



**stella**  
**— grotti**

**Interactive —**  
**Digital Designer**

**my —  
works**

**Interactive —  
Digital Designer**

PROJETS



RECHERCHE 

MENU 

# Foncière, développeur et promoteur, Icade est opérateur immobilier intégré

→ FONCIÈRE TERTIAIRE

→ FONCIÈRE SANTÉ

→ ICADE PROMOTION

# ICADE

## Website

Icade is one of the main leaders in the world for real estate building. The website redesign, from the user experience concept to the development, took about one year due to the wide scale of the project. During this time I

collaborated with the art director to create some of the desktop webpages and the entire tablet and mobile version of the website. The whole redesign of the website is centered on the enhancement of the company identity, and it's

based on the shapes and colour that are present in the logo, with variations in transparency and colours overlapping. It has been one of my first projects in the company where I am currently and it allowed me to explore and manage all the complexities of the responsive design.

**Client :**

Icade

**My Tasks :**

UI Design for tablet and mobile

**Platforms :**

Tablet, Mobile

**Link :**

[icade.fr/en/](https://icade.fr/en/)



⋮ PROJETS



Talents

**Une culture pour inspirer la  
société de demain**

**Une carrière conçue autour de vous**

#PASTINTHEFUTURE

# LATTEXPPLUS FESTIVAL

FIRENZE 14.15.16 JULY 2017

GET TICKET

SCROLL DOWN



# LATTEXPLUS

## Website

LattexPlus is one of the biggest clubbing projects in Florence (Italy). They wanted to create the website of the first edition of their electronic music festival. They wanted something innovative and interactive: the music as a central element, and a glitchy feel to the overall look.

**Client :**

Lattex Plus

**My Tasks :**

UX, UI Design for desktop and mobile

I was the UI Designer and I was given full creative freedom over the layout and the animations. Together with the developers, we came up with the idea of having an audioreactive website: by clicking on the artist's portrait in the Festival's line-up, their most famous track started playing, and the site background reacted to its beat.

**Platforms :**

Desktop, Mobile

**Awards :**

Website of the day on CSS Design Awards

I did extensive research and came up with an interface focused on animation. I took care of this project from start to finish, working closely with the UX designer for the best usability and reviewing the User Interface with the Art Director. I had great fun in developing it and the client was very happy with the result.

**Link :**

[festival2017.lattexplus.com/](https://festival2017.lattexplus.com/)

FRIDAY 14TH JULY PARCO DI VILLA SOLARIA OPENING H: 19:00		SATURDAY 15TH JULY PARCO DI VILLA SOLARIA OPENING H: 14:00		SUNDAY 16TH JULY SPIAGGIA SULL' ARNO OPENING H: 18:00	
Main stage	Second stage	Main stage	Second stage	Main stage	
PONZ 19:00 - 20:00		BAKERBOY 14:00 - 16:00		BAKERBOY 18:00 - 20:00	
HERVA 20:00 - 21:30	ANDREA MI 20:00 - 21:30	DI FUNKULO 15:00 - 17:00		AWESOME TAPES FROM AFRICA 20:00 - 22:00	
ACTRESS LIVE 21:30 - 22:30	FRICAT LIVE SET 21:30 - 23:00	FRANCESCO BIGAGLI 17:00 - 18:30		MIRKO CASALINI 22:00 - 00:00	
HUNE 22:30 - 00:30		VIRGO FOUR LIVE 18:00 - 19:00			
	TEO NADDI B2B PUMPY FLEX 23:00 - 01:00	JEREMY UNDERGROUND 19:00 - 21:30			
OCTAVE ONE LIVE 00:30 - 02:00		FAT COSMOE LIVE 18:30 - 19:30			
		MATTEO BRUNO 19:30 - 21:00			
		THE GROOVE 21:00 - 23:00			
		ELLEN ALLIEN 21:30 - 00:00			
		ANSWER CODE REQUEST 00:00 - 02:00			

PLAY

### ACTRESS

NINJA TUNE / LONDON

Actress Born in Wolverhampton, UK, Actress, aka Darren J. Cunningham, has in the last 5 years of running the Werkdiscs label set himself apart as one of the hottest A&R scouts within his field, having discovered and released some of the most widely talked about artists of the emerging bass generation, namely Disrupt, Zomby, Lukid and Starkey.

