

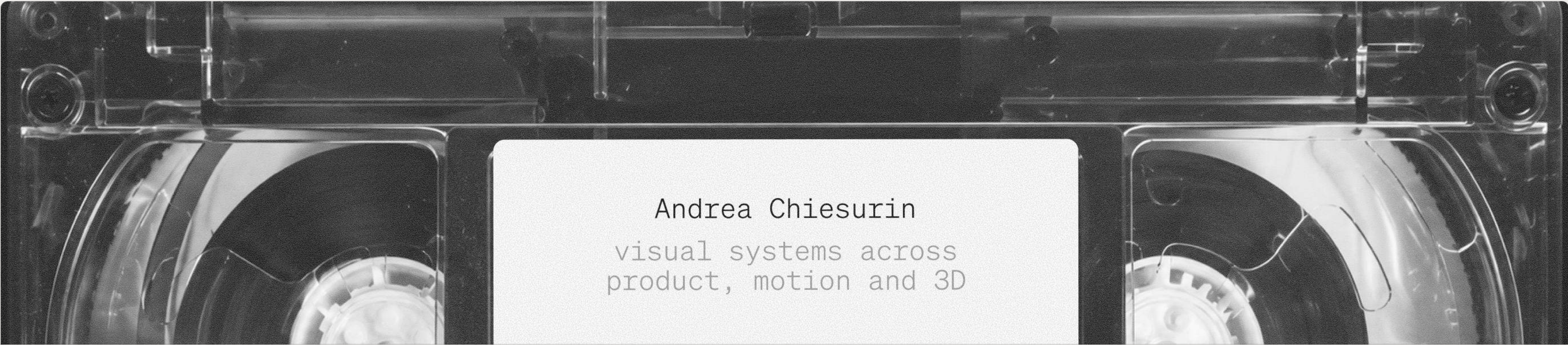
/Art Direction /Product Design /3D & Motion

Selected Work, 2026

▶ ONLINE DECK

ANIMATED

VISUAL SYSTEMS
ACROSS PRODUCT,
MOTION AND 3D.



Who.

I'm Andrea,
an art director based in Osaka,
working across **brand, digital
product, motion & 3D.**

Currently at Utsubo, I take projects from visual concept through
production, building systems that make complex products clearer,
more distinctive and easier to use.

PROGRAM INFO
CH 01
SIDE A



Art Direction

Visual concepts, brand systems,
campaign direction & editorial systems.



Digital Product & Web

UX/UI, design systems, onboarding,
responsive experiences and product storytelling.



3D & Motion

Visual development, procedural systems,
animation, real-time & spatial content.



Production

Prototyping, asset systems, developer
collaboration and implementation support.

IVRESS

A cinematic 3D experience that transformed ten AI-generated story frames into one continuous interactive world.

▶ SEE IT LIVE

SITE/ ONLINE

ROLE/ ART DIRECTION, CONCEPT DEVELOPMENT AND MOTION DIRECTION

SCOPE/ INTERACTIVE WEBSITE, WORLD-BUILDING, TRANSITIONS AND 3D PROTOTYPING

TOOLS/ BLENDER, FIGMA

STUDIO/ UTSUBO, 2025





外山 弘洋@IVRESSの社長

@ivressman

新しいホームページ作りました。
長かった…。遂に完成。
とりあえず“ブランドサイト”って呼ぶことにしました。このブランドサイトに、コーポレートサイト、グループの採用サイトをぶら下げていきます。
イヴレスグループの世界観を表現したホームページになっていますので、1人でも多くの方に観てほしいです。

A BRAND SITE BY
IVRESS
結ぐ物語

10:05 PM · Apr 11, 2026 · 6.6M Views

FWA of the Month

FWA OF THE DAY
AWWWARD OF THE DAY
CSS DESIGN AWARD
6.6M VIEWS ON X

Challenge

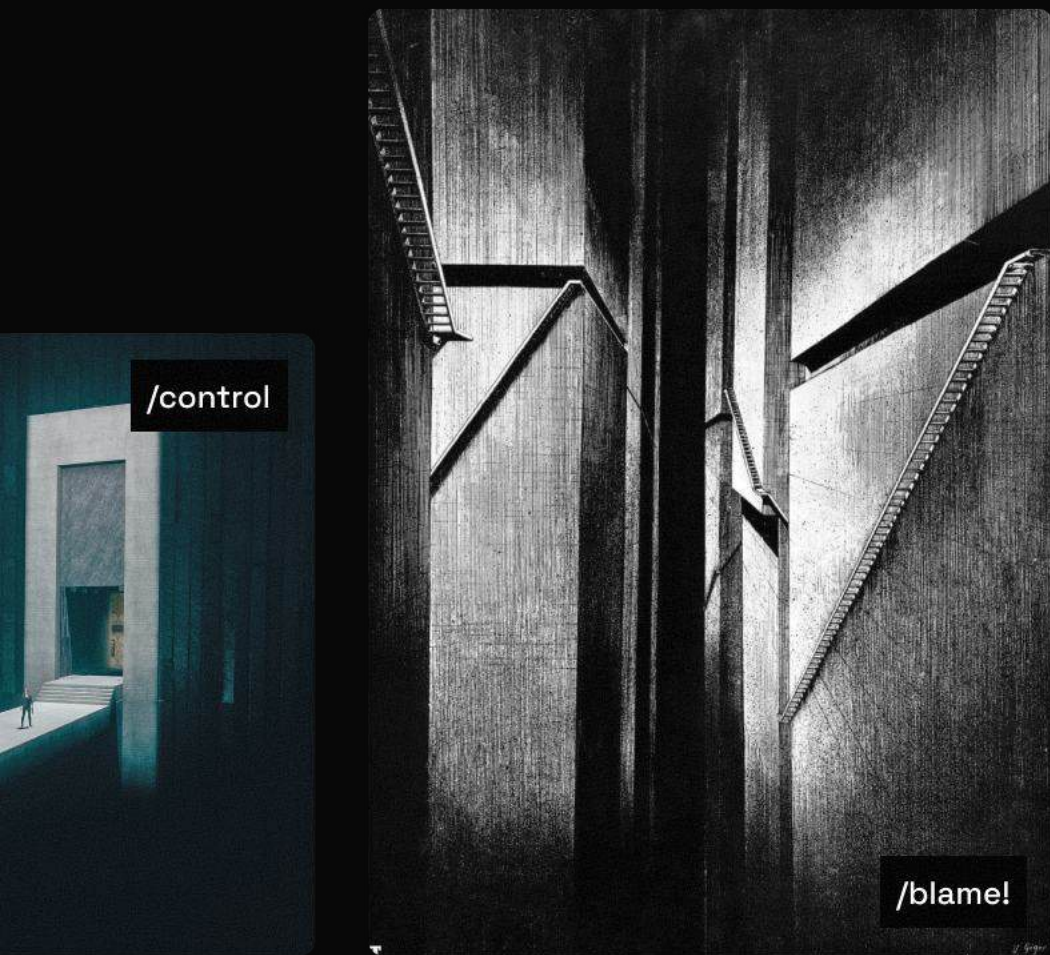
Turn a sequence of client-provided concept images and short narrative prompts into a coherent, immersive journey.

