

# Paola Nombardo

PORTFOLIO 2024



CAMPAIGN

# DBS BusinessClass

A series of events that encompasses and explores this ever-changing landscape of technology and businesses the path to sustainability for SMEs

Role:

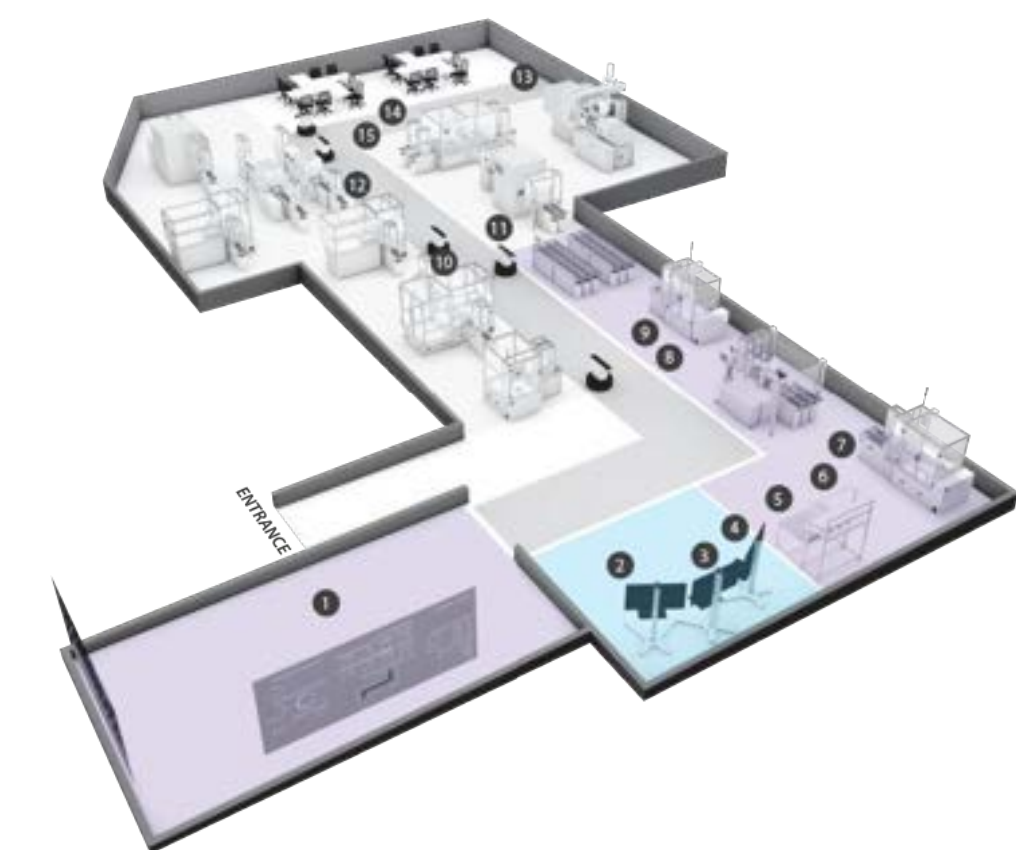
Art Direction, UI Design



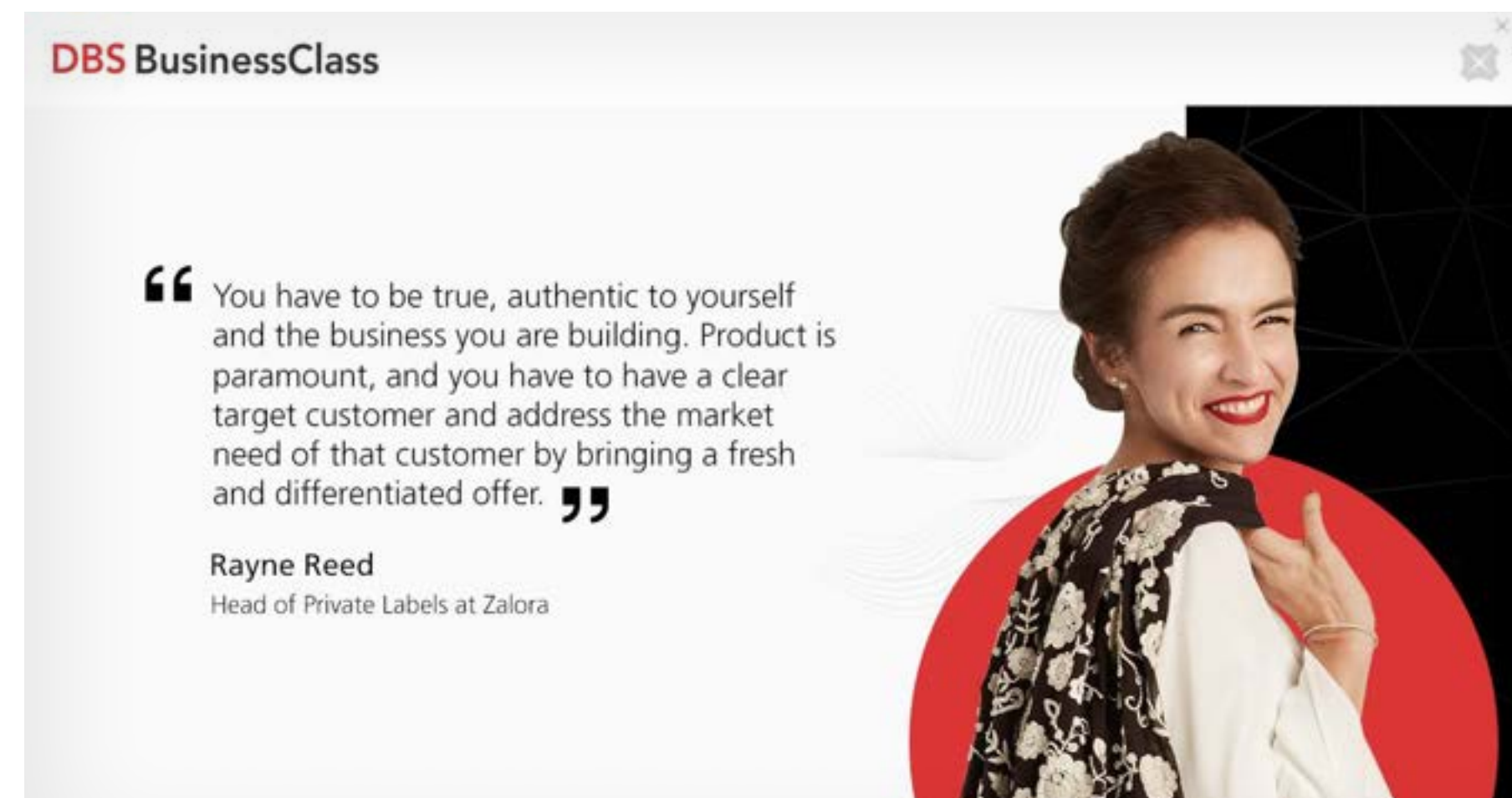
# DBS - Disrupt Series



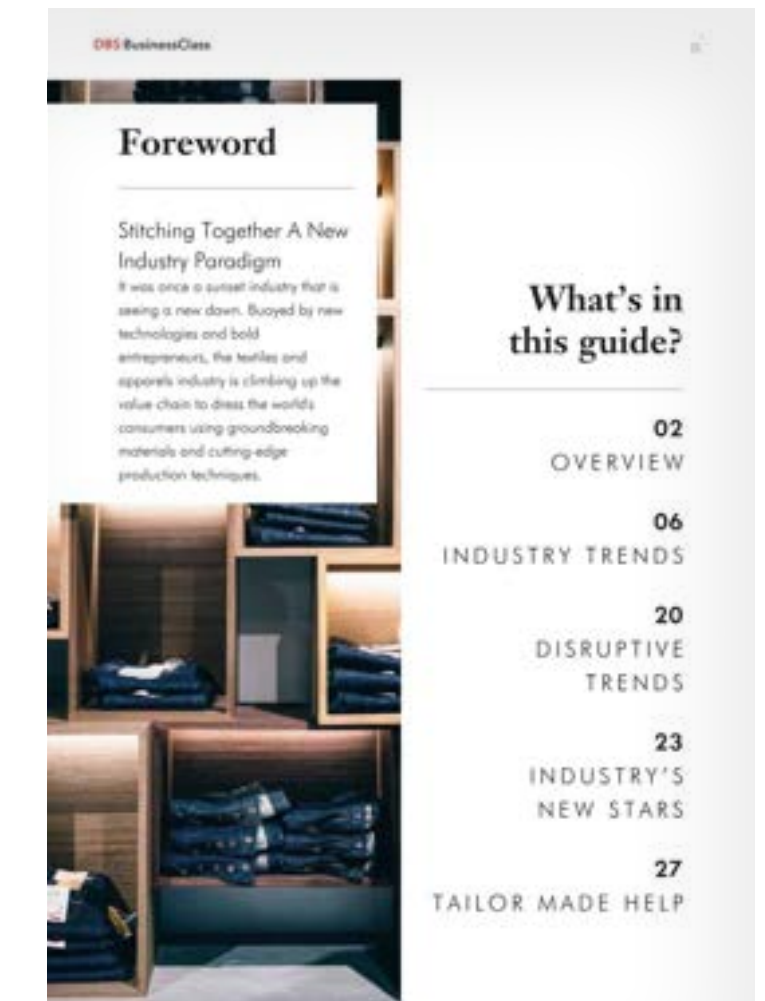
**DBS BusinessClass Electronic Disrupt** is an innovation playground that enables businesses to maximize their underutilized resources – who also exhibited their unique offering at the event.



# DBS - Disrupt Series



**DBS BusinessClass Apparel Disrupt** focused on the industry's pain points, gathered local experts and leaders to share their insights on how technology turn around and reduce risks by turning recyclable wastes into useful materials.



## DBS - Disrupt Series



**DBS Guide to Disrupting Food & Beverage** featured 20 cutting-edge exhibitors from around the world and was attended by over 300 VIPs and SMEs. The event also