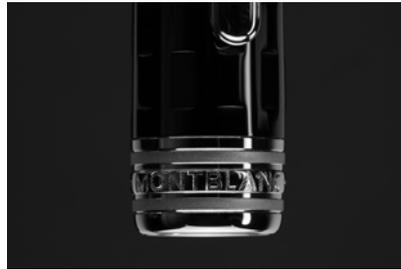


PORTFOLIO

Stefan Heisu



Photography & Design
2024 Selected

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2024 Selected

ABOUT

Studies

After my classical studies I pursued studies in Product and Communication Design, passing the entrance exams for Politecnico di Torino and ISIA di Firenze, which I'm now actively part of.

I currently live in Florence and I am in my final year of university, with the goal of soon launching my career in photography and design.

Soft Skills

My university, ISIA di Firenze, provides far more than just software skills. We gain insights from experienced design professional, such as Lorenzo Damiani, Marco Bertulesi, Marco Ferriani, Roberto Politi and Sabrina Sguanci, learning the essential methods required to succeed in our creative careers. From exploring materials and technologies to mastering communication strategies, we receive a holistic education. Disciplines such as semiotics, sociology, composition, technology, and technical drawing equip us to better prepare for and understand the future we are shaping.

Publications and Recognition

Some of my projects have been recognized and published on prestigious platforms such as RAI, Il Messaggero, MIUR, as well as on the websites of ISIA di Firenze and Politecnico di Firenze. This highlights my dedication to seeing a project through to completion. Additionally, my landscape or events photographs have garnered over 4 million views on Google Maps.

Professional Experience

Photography and Video:

Real estate, weddings, baptisms, birthdays, portraits, automotive, food and restaurants, fashion, music videos, interviews and documentaries.

Design:

Creation of logos and visual identities, layout and cover design for newspapers, magazines, and books, album cover design, website development, and advertising panel design for various companies.



☎ + 39 339 484 5816
✉ info@stefanheisu.it
🌐 www.stefanheisu.it

Skills

- Photography
- Video Production
- Drone Piloting
- Adobe CC Suite

- Industrial Design
- Graphic Design
- 3D Modeling
- 3D Rendering

About this Portfolio

The portfolio is divided into **two sections**: photography and design.

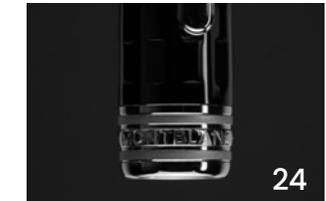
All images in the **photography section** are taken with high end professional cameras i own or I have owned. The pictures have different levels of retouching based on the style and quality that was desired or required. The softwares used for the editing varies from the Adobe Suite, as Lightroom and Photoshop, to Topaz for upscaling and noise reduction and CaptureOne for batch photo shooting and editing.

All images and renders in the **design section** are made using Rhinoceros 7, V-Ray 6 and sometimes Photoshop.

MockUps are licenced for commercial use from Envato.



PHOTOGRAPHY CONTENT



10 | Portrait 14 | Landscape 20 | Wedding 24 | Product
28 | Macro 34 | Automotive 40 | Real-estate

PHOTOGRAPHY APPROACH

My approach to photography is rooted in capturing authentic, meaningful moments while maintaining a strong aesthetic vision. Just as in design, I follow a structured yet creative process:

Subject-Centered Photography

I center my photography around the subject—whether it's a person, place, or object. I aim to tell a story that reflects the subject's essence, capturing natural expressions, emotions, and atmospheres through thoughtful composition and lighting.

Pre-Production and Planning

Instead of an iterative design process, photography involves careful planning and pre-production. I begin with mood boards, location scouting online and in real life, and understanding the subject's context or the client's brief. This preparation ensures that each shot aligns with the desired aesthetic and storytelling goals.

Visual Composition and Framing

Photography relies on principles like composition, framing, and lighting to guide the viewer's attention. I focus on creating balanced, impactful images through techniques like the rule of thirds, leading lines, and controlled lighting to create depth and mood.

Post-Production and Editing

In photography, the refinement happens during post-production. This step is akin to iterating in design, where I enhance the photos through color grading, retouching, and cropping to ensure each image meets both aesthetic and technical standards.

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Sony a7C 
Sony 90mm f. 2.8 G 
1/120 
ISO 320 
f. 4.0 

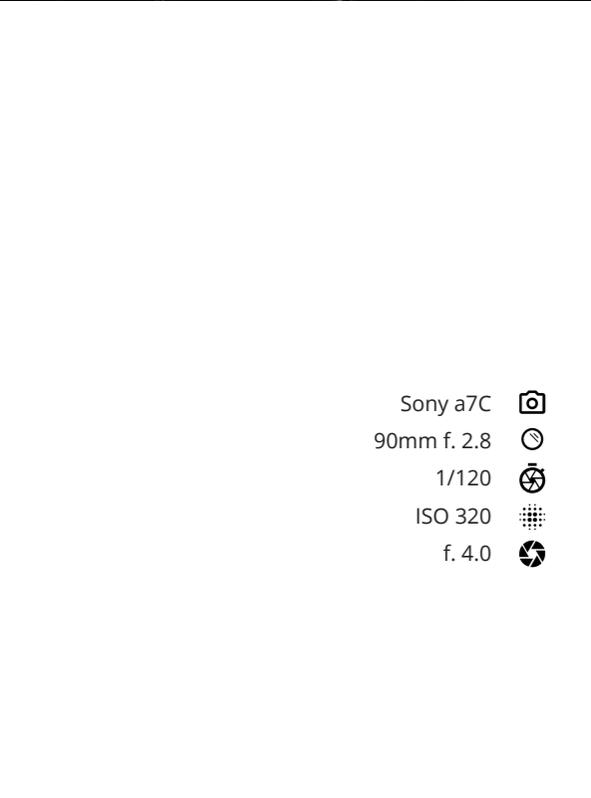
PORTRAIT

Portrait photography is important to me as a photographer because it allows me to capture the unique personality and essence of each individual. Through these images, I can tell a compelling story and create a genuine connection with my subjects.

