

Design Portfolio

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PRODUCT
↑
DIGITAL
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BSc Industrial Product Design _Politecnico di Milano 2020_2023	Laboratorio di Sintesi Finale <i>New Domestic Landscape</i> _2023 Panasonic workshop _2023	upN(d)ow(n) smart working product system Sentinella smart streetlight for safety in public places	5 12
Exchange Semester _Hochschule für Gestaltung <i>Offenbach am Main (DE)</i> 04-08/2023	Digital Design <i>Keep it Alive</i> _2023	Pulse Pursuit Serius Platform Videogame linked to the Health App	17
MSc Digital Interaction Design _Politecnico di Milano 2023_2025	Digital Art workshop _2023	CtrlHub+ e-case UI design for the Biblioteca Nazionale Braidense di Brera	23
48h Hackathon _Politecnico di Milano [NECSTLab] 18-19/11/2023	Passion In Action _developing	Aurora AI embedded app for mental well-being	28

_overview

CONTACTS

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[March 10th_2001
Based in Milan (IT)]



EDUCATION

MSc Digital and Interaction Design
_Politecnico di Milano
2023_2025

BSc Industrial Product Design
_Politecnico di Milano
2020_2023

Erasmus Mobility Programme
_Hochschule für Gestaltung
Offenbach am Main (DE)
Summer Semester 2023

High School Diploma in Art
_Liceo Artistico G. Sello (Ud)
2015_2020

EXPERIENCE

_Groundkeeper Studio
Junior Product Designer

Role: 3D modelling, rendering,
prototyping, mockups,
presentations, branding

EXTRACURRICULAR

Hackathon:
HACK the NECTSCamp
_Politecnico di Milano
18-19/11/2023 / developing

GDScript Workshop
_HfG am Main
03-10/07/2023

Infodesign Workshop with
Fernando Baptista
_HfG am Main
12-14/06/2023

Panasonic Workshop
_Politecnico di Milano
05-09/06/2023

Blender Workshop
_HfG am Main
28-29/04/2023

Cassina Workshop
_Politecnico di Milano
09-10/2022

HARD SKILLS

Analog
_drawing
_prototyping

Digital
_MacOS, Windows
_Adobe Suite: InDesign, Illustrator,
Photoshop, Fresco, After Effects
_Figma
_Alias - 3D modeling
_Inventor - CAD modeling
_AutoCAD - 2D CAD
_Keyshot - Rendering
_Office 365
_Godot Engine - game engine

Languages
English_ Proficient user
Italian_ Mother Tougue

Driving Licence
B - Italian

_I am Martina Braidotti, hailing from a small provincial town in northern Italy, based in Milan.

_I am an enthusiastic about tackling and resolving problems, aiming to approach them ambitiously and unconventionally.

_I consider myself an exceedingly curious and open-minded individual, particularly drawn to technological advancements and innovations.

_My portfolio reflects my passion for designing within the realm of healthcare.

_I aspire to give my contribution to a company in this field, aligning with my ultimate dream.

_timeline

2020

2023

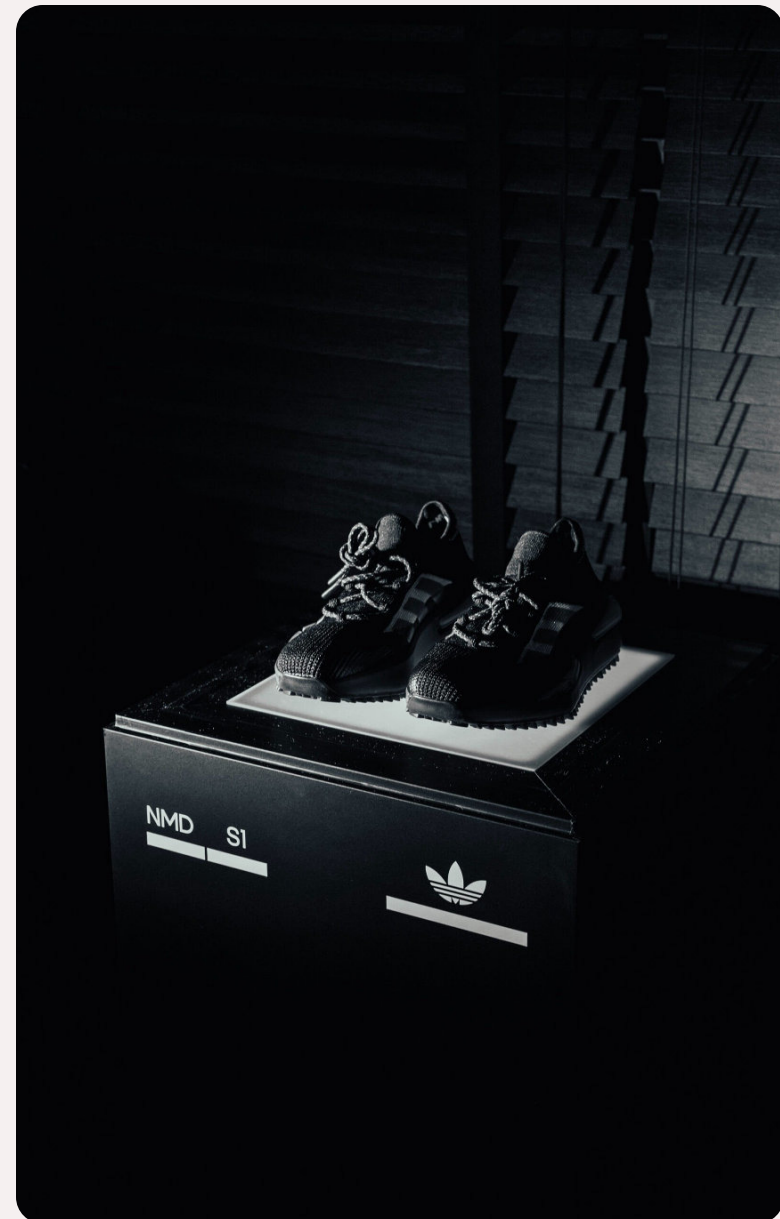
2024

Politecnico di Milano

BSc Industrial Product Design

Groundkeeper Studio

Internship



MARTINA_BRAIDOTTI



Hochschule für Gestaltung Main

Erasmus

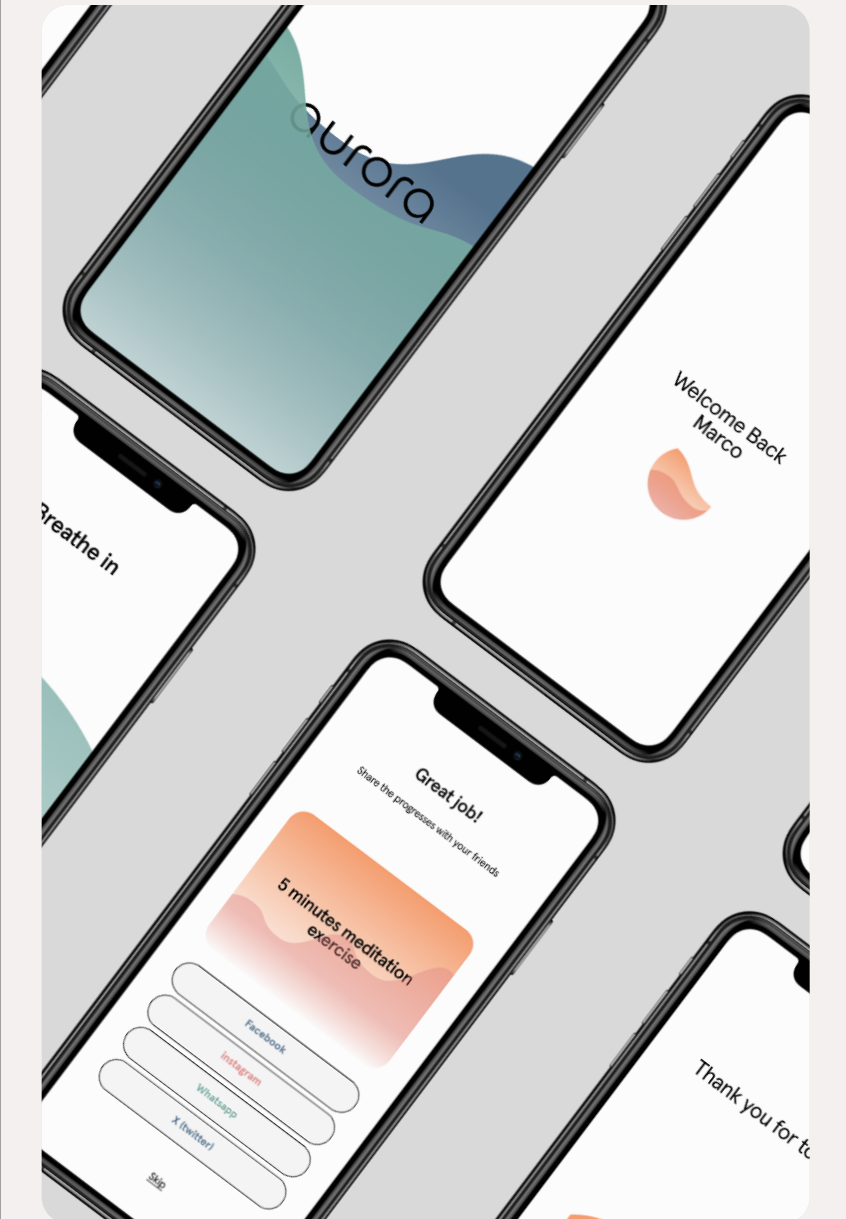
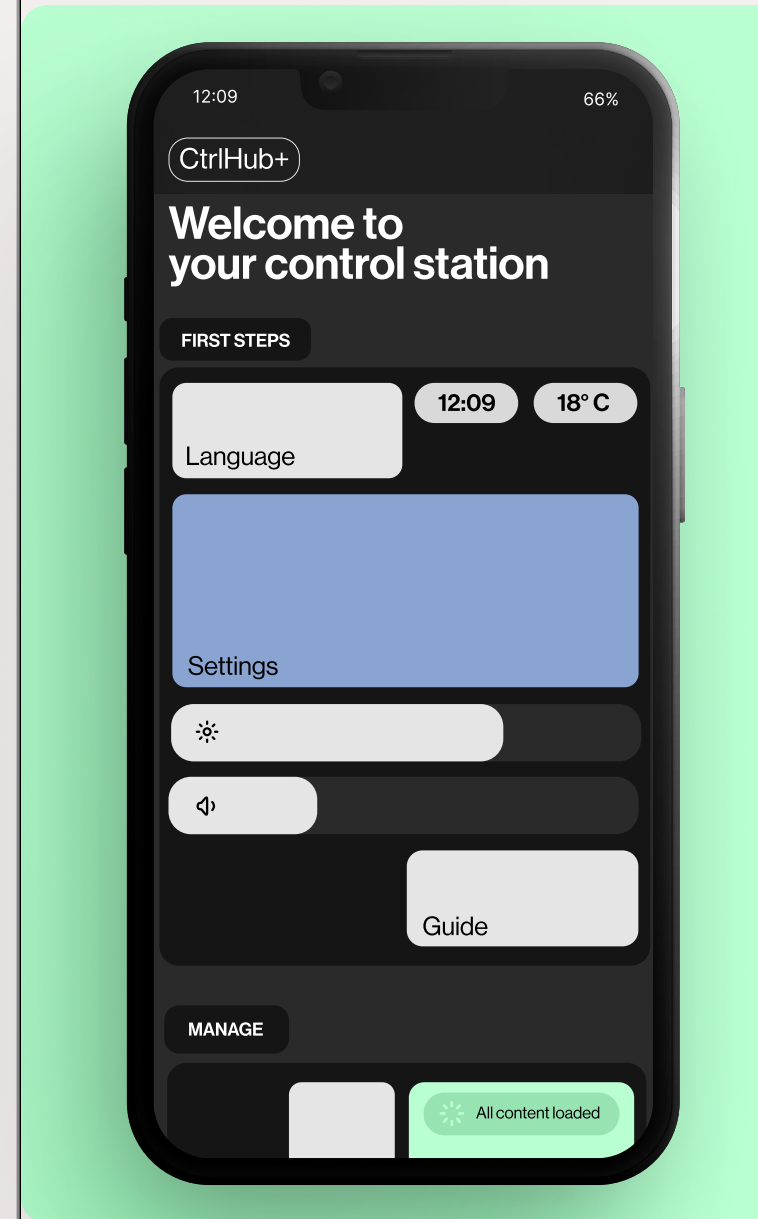


_PORTFOLIO

MSc Digital Interaction Design

NECTSLab

Passion In Action



_selected projects

upN(d)oww(n)

01_



PROJECT TYPE

Final Synthesis Project
_BSc Industrial Product Design

PARTNER

_Cassina Spa

TYPE

_Individual project

AT

_Politecnico di Milano

DURATION

_4 months

DATES

_04-08/2023

SOFTWARE

Inventor Keyshot Photoshop Illustrator Figma

SKILLS

Research Development UX Design 3D Modelling
Rendering UI Design Graphics Prototyping

_upN(d)oww(n)



01_

*_UPN(D)OW(N) IS AN OFFICE PRODUCT SYSTEM DESIGNED FOR THE NEEDS OF THE SMART WORKING CULTURE.
_IT ALLOWS EACH USER TO CREATE THE BEST WORKSPACE.
_EACH INDIVIDUAL WORKER HAS SPECIFIC NEEDS THAT CAN BE MET WITH THIS SYSTEM*

_BRIEF

_DESIGN A FURNITURE SYSTEM CAPABLE OF INTRODUCING INNOVATION IN THE MARKET AND IN THE SECTOR IN WHICH CASSINA OPERATES OR COULD OPERATE.

