

# 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.



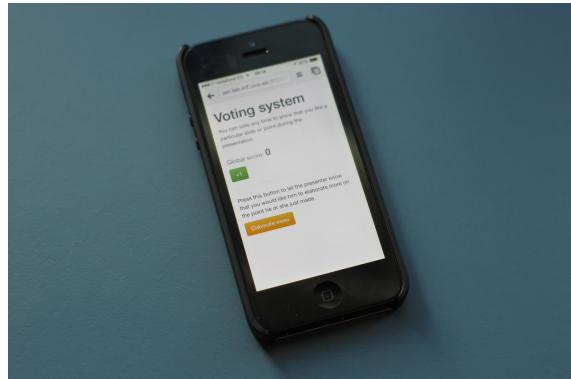
# Interaction design

## Audience Engagement for presentations via interactive methods

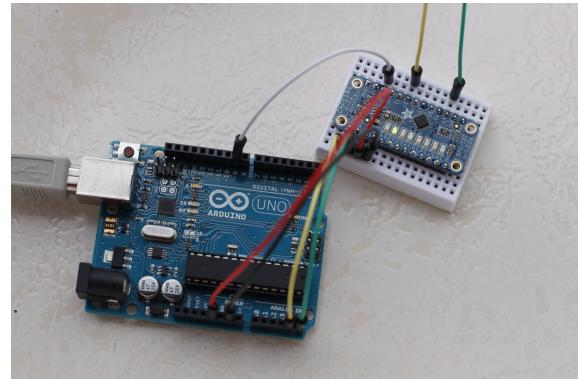
This project was my master thesis at the Interaction Design Master Programme at Malmö University. Though it I designed, developed and tested a prototype in order to boost audience engagement within the context of presentations.

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

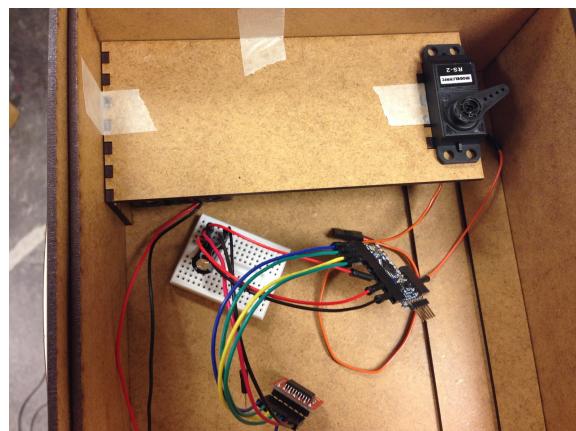
This is side project I did during my studies at Malmö University before the Xmas of 2014. It was a box full of presents that would be closed until the Xmas day. This way I could give it to someone before that day and be sure it would only be opened on the intended day.

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 cada marca. 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. Trabajamos con marcas que tienen un diseño original y tratar en exclusiva con muchas de las firmas como KLING, Compañía Fantástica, Peppadew o NÜMPH en su país. El concepto de la tienda es ofrecer una experiencia de compra completa y agradable.

COMPANIA FANTASTICA KLING NÜMPH

**TIENDA ROSA**  
Calle Arganzuela, nº 12

Nuestra tienda rosa, en la que estamos desde 2002, es conocida como "la tienda que hace el mundo girar". Es una tienda casi impregnada de un carácterístico aroma que te encanta a todos. Aquí podrás encontrar ropa de moda, complementos, artículos de hogar y complementos de clara de nuestras marcas fétiches.

**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 única y exclusiva, hemos elegido el sitio de Valladolid.

Aquí tienes guardado numerosos materiales para que te sirvan de inspiración. Una tienda llena de ropa también para niños, con un amplio surtido de ropa, decoración, diseño y un pequeño apartado de libros. En ella además ofrecemos Espacio Creativo.

**ESPACIO CREATIVO**

Nos gusta el arte, por eso en nuestra tienda amarilla hoy un espacio destinado a la exposición de artistas plásticos. Presentaremos a los artistas de diferentes disciplinas pueden exponer sus obras. Una muestra trimestral, que se cambiando al ritmo de los artistas que se presentan. Un espacio de 10 m2 y un taller de 4 m2 totalmente libre para que el creador muestre lo mejor de su trabajo.

