

Portfolio

May 31st, 2015

My vision as a designer

As a designer with strong roots in technology, I understand design as problem solving. This involves the mix of function, usability, performance and beauty. If the solution does not solve the problem it is not a solution. If it does perform poorly then it is not good enough. I look for beauty in the dialogue between the product and the user, the clarity of the message and the way it conveys emotions. I get inspired by designers like Dieter Rams and his 10 principles and Donald Norman and his emotional way to understand design but also his obsession with usability.

I follow a user centered approach to my process and also I try to apply general design principles to other aspects such as business processes, project management and communication.



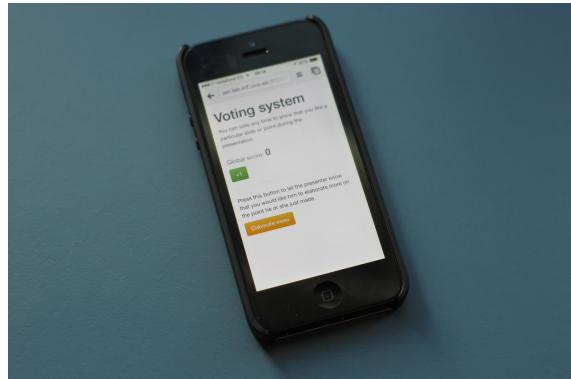
Interaction design

Audience Engagement for presentations via interactive methods

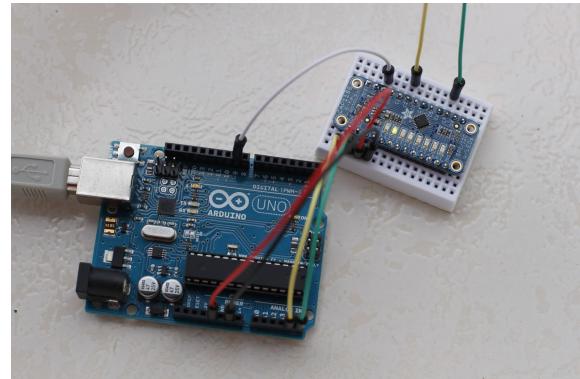
This project was my master thesis at the Interaction Design Master Programme at Malmö University. Though it I designed, developed and tested a prototype in order to boost audience engagement within the context of presentations.

I started with a process of exploration that lead me to the ideation of a few concepts and then the development and testing of one of those. The prototype used various technologies and gave me the opportunity to test my command to develop and test in various iterations. The system designed to as a web app that would allow the audience to vote a presentation in real time, with a screen displaying the counter of votes as they arrive.

Keywords: Processing, Arduino, electronics, research



Voting screen



Electronics

Xmas box

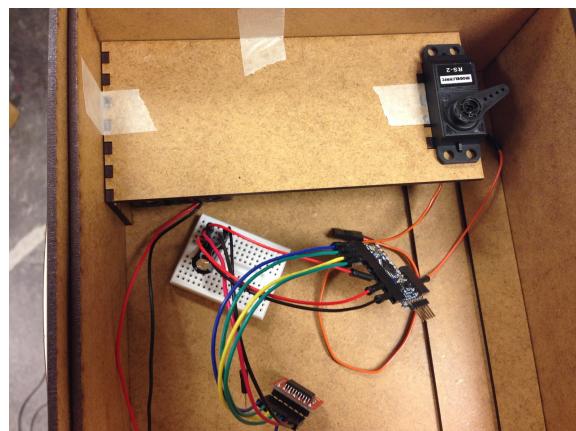
This is side project I did during my studies at Malmö University before the Xmas of 2014. It was a box full of presents that would be closed until the Xmas day. This way I could give it to someone before that day and be sure it would only be opened on the intended day.

It was good to experiment with the feeling of having a present that you cannot open until the moment that it is intended to.

