



Hello, I'm Sara.

I'M A DESIGNER BASED IN BERLIN.

I graduated as Graphic Designer in 2015 in the "Accademia d'Arte e Design Cappiello", Florence, Italy and studied UI/UX Design with "CareerFoundry" June–November 2022. I am a designer with experience within all aspects of visual design – from concept to creative execution. I worked for companies big and small, in sectors from finance to education, medical, food to technology. Here are a few examples from my latest works.

KAUST UNIVERSITY BROCHURE

TOOLS: PHOTOSHOP, ILLUSTRATOR, INDESIGN





OSUN INVESTMENT GUIDE

TOOLS:
PHOTOSHOP, ILLUSTRATOR, INDESIGN

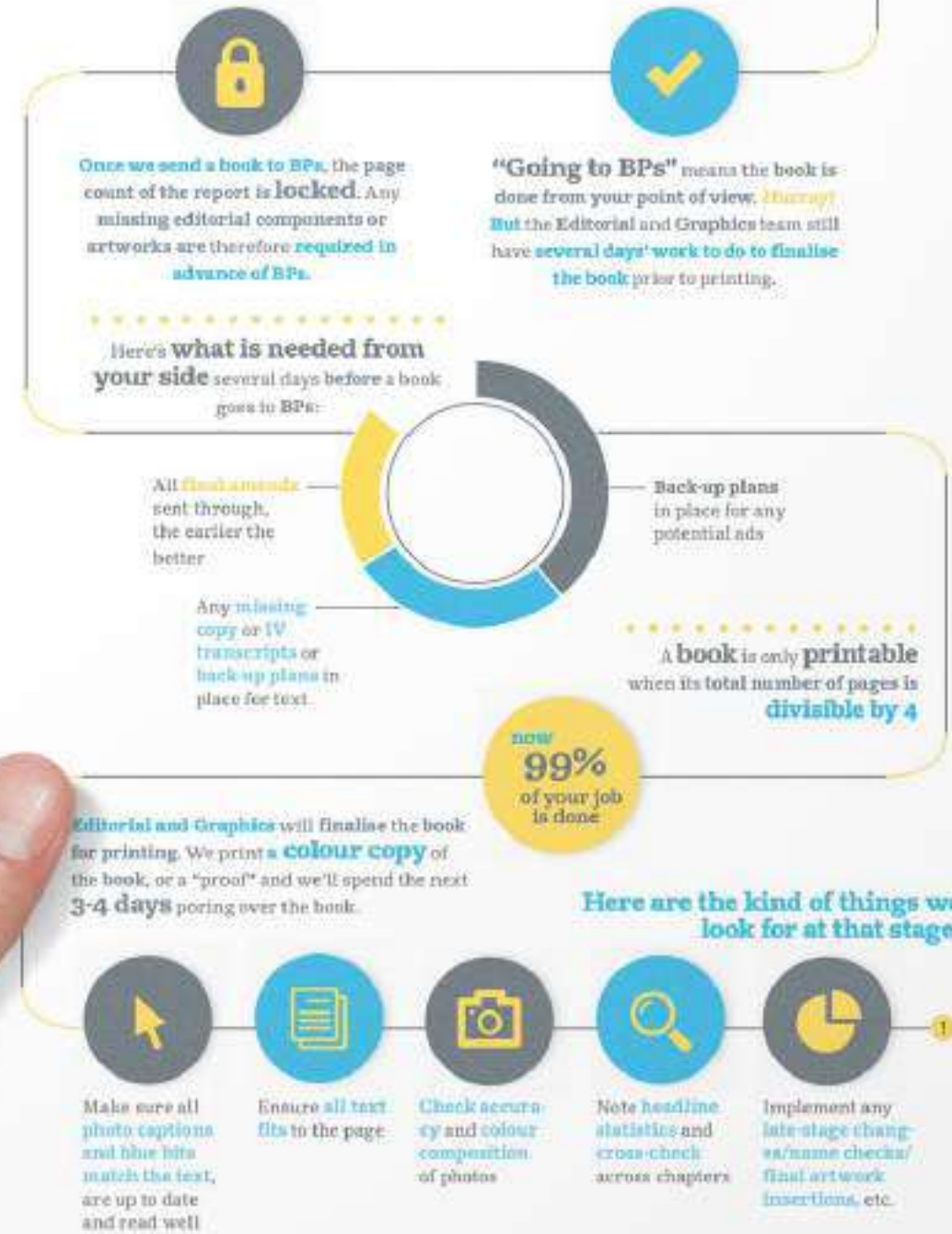
MBZUAI UNIVERSITY BROCHURE

TOOLS: PHOTOSHOP, ILLUSTRATOR, INDESIGN



Going to BPs

We have recently decided the **blueprint (BP) date for your project**, and it is Thursday, **January 18th**. If you're new to OBG, or to publishing in general, allow me to explain briefly **what BPs are**, and what they mean for your project finalisation.



The reason **we push** for project finalisation well **before the BP** date is to protect the integrity of the BP process. Further detailed information regarding project finalisation will come to you over the next week. In the meantime, please do not hesitate to give a shout if you have any questions on how project finalisation or BP checking works.

OBG Business Barometer: Indonesia CEO Survey

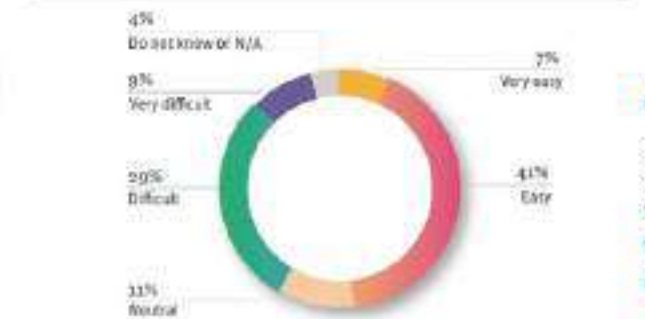
As the first term of President Joko Widodo draws to a close, executives remain upbeat about corporate prospects, with 80% of the 112 participants in the survey describing their outlook for business conditions in the year ahead as positive or very positive. Opinion is, however, divided on the progress of the administration's efforts to catalyse private investment in infrastructure. The key to long-term development is human resources. If President Jokowi returns for a second term in office, finding a way to address the mismatch between the needs of high-value industries and the capabilities of the labour force will be one of his greatest challenges.

What are your expectations of local business conditions in the coming 12 months?

Very positive Positive Neutral Negative Very negative Do not know or N/A



How would you characterise the ease of access to credit in Indonesia?



48% say Indonesia's ease of access to credit is **very easy or easy**

What type of skill is in greatest need in Indonesia?



How successful has Indonesia been in strengthening public-private partnerships?



OXFORD BUSINESS GROUP INFOGRAPHICS

TOOLS:
ILLUSTRATOR, INDESIGN

PACKAGING STUDY FOR FOODSPRING GMBH



TOOLS:
ILLUSTRATOR,
INDESIGN



LABEL DESIGN FOR FOODSPRING GMBH



TOOLS:
ILLUSTRATOR, INDESIGN

ILLUSTRATED CITY MAPS FOR TRUE ITALIAN EVENTS

Berlin ice cream Week
06-12 May 2021

Check the **ONLINE MAP** & opening times

1€

How it works:

- 1 Pick your favourite flavours from the other side of this flyer & create your personal ice cream tour.
- 2 Go to the selected ice cream shops & ask for the event's flavours. Pay cashless with a card, Google Pay & Apple Pay in the shops with the Sumup logo.
- 3 Enjoy your scoop for just 1€ and move to the next ice cream shop!

Win an ice cream machine offered by our partner G.FERRARI to prepare delicious ice cream at home.

Post a creative picture on Instagram with the hashtag #berlinicecreamweek, tag @trueitalianfood, localize the ice cream shop and fingers crossed!