PLAY

### ANSWER CODE REQUEST

OSTGUT TON / BERLIN

After spending his youth in the same small town near Berlin as techno greats Marcel Detmann and Marcel Fegler, Answer Code Request discovered the art of DJing and producing. His first EP combined Berlin's techno heritage with Detroit melancholia, the heyday of the UK's 'artificial intelligence', and the rhythmic innovations of the most current bass music, resulting with an original fresh

PAUSE

### ACTRESS

NINJA TUNE / LONDON

Actress Born in Wolverhampton, UK, Actress, aka Darren J. Cunningham, has in the last 5 years of running the Werkdiscs label set himself apart as one of the hottest A&R scouts within his field, having discovered and released some of the most widely talked about artists of the emerging bass generation, namely Disrupt, Zomby, Lukid and Starkey.

ANSWER CODE REQUEST

PLAY

### ELLEN ALLIEN

BPITCH CONTROL / BERLIN

Ellen Allien is shaping, supporting, stimulating, forming and foremost moving to the electronic music universe. She is famous for her eclectic DJ set's, where she combines perfectly a wide range of styles. She inhaled all her encounters with the electronic music culture deeply and carved her very own space while creating a one-off artistic universe.

### HERVA

PLANET MU / FLORENCE

Herva is the artist name of Herve Atsé Corti. Born in 1991, he has been surrounded by music from the beginning thanks to his family.

# MAZELITH

UI Design

M A Z E



L I T H

# MAZELITH

## AR Game & Website

Together with the UX Designer, we wrote a simple concept for an AR experiment that Monogrid wanted to develop into a mobile game. After a thorough research for the most suitable animations and interactions,

we defined the story, the main themes and the key graphic elements, as well as the general game experience. Then I took care of the overall Art Direction, working closely with the developers and the 3D modeler to create an engaging

User Interface for the app. I designed the website for the game launch, which included interactive elements, inviting the participant to ultimately play the game.

**Client :**

Monogrid srl

**My Tasks :**

UI Design for  
game's website  
Game UI

**Platforms :**

Desktop, Mobile  
Apple App Store and  
Google Play Store

**Awards :**

Nominee at  
IMGA -International  
Mobile Gaming Awards

**Link :**

[mazelith.mono-grid.com/](http://mazelith.mono-grid.com/)

ARE YOU THE ONE  
WHO WILL BRING **LIGHT** BACK

START

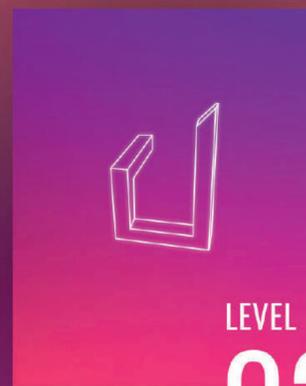
SELECT A LEVEL



MAZELITH



LEVEL  
01



LEVEL

02



LEVEL  
03

Made by MONOGRID



MAZELITH



At first it was darkness, a night without ending that made us blind.

The blindness of the eyes quickly spread to the hearts, our hopes fading as feeble candles dimming in the distance. The darkness made brothers turn against brothers, violence spiraling humanity into

Made by MONOGRID

# GOMORRA SPOILER KILLERS

UI Design



# GOMORRA SPOILER KILLERS

## Website

Ever wanted to send a warning to your friends who may be spoiling your favourite series? This was the idea behind Spoiler Killers: the protagonists of the thriller series Gomorrah were filmed in short clips, in which they were making content-specific

warnings - the website design focuses on helping the viewer select their favorite character who speaks to their favorite series. It was a complex project, as we had to deal with a lot of videos and to create step-by-step

workflows for the UX. The result was a success. I designed the User Interface for the desktop version and worked with the design team for the overall layout.

