Daniele Pais - Digital Design Info Pack - November 2022

BRIEF VERSION

Introduction

I am a provider of professional website, graphics design and web development. I have over 10 years of experience in the design field with a long list of satisfied customers. I will be happy to provide additional references upon request. I have a clear understanding of web site development requirements, and I have the knowledge, skills and experience to successfully complete any web site project.

In order to develop a web site that fulfills all the goals of the web site development project, the proposed web development will take place in several distinct phases:

Planning

Here the scope, requirements, and description of the final web site will be determined and documented, including the overarching site goals, number of pages, site hierarchy, merchandizing needs, language and web tools used (i.e. PHP or carts), plus forms, animations/graphics, and other specialized content.

Concept Design

Sketches and/or page mock-ups are created that reflect the general appearance and the look and feel of the website for visitors. Once these are reviewed and approved web development will begin.

Creation and Coding for Primary Pages

Primary site (i.e. top level) web pages are created in the previously determined language (html, PHP) to meet all the appearance, performance, and content requirements. Then primary pages will be reviewed by the Client with appropriate feedback for revision.

Primary Page Creation & Coding for Secondary Pages

Primary web site pages are revised in accordance with the review/feedback. All site secondary pages are created.

Web Site Review and Testing

The finished web site will be reviewed and all functional aspects tested (i.e. forms, modules, widgets).

Acceptance and Project Completion

Once revisions and modifications resulting from reviews are complete, the web site will be uploaded and go live. After a successful one week trial period, the web site project will be considered complete.
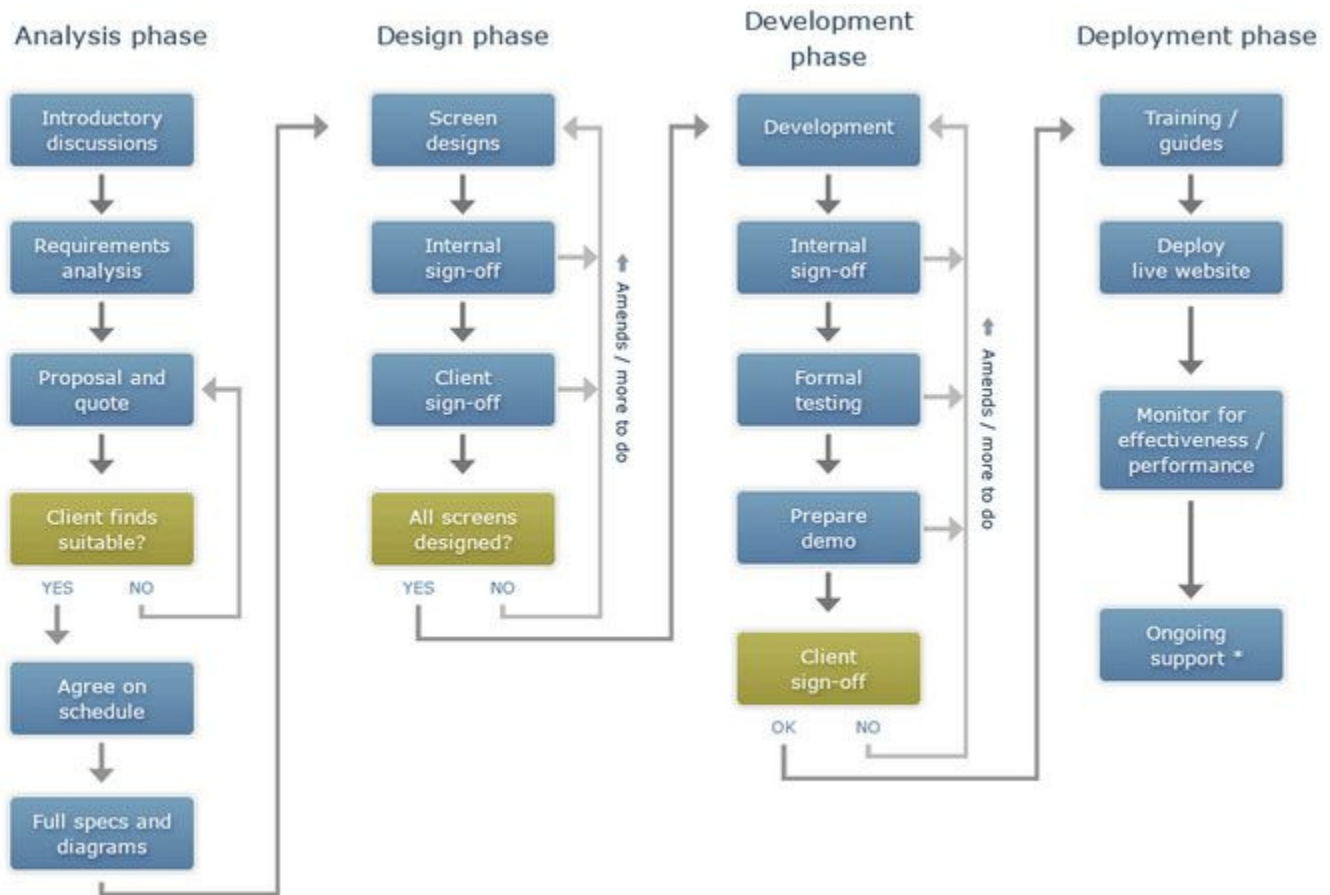
What I do