My contribution

I defined the visual direction, developed the moodboard and environments, designed the transitions, and created the initial 3D scenes used as the foundation for production.

Key design decision

To keep the story clear, we used one focused interaction during the war sequence rather than introducing controls throughout the full experience.



DEVELOPMENT/ ENVIRONMENT

Visual direction
The world was built around monumental scale, deep negative space, restrained color and isolated sources of light.

Translation
The original images established the story beats. We expanded them into a distinct environmental language of silhouettes, arches, suspended structures and distant light.

Design principle
Every scene needed one immediately readable focal point, even when surrounded by dense architecture, atmosphere and particle effects.



REFERENCE/ ATMOSPHERE

JOURNEY/ IDEA

JOURNEY/ 3D STUDY

JOURNEY/ FINAL

Initial idea

The sequence began with a minimal composition organized around a single illuminated doorway and a narrow path.

3D prototype

I developed the first spatial study, establishing the composition, scale, architecture and visual hierarchy before handing the scene to the 3D production artist.

Final execution

The final scene increased depth, material detail and environmental complexity while preserving the doorway as the original visual anchor.

AthenaHQ

A scalable brand, web and editorial system for a pioneering enterprise GEO platform.

▶ SEE IT LIVE

SITE/ ONLINE

ROLE/

ART DIRECTION, BRAND DESIGN, WEB DESIGN AND EDITORIAL DESIGN

SCOPE/

IDENTITY, WEBSITE, 3D MOTION, REPORTS, DECKS AND SOCIAL ASSETS