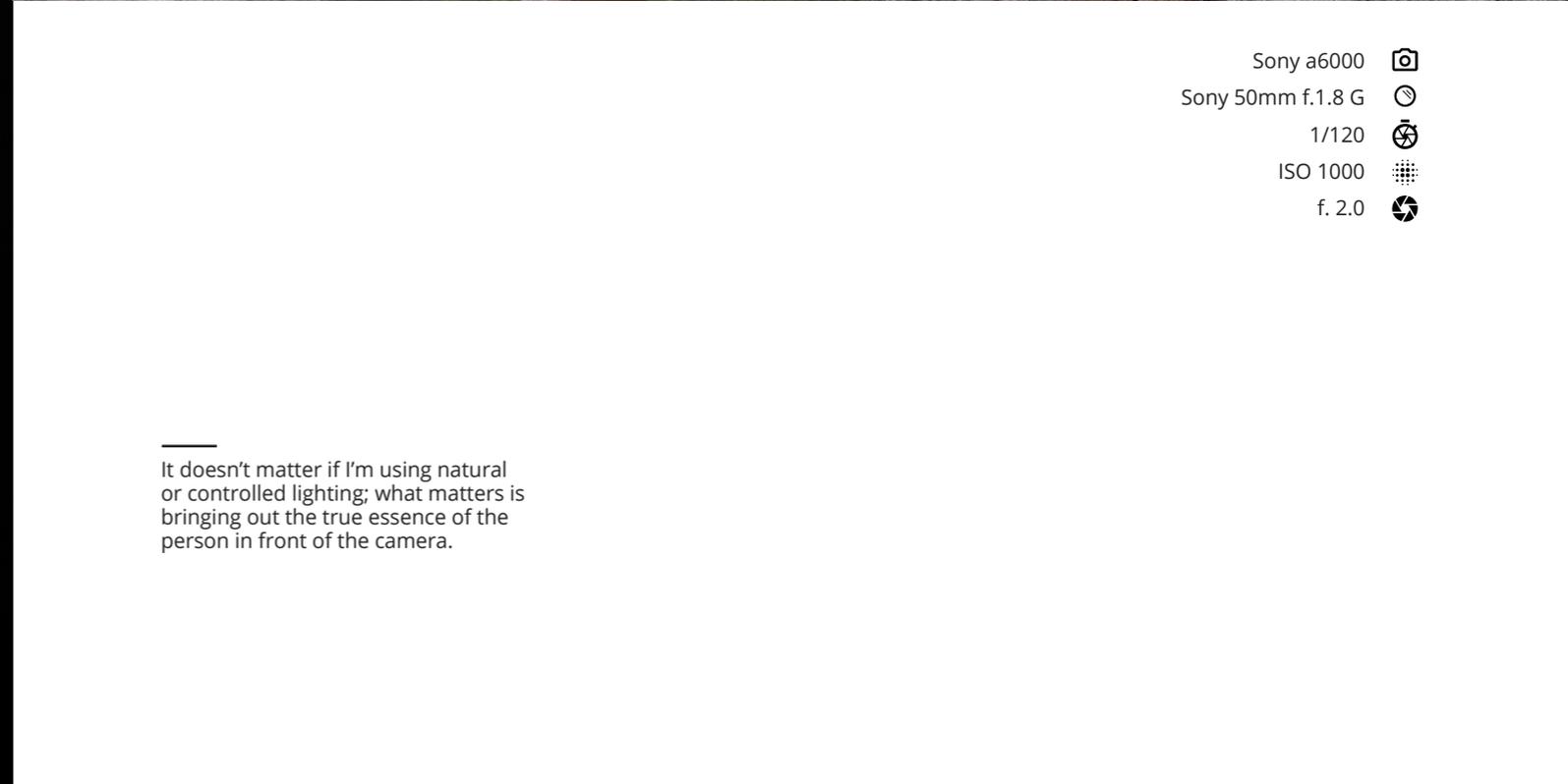




📷 Sony a7C
🕒 Sony 90mm f. 2.8 G
📷 1/120
📊 ISO 320
📷 f. 4.0



Sony a7C 📷
90mm f. 2.8 🕒
1/120 📷
ISO 320 📊
f. 4.0 📷



Sony a6000 📷
Sony 50mm f.1.8 G 🕒
1/120 📷
ISO 1000 📊
f. 2.0 📷

—
It doesn't matter if I'm using natural or controlled lighting; what matters is bringing out the true essence of the person in front of the camera.



