

PORTFOLIO

CRISTINA ANDRÉS | GRAPHIC DESIGNER

Hello!

My name is Cristina Andrés. I am currently in my final year of Industrial Design Engineering, I would be graduating by september 2023.

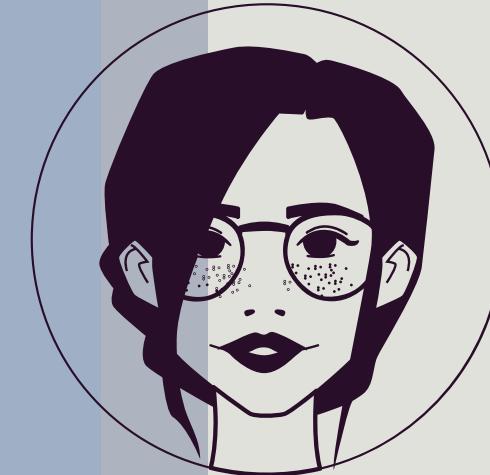
I would like to persue my career in the field of Digital Product Design / UX Design. I am currently looking for a job in the field of Graphic or UX Design

CONTACT

cristina.andresrr@gmail.com

+34 678 804 032

linkedin.com/in/cristinaandrs/
behance.net/cristinaandrs





1

MOCA



ARES DOMUS

2

ARES DOMUS

Contents



3

MONTEZUMA



4

SMURFIT KAPPA



SAKANA

5

SWISS WATCH



ARES DOMUS

2022

Ares Domus

- Logo Design
- Branding
- Merchandise

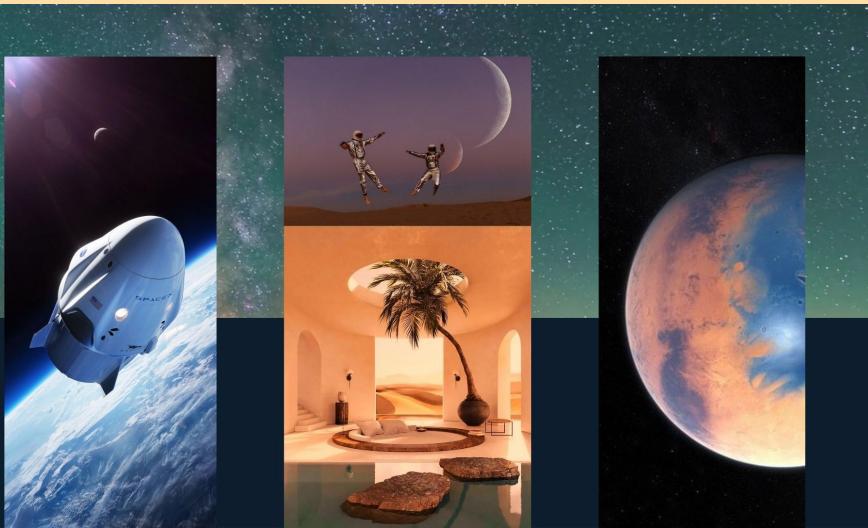
The project consisted of designing a new brand or redesigning an existing one. Starting with the creation of a new logo based on a brand study, until obtaining a brand book.



Ares Domus **Brand Design**

Ares Domus is an invented brand for a luxurious resort in Mars.

The colors choosed for this brand make references to the colors of the planet and wealth.



ARES DOMUS
|||



Geom

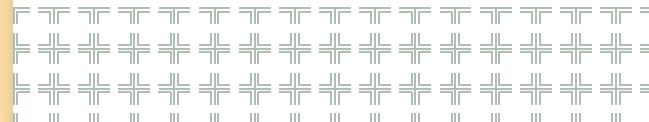
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890
ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

1234567890

The logo consists of the words "ARES DOMUS" in a stylized font. The letter "A" has a vertical bar extending upwards from its top, and the letter "D" has a vertical bar extending downwards from its bottom. The entire logo is enclosed in a rectangular border.



1 Ares Domus Brand Design



To give a better idea of how the brand would look like we decided to do mockups of some realistic product that could be used in a luxurious resort.





