



## SIGHT + SOUND, Festival International d'art Numérique Visual Identity

For the SIGHT + SOUND festival in Montreal, organized by Eastern Bloc, I developed the visual identity project, encompassing the creation of a cohesive and dynamic brand system.

Drawing on generative design, I created a flexible identity that adapted seamlessly across various platforms and applications. This included the design of the ad campaign, digital assets, digital animations web development and merchandise, ensuring an impactful and unified visual presence that reflected the festival's innovative and artistic vision.







## 10<sup>th</sup> Festival Internacional JazzUV Visual Identity, Illustration

For the 10<sup>th</sup> Festival Internacional JazzUV, I crafted the visual identity, blending digital illustration with generative visuals to create a versatile and engaging brand system.

The project spanned multiple formats, including an ad campaign, motion graphics, generative visuals, printed and digital assets, and merchandise. Each element was designed to convey the festival's vibrant energy and celebrate its dedication to jazz.

# 10° Festival Internacional **JazzUV**

09 - 12  
Octubre 2024



CREANDO  
• NUEVOS  
HORIZONTES

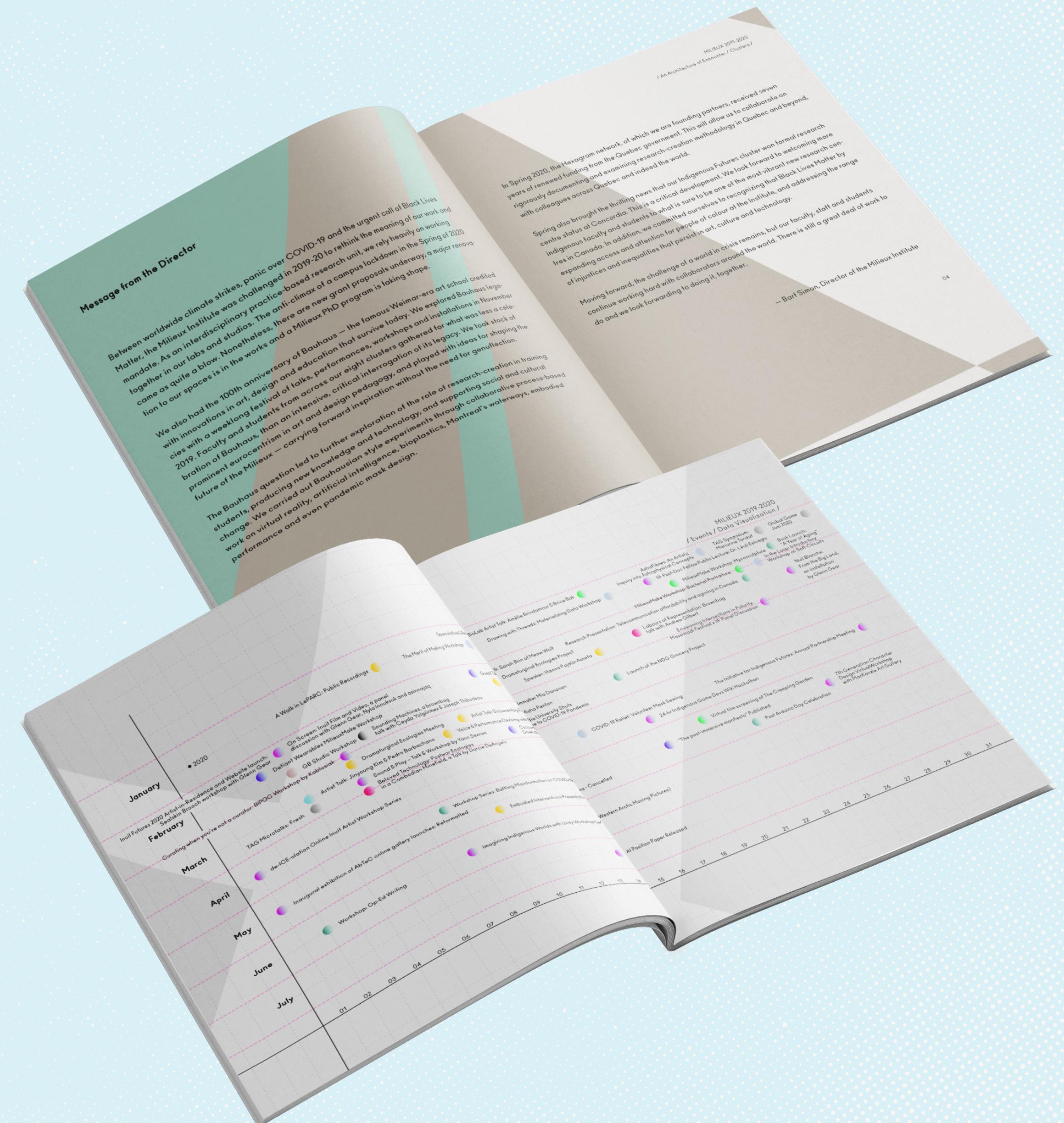
DANILO PÉREZ - JOHN PATITUCCI - ADAM CRUZ  
MIGUEL ZENÓN - LUIS PERDOMO - HENRY COLE - MATT PENMAN  
DAFNIS PRIETO - RICKY RODRIGUEZ - PETER APFELBAUM - MARTIN BEJERANO  
SHENEL JOHNS - BIG BAND JAZZUV - ORBIS TERTIUS  
CARLOS MALDONADO - ESCUELA SUPERIOR DE MÚSICA - UNICACH  
ESTUDIANTES JAZZUV - EGRESADOS JAZZUV