See the full series at:
www.stefanheisu.it

LANDSCAPE

Landscape photography is important to me as a photographer because it allows me to capture the beauty and diversity of the natural world. Through these images, I strive to convey a sense of place and evoke emotions in the viewer.

📷 Sony a7C
📏 Samyang 35-150mm f. 2-2.8
⌚ 1/400
📊 ISO 320
📷 f. 9.0

Sony a7C 
Samyang 35-150mm f. 2-2.8 
1/160 
ISO 125 
f. 7.1 



 Sony a7C
 Samyang 35-150mm f. 2-2.8
 1/320
 ISO 125
 f. 4.0

It doesn't matter if I'm shooting at sunrise, sunset, or in the middle of the day; what matters is capturing the essence and mood of each unique landscape.



📷 Sony a7C
🕒 Samyang 35-150mm f. 2-2.8
🕒 1/320
📊 ISO 800
📷 f. 5.0

WEDDING

Wedding photography is important to me as a photographer because it allows me to capture the genuine emotions and unforgettable moments of a couple's special day. I understand that every moment is unique and irreplaceable, so I am always ready to capture those fleeting, candid moments that truly define the day.



📷 Sony a7C
🕒 Samyang 35-150mm f. 2-2.8
🔄 1/120
📊 ISO 200
📷 f. 2.8



📷 Sony a7C
🕒 Samyang 35-150mm f. 2-2.8
🕒 1/120
📊 ISO 500
📷 f. 2.0

📷 Sony a7C
🕒 Samyang 35-150mm f. 2-2.8
🕒 1/1000
📊 ISO 125
📷 f. 4.0

📷 Sony a7C
🕒 Samyang 35-150mm f. 2-2.8
🕒 1/80
📊 ISO 200
📷 f. 2.8

It doesn't matter if the setting is a grand venue or an intimate space; what matters is being prepared to document the key elements and emotions as they unfold, ensuring that no precious memory is missed.



Sony a7C 
Sony 90mm f. 2.8 G 
1/20 
ISO 200 
f. 9.0 

PRODUCT

Product photography is important to me as a photographer because it allows me to showcase the unique qualities and details of each item. I strive to highlight the craftsmanship and design, ensuring each product is presented in the best possible light.



Sony a7C
Sony 90mm f. 2.8 G
1/60
ISO 1000
f. 5.0



Sony a7C
Sony 90mm f. 2.8 G
1/80
ISO 200
f. 11

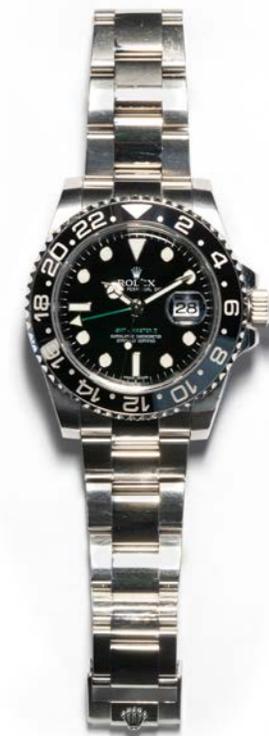


Sony a7C
Sony 90mm f. 2.8 G
1/60
ISO 200
f. 9.0



Whether in a studio or on location, capturing the essence of a product is about finding the right angles and lighting to bring its features to life.

Sony a7C
Sony 90mm f. 2.8 G
1/80
ISO 200
f. 11





MACRO

Macro photography is important to me because it allows me to reveal the intricate details and beauty of small subjects that often go unnoticed. By capturing these tiny wonders up close, I can showcase a world of textures, patterns, and colors that aren't visible to the naked eye.