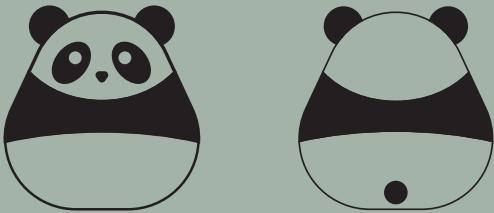
2022
MOCA Studio

- Logo Design
- Branding
- Personal Project

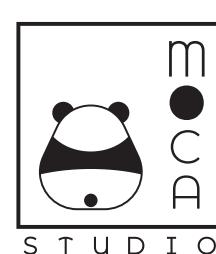
I really enjoyed doing the previous branding project so I kept experimenting in the field of branding in my spare time.

MOCA Studio is a personal brand that I designed for independent projects.



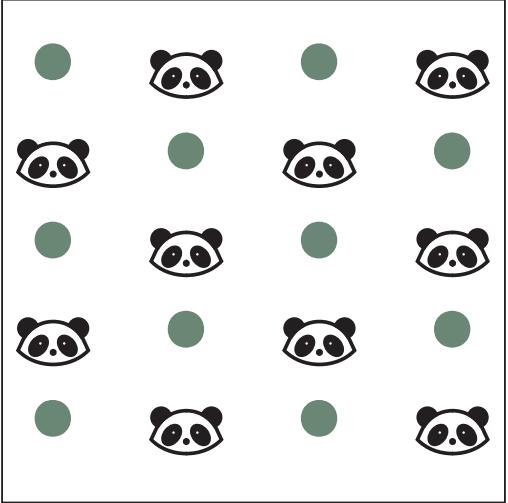


A curious fact about me is that I like pandas a lot, like... a lot. To the point that it has become a symbol that my closest circles relate me to. That's why I really wanted to be part of my logo.



MONTserrat ALTERNATES
EXTRA LIGHT

A B C D E F G H I J K L M n-
ñ O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0





2022

Montezuma

- Marketing
- Packaging
- Competition

I had the opportunity to work with one of the most important catering companies in Spain, Dreamland, owner of restaurants such as Voltereta and Begin. The company came to our marketing class and presented us with a project for their future clothing brand "Montezuma".



As a start-up, they are looking to sell backpacks, t-shirts, sunglasses and caps. All this with a 100% online business model, focusing on the entire user experience.

The objectives of the proposed challenge are the following:

- The packaging of each product category.
- The experience when they receive the product.
- Extras that can be added to the website.
- Launch campaign for the brand.

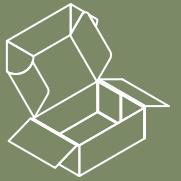
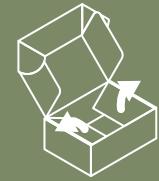
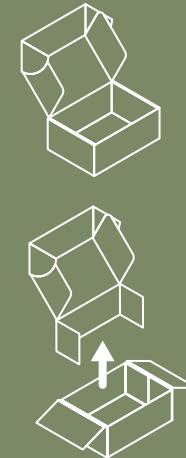
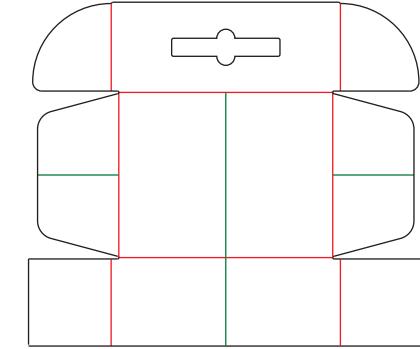
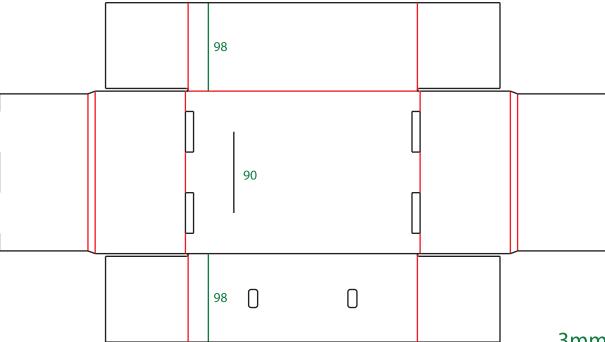


