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PORTFOLIO

Social Designer / Graphic Communication Designer



PROJECTS

01 *Tunnel Boulevard Booklet*

02 *Babaco Market*

03 *NonSoCosaSono*

04 *Full Circle Food Tour*

05 *Social Design Thesis*

TUNNEL BOULEVARD BOOKLET

01

During the Community Design module of the Social Design course we participated in a community action that took place in Via Padova, Milan (Italy) in November 2021. We then, in the Communication Design course, took on the task of producing a booklet that depicted what happened during the those two weekends.

We (Federica Polverari, Pragnya Shankaran and I) interviewed volunteers, photographed what was happening and asked participants/people passing by to draw what they saw. The result, an accordion styled A6 piece of work that tells the story of who took part during the Tunnel Boulevard painting activity.



BABACO MARKET

Pitch and re-design of their website

During the Design Management module of my Social Design MA, we were given the opportunity to investigate Babaco Market, a start-up based in Milan. Babaco delivers to their customers fruit and vegetables that would usually be considered too “ugly” to be sold in a regular supermarket, leading to them being tossed away and wasted.

Together with Prasanna Malunjar and Pragnya Shankaran, we chose to investigate their website and to analyse what worked and what did not. Once that was done we then proceeded to produce a mock-up proposal that incorporated the changes. For the pitch we followed the guidelines set in class and created a ten slide presentation and the website mock-up was created on Adobe XD. Our proposal for their website was to add of icons and to divide and reorganisation of the text. Our group was then chosen to go to the Babaco Market offices to present the work we had done in March 2023.



Scan to view website

WHAT WORKS

- **Graphic identity and colors**
- **All the information** about Babaco and how they work can be found on their website
- The **mission and purpose of the start-up** is very clear
- The **ordering experience** is very easy
- The unique idea of **offering recipes to clients** works, as well as features like **BABACO guru**, etc.

Design Management NABA Corio, Malunjar, Shankaran

PROBLEM

- The information is not systematically organised which makes it **hard to navigate**
- Some information can be easily conveyed using **infographics to grab and retain client's attention**
- The **mission and value** of the brand does not come through immediately but **needs to be searched for**

Design Management NABA Corio, Malunjar, Shankaran

OUR PROPOSAL

Two key areas that could benefit with adjustments on the Babaco Website.

Point 1 - **Re-design and re-organise** a part of the **content**
 Point 2 - **Improve the user experience** for clients

What will this do?
 We will provide BABACO's customers with clearer information, easier access and BABACO with **better reach** by re-designing the website!

Design Management NABA Corio, Malunjar, Shankaran

SLIDES FROM THE PITCH

babaco market

Un anno di Babaco Market

Perché scegliere Babaco Market

Salviamo il cibo e il pianeta

Risparmiare denaro e mangiare sano

Valorizzare la produzione del nostro territorio

Come funziona?

Un nuovo modo di fare la spesa: stagionale, a spreco zero e con un click!

- 1 - Selezioniamo i migliori prodotti fuori dal comune!
- 2 - Scegliete voi la scatola e la frequenza con cui desiderate riceverli!
- 3 - Consegniamo la vostra cassetta di frutta e verdura a domicilio!

AREE DI CONSEGNA

consegniamo a casa tua?

Inserisci il tuo cap e vedi che se arriviamo da te

Non ancora ma abbiamo spedito lì? (dove vorresti la baby)

Dove consegniamo

Emilia Romagna	Lombardia	Piemonte	Veneto
Belluno	Verona	Monza Brianza	Como
Lecco	Bergamo	Brescia	Cremona