📷 Sony a7C
📏 Sony 90mm f. 2.8 G
🕒 1/320
📊 ISO 200
🔍 f. 5.0

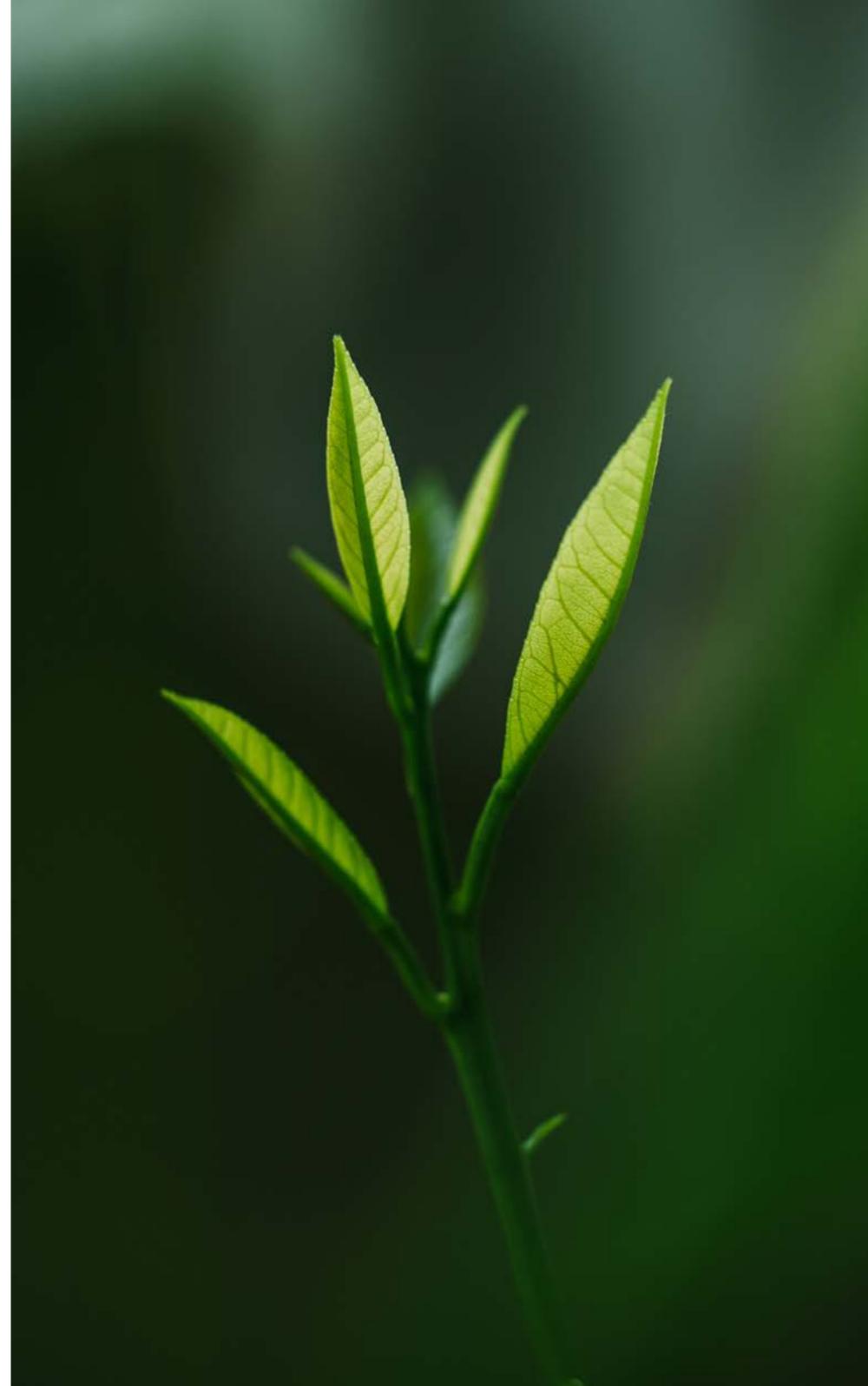
- 📷 Sony a7C
- 🕒 Sony 90mm f. 2.8 G
- 🕒 1/100
- 📊 ISO 320
- 📷 f. 4.0



- 📷 Sony a7C
- 🕒 Sony 90mm f. 2.8 G
- 🕒 1/80
- 📊 ISO 500
- 📷 f. 5.0

Whether I'm photographing nature or everyday objects, my goal is to highlight the hidden details and create a sense of wonder in the viewer.

Details in the complexity of nature are what inspires designers and artists to create new shapes that blend seamlessly with humanity.



📷 Sony a7C
📏 Sony 90mm f. 2.8 G
🕒 1/100
📊 ISO 500
🔍 f. 4.0

Sony a6400 📷
Sony 18-105 f. 4 🔍
1/100 ⌚
ISO 500 📊
f. 4.0 🌐

AUTOMOTIVE

Automotive photography is important to me as a photographer because it allows me to capture the design, power, and character of each vehicle. I aim to highlight the unique features and craftsmanship, whether it's the sleek lines of a sports car or the rugged details of an off-road vehicle.





- 📷 Sony ZV-E10
- 🕒 Sony 16-50 f. 3.5-5.6
- 🕒 1/60
- 📊 ISO 800
- 📷 f. 5.0

It's about finding the perfect angles and lighting to bring each vehicle to life and convey its personality and story.

- 📷 Sony ZV-E10
- 🕒 Sony 16-50 f. 3.5-5.6
- 🕒 1/80
- 📊 ISO 500
- 📷 f. 5.0





📷 Sony ZV-E10
📏 Sony 16-50 f. 3.5-5.6
🕒 1/50
📊 ISO 800
📷 f. 3.5

Nikon D850 
Tamron 15-30 f. 2.8 
1/80 
ISO 500 
f. 9.0 

REAL ESTATE

Real estate photography is important to me as a photographer because it allows me to showcase the unique qualities and atmosphere of each property. My goal is to highlight the space in a way that captures its best features and makes a lasting impression. I scout the location for the optimal timing for lighting and traffic.





📷 Nikon D850
 🕒 Tamron 15-30 f. 2.8
 ⚙️ 1/20
 📊 ISO 500
 🌑 f. 4

📷 Nikon D850
 🕒 Tamron 15-30 f. 2.8
 ⚙️ 1/20
 📊 ISO 500
 🌑 f. 4

Whether shooting interiors or exteriors, I focus on finding the perfect angles and lighting to bring out the property's true potential and appeal to potential clients.