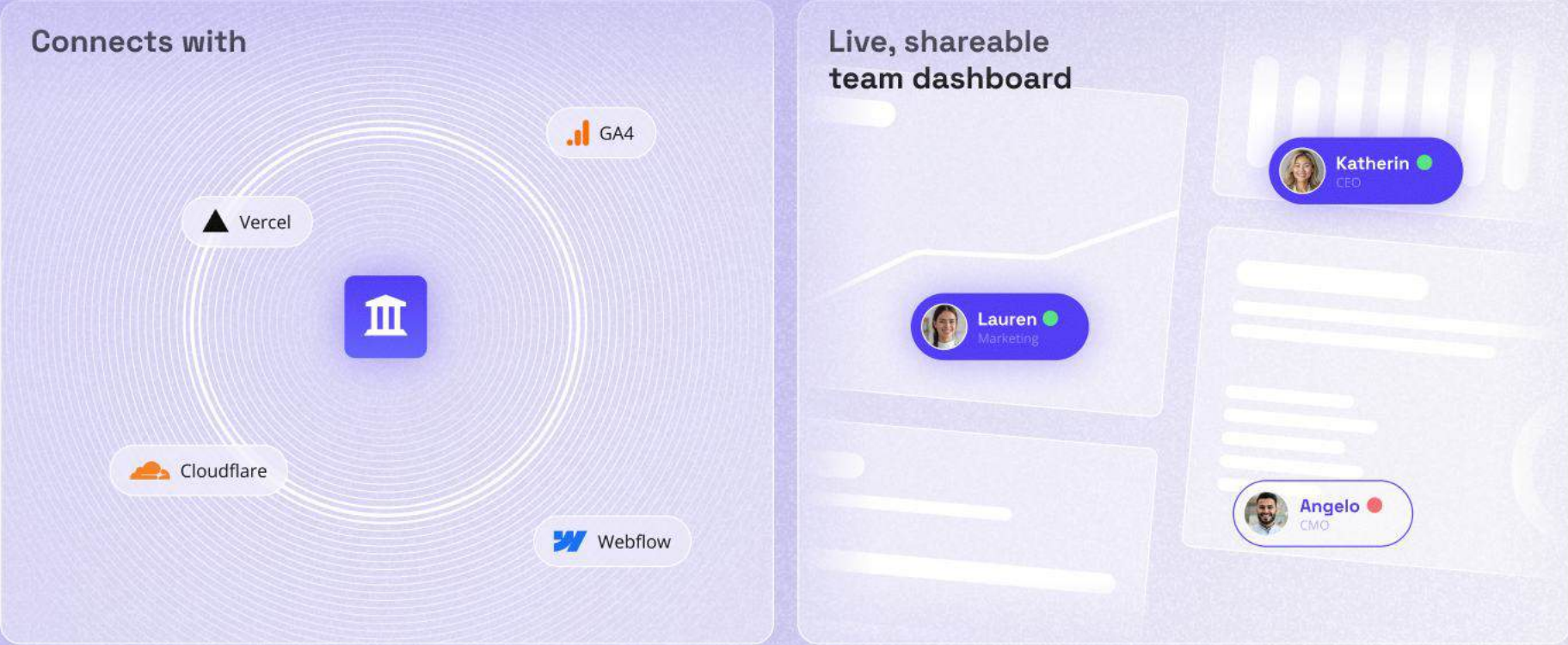
TOOLS/

FIGMA, BLENDER, AFTER EFFECTS

STUDIO/

UTSUBO, 2025-26





Athena Blue

#4F39F6

Primary Brand

Insight Gradient

#4F39F6

Gradient Accent

#615FFF

Signal Violet

#8D51FF

Data #1

Citation Red

#FF1F57

Data #3

Answer Pink

#F7339A

Data #2

Benchmark Orange

#FE6A00

Data #4

Strategist Black

#080808

UI Text

Oracle White

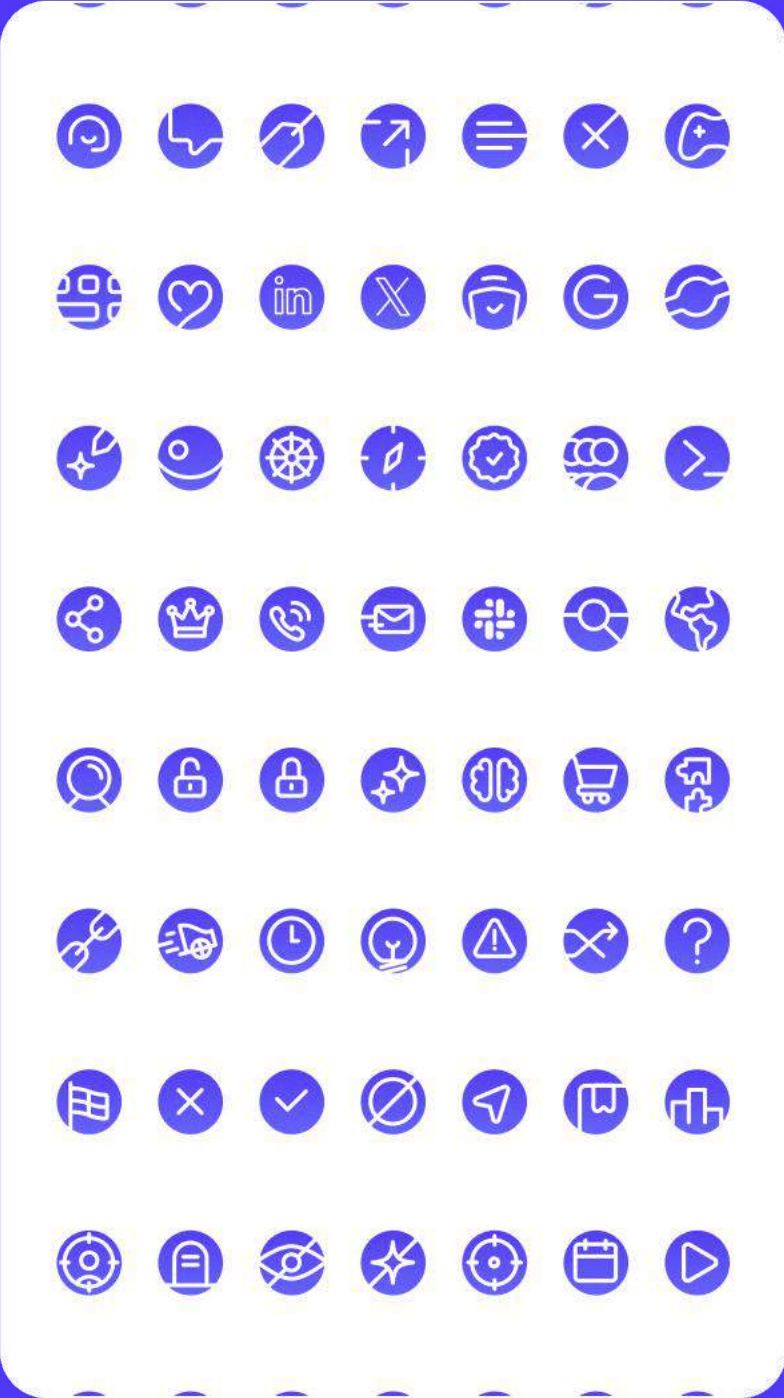
#FFFFFF

UI Assets

Revelation White

#FFFFFF 40%

Neutral



Palette

A dominant violet base builds recognition, while functional accent colors distinguish signals, citations and comparative data.

Typography

Space Grotesk carries headlines and expressive editorial moments. Open Sans supports dense interfaces, reports and long-form content.

System principle

The identity becomes more expressive at campaign and editorial scale, then more restrained when presenting product features and technical information.

Space Grotesk

Main titles

Bold 700

Light 300

AaBbCcDd AaBbCcDd

Open Sans

Body and UI text

Bold 700

Regular 400

AaBbCcDd AaBbCcDd



Publishing system

Quarterly reports, industry pages, case studies and comparison content were built from a shared grid, hierarchy and data-visualization language.

Information design

Dense technical findings were translated into clear visual narratives through structured typography, diagrams, charts and recurring editorial modules.

Ongoing evolution

As Athena's research and positioning developed, the system expanded with new formats while remaining recognisably part of the same brand.

Result

A flexible publishing language that can support both detailed analysis and high-impact campaign content.