More info:
Berlin Ice Cream Week 2021 | trueitalian.top

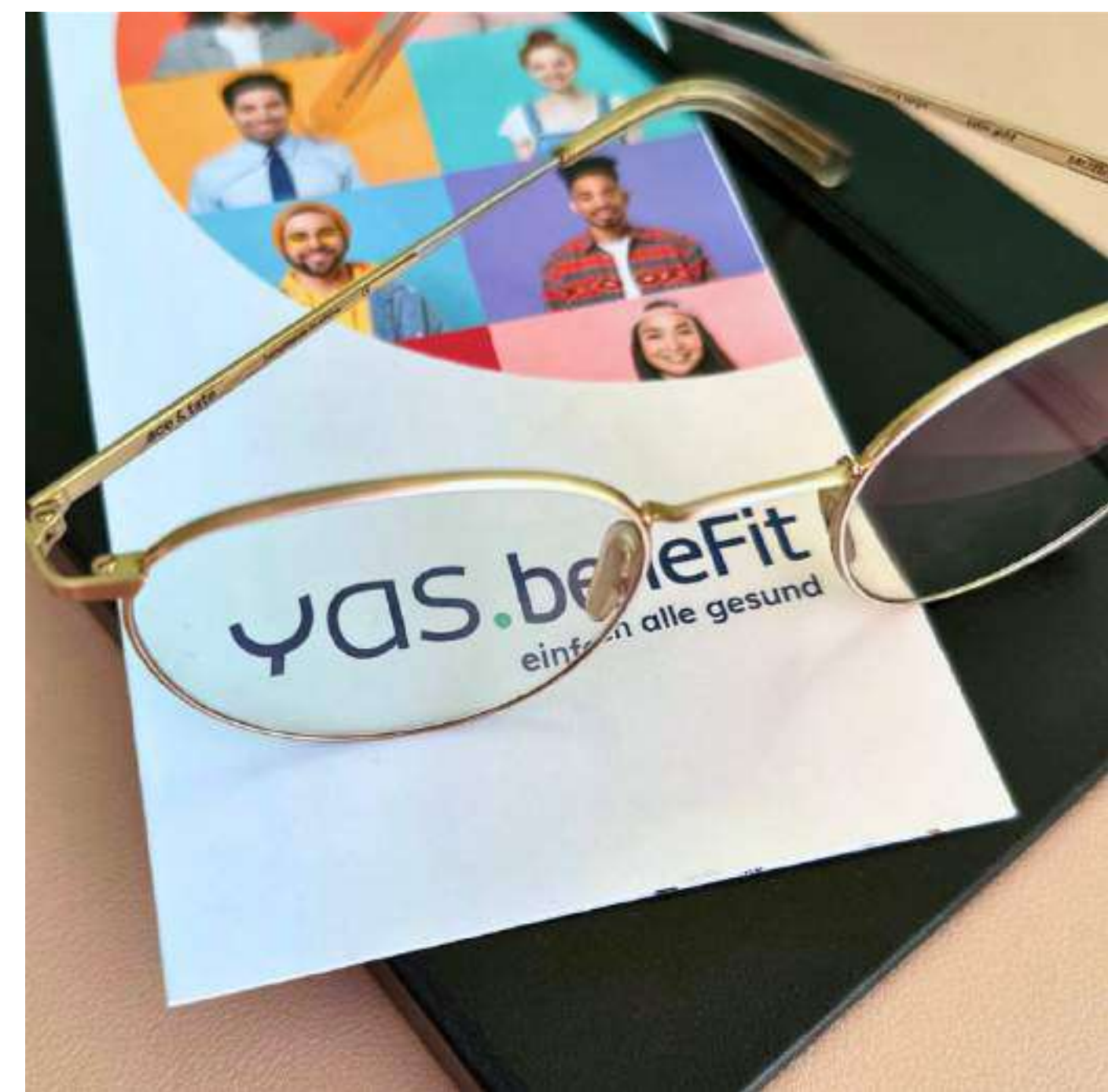
Partners:
BABBÌ, sumup, Fruteiro, MOTOR POWER, BIC, True Italian.

This event is organized by

TOOLS: ILLUSTRATOR

Ice Cream Shops and Locations:

- Dolci e Salati (U7/S Spandau)
- Ital Eis Marcon (U9 Turnstr.)
- Süsse Sünde (U8 Rosenthaler Platz)
- Lekkamokka Eismanufaktur (U9 Weinmeisterstr.)
- Cuore di Vetro (U2 Rosa-Luxemburg-Platz)
- Alphis Eis (S/U2 Pankow)
- Cafè Dodo (M2/S Prenzlauer Allee)
- Gianni Eis (M2/T0 Prenzlauer Allee/ Danziger Str.)
- Duo Sicilian Ice Cream (M1/2/4/5/6/13 Hufelandstr.)
- Gelato Milchstraße (M13/16/21 Möllendorffstr./ Storkower Str.)
- Gimme Gelato (U2 Sophie-Charlotte-Platz)
- Eiscafe Gardasee (U7 Wilmsdorfer Str.)
- Katchi Ice Cream (S Savignyplatz)
- KiezEis (U1/U2/U3/U4 Nollendorfplatz)
- Berlin Homemade Ice Cream (U7 Kleistpark)
- Artigiani, das natürliche Eis (S Lichterfelde West)
- Artigiani (S Schlachtensee)
- Eissalon Tanne B (U1/U3 Görlitzer Bahnhof)
- Duo Sicilian Ice Cream (U1/U3 Schlesisches Tor)
- Zagara (U1/U3 Schlesisches Tor)
- Chipi Chipi Bombón (U5 Frankfurter Tor)
- Süsse Sünde (U5 Sarnatterstr.)
- Cuore di vetro (M10 Warschauer Str./Grünbergerstr.)
- Peggy Bee (U5/S Frankfurter Allee)
- Caramello (U1/U3/S Warschauer Str.)
- Spoonful BERLIN (U8 Schönleinst.)
- Lecko Mio Gelateria (U8 Schönleinst.)
- Mos Eisley (U8 Boddinistr.)
- Summertime (U7 Rathaus Neukölln)
- Spoonful BERLIN (U1/U3/S Warschauer Str.)
- Eiskultur (S Schöneeweide)