Keywords: Arduino, electronics, emotional design



The box



Microcontroller, RTC board and Servo

Web design

Pintaderas web

I designed the website for a local store that sells clothes, accessories and small deco stuff called Pintaderas. In collaboration with a communication and marketing agency I put together this one page clean design that makes intensive use of photos and graphic resources to create a bigger impact while maintaining the ease of maintenance in the future, as it is based on Wordpress.

Keywords: Wordpress, CMS, layout

BIENVENIDO A PINTADERAS!

Pintaderas
DESCUBRE MÁS SOBRE NOSOTROS

Bienvenido a la WEB de Pintaderas

Pintaderas es mucho más que una tienda de ropa, por eso, en este espacio no sólo encontrarás moda, también todo aquello que nos motiva, nos interesa y nos anima a seguir distinguiéndonos del resto.

PINTADERAS

ALGO DIFERENTE
Pintaderas nació en el 2002 con el propósito de ofrecer algo diferente en la industria de la moda. Ofrecer lo mejor para vender cosas especiales y tratar con marcas de ropa y complementos emergentes.

NUESTRO EQUIPO
Somos un equipo que trabaja duro y con mucha dedicación. Somos una familia que se alegra por el éxito de los demás, con una adicción may al diseño de ropa, artes, moda, decoración, cultura y complementos a modo de que se te pueda acercar.

EXPERIENCIA ÚNICA
Boutique que nació llena de color y con ganas de ofrecerte lo mejor de la moda. Pintaderas es algo más que una tienda de ropa.

NUESTROS PRODUCTOS

Si ves algo que te gusta, puedes reservarlo contactando con nosotros vía e-mail o a través de nuestras redes sociales.

AJU CALZADO COMPLEMENTOS DECO MODA

AJU • CALZADO • COMPLEMENTOS • DECO • MODA

Pintaderas top

NUESTRAS MARCAS

En Pintaderas contamos con un montón de marcas, incluyendo a internacional de ropa, calzado, complementos y regalo. Una selección de marcas que nos inspiran y tratan en enriquecer con mucha de las formas como KLING, Compañía Fantástica, Peppadew o NÜMPH en su gama de complementos. The Art Company o Lámina es también, entre otras muchas.

COMPANIA FANTASTICA KLING NÜMPH

TIENDA ROSA
Calle Arganzuela, nº 12

Nuestra tienda rosa, en la que estamos desde 2002, es considerada como "la tienda que sabe el mundo a lo suyo", cosa interior más importante de un establecimiento porque no es exterior a todos. Aquí encontrarás una amplia gama de prendas de moda, complementos y accesorios de otras numerosas marcas fáciles.

TIENDA AMARILLA
Calle Platerías, nº 5

La nueva tienda amarilla es nuestro proyecto más reciente, con el que llevábamos sorteando mucho tiempo. Con el objetivo de ofrecer una experiencia de compra más completa y personalizada, que tiene su ubicación en el centro de Madrid, en el barrio de Sol. Aquí hemos querido mantener nuestra personalidad, una atmósfera divertida de regalos también para ellos, y un espacio abierto de regalo, diversidad, diseño y un pequeño apartado de libros. En ella además ofrecemos nuestro Espacio Creativo.

ESPACIO CREATIVO

No pasa el año, por eso en nuestra tienda amarilla hoy un espacio totalmente dedicado a la creatividad. Presentamos a los artistas, artistas de diferentes disciplinas pueden exponer sus obras. Una muestra trimestral, que se cambiará al ritmo de los artistas que quieran exponer. Un espacio de 10 m2 totalmente libre para que el creador muestre lo mejor de su trabajo.

Si eres artista y te interesa nuestro Espacio Creativo ponte en contacto con nosotros.

CONTACTA CON NOSOTROS

¿Tienes alguna pregunta? ¿Has visto algo en el catálogo y no quieres quedarte sin él? Si tienes otras preguntas no dudes en ponerte en contacto con nosotros.

Tu nombre (requerido)

Tu e-mail (requerido)

Asunto

Tu mensaje

ENVIAR

2010 © Pintaderas. All rights reserved.

