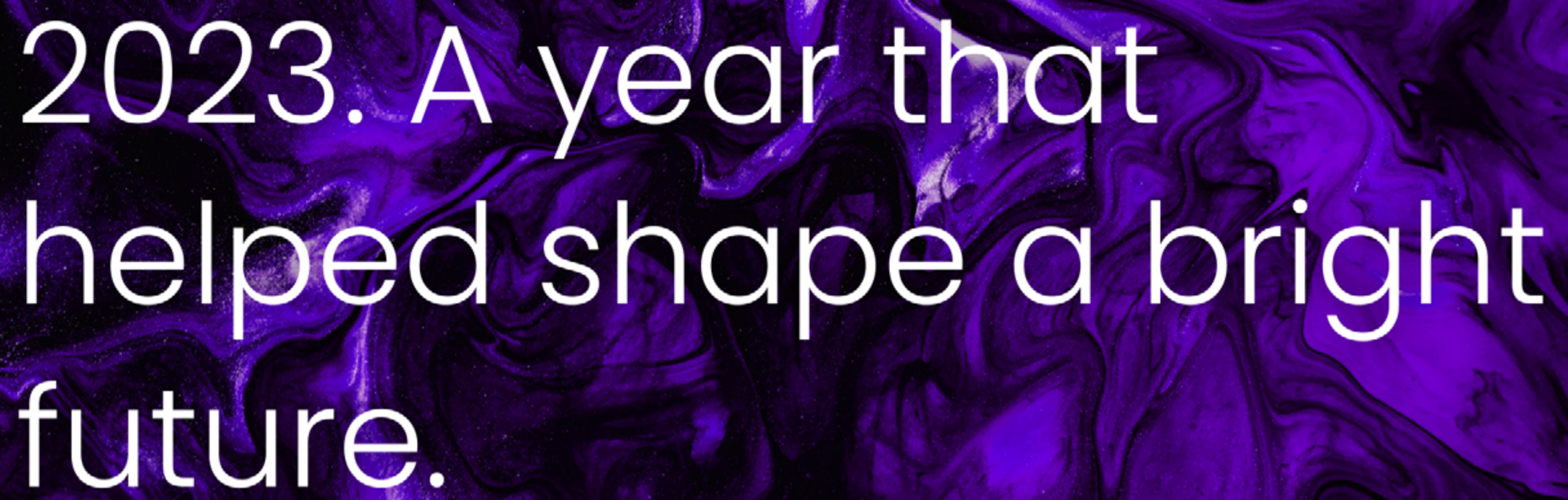


2024  
Creative  
Book

ADAM





# 2023. A year that helped shape a bright future.

## Who am I?

I'm Adam Falconieri, a freelance designer with 5+ years experience developing ambitious graphic projects that focus on creativity to make designs unique and more engaging.

My obsession? Pushing the boundaries of graphic innovation to offer clients creative solutions that meet and exceed their needs.

I create collaborative experiences with my clients to drive innovation with impactful graphic design. See my latest work in the following pages.

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[References](#) ↗

[Digital Business Card](#) ↗

[LinkedIn](#) ↗

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As Florian wants to expand his vision & services, he asked me to work on a completely new iteration of his online portfolio.

## Devoteam – devoted to design that matters 6

I've created hundreds of assets and materials to promote Devoteam's offerings and ambitions.

## Studio Keole & Gazoline 9

Several years ago, my creative journey began with a collaboration with Studio Keole & Gazoline, a web agency in Montpellier.

## RC Chaussures Artisan 12

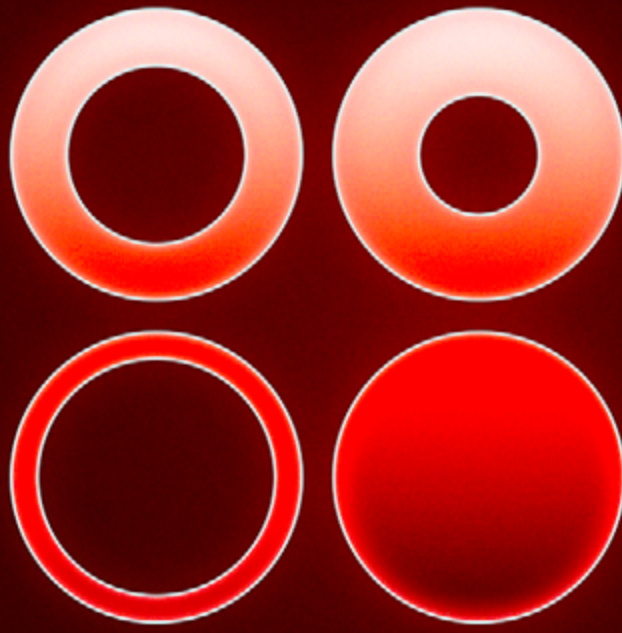
A project from yesteryear, testifying to the start of my specialization in UI Design.

## At Erisium, game playing becomes an art 14

Erisium played a crucial role in my development as I honed my skills with design software within this volunteer organization.