| This is our proposal for the packaging design

This is our proposal for the packaging design |



Instructions for removing the cover |

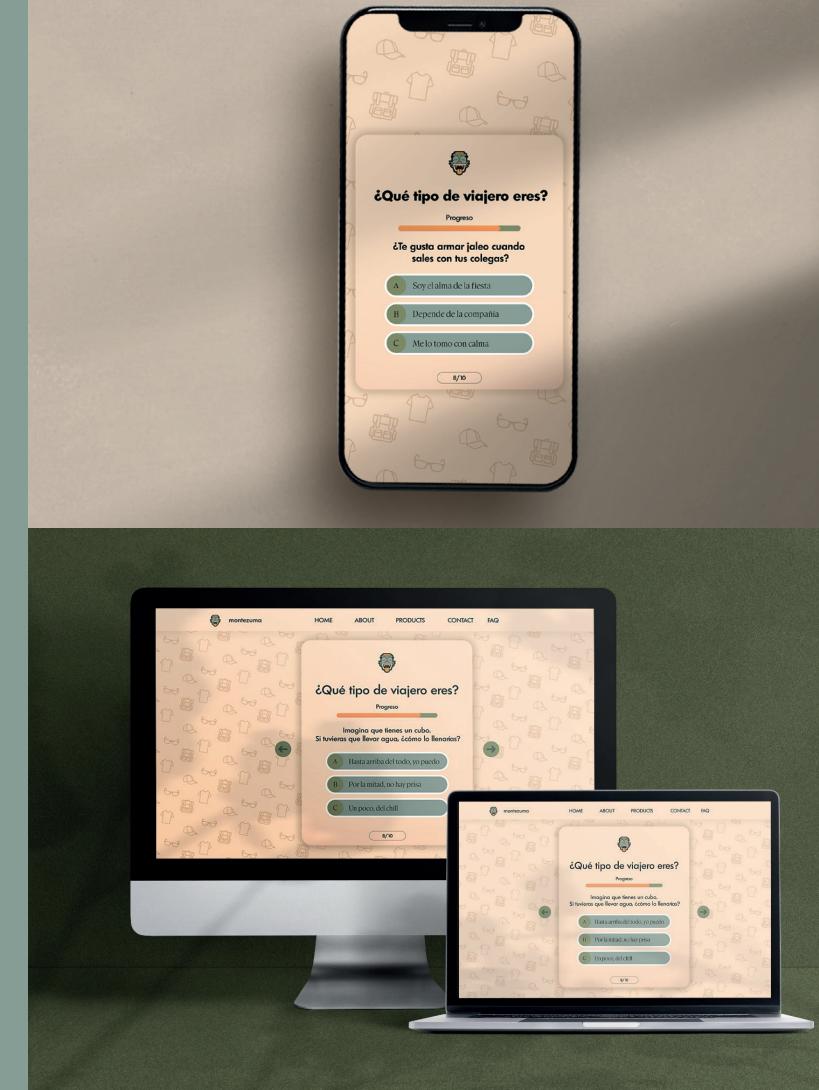


For extras that could be added to the website we designed a survey that tells you "what kind of traveller you are". To give a complete picture of the survey, we did both the web design and a battery of questions and traveller types. The type of traveller would later be reflected in the "monteticket" we have seen above.

Here are some mockups of how the website would have looked like in different devices.



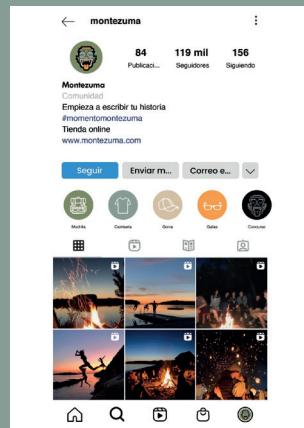
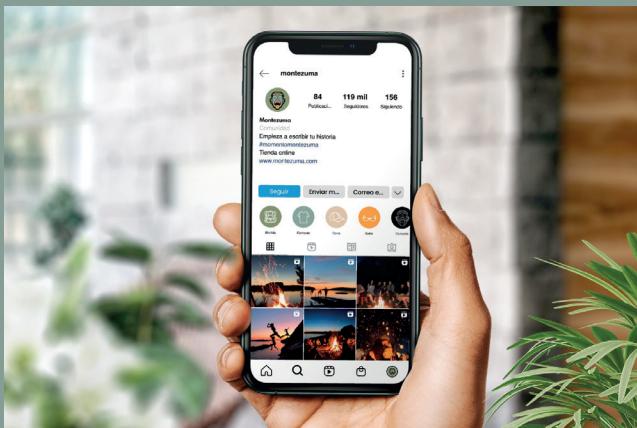
Survey design



3 Montezuma Launching Campaign

Several ideas were proposed for the launch campaign: social media strategies, promotional stands, games with users to attract the attention of the target audience, etc.