garnered significant press coverage due to their showcase of robotic servers, drone waiters, smart cookers and food scanners

# DBS - Disrupt Series



**DBS Guide to Disrupting Food & Beverage** featured 20 cutting-edge exhibitors from around the world and was attended by over 300 VIPs and SMEs. The event also garnered significant press coverage due to their showcase of robotic servers, drone waiters, smart cookers and food scanners

# DBS - CNY Campaign

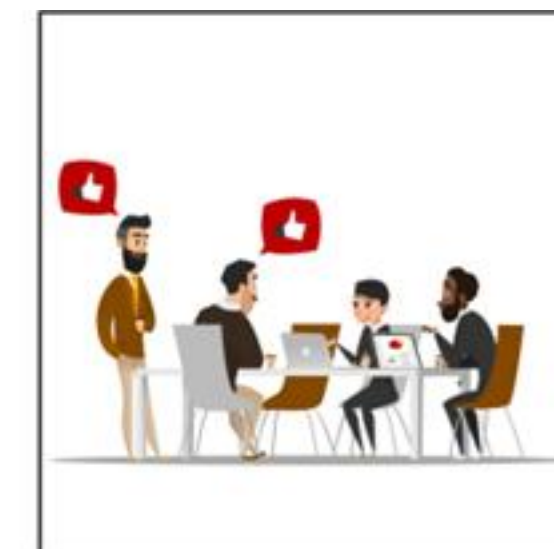
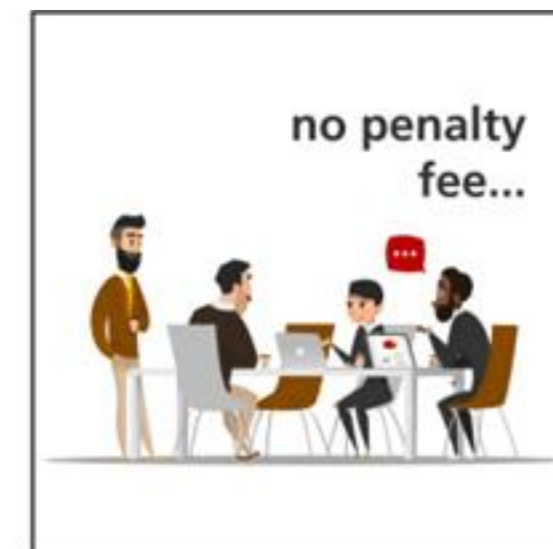
Bank > Promotions

## Less rush, more huat this Chinese New Year

Simply reserve your new notes online or visit our pop-up ATMs.



# DBS - Storyboard and Animation





CAMPAIGN

# Zalora – Virtual Try On

ZALORA is Asia's leading online Fashion, Beauty, and Lifestyle destination.

## Role:

Concept, Art Direction, Copywriting

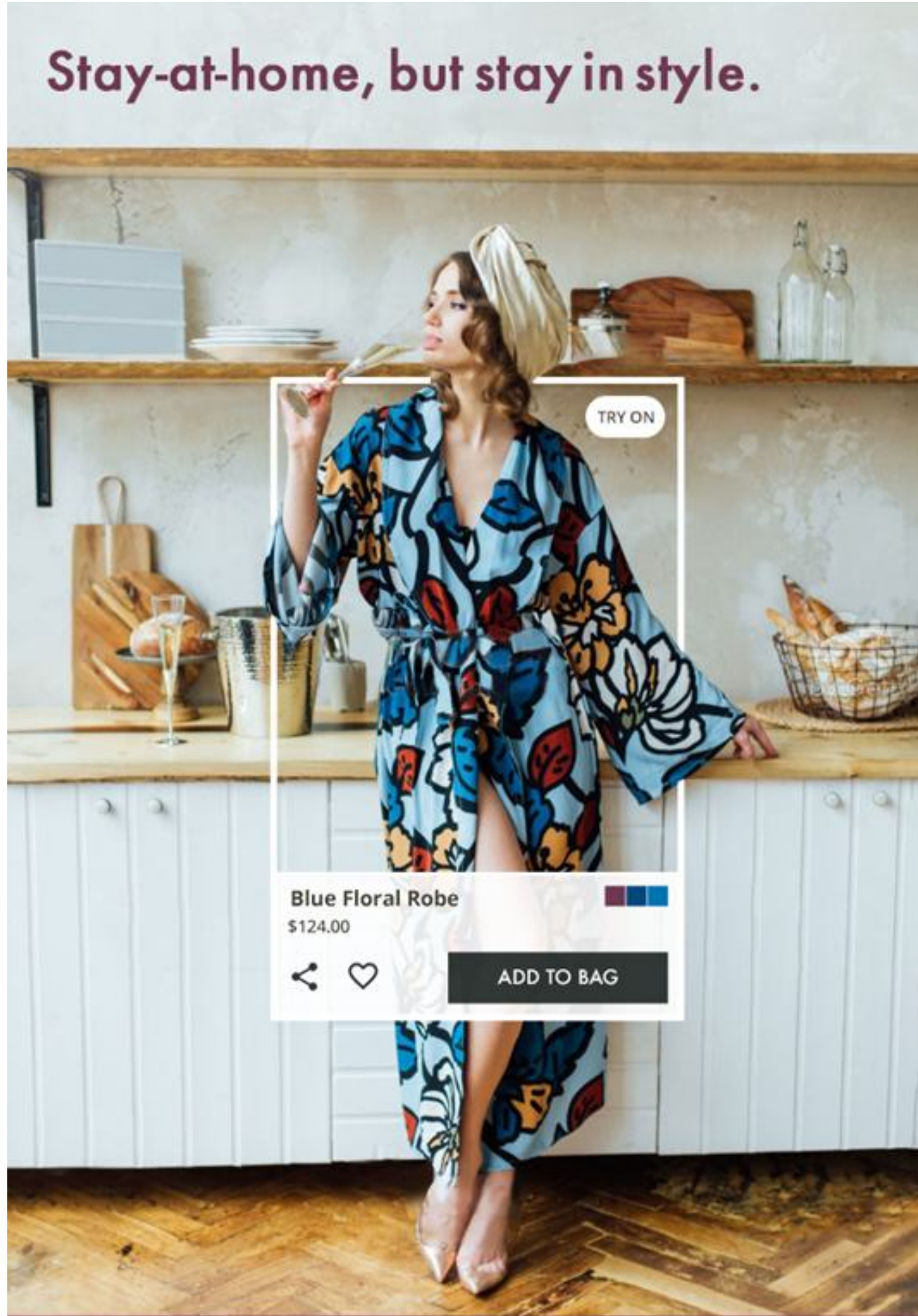
We've seen retail bankruptcies one after another during this pandemic and staying relevant is getting harder when you can't reach them

