, modern typeface on the top ensures an immediate visual impact, while the text layout on the sides was designed to communicate the brand values with extreme clarity. Inside, I designed a system of low, functional dividers that organize the space into a tidy grid, ensuring the stability of the finger food during transport and offering an impeccable presentation upon opening. Additionally, I placed digital references, such as the website, on the inner flap of the lid, utilizing a strategic space to invite customer interaction without cluttering the external aesthetics of the packaging.





BEHIND THE PROJECT



MOTORCYCLE HELMET

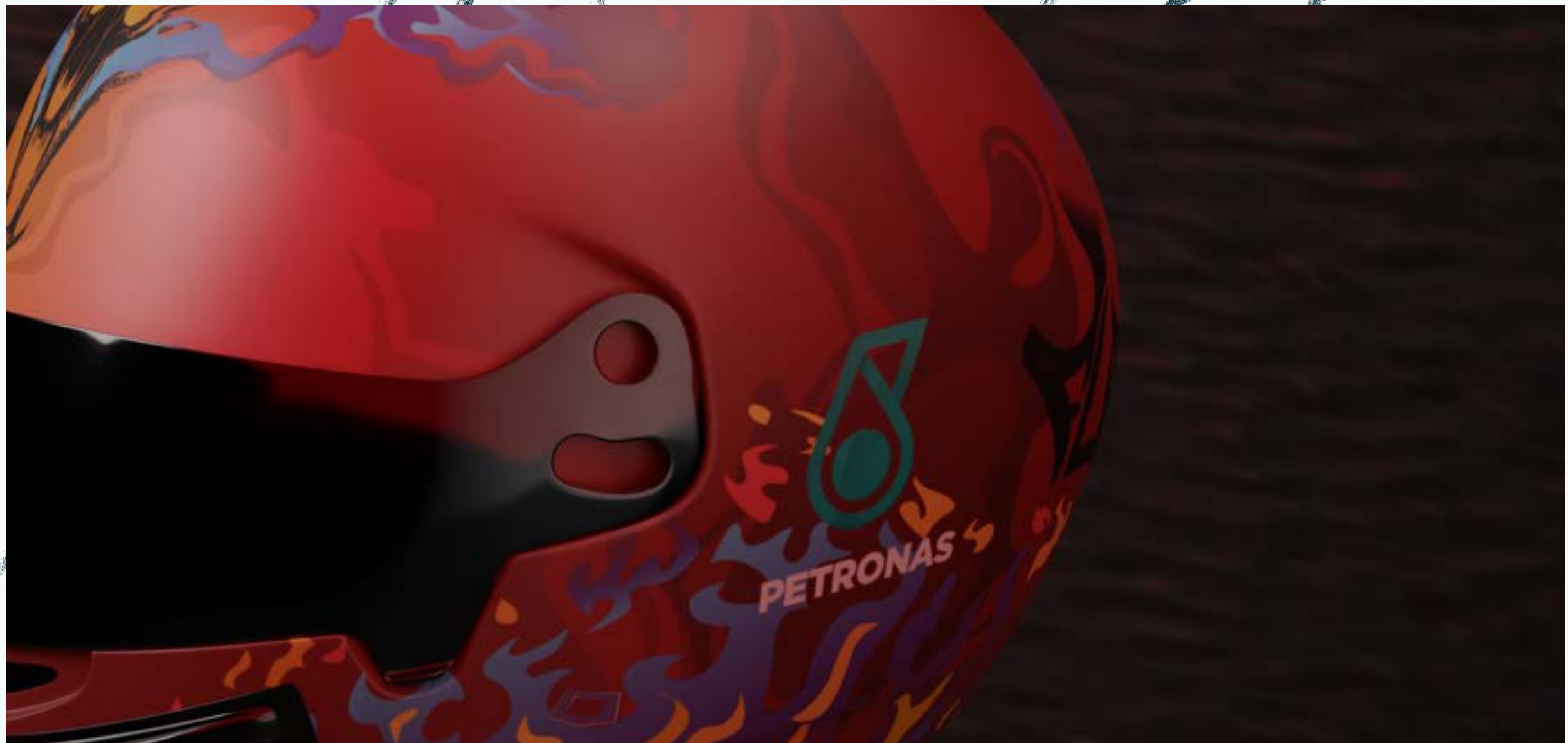


3D MODELLING

2025

The “Motorcycle Helmet” project aims to transform a functional everyday object into a bold and expressive visual element. The concept is built around a strong, dynamic aesthetic that conveys energy and intensity, reflected in the name “furia buia,” with the goal of turning the helmet into a recognizable and communicative object beyond its protective role.

From a design perspective, I developed the entire visual identity, focusing on shapes, proportions, and composition to balance aesthetics and clarity. I applied the concept directly to the product, considering surface interaction and perception in motion, and integrated typographic elements to reinforce the overall identity. The result is a contemporary and impactful design that merges functionality with visual communication.





