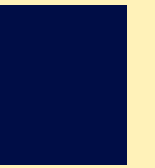
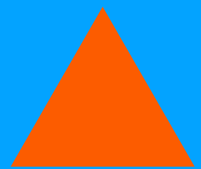


ux/ui & visual designer crafting bold products
through method and curiosity



DIANA BERSELLI

HEY THERE NICE TO MEET YOU :)



Let's talk
Catch me @

I'm Diana, a UX/UI and visual designer based in Milan, currently completing my Master's in Digital & Interaction Design at Politecnico di Milano —where I previously earned my Bachelor's in Communication Design.

Guided by a methodical approach and a keen visual eye, I balance logic, craft, and user needs to build meaningful digital experiences. I like tackling complex problems and turning them into functional, memorable products.

SKILLS

UX/UI Design: UX research, usability testing, information architecture, interaction design, design systems, prototyping

Visual & Brand: brand identity, editorial design, art direction, type design, illustration

Video: video editing, AI-supported video generation, motion design, animation

SW

Figma, Adobe suite (Photoshop, Illustrator, InDesign, Premiere, After Effects), Glyphs, Procreate, DaVinci Resolve, AI tools, collaborative digital workspaces, UX research and testing digital platforms.

dianaberselli03@gmail.com

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OICO (2026)

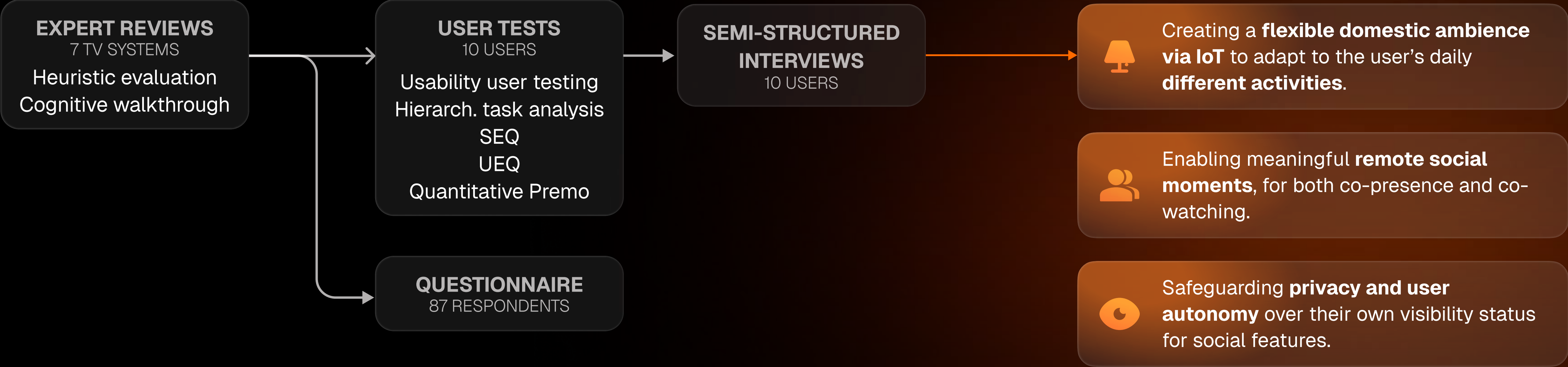
UX/UI;
USER RESEARCH;

[LINK TO VIDEO](#)

A smart TV ecosystem designed for individuals living in small, multi-purpose apartments. It offers environmental and social features that adapt to the changing daily needs of small-space inhabitants, featuring customizable ambient “scenes” and social tools like remote co-watching. The physical ecosystem includes a TV stick, a remote control, and a webcam, alongside a dedicated line of smart home accessories.



Remote workers in small apartments struggle to separate work and rest as they happen in the same environment, along with persistent isolation. However, their home's biggest screens — TVs — remain passive.



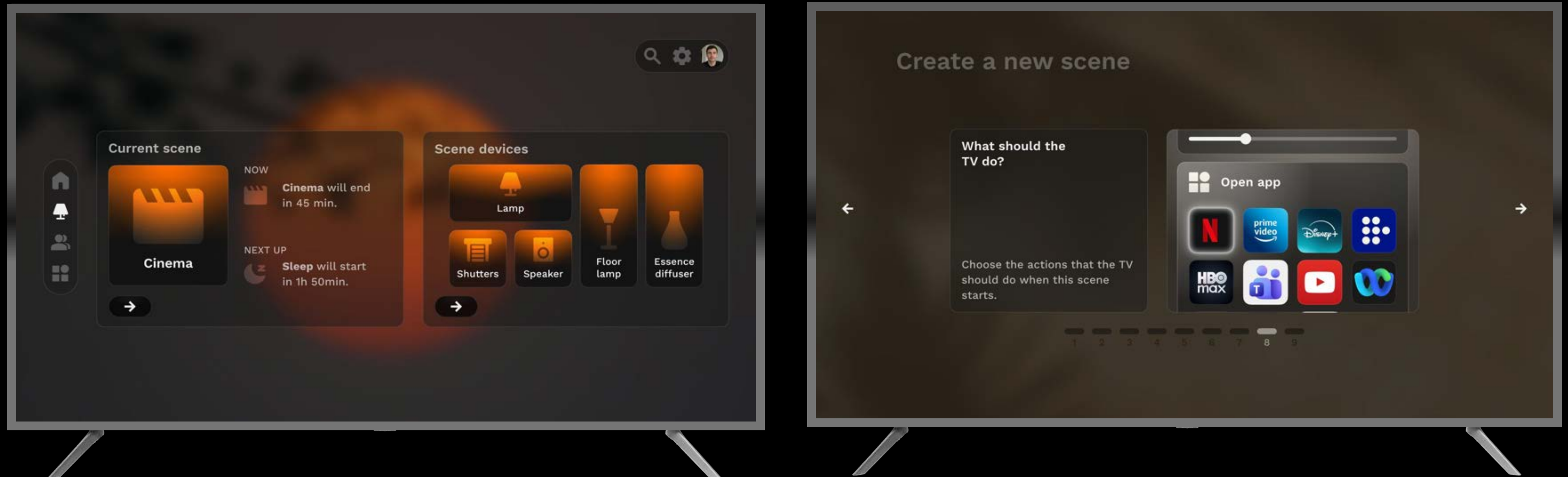
In order to discover weaknesses of current TV ecosystems and related unmet needs of solo-resident, we conducted a preliminary research process. First, we conducted expert reviews of existing TVs, a questionnaire about TV habits, and user test sessions followed by semi-structured interviews. We discovered that solo dwellers want a more flexible home environment to separate their different daily moments, desire a natural co-presence feeling to avoid isolation, but want to be able to control their visibility status to keep their independence.



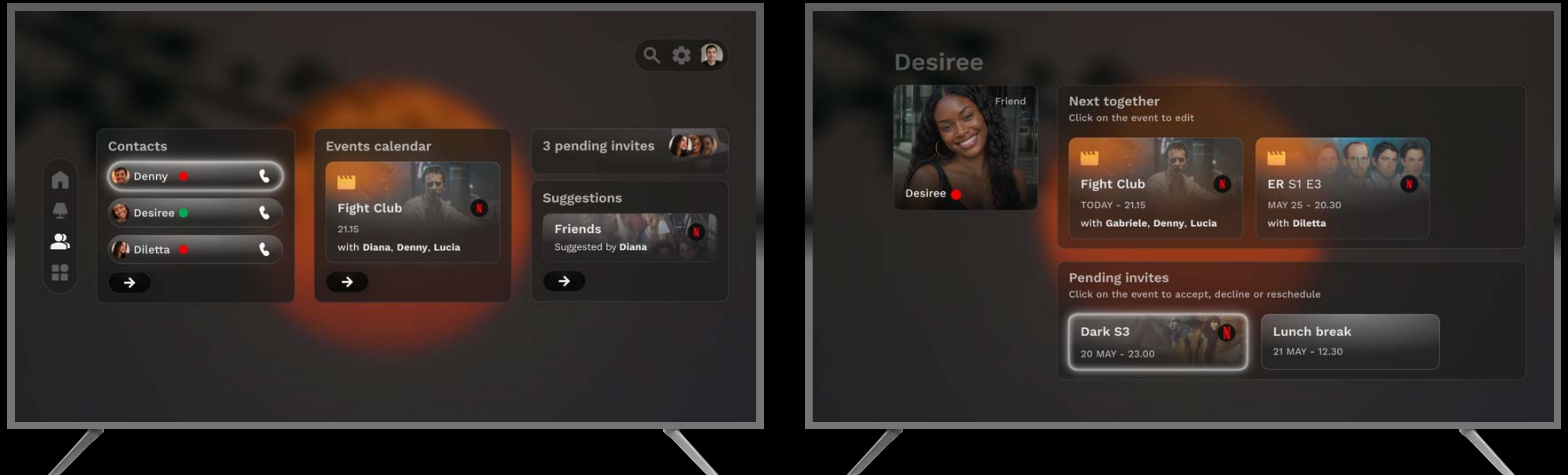
Our solution to meet these needs is Oico, an integrated IoT ecosystem that enables low-friction shared moments while dynamically altering the TV and room environment to support users' daily activities. In order to do that, the system is highly flexible and customizable and includes ambient and social features. To adapt to different daily needs, users can create ambient "scenes" (e.g. Work or Cinema) which can be automated.



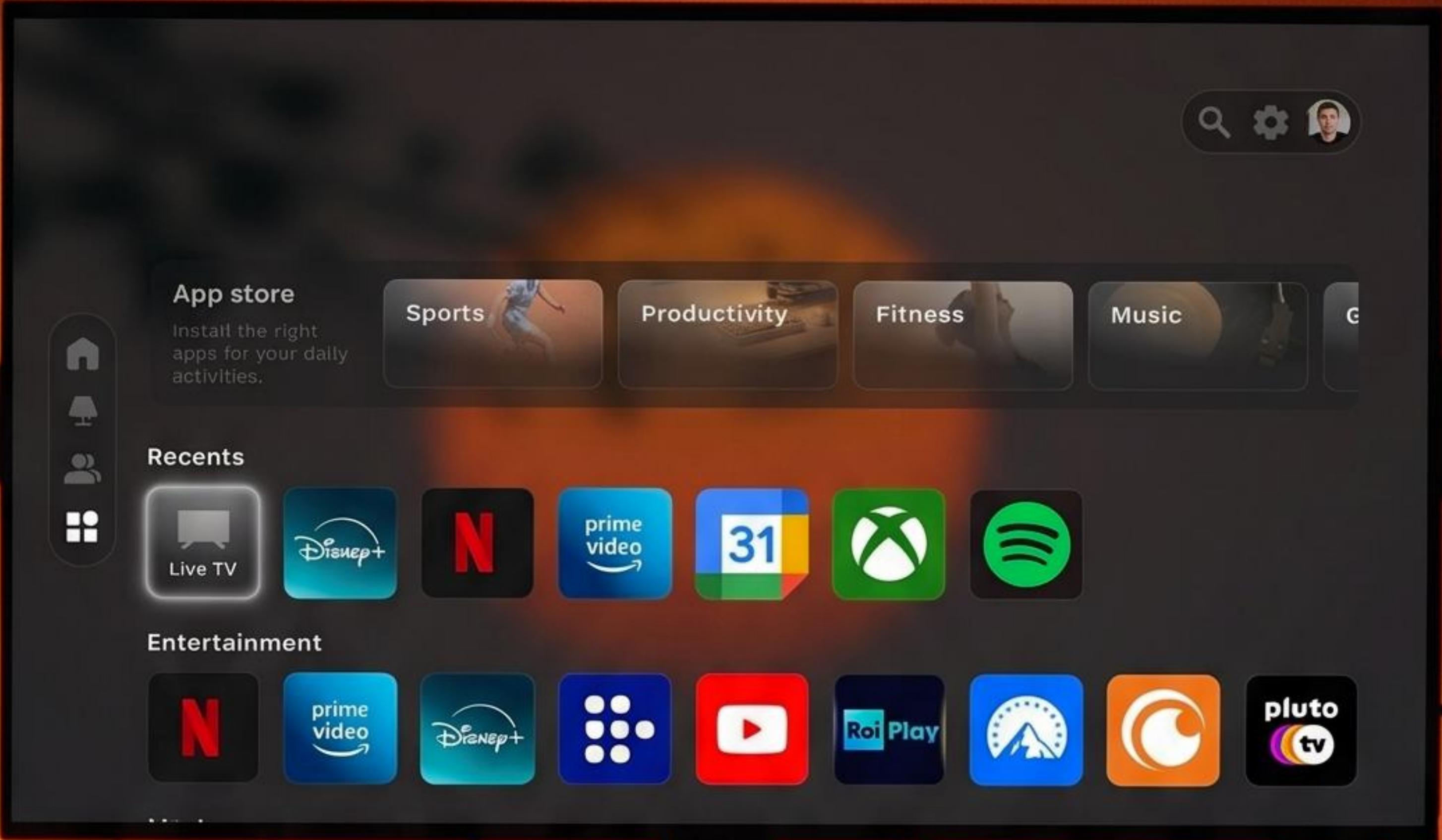
The home dashboard is highly flexible and adapts its color palette, wallpaper, and widgets based on the active Scene. For example, during working hours, the user can view productivity-related widgets, which will change when an entertainment-focused scene is on.



Ambient features automate the room's atmosphere through customizable "Scenes" (e.g. Work, Cinema, Relax) to adapt to the user's current activity. The scene creation process makes the user choose which smart home devices to include, how they behave, which widgets to view on the TV when that specific scene is active.



Social features enable natural co-presence and synchronized co-watching. Users can invite their friends to co-watch a movie, but also do video-calls on the big screen to feel each other's company in a natural way, without holding any device.



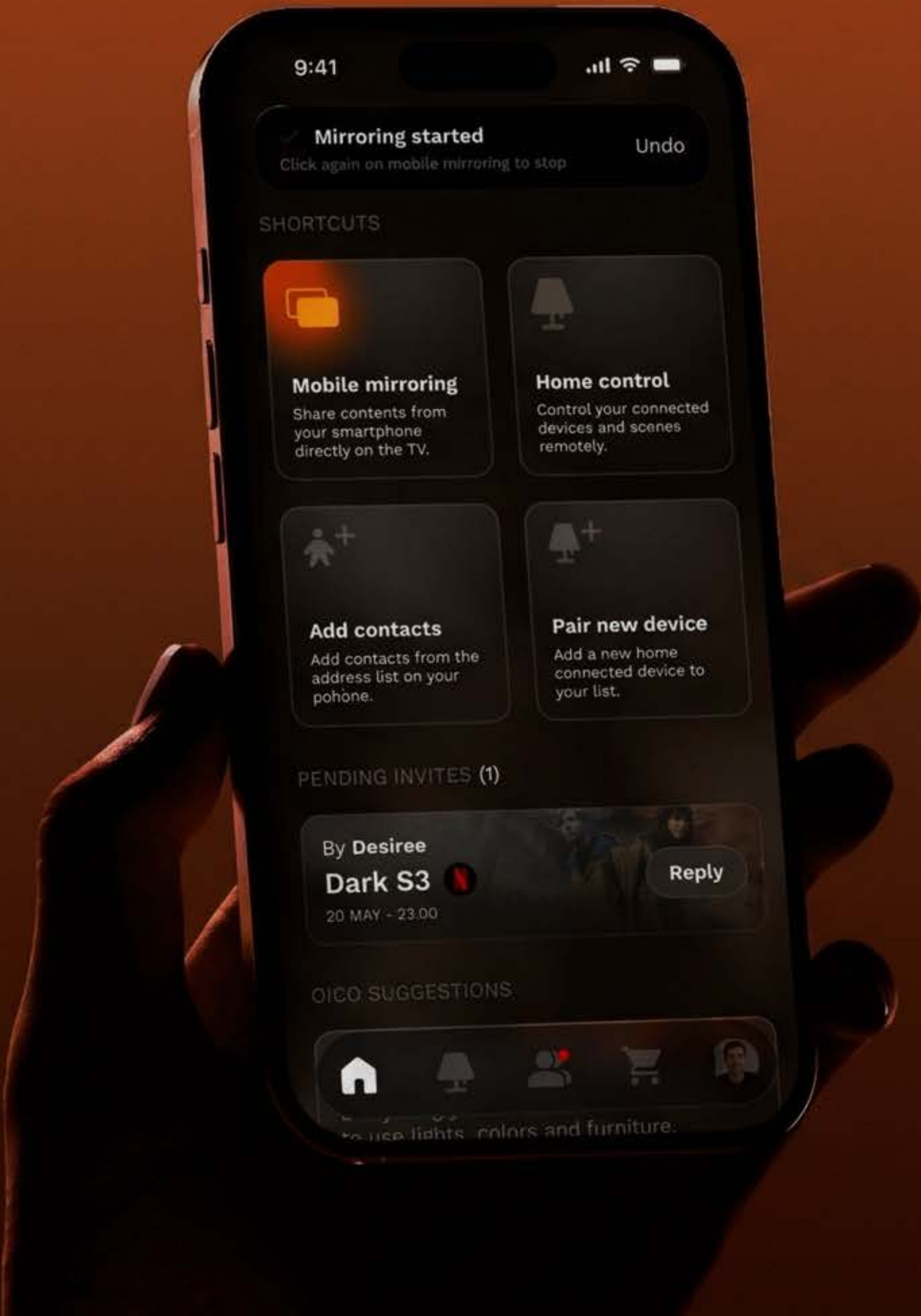


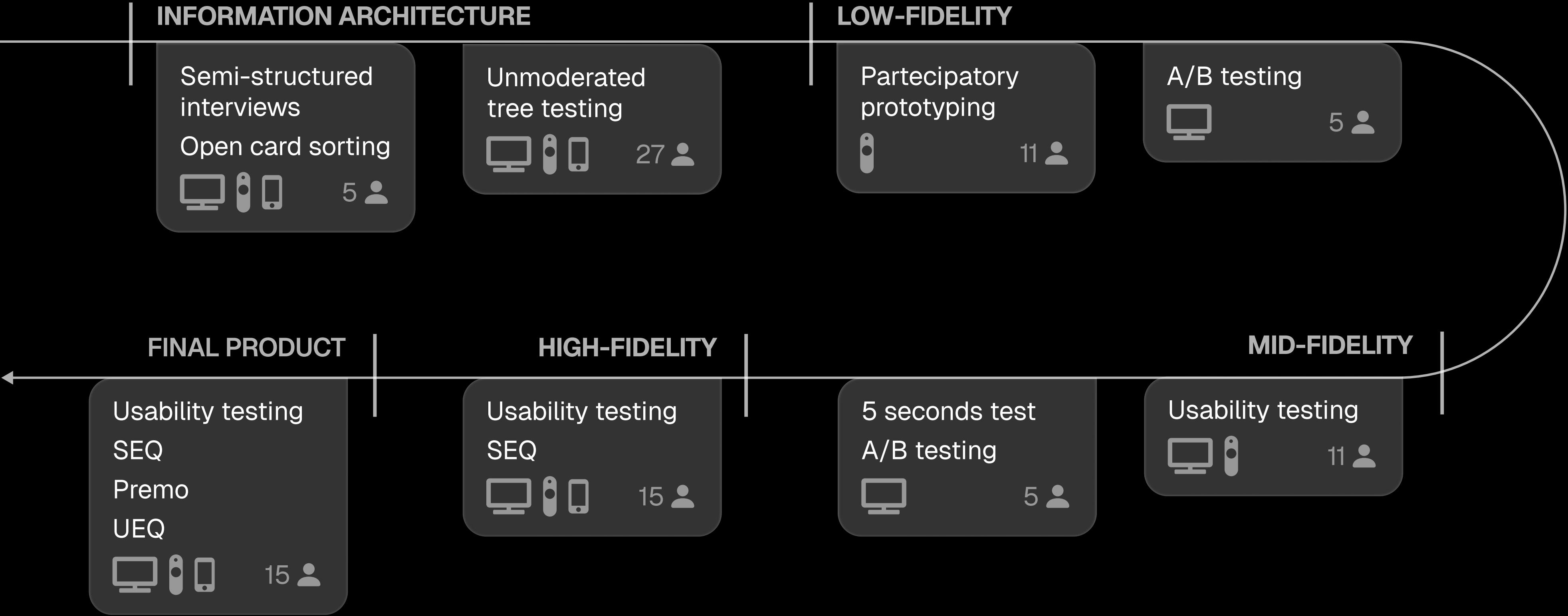
To enable the connectivity with non-native systems, Oico comes in a kit consisting of a stick, a camera with a tilt-back privacy hinge, and a remote, featuring a trackpad and quick shortcuts to ambient and social features. The kit can also be expanded with the additional smart devices, that can be bought directly on the online store and added to existing or new ambient scenes.