UI Design

Personal Branding

Design System

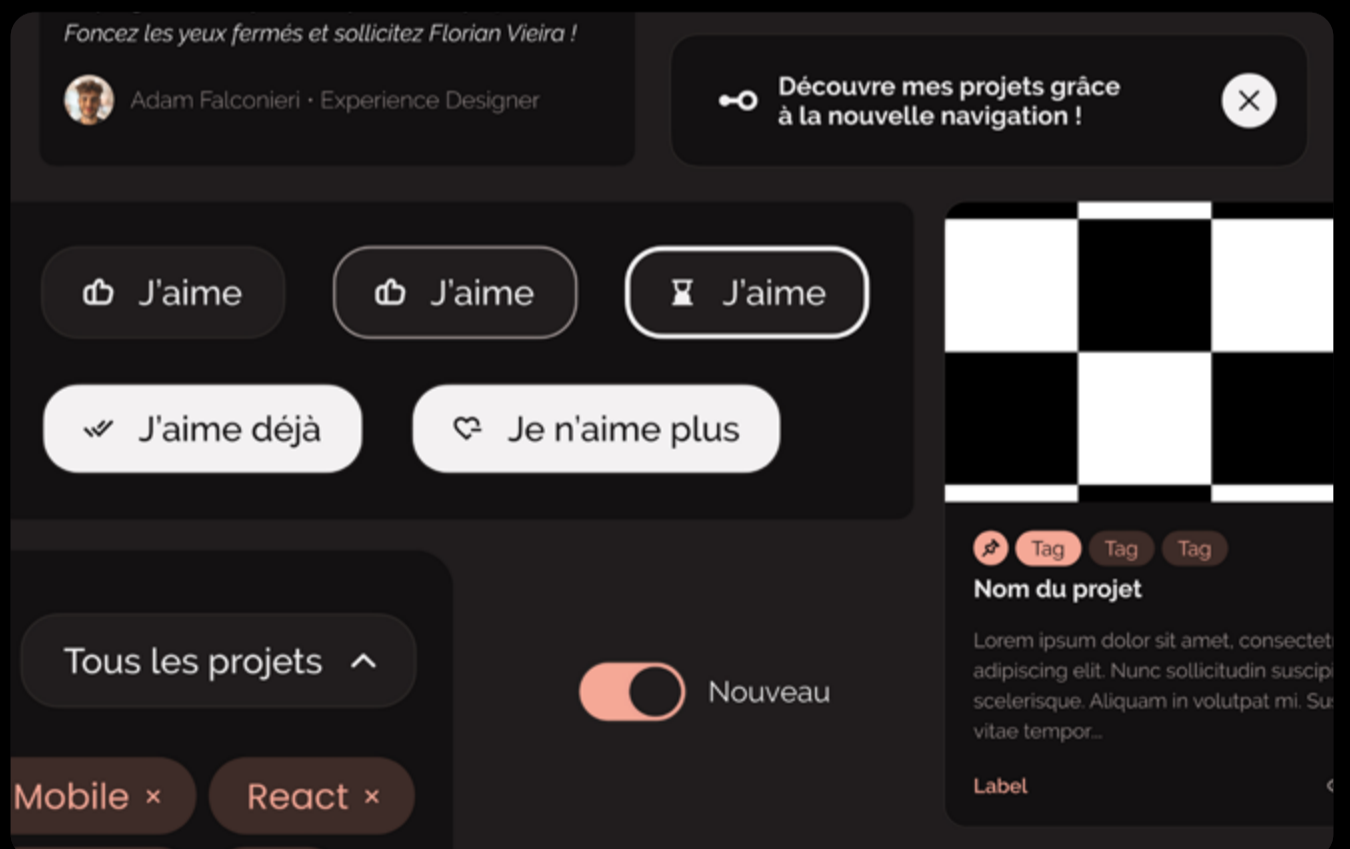
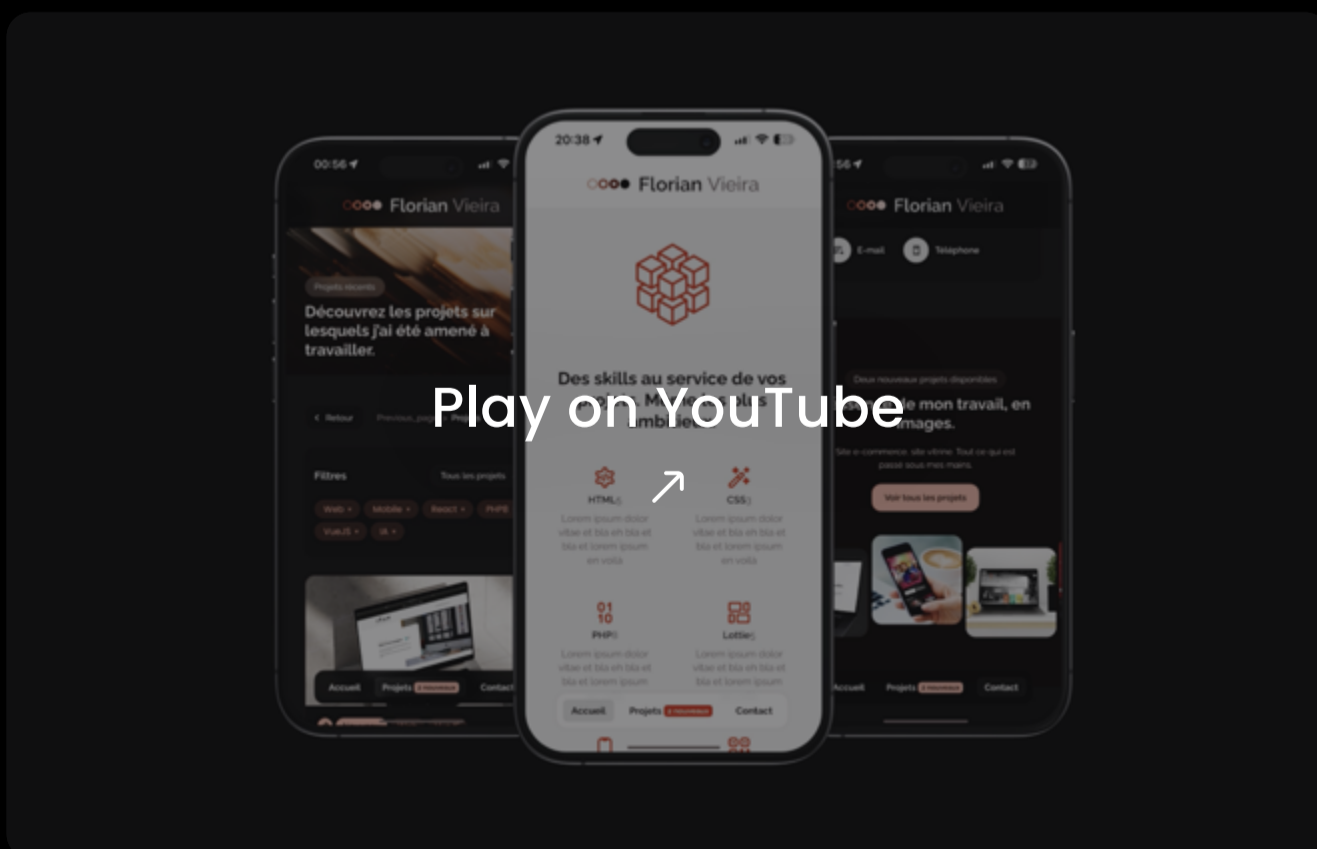
## Florian Vieira – a freelancer who's taking his business to the next level

