



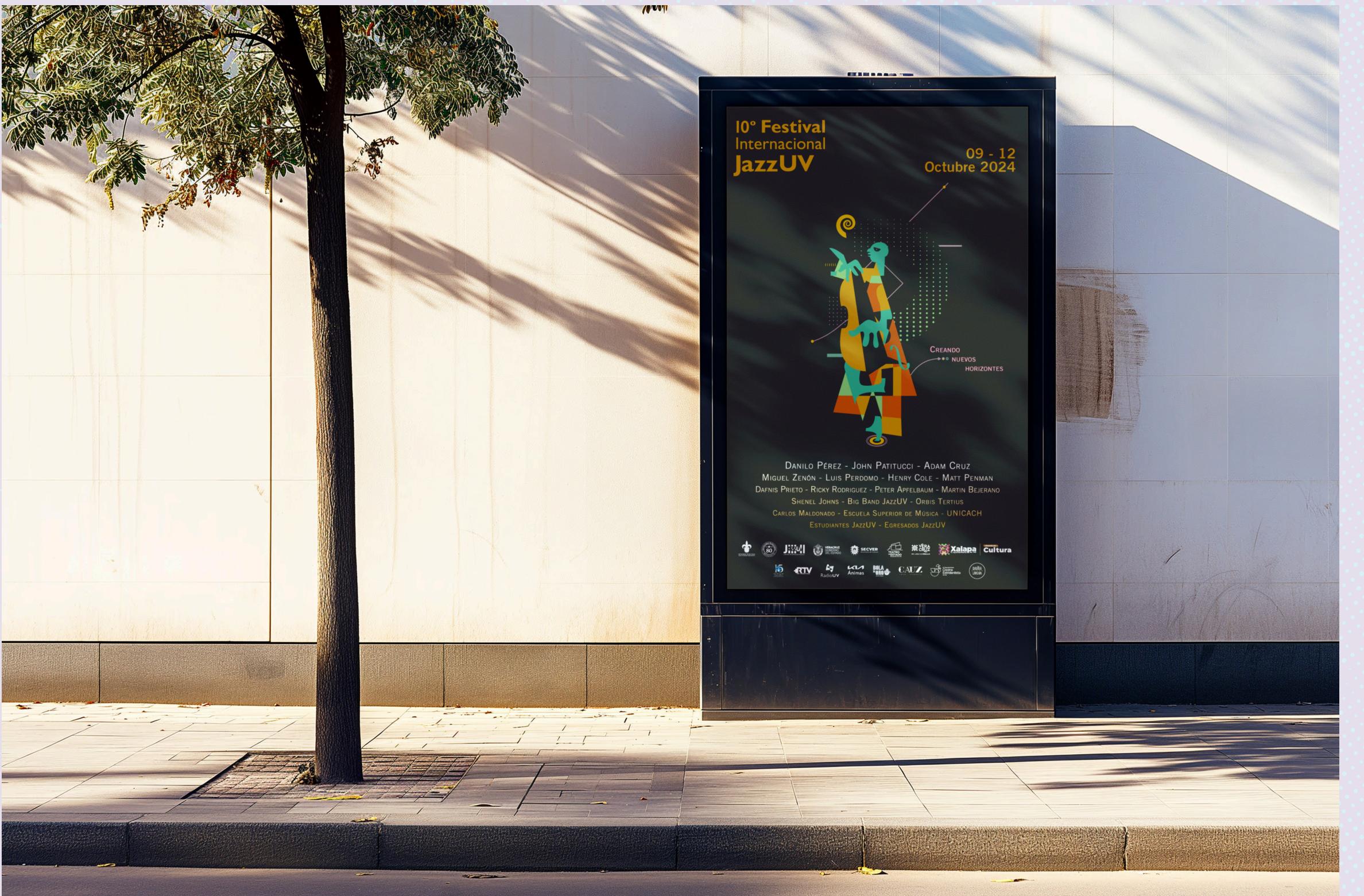
SIGHT + SOUND, Festival International d'art Numérique

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.







10th Festival Internacional JazzUV

Centro de Estudios JazzUV, Universidad Veracruzana

For the 10th 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 the ad campaign, motion graphics, scenographic 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, ensuring a cohesive and memorable visual impact.