Si eres artista y te interesa nuestro Espacio Creativo pídenos 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**

**Mapa de Madrid**

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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><b>The Board 2012 - 2013</b></p> <p><b>Programme</b></p> <p>Thursday, 11th July 2013</p> <ul style="list-style-type: none"> <li>27:00 Welcome Introduction by Emanuel Albrecht</li> <li>27:15 Presentation of the ESN Survey 2012 results by Juan Colino</li> <li>27:45 Presentation SocialErasmus Project by Robert Klimacki</li> <li>28:00 Presentation of the New Board 2013-2014 by Fabian Bircher</li> <li>28:15 Networking stand-up dinner</li> <li>29:00 Good Bye</li> </ul> <p>Find more information about our projects in the following websites:  <a href="http://ESNSurvey.esn.org">ESN Survey</a>   <a href="http://erasmusinschools.esn.org">ERASMUS IN SCHOOLS</a>   <a href="http://socialerasmus.esn.org">SOCIAL ERASMUS</a></p> <p><a href="http://www.esn.org">www.esn.org</a></p>	<p><b>The Board 2013 - 2014</b></p> <p><b>ESN Secretariat</b></p> <p>Thursday, 11th July 2013</p> <ul style="list-style-type: none"> <li>27:00 Welcome Introduction by Stefan Jahnke</li> <li>27:15 Presentation of the ESN Survey 2012 results by Juan Colino</li> <li>27:45 Presentation SocialErasmus Project by Robert Klimacki</li> <li>28:00 Presentation of the New Board 2013-2014 by Fabian Bircher</li> <li>28:15 Networking stand-up dinner</li> <li>29:00 Good Bye</li> </ul> <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> <ul style="list-style-type: none"> <li>Brienns Xhomajqi Vice President <a href="mailto:director@esn.org">director@esn.org</a> +32 477 67 91 08</li> <li>Morena Simatic Partnership Manager <a href="mailto:partnership@esn.org">partnership@esn.org</a> +32 470 55 42 29</li> <li>Virginia Berard Secretary General <a href="mailto:secretary@esn.org">secretary@esn.org</a> +32 2 256 74 27</li> </ul> <p>Interns during 2013-2013</p> <ul style="list-style-type: none"> <li>Jean-Marcus, Marketing and Communication</li> <li>Alessandra Danilewicz, Law</li> <li>Angela, Marketing</li> <li>Agnieszka Czarnojan, Research</li> </ul> <p><a href="http://www.esn.org">www.esn.org</a></p>						
Leaflet inner pages	Leaflet outside pages						
<p>1</p> <p>2</p> <p>3</p>	<p>1</p> <p>2</p> <p>3</p>						
Xmas card	Folders						
<p><b>Boarding pass</b> ESN Summer Reception</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 <a href="mailto:secretariat@esn.org">secretariat@esn.org</a></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 <a href="mailto:secretariat@esn.org">secretariat@esn.org</a>	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

Cover page

Statutes of the Erasmus Student Network

### 1. Statutes of the Erasmus Student Network

Approved by the AGM Granada 2012

#### Preamble

Erasmus Student Network is based on the idea of intercultural understanding, integration, mutual respect, and exchange. We – the representatives of ESN sections – are convinced that solutions, guided by this idea, can and have to be found for every appearing problem and challenge.

#### Title I - Name and headquarters of the organisation

Article 1

1.1. The name of the organisation is Erasmus Student Network, hereafter called ESN. ESN received its name and spirit from Desiderius Erasmus of Rotterdam, the Netherlands who today symbolizes student mobility. ESN is an international non-profit association, founded in Copenhagen on the 10th of February 1990 and legally registered in Belgium on the 30th of November 2005.

Article 2

2.1. The organisation has its official seat at Rue Hydraulique/Waterkrachtstraat 15, 1210 Brussels, Belgium.

2.2. The headquarters of the association can, by a decision of the Council of National Representatives, be transferred anywhere in Belgium. All other transfers of the headquarters must be voted with a two-third absolute majority by the Annual General Meeting.

#### Title II - Aims

Article 3

3.1. ESN works in the interest of students who are spending parts of or their entire formal education at a higher education institution in a country other than the one of their origin and advocates for international students regarding education and training in the European Higher Education Area, by means of:

3.1.1. Improvement of the social and practical integration of international students at their host institutions.

3.2. Representation of the needs and expectations of international students on the local, national and international level.