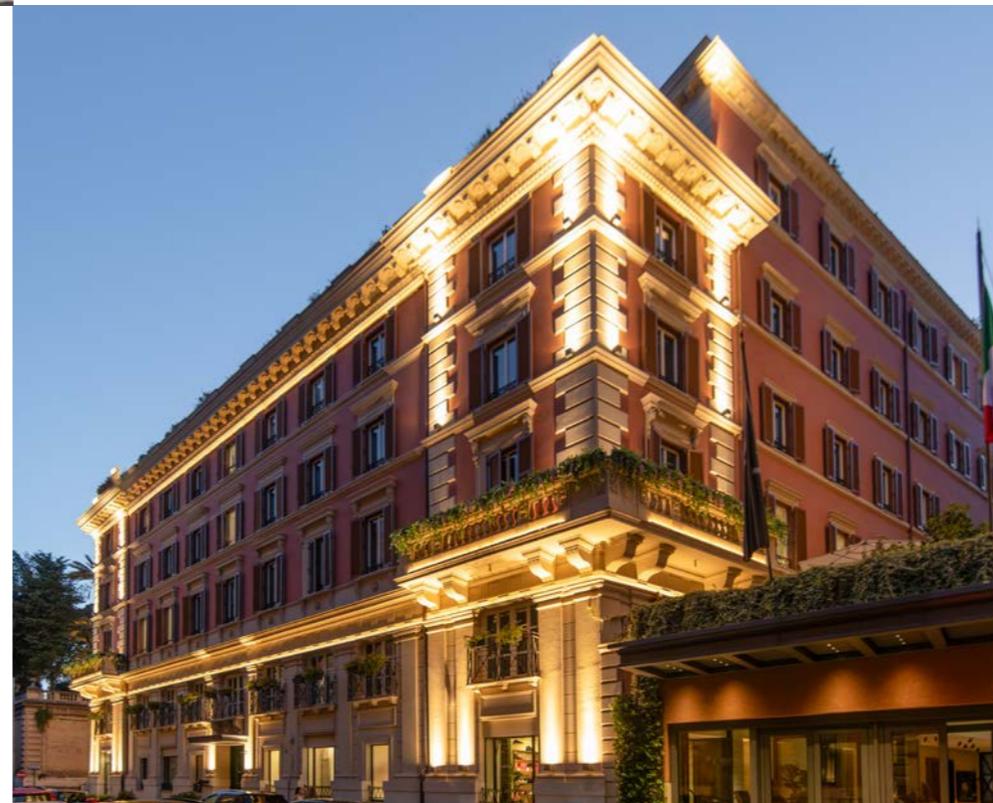


-  Nikon D850
-  Tamron 15-30 f. 2.8
-  1/2
-  ISO 320
-  f. 8.0

-  Nikon D850
-  Tamron 15-30 f. 2.8
-  1/2
-  ISO 320
-  f. 8.0

-  Nikon D850
-  Tamron 15-30 f. 2.8
-  1/100
-  ISO 500
-  f. 4

All the images in this category were taken at the W Rome Hotel for the asset portfolio on the Kryalos SGR website. These photos were captured during an apprenticeship at UDB Studio.



One of Stefan's most remarkable qualities has been his intellectual curiosity and his continuous desire to learn. [...] he seized every opportunity to expand his knowledge, absorbing new techniques and refining existing ones. This proactive attitude not only accelerated his professional development but also inspired his colleagues to follow his example of continuous learning.

Una delle qualità più notevoli di Stefan è stata la sua curiosità intellettuale e il desiderio continuo di apprendere. [...] ha colto ogni opportunità per ampliare le sue conoscenze, assorbendo nuove tecniche e affinando quelle esistenti. Questa attitudine proattiva ha non solo accelerato il suo sviluppo professionale ma ha anche ispirato i suoi colleghi a seguire il suo esempio di apprendimento continuo.

- Ugo De Berti, founder of UDB Studio



Photo by Athos Arcuri taken at the Piaggio Museum during the Crea@tivity 2023 event, where I held the role of photographer and videomaker.



DESIGN CONTENT



52 | Quadra Glow 56 | Orbitalis 60 | Zen Collection 66 | BoneMatter
70 | Branding 76 | Editorial 80 | 3D Renders

DESIGN METHODOLOGY

My design philosophy is anchored in a strategic, research-driven process that harmonizes user experience, aesthetic innovation, and functional precision. My process is driven by these key principles:

User-Centered Design

I prioritize the needs and experiences of the end-user. By conducting thorough research—such as user interviews and usability testing—I ensure that my designs are intuitive and genuinely improve the user's experience.

Iterative Process

My approach is rooted in Design Thinking and Agile workflows. This means I ideate, prototype, and test continuously, refining designs at every stage. This flexible, iterative process ensures that I adapt to feedback and deliver high-quality solutions.

Clear Visual Hierarchy

I use principles like visual hierarchy and information architecture to create designs that are easy to navigate and understand. By organizing content clearly and using clean, effective layouts, I make sure users can engage seamlessly with the design.

Simplicity and Functionality

My aesthetic is minimal and purposeful. Every design decision I make enhances both the beauty and usability of the product, ensuring that functionality is never sacrificed for aesthetics.

Scalability

I design with the future in mind. My solutions are adaptable and scalable, ensuring they can grow and evolve as user needs or technology change.