Pintaderas bottom

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Graphic design

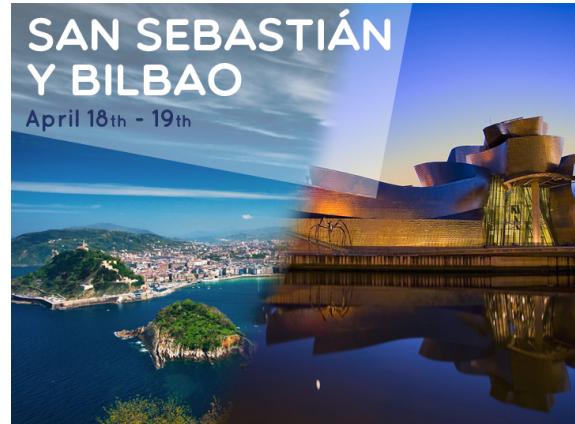
Promotional Material

Over the years I have designed various promotional materials for both the digital and the real world.

Keywords: leaflets, images, marketing



Online campaign 1



Online campaign 2



Online campaign 3



Online campaign 4

<p>The Board 2012 - 2013</p> <p>Programme</p> <p>Thursday, 11th July 2013</p> <ul style="list-style-type: none"> 27:00 Welcome Introduction by Emanuel Albrecht 27:15 Presentation of the ESN Survey 2012 results by Juan Colino 27:45 Presentation SocialErasmus Project by Robert Klimacki 28:00 Presentation of the New Board 2013-2014 by Fabian Bircher 28:15 Networking stand-up dinner 29:00 Good Bye <p>Find more information about our projects in the following websites: ESN Survey ERASMUS IN SCHOOLS SOCIAL ERASMUS</p> <p>www.esn.org</p>	<p>The Board 2013 - 2014</p> <p>ESN Secretariat</p> <p>Thank you!</p> <p>We would like to express our deepest gratitude to all our partners, partner organisations and institutions, and individuals for a successful and inspiring year!</p> <p>Thank you as well to the Board supported by:</p> <p>ESN Secretariat</p> <p>Interns during 2012-2013</p> <p>Jean-Marcus, Marketing and Communication Alessandra Danilewicz, Law Angela Gómez, Research Agnieszka Czarnojan, Research</p> <p>www.esn.org</p>						
Leaflet inner pages	Leaflet outside pages						
<p>ESN VALLADOLID OS DESEA FELICES FIESTAS</p> <p>ESN INTERNATIONAL EXCHANGE ERASMUS STUDENT NETWORK VALLADOLID</p>	<p>1</p> <p>2</p> <p>3</p>						
Xmas card	Folders						
<p>Boarding pass <i>ESN Summer Reception</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%;">EVENT ESN Summer Reception 2013</td> <td style="width: 33%;">DATE 11JUL.2013</td> <td style="width: 33%;">BOARDING TIME 1700</td> </tr> <tr> <td>RSPV secretariat@esn.org</td> <td>GATE rue Major Petillon, 22, Brussels</td> <td>LANDING TIME 1900</td> </tr> </table>	EVENT ESN Summer Reception 2013	DATE 11JUL.2013	BOARDING TIME 1700	RSPV secretariat@esn.org	GATE rue Major Petillon, 22, Brussels	LANDING TIME 1900	
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Event invitation							