We a social initiative to promote staying safe while shopping by using Virtual Try On with the message "Stay at home, but stay in style."



# Campaign - Zalora Virtual Try On

Stay-at-home, but stay in style.



TRY ON

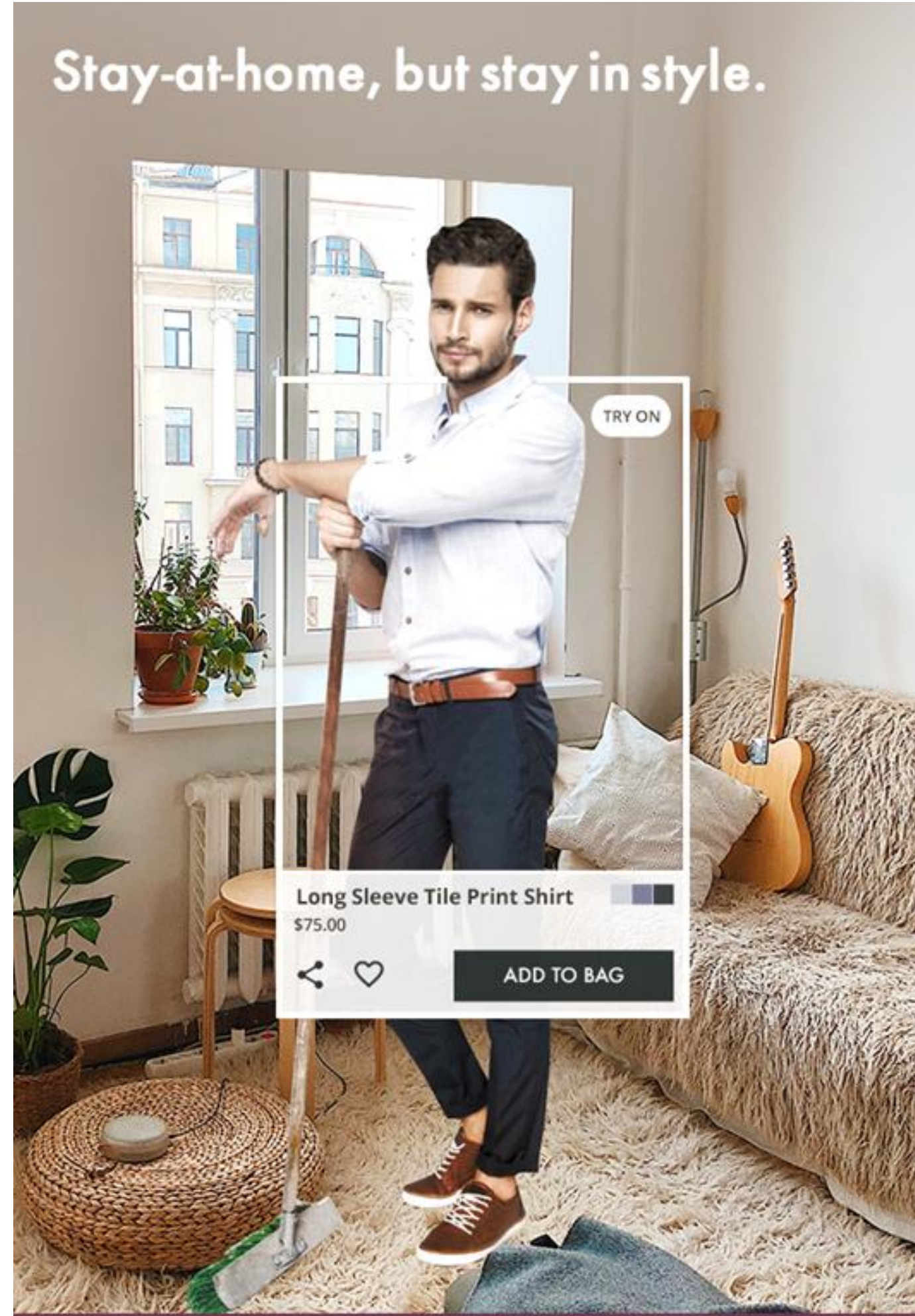
Blue Floral Robe  
\$124.00

ADD TO BAG

Stay safe while shopping. Experience Virtual Try On. ZALORA

Detailed description: This advertisement features a woman in a vibrant blue and black floral robe standing in a kitchen. A white virtual try-on overlay is positioned over her, showing a 'TRY ON' button at the top right. Below the image, a product card displays the item name 'Blue Floral Robe' and its price '\$124.00'. At the bottom of the card are icons for a share function, a heart for favorites, and a black 'ADD TO BAG' button. The background shows a rustic kitchen with wooden shelves and a white countertop.

Stay-at-home, but stay in style.