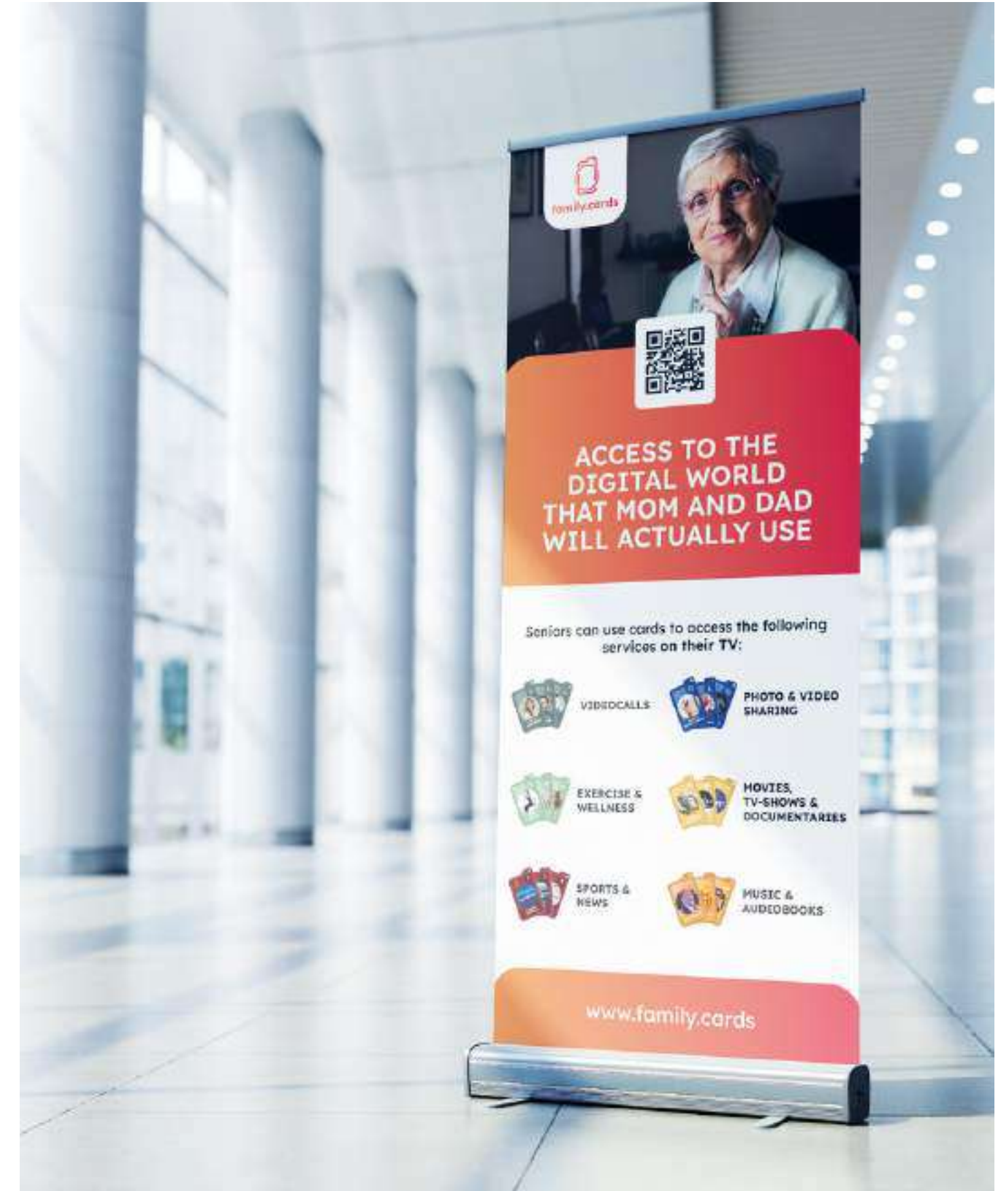


BRAND & PRINT MARKETING MATERIAL ■

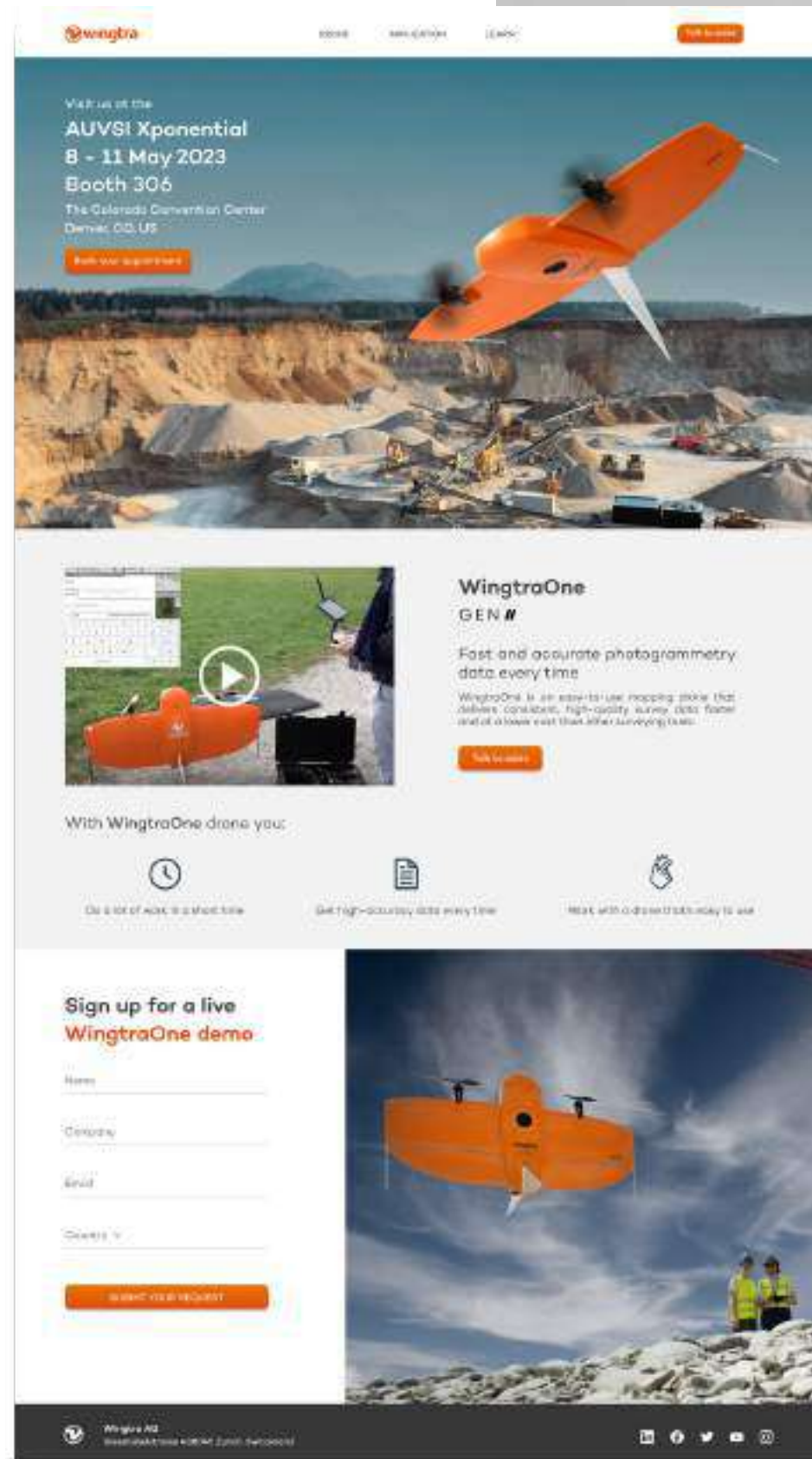
TOOLS:
ILLUSTRATOR, PHOTOSHOP

ROLL UPS FOR TRADESHOWS

JYMMIN AND FAMILY.CARDS



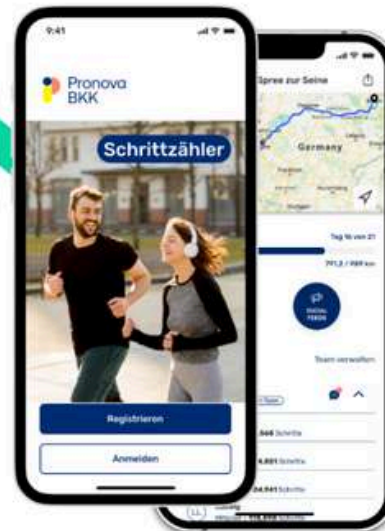
TOOLS: ILLUSTRATOR, PHOTOSHOP



TOOLS:
FIGMA
PHOTOSHOP
ILLUSTRATOR
INDESIGN

WINGTRA LANDING PAGE AND FAIR STAND BACKDROP FOR TRADE SHOW

Pronova BKK Schrittzähler



Pronova & Friends: Der digitale Schritte-Wettbewerb für Ihr Team

Das war eine tolle Aktion!

Vielen Dank für Ihre Teilnahme am Schritte-Wettbewerb mit der Pronova BKK Schrittzähler-App:
Eine **BGM-Maßnahme, die begeistert** - einfach, digital, für...



YAS.beneFit - mehr als eine bKV!

Gesundheitsbudget für alle: Betriebliche Krankenversicherung

- ✓ **300€ Gesundheitsbudget p.a.** für Gesundheitsleistungen wie z.B. Zahnbehandlung, Sehhilfen und vielem mehr. Für jeden im Team, ohne Gesundheitsprüfung!
- ✓ Kosten der betrieblichen Krankenversicherung (bKV)? **Ab nur 9,95€ / Monat** je Mitarbeitenden!

Kostenlos zur bKV: Team-Challenges in unserer Gesundheits-App

- ✓ **Teambuilding:** Schritte-Challenge
- ✓ **Tägliche Motivation** für ein
- ✓ **Gesundheitsquizze und -tipps**
- ✓ **Belohnung** durch Vorteilsgruppen

YAS.beneFit
einfach alle gesund

Ergänzende Informationen zum Angebot 11/2024

Gesunde Benefits für Roche

inkl. Fokus Frauengesundheit



YAS.beneFit
einfach alle gesund



Für die Gesundheit Ihrer Mitarbeitenden

Betriebliche Krankenversicherung
+ kostenlose Team-Challenge
in unserer Gesundheits-App