As Florian wants to expand his vision & services, he asked me to work on a completely new iteration of his online portfolio.

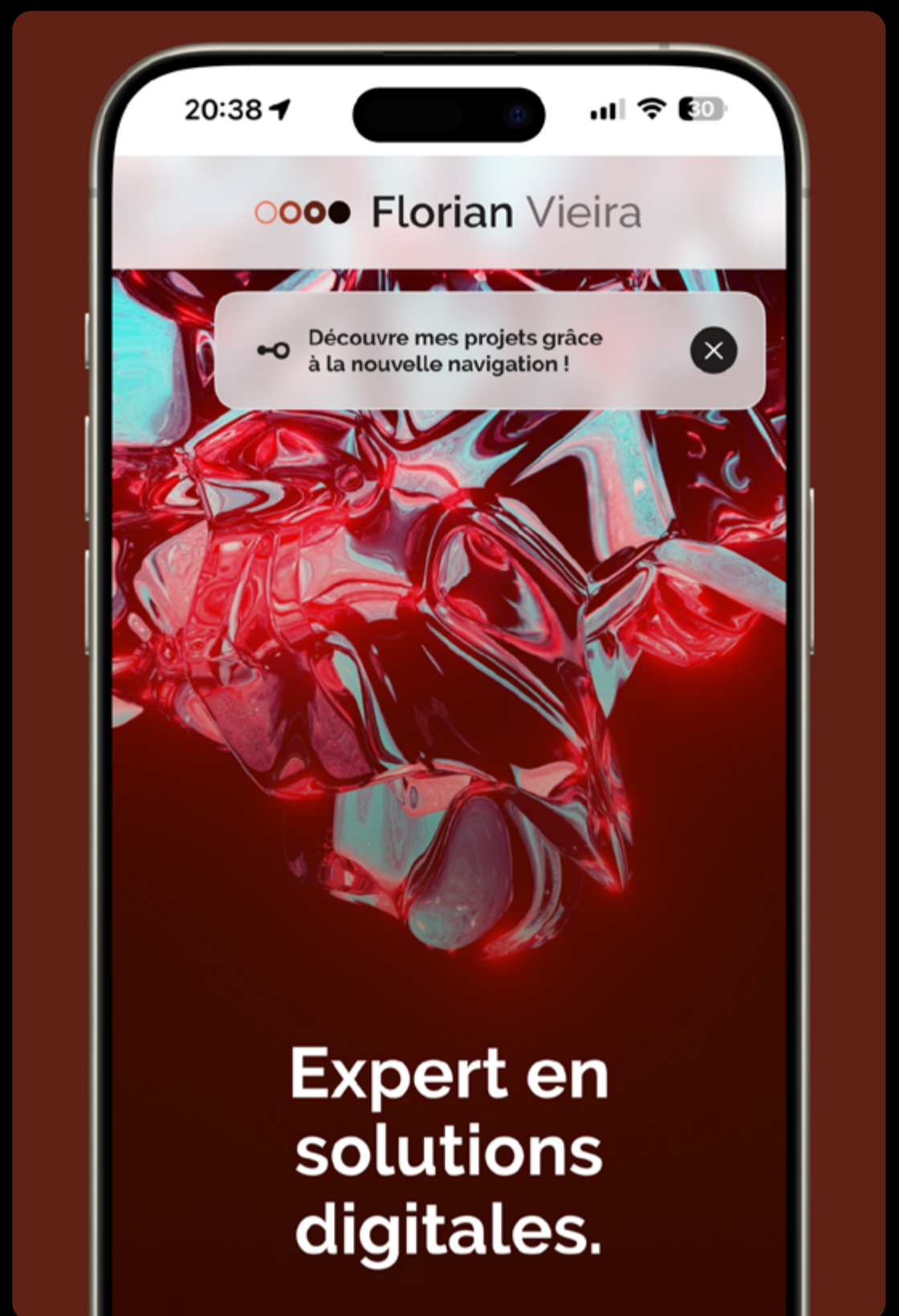
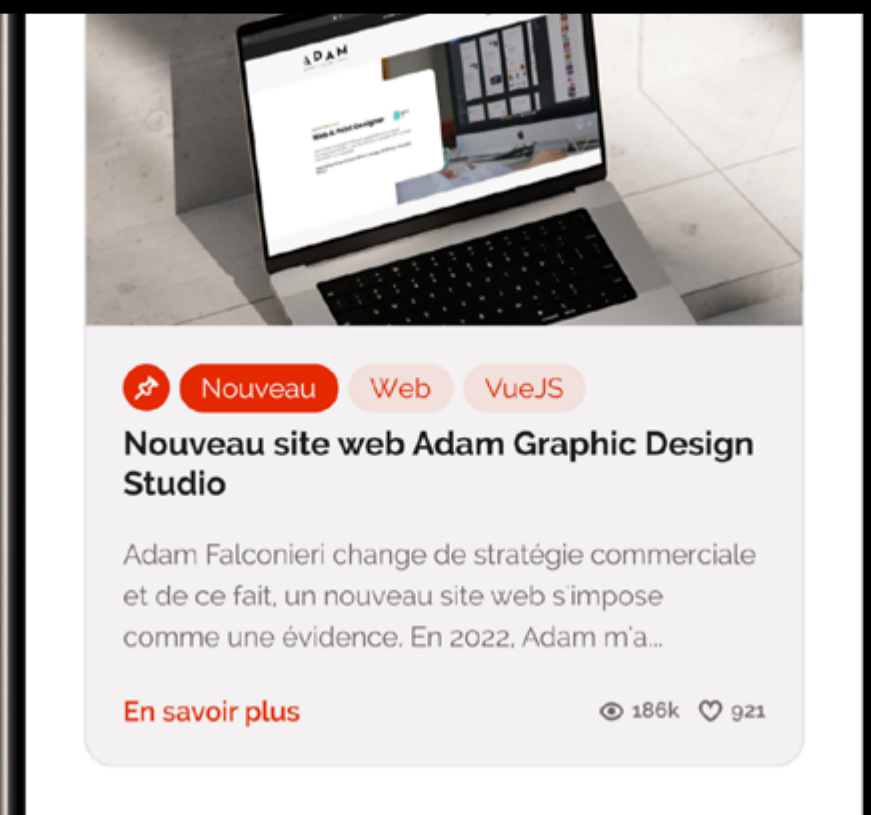
## Unlocked by John Doe Blueprint – Our Tailored Design System