ECOFORM

3D MODELLING

2025

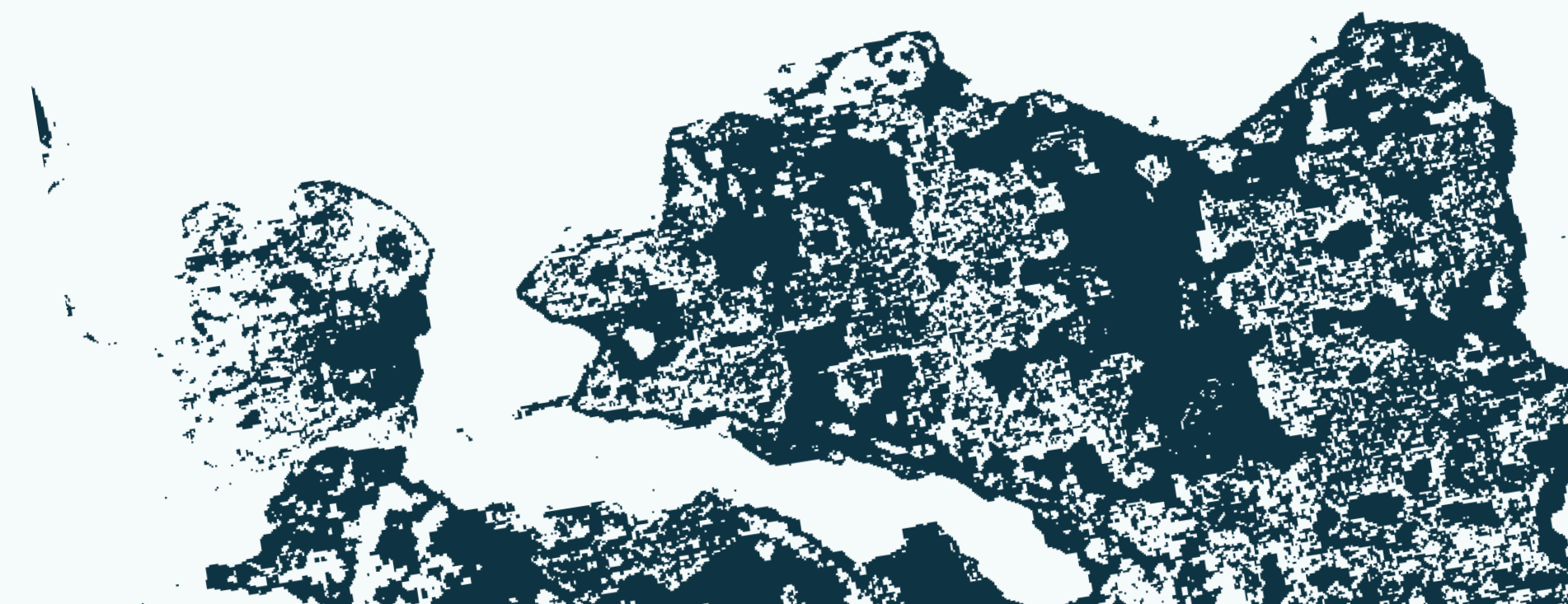


The “EcoForm” project was created to communicate the identity of a high-end furniture brand based on sustainability and the circular economy. The concept revolves around the theme of “Cyclicity,” transforming reclaimed materials into sculptural and exclusive pieces, such as the “Flow” table set. The goal was to convey a perfect balance between ecological ethics and a luxurious, refined aesthetic, positioning the brand within a conscious and cutting-edge market niche.

From a graphic design perspective, I managed the entire visual presentation, adopting a minimal editorial layout with ample white space to emphasize the fluidity of the shapes and the texture of the products. The visual hierarchy was designed to harmoniously integrate descriptive texts, technical diagrams, and photographic renders, highlighting the modularity and organic design of the collection. Every color and typographic choice was defined to reflect a brand image that is transparent, professional, and deeply connected to nature.