10.15 - 12:15 Uhr

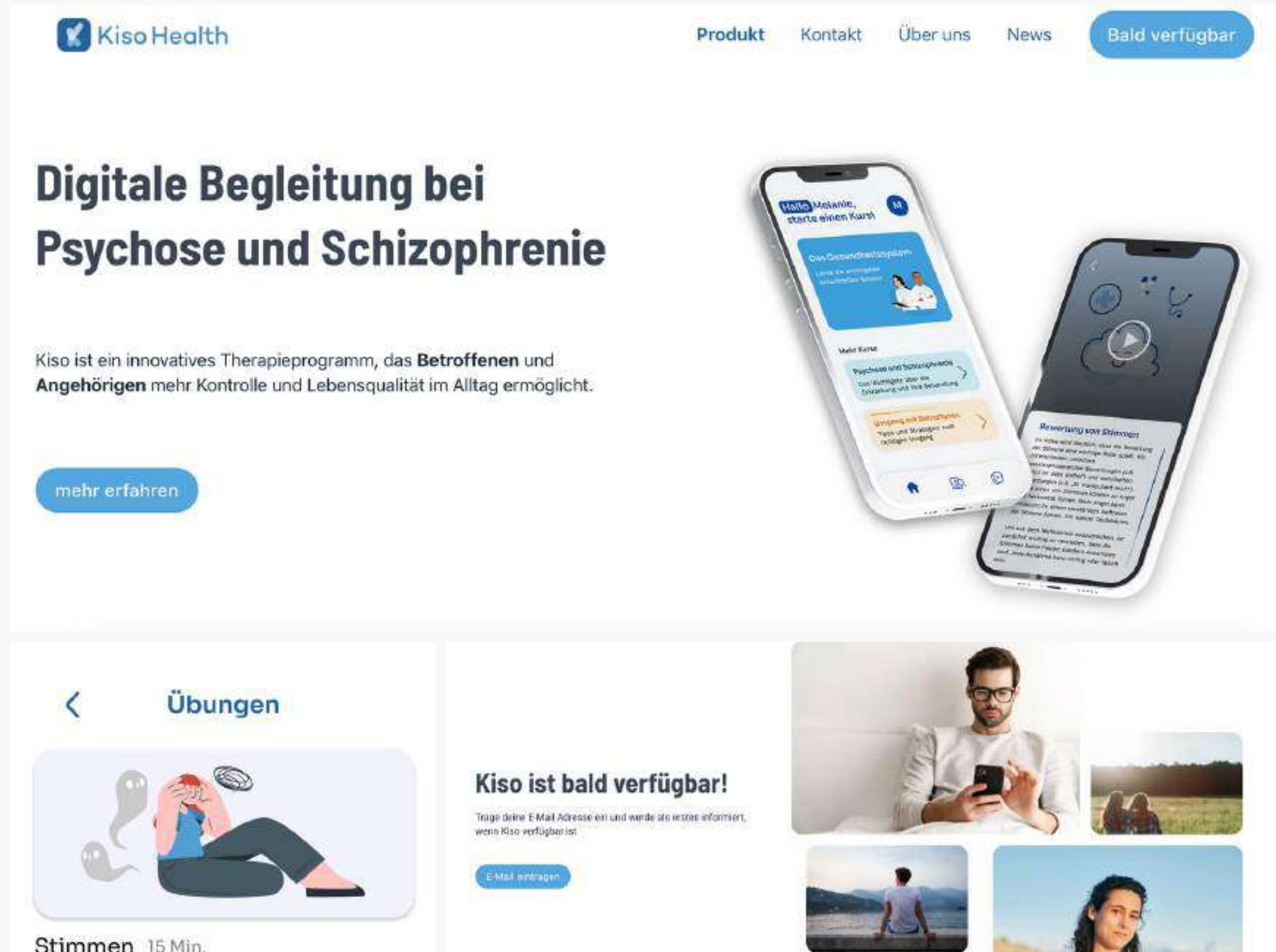
Review der Personas & Diskussion möglicher Benefits

Ziel

- ✓ gemeinsames Verständnis für die **Bedürfnisse der Mitarbeitenden** anhand vordefinierter Personas
- ✓ **Identifikation passender Benefits & Leistungen** für verschiedene Zielgruppen
-> **gibt es spezifische Benefits, die zwingend Teil des Angebots sein müssen?**
- ✓ **Zuordnung** in den jeweiligen Baustein (bKV, LSA, RH, BGM)