To enhance the Florian's website, I delivered a blend of modernity and sophistication thanks to the creation of a tailored design system, powered by Figma Variables & Tokens.

See it for yourself:



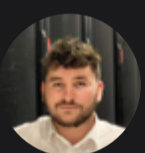




Don't take my word for it

[All references](#) ↗

For many years, we've closely collaborated with Adam on various projects, and it's with immense joy that I start the year 2024 by his side! His energy, expertise, and the remarkable quality of his work are simply extraordinary! ✨



Florian Vieira

Freelance Sys. Admin & Web Developer

Florian and I have been working together for over 10 years. From an early age, our shared passion for quality products and services has driven us to experiment, improve, and create impactful projects that made a difference on our career paths.

Explore the entirely reimagined experience of [florianvieira.fr](http://florianvieira.fr), five years after its initial launch.



[adamfalconieri.com](http://adamfalconieri.com) ↗

Florian Vieira's online portfolio 5





Branding

Communication

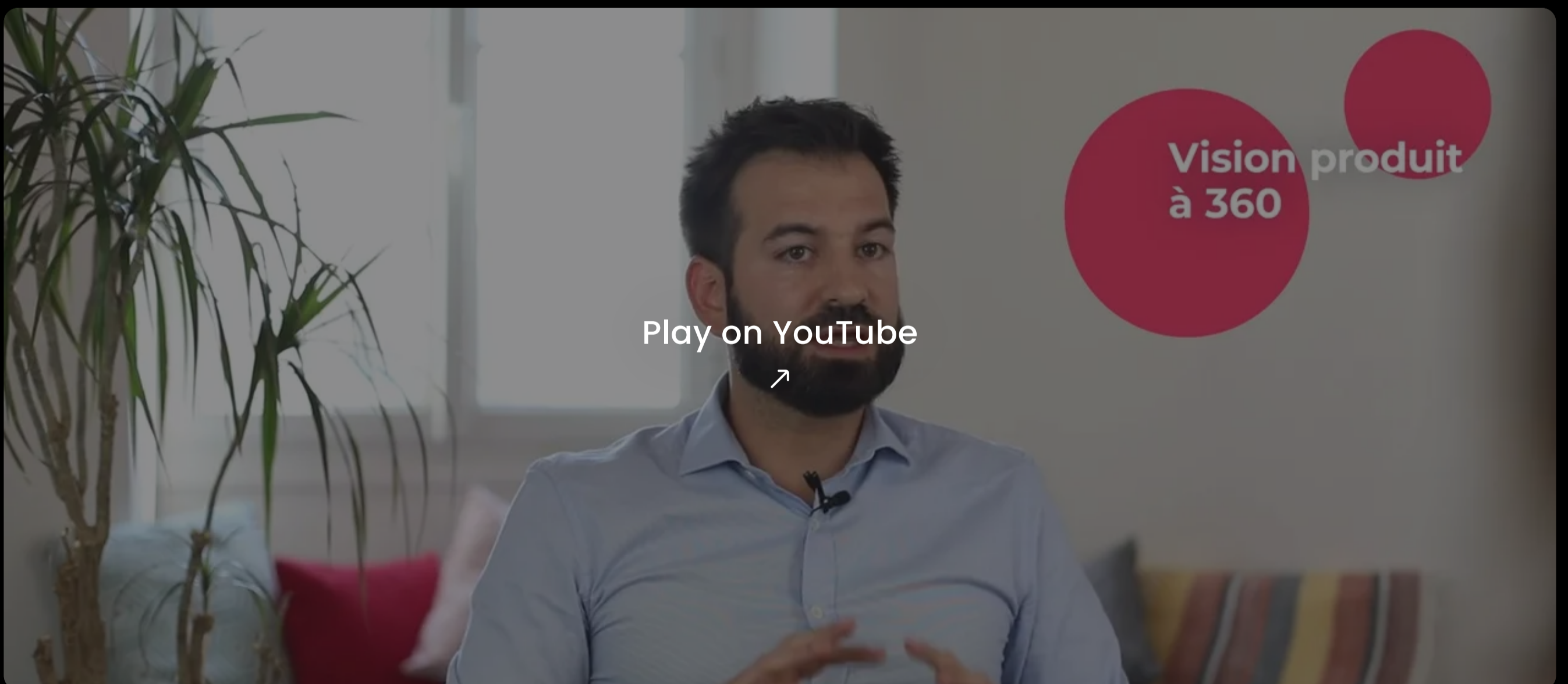
Event

## Devoteam – devoted to design that matters

I've created hundreds of assets and materials to promote Devoteam's offerings and ambitions.