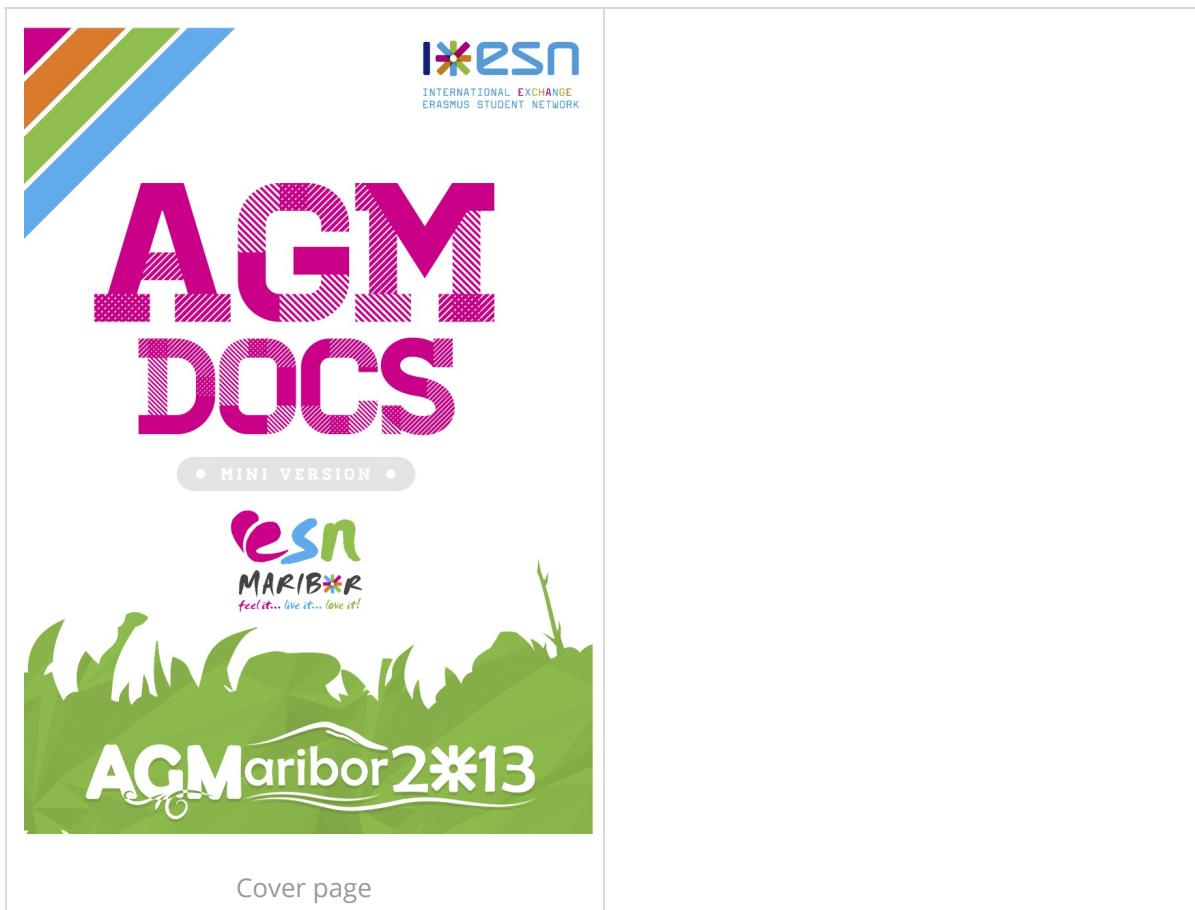
Editorial design

Erasmus Student Network AGM Docs

This is a very special piece of work. It was intended to be used as a guiding document for more than 600 people during the Annual General Meeting of the organisation Erasmus Student Network. It had to contend complex information that would range from budget and economic reports, statutes and other law related information and annual reports.

A lot of effort was put into the typography and layout as well as in information architecture and readability.