V-Ray 6 
Rhinoceros 8 

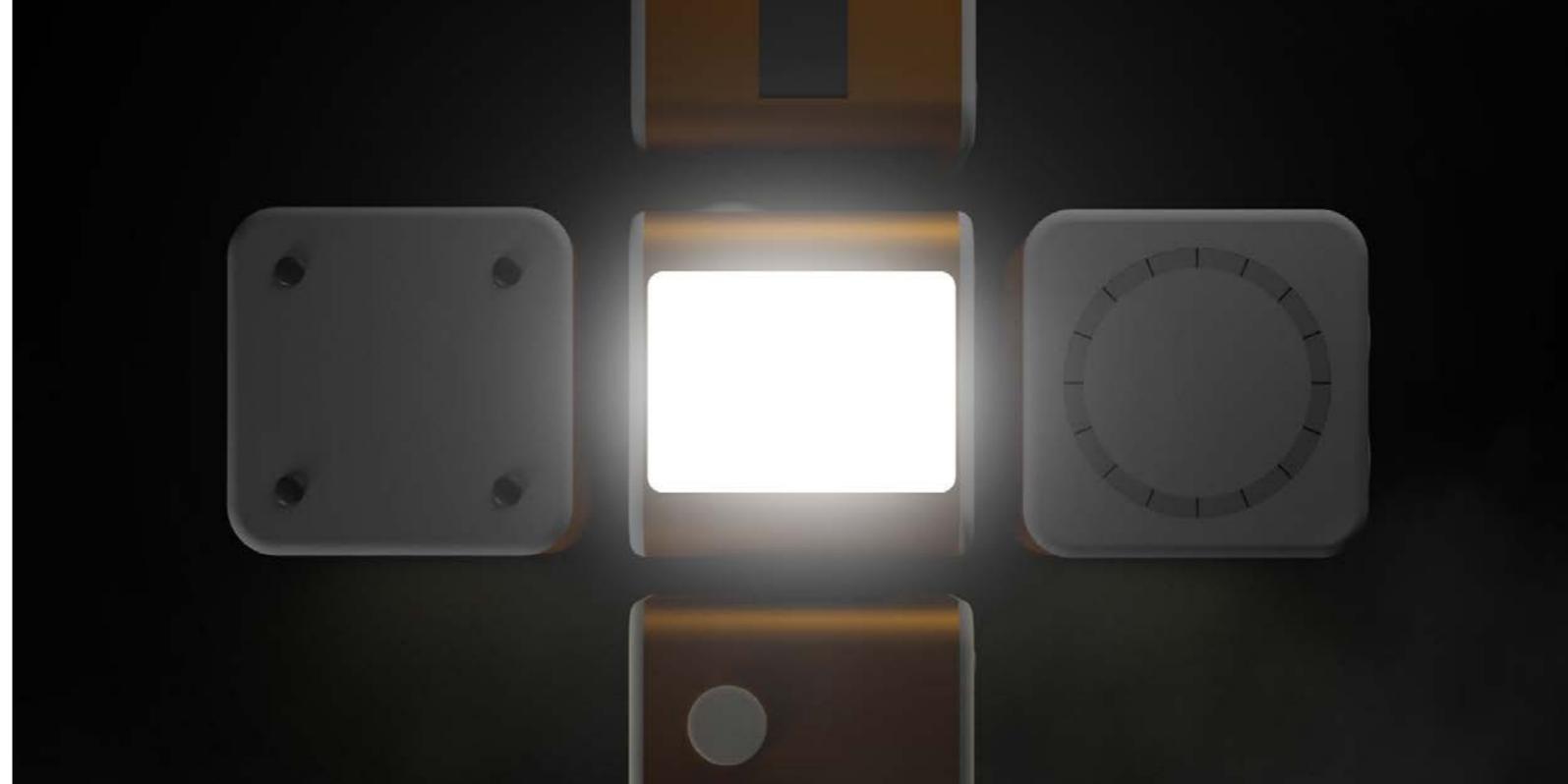
QUADRA GLOW

Quadra Glow is an accademic design project for ISIA di Firenze, supervised by professor Lorenzo Damiani, aiming to innovate a market that souly looks at design and shape but usually leave the technological advancements behind.





✓ V-Ray 6
Rhino Rhinoceros 8



✓ V-Ray 6
Rhino Rhinoceros 8



V-Ray 6 ✓
Rhino Rhinoceros 8 ✓

The center of the ecosystem is the aluminum cube looking, battery powered, lamp that can snap on via magnets to different supports.

ORBITALIS

Orbitalis is a wood chair designed to be present in space and transmit a message to who look or sit on it. Made from alluminum and teak wood it is both suitable for indoor and outdoor use.
Project supervised by Francesco Fumelli.

