Marin Stefani

Graphic Design Portfolio

infographics & icons

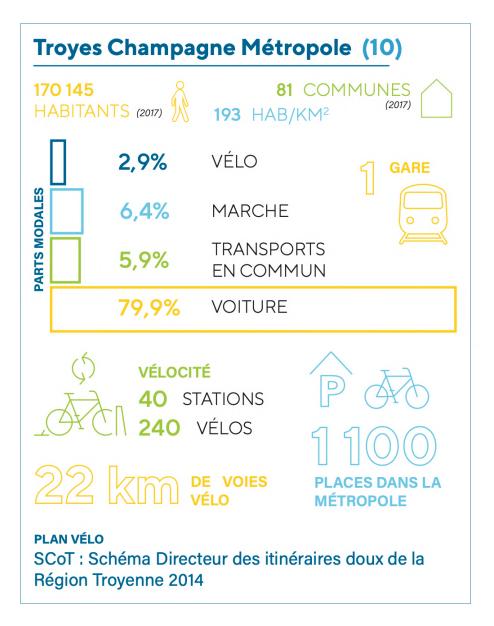
COPENHAGENIZE

infographics, icons, type

Infographic and icons created for a benchmark document I designed, which shows the current strenghts and weaknesses of the French Grand Est region's biking and intermodality system.















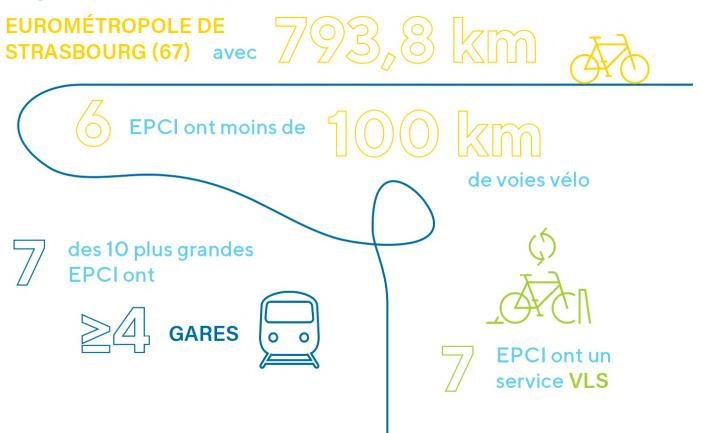






above Inforgraphic showing bike share programs in the Grand Est region. **bellow** Inforgraphic explaining the biking infrastructure of the Grand Est region with custom icons.

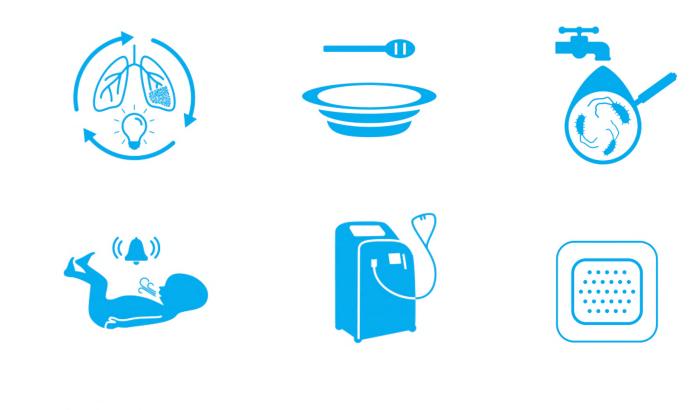
plus grand réseaux de voies vélo:



UNICEF

custom icons

Set of icons representing innovations created by the Product Innovation Center at UNICEF in Copenhagen. None of these products or processes had digital representations; I worked closely with project managers to create the most accurate icons possible.





Icon for the Disability-friendly Squatting Plate Add-on, a modular latrine that attaches to standard squating toilets and allows children with disabilities to use them.



Icon for NASG (Non-pneumatic Anti-shock Garment), a compression suit that prevents post-partum hemorrhage for women giving birth in rural areas, where access to comprehensive care is limited.

2 visual identity



ANDY RICHTER

brand identity, graphics, kickstarter campaign

Visual identity and graphics for photographer Andy Richter's successful Kickstarter campaign, which he launched to fund the publication of *Serpent in the Wilderness*, a photography book exploring the essence and diversity of yoga.