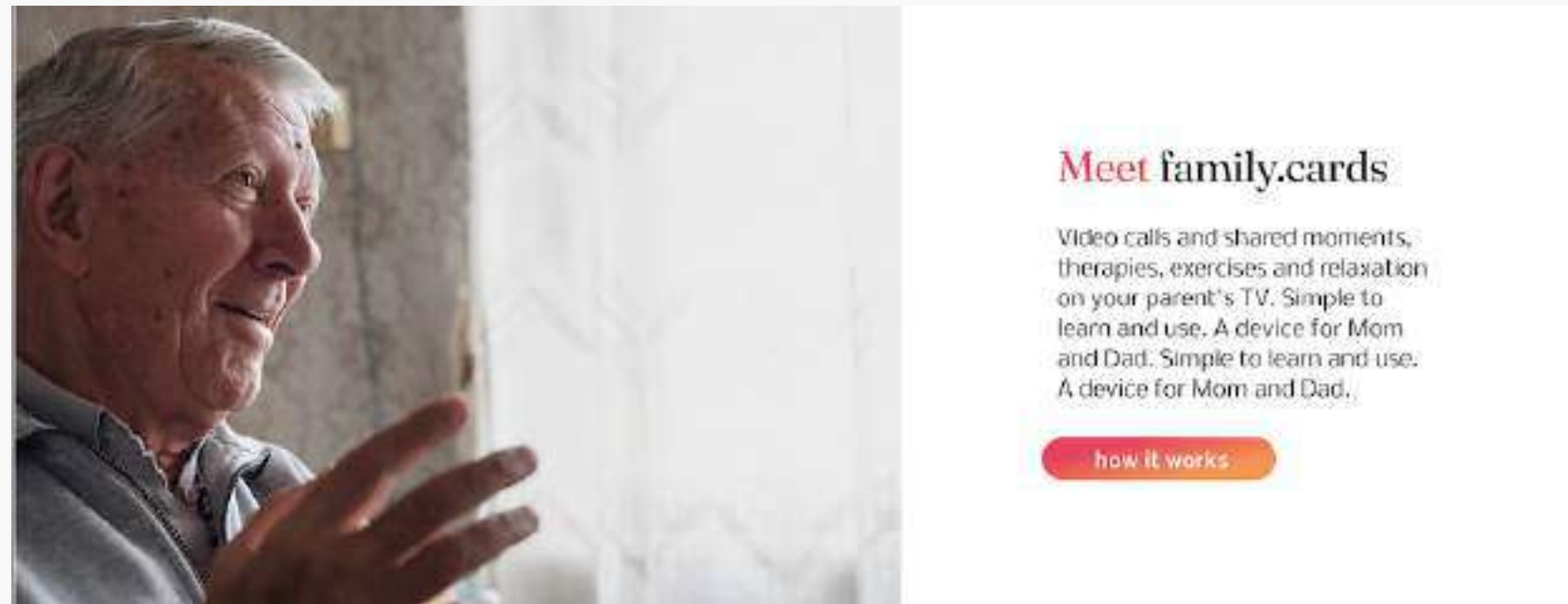
YAS.beneFit
einfach alle gesund



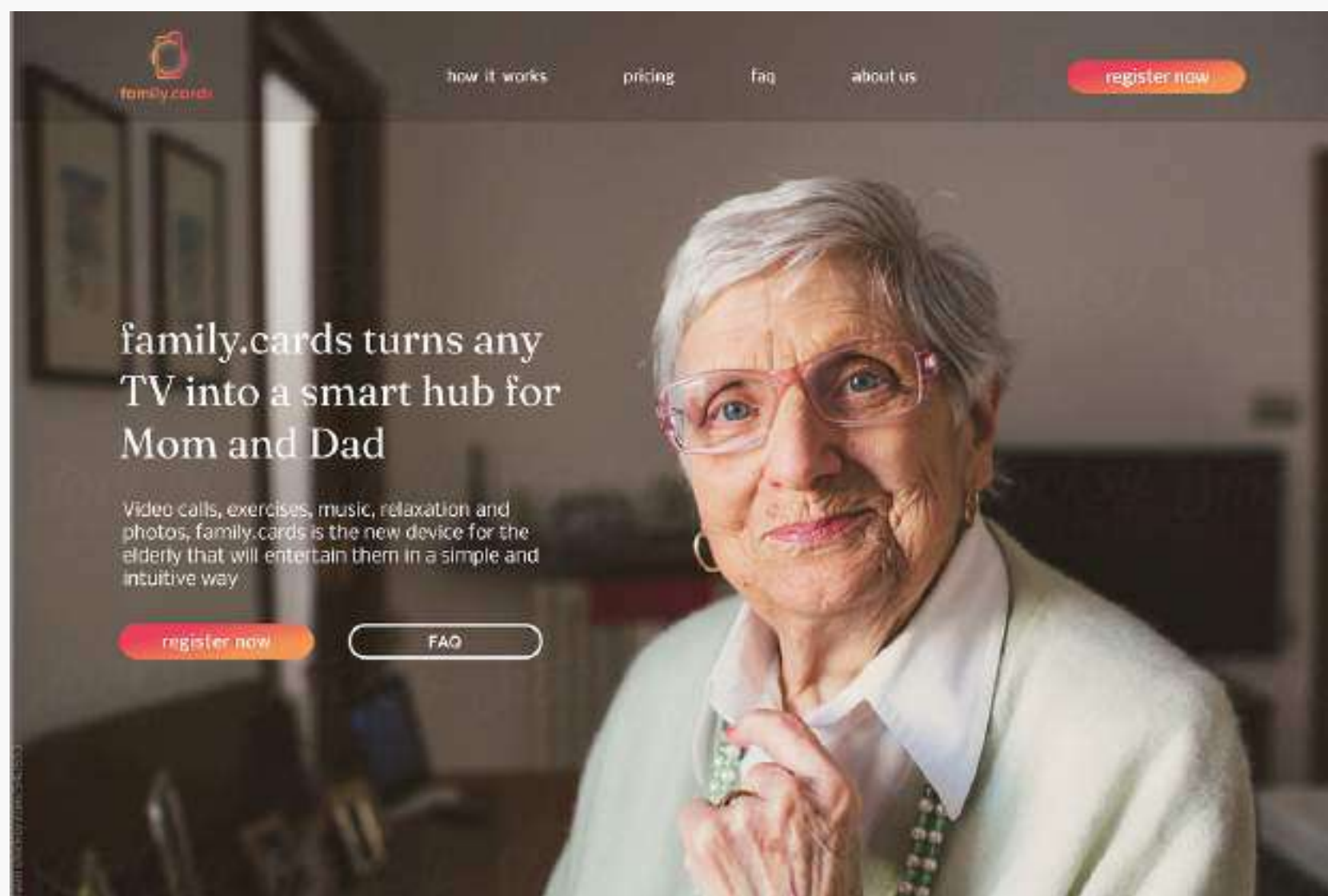
The new app for people with schizophrenia. Started as a Product Designer volunteer project in March 2023, it is now a project that I run as a freelancer. I created the logo, brand identity, website and I am the product designer (from concept to wireframing, to prototypes, testing and design system) of the 2 apps: Kiso Care (for relatives of people with schizophrenia) and Kiso Health, the app for patients. We are in a creation phase, the apps will be available from the end of 2024. Therefore, I cannot show many screens.

[Kisohealth.de](https://kisohealth.de)

TOOLS:
FIGMA
PHOTOSHOP
ILLUSTRATOR
WORDPRESS



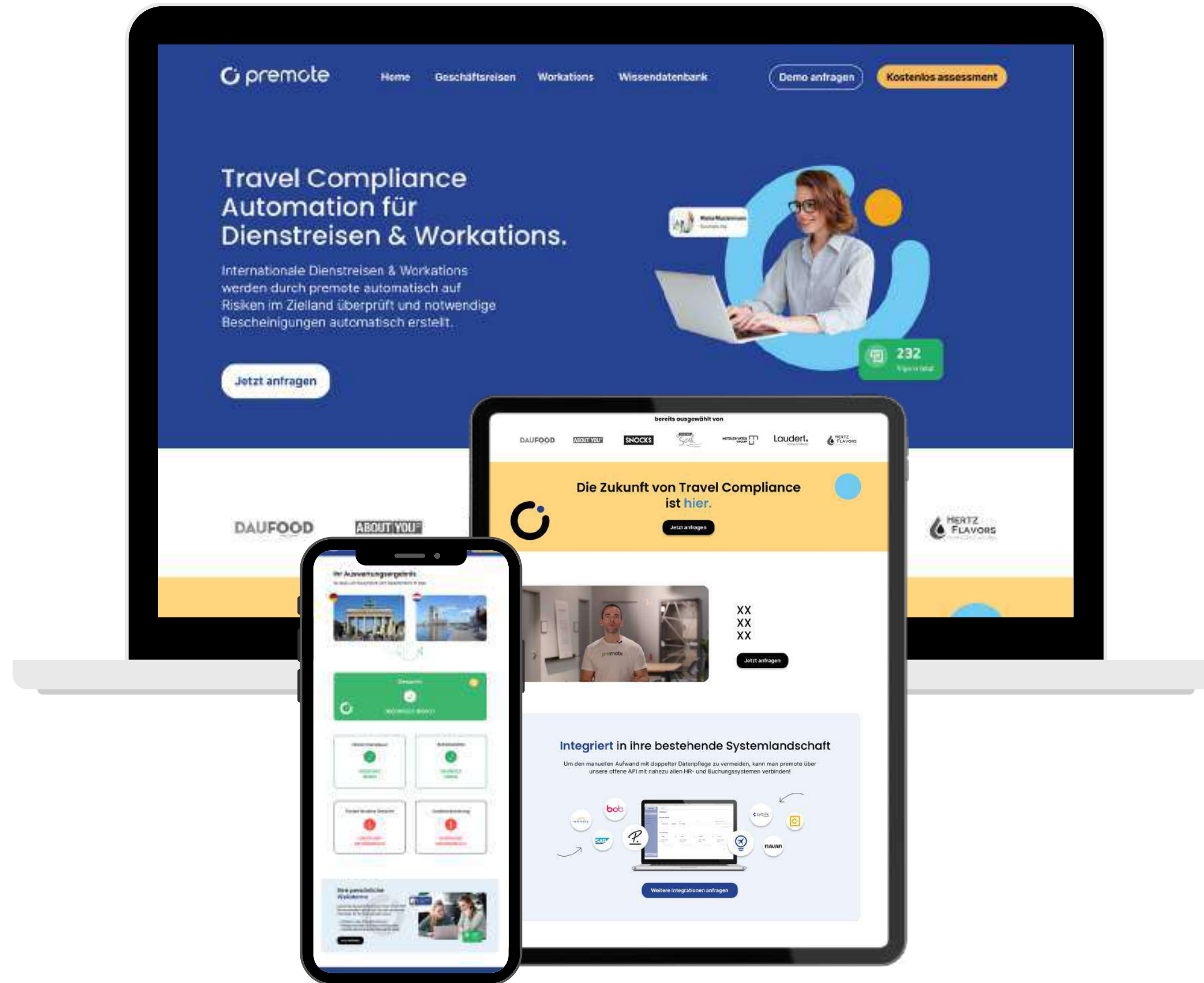
Family.cards is the new product dedicated to the elderly and people with mobility disabilities who cannot use smartphones. I created the website, app and marketing materials. The app is under development, so I cannot show many details.



[family.cards](#)

TOOLS:
FIGMA
MIRO
PHOTOSHOP
ILLUSTRATOR
WIX

PREMOTE, BRANDING & UX/UI



preMOTE

Logo restyle and brand identity, website re-design and design of new pages and features, app dashboard restyle.