V-Ray 6 
Rhinceros 7 





V-Ray 6 
Rhino 7 

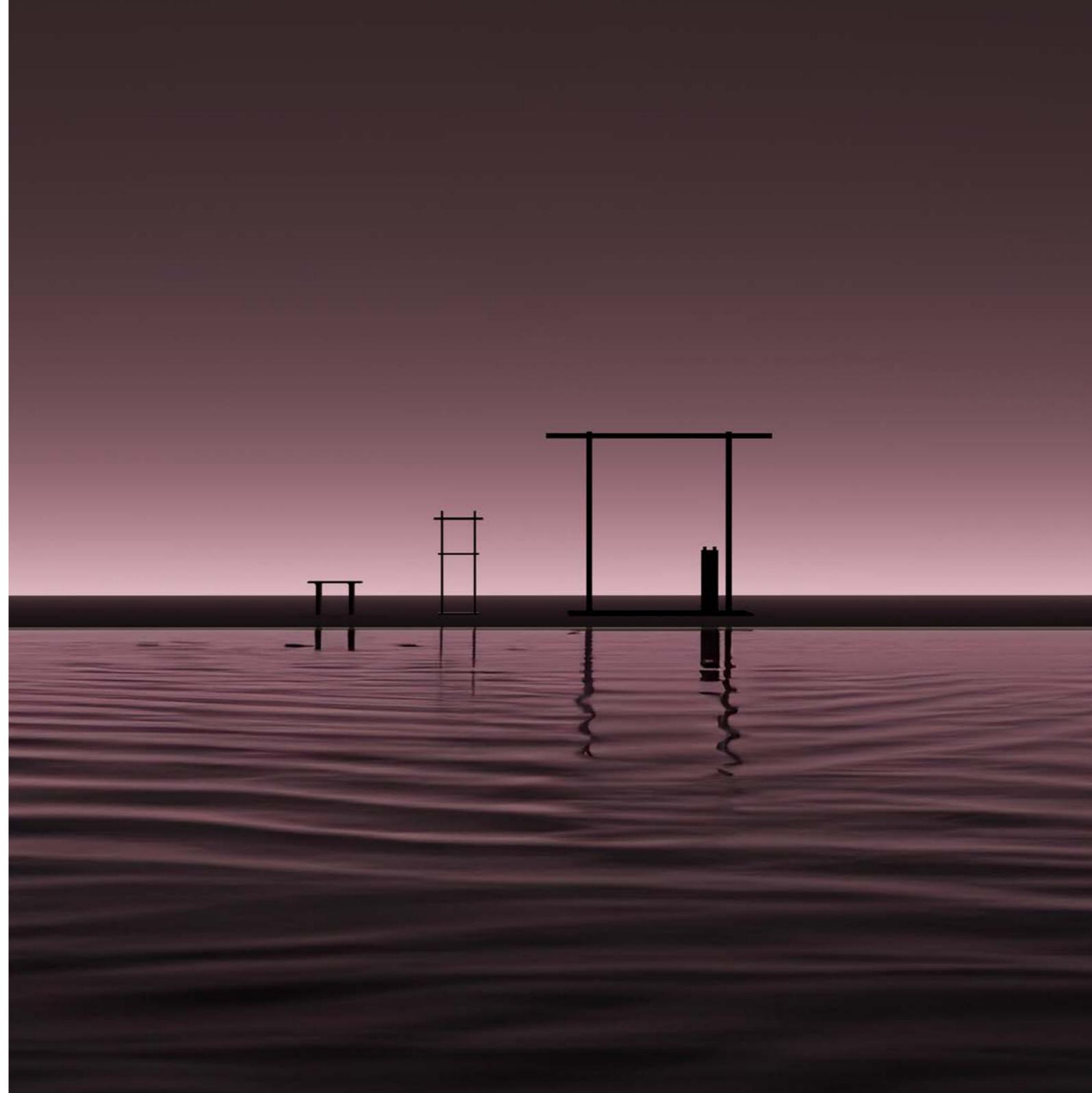


V-Ray 6 
Rhino 7 

V-Ray 6 
Rhinoceros 7 

ZEN COLLECTION

This academic project, supervised by professor Marco Ferriani and Sabrina Sguanci, was developed in collaboration with Gabriele Cardinali. The project began with a focus on materials, particularly marble, which is prominently featured in Antoni Lupi's products. It was also inspired by the observation that, unlike its competitors, Antoni Lupi did not offer outdoor showers.





V-Ray 6 
Rhinoceros 7 



V-Ray 6 
Rhinoceros 7 



-  V-Ray 6
-  Rhinoceros 8
-  Photoshop

In addition to the engineering aspects, realistic 3D renders effectively highlight the product's features and convey the design's inspiration.