In order to bypass on-screen TV typing — one of the main pain points of TVs — a companion app was made. It streamlines the onboarding, contact setup, invitation management, and online store to buy other Oico products.





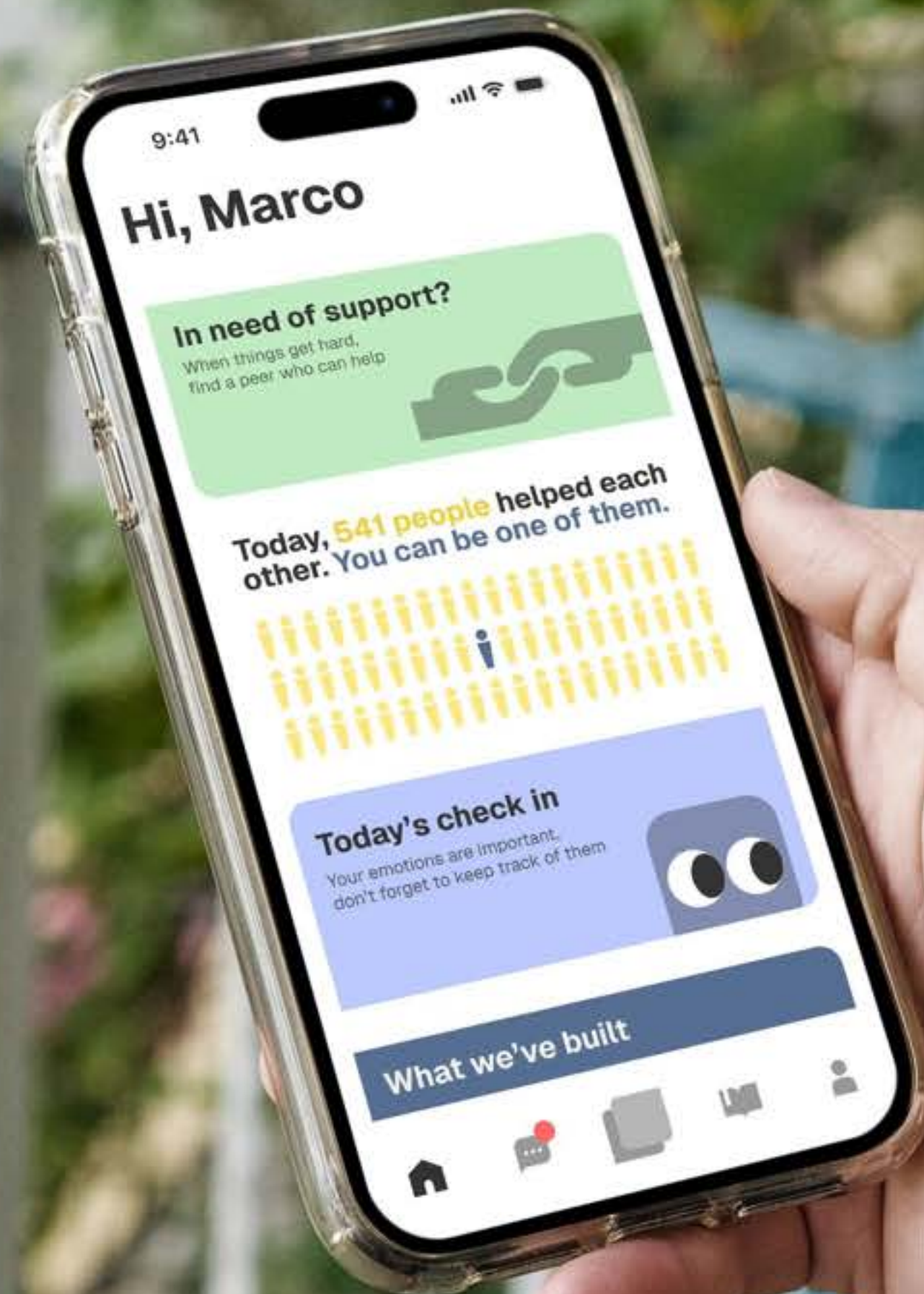
ALOS (2026)

UX/UI;

USER RESEARCH;

SERVICE DESIGN;

A digital peer-to-peer platform designed for caregivers of elderly with Alzheimer's and other forms of dementia. Built through continuous dialogue with real caregivers, the platform directly addresses the isolation that follows a diagnosis and provides support for daily struggles. At the core of the system is an AI-powered matchmaking engine that connects caregivers seeking advice with peers who have navigated the same challenge. The platform also features a personal caregiver diary and a curated guide to local support networks, which frequently go unnoticed.



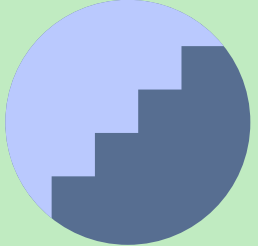
4 million people in Italy alone care for elderly with Alzheimer's and other forms of dementia. However, following a diagnosis, family caregivers often navigate medical care, bureaucracy, and daily life entirely alone.

Questionnaire
42 answers
ai • family dynamics • emotional struggle

Semi-structured interviews
4 caregivers
specific needs and pain points • platform features

User diaries
2 caregivers
real time emotional load • daily triggers

Observations
2 contexts (home; support group)
daily care management • question patterns



The **lack of post-diagnosis support** turns the caregiver into an improviser of medical, bureaucratic, and daily practical solutions.



There's a strong **need for practical peer advice**, as medical ones often mismatch with daily problems and the tangible support is little.

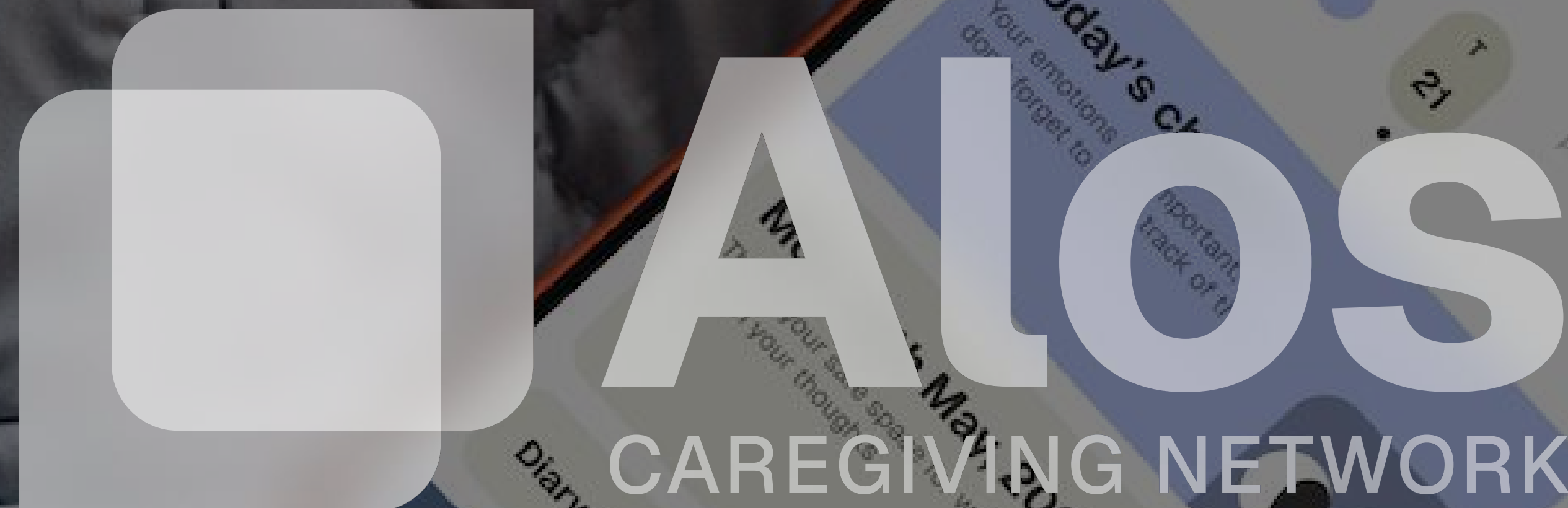


Caregivers **need an emotional safe space** that even family members (secondary caregivers) can't provide, due to the responsibility imbalance.



AI is accepted if its impact is meaningful and can help finding support and practical solutions. But privacy has to be guaranteed and transparent.

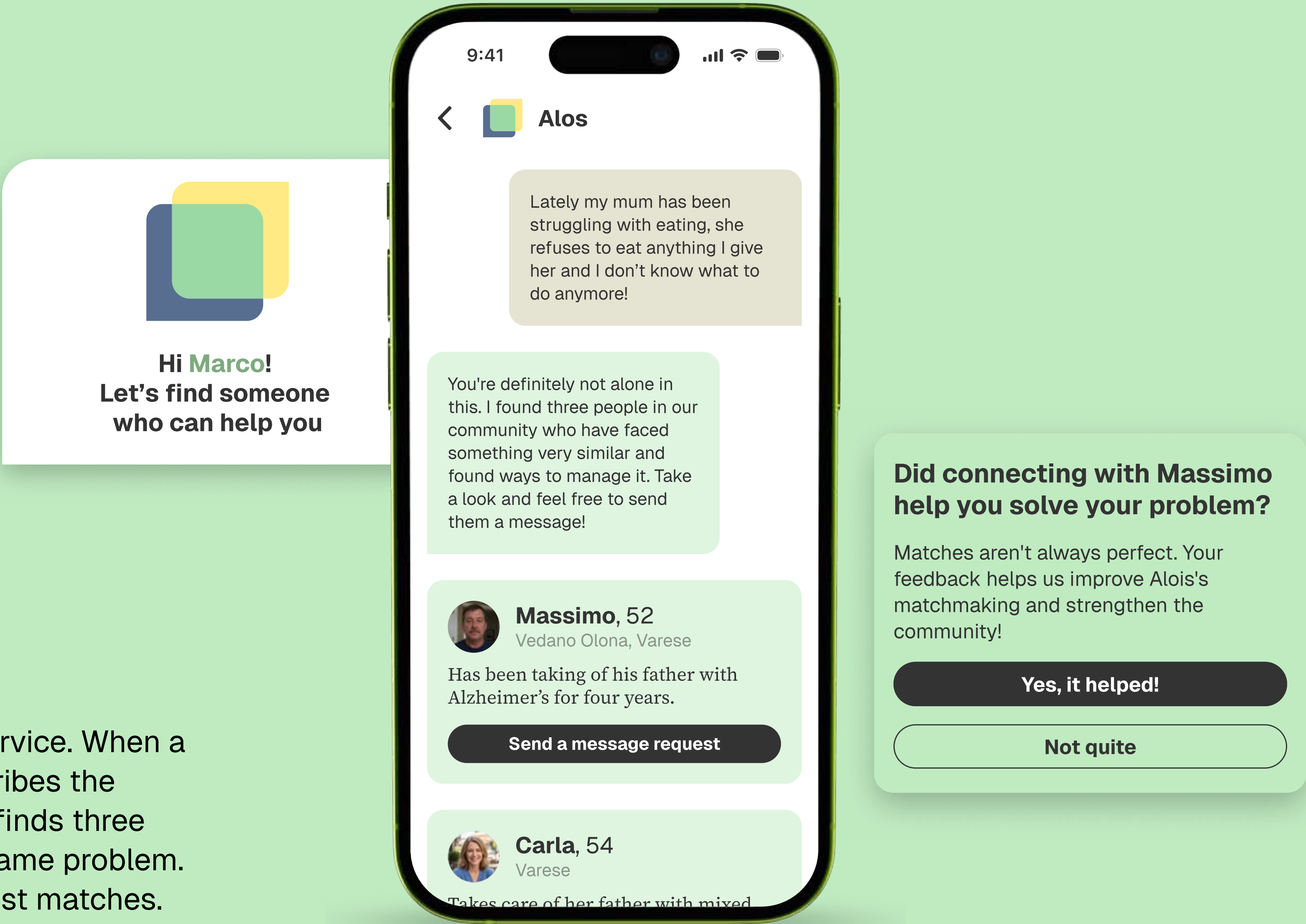
To understand caregivers' core needs and their attitudes toward AI, we conducted a four-phase user research. The findings reveal that caregivers feel abandoned by the healthcare system, forcing them to constantly improvise practical solutions on their own. Consequently, there is an urgent need for a reliable support network—a safe space to exchange advice with peers who truly understand their daily realities. While caregivers are open to AI helping build and facilitate this network, data privacy has to be guaranteed.



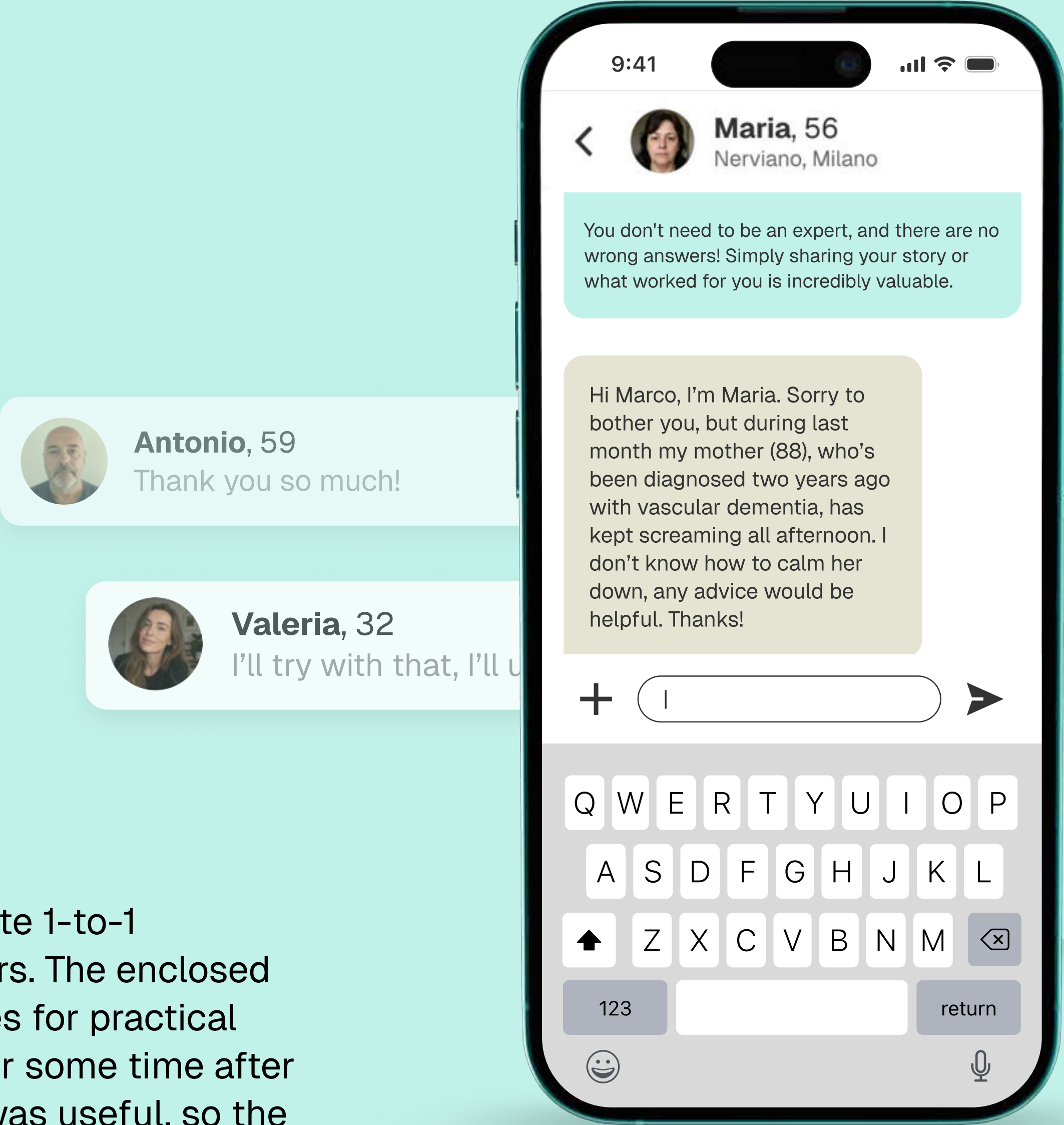
How might we connect caregivers of elderly with Alzheimer's with the right peer knowledge when they need it, to reduce isolation?

Our solution is Alos. It's a digital service that helps caregivers access practical guidance by using AI to build meaningful, context-aware peer connections with those on a similar path. The platform also offers a personal diary, community data insights, and access to local associations.

Alos is the chatbot at the core of the service. When a new problem arises, the caregiver describes the problem in their own words, and the AI finds three people who had faced and solved the same problem. The output is three cards with the closest matches. After that, the relationship becomes entirely human: the caregiver can chat with the ones identified by Alos.