Web design encompasses many different skills and disciplines in the production and maintenance of websites. The different areas of web design include web graphic design; interface design; authoring, including standardized code and proprietary software; user experience design; and search engine optimization. As a Web Designer I will be covering all the different aspects of the design process myself as I don't rely on a team of individuals.

Tools and Technologies

I use a variety of different tools depending on what part of the production process I am involved in. These tools are updated over time by newer standards and software but the principles behind them remain the same. For Web graphic design I use vector and raster graphics packages to create web-formatted imagery or design prototypes. Technologies used to create websites include standardized mark-up, which can be hand- coded or generated by WYSIWYG editing software mainframes and Content Management Systems such as WordPress.

Web Design Processes

Analysis phase	Design phase	Development phase	Deployment phase

Analysis phase:
- Introductory discussions
- Requirements analysis
- Proposal and quote
- Client finds suitable? YES / NO
- Agree on schedule
- Full specs and diagrams

Design phase:
- Screen designs
- Internal sign-off
- Client sign-off
- All screens designed? YES / NO
- Amends / more to do

Development phase:
- Development
- Internal sign-off
- Formal testing
- Prepare demo
- Client sign-off OK / NO
- Amends / more to do

Deployment phase:
- Training / guides
- Deploy live website
- Monitor for effectiveness / performance
- Ongoing support *

Timeline

Below is an example of timeline for project milestones and deliverables.

Table 1: Web Development Timeline

Milestone	Description	Complete
1.	Planning	15/02/2016
2.	Concept Design	22/02/2016
3.	Primary Page Development	02/03/2016
4.	Primary Page Revision/Secondary Page Development	09/03/2016
5.	Review and Testing	16/03/2016
6.	Final Revision and Acceptance	25/03/2016

Terms and Conditions

The terms for the web development project are defined below:

1. Comprehensive Web Development Project @ $14 x hour
2. I will invoice the Client net 50% of the agreed sum at the completion of the milestone 3.
3. I will invoice the Client remaining net 50% at the completion of the listed milestones.

Conclusions

Upon acceptance of a suggested proposal I will start working on the listed milestones.

View a Brief Portfolio on the next pages

Or See the full version online

Reduzzi Motors - Milan

Reduzzi Motor provides comprehensive sales / maintenance and rental car services since 1972. This project includes all the aspects of the Design for both the Website and Marketing Department including, eBrochures, Audio & Video creation, Corporate Identity, Branding Book, Social accounts Headers, icons and Banners and full stationary stack. The website is made with WordPress and has an e-commerce section with hundreds of cars that clients can rent online.