TRY ON

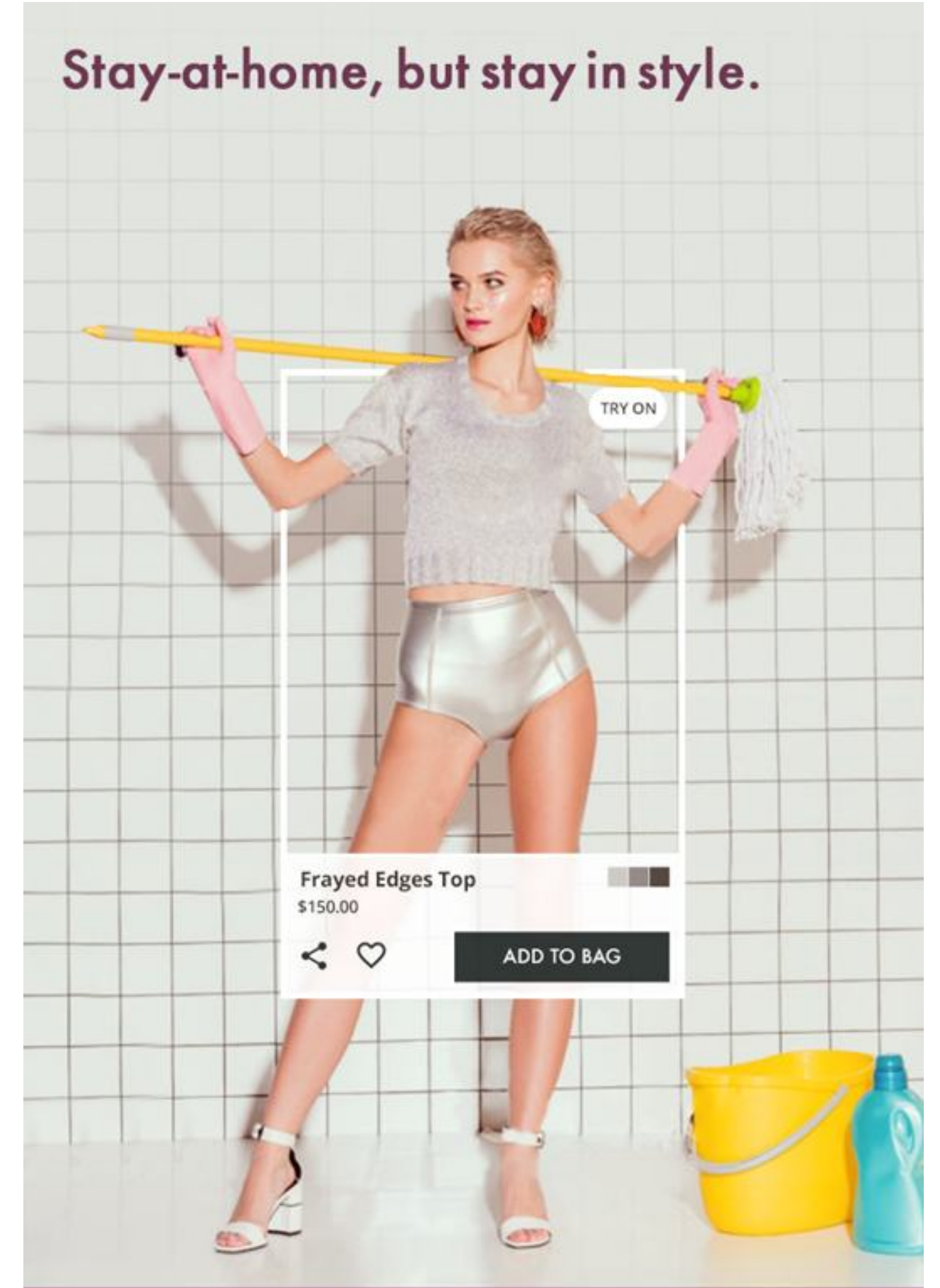
Long Sleeve Tile Print Shirt  
\$75.00

ADD TO BAG

Stay safe while shopping. Experience Virtual Try On. ZALORA

Detailed description: This advertisement shows a man in a white long-sleeve shirt and dark trousers standing in a living room. A white virtual try-on overlay is placed over him, featuring a 'TRY ON' button at the top right. The product card below the image lists 'Long Sleeve Tile Print Shirt' for '\$75.00'. The card includes share, heart, and 'ADD TO BAG' icons. The background depicts a cozy living room with a window, a guitar, and a sofa.

Stay-at-home, but stay in style.



TRY ON

Frayed Edges Top  
\$150.00

ADD TO BAG

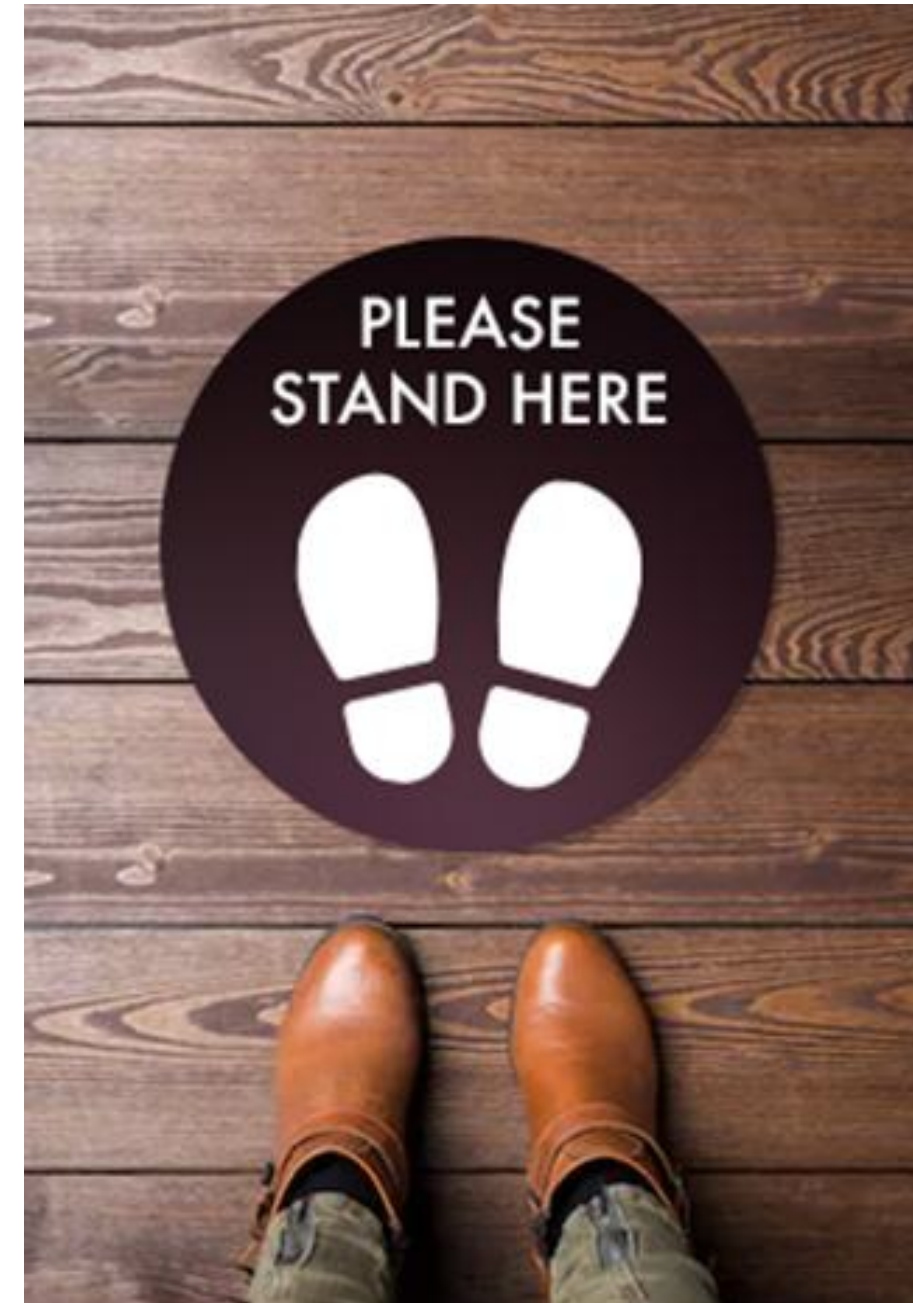
Stay safe while shopping. Experience Virtual Try On. ZALORA

Detailed description: This advertisement features a woman in a grey frayed edges top and silver shorts standing in a tiled room. She is holding a yellow mop. A white virtual try-on overlay is positioned over her, with a 'TRY ON' button at the top right. The product card below the image shows 'Frayed Edges Top' for '\$150.00'. The card includes share, heart, and 'ADD TO BAG' icons. The background is a simple tiled wall with a yellow bucket and a blue bottle on the floor.