**Client :**

Publicis Italia  
Sky Italia

**My Tasks :**

UI Design  
for desktop

**Platforms :**

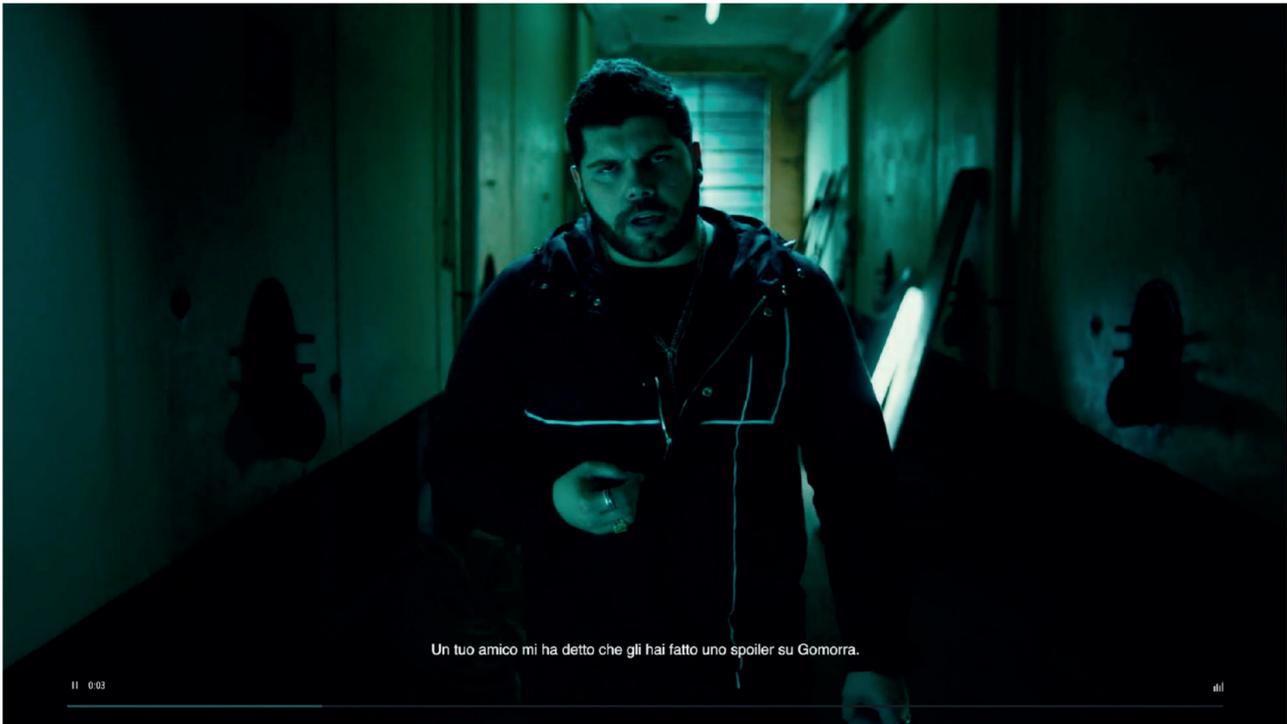
Desktop, Mobile

**Awards :**

Website of the day on  
CSS Design Awards

**Link :**

[spoiler-killer.com/](https://spoiler-killer.com/)



# DEVX EXPERIMENTS



Digital Design Days 2017



# DEVX EXPERIMENTS

## Website

In occasion of the Digital Design Days 2017, Monogrid wanted to showcase all the WebGL experiments from developers all over the world.

**Client :**

Monogrid srl

**My Tasks :**

UX Design for the website  
UI for “A pixel adventure”

Together with design team I started working to define the key elements for the theme that could serve as a collector. Also I took care of one of the experiments named “A pixel adventure” developed by Neri Barnini.