\$60 Signed Book + Photo Card

A SIGNED COPY OF SERPENT IN THE WILDERNESS + A SPECIAL EDITION PHOTO CARD (~5X7) WITH A PERSONALIZED THANK YOU NOTE ON THE BACK



\$1000 Yoga Photo Shoot

A YOGA LIFESTYLE PHOTO SHOOT OF YOUR PERSONAL ASANA AND MEDITATION PRACTICE WITH ME (AVAILABLE IN THE MIDWEST OR ON FUTURE TRAVELS TO YOUR CITY - EMAIL ME AT ANDY@ANDYRICHTERPHOTO.COM) + YOUR NAME IN THE ACKNOWLEDGEMENTS OF THE BOOK + A SIGNED COPY OF SERPENT IN THE WILDERNESS







PLASTIC FREE FRIDAYS

art direction, photography, graphics, instagram campaign

Work for the NGO Plastic Free Fridays, which strives to reduce plastic pollution in the ocean by having people pledge not to buy plastics one day a week.

I created the bottle on the right with pieces of plastic I found on my local beach.







FIELD art direction, artworks, instagram campaign

OUT NOW taken off the 'dusk' ep,

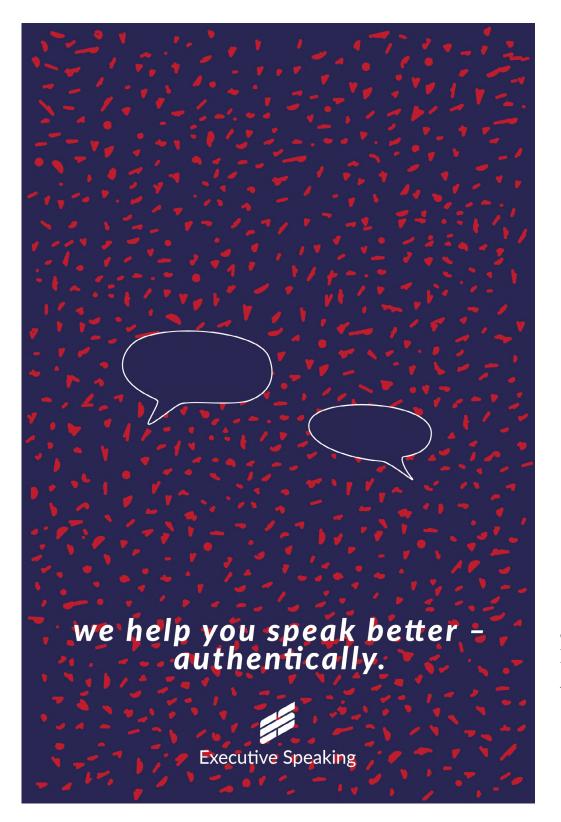
out May 24



Instagram story featuring the artwork for the ep's single, *girl*. Both photographs are from a set of film rolls shot in Los Angeles.

LA LUZ brand identity, logos Brand Identity for La Luz, a project for a clothing series inspired by my home spot on the western French coast. Ironically, there are hardly any waves there—we often have to drive out to catch good surf—but it's always a good time. The logos are a playful take on current SoCal surf branding trends.

