Portfolio

CREATIVE DIRECTION

2026

Joseph Daniel Weaver



Graphic Designer & Art Director

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Ciao

I'm a graphic designer and art director working with brands, studios, and creative teams that already have a solid base but need a clearer, more defined image. I work across branding, visual direction, and editorial.
I build visual systems that last, not quick decorative fixes.

Experience

I've worked with design studios and agencies across Italy and Europe, focusing on visual identity, digital content, and creative direction.
I'm used to dealing with unclear briefs, complex systems, and tight timelines without losing control of the outcome. Now I work freelance, often inside teams, bringing structure and **clear visual decisions.**

Skills and Language

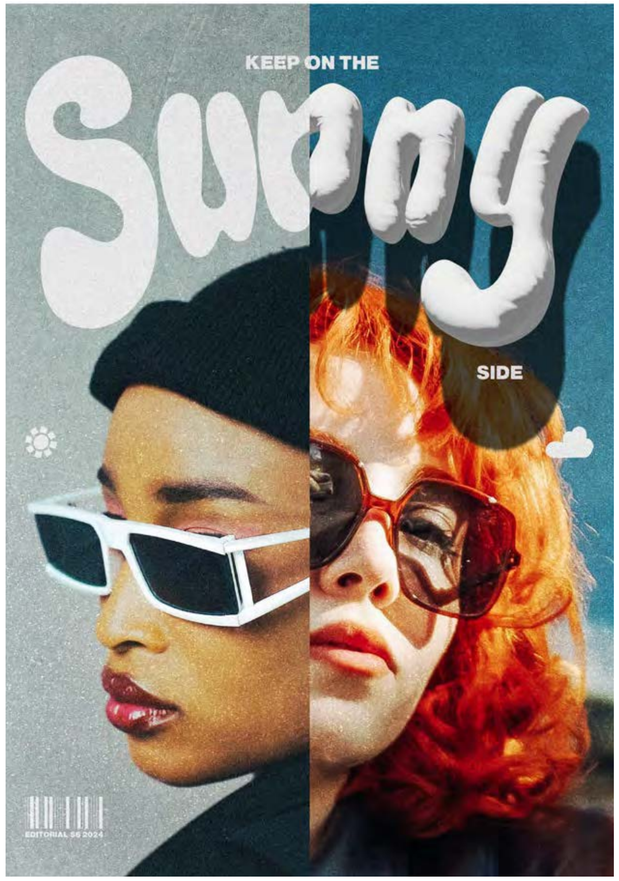
Adobe Creative Suite ***(Photoshop, Illustrator, InDesign, After Effects)***
Visual identity, Editorial Design, Art direction, Digital content and visual direction, i'm Italian/ English (native).
I use AI and emerging tools when they support the idea, not as a shortcut.

Approach

My approach comes from being close to contemporary visual culture and underground scenes, where things move fast.
That helps me tell what still matters from what's already outdated, and turn it into visual systems that feel consistent
Mistakes are part of the process, indecision is not.

EDITORIAL DIRECTION

This selection brings together editorial work made for digital platforms. Here, format isn't a limit, it's a way to test rhythm, tone, and presence.
I don't use editorial work to fill feeds. I use it to build something recognizable.









RESTYLING

Rebrand for Pizzeria DaToni
The point wasn't to make the brand look new, but to make what was already there more visible. The old identity didn't really show what mattered: history, family, and local recognition.

So the system was simplified:

- *A classic, easy-to-read typeface to reinforce trust*
- *The name and founding date pushed to the front*
- *A color palette that feels familiar to traditional pizzerias*
- *Illustrations that add character without getting in the way*

I also built their social presence from scratch, using the same logic. Now the brand feels established on purpose, not just because it's old.



DATONI
Ristorante&Pizzeria
DAL 1973

C:92% M:51% Y:56% K:58%













MENU

MENU
LA NOSTRA CUCINA

ANTIPASTI

Alici marinate	7.00€
Code di gambero con olio e limone	7.00€
Tagliere di salumi e formaggi	10.00€
Caprese	7.00€

PRIMI

Bigoli al ragù d'anatra	11.00€
Gnocchi agli scampi	14.00€
Gnocchi al salmone	12.00€
Gnocchi alla Sorrentina	9.00€
Scialatielli ai porcini: Con zucchine, porcini e pomodorini	12.00€
Spaghetti alle vongole	14.00€
Scialatielli allo scoglio	15.00€