The chat with the caregiver is a private 1-to-1 messaging channel for matched peers. The enclosed setting builds trust and is safe spaces for practical advice and emotional exchange. After some time after the chat, the app asks if the match was useful, so the solution is stored into the useful solutions database for the AI.

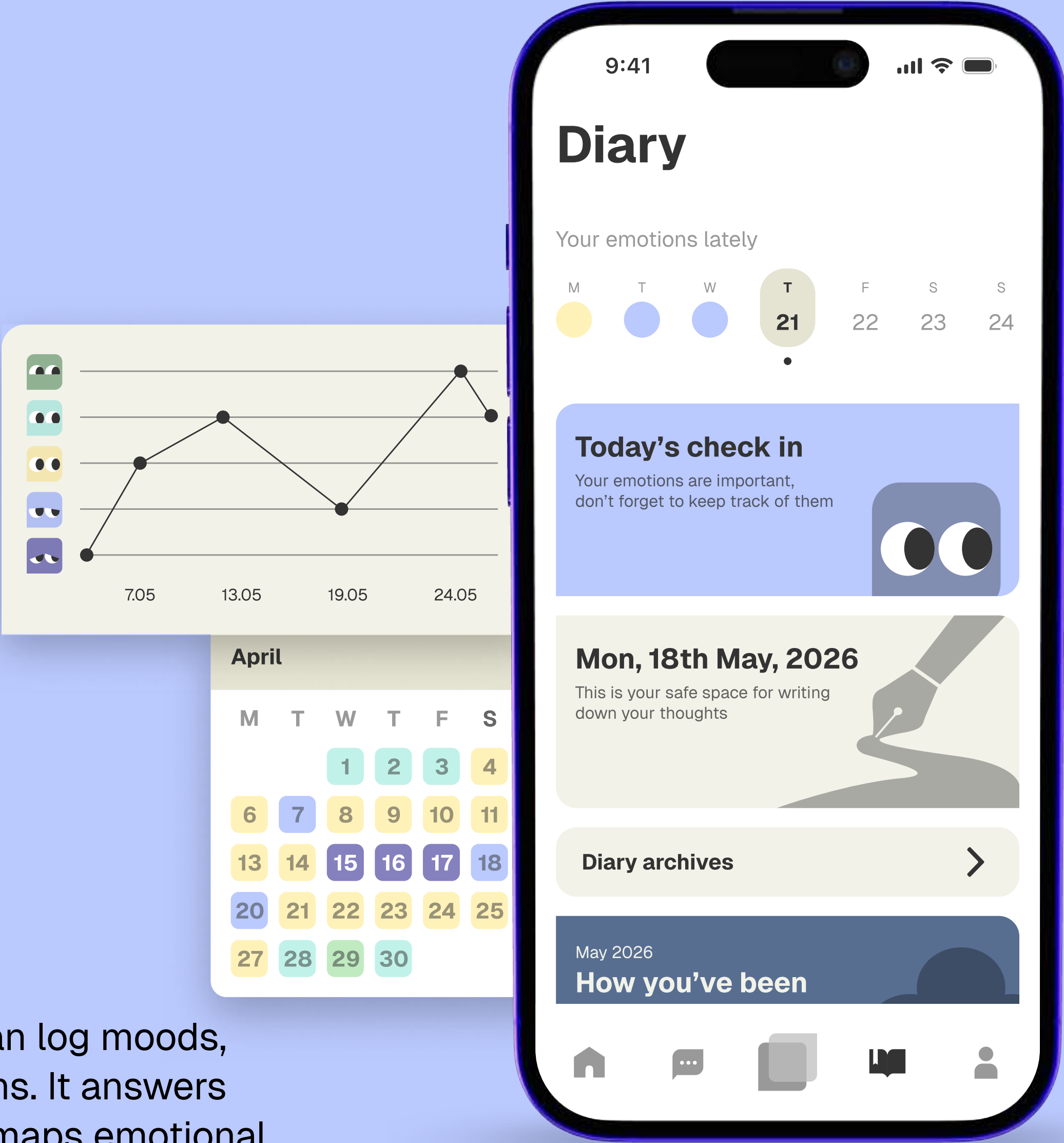


Pending help requests

Check out if someone from the community requested your help!

1 New Request >





Did your loved one struggle with something today?

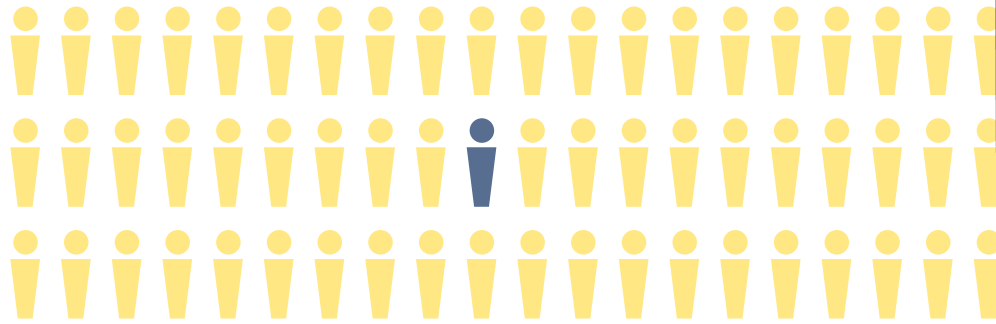
- Aggressivity
- Agitation
- Anxiety
- Apathy
- Confusion
- Delusions
- Depression
- Disinhibition
- Disorientation
- Hallucinations
- Hoarding
- Incontinence
- Insomnia
- Memory loss
- Mood swings
- Personality changes
- Spatial confusion
- Sundowning
- Time distortion
- Wandering

The diary is a space where caregivers can log moods, daily care routines, and private reflections. It answers the need of an emotional safe space. It maps emotional patterns over time, and uses past check-in data to fine-tune future recommendations.



Once the caregiver helps, they gain specific badges to recognise and reward them. It values asking for help as much as offering it, while highlighting practical care expertise across the network.

Today, **541 people** helped each other. You can be one of them.



What we've built

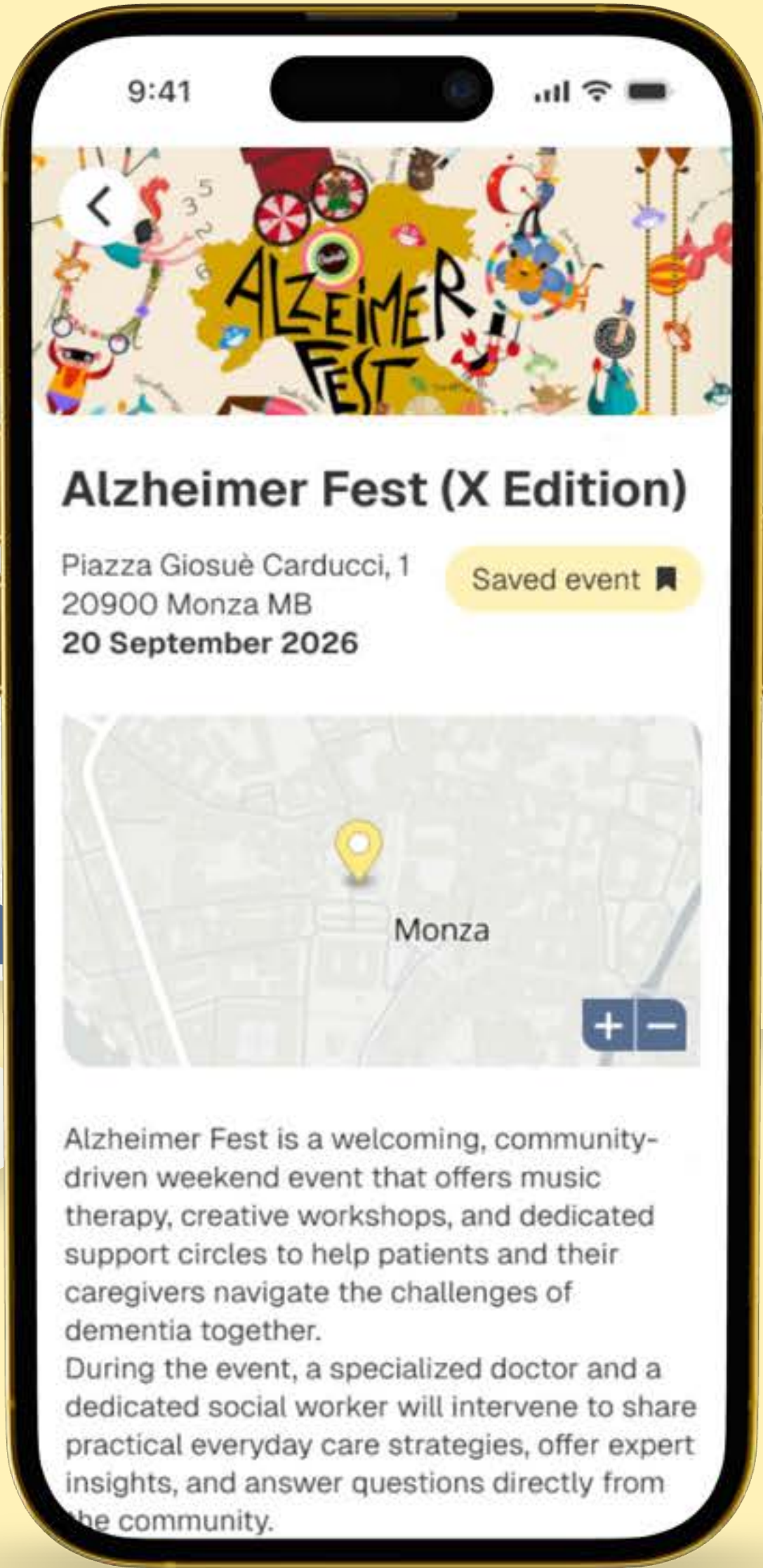
See how your contribution matters in our growing, supportive caregiver community.



To build the sense of community, a dashboard section displays collective data, shared activity, and community milestones. Visualizing peer metrics validates caregiving struggles and shows users they belong to an active network.



Save event 

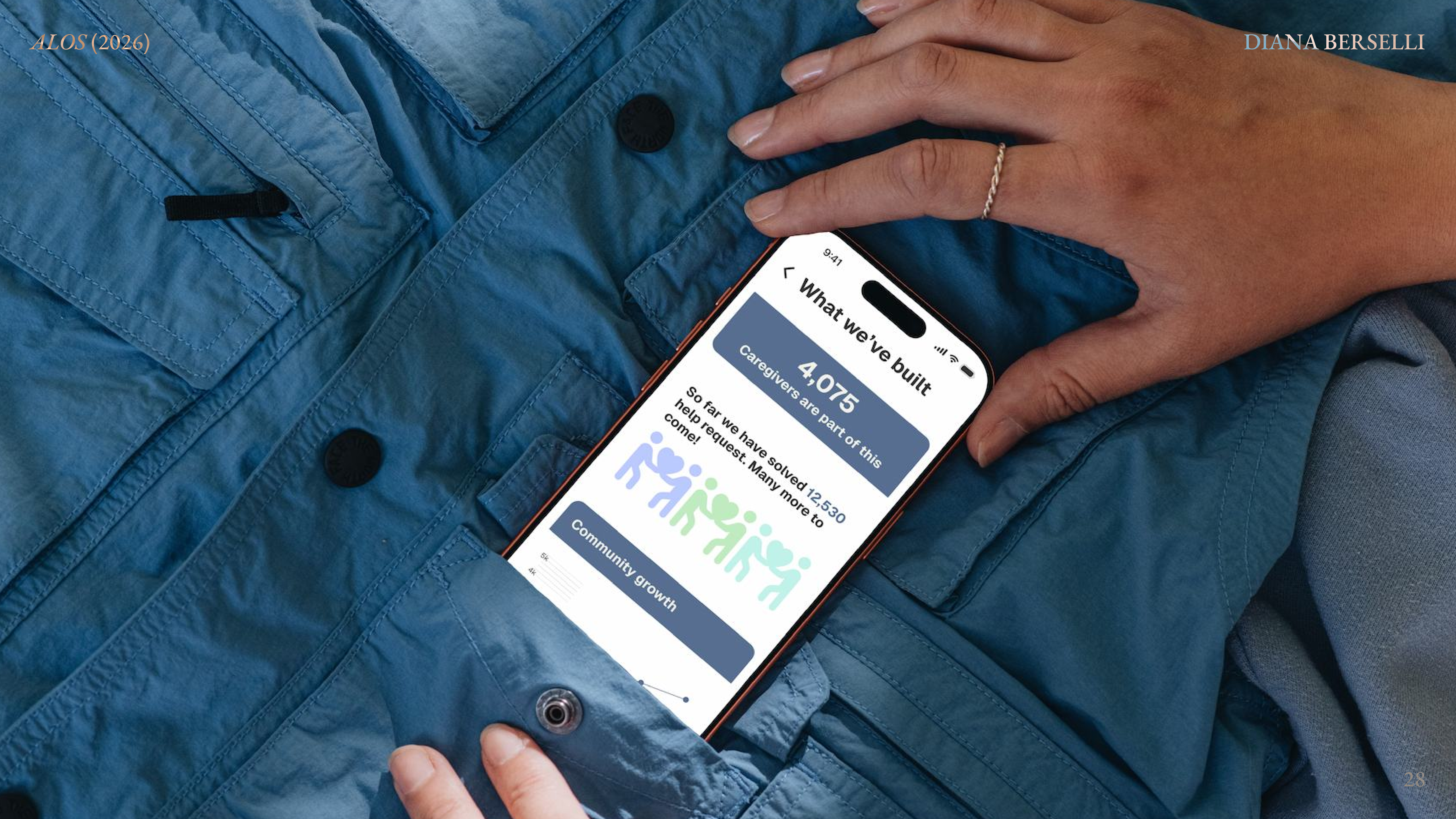


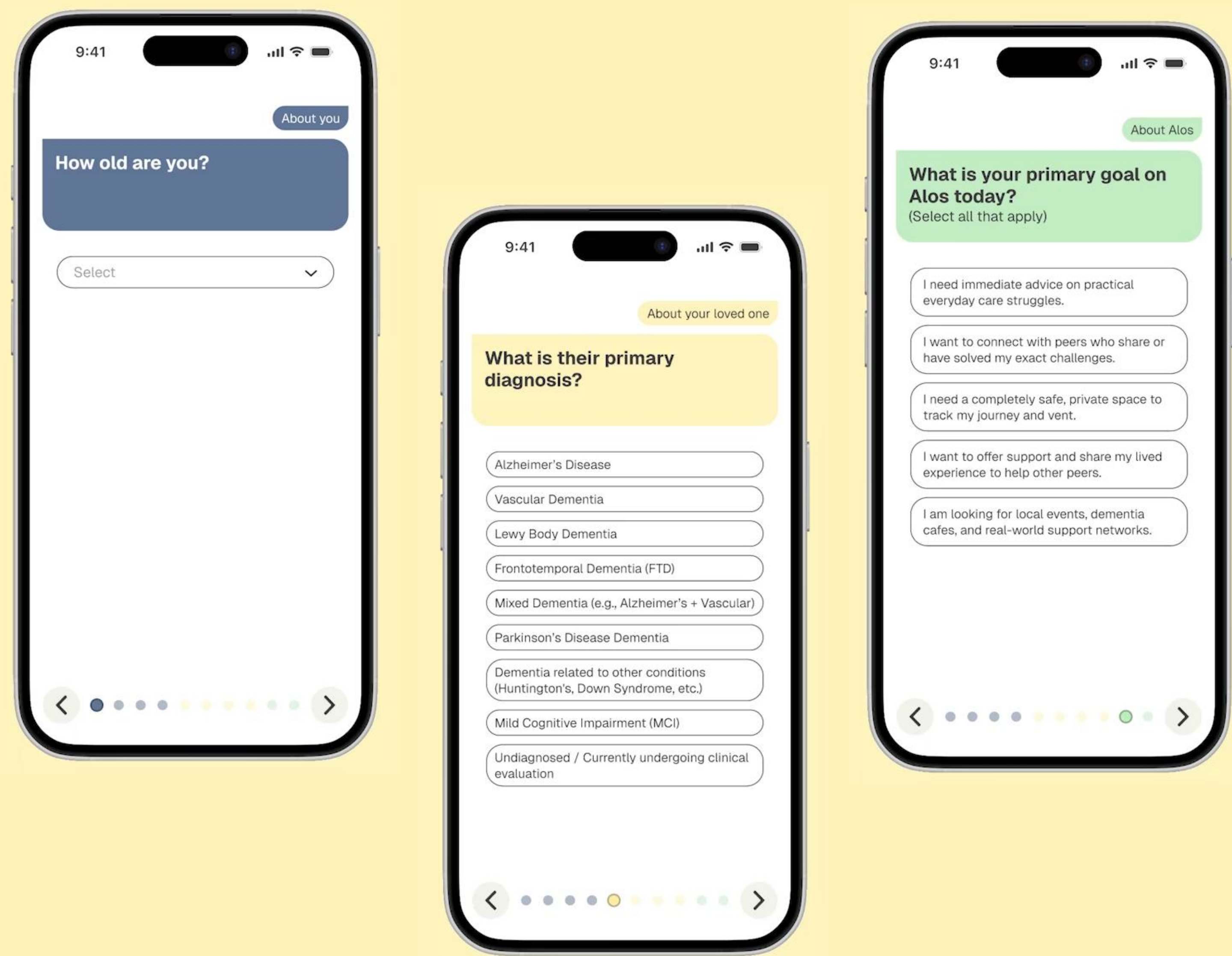
Saved resources (3)

Your touch of community,
to always stay connected



As we discovered, caregivers struggle to find associations and practical support in their local area. This section is a local directory mapping nearby caregiver associations, specialized care centers, and community initiatives.





After downloading the app, the onboarding flow addresses three specific inputs: caregiver profile to capture personal workload and emotional baseline; care recipient context to detail dementia stage and daily behavioral patterns; privacy framing to clarify the user's primary motive for downloading the app.