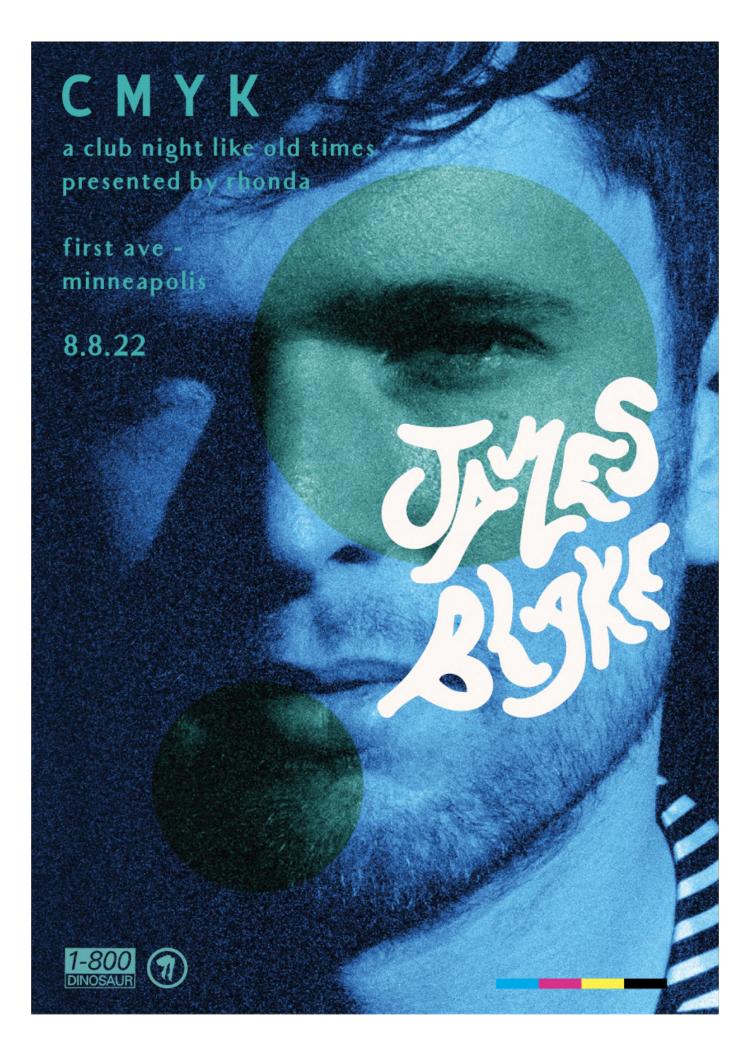




poster desig

clients — Executive Speaking James Blake

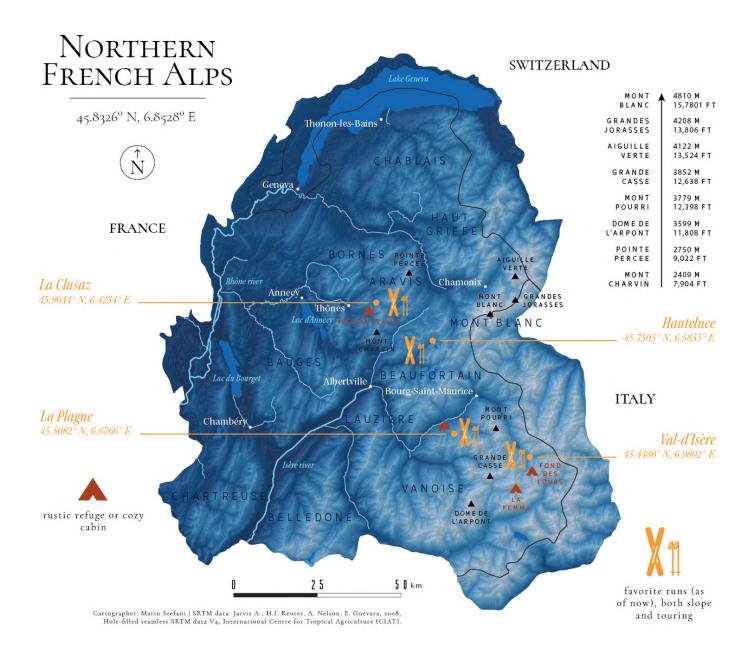
Poster designed for Executive Speaking, a Minneapolis-based company that creates public-speaking workshops for C-suite executives. **next page** Unused poster with custom typography for an upcoming James Blake DJ set.





Cover for my poetry chapbook, *Il faudra repartir*, centered around traveling and self-reflexion. The base map was created by reversing the colors of a public domain USGS 1885 map of a part of Utah.