Keywords: typography, booklet, InDesign



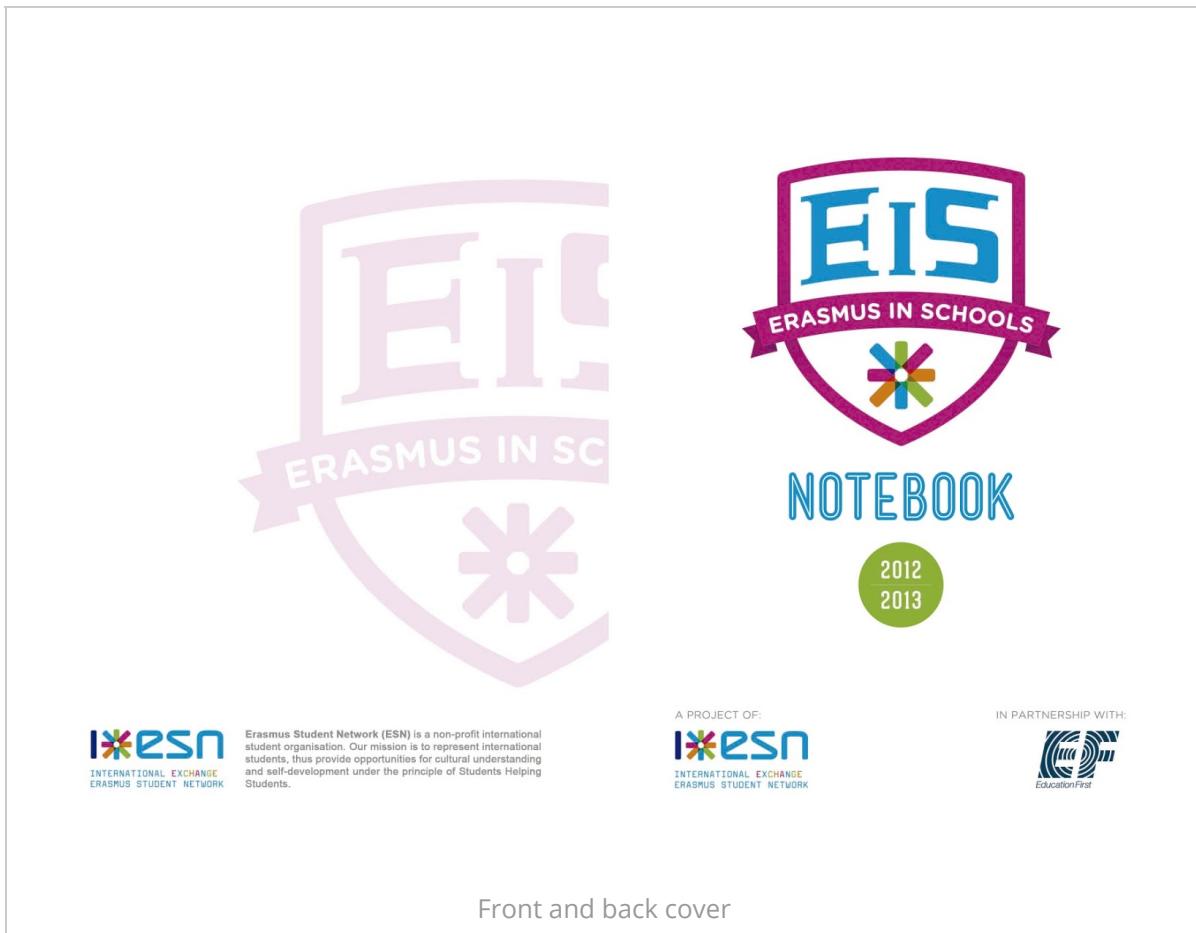
Erasmus in Schools leaflet

This leaflet was one of the project deliverables for the Erasmus in Schools project. The idea was that exchange students would visit schools all over Europe to talk about their culture and exchange experience to local younger students to encourage them to participate in a similar experience in the future and to value and get to know other cultures.

It was designed to be “regular” printer-friendly as it could be printed in a regular color printer and still look good and not use a lot of ink. No big shapes of color were used, specially in the margins.

It was meant to be used as well as a sheet of paper for notes while containing general information about the project. It also contained targeted information for the intended audience letting them know what options they would have available after the activity where the leaflet would be used.

Keywords: typography, booklet, InDesign



Front and back cover

What is EiS?

Erasmus in Schools (EiS) is the flagship project of ESN for 2013. Within the framework of SocialErasmus the project aims to promote mobility at an early age. Our local sections organise visits to elementary and secondary schools so our exchange students can do a wide range of activities that include country and culture presentations, language sessions and other mobility promotion activities.



You can get more information and free resources at the main website of the project socialerasmus.esn.org/eis

Inspired?! Now what?