Ice Cold Storage

A clearer digital presence for a family-owned cold-storage operator, built around speed, reliability and operational proof.

▶ SEE IT LIVE

SITE/ ONLINE

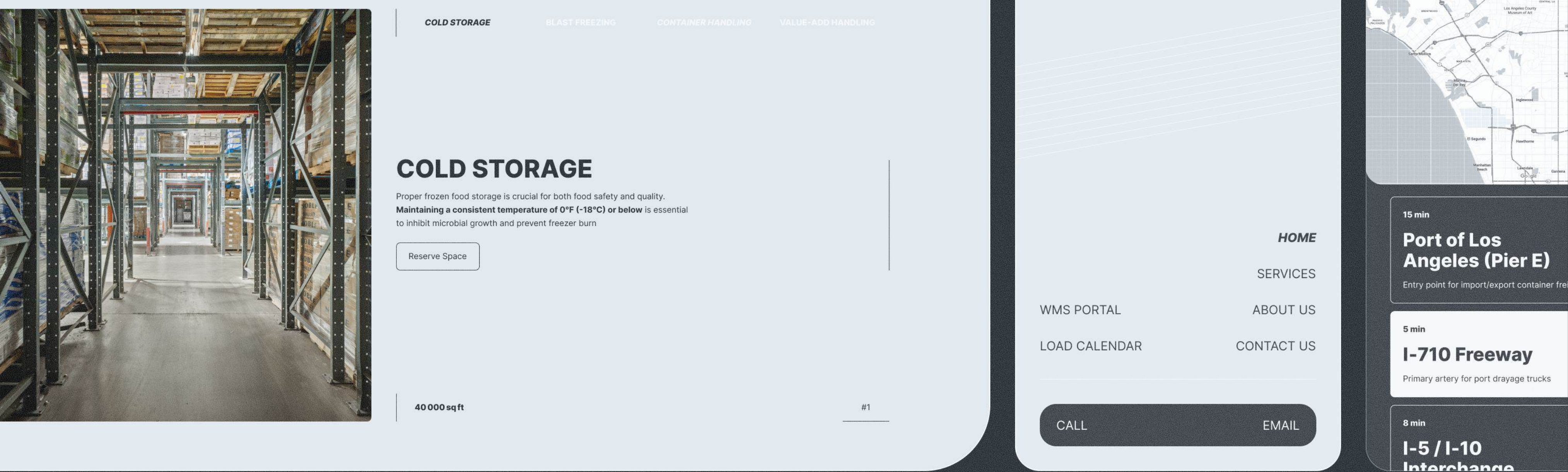
ROLE/ ART DIRECTION, UX/UI, CONTENT STRUCTURE AND VIDEO EDITING

SCOPE/ WEBSITE REDESIGN, RESPONSIVE SYSTEM AND SERVICE STORYTELLING

TOOLS/ FIGMA, PREMIERE PRO

STUDIO/ UTSUBO, 2025





Challenge

Modernise an established cold-storage business while preserving its practical, direct and operationally focused character.