preMOTE.de

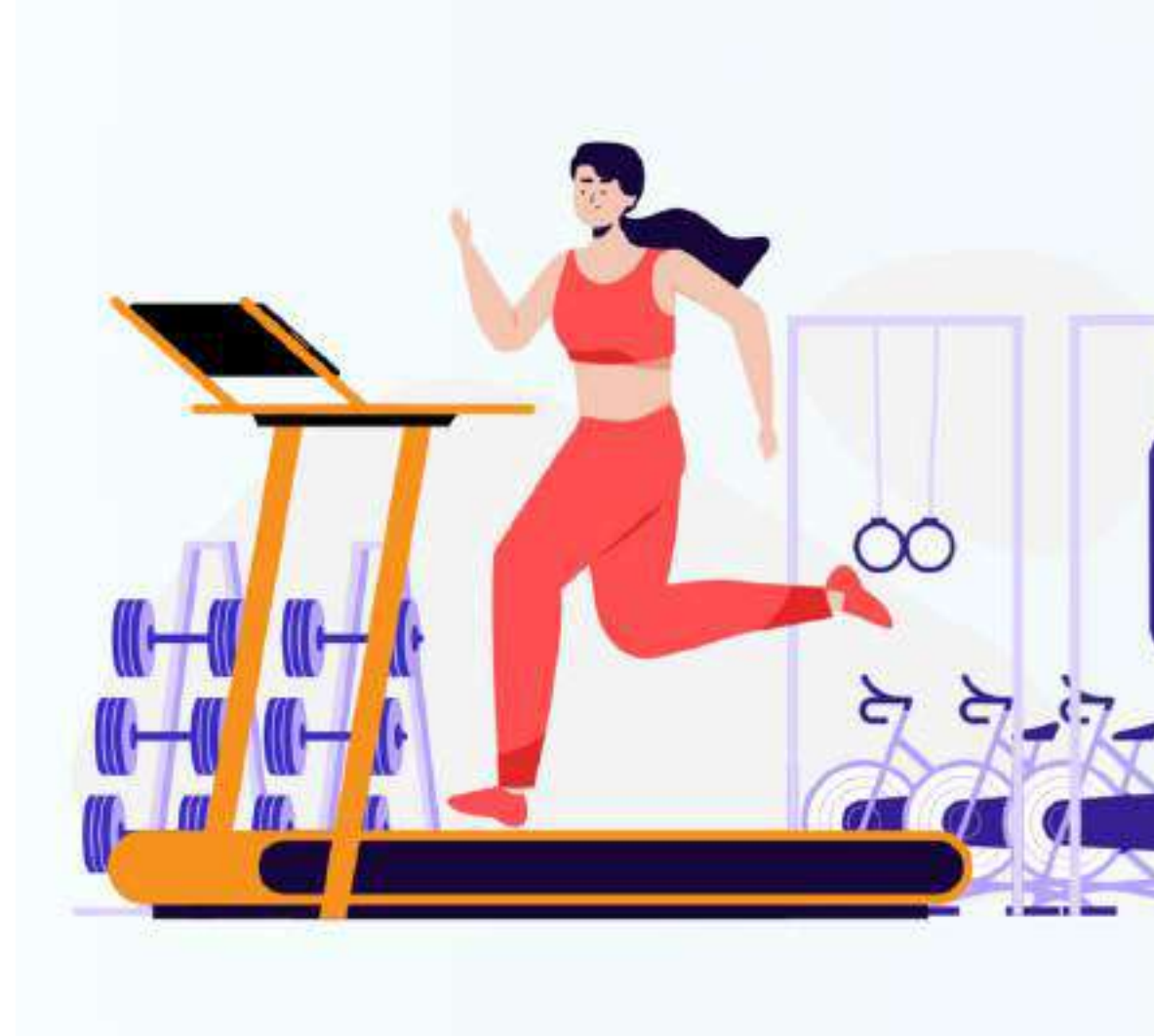
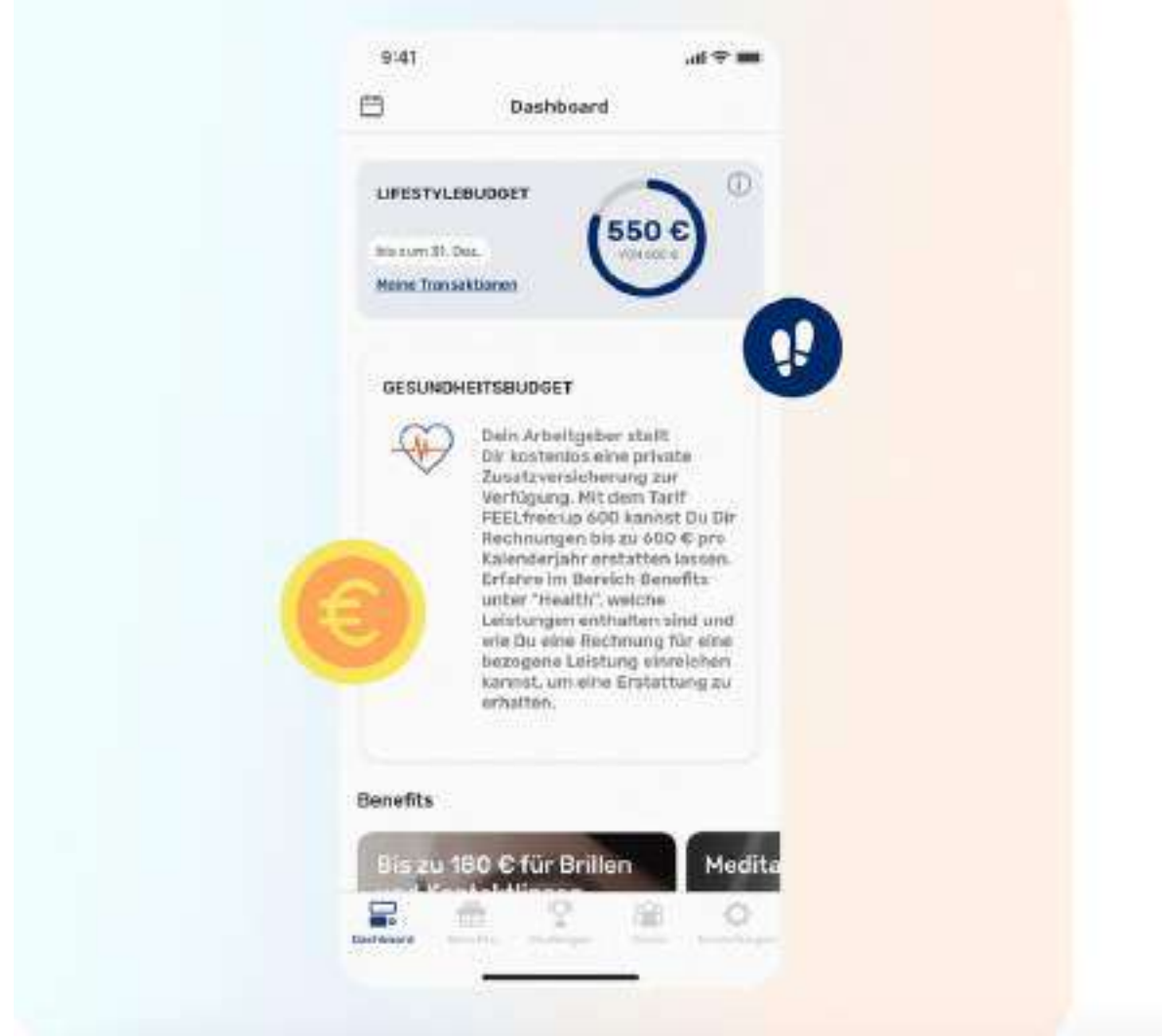
TOOLS:
FIGMA
PHOTOSHOP
ILLUSTRATOR