_THE COMBINATION OF INNOVATION AND SUSTAINABILITY ARE THE KEY VALUES TO CONSIDER

my goal_

_The objective of this project is to explore the evolution of work environments and the effects they have on the physical and mental health of individuals.

_The focus is on the design of a product system that places a pleasant, safe and psychophysical well-being-oriented user experience at the centre

_upN(d)ow(n) family

THE FAMILY CONSISTS OF_
[1] THE SMART DESK
[2] THE SATELLITE CABINET
[3] STORAGE ACCESSORIES

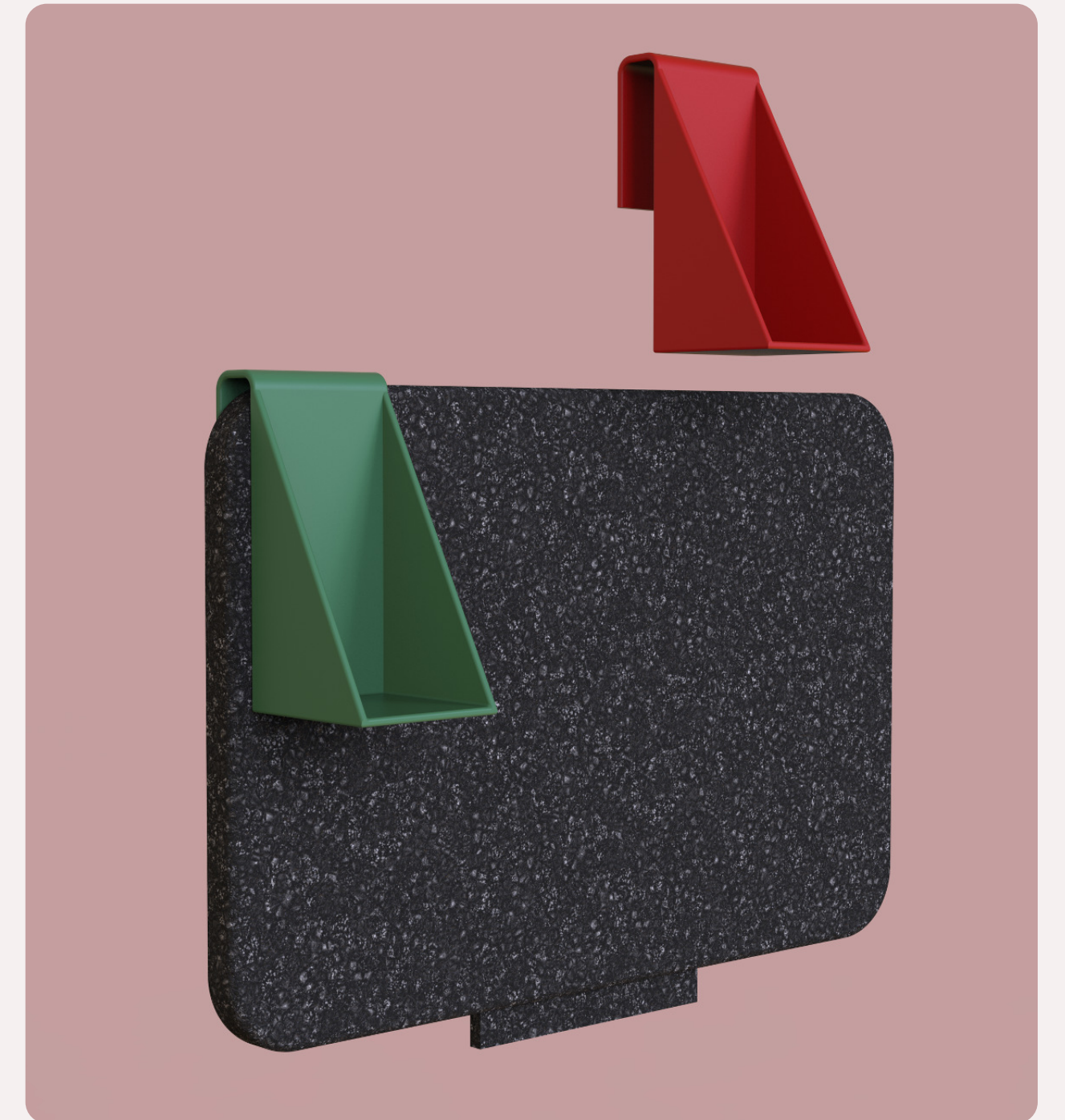
1



2



3



_upN(d)oww(n) smart desk UI

_Through this fully integrated interface to the desk surface, made possible by Woodoo SLIM© technology, the user can control the smart desk.

[1] After activating the interface via the slider,

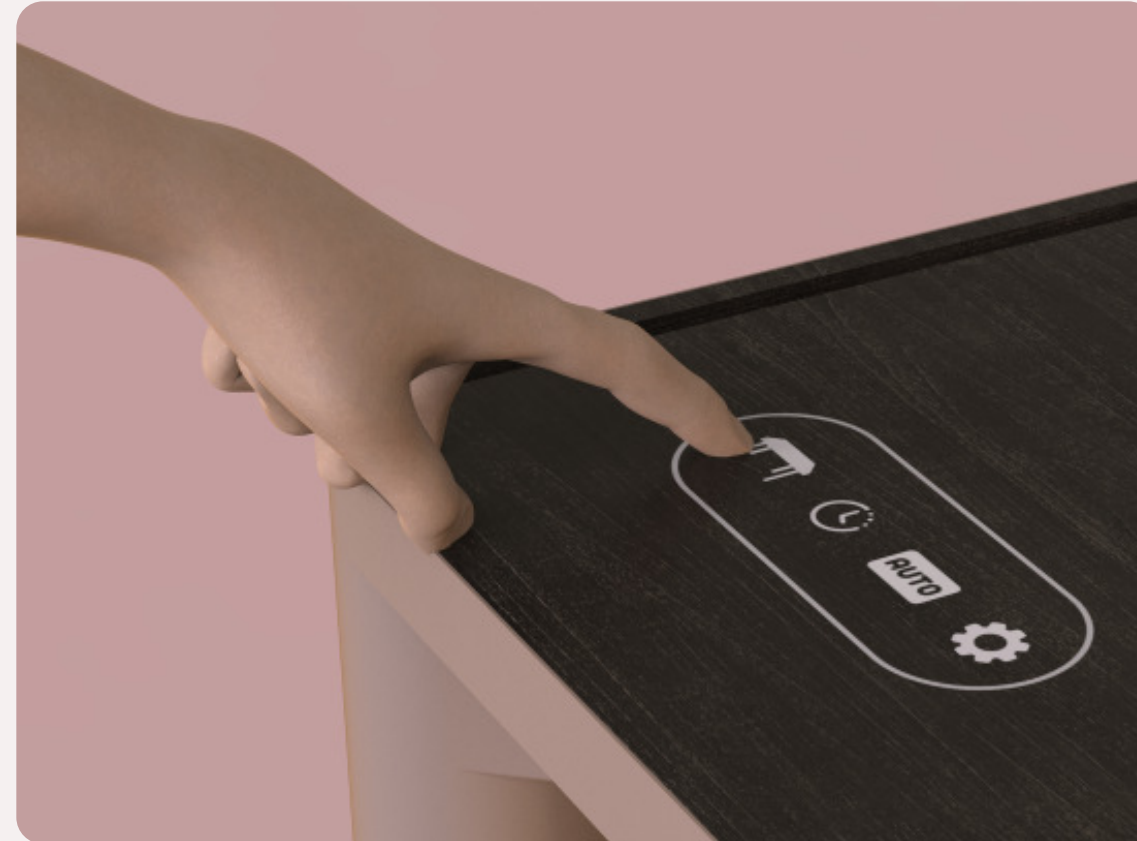
[2] they can set the height of the desk manually, set a timer for automatic height adjustment so as not to be distracted while working, or set the automatic - AUTO - mode set via the settings.

[3] through the settings they can customise the height for when the user is standing, for when they are sitting on a chair or on another type of support (e.g. a fitball)

1



2

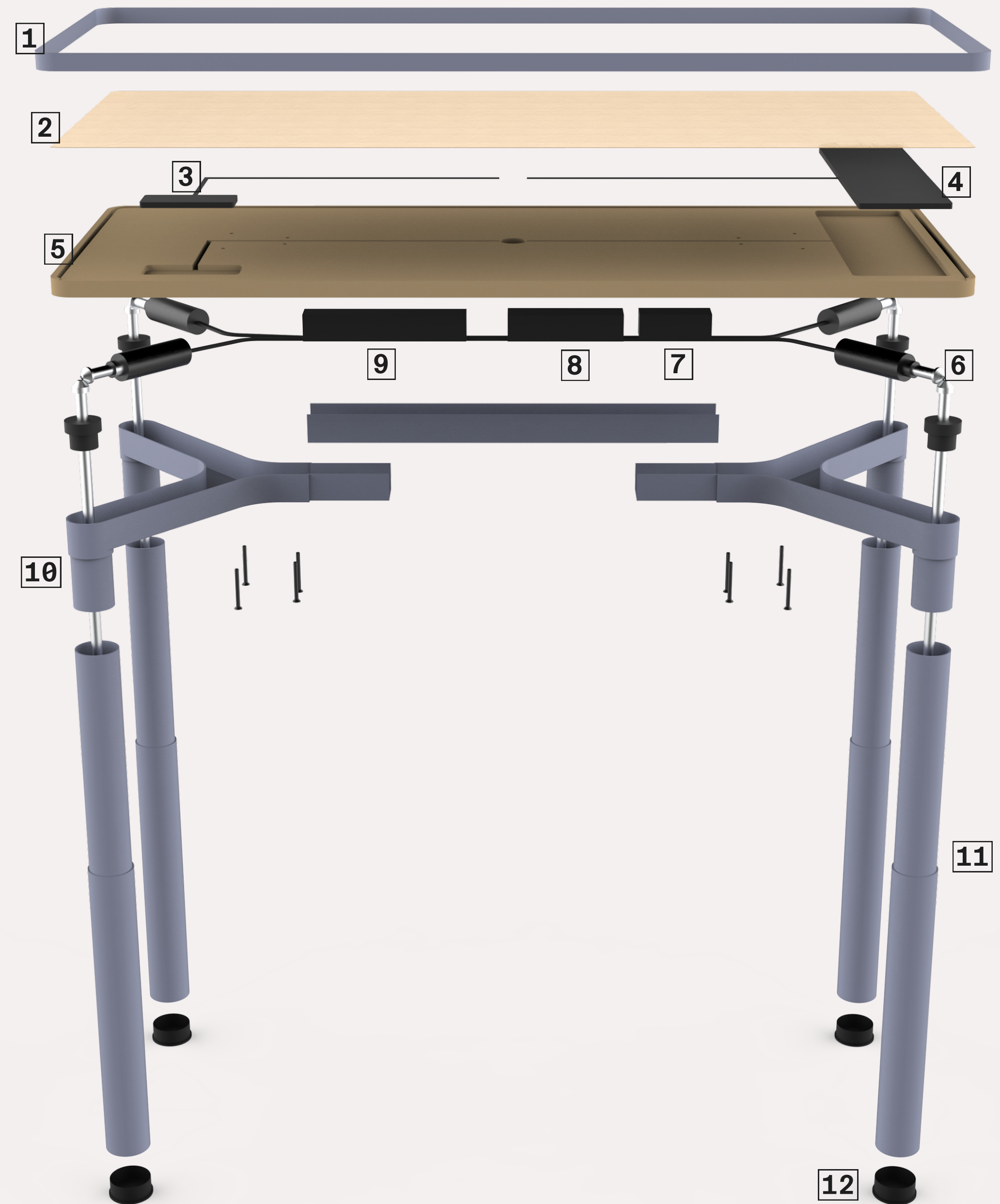


3



_upN(d)ow(n) inside the smart desk

- [1] Hydro CIRCAL© steel protection frame
- [2] touch-sensitive layer Wodoo SLIM©
- [3] control touchscreen
- [4] wireless battery charger
- [5] panel with holes in Wodoo SOLID©
- [6] 4 ball screws
- [7] transformer
- [8] battery
- [9] electrical socket
- [10] Hydro CIRCAL© aluminium die-cast frame
- [11] Hydro CIRCAL© recycled aluminium extruded telescopic legs
- [12] recycled polypropylene supports