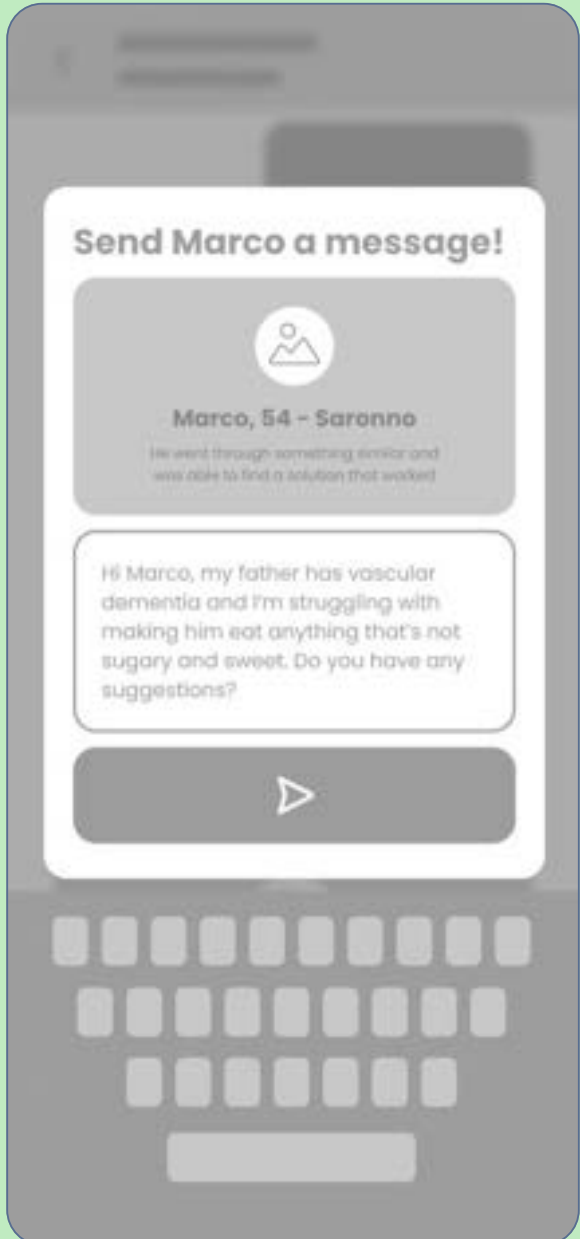
LOW FIDELITY



Crazy eights on paper 5 

Closed card sorting 12 

MID FIDELITY



Usability testing 4 

HIGH FIDELITY



Guerrilla testing 6 

A/B testing (color) 7 

FINAL PRODUCT

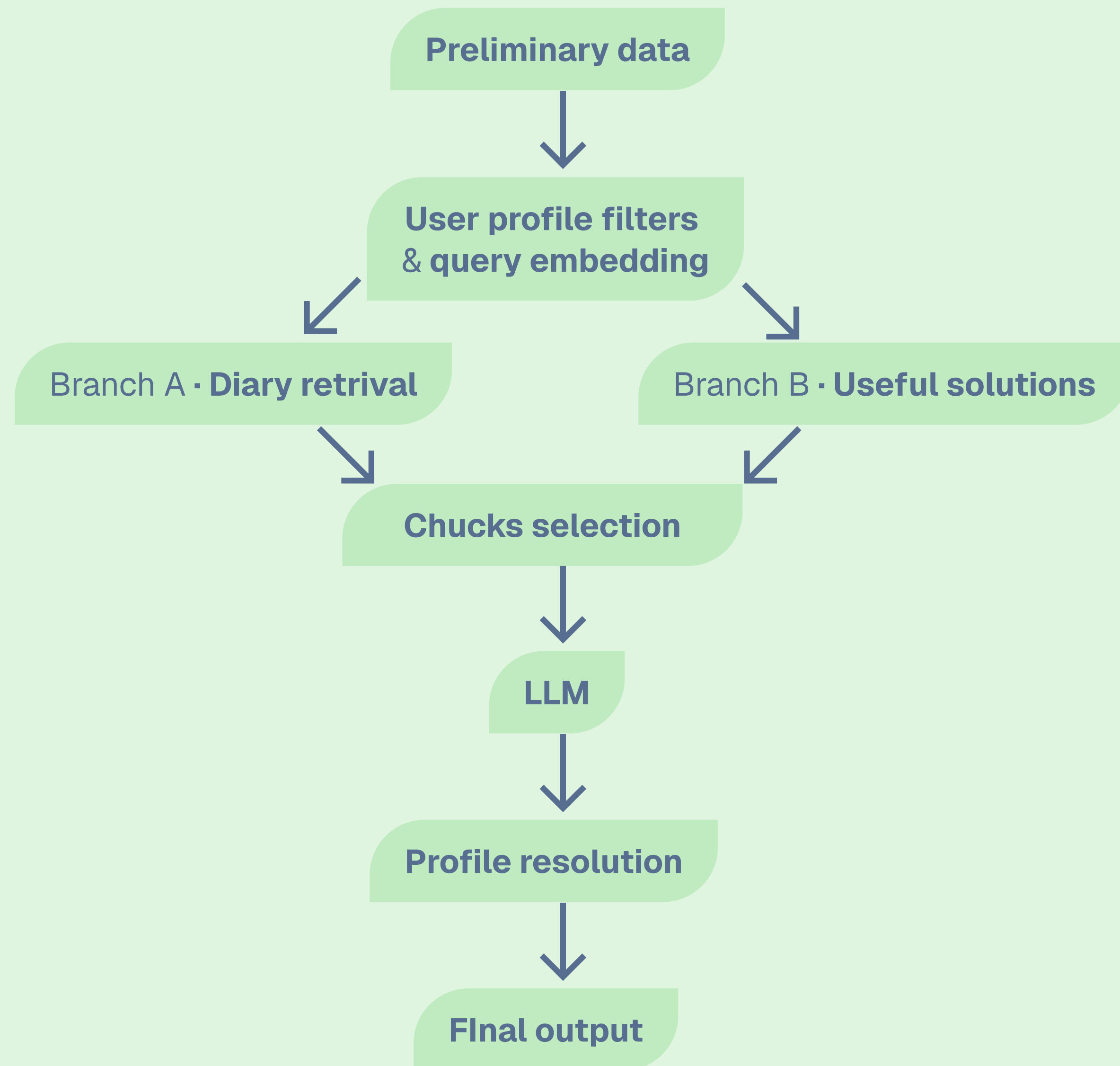


Usability testing 7 

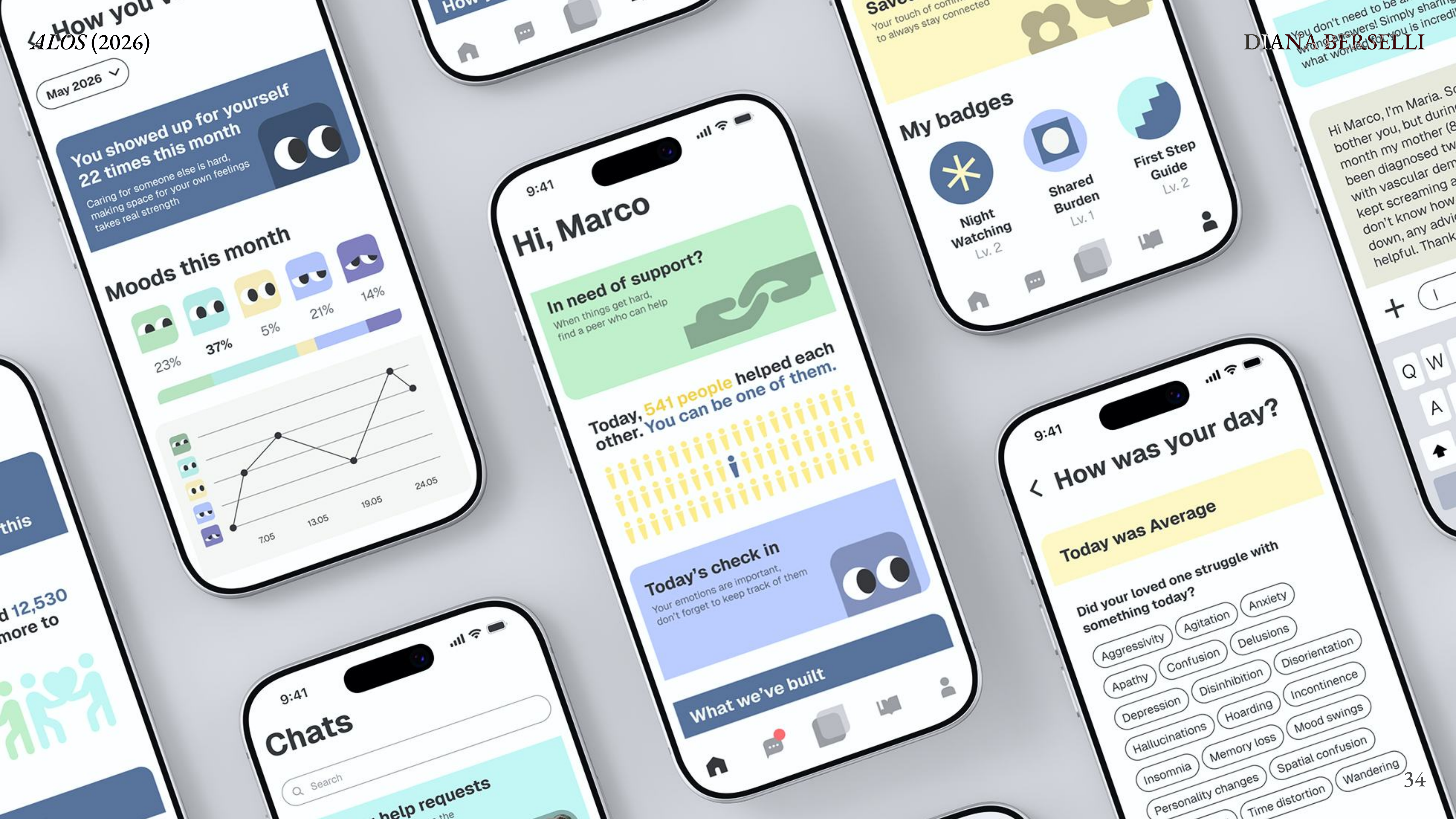
SEQ 7 

The prototyping phase consisted of three phases. Each phase was informed by the testing's results of the previous one. The tests were conducted with caregivers to gain the most important insights, supported by peer testings and expert reviews sessions.





The AI model to find the best caregiver matches is RAG-Powered Recommender System. Semantic search quickly narrows candidates by lived experience, while an LLM delivers the final judgment on match quality.



May 2026

You showed up for yourself
22 times this month

Caring for someone else is hard,
making space for your own feelings
takes real strength

Moods this month



Hi, Marco

In need of support?

When things get hard,
find a peer who can help

Today, 541 people helped each
other. You can be one of them.



Today's check in

Your emotions are important,
don't forget to keep track of them

What we've built

My badges



Night
Watching
Lv. 2



Shared
Burden
Lv. 1



First Step
Guide
Lv. 2

How was your day?

Today was Average

Did your loved one struggle with
something today?

- Aggressivity
- Apathy
- Depression
- Hallucinations
- Insomnia
- Personality changes
- Time distortion
- Agitation
- Confusion
- Disinhibition
- Hoarding
- Memory loss
- Spatial confusion
- Anxiety
- Delusions
- Disorientation
- Incontinence
- Mood swings
- Wandering

Chats

Search

help requests

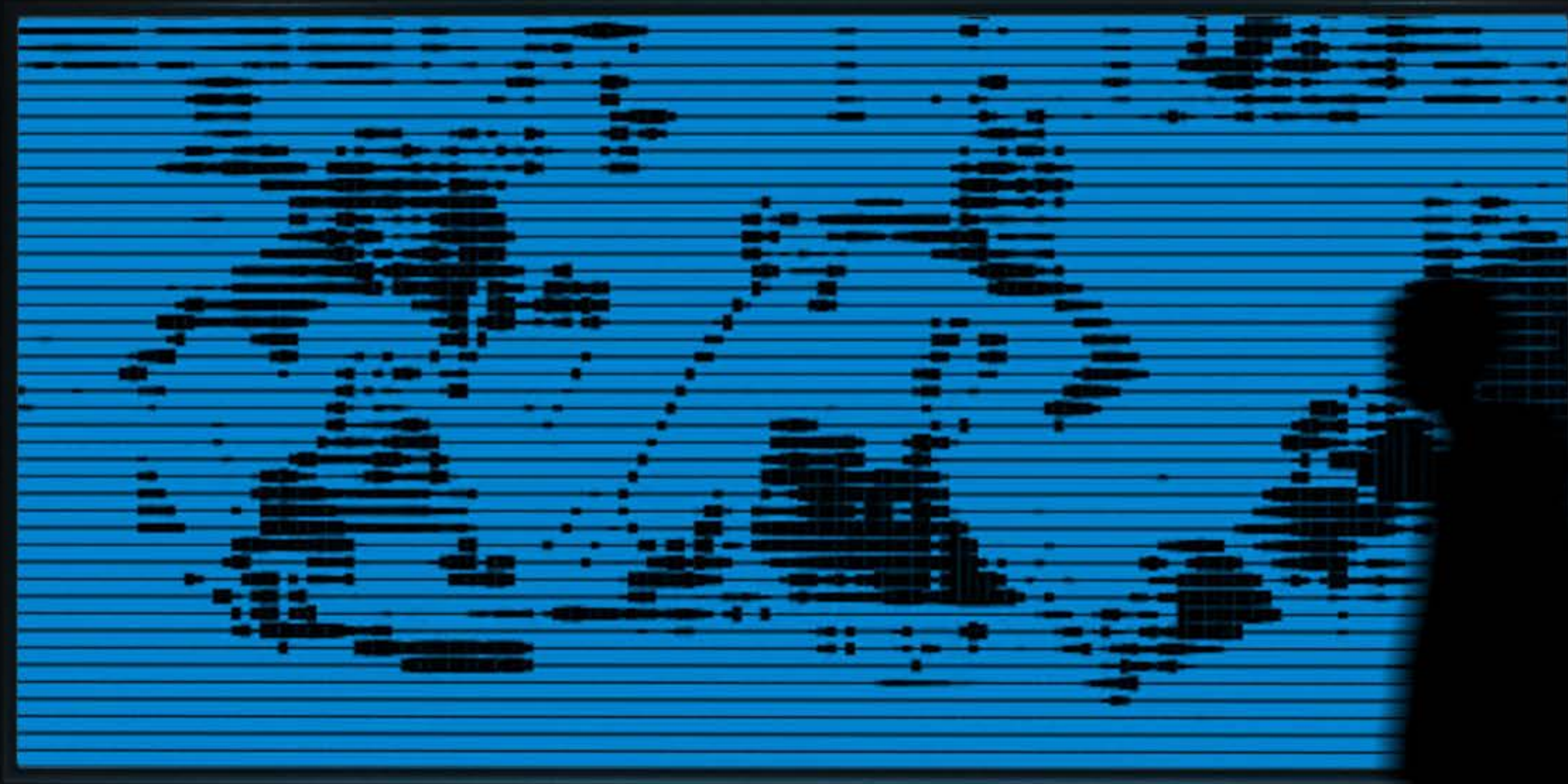
HUMAN IMPACT (2026)

MOTION DESIGN;

[LINK TO VIDEO](#)

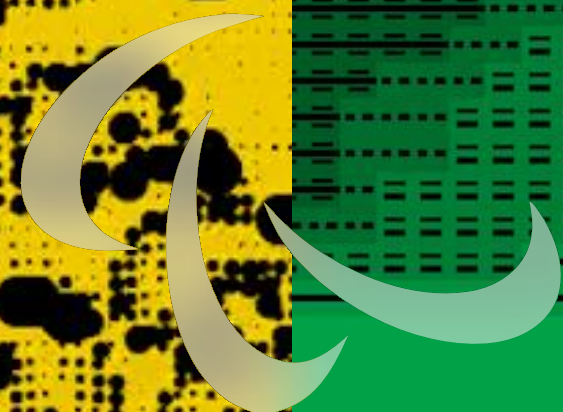
A motion design project developed for MEET Digital Culture Center and Politecnico di Milano for the 2026 Winter Olympics. By portraying the sport of sledge hockey, the video highlights human resilience, determination, and the deep impact of adaptive sports. The visual concept utilizes distinct colors and variable styles to represent each athlete's individual contribution, blending them into a cohesive narrative to

show that individual effort only finds true meaning within the synergy of a team. The video was shown in high visibility locations, such as Metro lines in Milan and ledwalls in Bergamo and Brescia.