# Campaign - Zalora Virtual Try On



Virtual Try On Mirror

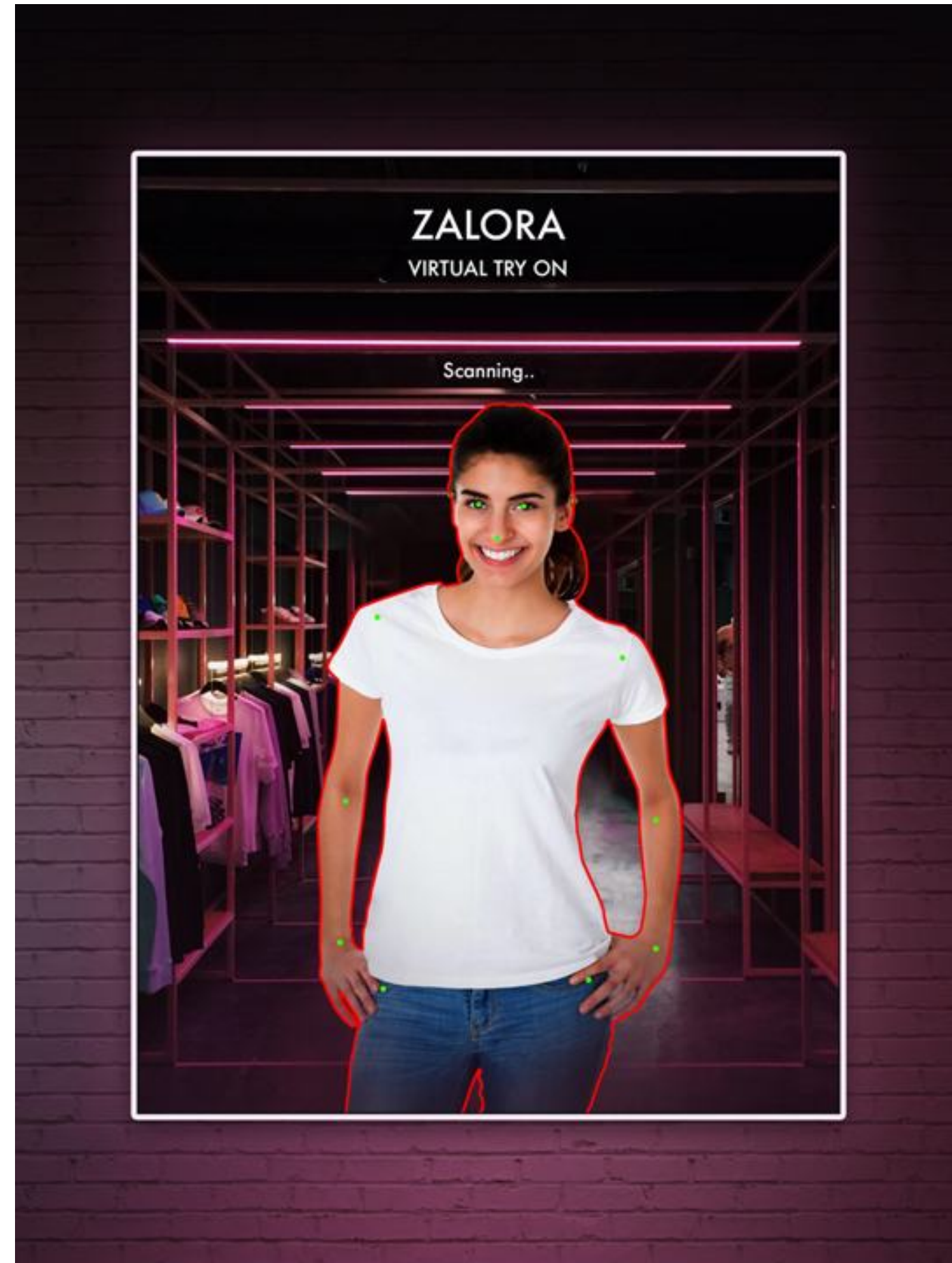


Zalora Pop-up Virtual Try On Store

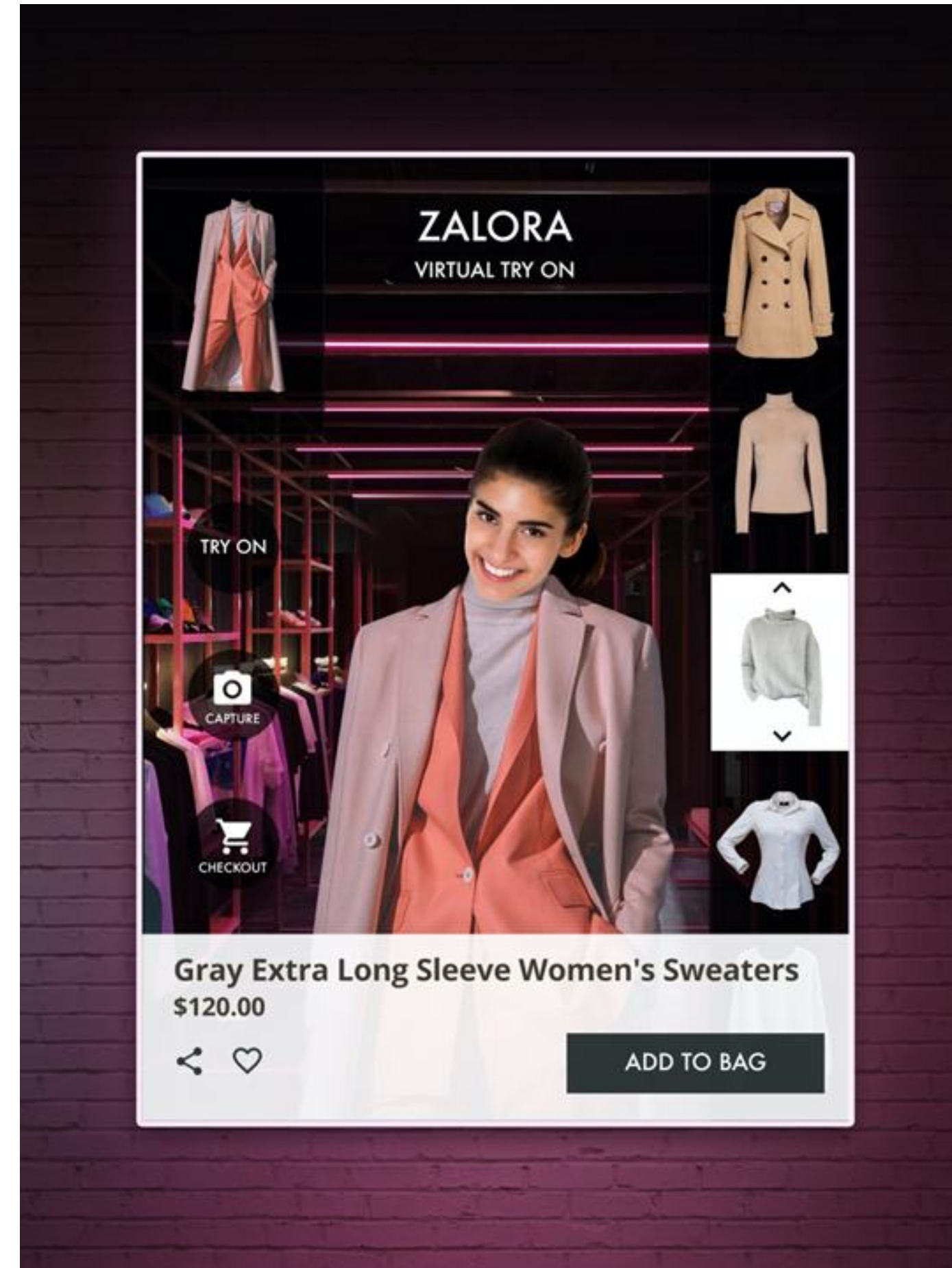
Location: Mall activity center

Launch date: 12/12/2020

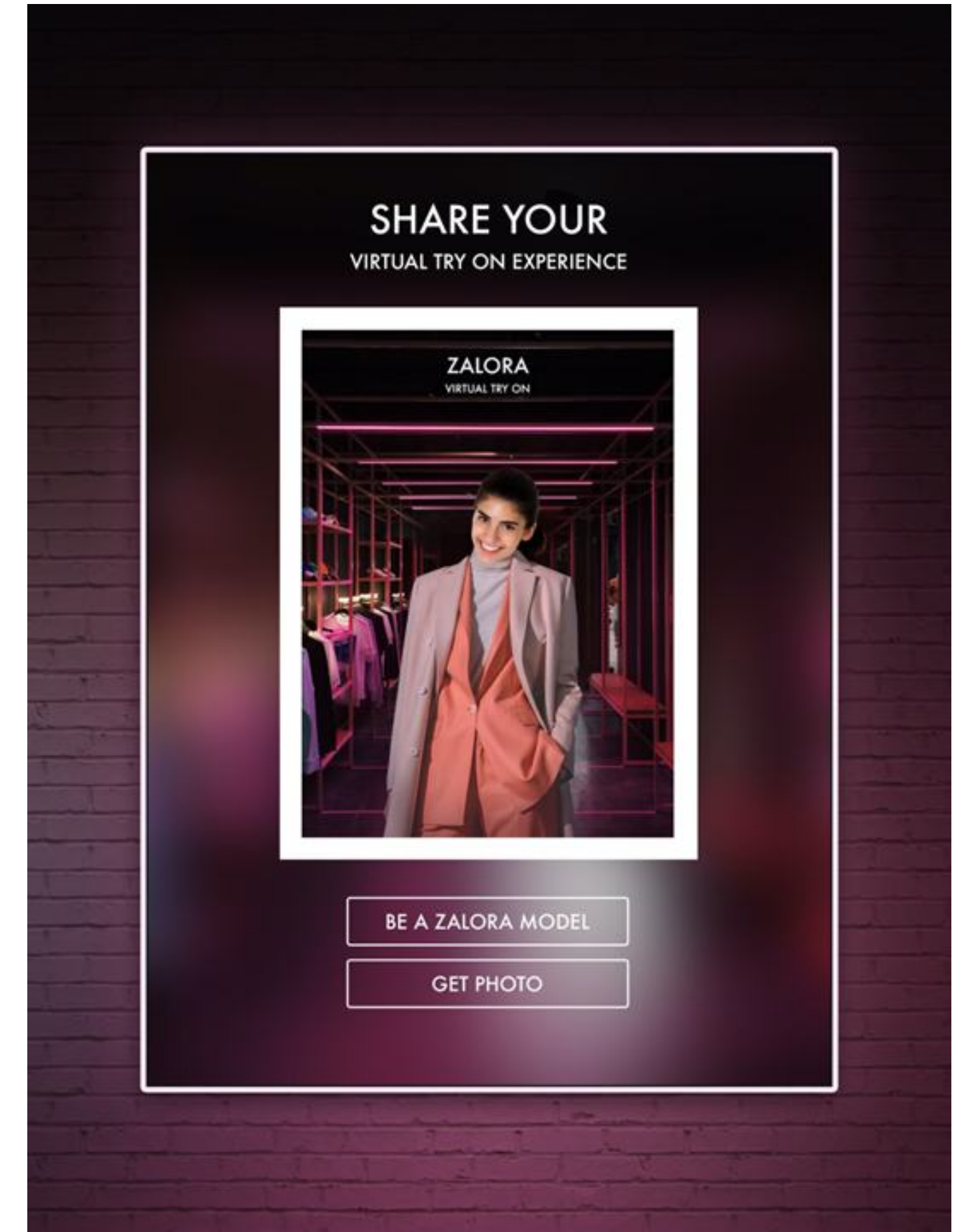