## Global communication materials for Devoteam Group & Devoteam Creative Tech

From motion, web & marketing materials, we enabled Devoteam to be as successful as possible in the marketplace, in line with its values. Check out here:



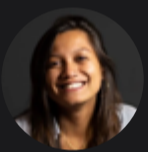




Don't take my word for it

[All references ↗](#)

His attention to detail consistently delivers great results ✨



Tonya Ratiaray  
HR project at Electra

Adam just goes to show it, age doesn't define maturity, and talent even less so!



Caroline Dabet  
Marketing Lead at Sopra HR Software

Working closely with Adam has been a highlight of my professional journey.



Chloé Lema  
UX-PM Coordinator at Devoteam Creative Tech







Since 2020, Devoteam Group created than +200 marketing pieces! It was crazy! However, this collaboration allowed me to contribute to their visual identity and helped me attain my UX-PM Level 1 certification, accredited by UX-Alliance.

Discover Devoteam by visiting [devoteam.com](https://devoteam.com), and see how they believe that technology with strong human values can drive change for the better.







Keole & Gazoline

Experience

Branding

Print

## Studio Keole & Gazoline – fueling design through ambitious projects

Several years ago, my creative journey began with a collaboration with Studio Keole & Gazoline, a web agency in Montpellier. Together, we crafted foundational graphic projects that paved the way to where I am today.

### Creative materials to boost business

Each time we received a customer order, the stakes were elevated. We were put to the test when confronted with ambitious requests that directly influenced the appearance and functionality of our clients' products, events, or mobile apps.

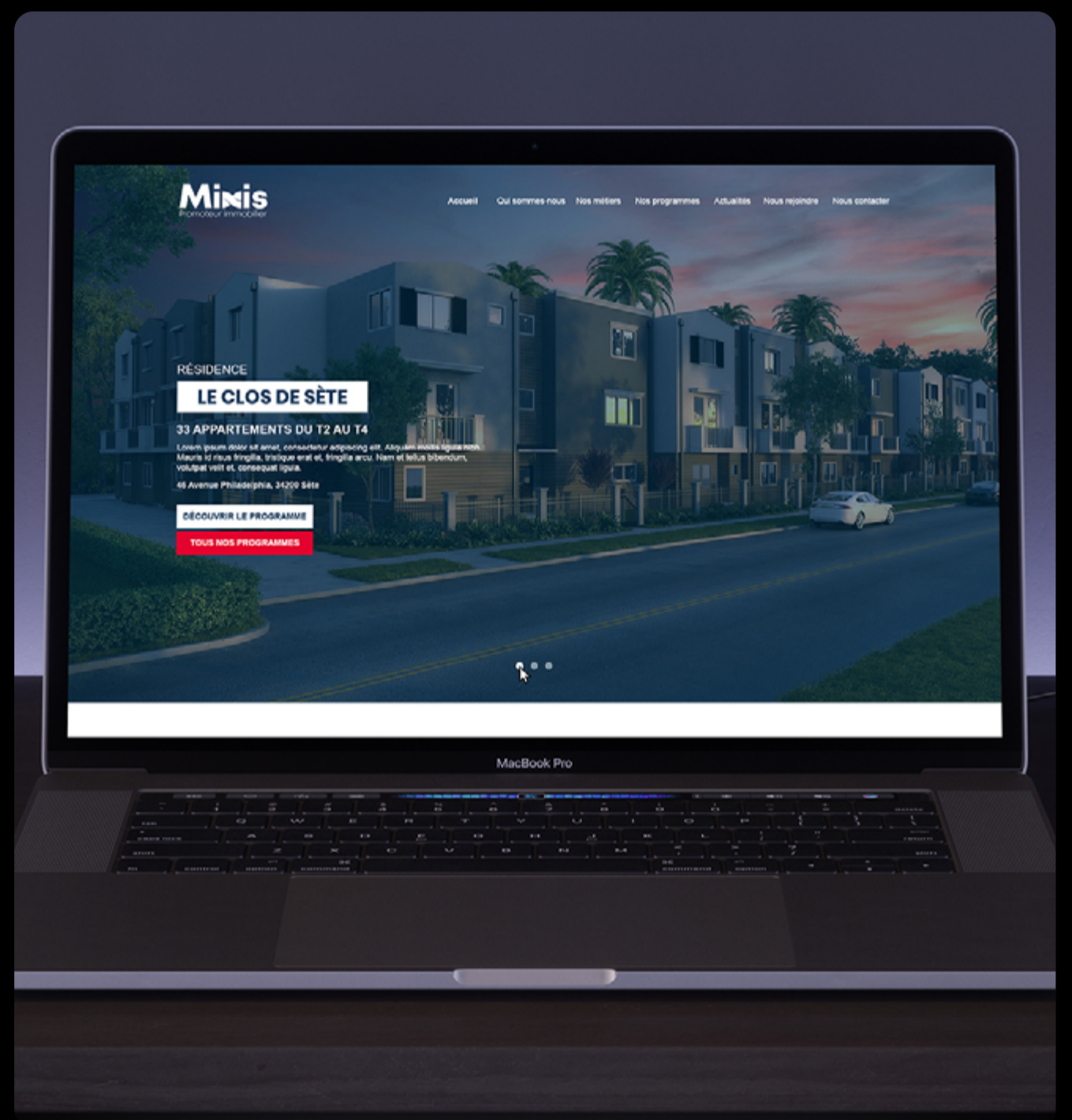
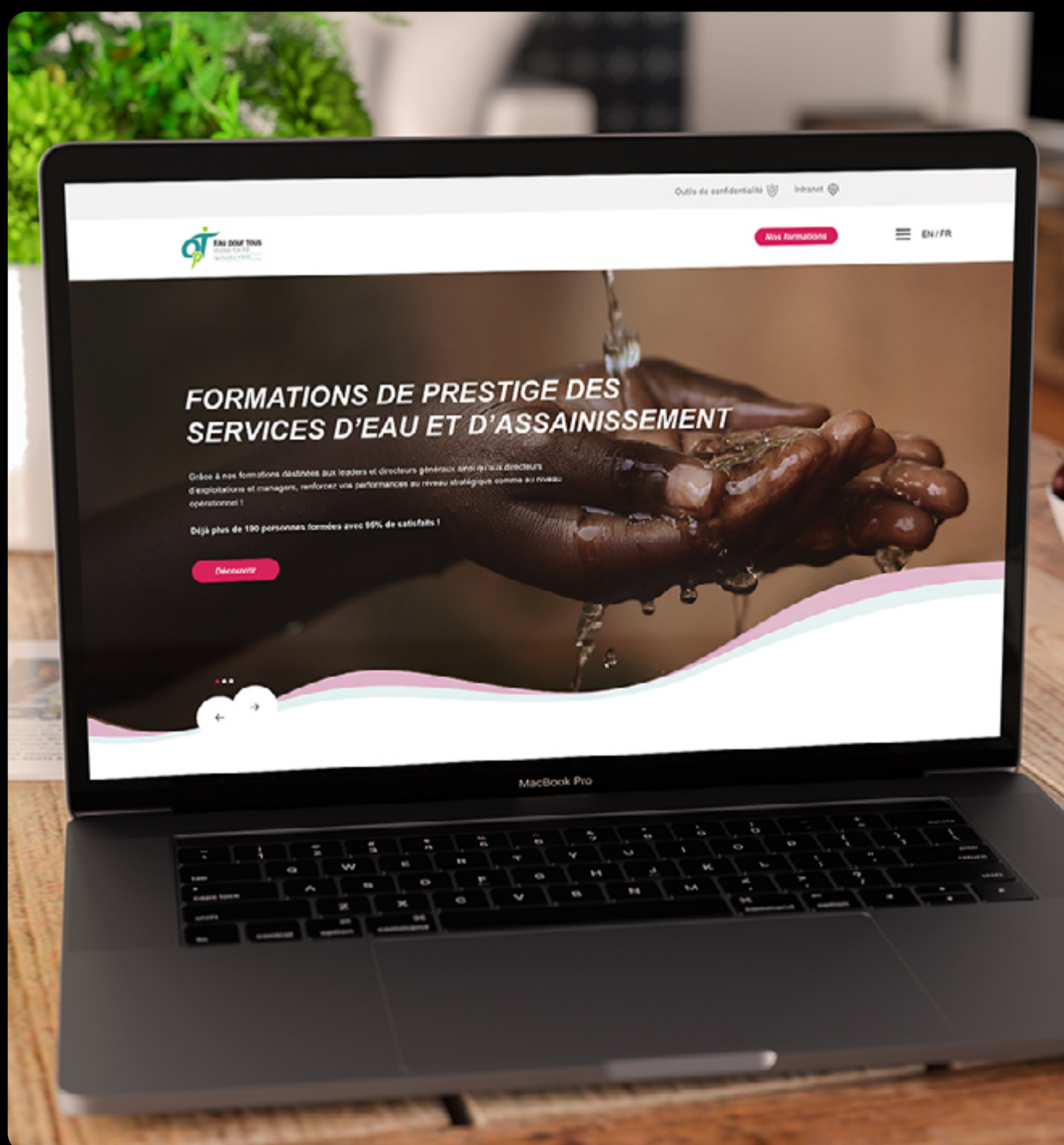