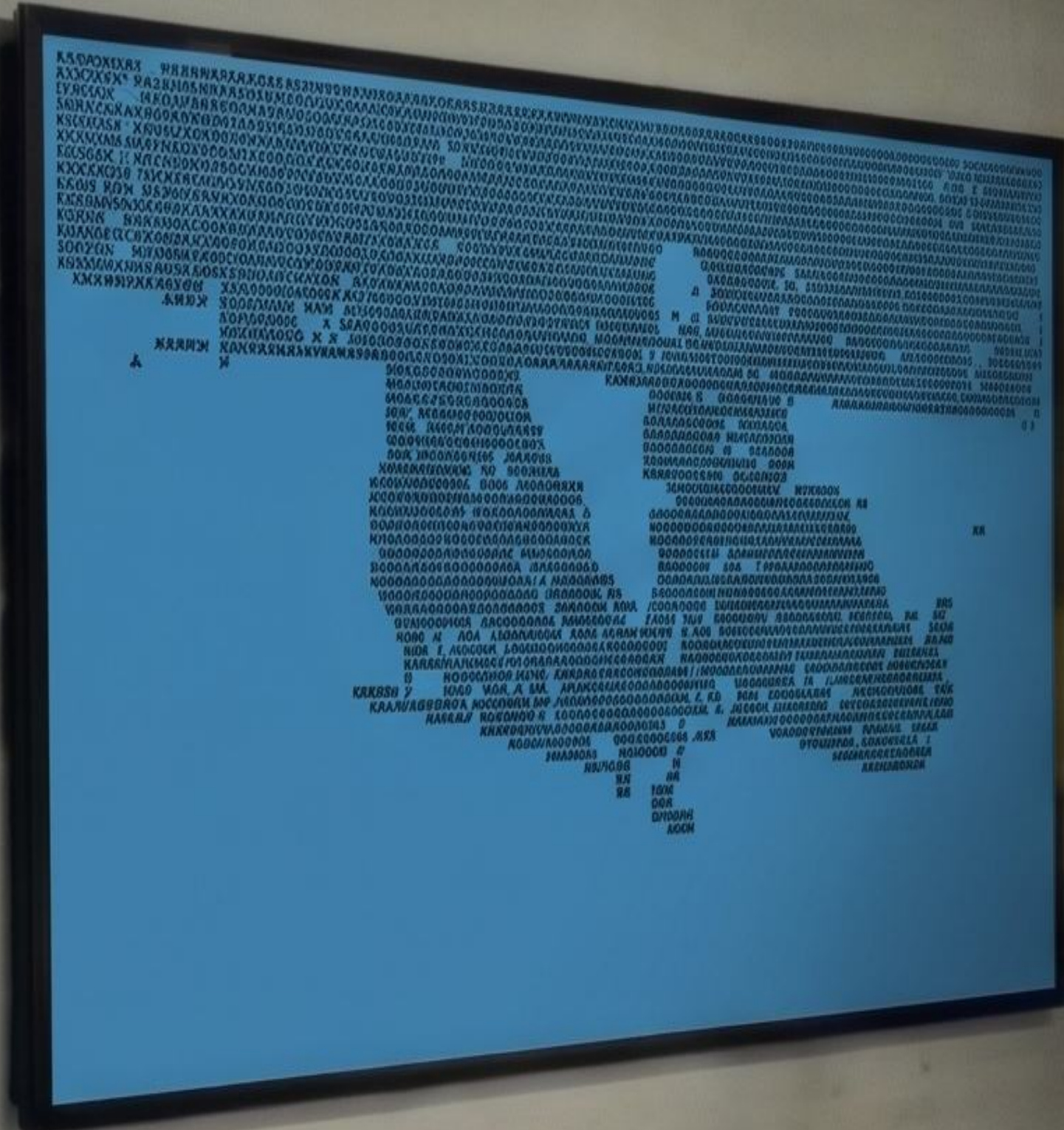


MILANO CORTINA
2026





IMPATTO UMANO





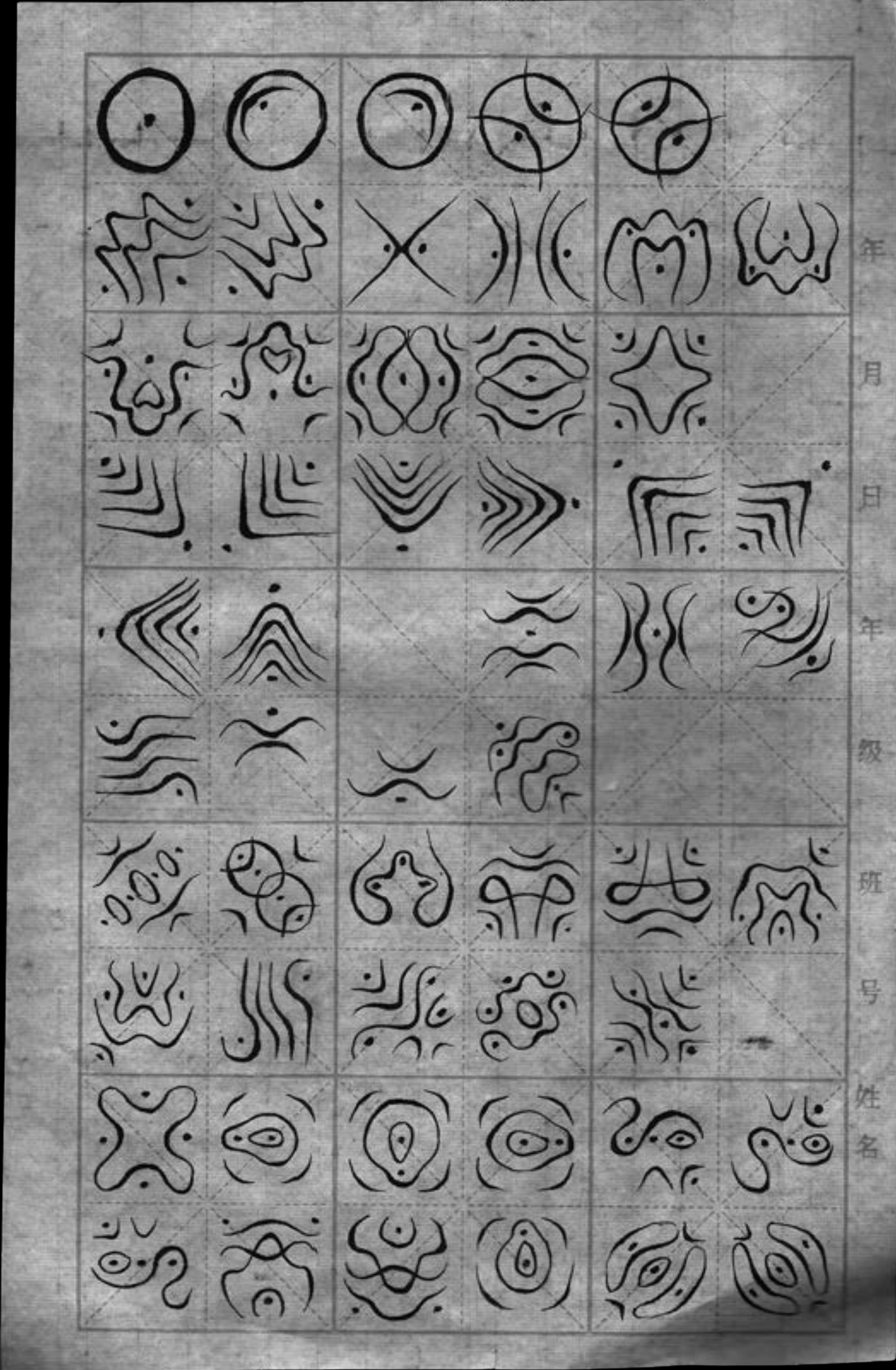
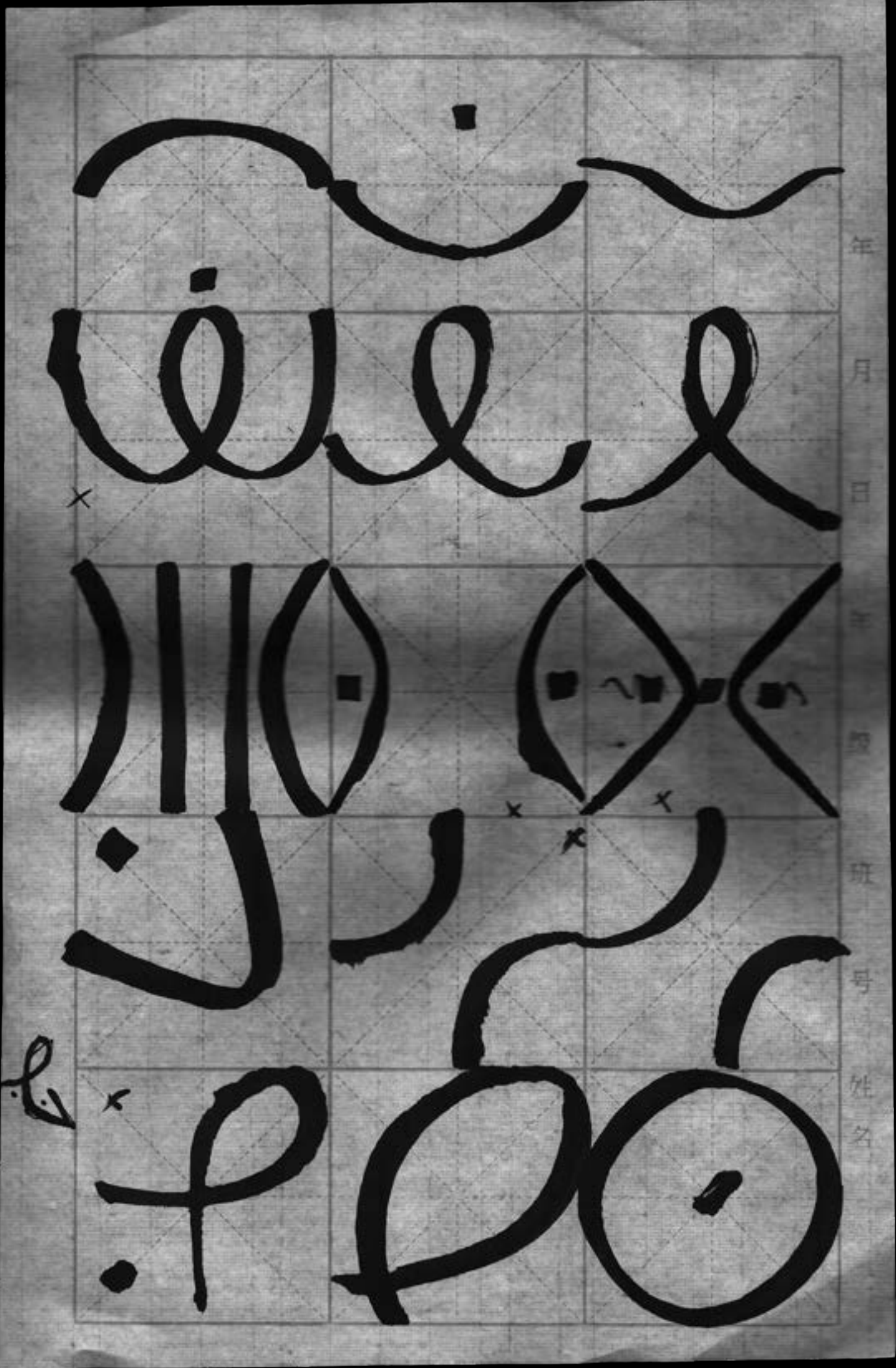
LANGUAGE (2026)

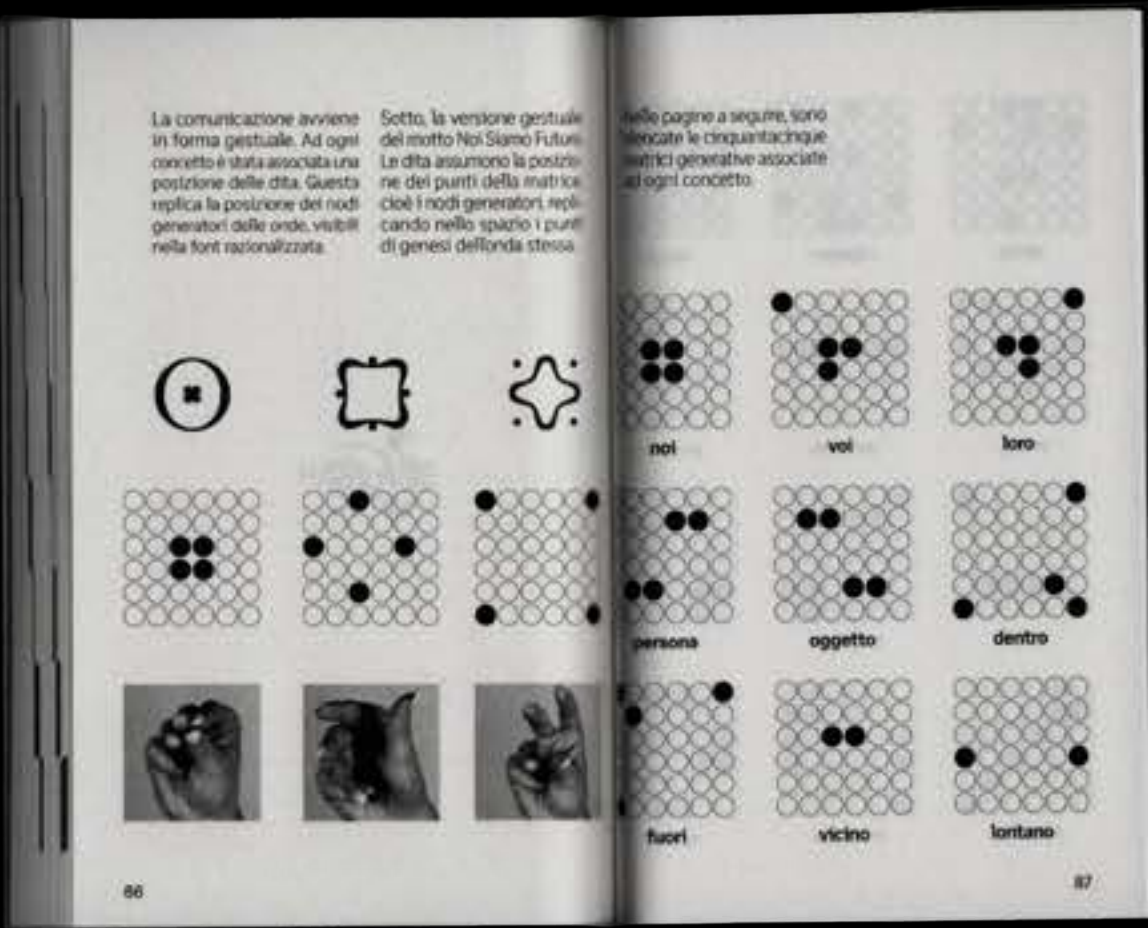
SPECULATIVE DESIGN;
UX/UI;

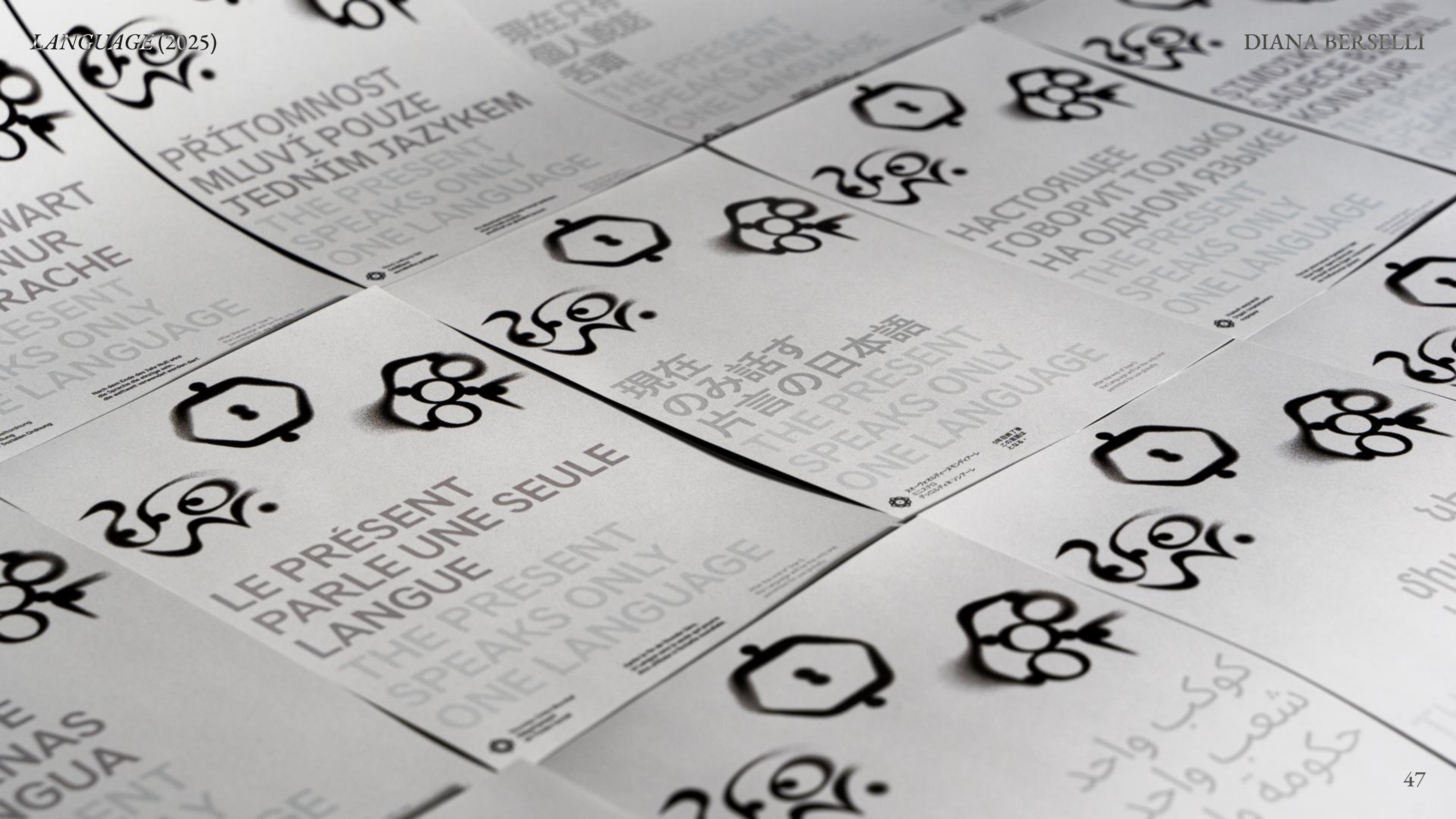
[LINK TO VIDEO](#)

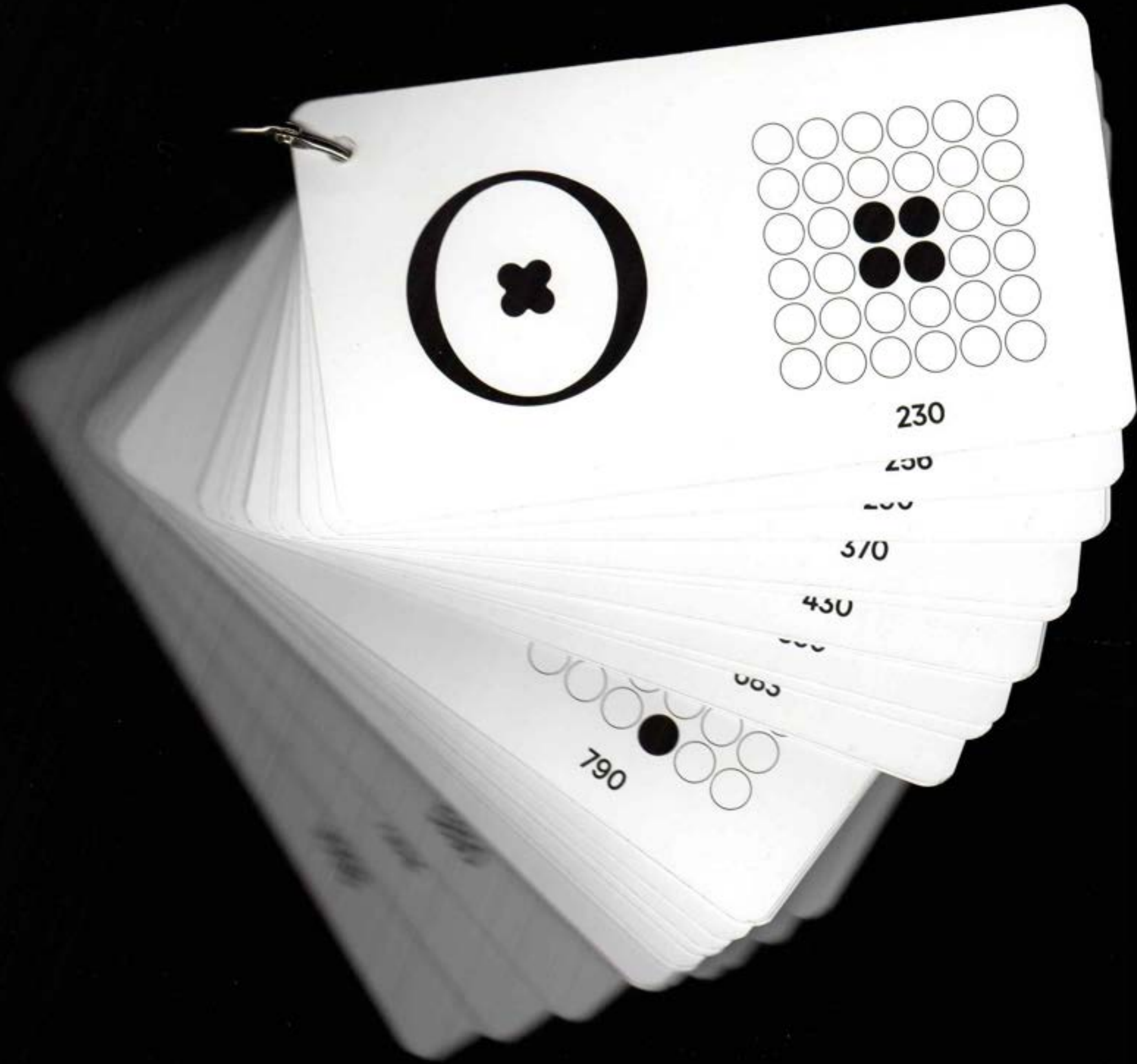
A speculative design project portraying language as a tool for global control, in a future in which a global government – the New World Order – imposes it. The project reduces language to 55 essential concepts and universal words, each expressed through symbols, gestures, and specific sound frequencies. At the core of the project is a self-built physical translation machine, built from scratch using Arduino, Processing Python and Touchdesigner, which converts current language into the universal language. To support this scenario, an institutional identity ecosystem for the New World Order was developed, including communicative artefacts such as an official dictionary and flashcards. The project was featured in the exhibitions “Believe it or not” at DotDotDot in 2025 and in “Stories make worlds” at Festival della Meraviglia 2026.

