Hello, I am MICHELE ARLEO

UI/Visual Designer

Digital Art Director

Brand Designer



I'm a Freelance Digital Art Director, Brand & UI/Visual Designer with almost 16 years of experience across agencies, companies and independent projects, working between Milan, Venice, Lugano, Bologna and, today, Potenza.

Over the years, I've worked across Brand Identity, Art Direction, Visual Design and UI, building identities, visual languages and digital experiences for brands such as Unipol, SKY Italia, Elettronica Group, Banca Zarattini, BPS-Suisse and Mediaset.

I'm Founder and Creative Director of Studio Fiiico, where I develop branding and communication projects for companies and institutions, also Founder and Creative Director of LIFE Design Festival, created to bring design culture and creative exchange to Southern Italy.

I also experienced the startup world at H-Farm as Co-founder and UX/UI Lead. Today, my work is driven by one main goal: turning ideas, values and strategies into distinctive, solid visual identities built to last.

Recent Work Experiences

CO-FOUNDER & CREATIVE DIRECTOR
Studio Fiiico & Life Design Festival
Oct 2019 - Now!

UI & VISUAL DESIGNER
NTT Italy (via Avangarde Group)
Clienti:
-Elettronica Group
-SKY Italy
-Unipol
May 2022 - Now!

DIGITAL ART DIRECTOR & UI DESIGNER
The Digital Project - Milan
March 2021 - April 2022

Additional Work Experiences

Artisa Gruop SA - Lugano
Oct 2014 - Jan 2015 &
Jan 2018 - Dec 2018
DIGITAL ART DIRECTOR & UI DESIGNER

Training and Certifications

UI Designer - Adobe Authorized
Job Formazione
JUL 2018
DEC 2018

Life Design Festival
Founder & Creative Director at Life Design Festival / Potenza

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LAST UX/UI PROJECTS

• Amplifon X - 2026

For Amplifon X, I worked on the design and evolution of the Design System, contributing to the library management, the creation of new components and the definition of UI interfaces. I collaborated closely with both the UX and development teams, translating requirements and user flows into consistent, scalable and implementation-ready visual solutions. The work also included iterative discussions around components, interaction patterns and interface behaviors.

• Unipol Group - 2025

As a UI/UX Designer & Visual Consultant for Unipol Group, I worked closely with the UX team on the development of the user experience and a complete Design System based on Atomic Design principles. I led the visual concept and UI design for four key projects: UnipolTech, Unipolis, UnipolGlass and CUBO. I also presented the main project phases directly to stakeholders, including user journeys and iterative design reviews.

• SKY nGAS - 2024

For SKY nGAS, I contributed to the analysis and improvement of an existing Design System, working alongside another UI Designer to make it more consistent and aligned with the client's needs. I designed new components and interfaces, supported by high-fidelity wireframes and prototypes to make the project easier to.

• COMINT - NADIR - EW SPACE GS - 2023

For COMINT, I contributed from the early stages to the creation of a new Design System, working closely with the UX team to address client needs and critical issues. I then designed the project interfaces, supporting the process with high-fidelity wireframes and prototypes.

For NADIR, I helped improve both the interfaces and the Design System, creating reusable components designed to support the project and future developments such as EW Space and COMINT.

For EW Space GS, I designed new interfaces to improve software usability and support the client's functional requirements.

SOFT & HARD SKILLS

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Atomic design

Figma

Prototyping

Design Systems

Collaboration

Claude AI

User interface



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LAST BRANDING PROJECT



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SOFT & HARD SKILLS

- Art Direction
- Adobe Illustrator
- Brand Strategy
- Brand Systems
- Typography
- Visual Identity
- Logo Design

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