## Milieux Institute for Arts, Culture and Technology Editorial Design, Front-end Development

For Milieux Institute's 2019-2020 Annual Report, I developed the graphic concept by blending generative design with digital processes inspired by the Bauhaus School. I led the editorial design, ensuring precision in layout and printing, while also creating data visualizations through creative coding for both the printed report and website. In addition, I managed the front-end development of the website, integrating visual patterns to enhance the user experience. This hybrid approach resulted in a visually engaging and innovative report across both print and digital platforms.

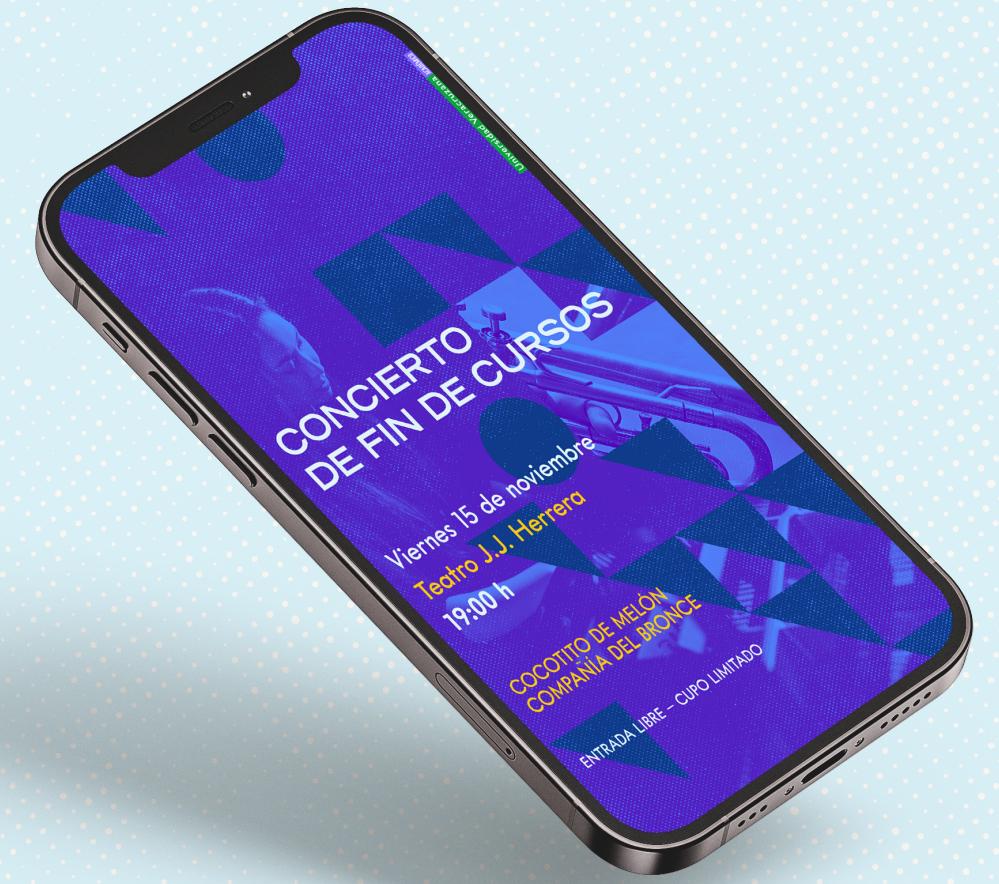






## JazzUV, Universidad Veracruzana Visual Identity

I designed the visual identity for Centro de Estudios de Jazz at JazzUV in Xalapa, Mexico, with a concept that captures the rhythm and essence of jazz. The design combines the cultural traditions of jazz with flexible design systems, creating a cohesive visual identity for the institution.