SECONDI

Tagliata di manzo (fassona)	4/L'etto
Tagliata di manzo	4/L'etto
Filetto di manzo ai ferri	20.00€
Filetto di manzo al pepe verde	20.00€
Frittura mista di pesce	16.00€
Grigliata mista di pesce	20.00€
Impepata di cozze	11.00€
Soutè di cozze e vongole	15.00€
Seppie alla griglia	13.00€
Filetto di branzino alla griglia	15.00€
Pesce spada alla griglia	15.00€

CONTORNI

Insalata mista	4.00€
Verdure alla griglia	5.00€
Contorni del giorno	5.00€

FRITTI

Patate fritte	5€
Olive ascolane	5€
Verdure pastellate	5€
Alette di pollo	5€
Crocchette di patate	5€

MENU
Pizze

AFFUMICA'A: Tomato, mozzarella, grilled ham and smoked burrata — 9.50€

BRESAOLA RUCOLA E GRANA: cream, mozzarella, bresaola rucola and flaked parmesan — 10.00€

BUSCAIOLA: Tomato, mozzarella, mixed mushrooms and San Daniele ham — 8.50€

BUFALA: Pomodoro, mozzarella di bufala, olio EVO e origano — 7.50€

BUFALINA: Tomato, buffalo mozzarella, EVO oil and oregano — 8.50€

CALZONE: Tomato, mozzarella, cooked ham and mushrooms — 7.50€

CAPRICCIOSA: Tomato, mozzarella, cooked ham mushrooms and artichokes — 8.00€

CAPRESE: Tomato, sliced buffalo mozzarella, sliced black olives, capers, EVO oil and oregano — 10.00€

CODE DI GAMBERO: Tomato, mozzarella and prawn tails — 8.50€

DIAVOLA: Tomato, mozzarella and spicy salami — 7.00€

DOP: San Marzano DOP tomatoes, DOP buffalo mozzarella from Campania, EVO oil and basil — 9.00€

ESTATE: Tomato, mozzarella, rocket, cherry tomatoes and flaked parmesan — 9.00€

FIOR DI LATTE: Tomato, fior di latte, parmesan, basil and EVO oil — 10.00€

ORCO: Tomato, mozzarella, honey mushrooms, gorgonzola and sausage — 9.50€

GIULIA: Tomato, mozzarella, aubergines, spicy salami and Enzi — 9.00€

MARGHERITA: Tomato, mozzarella — 5.00€

DA BERE

BIBITE

Acqua da 1l	3.00€
Acqua da 0.5l	2.00€
Bibita in lattina	3.00€

ALLA SPINA

Forst Pils	3.00€/Media 5.00€
Forst Sixtus	3.50€/Media 5.50€

IN BOTTIGLIA

Ichnusa 0.33l	3.50€
Ichnusa non filtrata 0.5l	5.00€
Jever Pils 0.33l	4.00€
Kloster-sud ambrata (weissenehe) 0.5l	5.00€
Franziskaner Weiss 0.5l	6.00€
Moretti 0.66l	4.00€

TE FAMO MALE



Allergeni Club

GLUTINE Contenuto nei cereali e nei derivati

CROSTACEI Gamberi, scampi, aragoste granchi e simili

UOVA Tutti i prodotti a base di uova e derivati

PESCE Prodotti che contengono pesce o derivati

ARACHIDI Creme e condimenti anche in piccole dosi

SOIA Contenuta nel tofu, latte di soia spaghetti

Latte Prodotti caseari, latticini e derivati

FRUTTA A GUSCIO Mandorle, nocciole, noci, pistacchi

SEDANO A pezzi o nei preparati vegetali

SENAPE Si può trovare nelle salse e nei condimenti

SEMI DI SESAMO Nel pane e in alcuni tipi di farine

ANIDRIDE SOLFOROSA Conserve, cibi sott'aceto (solfiti)

LUPINI Legume proteico presente nei cibi vegan

MOLLUSCHI Vongole, ostriche, cozze e simili

Per la tua sicurezza, consulta gli allergeni e comunicaci le tue esigenze alimentari per una migliore esperienza gastronomica

Rebrand for METS — Museo Etnologico del Trentino San Michele

The museum needed something that could live in today's context without losing its connection to the territory. The previous logo wasn't flexible enough and didn't travel well.