As this is more a design portfolio than a marketing one, I would just add some social media mock-ups and posters created for this.





2022

Smurfit Kappa

- Packaging
- Graphic Design
- Competition

Last year, I was lucky enough to be able to collaborate in a class with Smurfit Kappa, one of the most powerful packaging companies.

With my group we worked for 4 months to design the solution for one of the 4 challenges they presented.



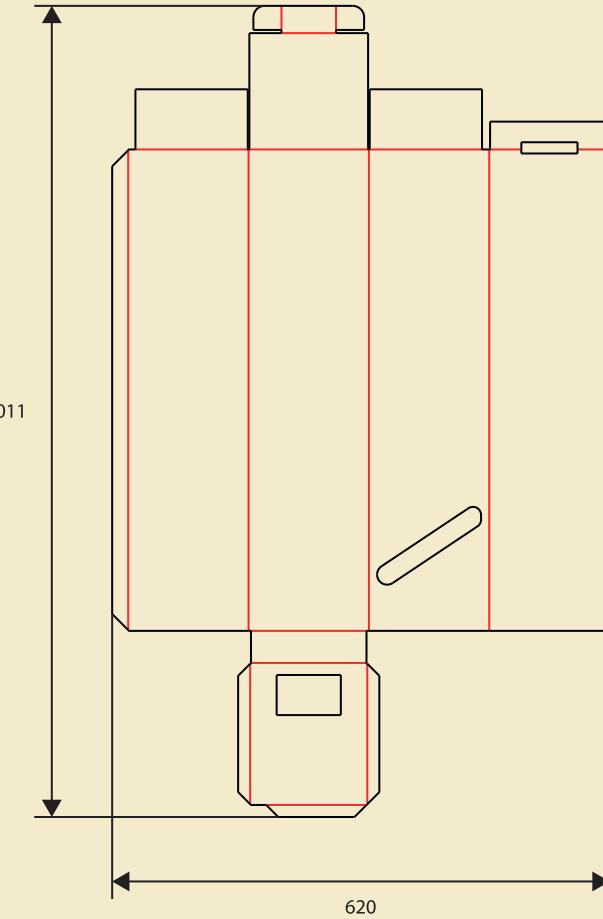
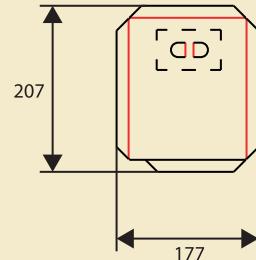
4 Ares Domus Packaging Design

Design of a packaging for bulk solid product for retailers

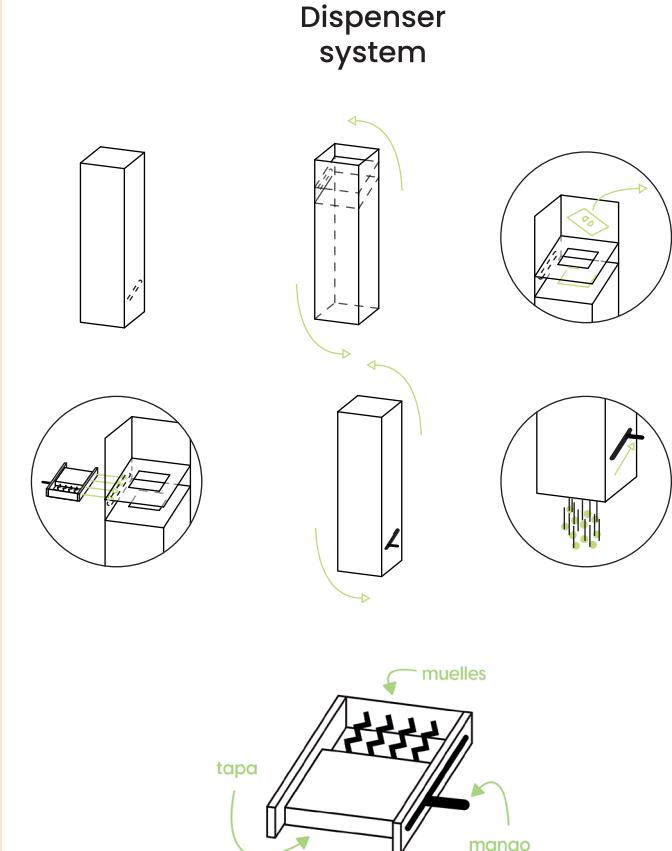
Requirements:

- Bulk product drop avoidance / quantity drop control.
- Opening and closing system
- Maintain product hygiene or obsolescence.
- Approximate weight: 5 kg.
- Example products: cereals, dried fruits, jelly beans, chocolates (product of choice).
- Proposed graphic design.

Packaging
Design



Dispenser
system



4 Smurfit Kappa Graphic Design

Once we had designed the shape of the packaging and its dispenser system, we moved on to the graphic design. Our proposal consisted of a somewhat nostalgic retro design reminiscent of the time when only bulk sales existed.

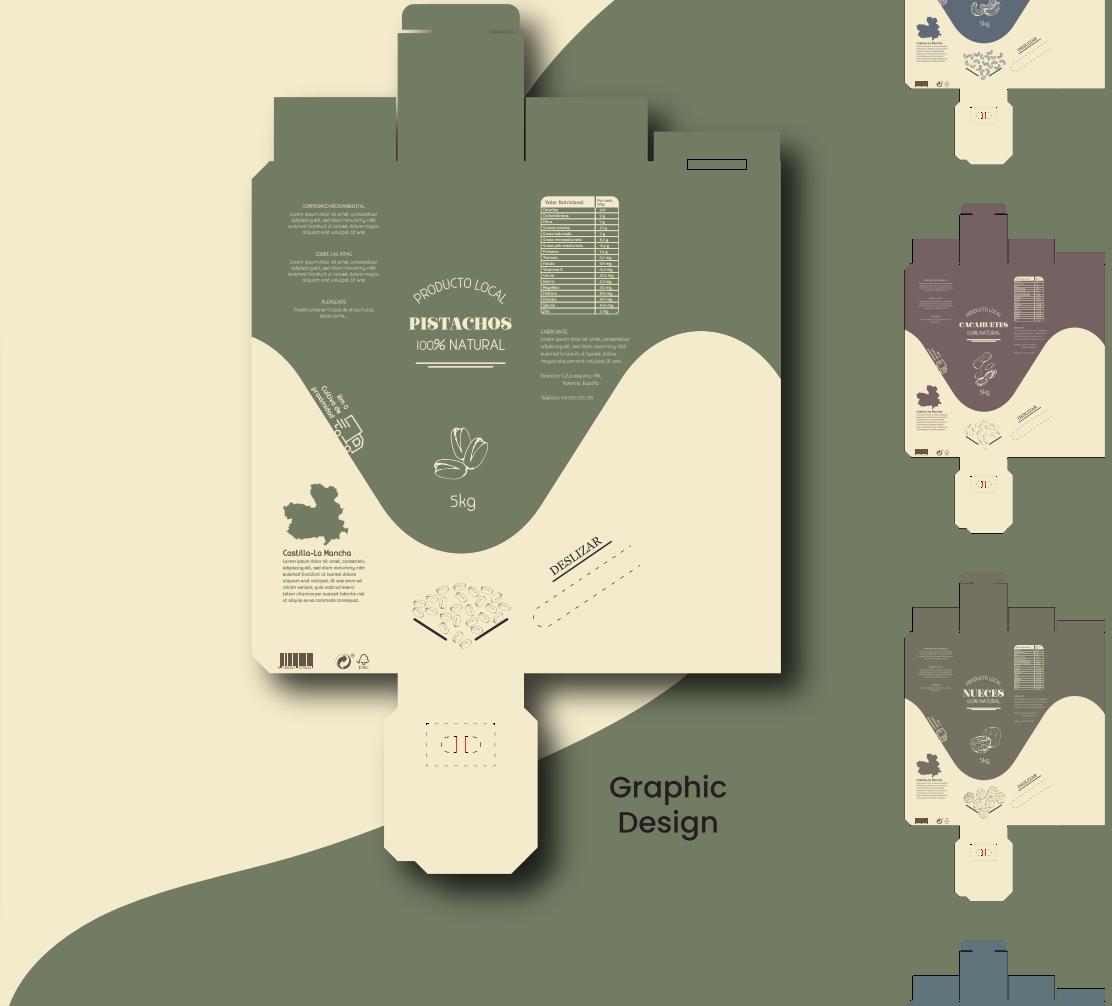
MAXWELL
The beardy
Georgia **Dillan**
restora