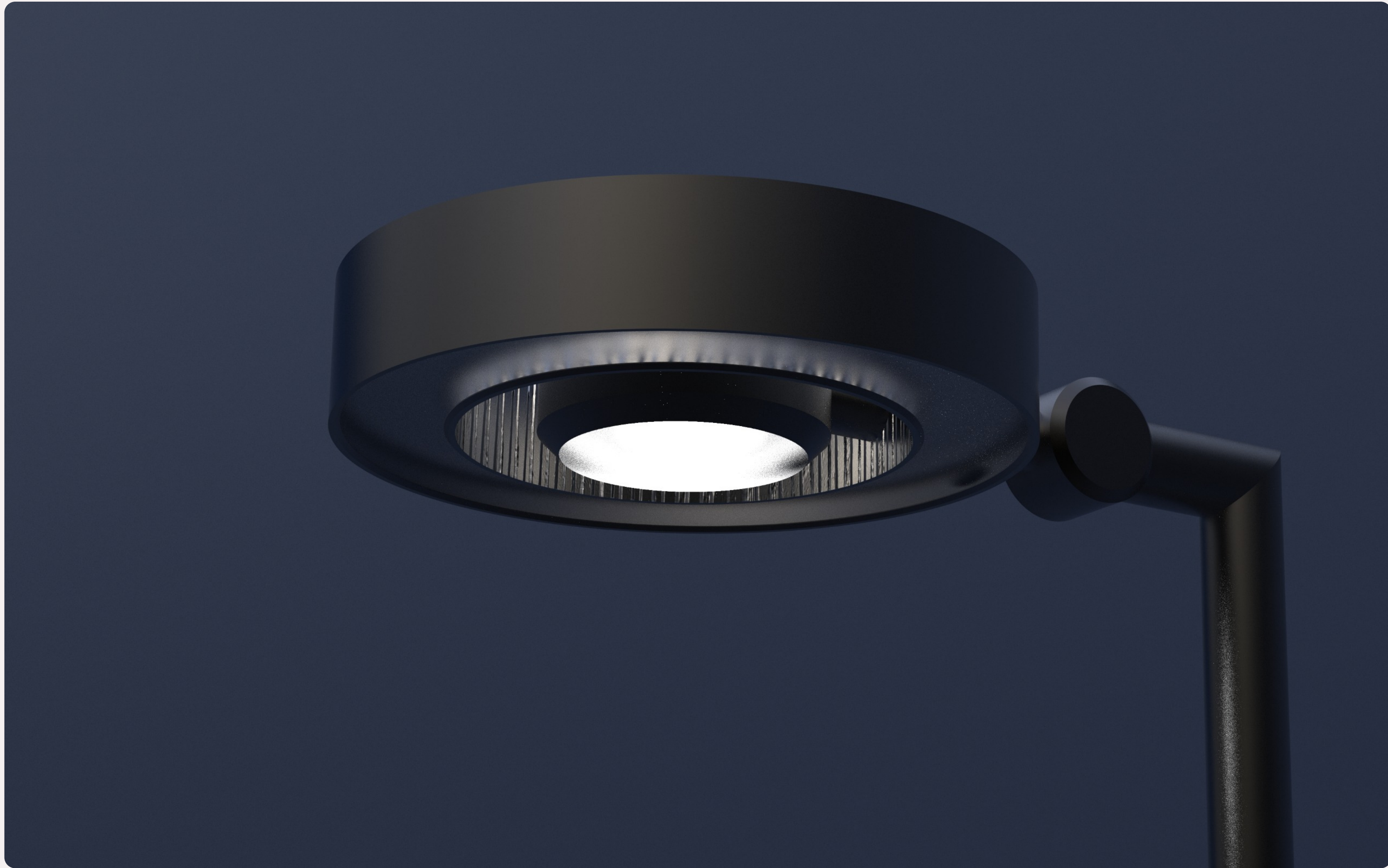


_upN(d)ow(n) design for disassembly



_Sentinella

02_



PROJECT TYPE

Workshop

PARTNER

Panasonic Corporation Suzuki Kazunari

AT

_Politecnico di Milano [BSc]

DURATION

_1 week

DATES

_05-09/06/2023

SOFTWARE

(Inventor) (Keyshot) (Photoshop)

SKILLS

(Research) (Development) (3D Modelling) (Rendering)

Sentinella

02_



*_SENTINELLA IS A
SMART LAMPPOST
BORN FROM THE NEED
TO ENHANCE THE
FEELING OF SECURITY
IN PUBLIC SPACES,
PARTICULARLY IN
USUALLY POORLY
ILLUMINATED PLACES
LIKE PARKS DURING THE
DARK HOURS
OF THE DAY*

_BRIEF

***_DESIGN INNOVATIVE
CONCEPTS THAT
EXPLORE NEW
POSSIBILITIES FOR
2030,
_CAPABLE OF
IMPROVING OR
REINVENTING DAILY
LIFESTYLE AND
WELL-BEING***

my goal_

*the project's goal is
_To create a kind of silent
guard in the form of a
product that allows it to
interact and react
autonomously to ordinary
and extraordinary situations.
_To design with the
perspective of a future
lifestyle where everything
will be accessible through
connections and sharing
within the community where
one lives.*

_Sentinella

_Sentinella consists of a fixed outer ring that emits an always-on diffused light, and an inner arm equipped with a sensor that can calibrate the direction of the light band according to situations

*[1] fixed external light ring
[2] mobile bright spotlight*

*_SENTINELLA IS ABLE TO CALIBRATE
THE DIRECTION OF THE LIGHT BAND
ACCORDING TO SITUATIONS*



_Sentinella

[1] During the default mode, Sentinella keeps the outer ring lit, emitting a diffuse, soft light_

[2] When the sensor detects the presence of a person within its range, the outer ring remains lit, while the inner light is activated and follows the user to the visibility area of the next streetlight_

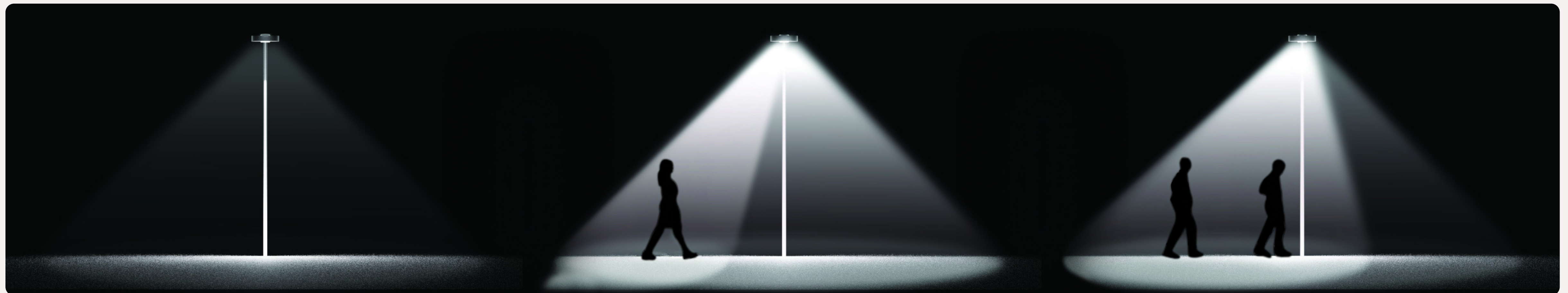
[3] In the event that the streetlight detects the presence of more than one person, the outer ring remains lit, while the inner ring widens the beam to illuminate all users within its range_

*_TARGETED SMART LIGHT
INCREASES
THE SENSE OF SECURITY
AND SAVES ENERGY*

1

2

3



_Pulse Pursuit

03_



PROJECT TYPE

design and development of a Serious Video Game

TYPE

_Individual project

AT

_HfG of Main [Digital Design Department] [BSc]

DURATION

_3 months

DATES

_04-07/2023

SOFTWARE

Godot Engine Figma Illustrator After Effects Adobe Fresco

SKILLS

Research Development Programming UX Design UI Design
Animation Illustration Graphics Digital prototyping
Public testing

Pulse Pursuit

03_



*_ PULSE PURSUIT IS A
_ PLATFORM SERIOUS
VIDEOGAME, LINKED
TO THE HEALTH APP.
_ INTERACTION IS
_ EXPLOITED TO
ENGAGE THE USER IN
MORE PERSUASIVE
MONITORING OF
THEIR HEALTH
STATUS*

_BRIEF

***_"KEEP IT ALIVE" IS A LAB
IN WHICH AN ARTIFICIAL
LIVING BEING IS
CREATED, REQUIRING
MAINTENANCE
ACCORDING TO
PREDEFINED
PARAMETERS AND
REQUIREMENTS.***

***_THE GOAL OF THE
GAME IS TO UPKEEP
THESE PARAMETERS***

my goal

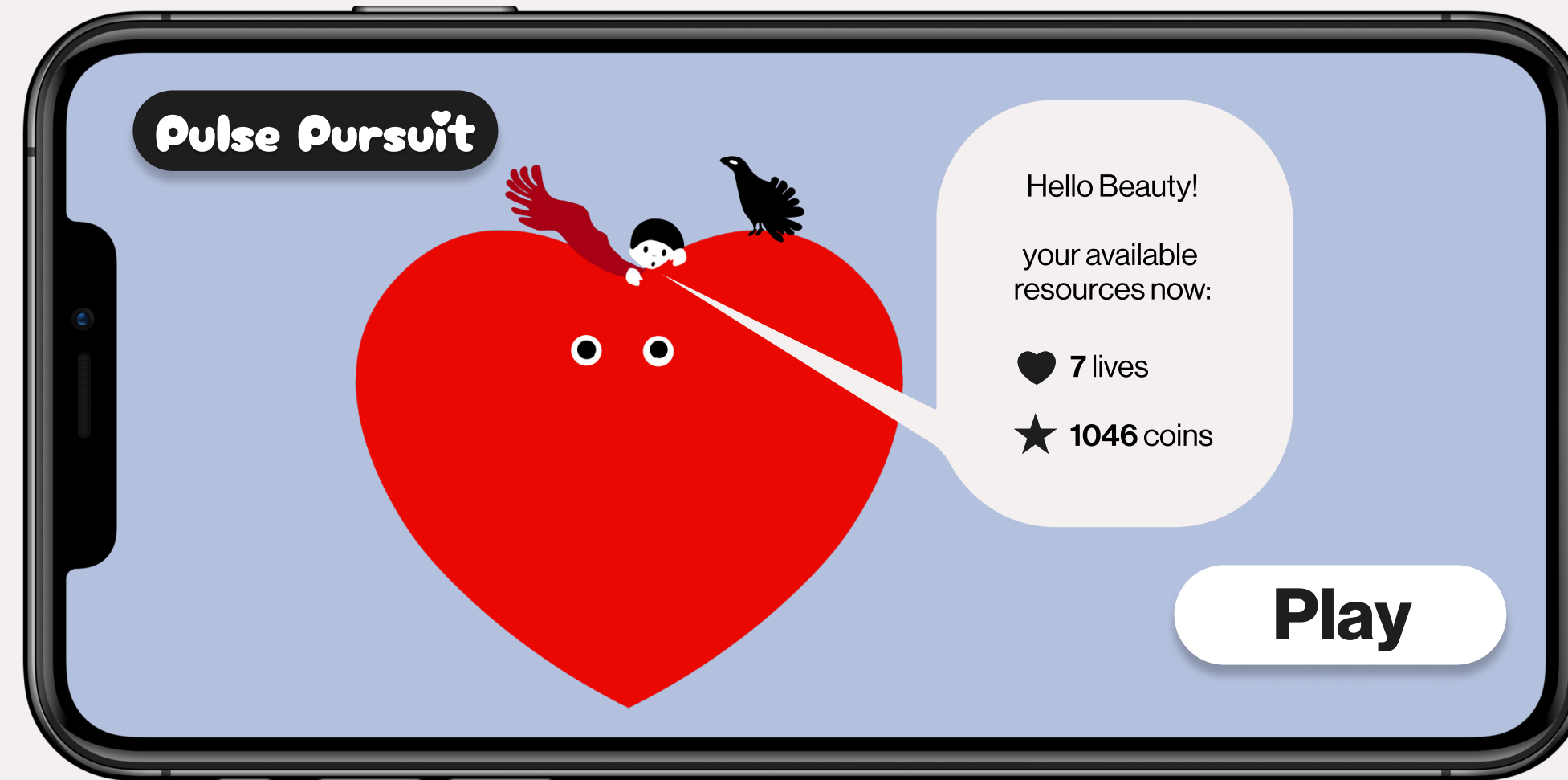
*_The objective is to establish
a genuine bond with the
artificial/virtual creature
through motivational factors
and gamification.*