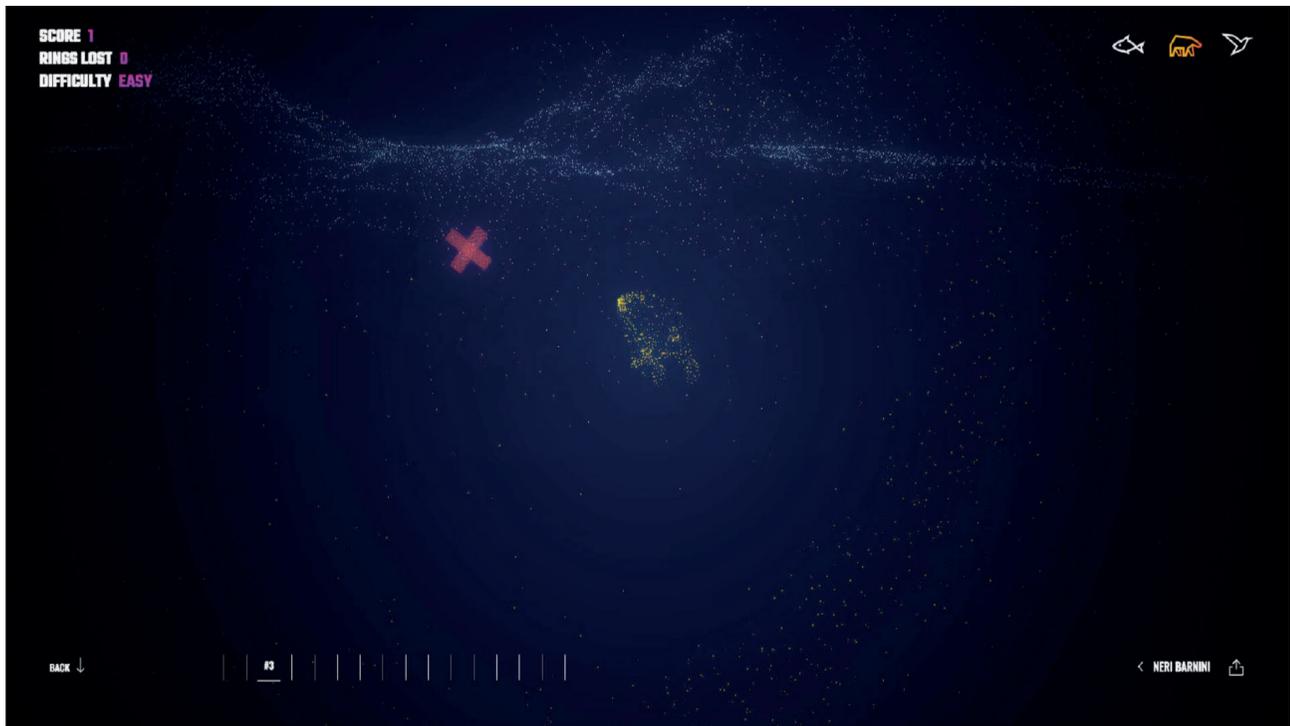