My contribution

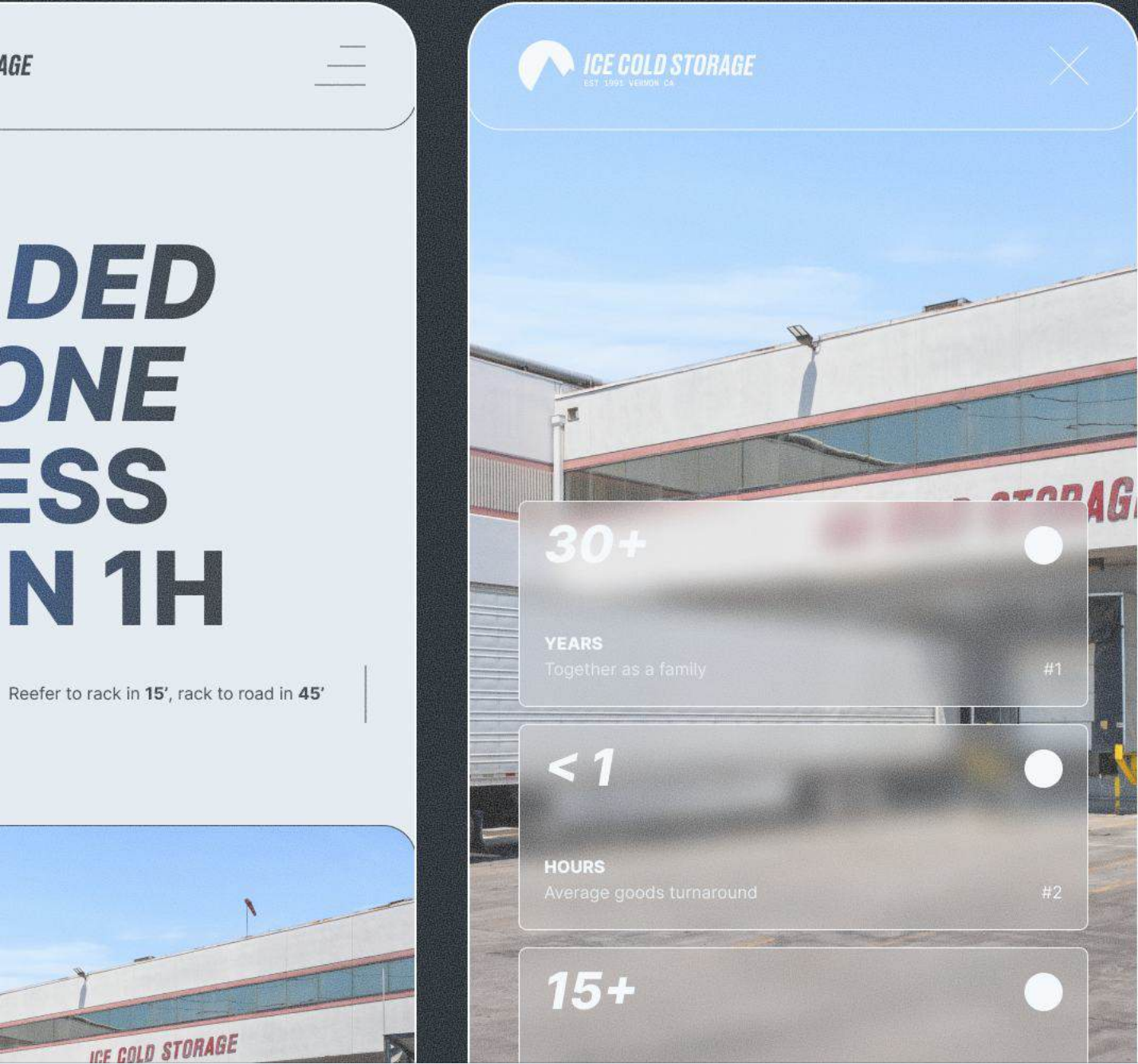
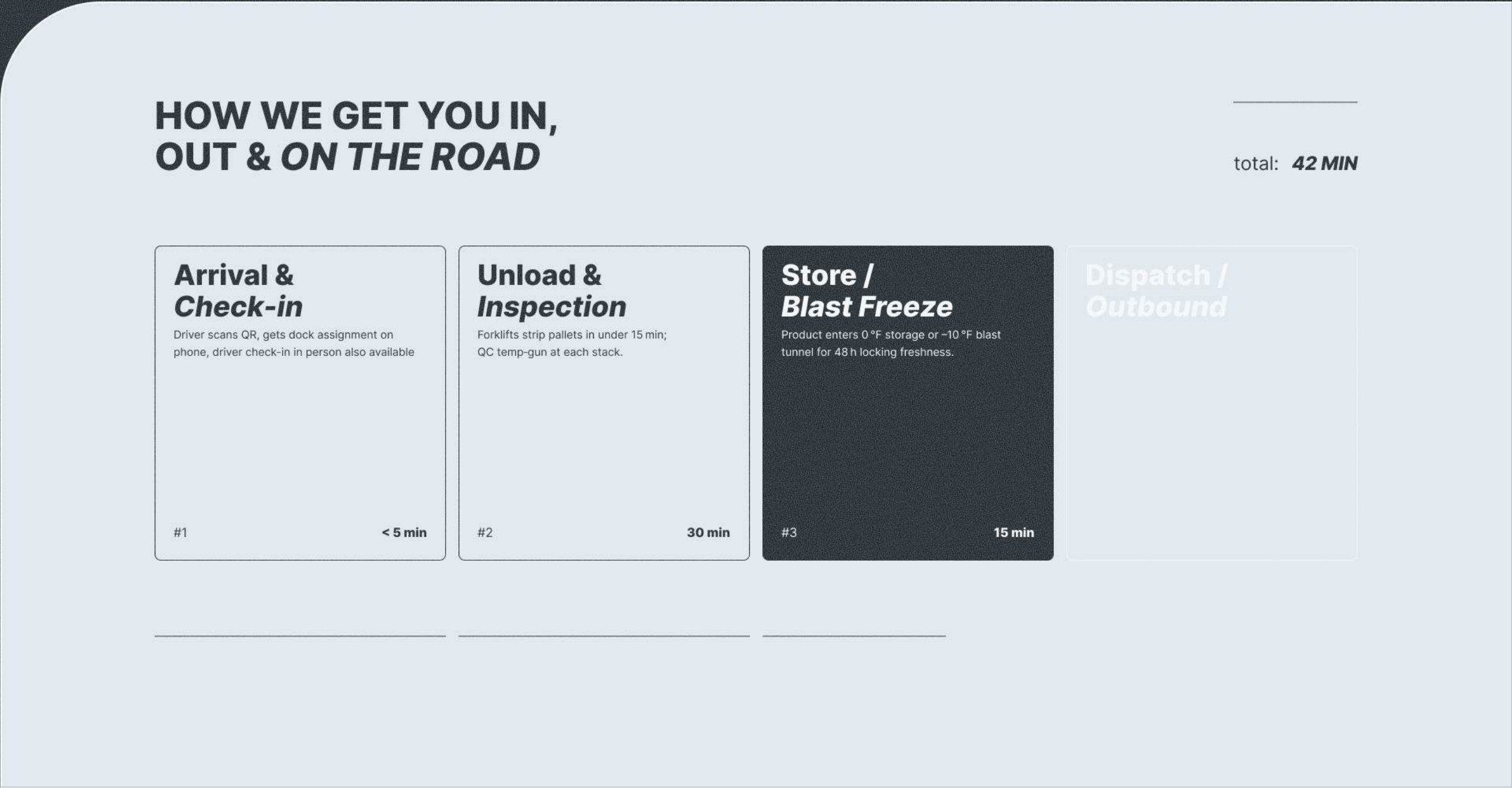
I designed the website, structured the service narrative and edited the supporting footage used to show the facility and its day-to-day operation.

Key design decision

Use real facility imagery, logistics-led layouts and clear operational claims to build credibility through evidence rather than generic promotional language.

Result

The final system combined a clean responsive website with 2D animation and edited video, making the company's services, speed and location advantages easier to understand.



WPproConverter

A launch site and product language for a fast, pixel-accurate website-to-WordPress converter.