*_Leveraging the
"Tamagotchi effect,"
the emotional connection
with the artificial creature
should serve as motivation
to entice people to be
active and healthier*

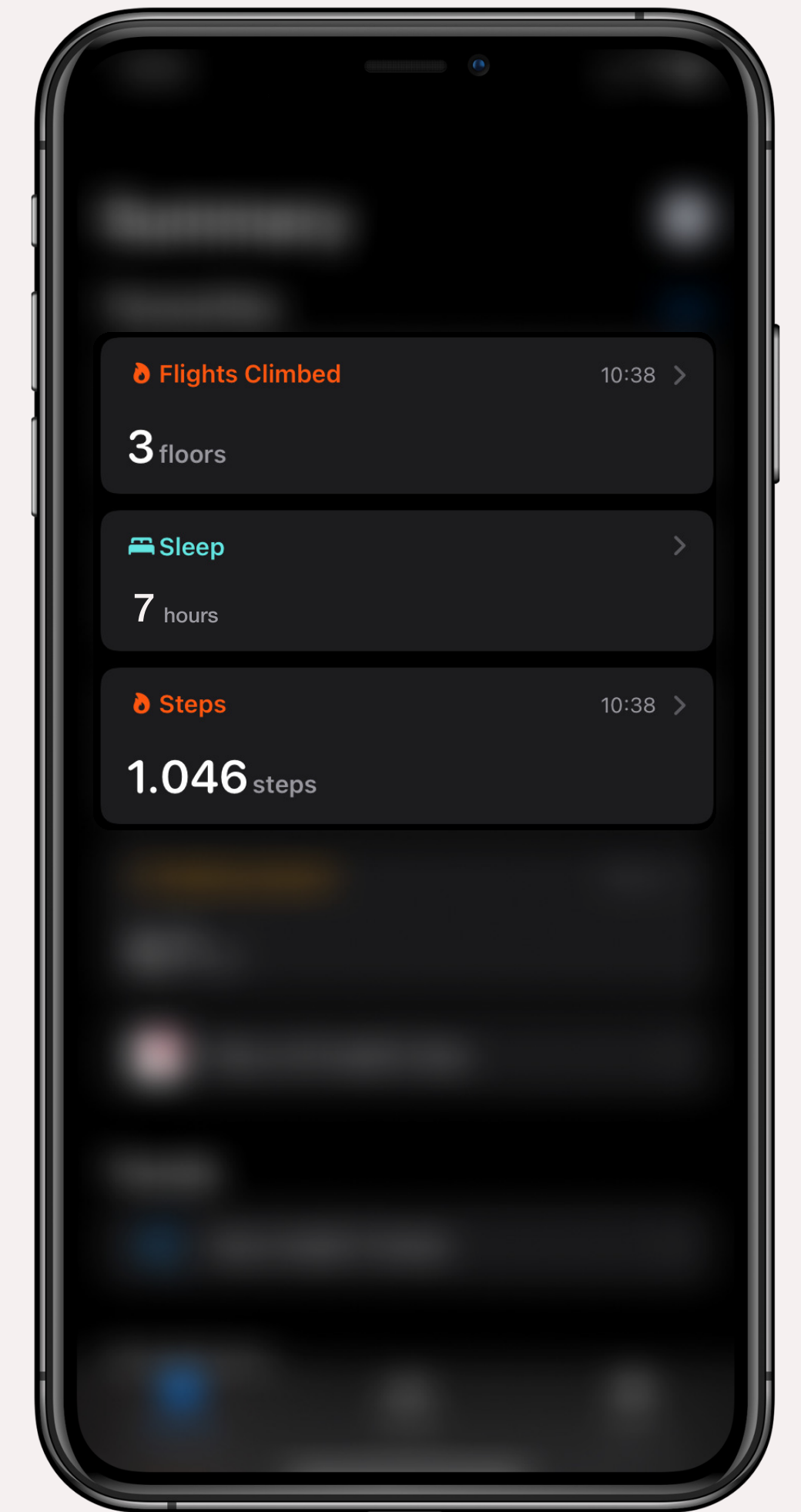
_Pulse Pursuit logic

*_1 hour of sleep in real life
corresponds to one life in the
virtual world ♥*

*_1 step in real life
corresponds to a coin that
the user can collect in the
virtual world ★*



***_THE MORE THEY STICK TO A
HEALTHY LIFESTYLE,
_THE MORE CHANCES THEY HAVE
TO PLAY AND WIN***



_Pulse Pursuit animated sprites

_The character conveys a lot of sweetness and is set in an idyllic landscape.

_Everything was illustrated by me, from the background with parallax effect to the character animations.



_Pulse Pursuit Rundgang

*_THE PROJECT WAS PUBLICLY EXHIBITED
AND MADE INTERACTIVE DURING THE
UNIVERSITY'S ANNUAL SHOW
RUNDGANG*

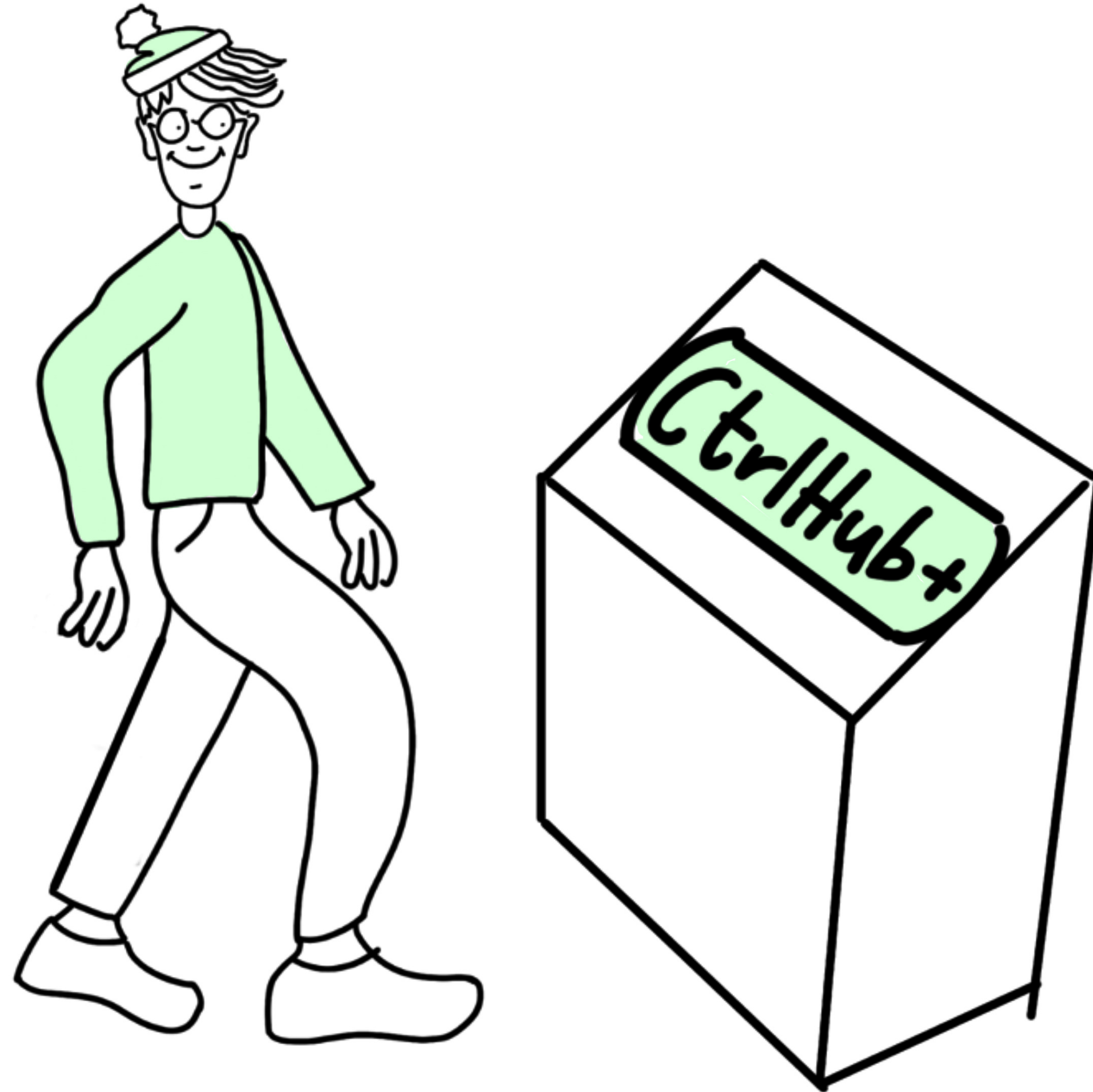
_PERSONAL NOTE

"Due to the nature of the exhibition, it was impossible to connect each user's Health app to the game, which was made available on a touchscreen display much larger than that of a smartphones. Nevertheless, it was exciting to see different types of people, of different ages, engaging with my working videogame without any intervention on my part"



_CtrlHub+

04_



PROJECT TYPE

Digital Design Workshop

TYPE

_Group project

MEMBERS

_Giorgia Bassanetti _Martina Braidotti _Alessandro Cesa _Chiara de Ceglia _Kaiyuan Liu _Yixuan Ren
_Agnese Rosselli _Chunhan Yi

AT

_Politecnico di Milano [MSc]

PARTNER

_Biblioteca Nazionale Braidense di Brera

DURATION

_1 week

DATES

_16-23-24-27/11/2023

SOFTWARE

(Figma) (Illustrator) (InDesign)

SKILLS

(Research) (Development) (UX Design) (UI Design)
(Graphics) (Digital prototyping)

_state-of-the-art

**_IMPLEMENTATION –
THE DEGREE TO WHICH
AUTONOMY IS
ACHIEVED WITHOUT
REQUIRING ADDITIONAL
SKILL SETS**

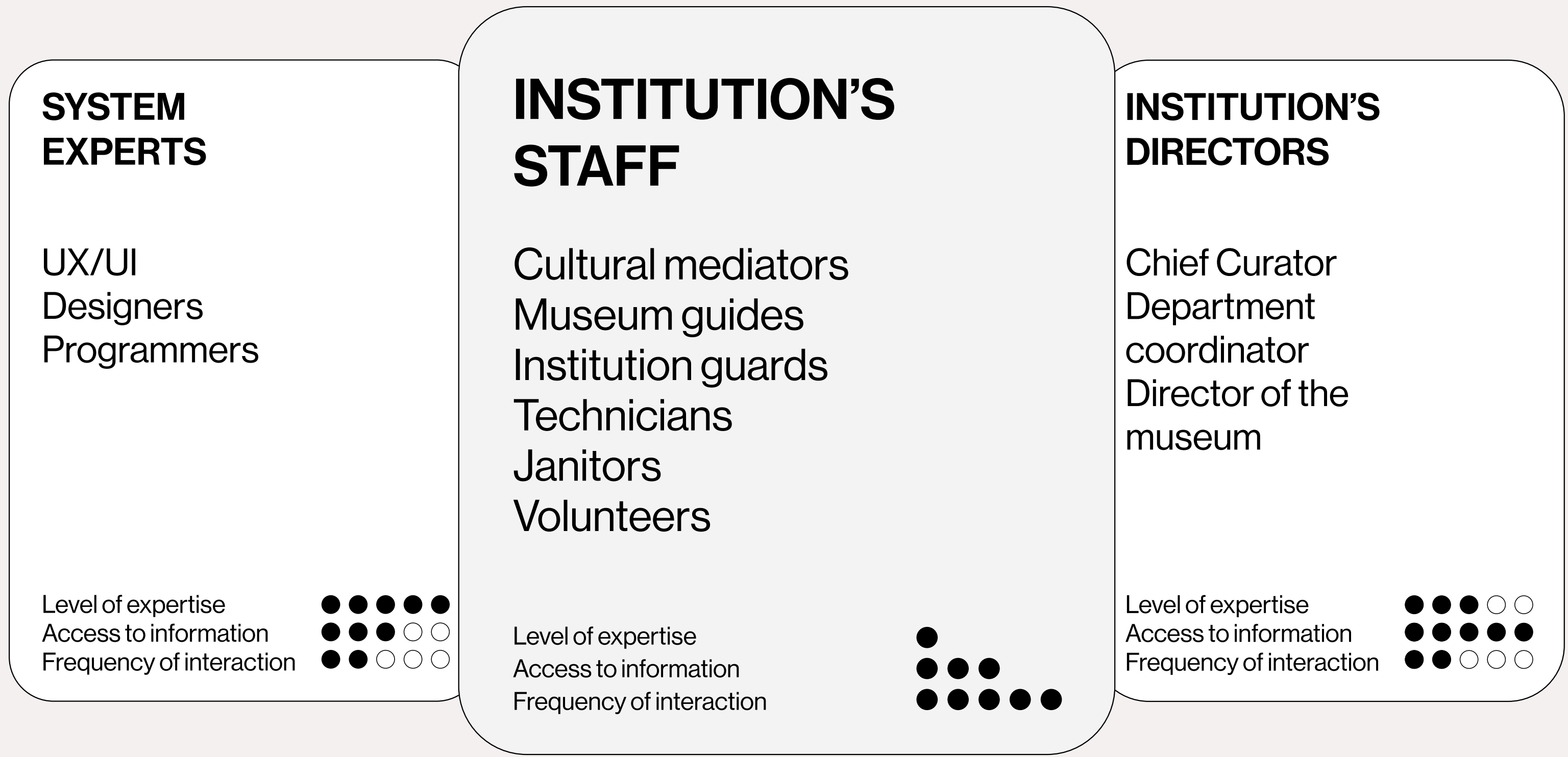
*_e-case is an interactive showcase formed
by a transparent Oleoed LG screen
located inside the Biblioteca Braidense.
_It has no dedicated interface for routine
operations.*