Visit Website

Mobile √   WordPress   HTML

Protrech Transfer - Bangkok

Protech provides innovative and efficient machinery "Made in Germany" for the Jewelry Industry in Thailand and South East Asia. The website makes extensive use of visuals with background videos on headers and other sections. This website was originally a WordPress and my task was to recreate the same usability and look and feel but with the speed and performance offered by an HTML/CSS build.
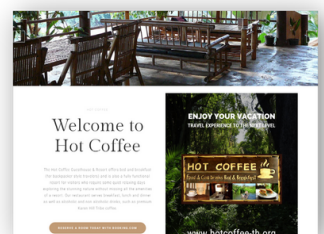

Visit Website

Mobile √   HTML

Hot Coffee Resort - Chiang Mai

For this website the client requested a "natural look" as it is a resort in the hills of northern Thailand. My choice of design was to use light colors of brown white orange and old paper. I have also used wood backgrounds in order to achieve that sense of rustic, nature, untouched. The Bookings are automatically sent to Bookings.com. This site feature a complete weather forecast station for the aria were is located. This last feature is a must if you drive, (especially by bike) on those hills during the raining season.

Visit Website

Mobile √   HTML

www.danielepais.com

Brochures, Sales Packs, Advertisement

In this section of my portfolio I have listed a few of my latest works in Digital Design for Corporate Marketing and Sales Departments.

Case Study

- Opening Doors
- Epi Life Coach
- TechKids
- Bzzworld Travel

Opening Doors - Research Paper

The Airbus A320 & A320 NEO - Improving the seat configuration, safety and passenger comfort

Research on ongoing Airbus A320 Cabin and seating upgrades from Airbus and other Commercial or Independent Manufacturers.

View Presentation

Epi Life Coach - Info Pack

Is a working collaboration of business, science and industry professionals that specialize in the development of epigenetic mapping technologies and personal optimization strategies.

With a B2B sales and distribution platform, Epi Life Coach have offices in Germany, UK and Malaysia, along with a growing distribution network who handles, sales, support and training for local users.

View Presentation

Advertising Cards

Design that can be used for both print and digital, (social media posts).

Magazines & Books

Magazine article design & page layout as part of the design and copyright writing as part of the text content.

Billboards

Large banner for outdoor advertising

B. SCOTT FER

In this highly imaginative and beautifull
we follow the adventures of Andy, the
by nature a shy guy he soon becomes p
neighborhood kids to his new friends th

VISIT T

www.b

6583 3254

B. SCOTT

The extra
- HALLO

PmZERO

Epi Life Coach

WELL CELL

apiro group

R2I CLUB

XIRA INTERNATIONAL

axe Tables

m

BEST R2I DEALS GROUP

TRAVEL & TOUR

HIDDENITE

RVLAB

HER WORLD

JULY 2018

32
WAYS TO
UPDATE
YOUR LOOK

**YOUR NEW
WORKOUT**
THE HOT NEW
FITNESS CRAZE

**FINDING THE
PERFECT BAG**

**SUMMER
TRENDS**

YOU SHOULD

TRAVEL TO
KUALA LUMPUR
G TOWER KUALA LUMPUR, MALAYSIA

ABD

ABOUT KUALA LUMPUR

Kuala Lumpur is the capital of Malaysia. Its modern skyline is dominated by the 451m-tall Petronas Twin Towers, a pair of glass-and-steel-clad skyscrapers with Islamic motifs.