▶ SEE IT LIVE

SITE/ ONLINE

ROLE/ ART DIRECTION, UX/UI, VISUAL SYSTEM AND PRODUCT STORYTELLING

SCOPE/ LANDING PAGE, PRODUCT FLOW AND RESPONSIVE DESIGN

TOOLS/ FIGMA

STUDIO/ UTSUBO, 2026





Save Hours of Manual Work

Our automated tooling converts your entire static site into WordPress pages in minutes — no manual rebuilding, no starting from scratch.



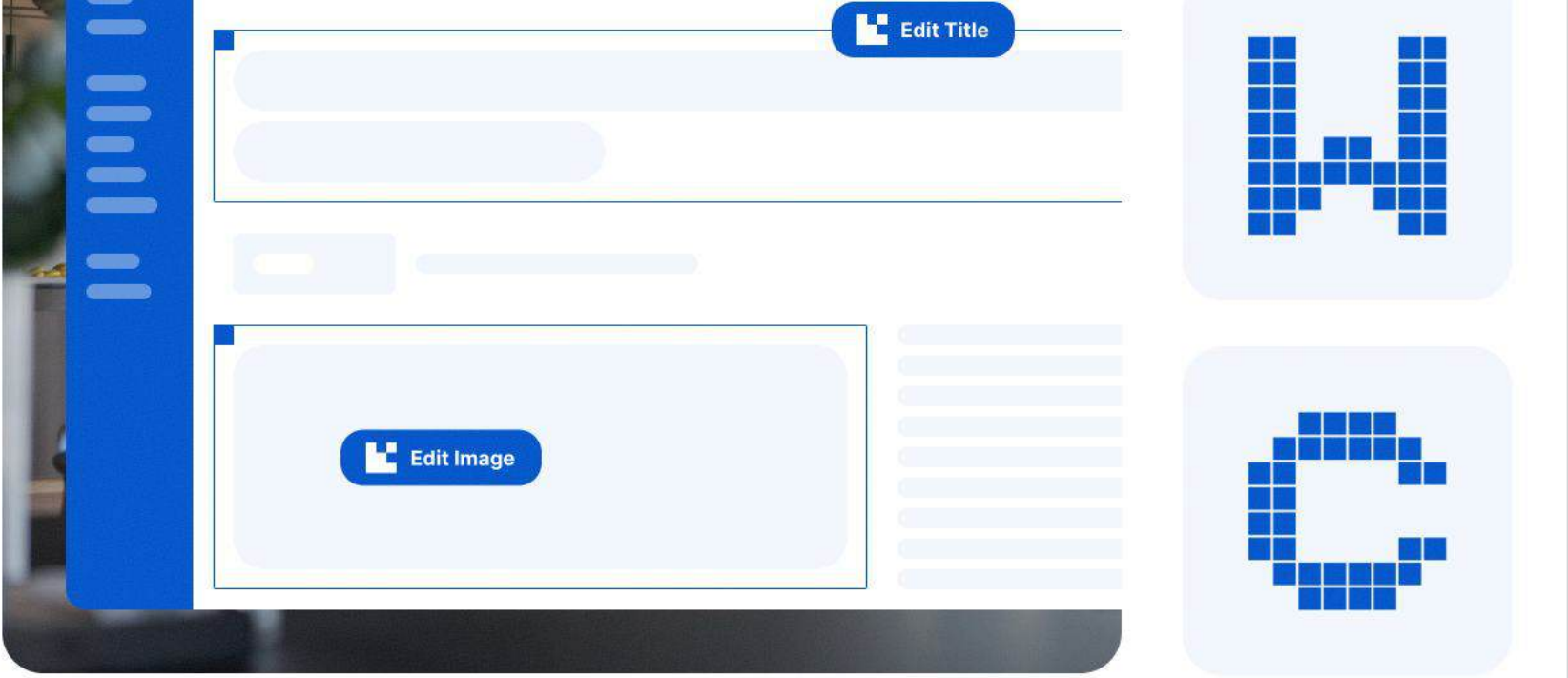
Full WordPress Control

Our custom-trained AI makes your content fully editable directly on the page. Update text, images, and layouts without touching code.



Your Design, Pixel-Perfect

Your original design is faithfully preserved — every font, color, and layout detail translated into WordPress with precision.



Challenge

Explain an automated technical service while reducing uncertainty around design quality, control and payment.

My contribution

I developed the visual system, page structure and product narrative, clarifying the journey from URL submission to preview, quote, approval and installation.

Key design decision

Make preview-before-payment the central trust mechanism, allowing users to evaluate the result before committing.

Visual language

Rounded interface surfaces communicate ease and accessibility, while pixel-built icons and containers reinforce the precision of the conversion process.

Result

A focused launch site that turns a technically complex service into a clear, low-risk sequence.



Built for business owners

Get WordPress *without* managing a rebuild.

A strong fit when you already like your website but need easier publishing, ownership, and control—without coordinating designers and developers yourself.

- You want to keep the design you already paid for.
- Your team needs to update content without touching code.
- You want one accountable team to deliver the conversion.



For agencies too

White-label capacity when your team is full.

Use our conversion pipeline and expert review behind the scenes. You keep the client relationship and deliver under your own brand.

Discuss an agency project 



Keep the site you already have

No template rebuild from scratch.



Review

Open the preview



Install only after approval

Pay when you're ready

No rebuild. No guesswork. No payment before preview.