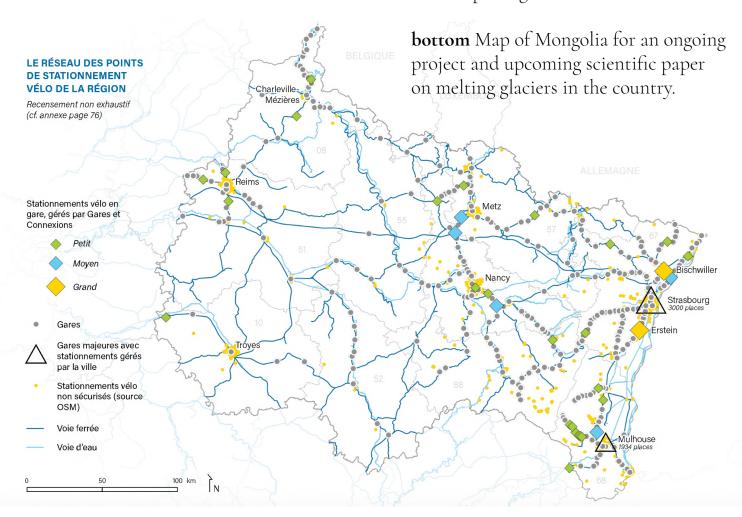
4 map design

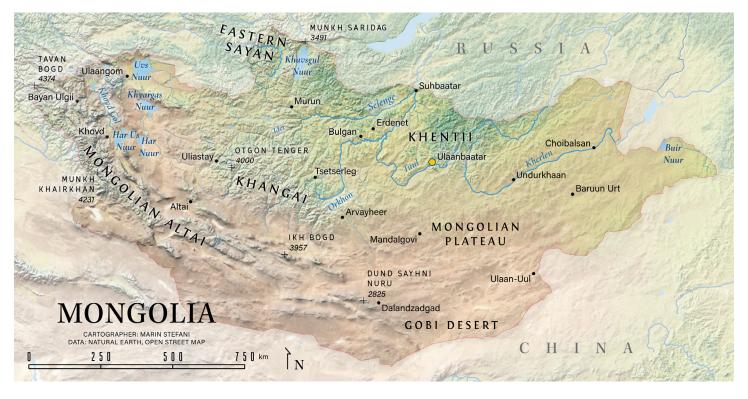


Map of the French Alps made for my photography website, with geographic features and names, highest peaks graphic, and my favorite runs. Created with satelitte data and local datasets using QGIS, Photoshop and Illustrator.

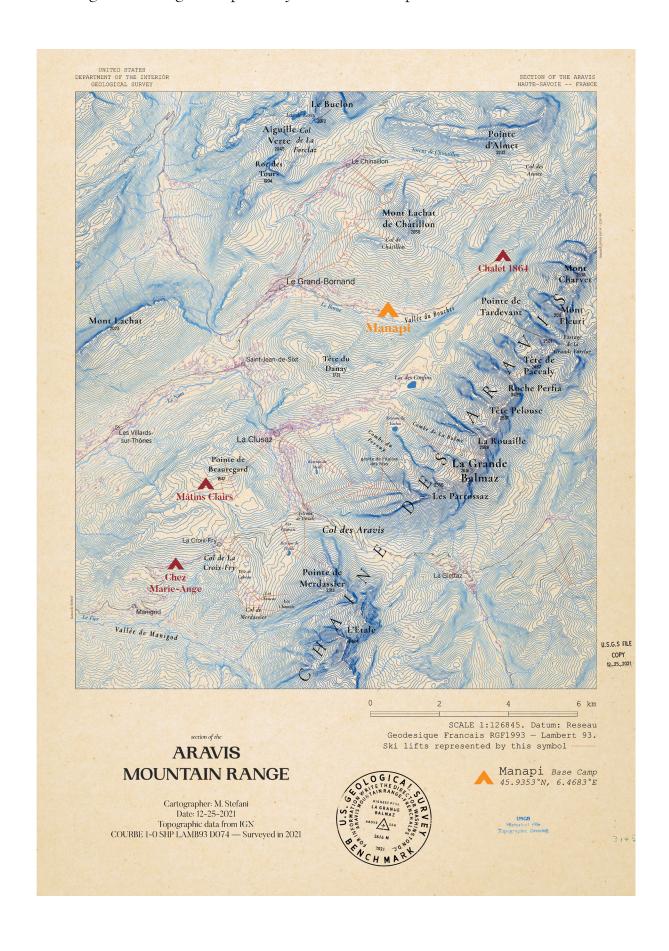
clients — Copenhagenize; University of Michigan-Dearborn & National Geographic

left Thematic map showing bike parking and train stations across the Grand Est Region in France, made for urban design firm Copenhagenize.



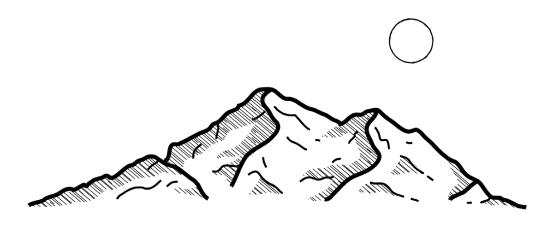


Map of the Aravis mountain range in the French Alps showing main peaks and a few refuges and lodges, inspired by old USGS maps.

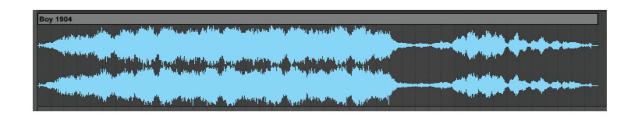




Moonlight flight, a digital illustration inspired by the song "asturias" by Oklou.



Digital illustration of a mountain, used as my website's logo.





above Work in progress, part of an ongoing series of landscapes inspired by songs and their waveform. Here, "Boy 1904" by Jonsi & Alex. **below** Digital illustrations created around the subject of exploration in the mountains.





MOUNTAINS OF MY YOUTH

Recent winters in the French Alps — the mountains where I grew up

0 web & layout

My photography website, created with Wix. I used their dragand-drop function in conjunction with HTML on blank pages. The website is intuitive and user-friendly, yet retains a clean, minimalist feel.