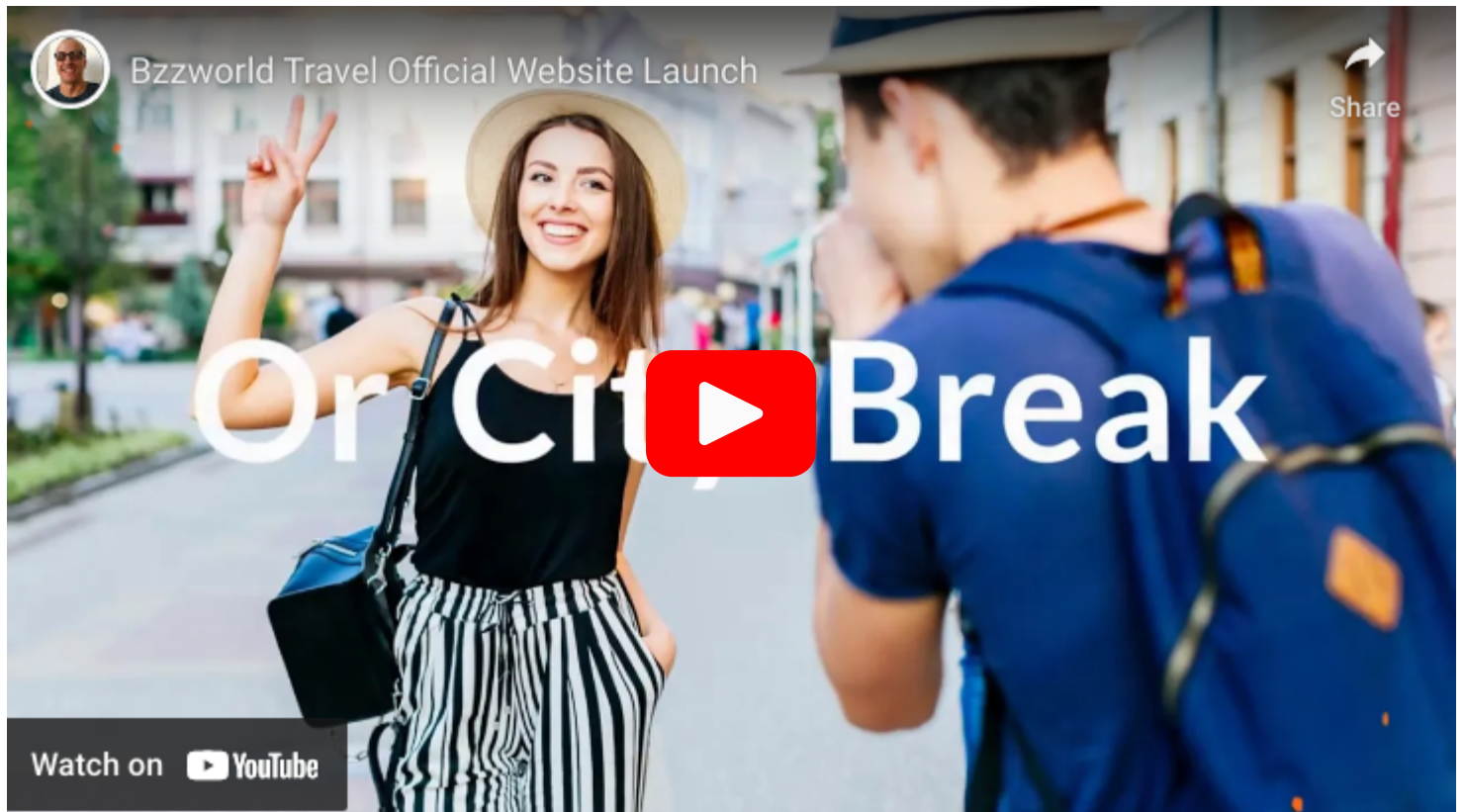### FIND YOUR HOTEL IN KUALA LUMPUR

G Tower Kuala Lumpur, Malaysia

Set within the business and shopping districts, GTower Hotel offers elegant and spacious hotel in Kuala Lumpur The Hotel boasts an all-day dining, 1 bar and 2 swimming pools.