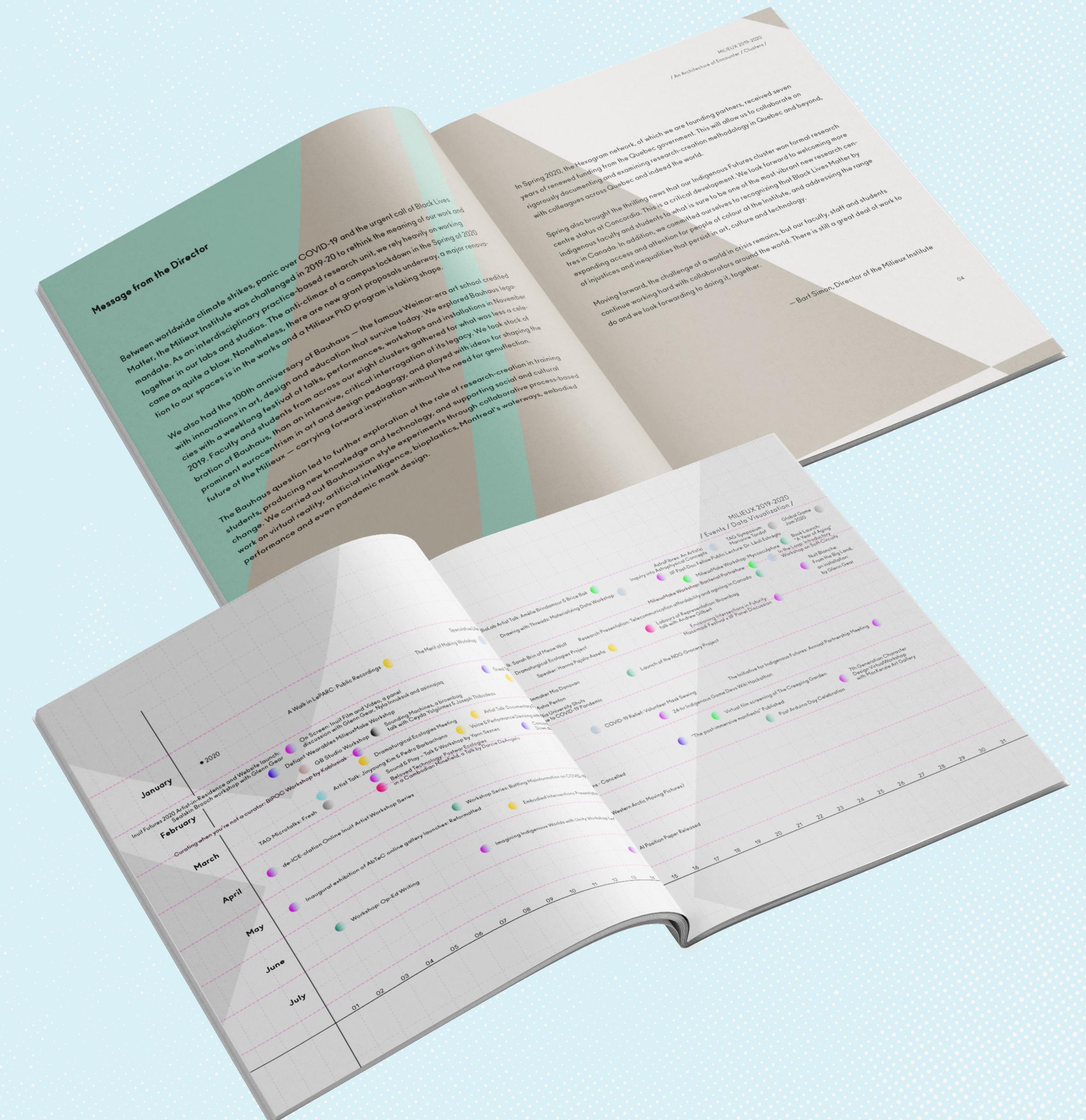


ANNUAL REPORT 2019 – 2020

Milieux Institute for Arts, Culture and Technology

For Milieux Institute's 2019-2020 Annual Report, I developed the graphic concept, blending generative design with digital processes inspired by the Bauhaus School of Design.

I was responsible for the editorial design, overseeing every aspect of the layout and ensuring meticulous attention to all printing processes. Using creative coding, I crafted data visualizations and design elements for both the printed report and the website. Additionally, I handled the front-end development of the website, ensuring a seamless integration of the visual patterns and a cohesive user experience. This hybrid approach resulted in a visually engaging and innovative report that embodied the institute's interdisciplinary and forward-thinking mission.







Centro de Estudios de Jazz – JazzUV Universidad Veracruzana

For the Centro de Estudios de Jazz, JazzUV, at the Universidad Veracruzana, I redesigned and revitalized its visual identity, infusing it with a fresh and contemporary aesthetic.

The visual concept captures the dynamic and rhythmic essence of jazz, merging its rich graphic tradition with advanced digital tools. Utilizing geometric and dynamic patterns, this approach reflects the spontaneous and creative nature of jazz, creating a visual structure that is flexible, adaptable, and visually stimulating—just like the music itself.