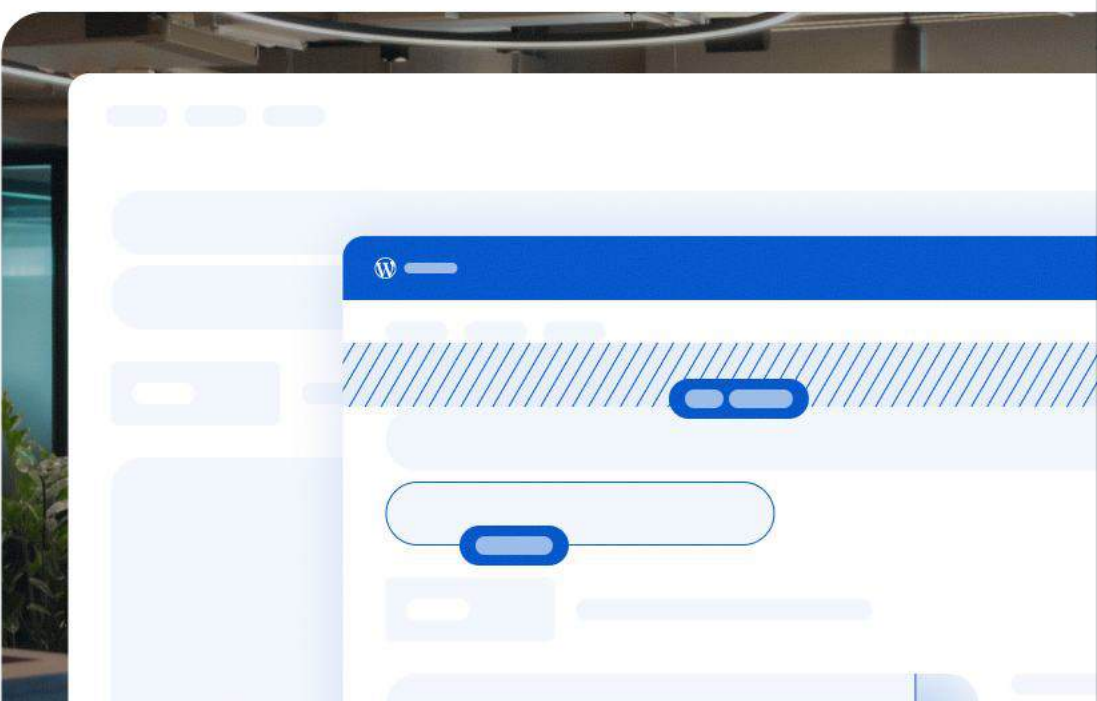


Edit Title

Ready to convert your website?

yoursite.com

Preview my site



Jingo

An evolving identity and assistant character developed across three distinct product directions.