EiS is generously supported by EF Education First. EF offers a set of exciting best-in-class resources that will inspire you further and improve the way you learn or teach.

For pupils:

- Free English* language test plus
 - Your ranking relatively to peers across the world.
 - Opportunity to contribute to ground-breaking English Proficiency Index research.
 - 1 month free license to the world's premier online English language school – Englishtown.
- *Tests also available in Spanish, French and German

www.ef.com/eis

For language teachers:

- Free access to EF Teacher Zone plus
- Free classroom materials and language tests in English, Spanish, French, German and Italian.
- Free lesson plans.
- Free online teacher webinars with the latest trends in methodology.
- Teacher training courses.
- School group educational travel.

www.ef.com/teacher

World leader in International Education |

Notes



socialerasmus.esn.org/eis

Internal pages

Express Magazine art direction

In 2012 I started a direction in the existing Express magazine of the Erasmus Student Network. I tried to achieve a more “magazine” style in contrast to the more informal style of the previous issues while staying aligned with the style and values of the organisation.

A lot of effort was put into the typography and layout of the magazine. Also the use of full screen images that would fill two pages and play along with the copy was one of the key points to achieve that magazine look.

Keywords: typography, magazine, art direction



Branding

Erasmus In Schools Logo

I designed the logo for the Erasmus in Schools project from the Erasmus Student Network.

In this project it was important to make sure that the logo would fit along the style of the general identity of the organisation and at the same time reflect the values of the project. The idea was to resemble a school coat of arms in reference to the school students.

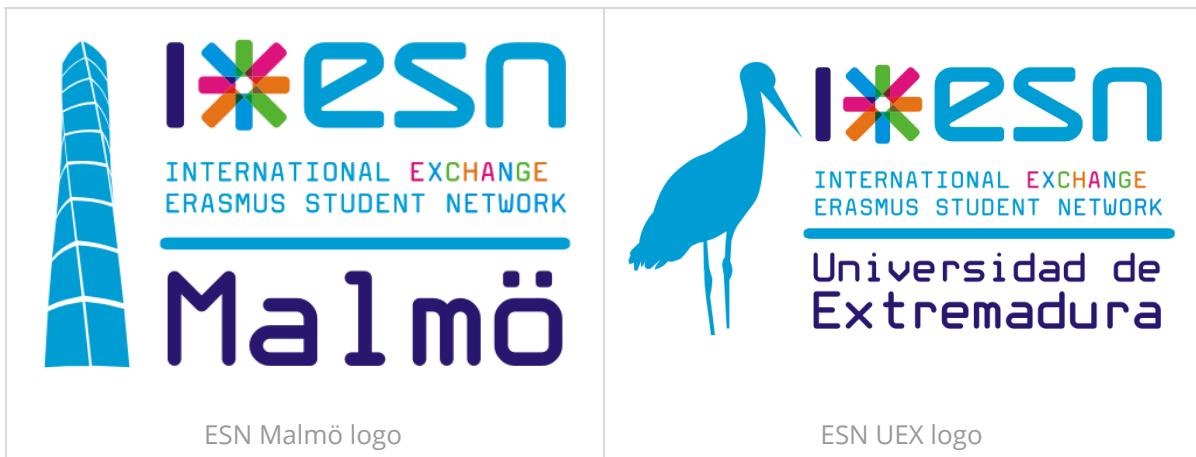
Keywords: logo design, typography.



ESN Sections logos

Along the past years I designed a few logos for some local student associations. I tried to capture the identity of the city or university the association belonged to using the colors and style defined by the Corporate Identity manual of the organisation.

Keywords: logo design



Books that I have read

- *The design of everyday things*, Donald Norman.
- *Emotional design*, Donald Norman.
- Designing for interaction, Dan Saffer.
- *In the bubble*, John Thackara

People that inspire me

- Dieter Rams
- Donald Norman
- A. Dunne & F. Raby
- Tom Sachs
- Jonathan Ive
- John Maeda
- Ivan Poupyrev
- Andrew Kim, Microsoft. www.minimallyminimal.com