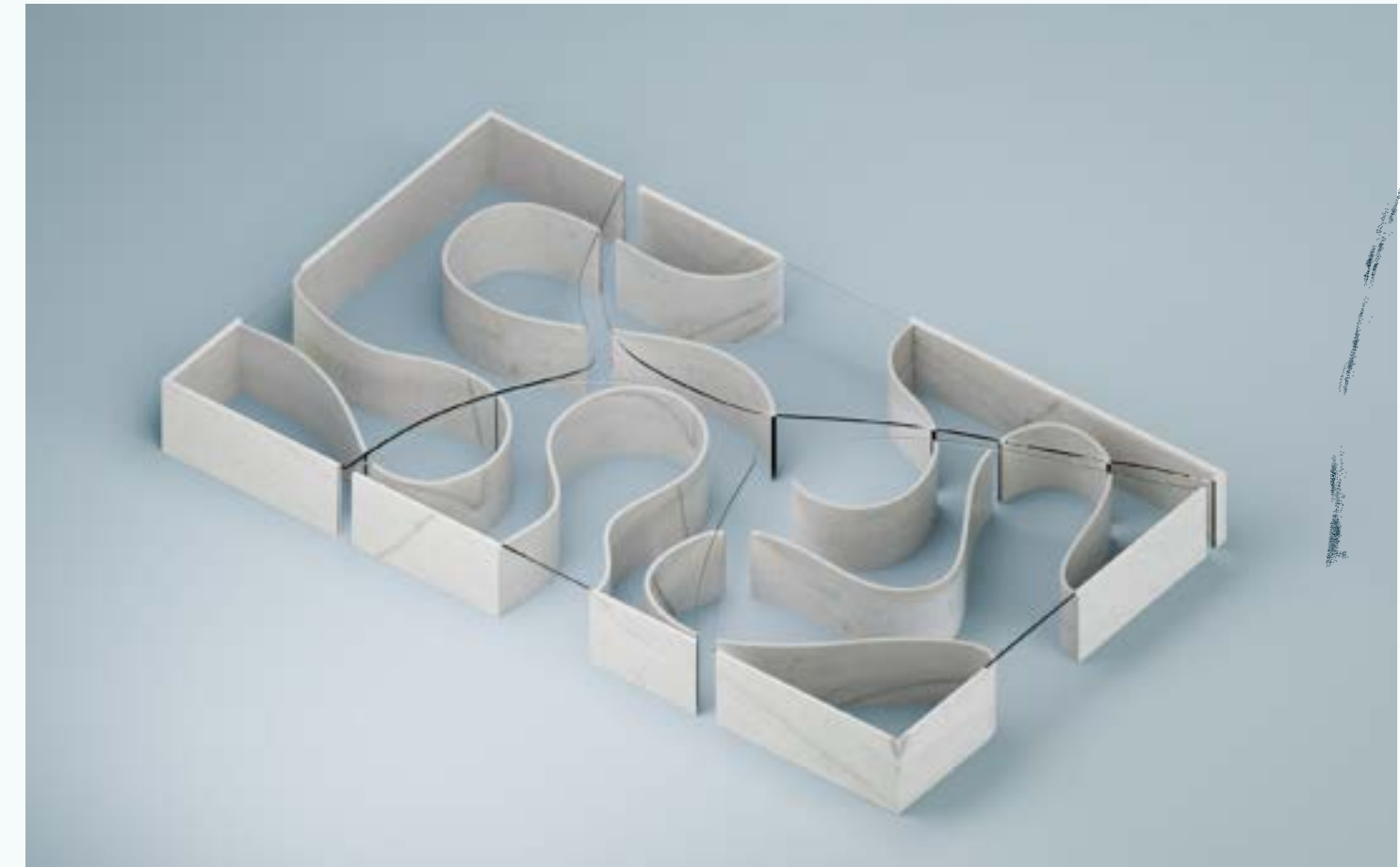


PORTFOLIO



04.3

2026





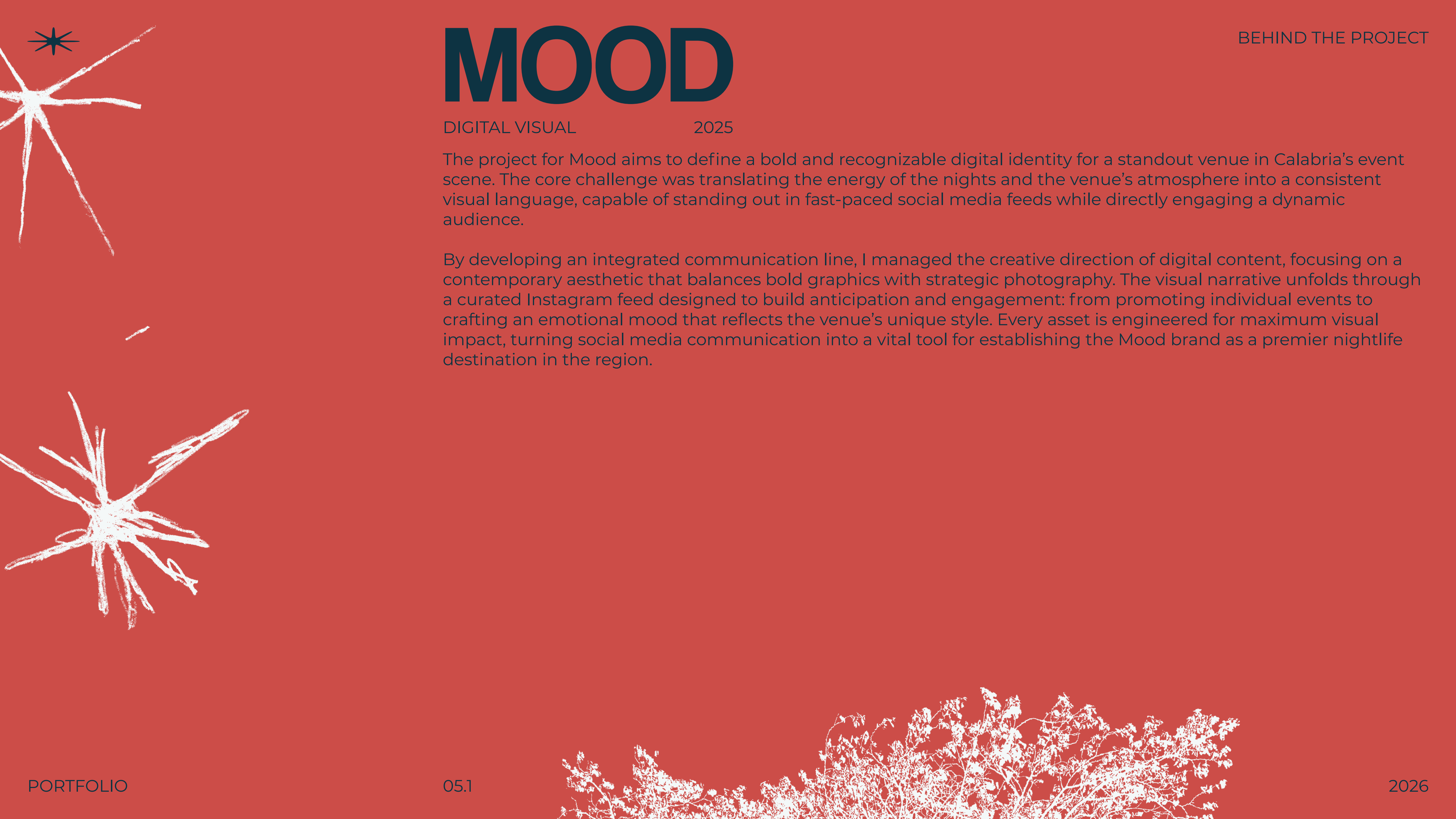
DIGITAL VISUAL

VISUALS THAT CONNECT

A selection of digital assets designed to maximize visual impact and engagement across social media platforms. My approach to digital visuals focuses on creating a consistent language that adapts a brand’s identity into dynamic, immediate formats, consistently balancing aesthetics with informative functionality.

From managing curated Instagram feeds, where every post contributes to an organic and harmonious visual narrative, to designing specific content for events, promotions, and job offerings, I develop graphics capable of capturing attention in a fast-paced scrolling environment. Through the strategic use of typography, vibrant color palettes, and clean layouts, I transform complex messages , such as promoting cooking classes, culinary events, or social branding initiatives , into clear and engaging digital assets. Every piece of content is tailored to the technical specifications of various platforms, ensuring effective communication that not only informs but also drives action and strengthens the brand’s digital presence.

