Matteo Oldani
www.daembrace.com
matteo.oldani@daembrace.com
P.Iva 11267920962

Services
How we can work together

Strategic insight, tailored design, and effective delivery.

Explore my consulting and design packages — modular, scalable, and crafted to fit the needs of companies that aim to simplify complexity and create value through digital design.

CONSULTING & STRATEGY
Senior Creative & UX Oversight
Ongoing design leadership to elevate your product, team, and vision.

CONSULTING & STRATEGY
UX/UI Strategy Audit
Evaluate. Refocus. Unlock the real potential of your digital product.

DESIGN & DELIVERY
Landing Page PRO Design
Smart, conversion-driven landing pages—custom-designed to engage, persuade, and perform.

DESIGN & DELIVERY
Website Design & Development
Complete, scalable websites designed to evolve with your business and engage your audience.

DESIGN & DELIVERY
App & Web Prototyping
Functional, high-fidelity prototypes for websites and mobile applications.

DESIGN & DELIVERY
Editorial Design & Publications
High-end brochures, reports, and editorial layouts for print and digital.

DESIGN & DELIVERY
Brand & Marketing Assets
Strategic design for branded communication across all channels.

Matteo Oldani
www.daembrace.com
matteo.oldani@daembrace.com
P.Iva 11267920962

CONSULTING & STRATEGY

Senior Creative & UX Oversight

Ongoing design leadership to elevate your product, team, and vision.

A senior-level consulting service designed for companies that need continuous creative and UX leadership without hiring in-house. I blend strategic vision, UX expertise, and technical culture to bring clarity, coherence, and momentum to your digital products.

From aligning business goals to refining design systems and supporting internal teams, **this package ensures quality, direction, and consistency across every layer of your design efforts**.

Who it's for

- Growing startups that need senior design leadership without full-time overhead.
- Mature companies that want to elevate design maturity and process.
- Tech-driven teams that need a strategic partner to guide UX without slowing development.

Value

This is not just oversight — it's partnership. I help shape not only how things look, but how they work and evolve.

Whether you're building from scratch or scaling fast, **this package gives you the design clarity and guidance you need to move forward confidently**.

What it includes

- **Creative Direction & UX Strategy**
- **Design Oversight & Reviews**
- **Product Thinking Meets UX**
- **Bridge Between Design & Development**
- **Tailored Flexibility**

How it works

- **Monthly or quarterly engagement**
- **Recurring check-ins (weekly or bi-weekly)**
- **Async support via Slack, Notion, or shared tools**
- **Scalable support on specific initiatives (e.g. design systems, redesigns, feature launches)**

Matteo Oldani
www.daembrace.com
matteo.oldani@daembrace.com
P.Iva 11267920962

CONSULTING & STRATEGY

UX/UI Strategy Audit

Evaluate. Refocus. Unlock the real potential of your digital product.

This one-time strategic audit is designed to bring clarity to your current product experience — identifying friction points, UX inconsistencies, and untapped opportunities.

Whether you're preparing for a redesign, planning new features, or simply want an expert perspective on your interface and user flows, **this service provides an actionable roadmap rooted in both UX best practices and your business goals**.

Who it's for

- **Teams preparing for a redesign and wanting to start with clear direction.**
- **Startups aiming to improve product-market fit and UX maturity.**
- **Companies experiencing friction in user journeys or underperforming interfaces.**
- **Founders who want an external, senior-level design perspective before scaling.**

Output

You'll receive a concise, high-value report (PDF or Notion) that includes:

- **Key findings and priority issues**
- **Annotated visuals or walkthroughs**
- **Strategic recommendations and improvement roadmap**
- **Quick wins vs. long-term opportunities**

What it includes

- **Comprehensive UX Review**
- **Visual Interface Assessment**
- **Clarity & Conversion Insights**
- **Strategic Recommendations**
- **Optional Debrief Call**

Delivery Timeline

- **Initial alignment: 30-min call (optional)**
- **Audit delivery: within 7–10 business days**
- **Debrief session (optional): 45–60 min call**

Formats

- **Web App or Website Audit**
- **Landing Page / Conversion Flow Audit**
- **Mobile App UX Audit**
- **Design System / Visual Language Review (optional add-on)**

Matteo Oldani
www.daembrace.com
matteo.oldani@daembrace.com
P.Iva 11267920962

DESIGN & DELIVERY

Landing Page PRO Design

Smart, conversion-driven landing pages—custom-designed to engage, persuade, and perform.

Whether you need to launch a product, capture leads, or test a new offer, **this package delivers high-quality, user-focused landing pages that align perfectly with your goals and brand**.

Who it's for

- **Startups**
- **Marketing teams**
- **Product managers**

Launching a feature, product, or campaign and who need a landing page that looks sharp and performs.