WEBSITE MOCKUP

NONSOCOSASONO

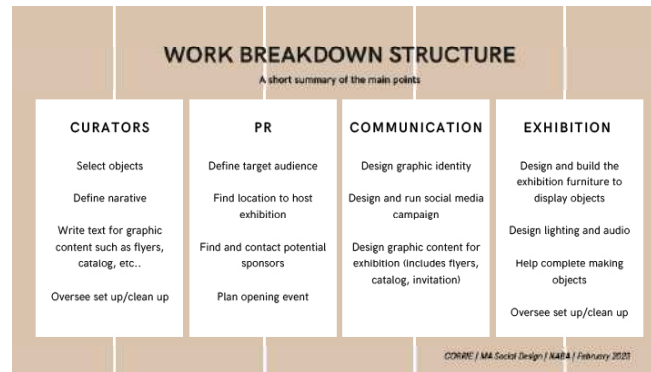


Exhibition project manager

Nonsocosasono was an exhibition put on by the entire class of the Social Design course for Social Design Lab 1. While the module took place from October 2022 to February 2023, the exhibition took place in June 2023 at the Galleria l'Affice.

The exhibition contained objects created by artists and the guests of the Fondazione Sacra Famiglia which assists and cares for children, adults and the elderly who struggle with physical, mental, intellectual, and social disabilities. They focus on improving the quality of life, guaranteeing access to the treatments and to provide the necessary support for its guests.

For this exhibition I was the project manager. My responsibilities included using project management tools such as the Gantt Chart method to ensure that the team stayed on track, dealt with conflict resolution and represented the team when presenting the project to stakeholders.



WORK AS PM



EXHIBITION

FULL CIRCLE FOOD TOUR



Co-design kit promoting sustainable practices

For the Co-design and Public Policy module at NABA we were introduced to multiple initiatives and organisation based in Milan that worked on social issues. We were then given the opportunity to prepare a “co-design kit” that would address one of these social issues.

For this project I worked with Prasanna Malunekar, and together we chose to further investigate C40's mission to help save the planet. Their work covers many aspects of sustainability so we chose to narrow down our focus point to food. We chose to design a kit that would encourage people to adopt more sustainable eating habits.

The activity we proposed was a food tour around Milan, as the city is one of many others that have pledged to make efforts to improve sustainable food practices.

For the Full Circle Food Tour we created a total of four outcomes, two for the organisers and two for the participants. The organisers would receive a guidebook on how to plan the tour, with criteria for what they should be looking for when choosing sponsors and locations for the various activities. The guideline would be available online, the second outcome, making it accessible for anyone who wishes to run the tour.

The participants would also receive a booklet but instead inside there would be instructions and worksheets to complete that correspond to the activities they participate in.

A total of four activities were designed, they were as follows:

1. Guide to local cafes and restaurants that have sustainable practices
2. Sustainable cooking class
3. Visit to a local market
4. Visit to urban garden

When the listed activities are completed, the participants then apply what they have learnt in a brainstorming exercise in which they apply what they learnt in order to come up with new ideas related to food sustainability.

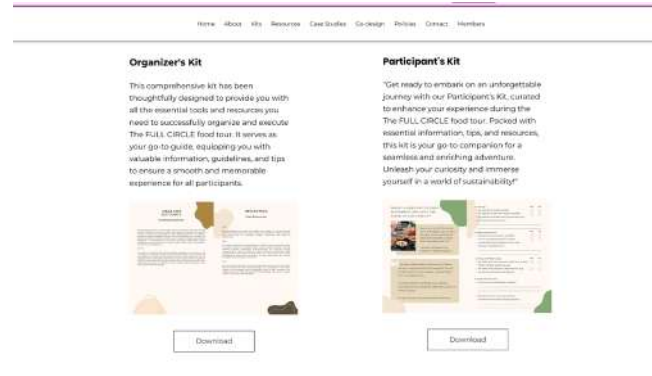
The participants would also have access to a website informing them about the tour and allowing them to sign up to participate.