-  V-Ray 6
-  Rhinoceros 8
-  Photoshop

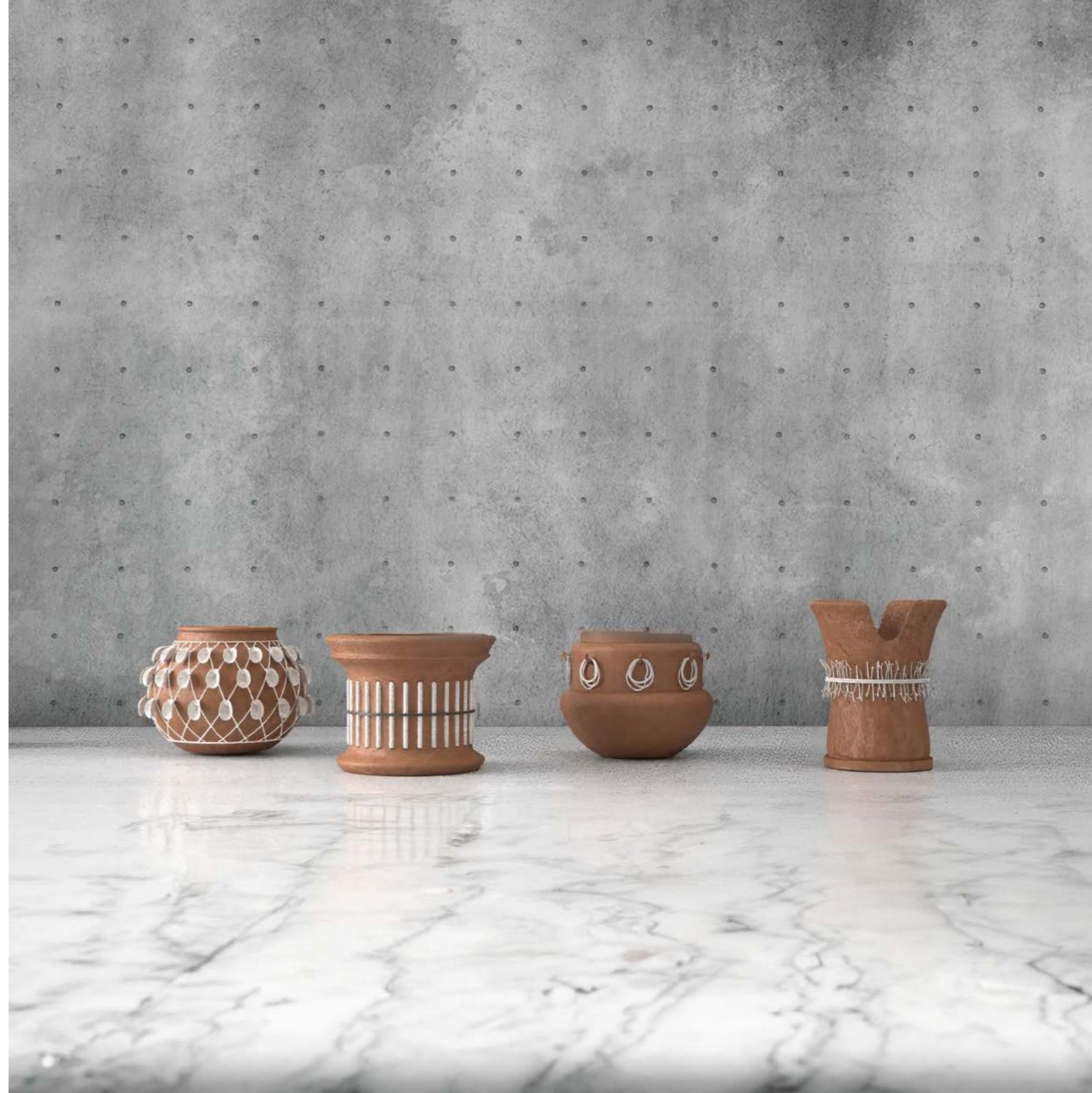
-  V-Ray 6
-  Rhinoceros 8



V-Ray 6 
Rhino 8 

BONEMATTER

The BoneMatter project explores the use of bone powder, derived from animal bones, combined with various organic binders to create new materials with specific properties. The goal was to find sustainable applications for animal by-products from the food industry, promoting a circular economy. Through multiple experimental processes, the project demonstrated the potential of bone-based materials.



V-Ray 6 
Rhinoceros 8 



 V-Ray 6
 Rhinoceros 8

This project is an experimental initiative in collaboration with Gabriele Cardinali, conducted as part of a Material Technology course, supervised by Sabrina Sguanci.

 V-Ray 6
 Rhinoceros 8



 V-Ray 6
 Rhinoceros 8



Photoshop MockUp 
Illustrator 

BRANDING

Branding is essential to my design process, allowing me to create a cohesive visual identity that authentically reflects a business's core values. By focusing on key design elements like logo, color theory, and typography, I craft distinctive brand experiences that resonate with the target audience and foster long-term recognition.



Ps Photoshop MockUp

Ai Illustrator



Ps Photoshop MockUp

Ai Illustrator

My approach ensures that every detail aligns with the brand's goals, creating a lasting and impactful presence.

For example, Forest is a fictive brand I developed for environmentally friendly day-to-day objects, showcasing how sustainable design can also make a strong visual and emotional impact.

Sometime it's the subtle details and accessories that generate organic, free advertisement and amplify the brand's presence in the market.



Ps Photoshop MockUp
Ai Illustrator

Photoshop MockUp 
Illustrator 

EDITORIAL

Graphic design is a powerful tool for creating visual communication across print mediums like magazines, business cards, and packaging. It blends typography, imagery, and layout to convey clear messages with strong aesthetic appeal. Whether designing a magazine layout or a business card, graphic design ensures consistency and brand recognition, using balance and visual hierarchy to make lasting impressions and elevate the tactile experience.





Ps Photoshop MockUp
Ai Illustrator

I personally found out that, in most cases, presenting a project with MockUps instead of sending PDF files helps the client better understand how the product will look in real life, usually lowering the number of revisions and changes.

Ps Photoshop MockUp
Ai Illustrator



V-Ray 6 
Rhinoceros 7 

3D RENDERS

3D rendering brings concepts to life with stunning realism, allowing for detailed visualization of products, architecture, and more. By controlling lighting, materials, and perspective, 3D renders create immersive visuals that communicate complex ideas clearly and help preview designs before final production.





 V-Ray 6
 Rhinoceros 8

 V-Ray 6
 Rhinoceros 8

This process elevates design by bridging the gap between imagination and reality, helping visualising concepts.





✓ V-Ray 6
✗ Rhinoceros 8



✓ V-Ray 6
✗ Rhinoceros 8

V-Ray 6 ✓
Rhinoceros 8 ✗



These are some results of multiple trials and errors and feedback from inexperienced people whose approach is more intuitive and direct.



www.stefanheisu.com