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AND READ REVIEWS

ORANGE

JUICE

WITH BITS

100% pure squeezed fruit

N.1

ARANCIO®

NOT FROM CONCENTRATE

100%

USE BY

100% pure
squeezed
orange juice

1 litre e
Keep Refrigerated

Each 200ml serving contains

Calories	Sugars*	Fat	Saturates	Salt
94	20g	0g	0g	0g
5%	22%	0%	0%	0%

of an adult's guideline daily

What I Do Best

Graphics, Logos, Brochures

I use the latest technologies to make your graphics with an extra touch of professional design.
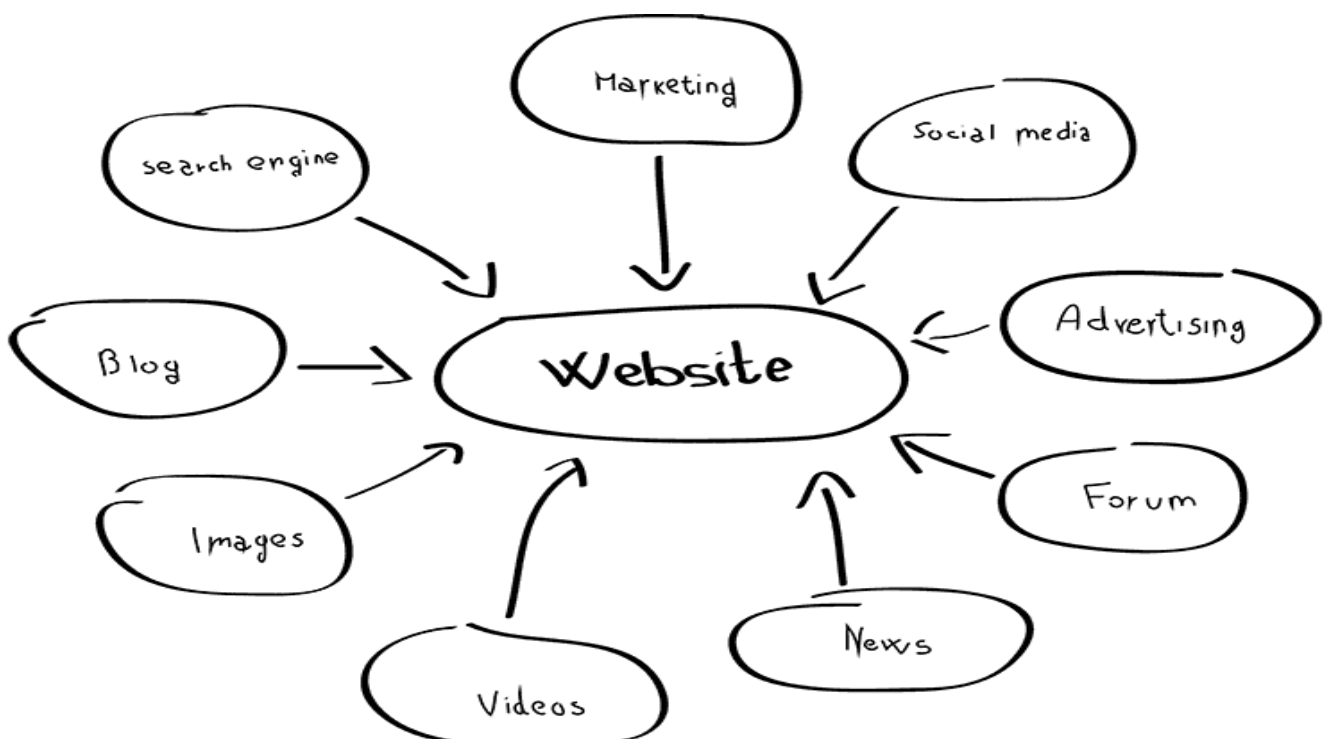
Full Responsive Websites

Responsive and adaptable to any screen size, fast to load on any desktop and mobile browser.

Creating Your Image And Branding

Whether you are a professional looking to expose your persona to the world or an entity in search of new markets I can be the person who creates a full professional image and branding for both yourself and for your products and services. You can dedicate your time on what you do at best.

Managing Startups

You have an idea, I have the experience and knowledge, together we can take it from words and make it real.

dp

Daniele Pais

DIGITAL DESIGNER