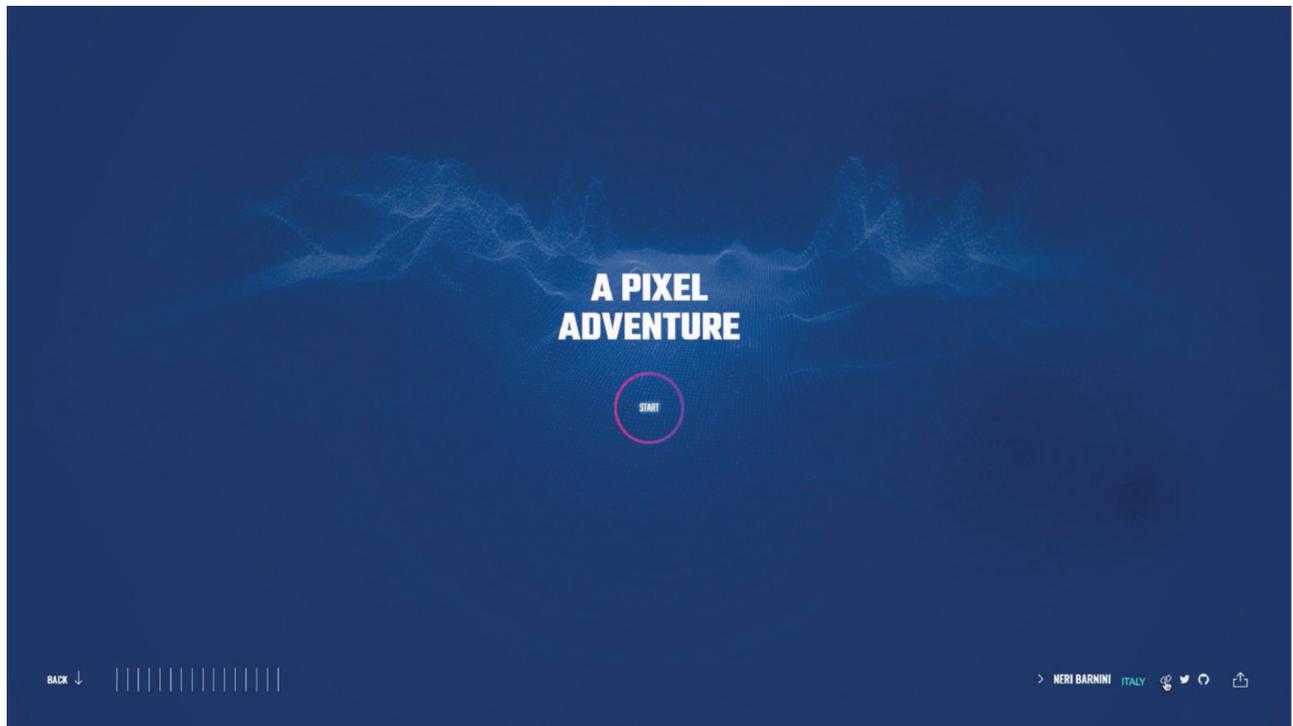
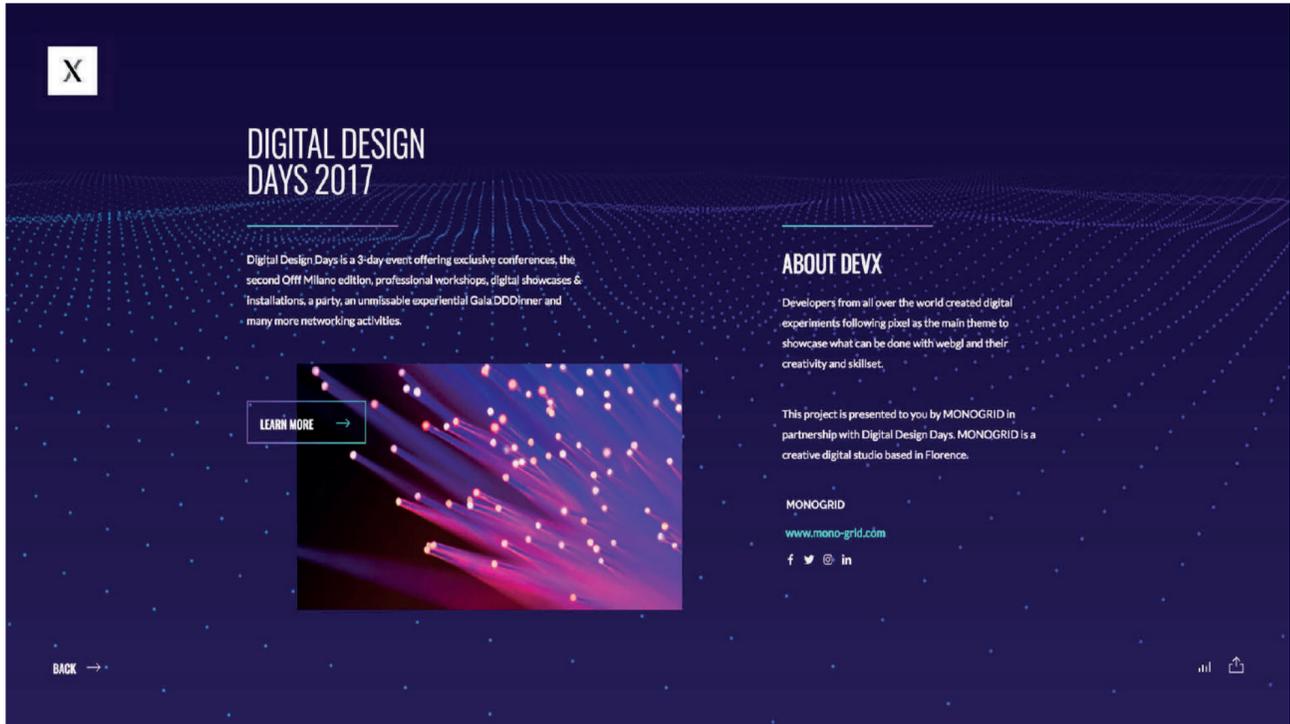