- 05.1 / Mood
- 05.2 / Parklife
- 05.3 / Caso



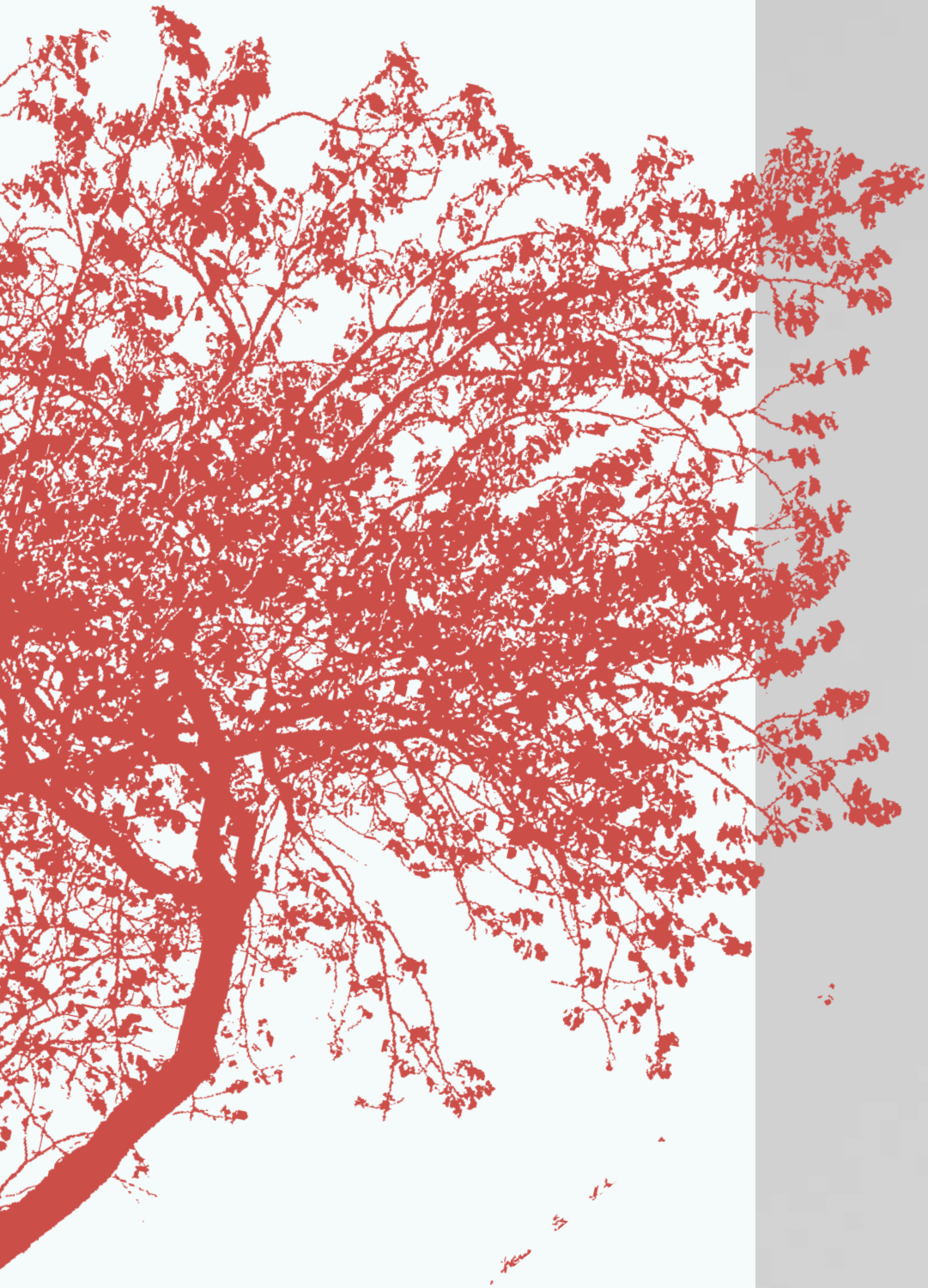
MOOD

DIGITAL VISUAL

2025

The project for Mood aims to define a bold and recognizable digital identity for a standout venue in Calabria's event scene. The core challenge was translating the energy of the nights and the venue's atmosphere into a consistent visual language, capable of standing out in fast-paced social media feeds while directly engaging a dynamic audience.

By developing an integrated communication line, I managed the creative direction of digital content, focusing on a contemporary aesthetic that balances bold graphics with strategic photography. The visual narrative unfolds through a curated Instagram feed designed to build anticipation and engagement: from promoting individual events to crafting an emotional mood that reflects the venue's unique style. Every asset is engineered for maximum visual impact, turning social media communication into a vital tool for establishing the Mood brand as a premier nightlife destination in the region.