# Campaign - Zalora Virtual Try On



Scan



Navigate options



Post online



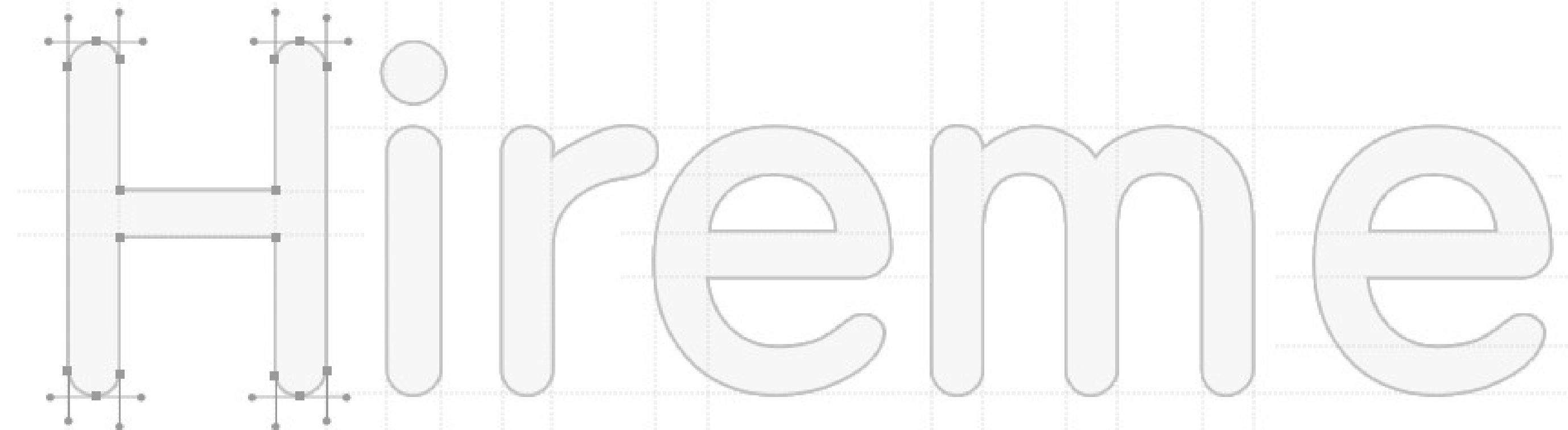
BRANDING

# Hiremetrix

Hiremetrix is a digital platform that bridges the gap between companies and university graduates

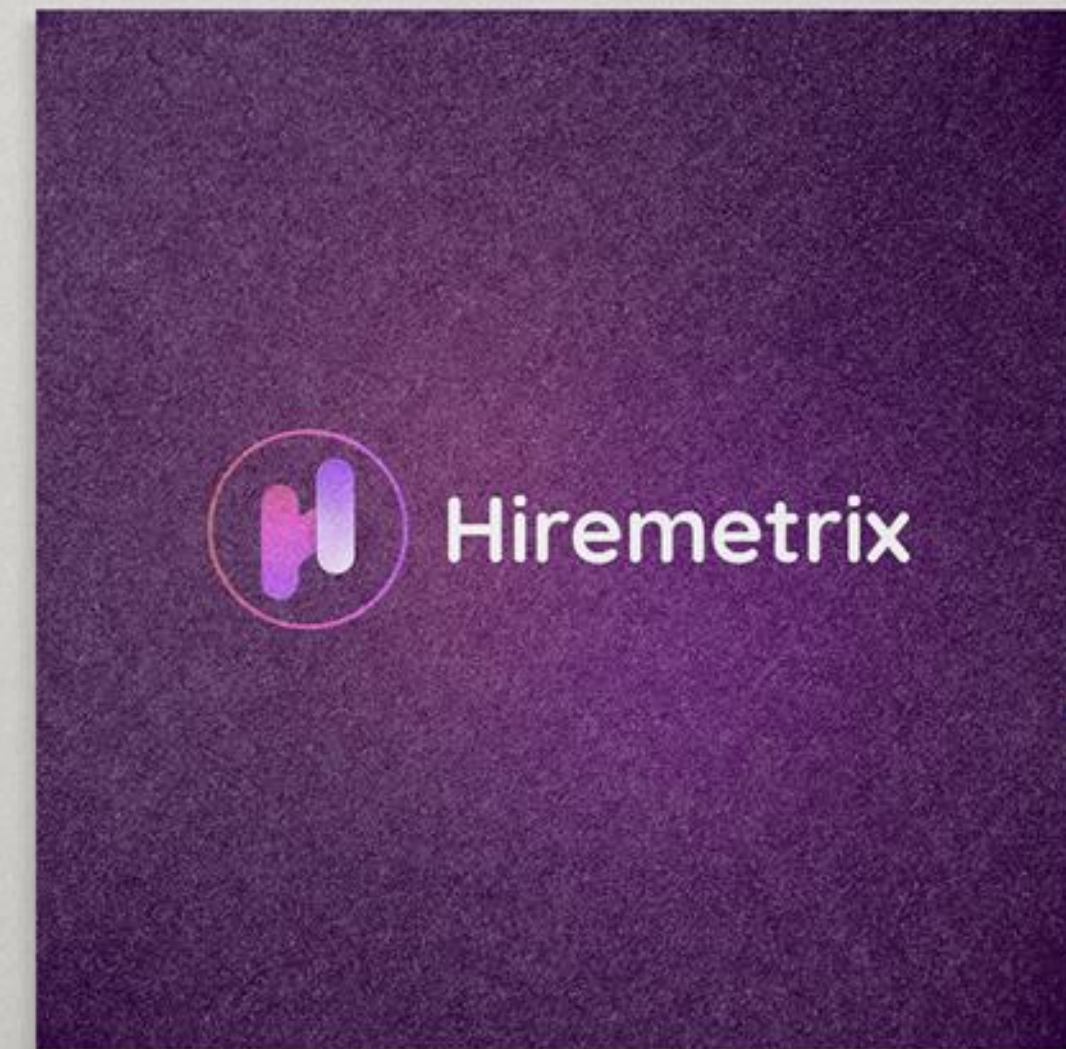
Role:

Concept, Design, Branding





# Hiremetrix



CAMPAIGN

# Vespa Sprint

The Vespa Sprint was created to turn even the most mundane trip into a fun outing.

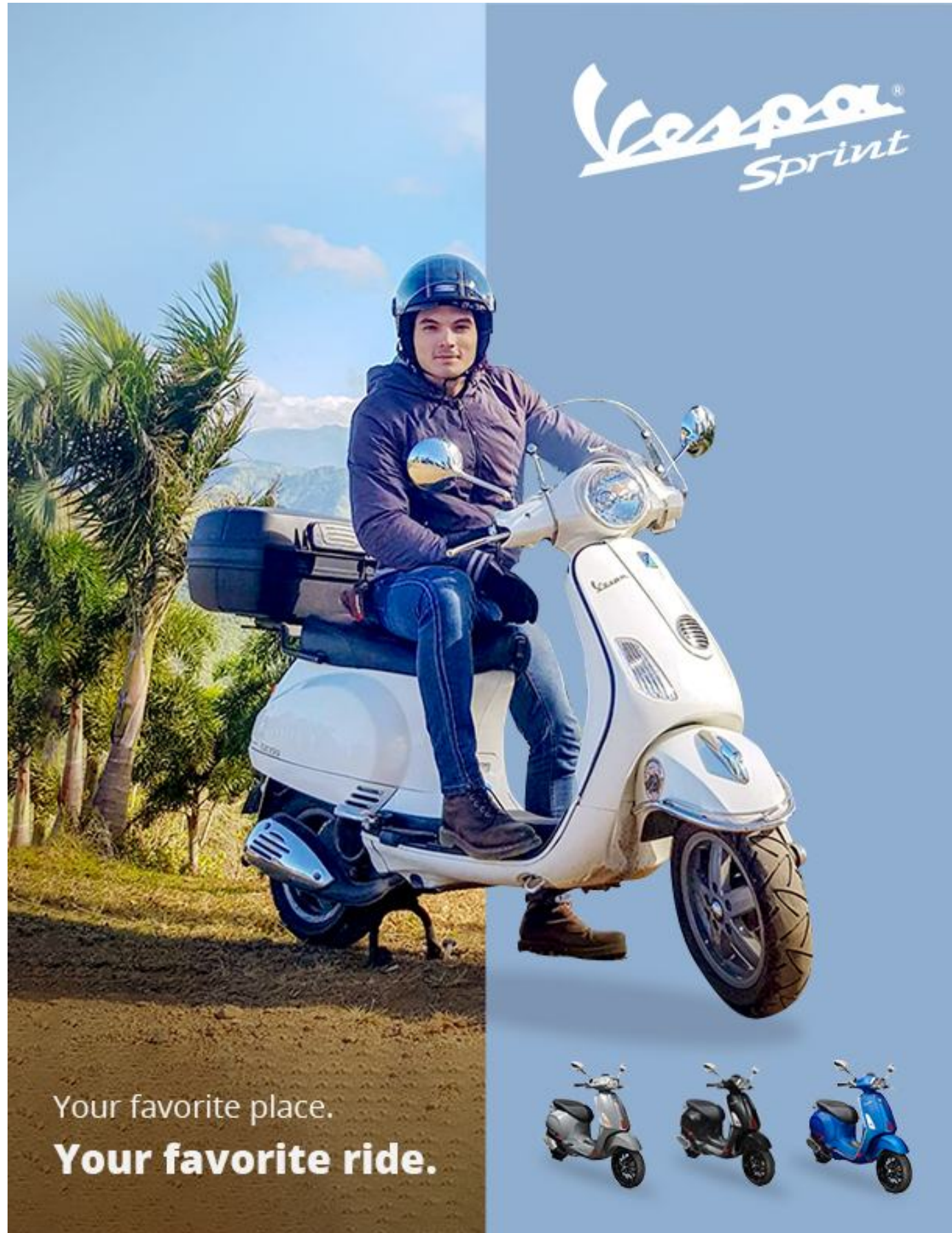
Role:

Concept, Art Direction, Copywriting






Campaign - Vespa Sprint



Vespa<sup>®</sup>  
Sprint

Your favorite place.  
**Your favorite ride.**



Vespa<sup>®</sup>  
Sprint

Your favorite person.  
**Your favorite ride.**



Vespa<sup>®</sup>  
Sprint

Your favorite suit.  
**Your favorite ride.**



# Coffeepeaks - Branding, Art Direction, Photography

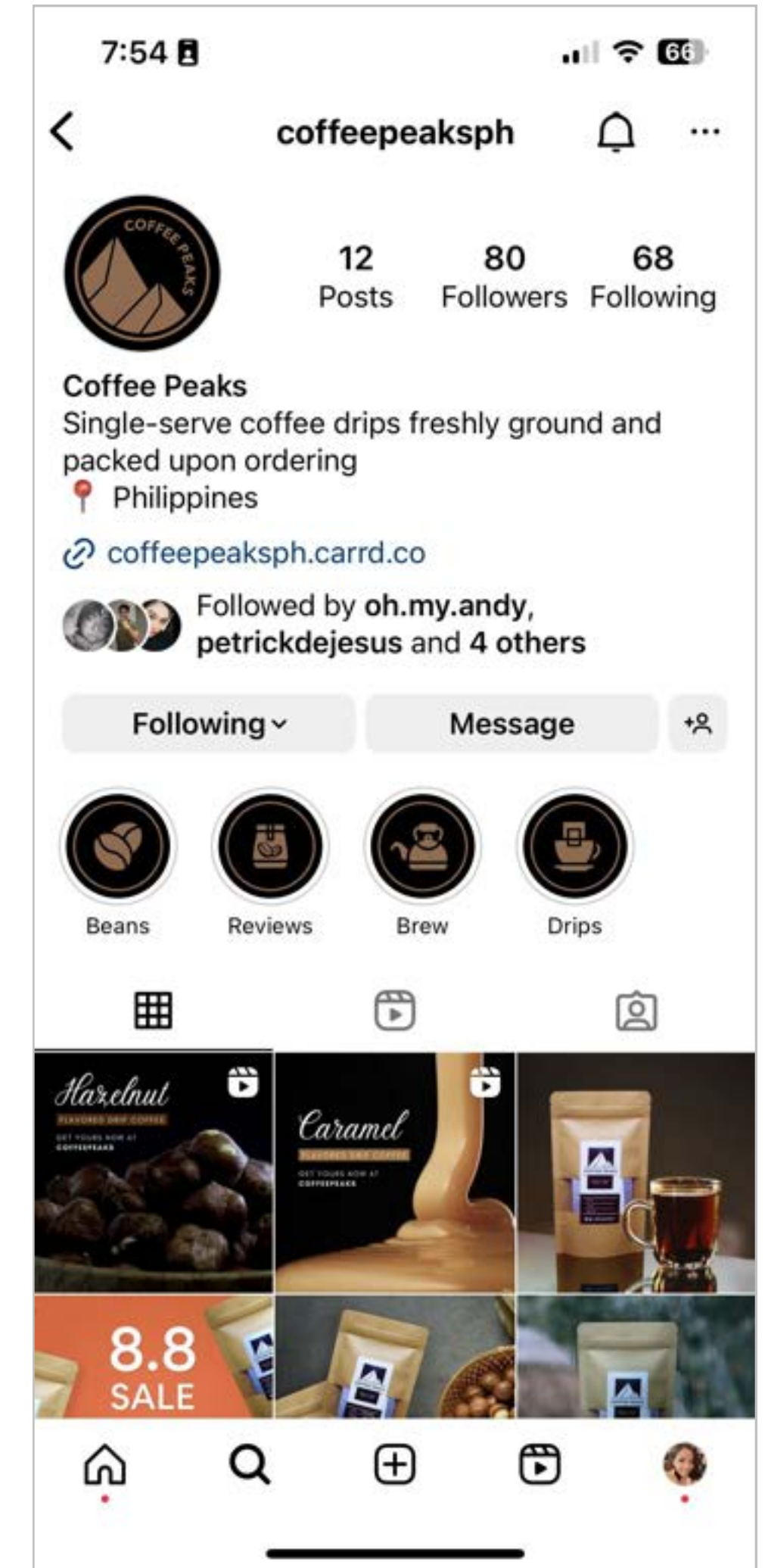


  
COFFEE PEAKS

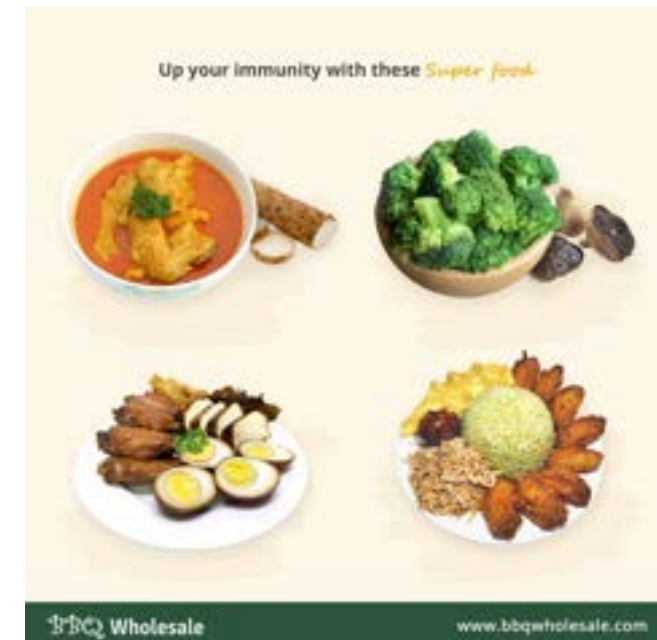
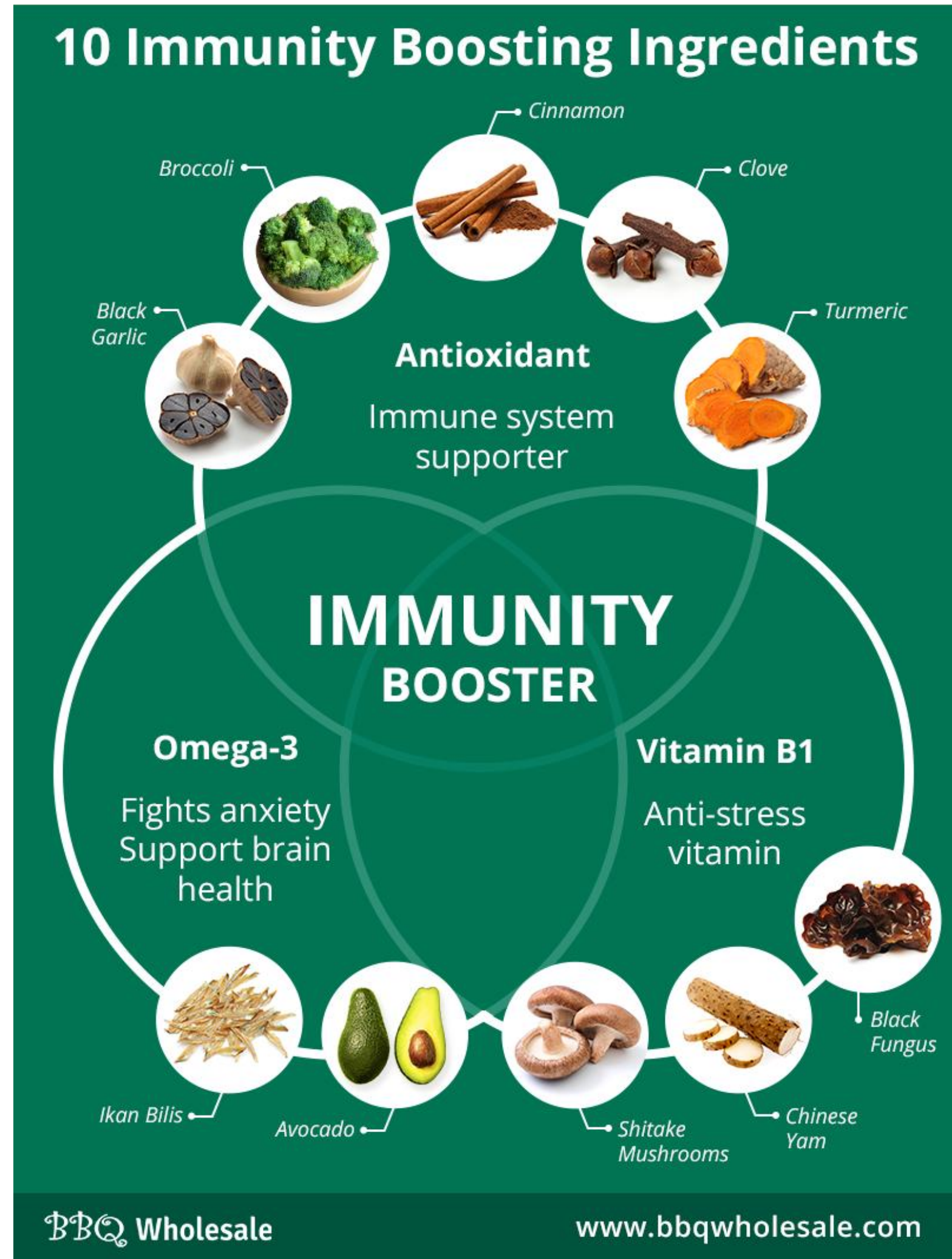
### COFFEE DRIPS SELECTION

	5s	10s
<b>CLASSIC</b>		
Arabica Blend	105	180
Benguet Blend	100	175
Barako Blend	100	175
Sagada Blend	110	185
Kalinga Blend	100	175
<b>FLAVORED</b>		
Macadamia <b>NEW</b>	110	185
Hazelnut	105	180
Vanilla	105	180
Caramel	110	185
Butterscotch	110	185
Chocolate Strawberry	110	185

\*Prices may change without prior notice



# BBQWS - Concept, Design



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# Thank you!

Let's Connect

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