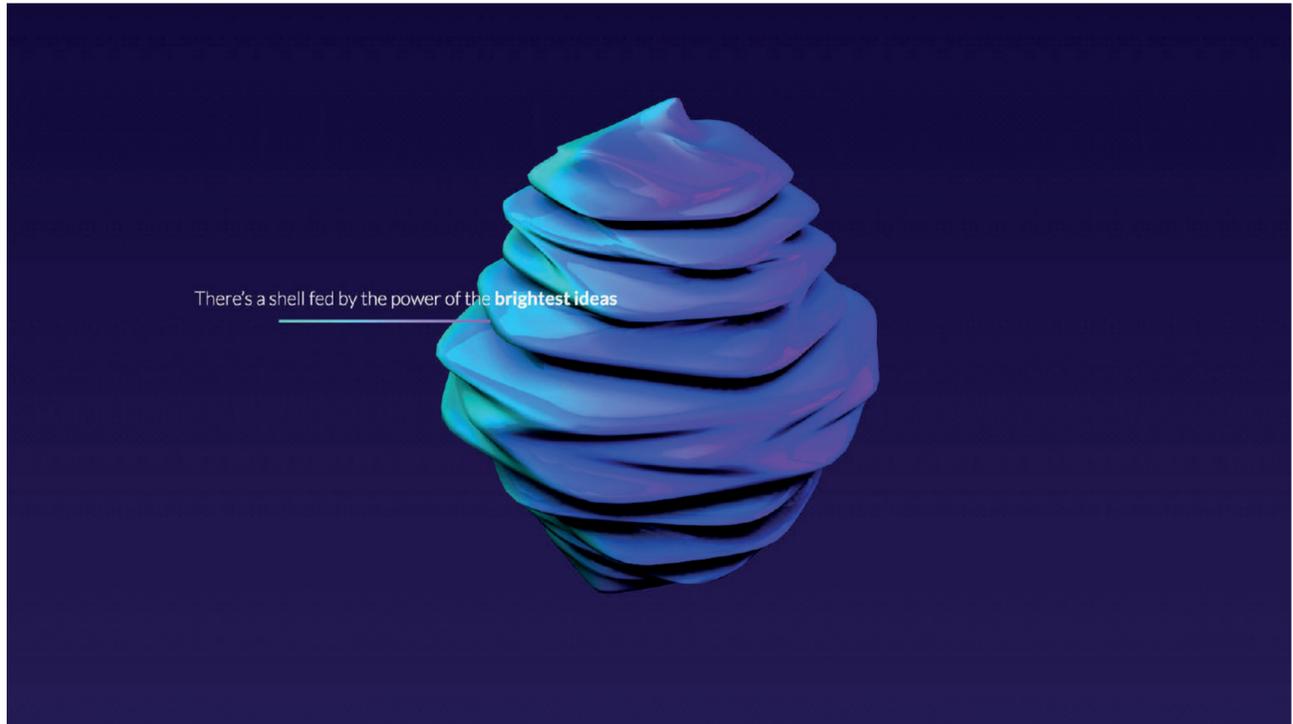
**Platforms :**