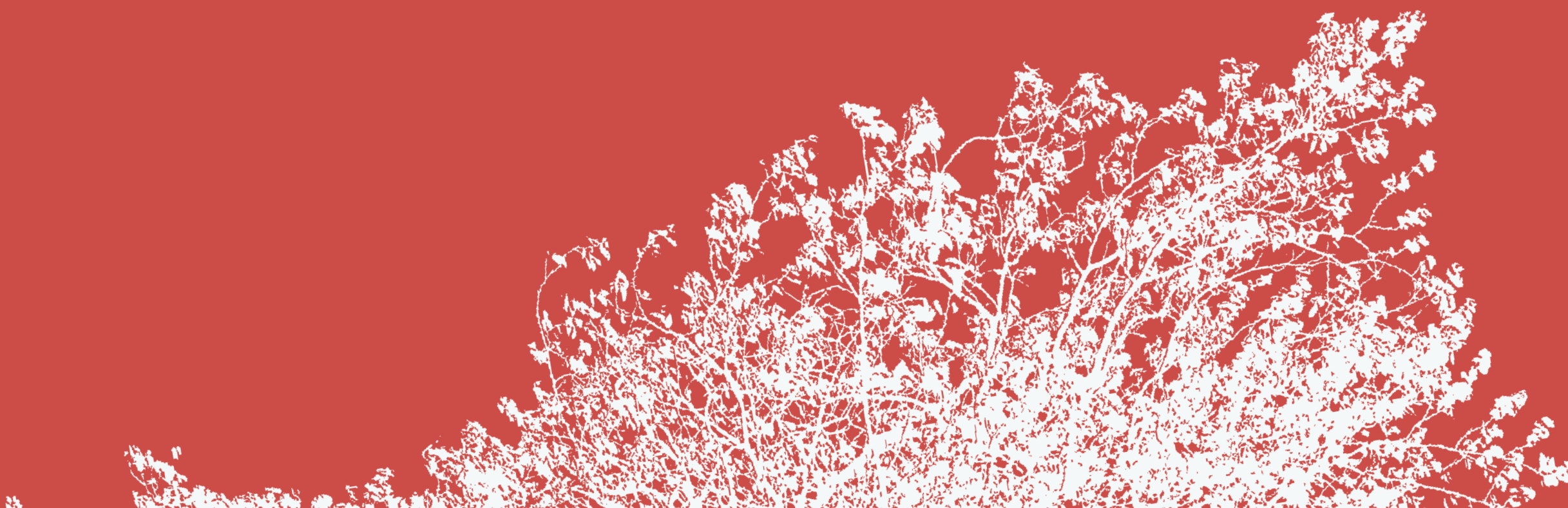
PARKLIFE

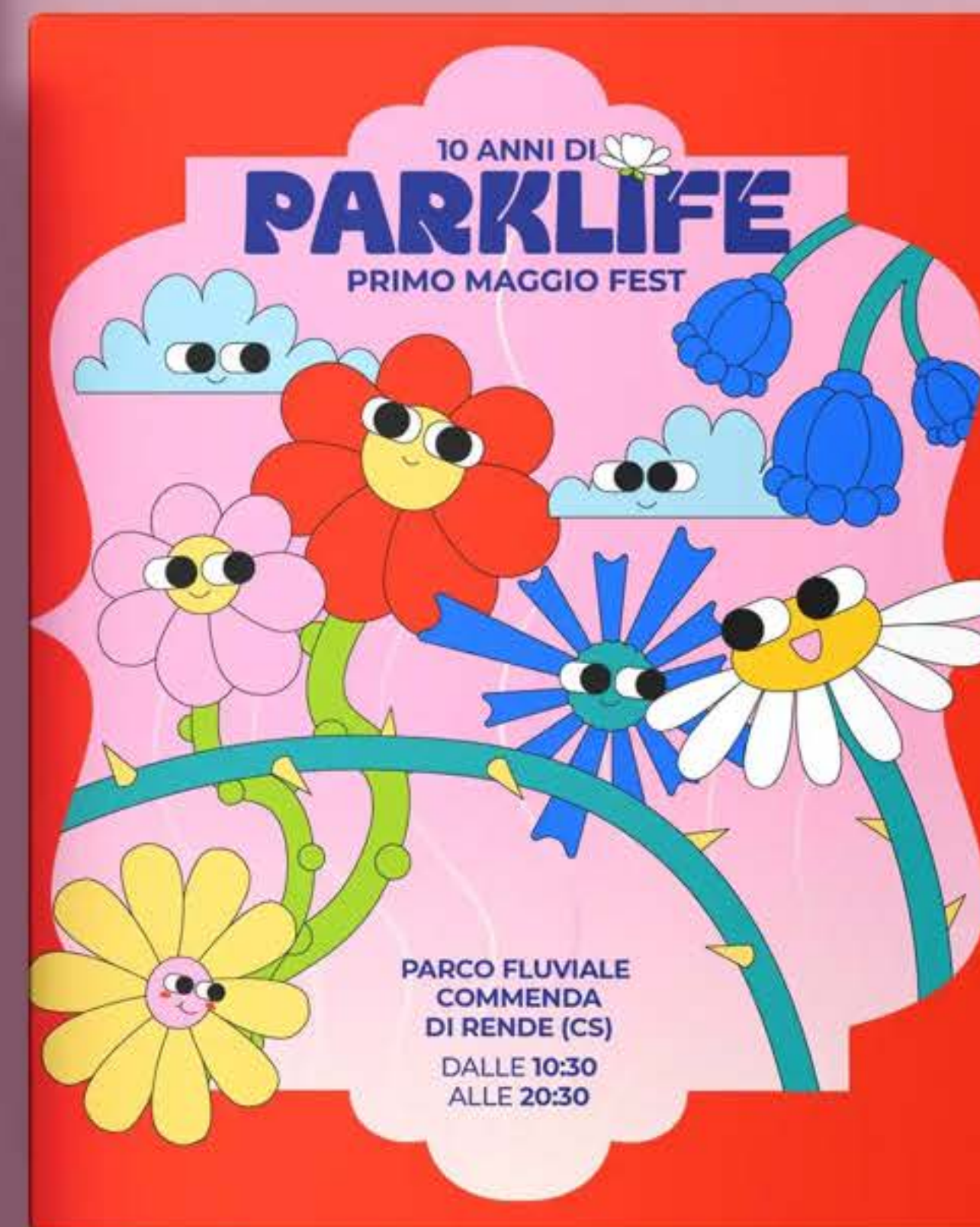