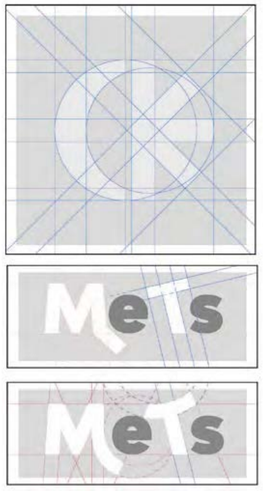
The redesign focused on making things clearer and easier to use:

- *A simpler mark that still holds meaning*
- *Typography that works across different formats*
- *A system that scales across physical and digital use*

It gives the museum an identity that works outside the building, not just inside it.







MeTs

#1D1D1B	#A11549	#A35432
C: 0%	C: 25%	C: 27%
M: 0%	M: 100%	M: 70%
Y: 0%	Y: 45%	Y: 81%
K: 100%	K: 22%	K: 22%







weaver.png X Re-Clock Fanientificio

RECLOCK

Limited Edition Concept for Reclock Fanientificio
The challenge was turning the atmosphere of the bar into something wearable, without making it feel like generic merch.

So the focus wasn't branding, but behavior:

- *Visuals built around how people actually experience the space*
- *A raw but controlled graphic language*
- *A tone that feels natural to the place*

It ends up feeling like it belongs there, not like it was added later.

Reclock Fanientificio
RECLOCK FANIENTIFICIO
Reclock Fanientificio

Re-clock Fanientificio

RECLOCK*
Fanientificio
Castelfranco Veneto
2018



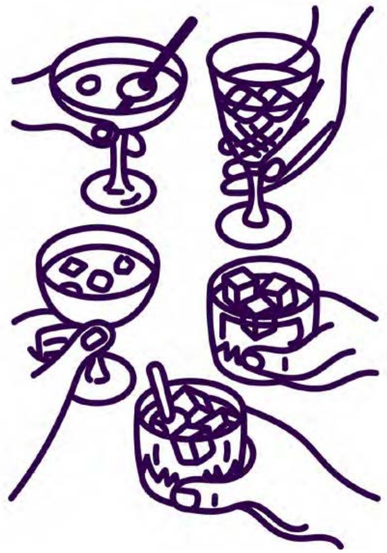
Re-clock Fanientificio

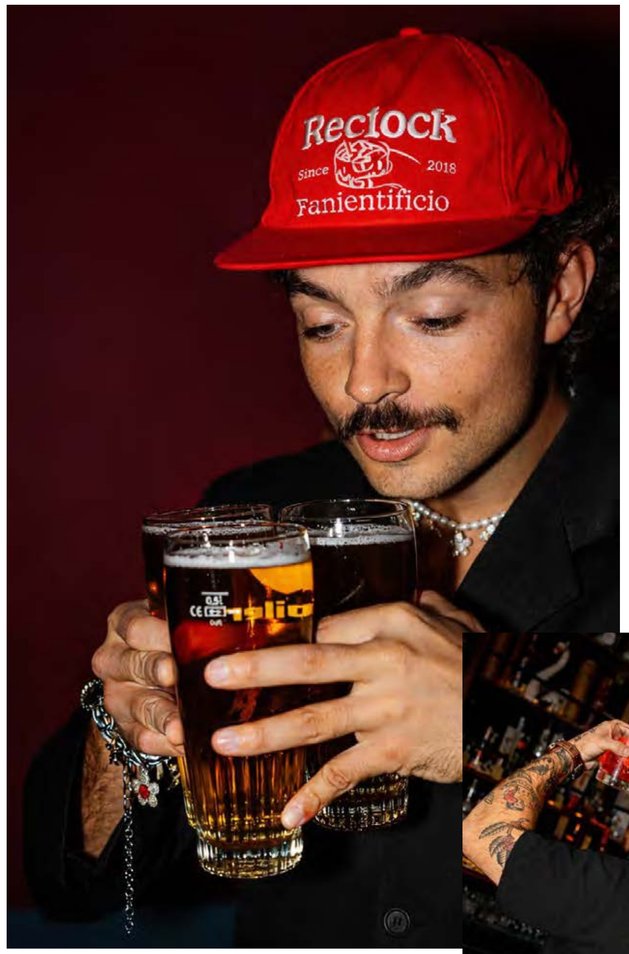
RECLOCK
Castelfranco Veneto
FANIENTIFICIO
Since 2026