Un diseño que te transporte al pasado cuando solo existía la venta a granel y a los productos locales



Natural
Artesanal
ECOLÓGICO

Cristina Andrés Serra







2022

Swiss Watch

- Product Design ● Graphic Design ● Planimetry

This was definitely the project I enjoyed the most during my Erasmus in Switzerland. I was asked to design a wristwatch following the process of a Swiss watch designer while learning the techniques in his own country.

The project was divided into two phases. I carried the first one out along with my classmate and friend, Latifa Qatrani. The second part was to do individually.

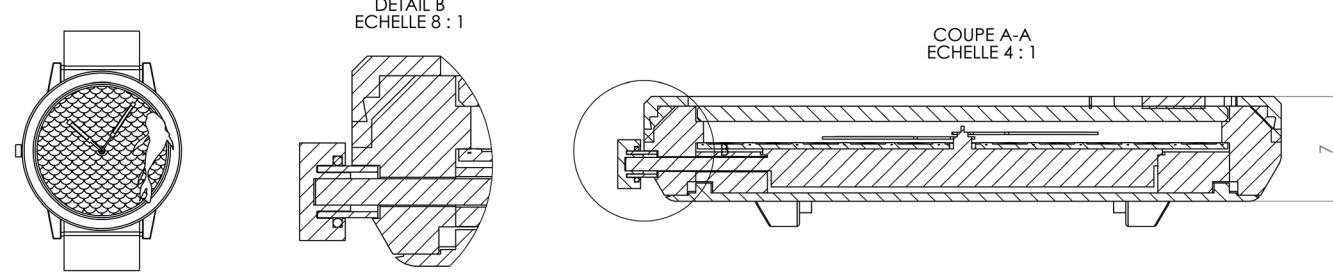


The result to obtain at the end of this project was an "affiche" of the clock through which the emotional background of the design could be understood. In addition, a technical sheet had to be drawn up with the specifications needed to build the watch.



ANDRÉS CRISTINA
09.02.2022

5 Swiss Watch Technique information



CARACTÉRISTIQUES TÉCHNIQUES

Mouvement RONDA normtech 6003.D
Quartz analogique

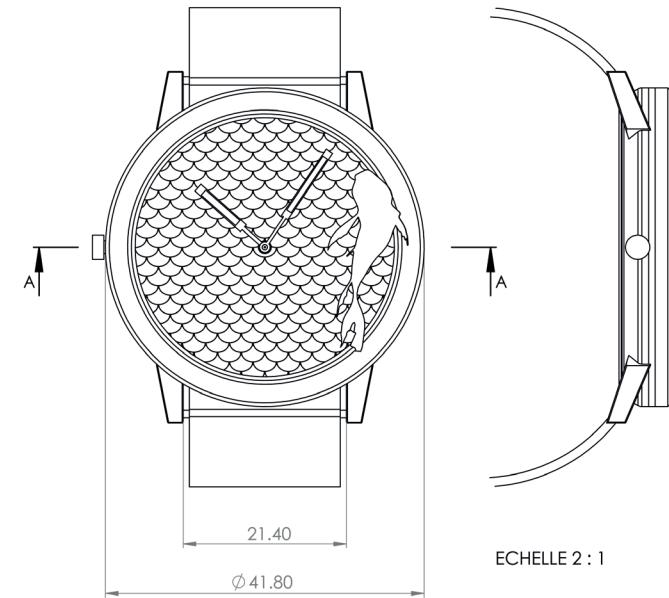
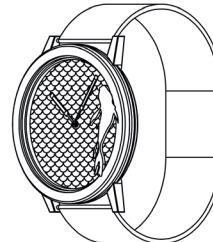
Ouverture Ø 41.8mm
Hauteur 7mm

Boîtier acier poli

Cadran étampé

Bracelet nylon

Glace saphir anti reflet



SAKANA