DIGITAL VISUAL

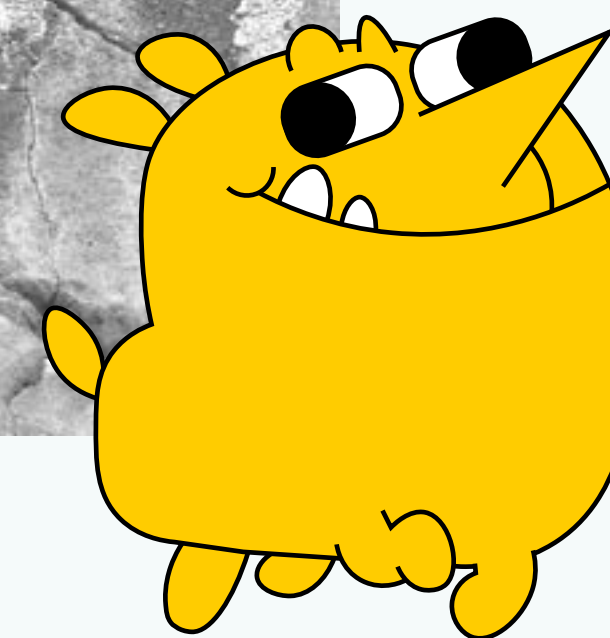