|| AVAILABLE ON REQUEST

PRIVATE

ROLE/

DESIGN CONSULTING, ART DIRECTION, LOGO DESIGN, CHARACTER DESIGN AND 3D DEVELOPMENT

SCOPE/

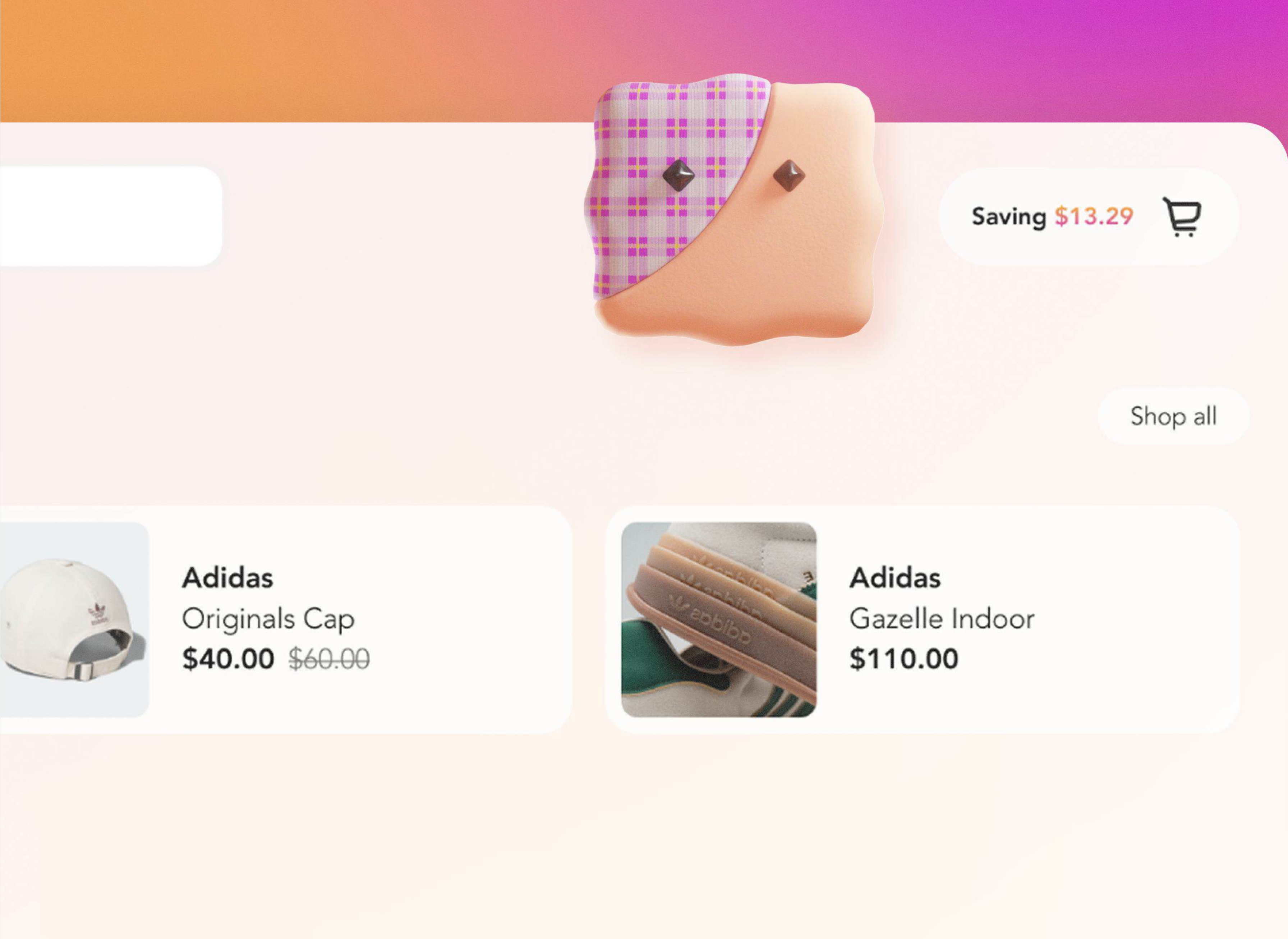
PRODUCT DESIGN SUPPORT, VISUAL IDENTITY AND MASCOT EXPLORATION

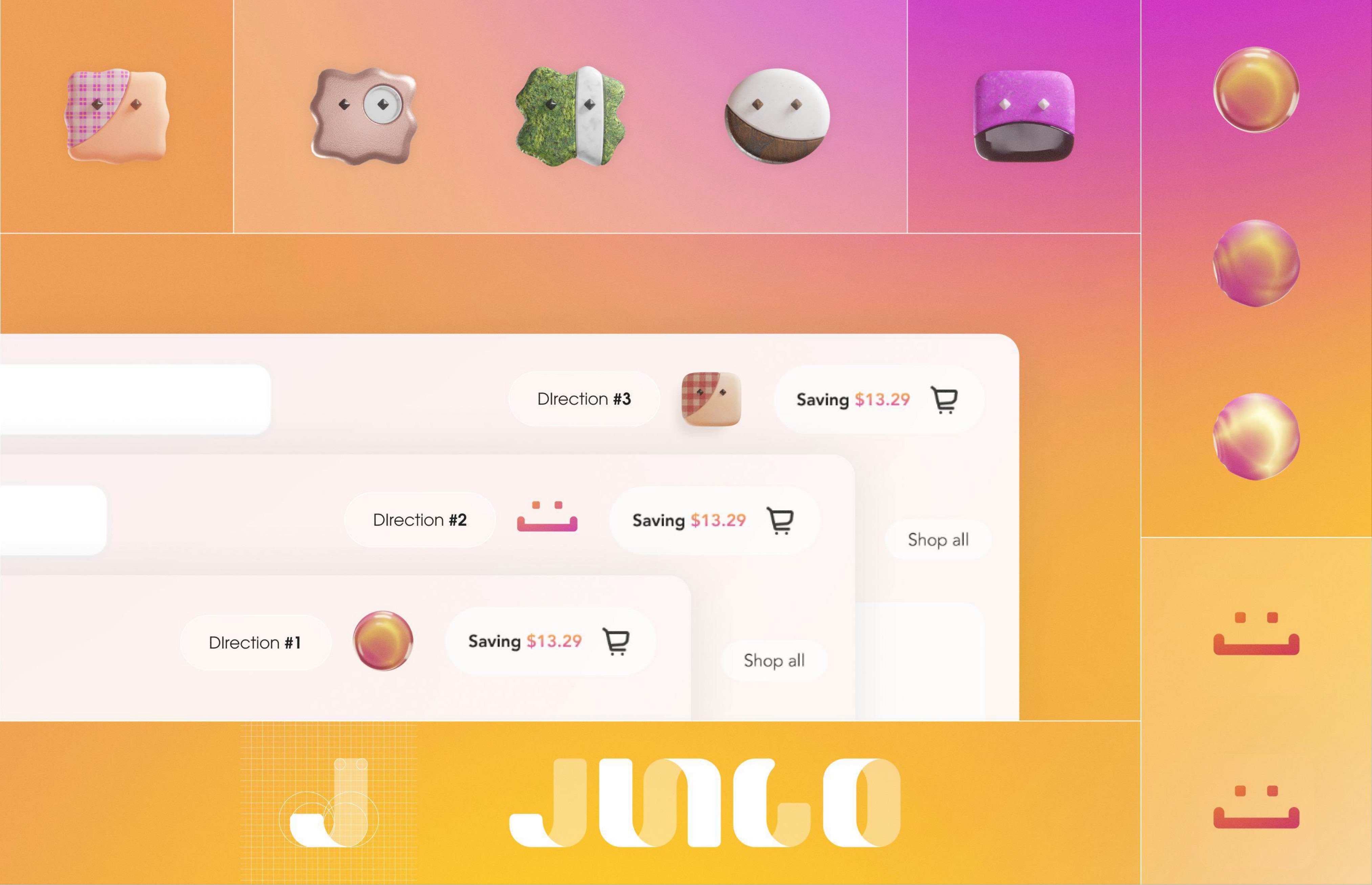
TOOLS/

BLENDER, FIGMA

STUDIO/

UTSUBO, 2025-26





Challenge

Give an evolving AI-commerce product a recognisable assistant that could adapt as the interface, positioning and user experience changed.

Approach

Buddy was developed through three successive directions, each containing three states linked to different moments in the user experience.

Direction O1: Soft & reactive

A warm, luminous blob that morphed and changed shape in response to interaction.

Direction O2: Graphic & expressive

A playful 2D face derived from the previous logo, using more direct and cartoon-like animation.

Direction O3: Material & personal

A premium 3D character system combining handcrafted forms, varied materials and the idea of personalisation based on user behaviour.

Play Again.

E-180 ▶

HQ

Available for **selected collaborations**
and **full-time opportunities.**

Based in Osaka. Working internationally.

📶 GET IN TOUCH

AVAILABLE

ANDREA.CHIESURIN@GMAIL.COM
INSTA/ @CHIESUSKI
LINKEDIN/ ANDREA@CHIESURIN