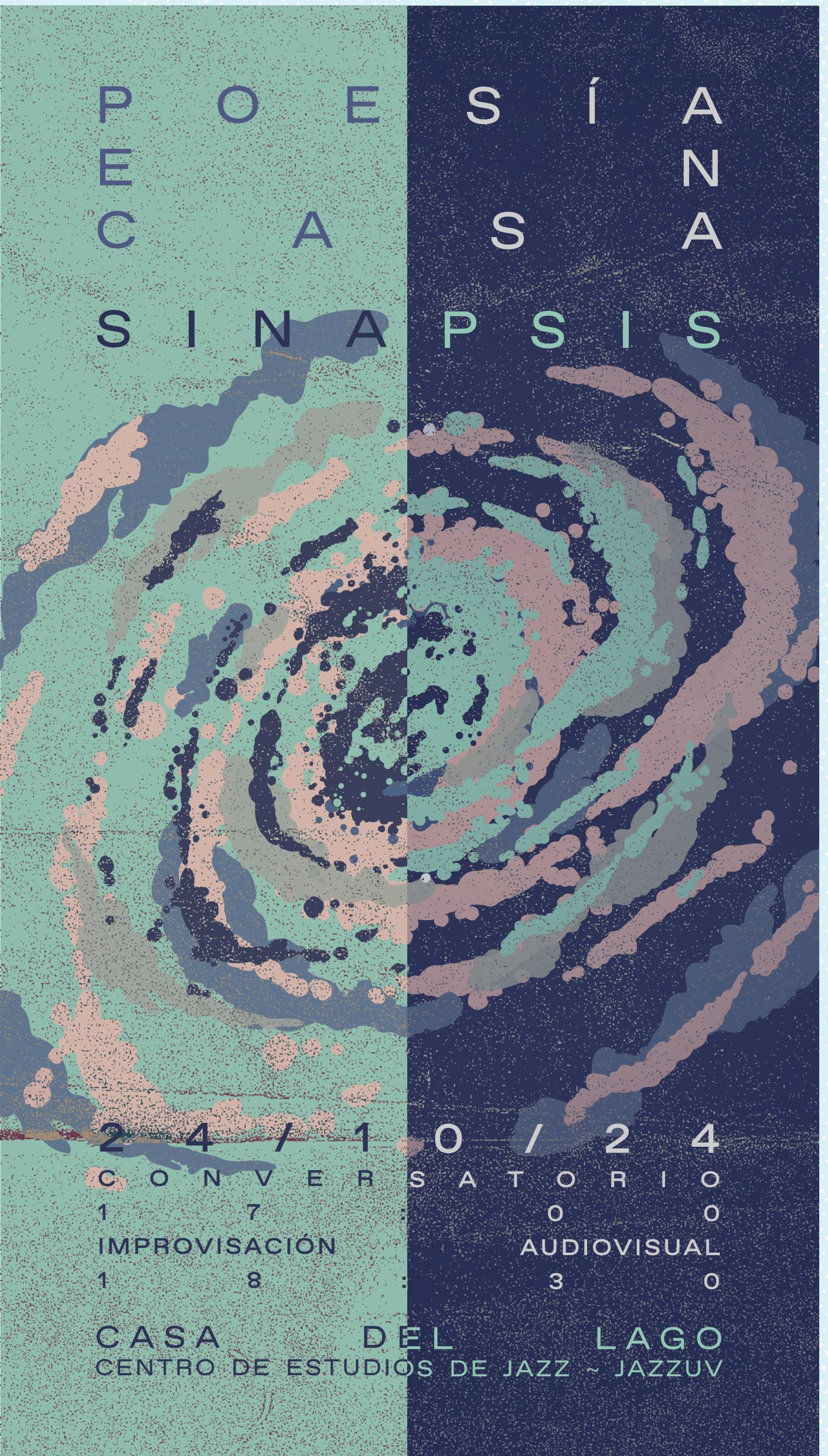






## Sinapsis Poster Design, Illustration

For Poesia en Casa at Casa del Lago UV (2024), I designed a poster and vector illustration that captured Sinapsis' blend of ambient-jazz, soundscapes, and audiovisual improvisation, reflecting their essence into an evocative visual piece. The design was influenced by cosmic and space imagery, creating a visual narrative that echoed the expansive, otherworldly elements of the event's atmosphere.