*_Currently, the institution's staff can only
turn the device on and off, making the
process of updating content and handling
technical problems possible only through
the external support of specialized
personnel.*

_BRIEF

*_CREATE AND IMPROVE THE
REGULAR STAFF USER
EXPERIENCE WITH E-CASE
IN ORDER TO CREATE
AN EASY AND INTUITIVE WAY
FOR EVERYONE TO FACE
SYSTEM'S PROBLEM, ACCESS
GENERAL SETTINGS,
CHANGE AND MODIFY
CONTENT BASED ON THE
DIFFERENT TYPE OF
EXHIBITION AND TARGET
USERS WITHOUT DIRECTLY
USING WINDOWS INTERFACE.*

*ACCESSIBILITY
ROUTINE INTEGRATION
FEEDBACKS
SUPPORT SYSTEM*



_CtrlHub+ UI System

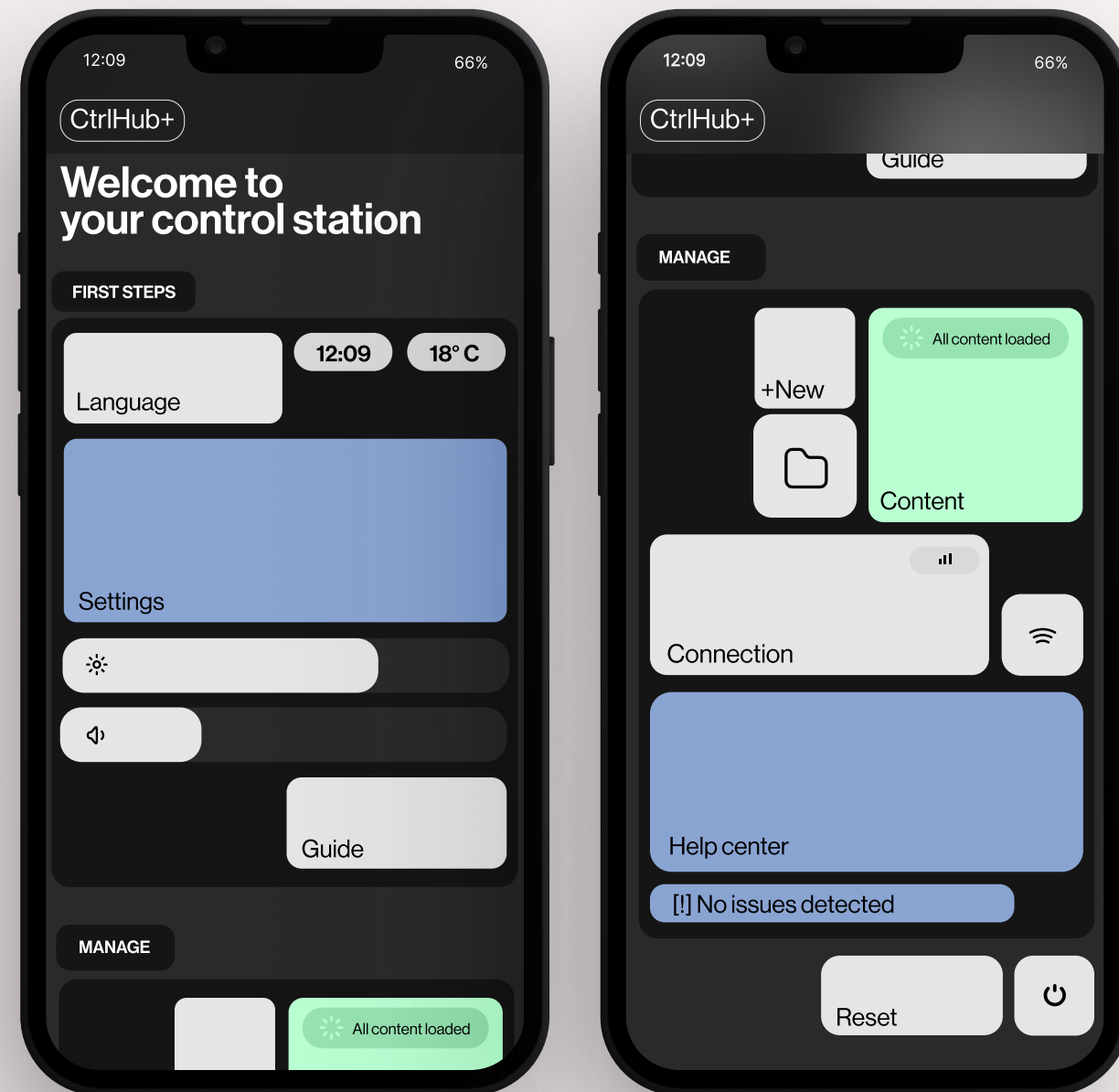
_CtrlHub+ is a user interface software developed for e-case, designed to be accessible to all members of institutional staff, regardless of age or knowledge background.

_With its intuitive interaction and a clear, easily understandable UI, CtrlHub+ empowers users to address system issues, access general settings, and effortlessly change and modify content for various types of exhibitions.

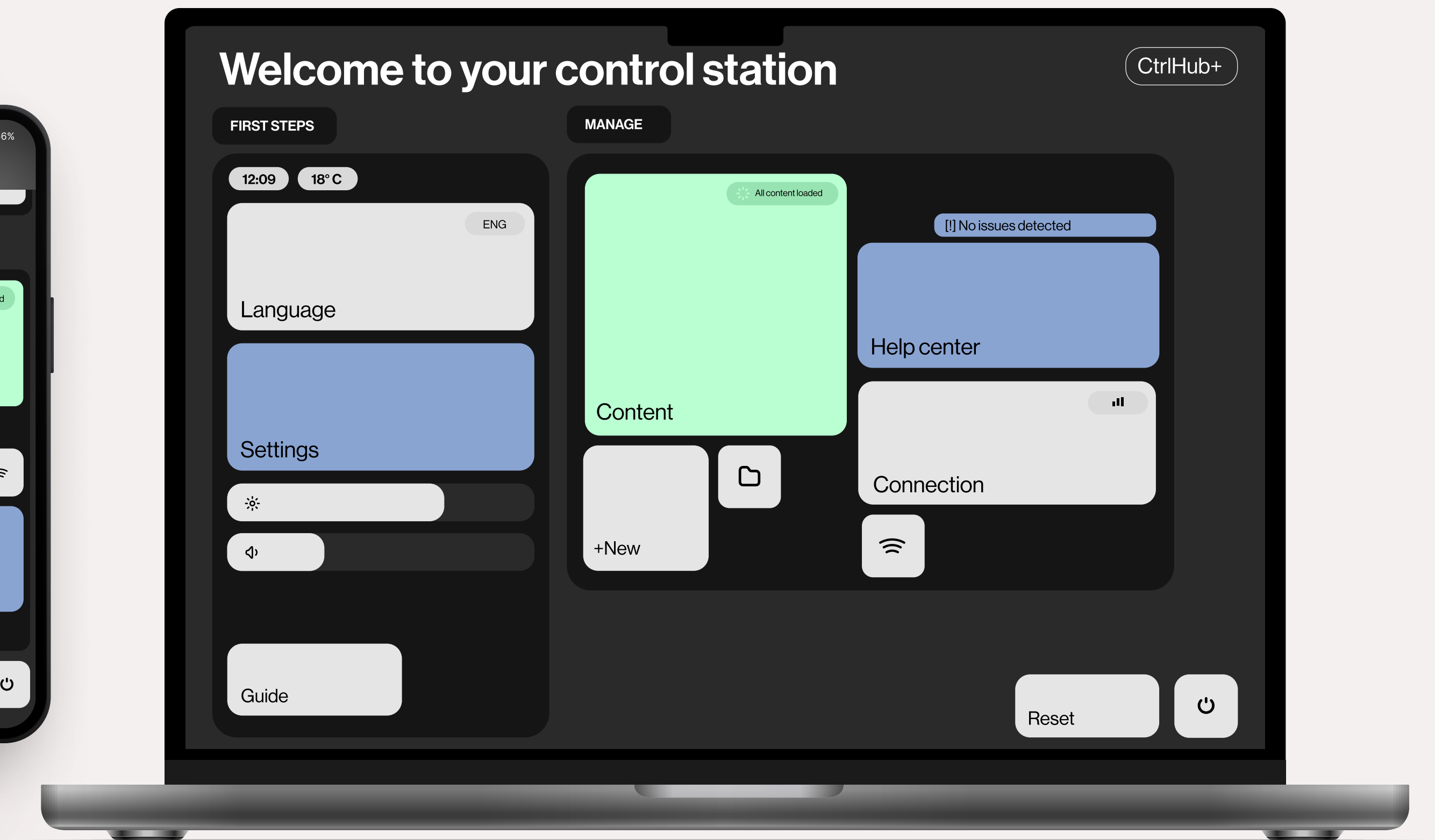
_Tailored for e-case, CtrlHub+ is also available as a mobile and desktop application, facilitating remote access.