## UI Designs with a purpose

Some of the most rewarding projects I worked on were with charities and real estate. These opportunities challenged me and helped define the way I see UI & Experiences today. See for yourself:





## Don't take my word for it

[All references](#) ↗

He is creative, always brings forward innovative ideas, and successfully contributed to large-scale projects.



Adeline Guichard

Art Director at Studio Keole & Gazoline

Explore the creative world of Studio Keole & Gazoline at [studiokg.fr](http://studiokg.fr)!







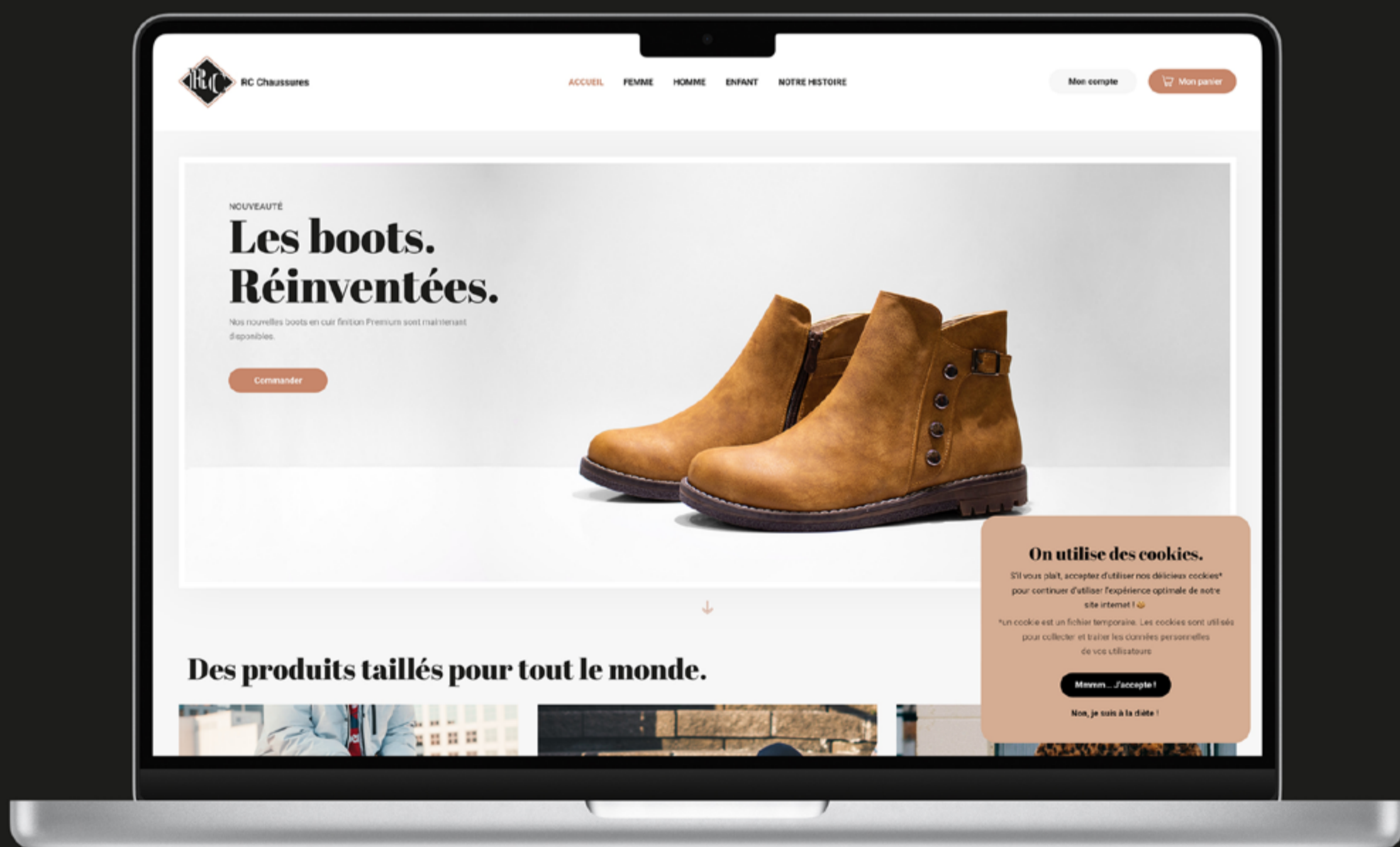
# RC Chaussures

Experience

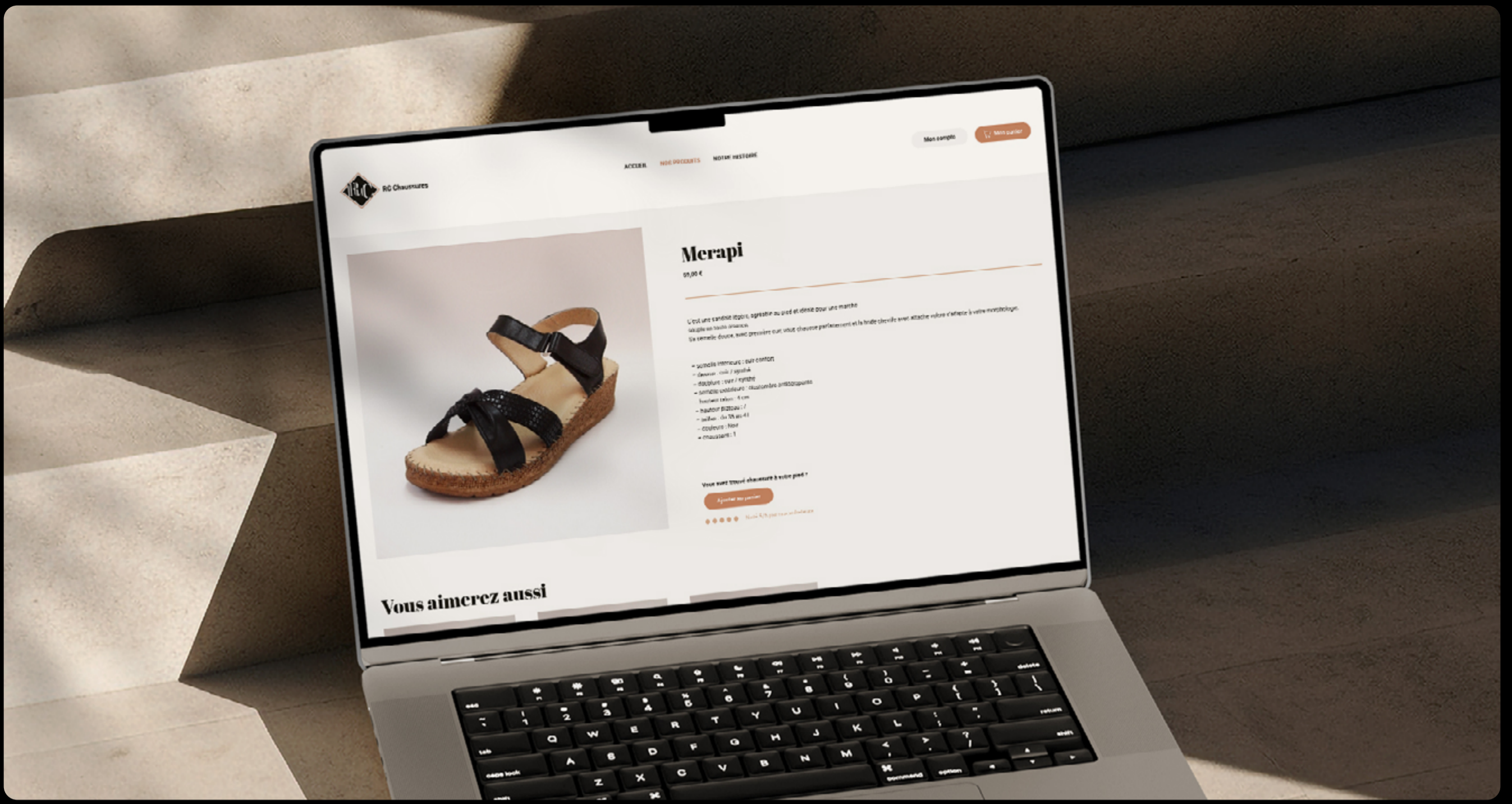
E-commerce

## RC Chaussures Artisan – The sole of creativity

A project from yesteryear, testifying to the start of my specialization in UI Design. RC Chaussures Artisan wanted to boost its digital footprint by adopting a new e-commerce platform. Here's what we did.