BEFORE



AFTER





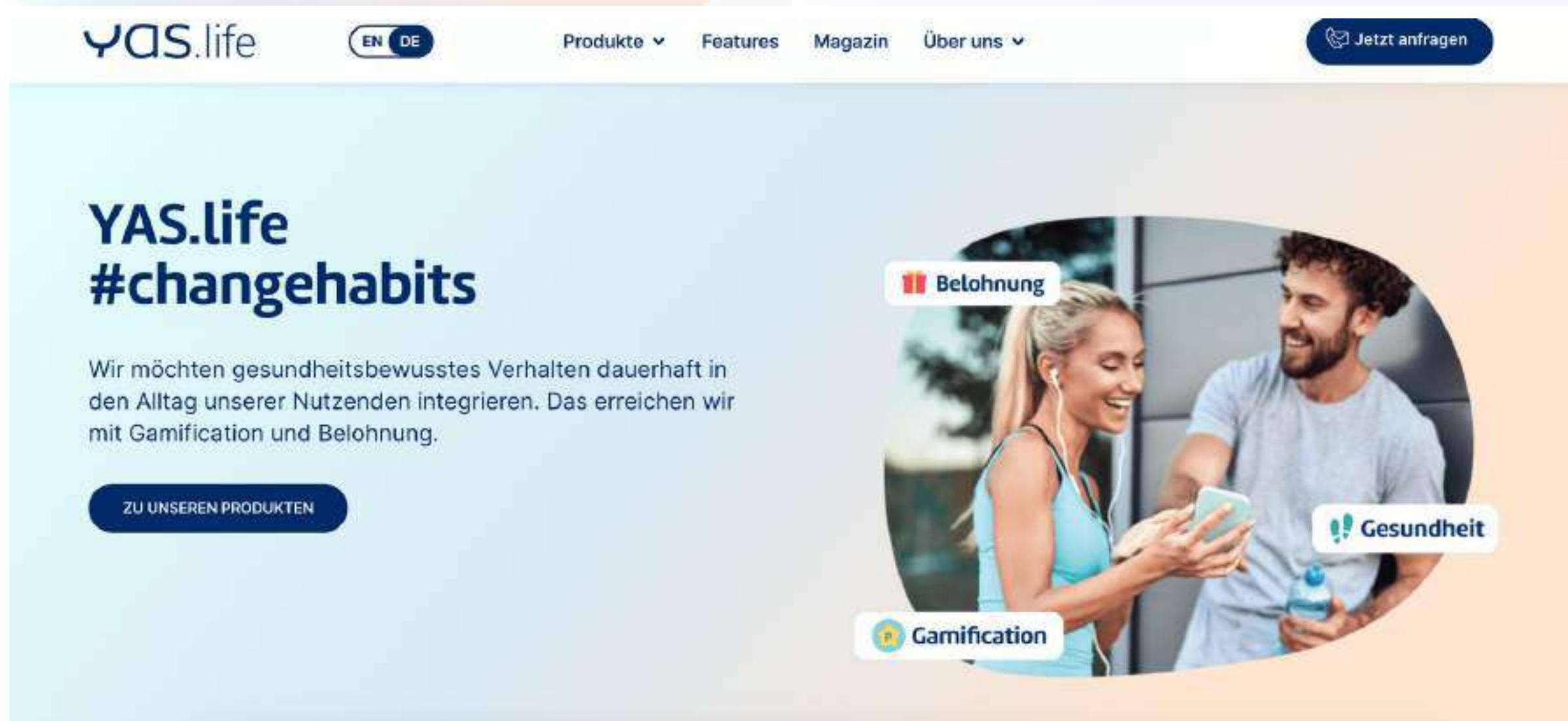
YAS.life

Complete redesign of the website, following the brief of de-aging, animation, gamification and focus on digital product features.

yas.life

TOOLS:

FIGMA
PHOTOSHOP
ILLUSTRATOR
WORDPRESS



VERDE., ECO-FRIENDLY GIFTS

ONLINE SHOP CASE STUDY



Verde.

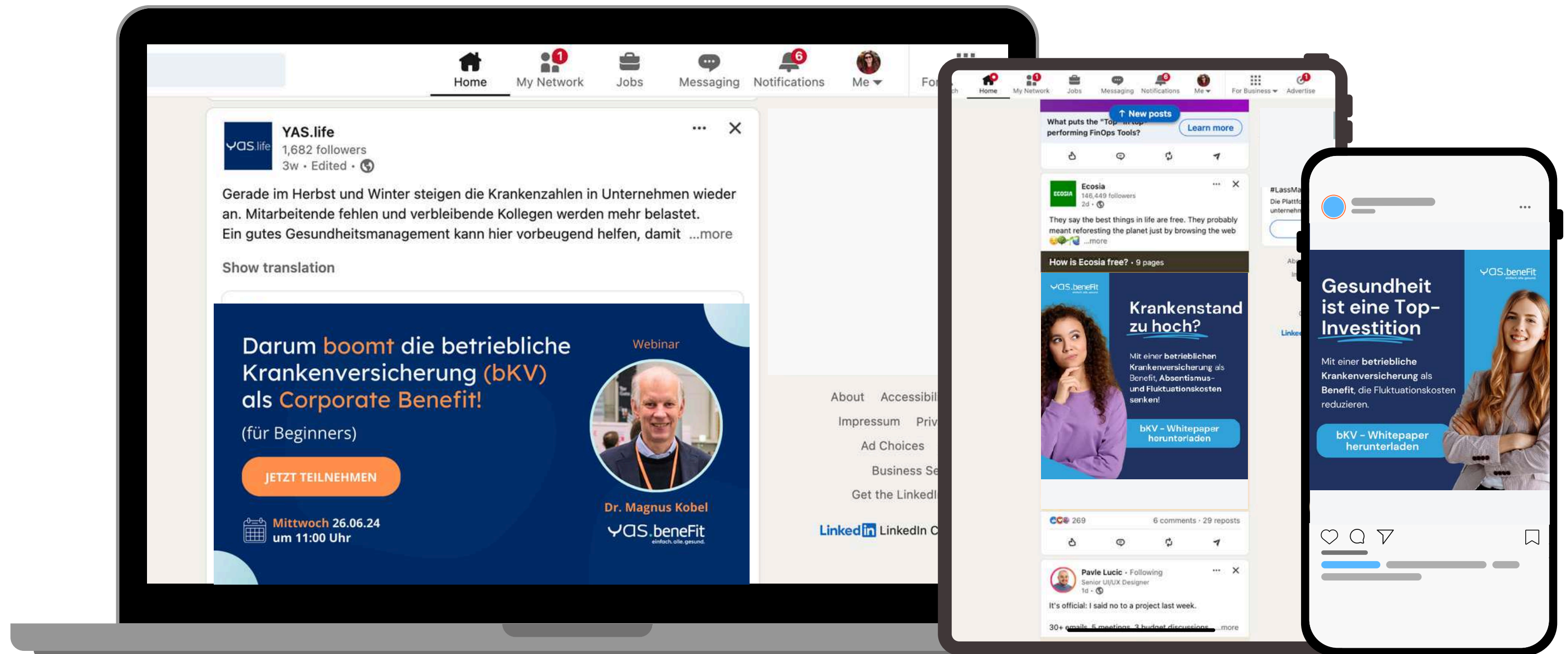
Verde. wants to change the concept of gift giving and celebration and make it a time for reflection and conscious choice. The products are ideal gifts for any occasion, from organically grown fresh flowers to toys made of recycled wood, as well as watches made of recycled plastic and much more. Being environmentally sustainable is an ongoing commitment that should become a priority for everyone in the world to have a better future free from waste and overproduction.

[Link to the full project on Behance](#)