Value

This package bridges design clarity with strategic intent. It's not just about aesthetics—**it's about guiding the user toward action with clean, intuitive, and conversion-focused design.**

What it includes

- **Custom layout design based on your goals**
- **UX strategy tailored to your audience**
- **Wireframe (Figma)**
- **High-fidelity Prototype (Figma)**
- **Desktop & mobile responsive versions**
- **Tailored made Html & Css + assets package**
- **Delivery-ready design files for dev handoff**

Matteo Oldani
www.daembrace.com
matteo.oldani@daembrace.com
P.Iva 11267920962

DESIGN & DELIVERY

Website Design & Development

Complete, scalable websites designed to evolve with your business and engage your audience.

Complete, scalable websites designed to evolve with your business and engage your audience.

From architecture to visual design, I create websites that connect brand, content, and interaction into clear, engaging digital experiences. Whether it's a simple showcase or a multi-page platform, each site is tailored to be strategic, usable, and ready for growth.

Who it's for

- Startups building a digital presence from scratch
- Businesses looking to redesign or evolve their existing website
- Professionals and agencies in need of custom, design-led web solutions
- Teams seeking scalable WordPress builds with UX/UI at the core
- Clients who value clean structure, visual clarity, and technical reliability

Value

This package translates your business goals into a structured, high-impact site. It combines storytelling, usability, and brand alignment into a seamless, intuitive user experience—designed to grow with you.

Optional Add-ons

- Monthly or quarterly engagement
- Recurring check-ins (weekly or bi-weekly)
- Async support via Slack or shared tools
- Scalable support on specific initiatives

What it includes

- UX strategy and content mapping
- Wireframes and modular page layouts
- Full visual design system (typography, color, components)
- High-fidelity Prototype (Figma)
- Desktop and mobile responsive views
- Developer-ready files and handoff (Figma)
- Tailored made Html & Css + assets package
- Collaboration with your dev team or mine

Matteo Oldani
www.daembrace.com
matteo.oldani@daembrace.com
P.Iva 11267920962

DESIGN & DELIVERY

App & Web Prototyping

Functional, high-fidelity prototypes for websites and mobile applications.

I design interactive, user-centered prototypes that serve as the foundation for digital products—from landing pages to complex web platforms and mobile apps. **Built with UX logic and visual accuracy, my prototypes allow clients, stakeholders, and developers to align before production.**

Who it's for

- **Product owners seeking visual validation before development**
- **Startups needing to prototype and test digital ideas quickly**
- **Agencies looking for polished, interactive mockups to pitch or present**
- **Teams focused on refining flows and usability before building**

Value

A prototype is more than a mockup: it's your product in motion. **I help you visualize and refine functionality**, structure, and interface before you code—**saving time, budget, and iterations**.

What it includes

- **UX flows and structure definition**
- **High-fidelity screens with UI design**
- **Interactive prototyping (Figma)**
- **Device-specific adaptations (desktop/mobile/tablet)**
- **Developer-ready specs**
- **Optional handoff support and team onboarding**

Matteo Oldani
www.daembrace.com
matteo.oldani@daembrace.com
P.Iva 11267920962

DESIGN & DELIVERY

Editorial Design & Publications

High-end brochures, reports, and editorial layouts for print and digital.

From annual reports to corporate brochures, I design **structured, elegant editorial products that blend readability, brand personality, and visual impact**. Whether for print or interactive formats, every layout is tailored to engage and inform with clarity and precision.

Who it's for

- **Foundations and institutions publishing content-rich materials**
- **Organizations needing internal or external communication assets**
- **Companies producing reports, catalogs, or digital publications**
- **Teams seeking high-quality editorial design with production-ready precision**

Value

More than just layout: **this is design as a storytelling engine**. I build visually sophisticated publications that enhance credibility, align with your brand, and **communicate complex information with elegance and order**.

What it includes

- **Concept and visual direction**
- **Grid-based layout and typographic systems**
- **Custom infographics and iconography**
- **Print-ready or interactive PDF output**
- **InDesign production and delivery files**
- **Advisory on structure, flow, and editorial hierarchy**

Matteo Oldani
www.daembrace.com
matteo.oldani@daembrace.com
P.Iva 11267920962

DESIGN & DELIVERY

Brand & Marketing Assets

Strategic design for branded communication across all channels.

This package **focuses on creating versatile visual assets that reinforce your brand identity and support your marketing goals**—whether digital, print, or trade. From social media kits and ad creatives to event and trade materials, each deliverable is tailored to ensure consistency, clarity, and high visual impact. Ideal for brands that need cohesive design across multiple platforms, campaigns, or departments.

Who it's for

- **Marketing teams in need of scalable, consistent visual assets**
- **Brand managers seeking support for ongoing campaigns**
- **Communication departments producing materials across channels**
- **Agencies looking for reliable design collaboration**

Value

A unified brand presence across every touchpoint, with high-quality assets **designed to convert, inform, or inspire—on time and on brand**.

What it includes

- **Social media and campaign visuals**
- **Print-ready assets (flyers, posters, POS/trade materials)**
- **Templates and visual guidelines**
- **Design adaptation for various channels**
- **Creative direction and brand consistency checks**