### Merapi

69,90 €

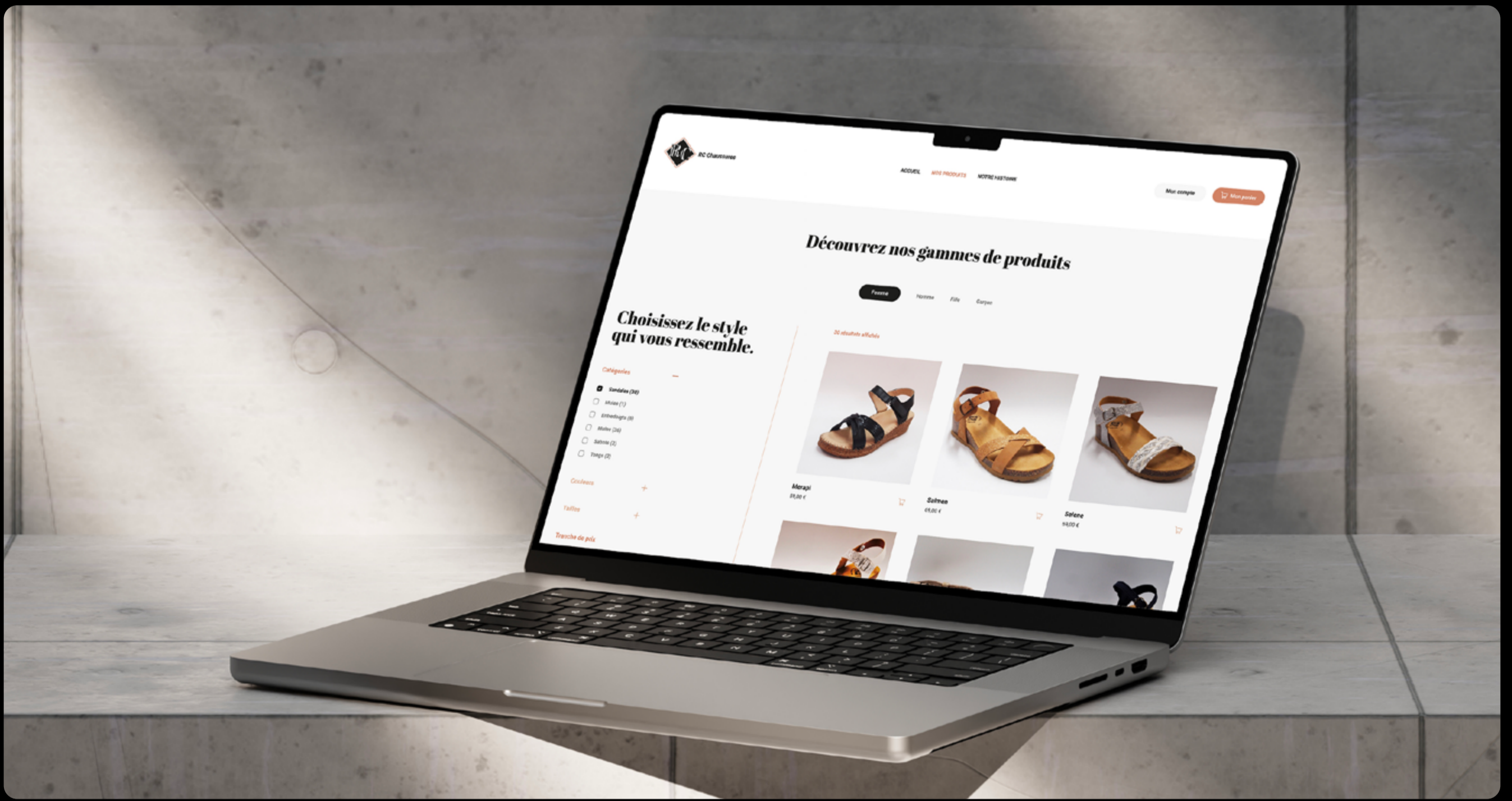
C'est une sandale légère, agréable au pied et idéale pour une marche saine au soleil d'été.

- Matière principale : cuir synthétique
- Semelle : cuir / agrippé
- Intérieur : cuir / synthétique
- Semelle intérieure : épaisseur 10 mm
- Hauteur talon : 4 cm
- Hauteur talon : 4 cm
- Hauteur talon : 4 cm
- Hauteur talon : 4 cm
- Hauteur talon : 4 cm
- Hauteur talon : 4 cm

Vous avez aimé cette chaussure à votre pied ?

[Ajouter au panier](#)

### Vous aimerez aussi



## Découvrez nos gammes de produits

Choisissez le style qui vous ressemble.

- Catégories
- Sandales (26)
  - Bottes (7)
  - Bottines (2)
  - Bottes (2)
  - Bottes (2)

Couleurs

Tailles

Prochaine de prix







Experience

Marketing

Product

At Erisium, game playing becomes an art

Erisium played a crucial role in my development as I honed my skills with design software within this volunteer organization.

## Creating visuals for social networks

I met some of the most influential connections in my designer journey. Teaming up with Gaetan, the Design Lead, we tackled the challenge of shaping Erisium's communication plan – a big win for us at the time!







Avec Erisium,  
passez une

**BONNE ANNÉE**

**2018**

NOUVEAU JEU



**TARGET**

SEREZ-VOUS LA CIBLE ?





## Don't take my word for it

[All references ↗](#)

Working with Adam has always been a pure pleasure. He wholeheartedly invests in every project 🥰



Gaetan Plait

Sr Product Designer at Kard App

Explore [plait.fr](https://plait.fr) and see how working with Gaetan was a big deal.