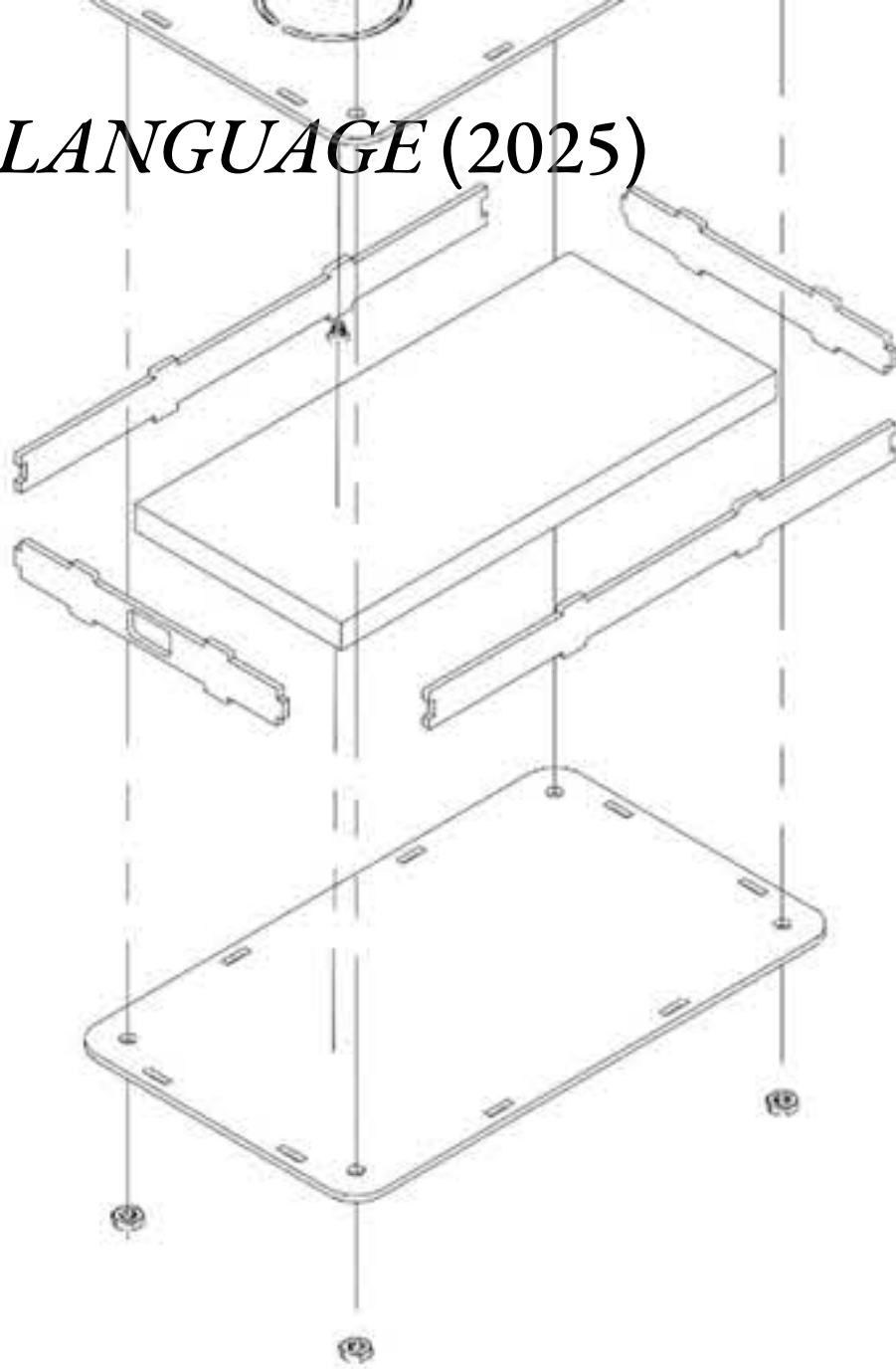




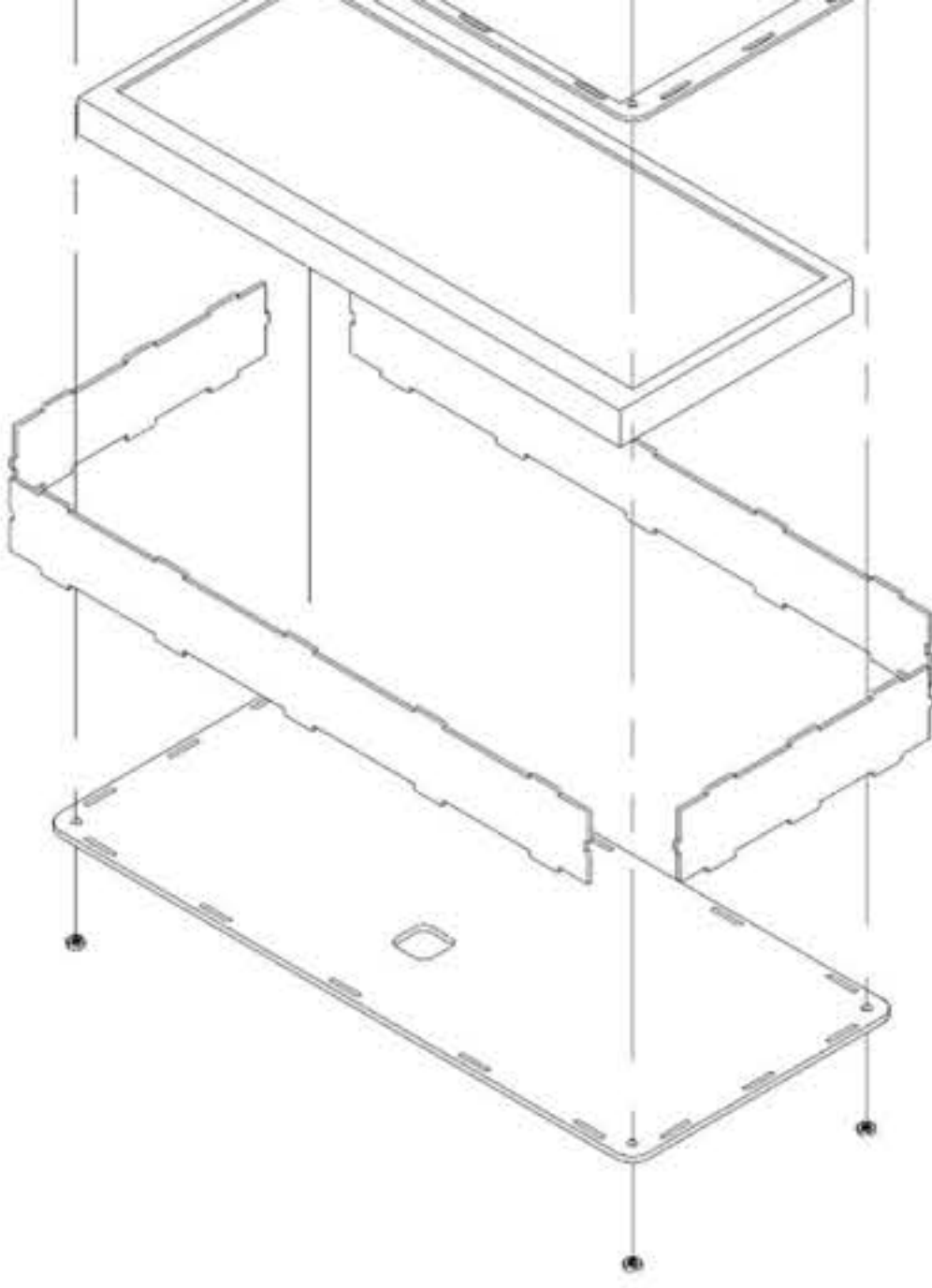




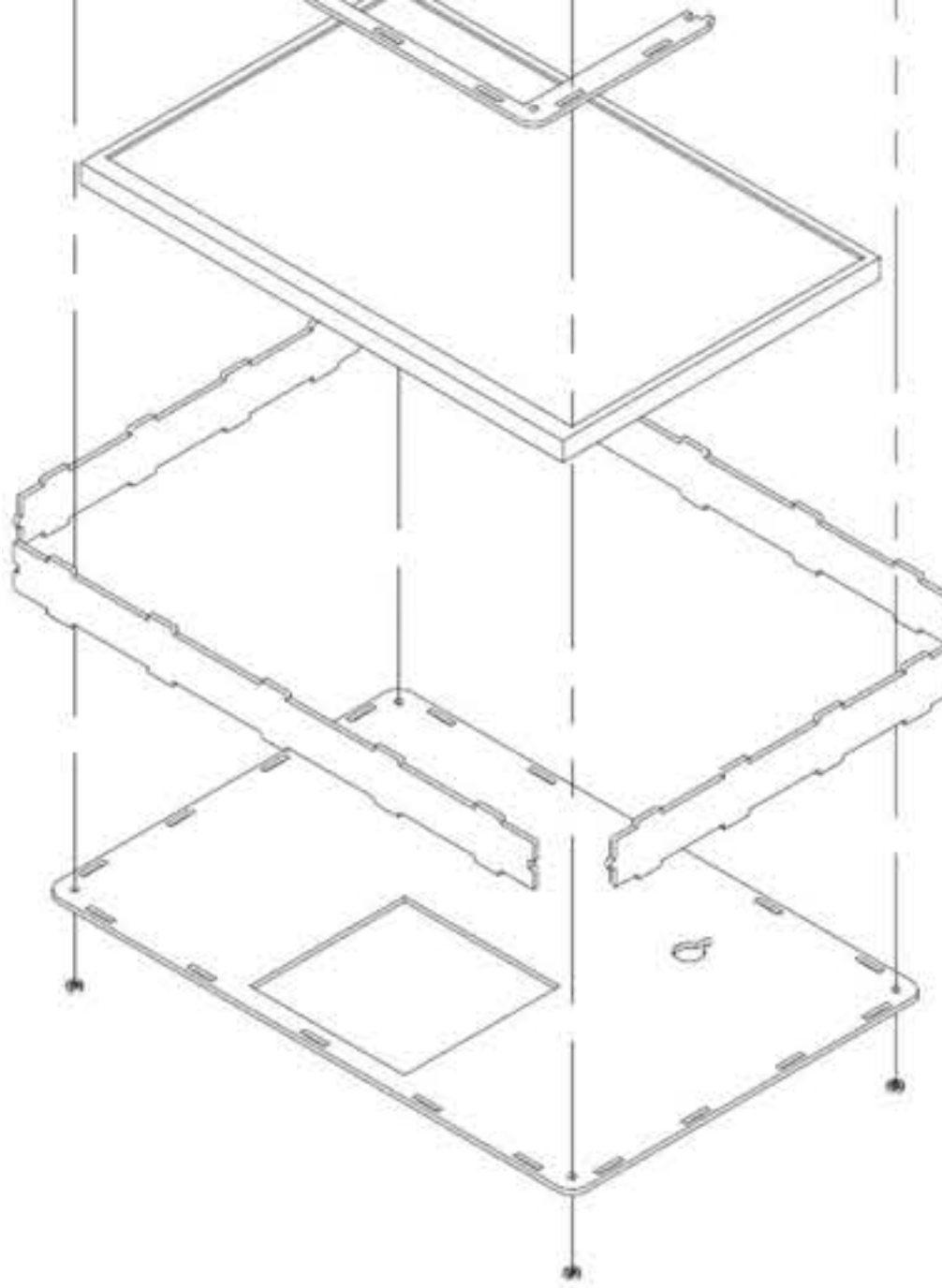




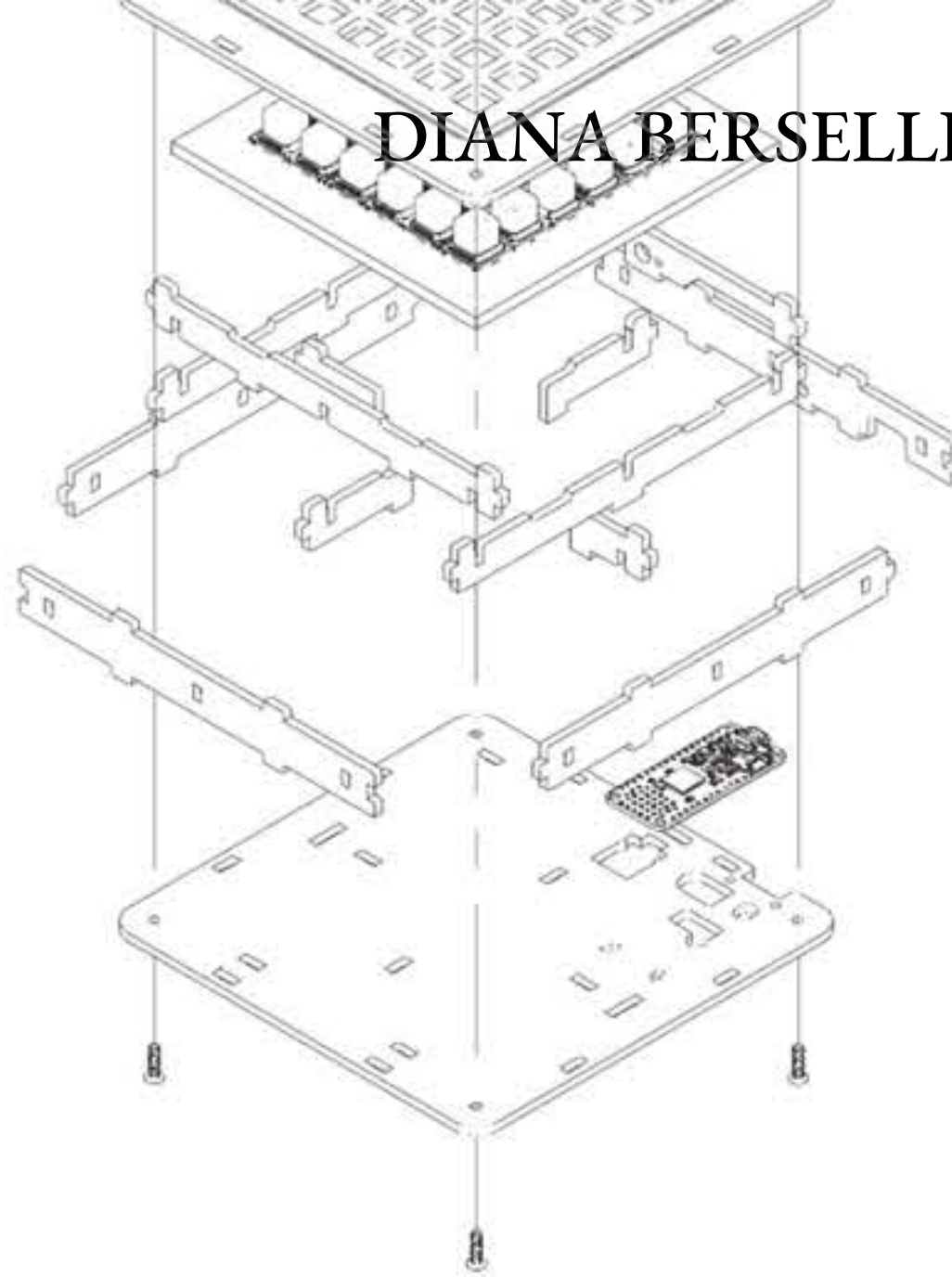
INPUT MIC
i/o;



AUXILIARY DISPLAY
simplification;



MAIN DISPLAY
translation;