## Jazz Is Dead, Mexico 2025 Poster Design, Illustration

For the visit of Jazz Is Dead to Mexico, I designed an illustrated poster that captures Adrian Younge driving through the Mexican landscape at sunset. The poster showcases the majestic Popocatépetl and Iztaccíhuatl volcanoes in the backdrop. The design merges elements of the Mexican culture with a cinematic vibe, creating a unique visual narrative for the event.





## Trombonitepec 2025 Illustration, Poster Design

Trombonitepec is an annual festival that brings together Mexico's trombone community in a celebration of music and tradition. I crafted its visual identity through digital illustration, drawing inspiration from the iconic work of José Guadalupe Posada—Aguascalientes-born master of Mexican printmaking. The design pays homage to his legacy, infusing the festival with a bold, graphic style that bridges history and contemporary expression.





## Vaiven Onirico – Radio Nopal Poster Design

For *Vaiven Onirico* – #50 at *Radio Nopal*, I created generative visuals using TouchDesigner, crafting a dreamlike flow inspired by nature's organic rhythms. This audiovisual intervention, in collaboration with *Ice Cyborg* and *Sinapsis*, explored the intersection of sound and image—shaping an ethereal, ever-evolving landscape that blurred the lines between the tangible and the poetic.



## Yiara09 Web Art, Editorial Design

For Yiara Magazine Volume 09, a digital publication focused on feminist art, I designed and developed a website that seamlessly integrates editorial design with interactive functionality. The platform incorporates generative art created with open-source software, adding a dynamic visual layer that enhances the magazine's digital presence.



Cathartic Thread  
1000amour

This year, so much of our work at Yiara has involved adapting and mending our usual practices to continue our project of making feminist art history. Yiara has always been interested in other obscured narratives and providing space for thought, growth, and beauty. We doubled down on these themes during the pandemic, but these strange circumstances also asked for more than revelation – they asked for connection. We made a conscious effort to reach out to the community we are infinitely grateful to have. We collaborated with fellow artists, friends, and creators, and felt that we were part of a mutual network of support, trust, and of course, creativity.

As we prepared volume 09, we grappled with the labour of artmaking in difficult times. Acts of creation are ultimately acts of meaning-making, and to make something is to make sense of it – to transform the nebulous and uncertain into something recognizable and true. In the last year, surely all of us have enacted this routine of care and creation, and have engaged in our own quietly transformative acts from withdrawn, solitary spaces.

Four Chambers' work is featured exclusively on the website, A Four Chambered Heart, which is only accessible to viewers who are paying members of the Patreon. Modelled after the painterly style of the artist, Patreon is an online crowdfunding platform that allows supporters to support an artist's practice on an ongoing basis. Individual viewers pay nine dollars a month in exchange for exclusive access to the artist's work. At the height of their success, Four Chambers' videos on Patreon reached over \$1,3796 per video from this platform. The artist's work is highly saturated internet porn market, entirely through Four Chambers' active media presence, concentrated in the artist's Tumblr and Instagram.<sup>5</sup> There, soft-focus images of silky bodies dominate, with the artist's body concealing errant nipples and bushes.

Yiara Magazine is a student-run, undergraduate feminist art publication. Based in Montreal, Yiara publishes an annual print issue of curated student writing and artwork, organizes a variety of workshops, discussions and lectures, and hosts an end-of-year vernissage and magazine launch.

Yiara's online platform brings together a larger artistic and scholarly community by publishing a variety of essays, artworks, reviews and interviews which contribute to the ongoing dialogue of issues raised by intersectional feminism.

By encouraging feminist dialogue within the field of art, we hope to raise critical questions on the art historical canon, study feminist representation, pay tribute to women and figures of the past, explore ideas of gender, and the self and give voice to students concerned with these themes in their work and practice.

Yiara Magazine was founded by Raissa Paes in 2012.



## Niyolchoca Installation

*Niyolchoca* is a digital poetry and visual installation presented at TOPO in Montreal. Inspired by Nahua cosmogony, the work transforms four poems into living constellations—symbolic universes where language and imagery intertwine. Through generative design and nonlinear structures, the installation bridges visual poetry and electronic literature, offering an immersive exploration of spirituality within the Nahua worldview.