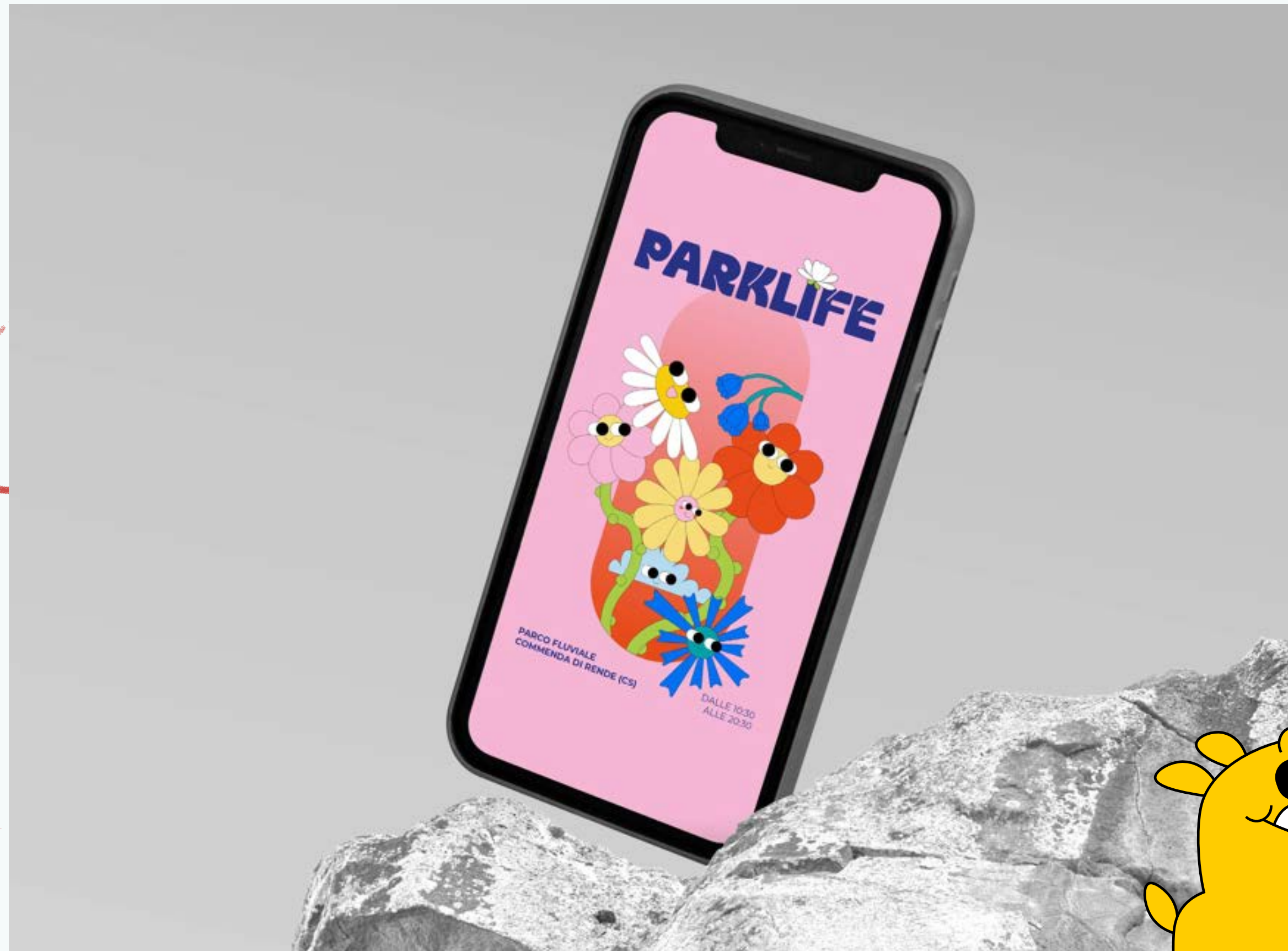
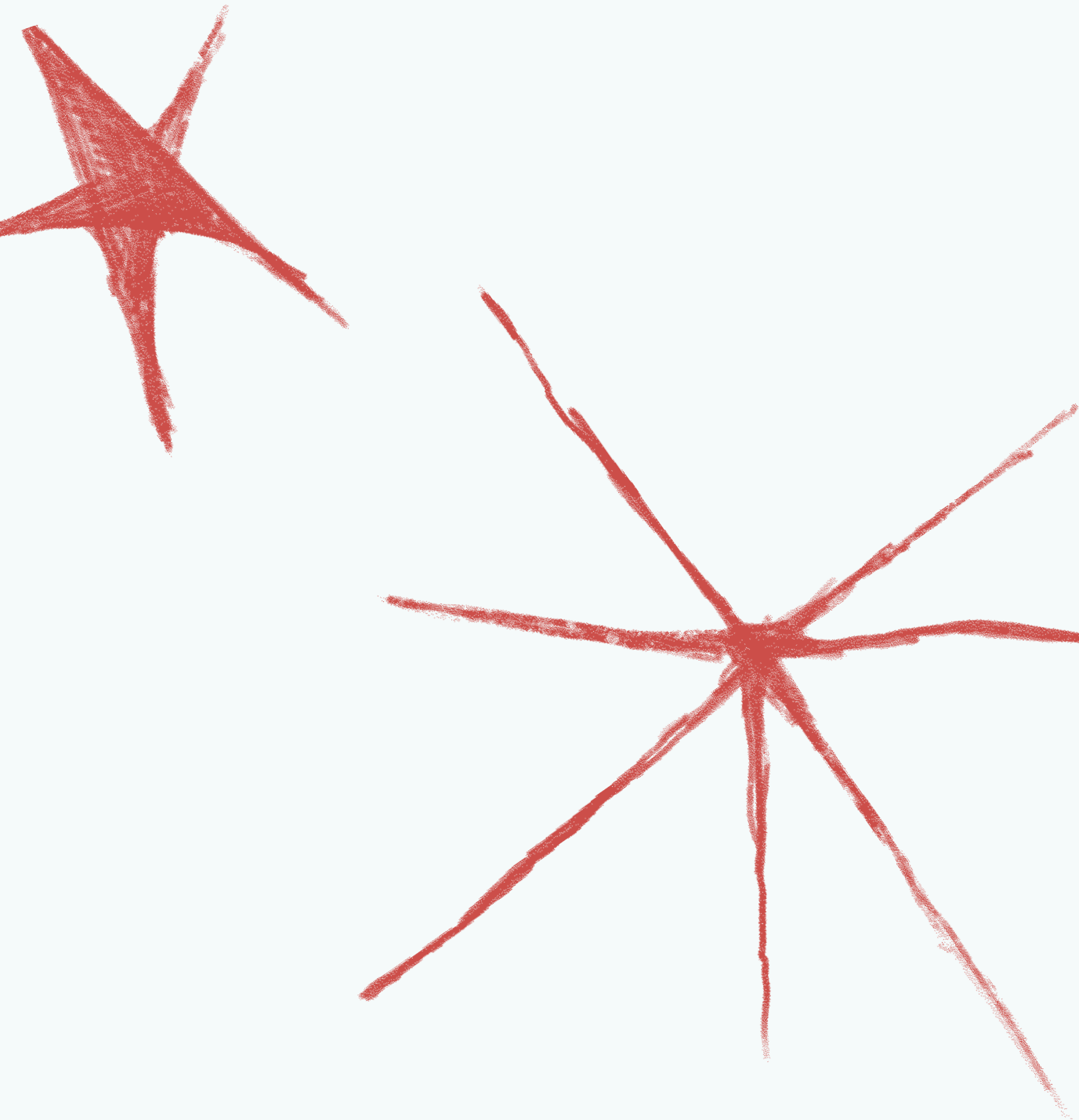
2026