Re-clock Fanientificio










Drink with
RECLOCK
Castelfranco Veneto
FANIENTIFICIO
Since 2026
good company


Drink and
Chill
RECLOCK
Castelfranco Veneto
FANIENTIFICIO
Since 2026


Reclock
Fanientificio


Reclock
since
2018
Fanientificio

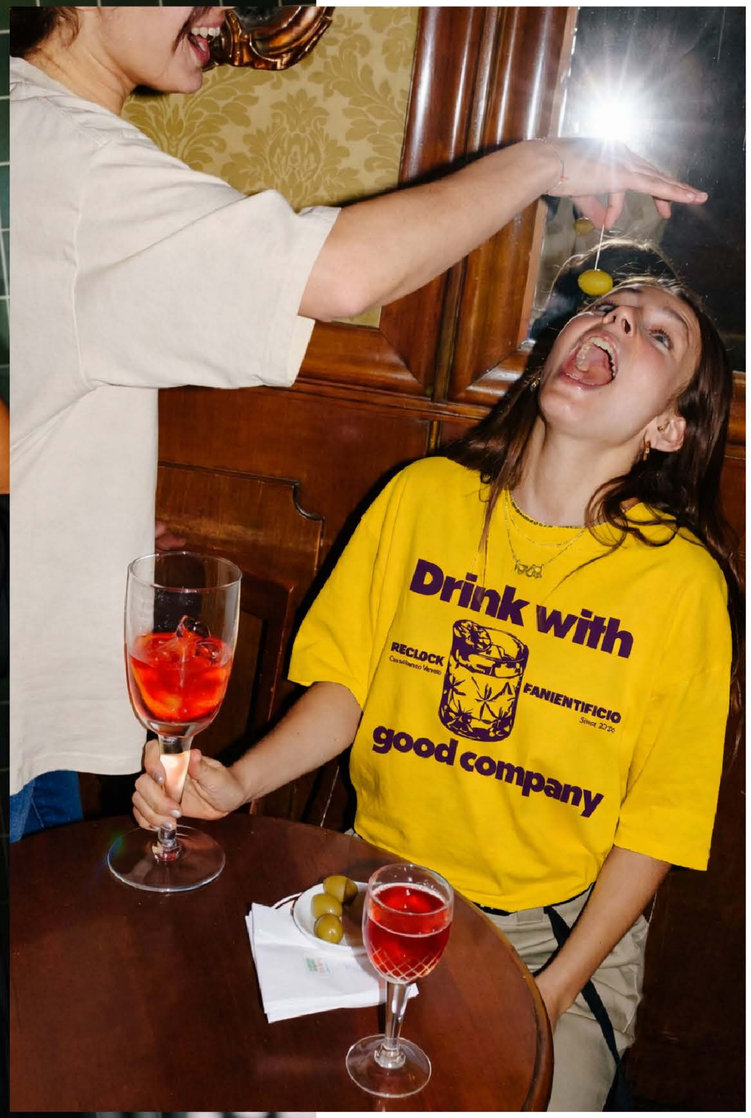

Drink with
RECLOCK
Castelfranco Veneto
FANIENTIFICIO
Since 2026
good company


Re-
clock
Fanientificio
Castelfranco Veneto
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Re-
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SOCIAL STRATEGY

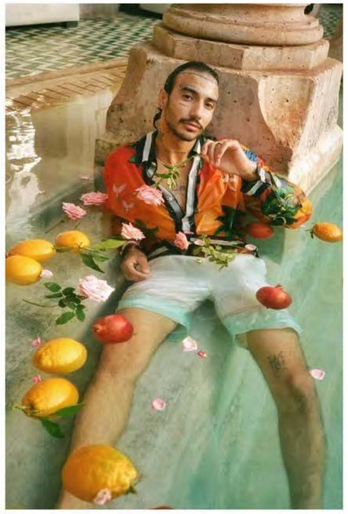
This section collects branding work developed across different contexts, always with a direct approach. When something risks feeling generic, I don't decorate it. I shift the point of view, everything starts from a clear decision on tone, language, and visual direction.

I'm not looking for neutrality. I'm looking for positioning.

SUPPORT STRATEGY



Conosco un paio di trucchetti per vendere le tue angurie.



Tutta la frutta che hai.







SOCIAL CONTENTS

Top row: personal editorial work around summer.

Bottom row: content made for **NSS Sport**, supporting an article on iconic football jerseys from 2000 to today.

It shows range, but still feels consistent.





Thanks for viewing weaver.png