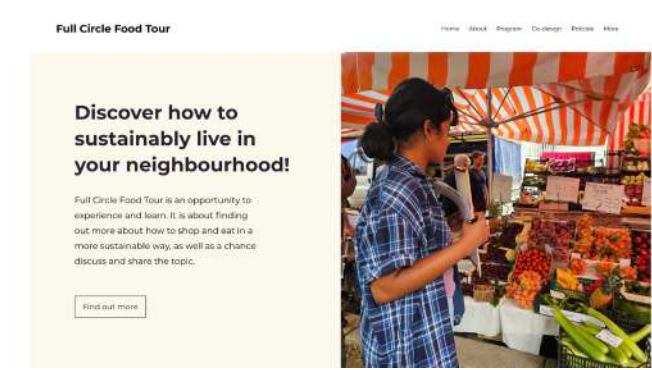
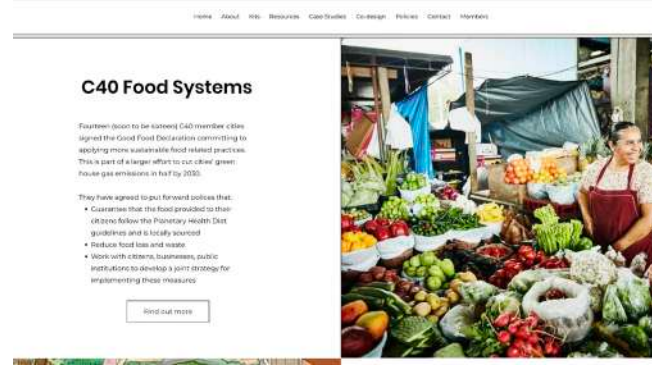
ORGANISER KIT



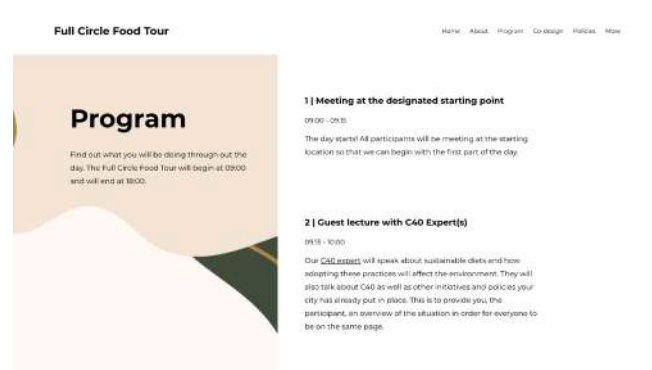
PARTICIPANT KIT



ORGANISER WEBSITE



PARTICIPANT WEBSITE



Organiser website:
<https://sarahcorrie.wixsite.com/guide-fullcircle>

Participant website:
<https://sarahcorrie.wixsite.com/fullcircle-foodtour>

SOCIAL DESIGN THESIS

05

Researching urban redevelopment in Ferney-Voltaire

At the end of my time at the Nuova Accademia di Belle Arti I researched and wrote a final thesis. I chose to research the urban redevelopment project taking place in Ferney-Voltaire with a focus on how the community was impacted by it and then finding solutions to problems brought forward by the residents. The thesis was titled: Urban redevelopment in Ferney-Voltaire: The community's perception and how their views can be used to improve the present and future circumstances

It examines the ongoing redevelopment work currently taking place in the French town of Ferney-Voltaire. It also explores whether the community feels included in the process, and then proposes a solution aimed at resolving some of the problems that were identified.

To determine the final outcome the thesis begins with an investigation of the overall context, followed by a series of interviews in which participants were asked to talk about their views on the changes occurring in the town. This lays the foundation for the creation of a digital platform called: Parlons de la ZAC, designed to respond to some of the issues brought up during the interviews. The website is intended to bring the community closer together, and aims to clarify the questions that people are likely to have about the redevelopment project.

Thesis Link: <https://drive.google.com/file/d/1r1zCae49Mvh5S-CSGORwXB2Y90cPldGM/view?usp=sharing>

Outcome Link: <https://sarahcorrie.wixsite.com/parlonsdelazac>



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