*_HIGH CONTRAST (LEVEL AAA WCAG)
_TEXT SCALE AND EASILY READABLE FONT
_COLORS TO PREVENT STRESS ON THE EYES*

MOBILE

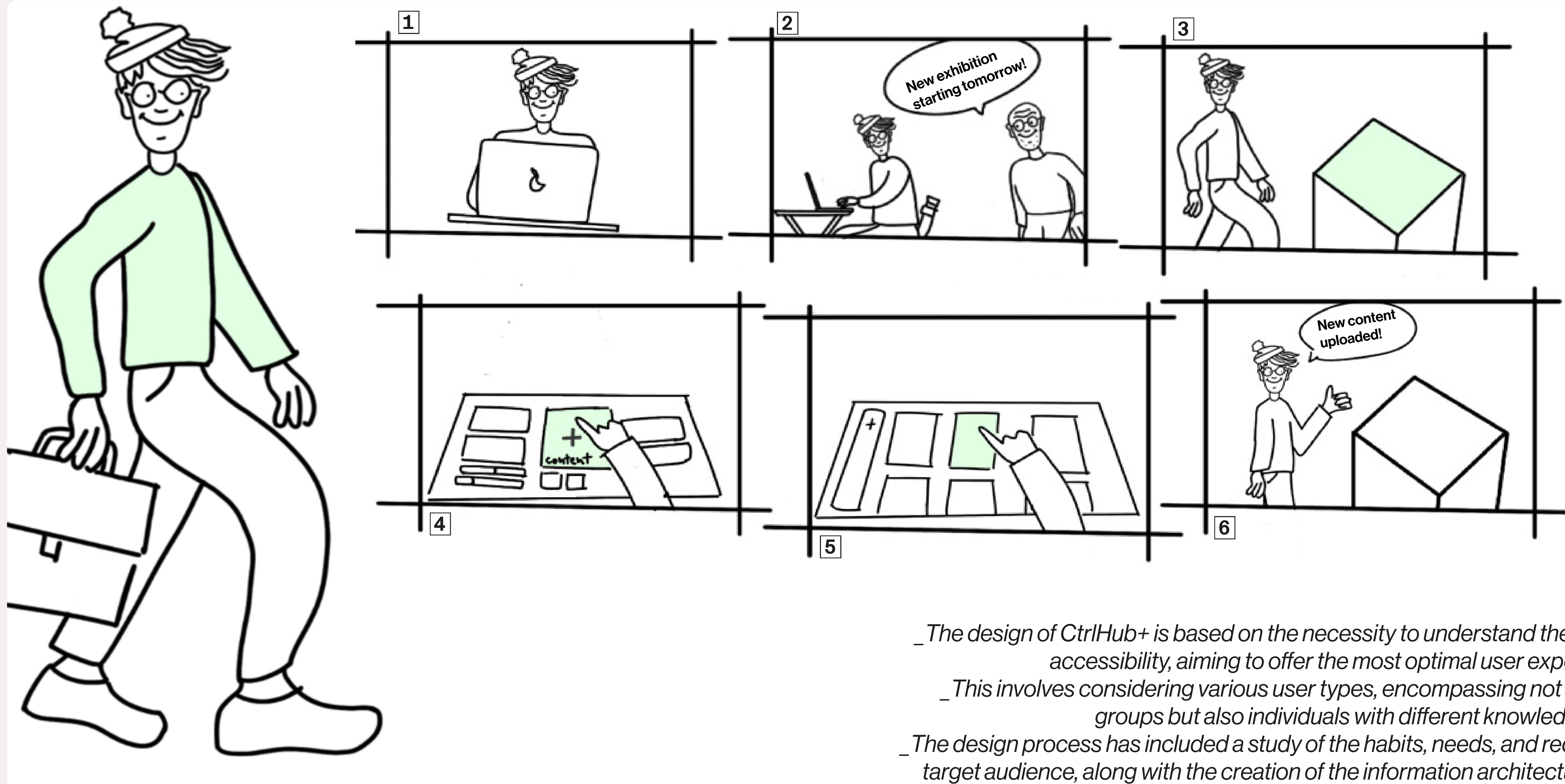


DESKTOP



_CtrlHub+

_RECOGNIZABLE AND UNDERSTANDABLE DESIGN SYSTEM THOUGHT FOR EVERYONE



- _The design of CtrlHub+ is based on the necessity to understand the fundamentals of accessibility, aiming to offer the most optimal user experience possible.*
- _This involves considering various user types, encompassing not only different age groups but also individuals with different knowledge backgrounds.*
- _The design process has included a study of the habits, needs, and requirements of our target audience, along with the creation of the information architecture of the system.*

_Aurora

05_

aurora

PROJECT TYPE

Hackathon: HACK the NECTSCamp

TYPE

_Group project

MEMBERS

_Emanuele Andaloro _Martina Braidotti _Alberto Eusebio _Matteo Lombardi _Marcello Martini

AT

_Politecnico di Milano [NECSTLab]

PARTNER

_Bosch

DURATION

_48 hours

DATES

_18-19/11/2023 _developing

SOFTWARE

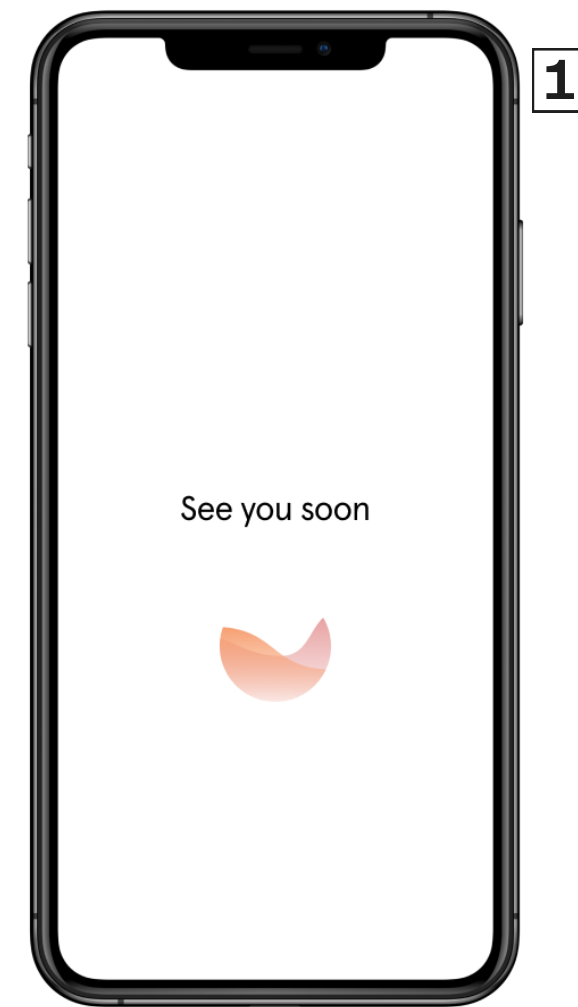
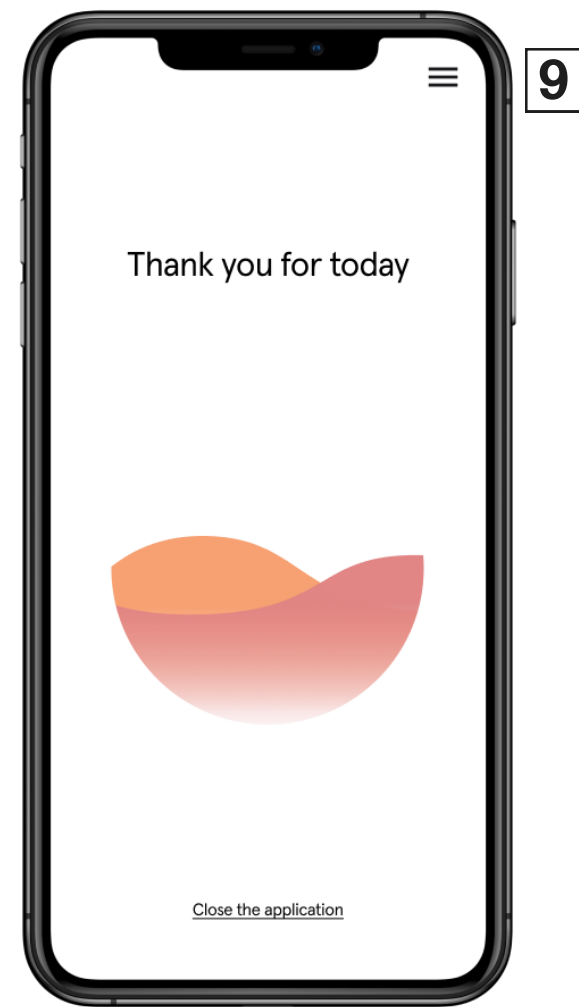
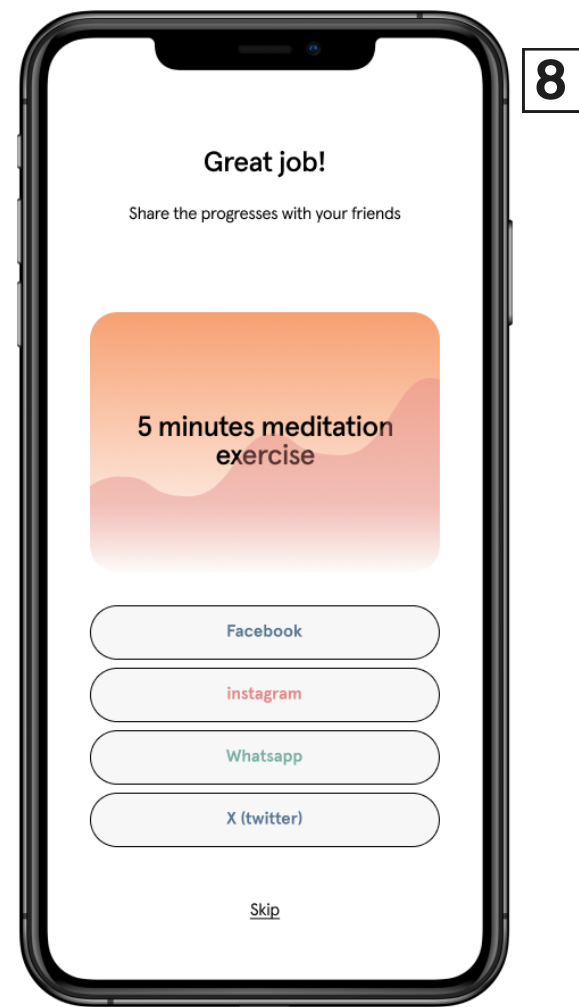
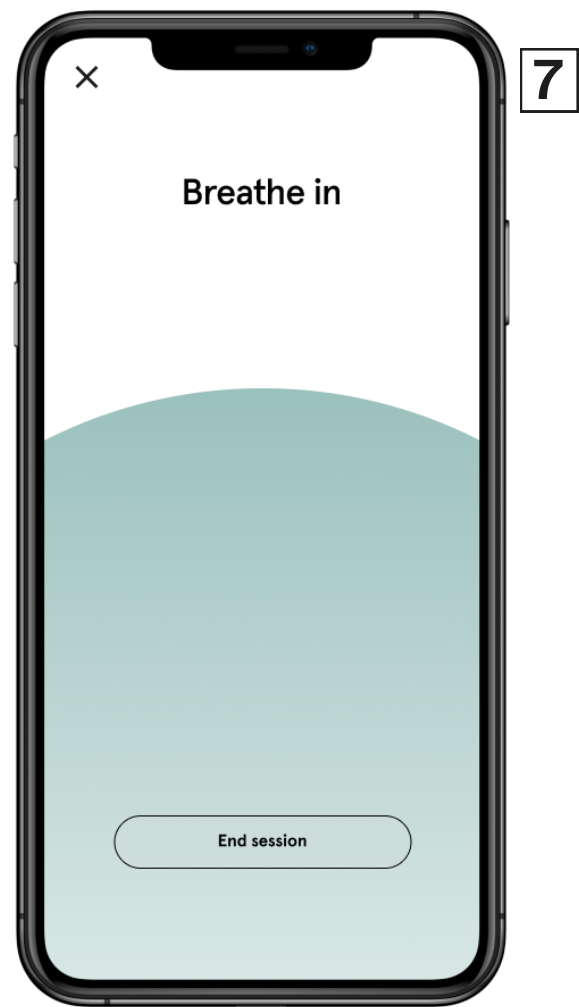
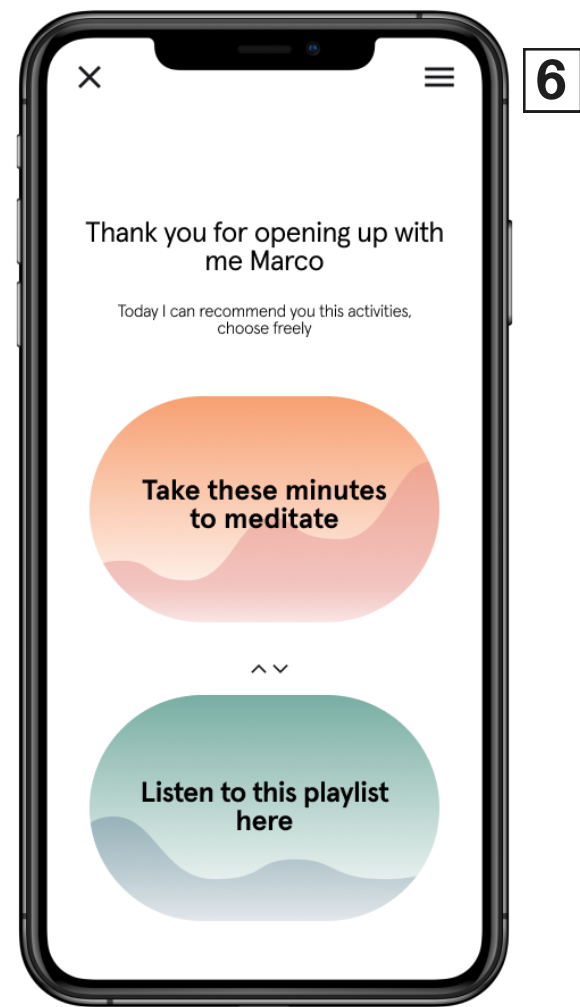
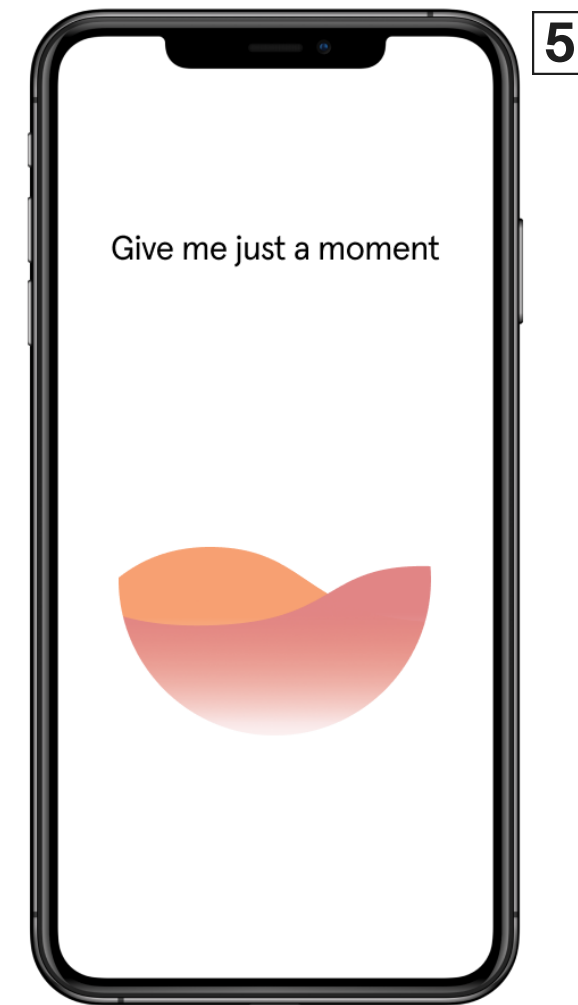
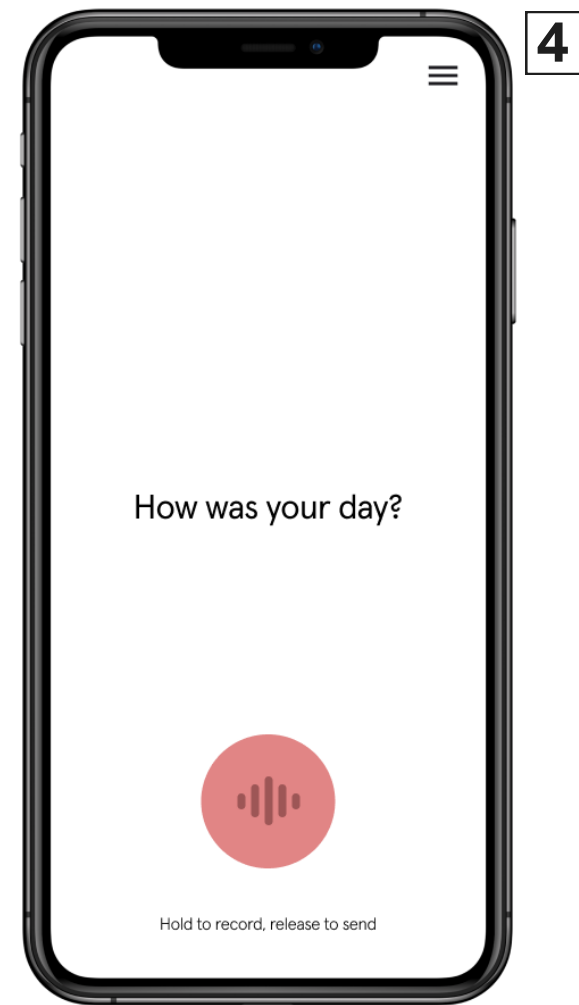
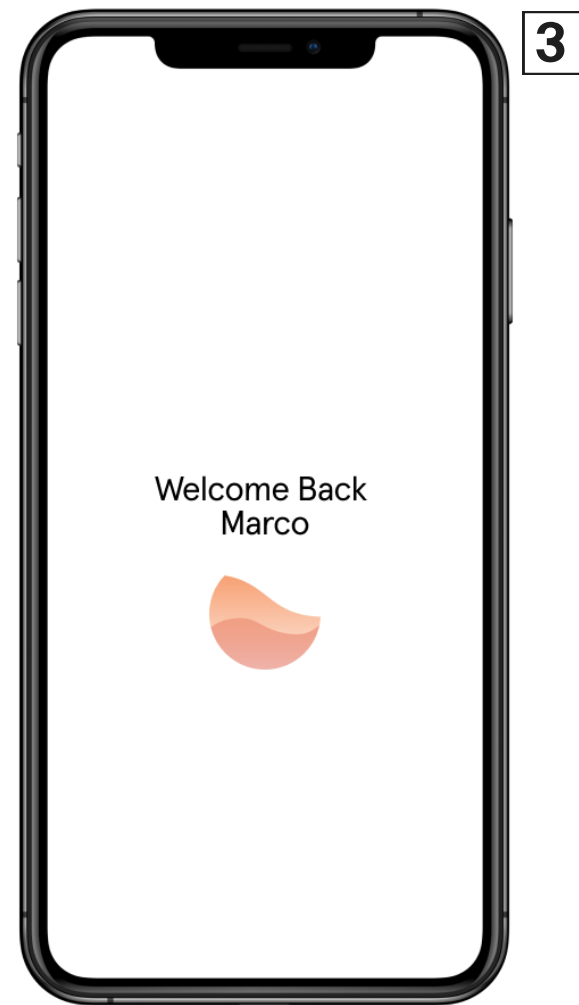
(Figma) (Illustrator)