Marin Stefani

COMMISSIONS

ADVENTURES

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CONTACT

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Identifying, developing and scaling fit-for-purpose and value-for-money products th

unmet needs of children.

Product Innovation at UNICEF



The print shop is open! Buy selected photographs of the Arctic fox and Icelandic landscapes | Prints



Following in the footsteps of Montana's cowboys | Article in Les Others (in French)



Just added a few analog portraits shot in L.A. | Faces

above A "news" section on my website's landing page. below Clippings of different websites I've co-designed and maintained, on both common CMSs like wordpress and dedicated ones like UNICEF's website. I have worked with HTML, CSS, PHP, Javascript and custom drag-and-drop interfaces.

ECOsmarte Friendly





ANDY RICHTER

Commissions Work

can be viewed on storefrom

A community exhibition of

Minneapolis. The show rur

serves as a guide to the wa

individual photographs in

Portraits Info

Clients About

COPENHAGENIZE

layout, design, copy editing

Pages from a benchmark document about biking in the French Grand Est region.



above A design solution to seamlessly integrate Grand Est's colors to the layout.



COPENHAGENIZE FRANCE

LE STATIONNEMENT DES VÉLOS EN GARE

Garer son vélo : maillon essentiel de l'intermodalité

Le stationnement est un élément primordial du choix modal réalisé par l'usager. L'absence de stationnement vélo sécurisé et pratique en gare constitue un frein au rabattement par vélo vers le train / le car. Par ailleurs, même avec la présence de places vélo, la compétition avec la présence de stationnement voiture largement dimensionnés, n'incite aucunement à préférer le vélo à la voiture pour accéder au

La loi LOM oblige l'implantation d'ici 2024 pour chaque gare ayant une fréquentation annuelle supérieure à 100 000 voyageurs/an, l'équivalent à 4% de la fréquentation voyageur journalière entrante de la gare. Le nombre de places minimum est fixé à 10 places, avec un maximum de 1 000 places. La Région Grand Est avec 6 706 places de stationnement sécurisées en 2020. dans les 120 gares concernées, atteint 83% de conformité, le taux le plus élevé de toutes les régions. (Source : Atlas Régional 2020, par Vélo & Territoires). L'Alsace atteint un taux de presque 100%, à l'opposé de la Haute Marne à

0%. Six départements se trouvent à un taux de réalisation entre 40% et 60%.

En réalité, en 2019, dans le cadre de l'enquête de satisfaction, il ressort que 5% des usagers viennent à la gare en vélo dans le Grand Est (42% à Duttlenheim, 12% à Strasbourg - parking saturé en gare - et 3% à Nancy par exemple). L'offre et la demande ont encore besoin de s'ajuster. Il est important tant que la quantité de place et la qualité du stationnement augmentent régulièrement. L'ouverture des parkings qualitatifs crée forcément une nouvelle demande et entraîne une augmentation des usagers du vélo se rendant à

La France reste véritablement en retard sur le déploiement des places de stationnement vélo en gare, tant d'un point de vue quantitatif que qualitatif. Tous nos voisins européens disposent de ratio très nettement supérieur à ce qu'oblige la loi LOM.

A titre de comparaison, au Danemark, le nombre préconisé de places de stationnements vélos en gare se situe entre 10 à 30% du nombre de voyageurs journaliers (source: Bicycle parking manual - Danish Cyclists' Federation, 2008), cela représenterait, à l'échelle des 400 gares de la Région Grand Est, un total de 17 000 à 51 000 places de stationnement vélo (170 000 voyageurs/quotidien). Aux Pays-Bas, c'est presque la moitié des passagers de train qui arrivent à la gare à vélo. Pour cela, les zones de stationnement sécurisées, couvertes et intégrées aux gares comptent des milliers de places (Utrecht: 12 500 places). Concernant le nombre de places vélo en gare par habitant, la Flandre, la Suisse, la Belgique, l'Allemagne, l'Autriche dépassent tous

largement les ratios français. La marge de progression est donc significative et l'ambition régionale doit dépasser la règle nationale.

Analyse des politiques régionales du stationnement vélo

La Région a mis en place le système SimpliCités, permettant de réserver une place de vélo dans des abris vélos sécurisés auprès de nombreuses gares. Il n'est pas encore possible de connaître le nombre de places disponibles dans ces abris sécurisés en

EN TERMES DE SURFACE,











composite

Series of images blending multiple photographs of Icelandic landscapes and digital lighting. The series evokes remote lands where humanity is no more and only remain artificial beacons of light.

skills

Working knowledge of HTML, CSS, PHP, Javascript, as well as most CMSs.

contact

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