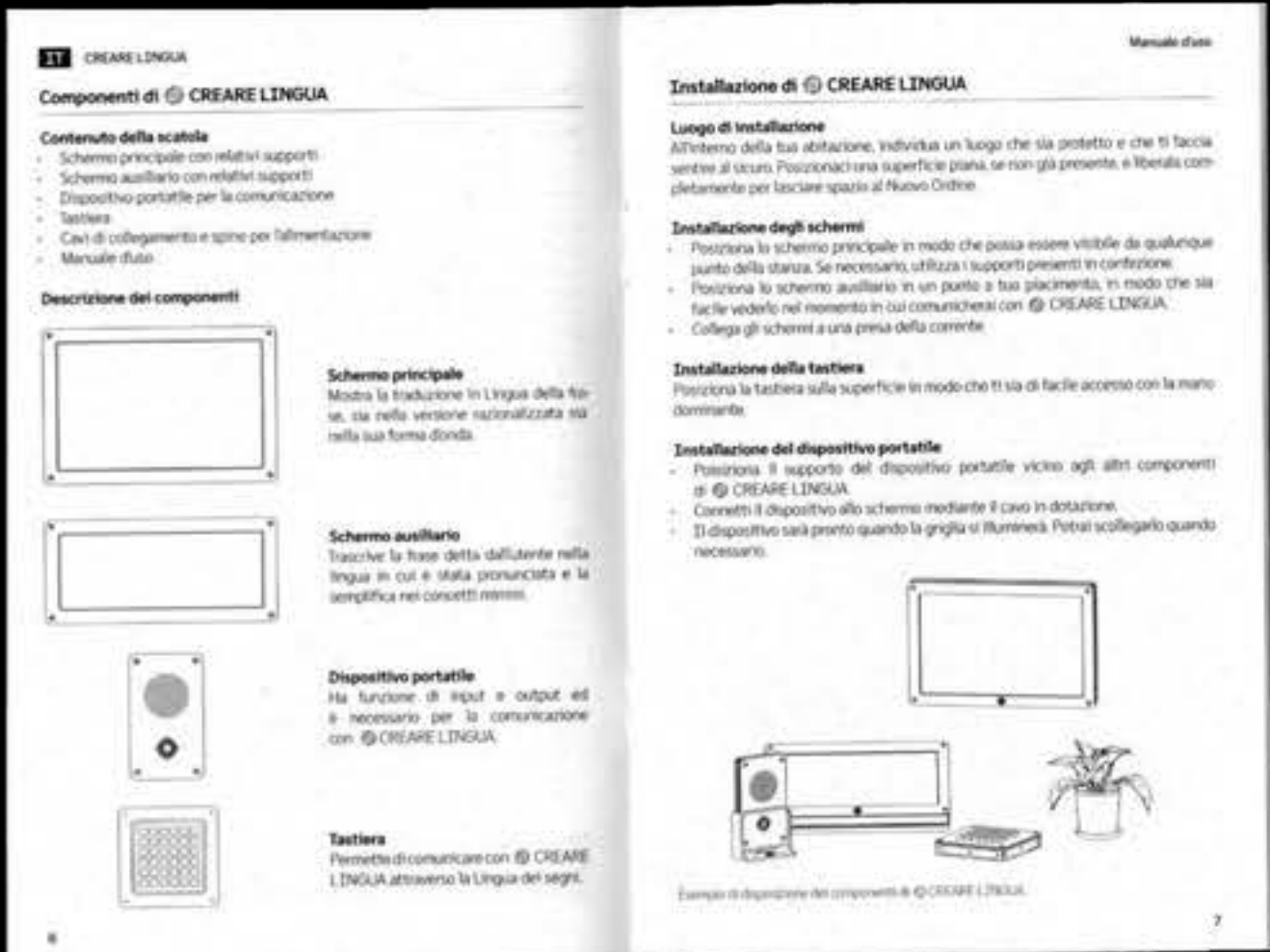
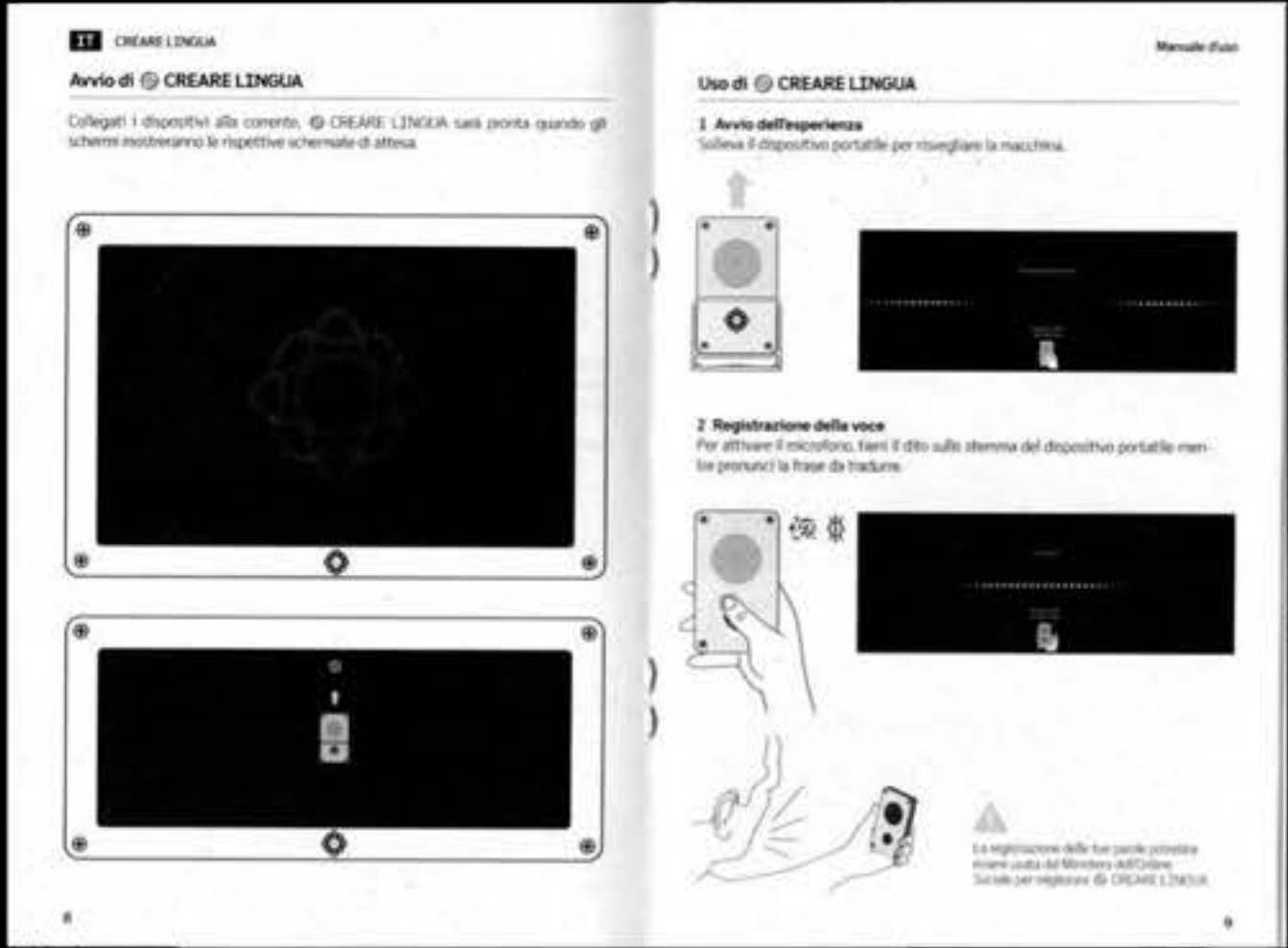
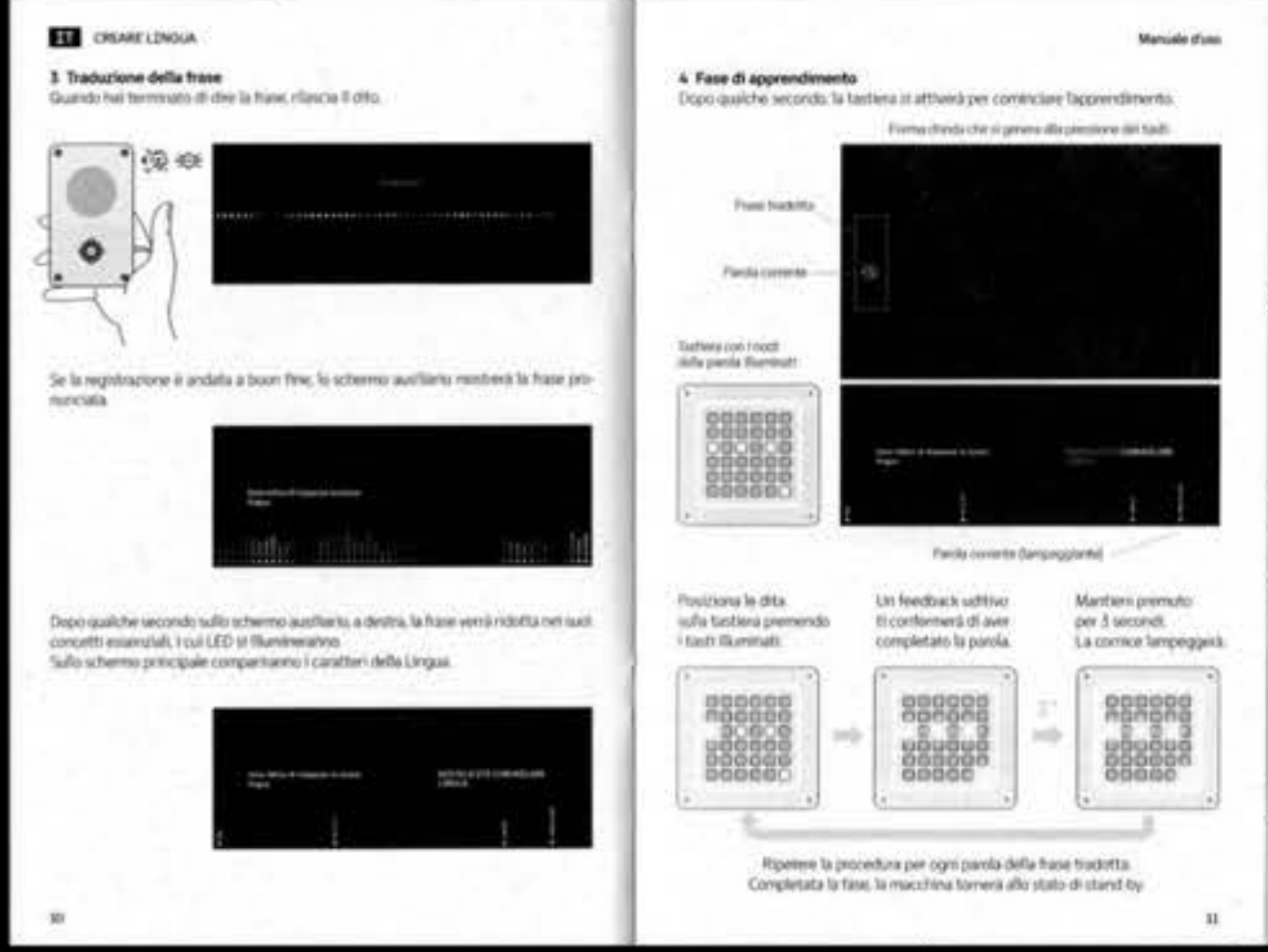


KEYPAD
sign learning;

Citizens have to learn the new universal language in one year. In order to do that, the New World Order sends a machine at each home. It translates the phrases in the native idioms into the new one.











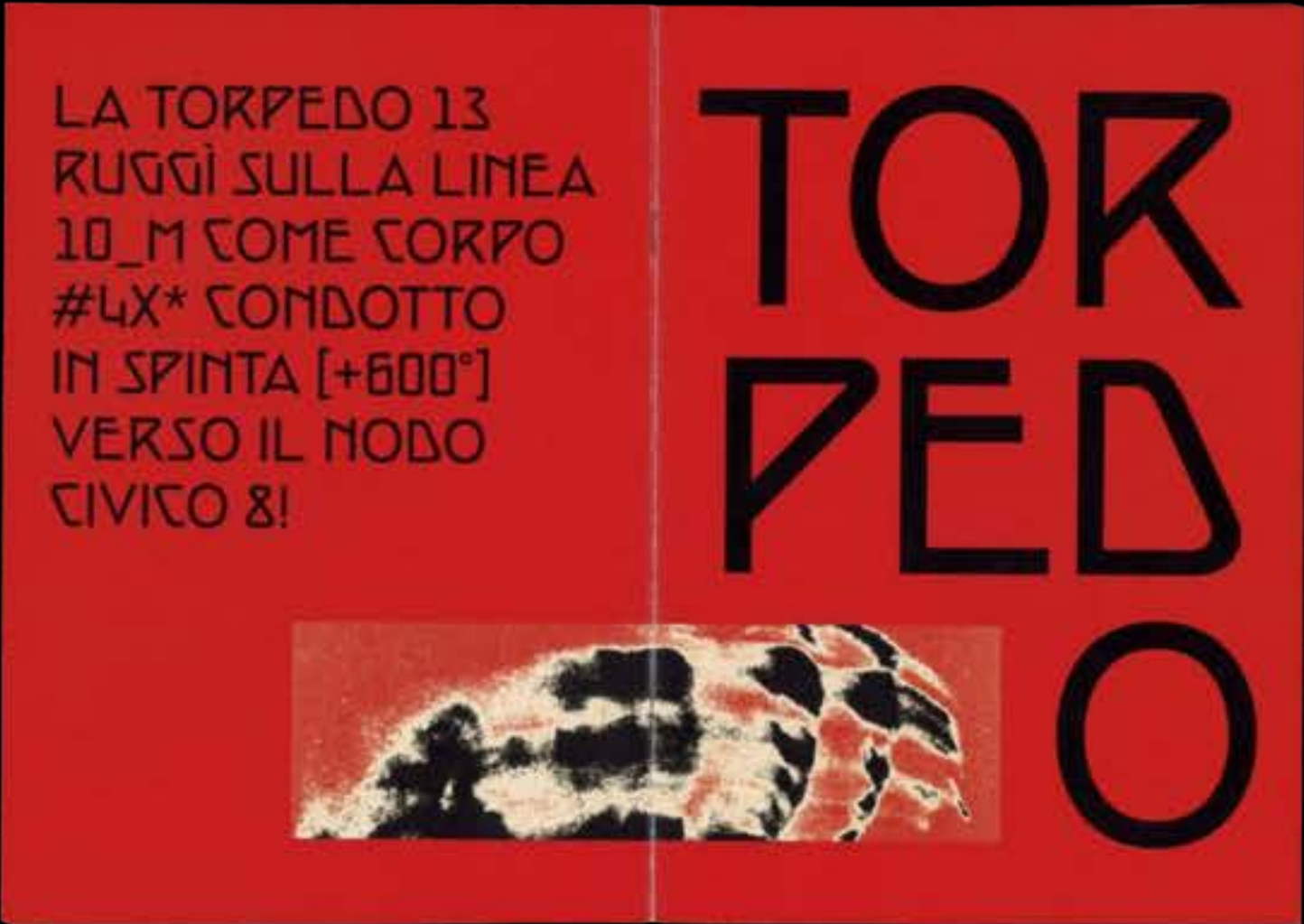
TORPEDO (2025)

TYPE DESIGN;

A sharp sans serif character developed from a 1930s inscription observed at the Monumental Cemetery in Milan. The project started from hand drawn letters to their digitalization into Glyphs. The typeface combines the geometry of the period with Art Nouveau letter construction, defined by strong and dynamic lines.

QUALSIASI PASTASCIUTTARO CHE
CONSULTI LA PROPRIA
COSCIENZA ONESTAMENTE AL
MOMENTO DI INGURGITARE LA
SUA BIQUOTIDIANA PIRAMIDE
DI PASTASCIUTTA, VI TROVERÀ
DENTRO LA TRISTE
SODDISFAZIONE DI TAPPARE CON
ESSA UN BUCO NERO.

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X x Y y Y y Y y Z z Z z Z z Z z Z z Z z Z z Z z Z z
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AMARO INCIPIT (2024)

BRANDING;
SOCIAL MEDIA;

A brand identity and multi-channel launch campaign for Incipit, an innovative Italian amaro designed to promote mindful drinking and authentic human connection. Rejecting traditional secrecy in favor of transparency and community, the project translates Gen Z and millennial insights into a distinctive visual and verbal language. The strategy encompasses comprehensive brand positioning, cross-platform editorial content, targeted media planning, and an experiential pop-up activation.