SKILLS

(Research) (Development) (UX Design) (UI Design)
(Graphics) (Digital prototyping) (AI) (Data visualization)

Aurora

05



*AURORA IS AN
EMPATHETIC AND
PERSONALIZED AI
THAT EVOLVES WITH
THE USER;
EMBEDDED IN AN
APPLICATION*

_BRIEF

**_TO CONVERT RAW
DATA INTO VALUABLE
INSIGHTS ON
WELLBEING AND
WELLNESS.**

**_BY UTILIZING SEMANTIC
COUPLING
TECHNIQUES, TO
TRANSFORM DATA INTO
ACTIONABLE
INFORMATION FOR
INDIVIDUALS TO MAKE
INFORMED DECISIONS
ABOUT THEIR HEALTH.**

our goal_

_Awareness of mental health is increasing among individuals, who are increasingly turning to professionals.

_The goal is to develop an application for monitoring and tracking the user's mental wellbeing, which embeds AI, representing someone to confide in for any user interested in their mental wellbeing.

_This tool can be used to effectively manage therapy sessions for optimizing the time and the efficacy of the treatment.

Aurora

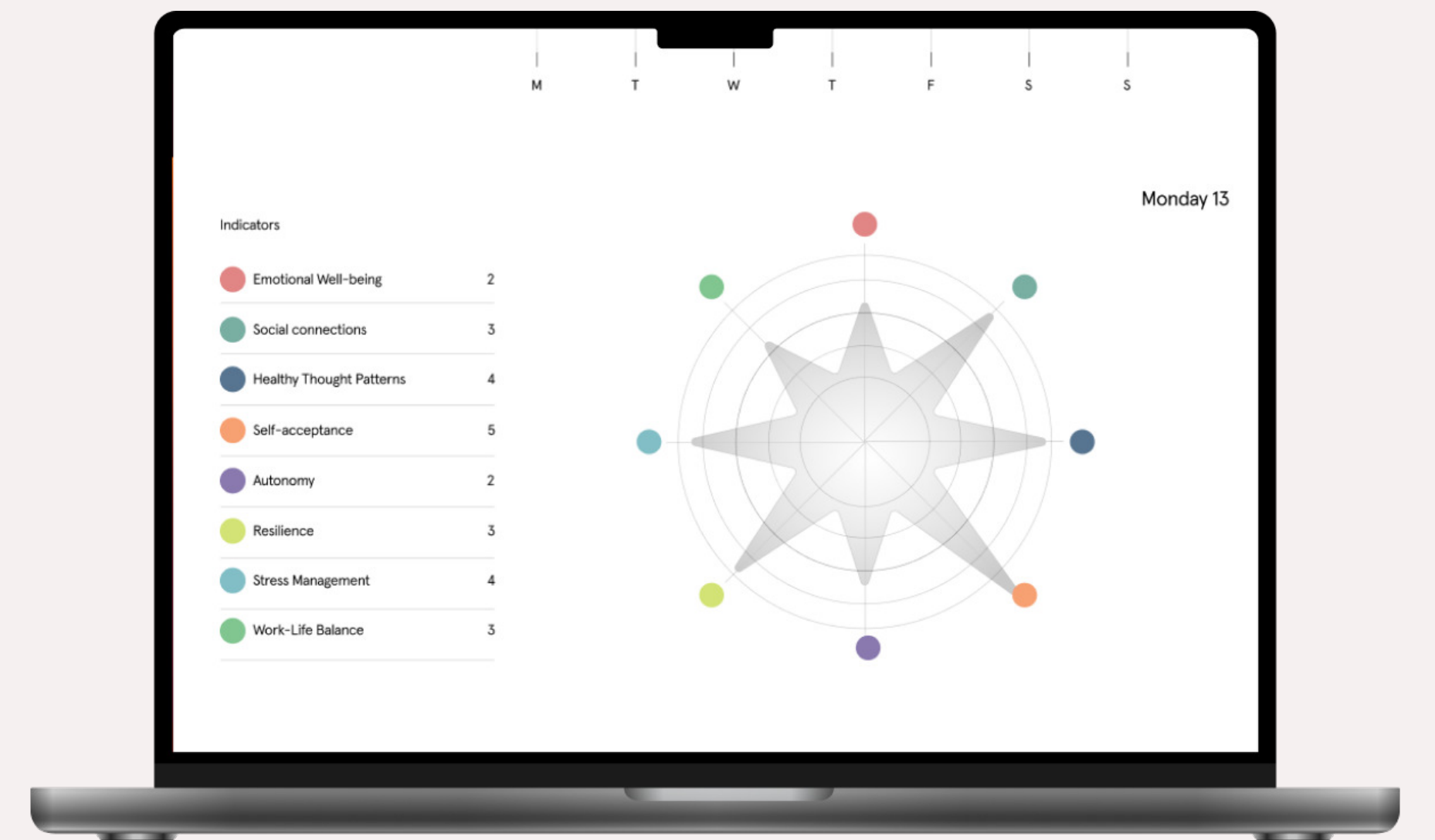
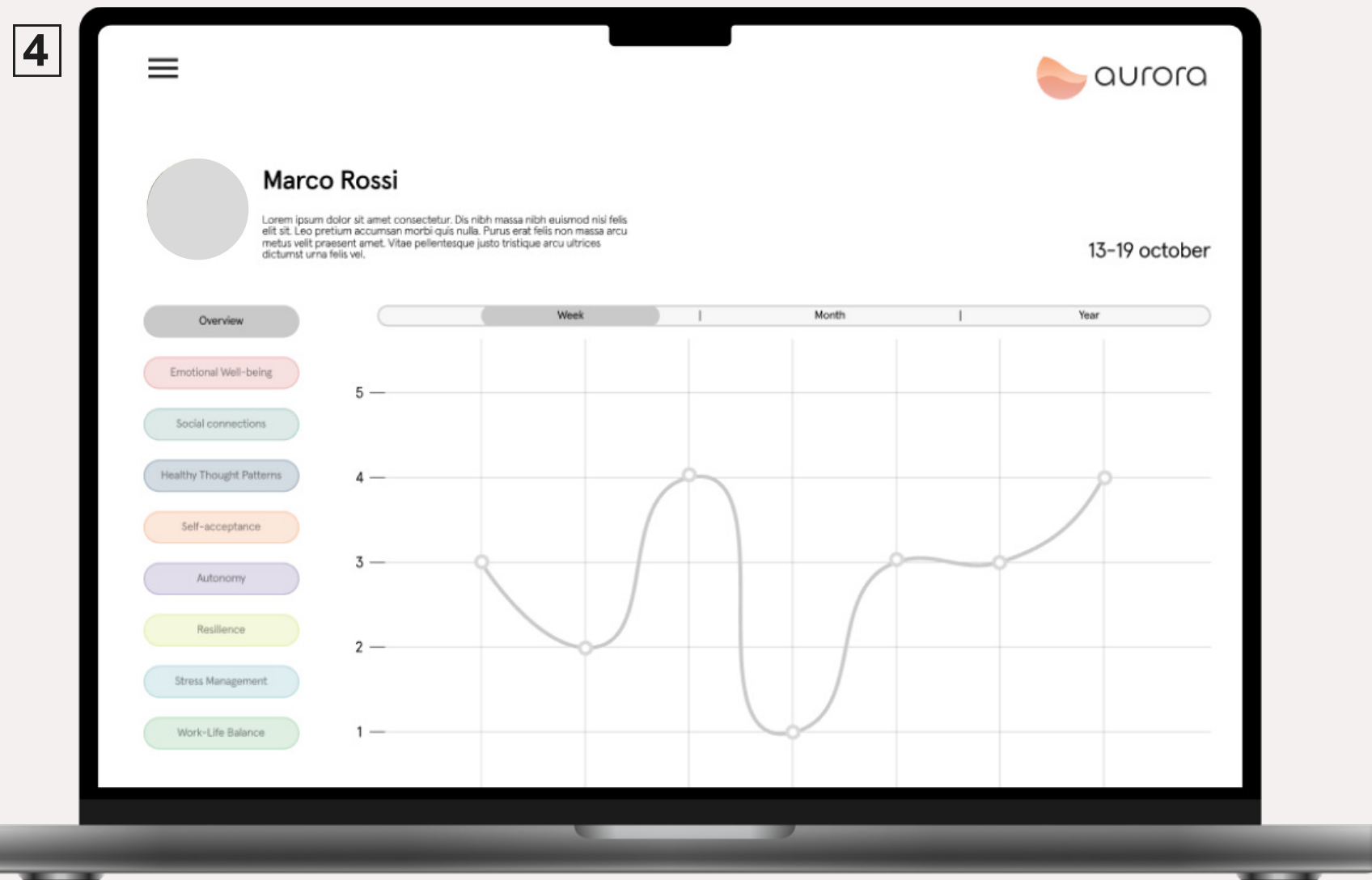
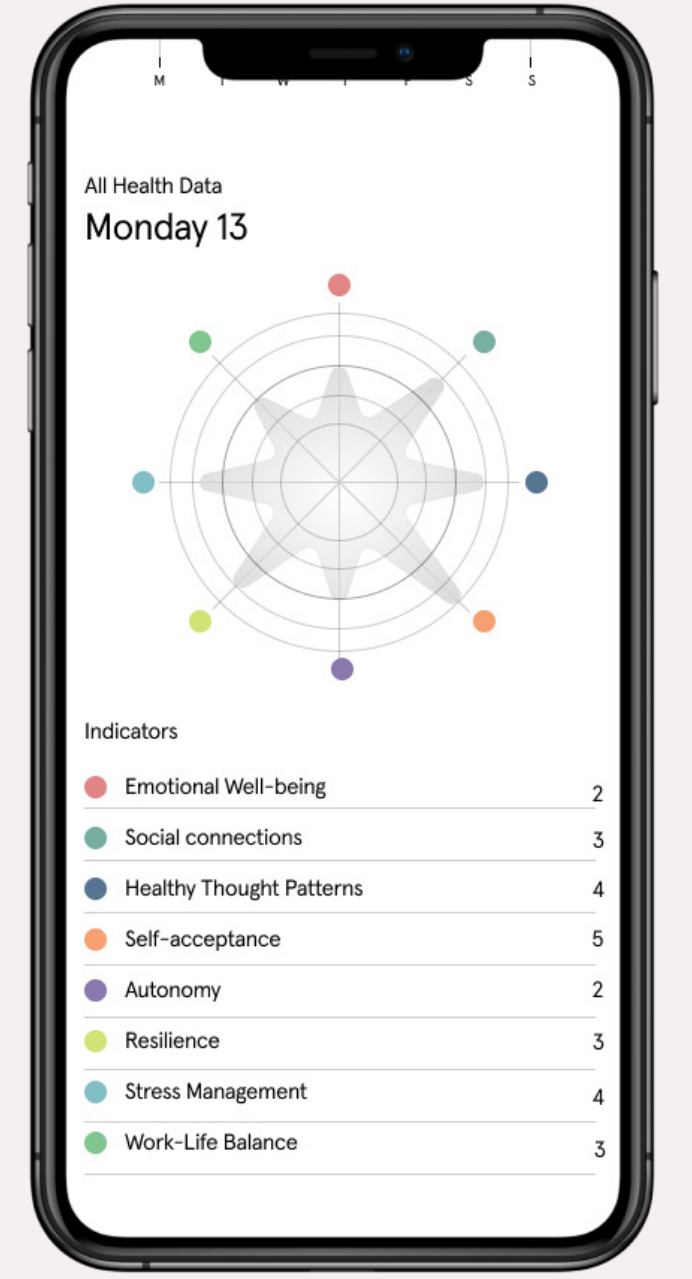
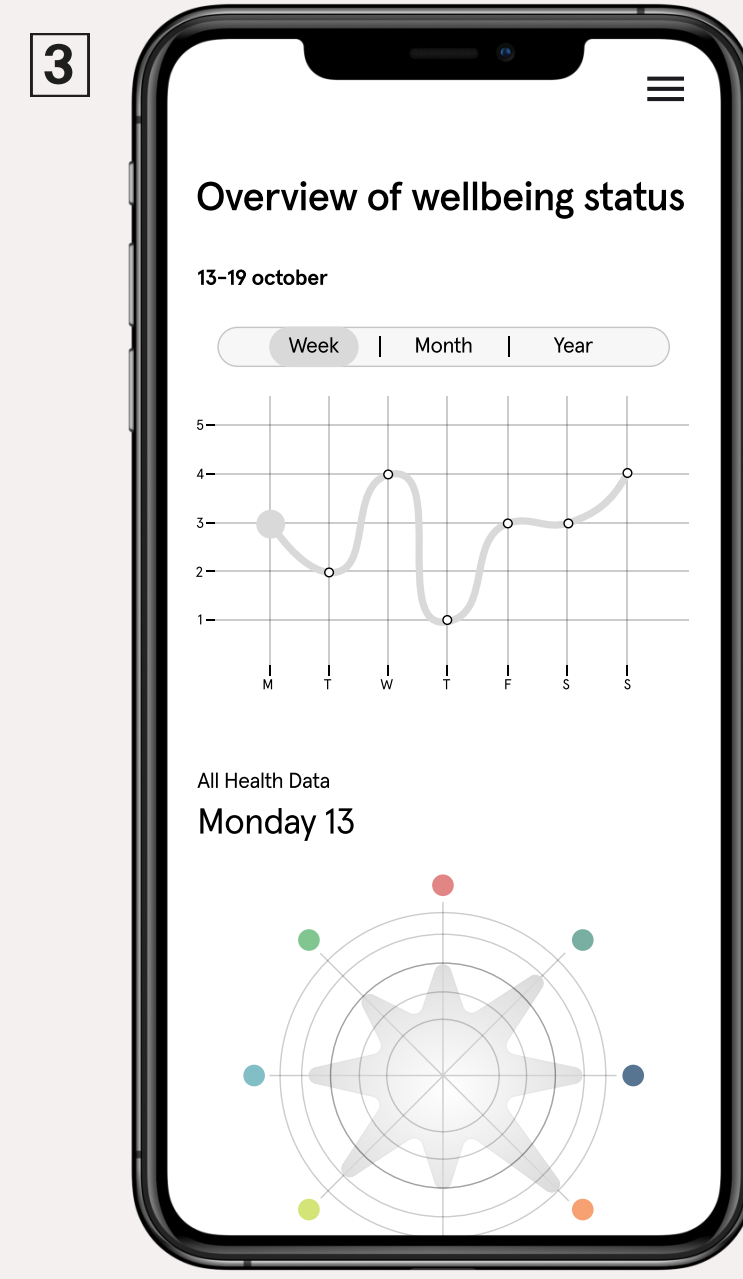
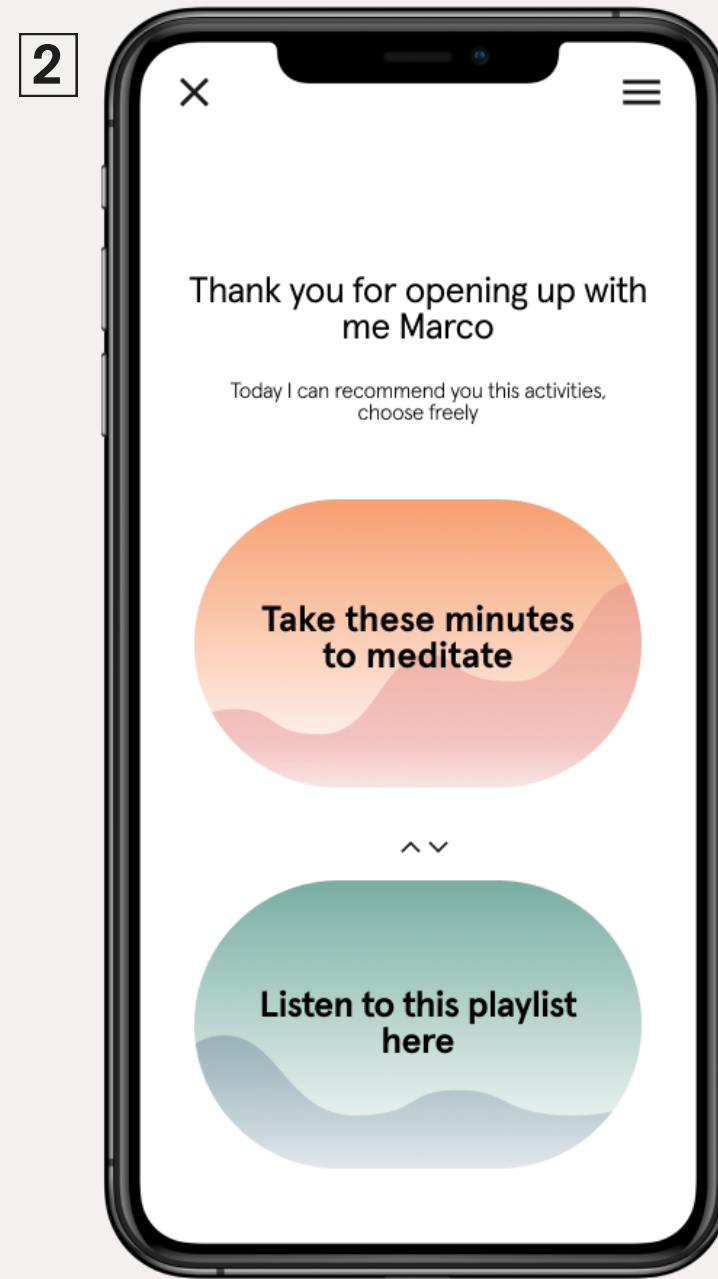
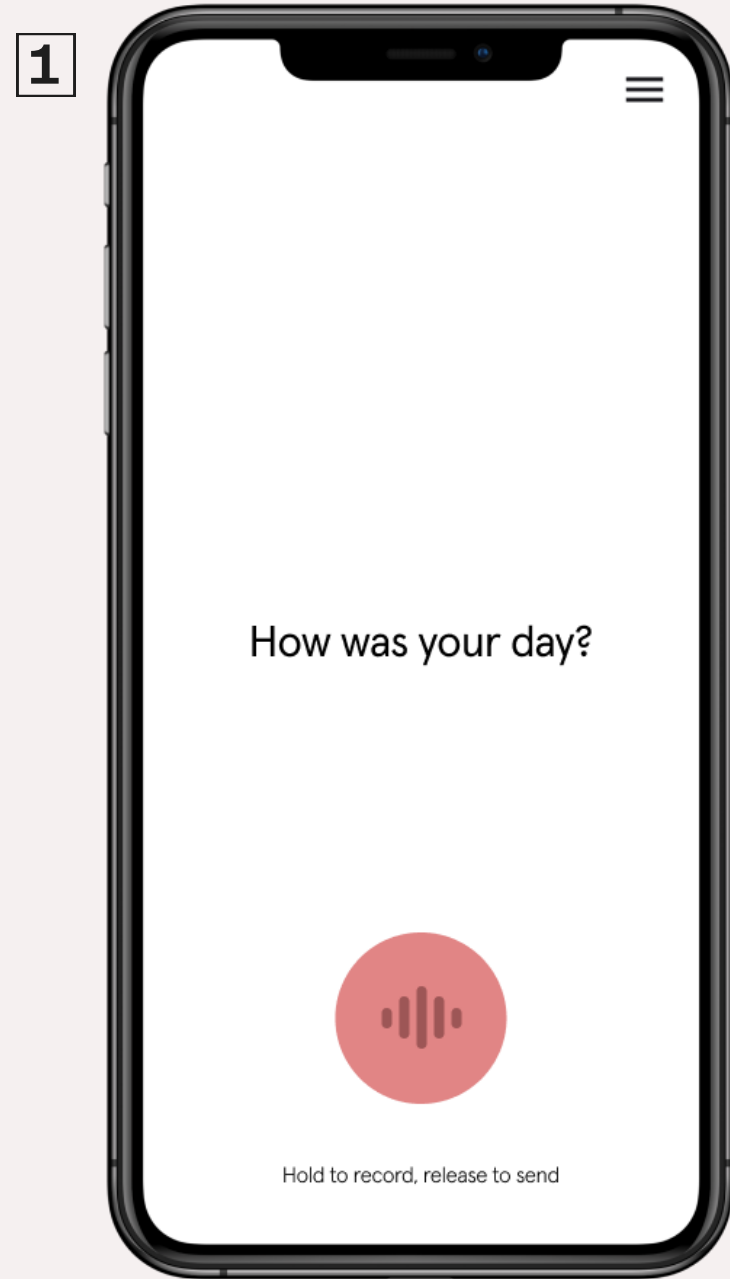
is

[1]
_Always someone to talk to

[2]
_A moment for yourself in your everyday life

[3]
_A psychological-wellbeing tracking system

[4]
_A tool for the psychologist to make your psychological sittings more efficient



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