TOOLS:
FIGMA
PHOTOSHOP
ILLUSTRATOR

LINKEDIN ADS AND WEBINAR

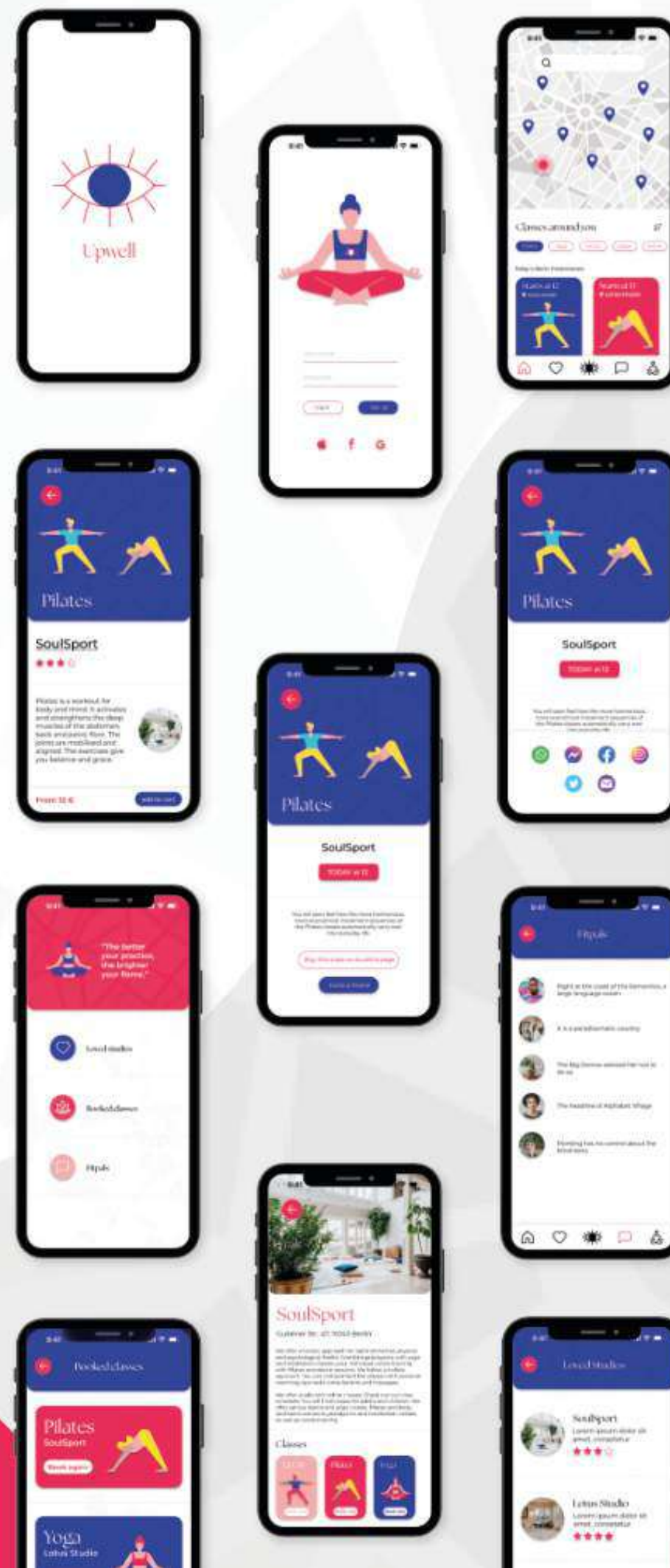
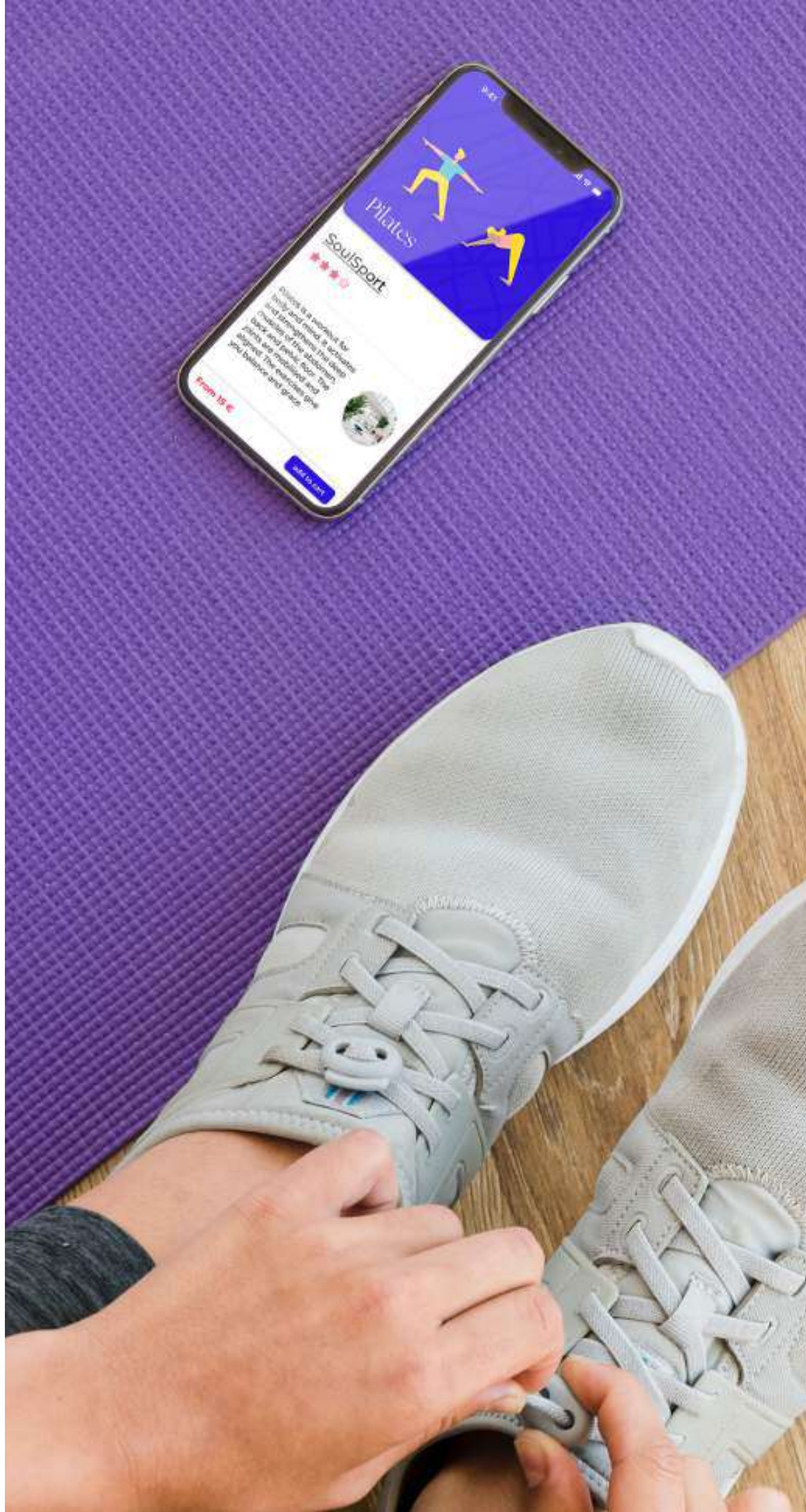
YAS.LIFE



TOOLS: ILLUSTRATOR, PHOTOSHOP

UPWELL, WELLNESS APP

CASE STUDY

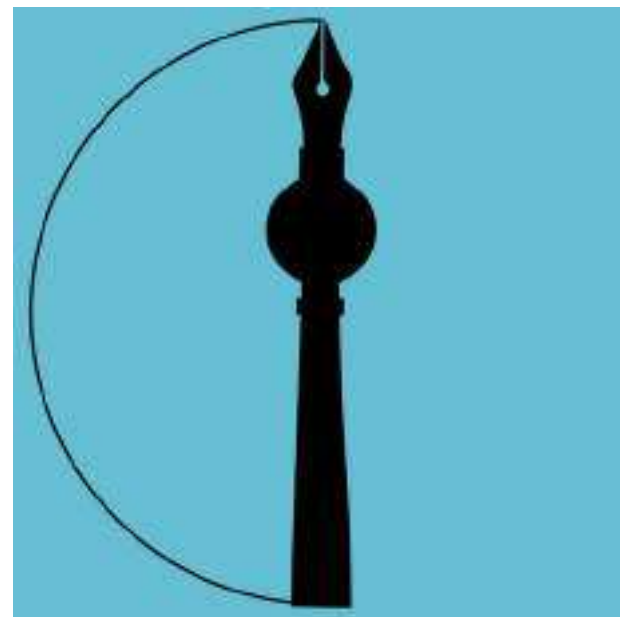


Find an holistic fitness class such as yoga, pilates, tai chi and more, near you in no time. Invite your friends to the class and meet new fitpals. Upwell is the new search aggregator for your wellness.

[Link to the full project on Behance](#)

TOOLS:
FIGMA
PHOTOSHOP
ILLUSTRATOR

MORE LOGOS:
PIZZERIA SPACCANAPOLI
NOIBERLINO (ONLINE EDITORIAL PROJECT)
UÈ (ONLINE NEWS ABOUT EUROPE)



TOOLS:
ILLUSTRATOR

2023

Graphic and UI/UX Designer at YAS.life, Berlin

- UI Design
- Design for Marketing, Social Media campaigns and print material
- Design of visuals for Apps, e.g. creation of Content Banners, App Store Designs for the Product and UX Team
- Presentations for the Business Development Team
- Product and brand identity

2022

Graphic and Packaging Designer at foodspring GmbH, Berlin

- Updating the existing labels accordingly to new templates
- Retouching and composing visuals
- Creating icons and illustrations
- Designboards for upcoming projects
- New products/labels creation and mockups
- Communicating with various stakeholders

2016 - 2022

Graphic Designer at Berlin Italian Communication, Berlin

- Print and digital graphic design
- Events material (flyers, roll-up, packaging etc.)
- Wordpress websites creation and management
- Training and management of graphic interns
- Social media
- Photography

FIND MORE ON MY LINKEDIN ACCOUNT: SARA-PROSERPIO

SKILLS

AI, PS, ID



FIGMA, SKETCH, XD



WORDPRESS



PHOTOGRAPHY



Editorial Design
Illustration
UI/UX



Advertising
Social Media
Photography

SAY HI:
SARAPDESIGN@GMAIL.COM