AMARO
INCIPIT
ROMPI IL GHIACCIO

SPARK, SPONTANEITY

VALUES

A place for the mind, safety

STYLE

Direct, playful, engaging

MOOD

Meeting, culture, friendship

BEGINNING OF A
DEEPER CONNECTION

AMARO
INCIPIT
ROMPI IL GHIACCIO

A NOD TO AMARI
AND COCKTAILS

#5B0E20

#D62132

#FEDEAD

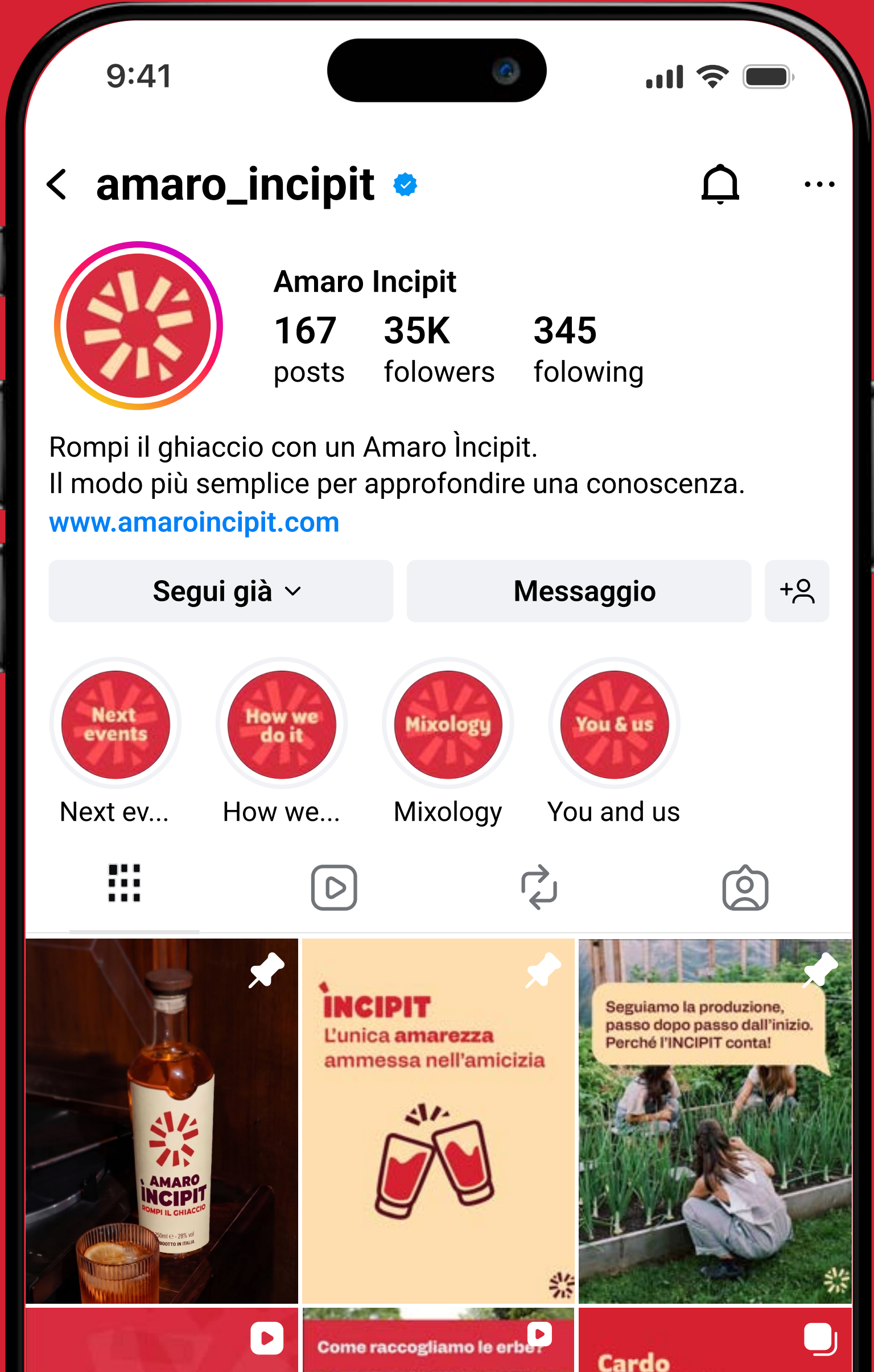
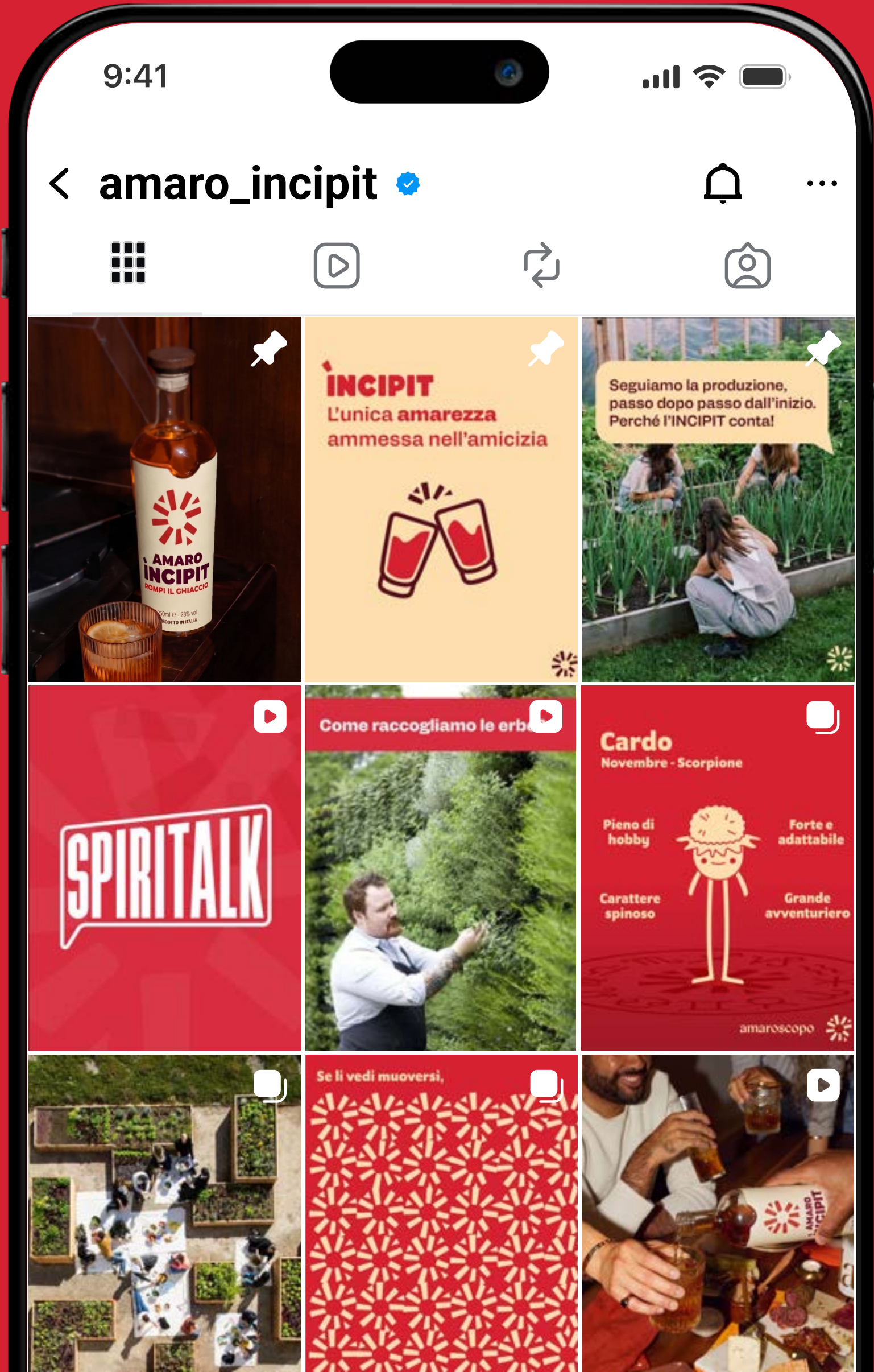
Headlines

Program OT Bold

Bodycopy

Alfabet regular





#amaro
#herbs
#bitter
#information
#transparency
#connection
#embraceLife
#mindfulness
#connection

INSTAGRAM

#amaroscopo makes customers learn playfully about the herbs used in our bitter



INSTAGRAM

#amarcord lets customers discover fun facts about the world of bitters and liquors





#consapevolmente playfully raises awareness on conscious consume of alcohol





00"		*bar chatter and coughing*
	Waiter 1	(whispering) "Psst! Hey! What about those three at the table? They've been on their phones for half an hour..."
	Waiter 2	"Does that mean...?"
	Waiter 1	"Exactly. They need an incipit."
08"		*tense music starts*
	Waiters	(with urgency) "MAKE WAY! MAKE WAY!" "WHERE IS IT?! I NEED THE INCIPIT!!" "HERE IT IS!" "HAND ME THE HAMMER!" *sound of shattering ice & tense music stops*
16"		*bar chatter resumes*
		sound of amaro being poured
	Waiter 1	"Folks, we'd love to offer you a glass of Amaro Incipit." *sip*
	Client	"Aaah, thank you!" *pause* "So, what was it you wanted to talk to me about?"
25"	Narrator	"It takes so little to connect."
30"		(friendly tone) " Break the ice with Amaro Incipit! "



**Basta poco
per conoscersi.**

È l'INCIPIT che fa la differenza.
Il resto vien da sé.







IN CIBO VERITAS (2023)

EDITORIAL DESIGN;

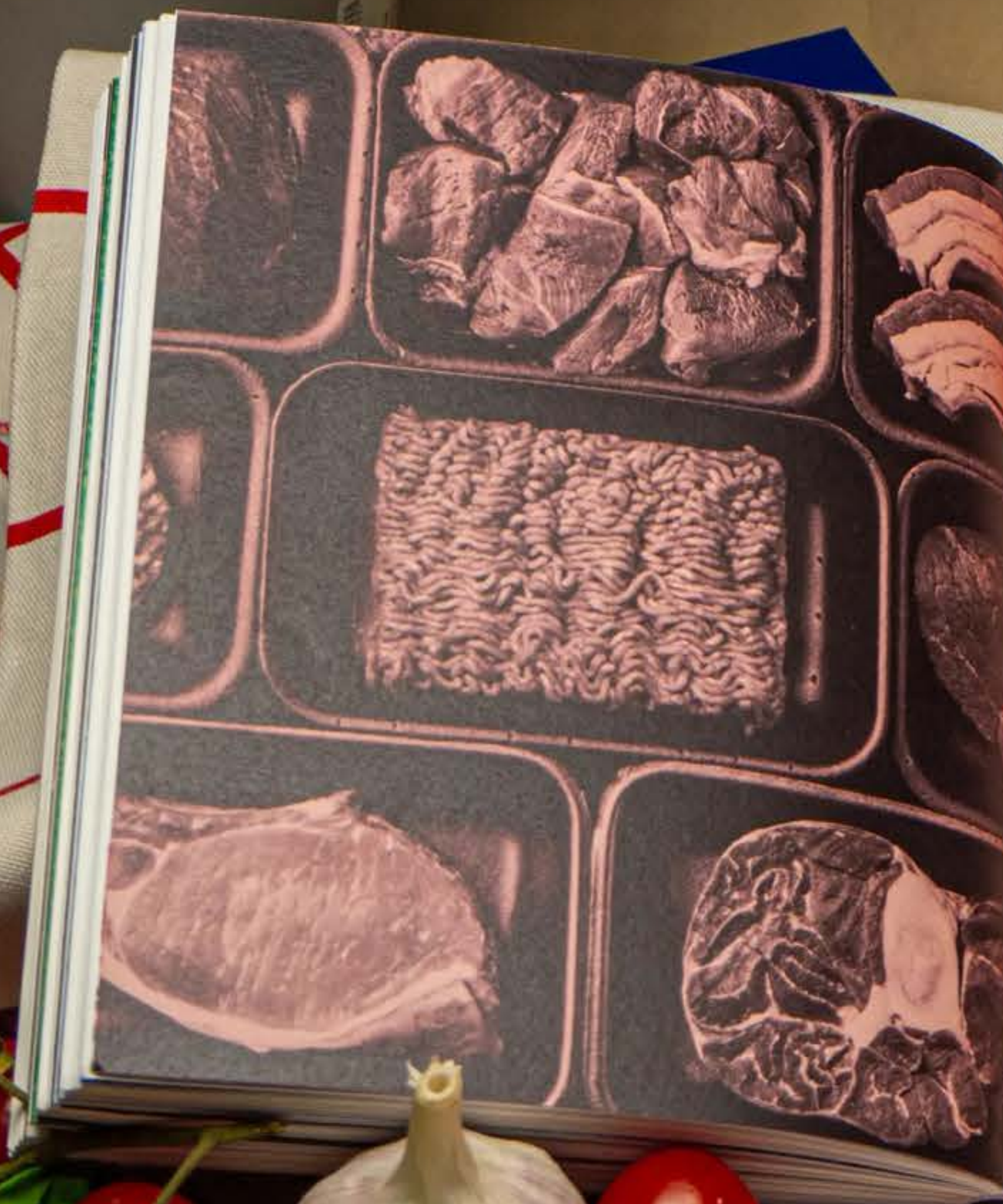
A research and editorial project investigating and breaking down the relationships between food, information, and propaganda. The book analyzes modern food disinformation, focusing on the defense of traditional Italian cuisine by politicians and the widespread resistance to novel food innovations, such as cultivated meat.





DICE IL SAGGIO
Fidarsi è bene, informarsi è meglio.

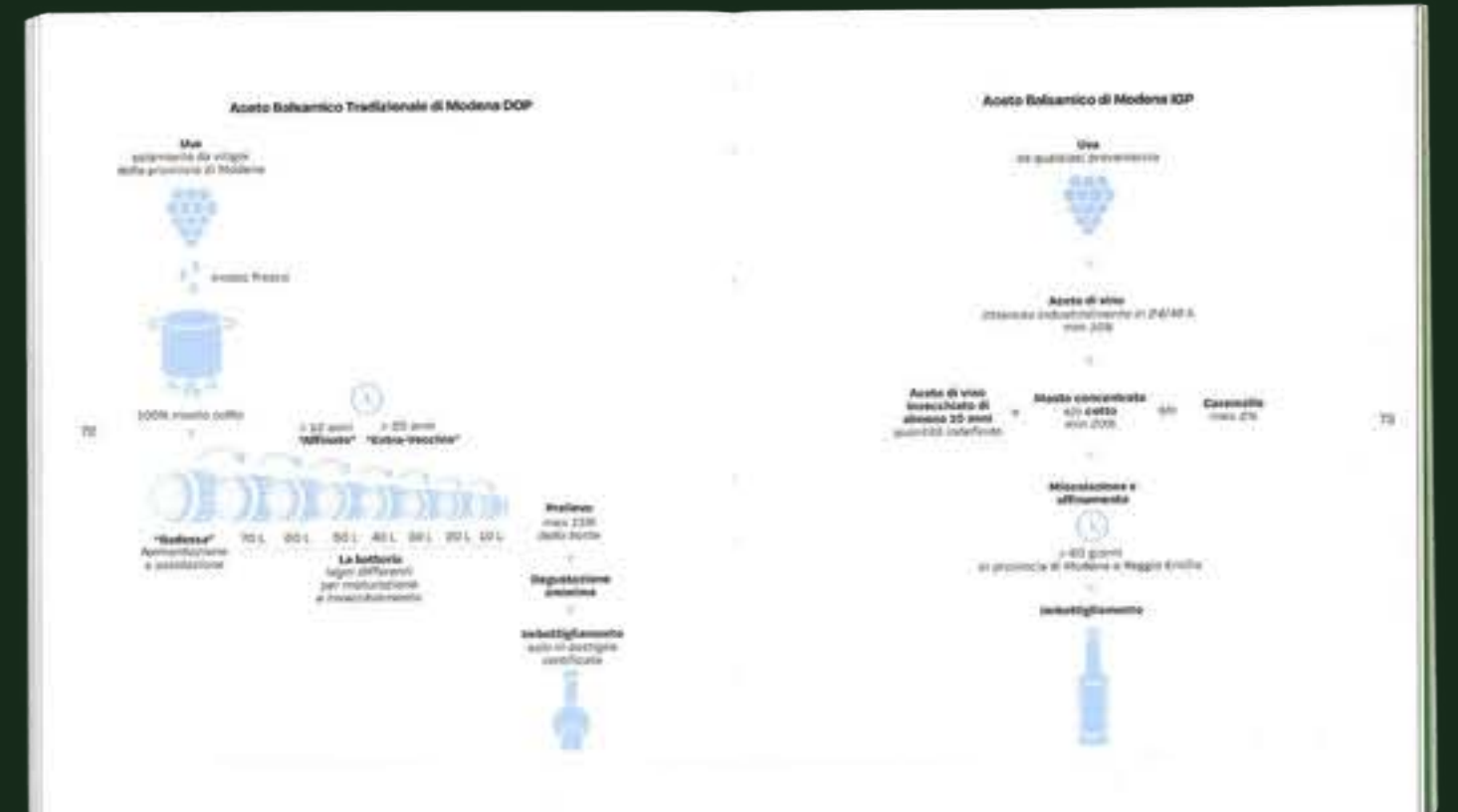
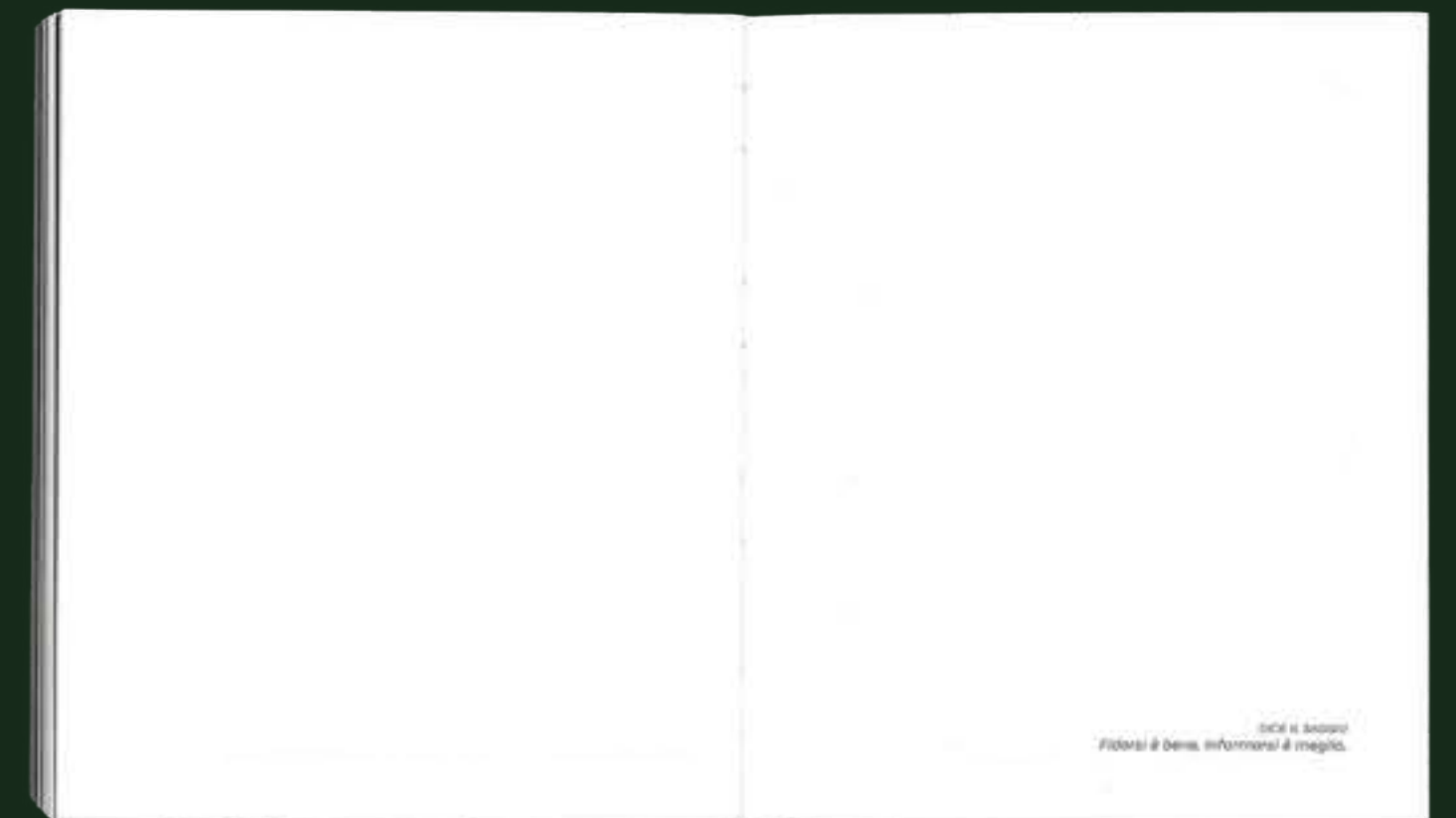




Bistecca in provetta

Sintetico, artificiale, Frankenstein, clean, finto, in provetta, cruelty-free, alternativo. Tutte queste espressioni, così diverse tra loro, vengono correntemente utilizzate per parlare di un unico (e controverso) soggetto: la carne coltivata che, nonostante non sia ancora presente sul mercato europeo, è già stata vietata dal governo italiano sul nostro territorio. In un mondo nel quale la parola "sintetico" ha spesso un'accezione negativa, il tema della carne "alternativa" e "artificiale" è molto dibattuto. Nonostante quello della carne animale sia un grande problema etico ed ambientale e proprio per questo le aziende e le start up che producono carne in laboratorio stanno provando a diffondersi, sono presenti molte barriere tecniche ma soprattutto culturali.

165





THANKS FOR TAKING THE TIME TO EXPLORE MY PORTFOLIO.
NOW LET'S BUILD SOMETHING TOGETHER.



Let's talk
Catch me @

dianaberselli03@gmail.com