The graphic project for Parklife 2026 celebrates the tenth anniversary of the iconic music festival in Calabria, held in the Parco Fluviale of Rende. The concept blends the energy of live music with nature, translating the May Day atmosphere into a dynamic and inclusive visual language. The goal was to create a celebratory and modern identity, capable of connecting a broad audience through a mix of urban and organic suggestions.

From a graphic standpoint, I developed a visual system based on a vibrant pop color palette, designed to maximize impact on both social media and physical event branding. I managed the logo restyling for the 10th anniversary and created geometric patterns that serve as a common thread across all materials. For digital communication, I designed a modular layout and a clear hierarchy for logistical information and artist visuals, ensuring a solid coordinated image that reflects the creative soul of the festival.









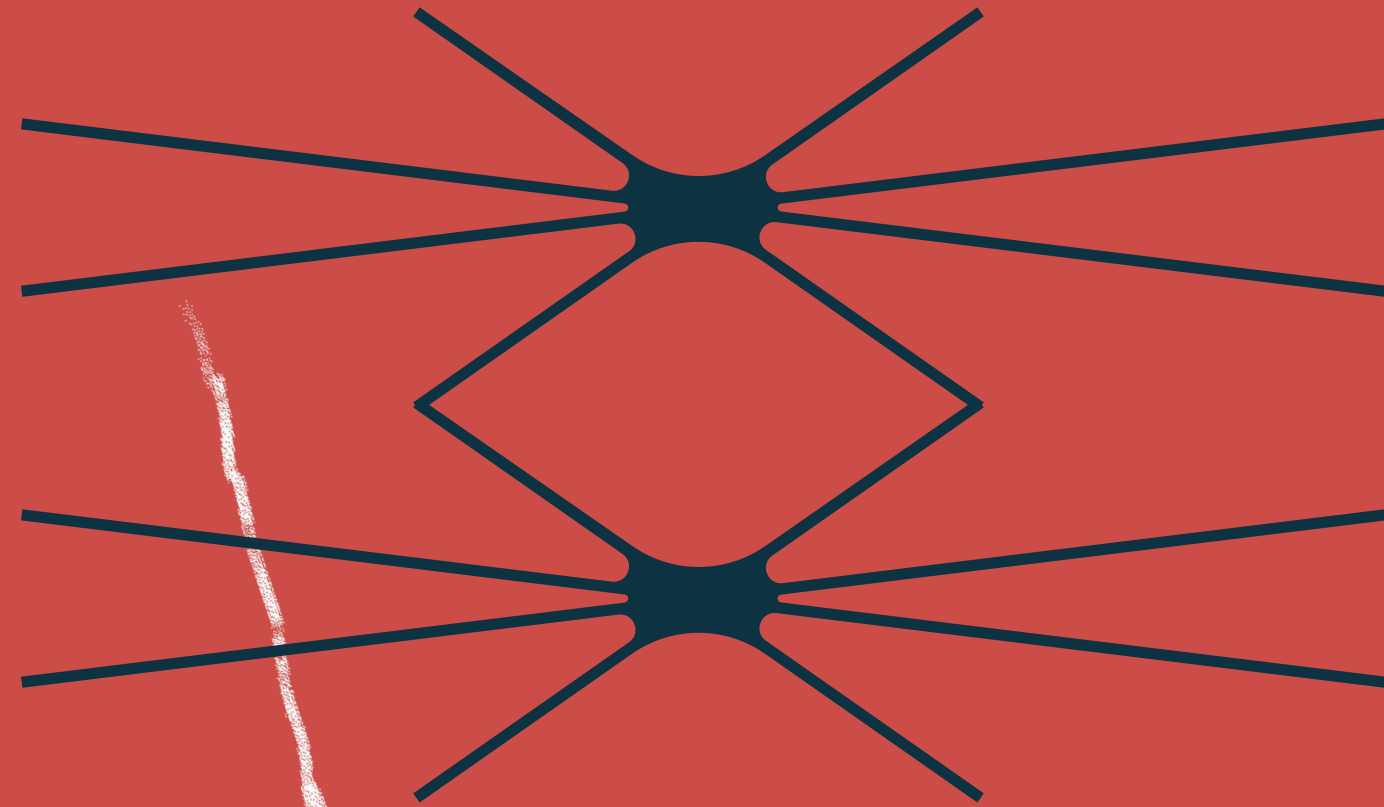
CASO

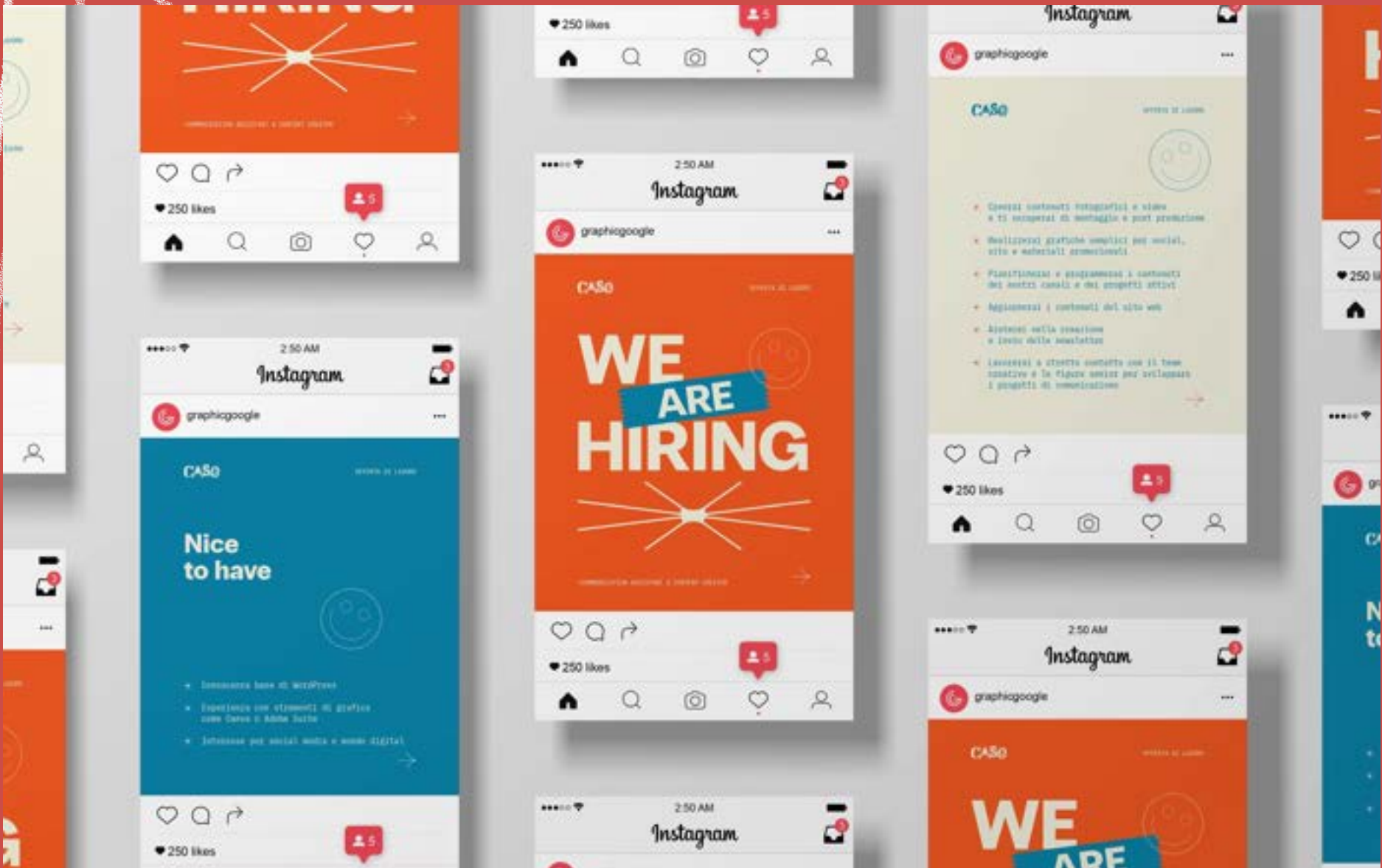
DIGITAL VISUAL

2026

The rebranding of Caso Bistrot Sociale in Turin is a comprehensive project that merges identity strategy with cross-media communication. The primary goal was to translate the bistro's values of inclusivity, ethical gastronomy, and community into a solid, recognizable visual language that speaks clearly to the urban audience. The project evolved from defining a new brand identity, featuring a textured color palette and a proprietary icon system, to its consistent application across every touchpoint.

From designing digital interfaces and social media content tailored to highlight social initiatives and events, the work extends into print design and packaging. This integrated approach allowed every element, from the Instagram feed to product labeling, to become an extension of the bistro's physical experience. Each visual asset was optimized to ensure a seamless and professional narrative, strengthening the brand's local presence and making its social and cultural impact immediately clear.







CONTACT

BEHIND THE PROJECT

START

YOUR

PROJECT

E-MAIL / ottino.rebecca@gmail.com
SITO WEB HOME MADE / [CLICK HERE](#)
PHONE / +39 3890614531
INSTAGRAM / rebeccaottino_

BEHIND

THE

PROJECT

GRAZIE



2026

CIAO

REBECCA

OTTINO