Desktop, Mobile

**Awards :**

Website of the day on  
CSS Design Awards  
FWA

For Neri’s experiment I chose an interface that was based on “the pixel” - the main theme of the festival and of the experiments. and we made sure that the whole website had a consistent appeal.



FB. INST.

**G I V E**

**M E**

**G I F**

GET YOUR CUSTOM  
GIFBOOTH ▶

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ENTER YOUR  
CODE ▶

# GIVEMEGIF

## Website & Installation

The concept for Givemegif is a gif-generating booth. It started off as an internal project: a website capable of showcasing its potential to the clients. Initially I was in charge of the research for the idea, the naming

and the general look of the project. Then, as it was being developed on the technical side, I took over the whole art direction: I designed the UI for both the website and the physical installation. I defined the animations, the elements distribution

and how they all worked together, both online and inside/outside the booth. The concept was eventually adapted for an installation for Mulino Bianco 2018.

**Client :**

Monogrid srl

**My Tasks :**

UX, UI Design for desktop and mobile

UX, UI Design for the installation

**Platforms :**

Desktop, Mobile, Installation

**Link :**

[givemegif.com/](http://givemegif.com/)

GIVE  
ME  
GIF

— ABOUT —

GET YOUR CUSTOM  
GIFBOOTH ▶

— RENT —

ENTER YOUR CODE  
AND GET YOUR GIF ▶

GIVE  
ME  
GIF

Do you want to make your public or private event special? That's what this gif booth is made for! The machine is fully customizable with your own brand identity from the external design to the Gifs themselves. Have a look at the gifs below. Rent your gif booth now!



— ABOUT —

— RENT —

GIVE  
ME  
GIF

ENTER YOUR CODE

If you already did GIF Booth experience,  
you can enter the code that you got here

— ABOUT —

— RENT —

GIVE  
ME  
GIF

Do you want to rent our gif booth?  
Write us now for more informations.

CONTACT US

hello@mono-grid.com  
+39 055 0692898



— ABOUT —

— RENT —

N° 0  
/ 2018

**MAGAZINE** OMA  
**ASSOCIAZIONE  
OSSERVATORIO  
DEI MESTIERI  
D'ARTE**

Anno 12/2017 di "Oma" periodico della Fondazione CR Firenze - Spedizione in PT Target Creative - Reg. Trib. Fi. n° 5728 del 3/06/09 Direttore Responsabile: Mario Pflur Labole



**OMA MAGAZINE**  
Design

# OMA MAGAZINE

## Cover magazine

IED Institute in partnership with OMA (an association promoting the activity of arts and crafts in Florence) asked us to design a new cover for the OMA magazine.

**Format :**

Magazine Cover  
(21 x 29,7 cm)

**My Tasks :**

Artwork Design

**Client :**

OMA Editorial department

They wanted something that focused both on the artisans and their works. They gave us some keywords and we had to respect the OMA's magazine visual identity guidelines.

My inspiration came from the gestures (anche se non capisco perchè usi la parola gestures) and the artisans' tools. I wanted to echo the Memphis group's graphics and the Bauhaus movement but with a more contemporary approach.

# about me —

Interactive —  
Digital Designer

# STELLA GROTTI

Interactive & Digital Designer

I'm a digital and interactive designer and I've worked at Monogrid, a digital agency based in Florence, for the last two years, and now I'm working for Octave Octave (Paris).

I've started my career as junior graphic designer and I progressed into a User Interface designer.

## Preferred software :

Adobe Photoshop      Adobe After Effects  
Adobe Illustrator      Sketch App  
Adobe Indesign      Principle  
Adobe Premiere

Initially I was in charge of the research and development for the projects' idea, always coordinating with the other members of the creative department. As I became a UI Designer, I started working more closely with the Art Director and the UX Designer. In these years I've learned to merge the usability with the visual pleasantness in all layouts I worked on.

## My Skills :

UX and UI Design Layout  
2d simple animations

## Contacts :

Mail: [stellagrottistudio@gmail.com](mailto:stellagrottistudio@gmail.com)  
Phone: + 33 7 66 83 37 84

I've also learned to compose and structure the layouts by imagining the animations that the interface would have, and focusing on the UI elements and the interactions that the user would have available, in order to create an engaging and flawless experience. Because animation becomes more essential to my design process, I keep studying tools and software for motion.

**Thank  
you —**

**Interactive —  
Digital Designer**