*Listen to the YOUNG*

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One of the pages

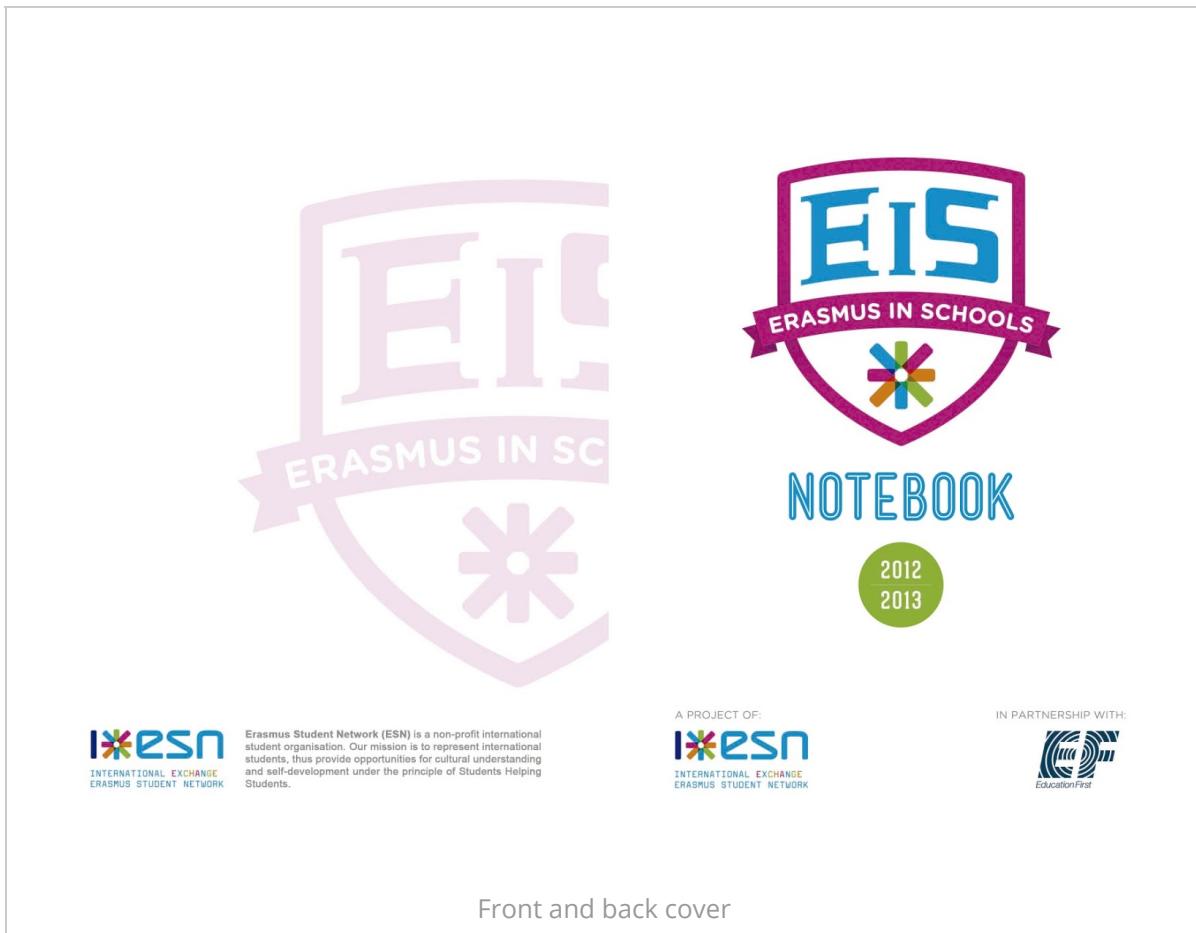
## Erasmus in Schools leaflet

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](http://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](http://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](http://www.ef.com/teacher)

World leader in International Education |

## Notes



[socialerasmus.esn.org/eis](http://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

THE MAGAZINE OF THE ERASMUS STUDENT NETWORK  
**EXPRESS #15**  
WINTER 2012/2013

INTERVIEW:  
KATHARINA MA

THE KEY TO SUCCESS?  
**INNOVATION!**

section partnerships:  
BRNO / Utrecht / PRAGUE / DRESDEN / KRAKOW / SKOPJE

Magazine cover

SOCIALEURASMEUS COORDINATORS MEETING-BRUSSELS 2012

**INNOVATION BY INNOVATORS**

**SOCIALEURASMEUS COORDINATORS MEETING-BRUSSELS 2012**

**I**t was last year where one of the Society Project, won the CMC Society Prize 2011 of the European Economic and Social Committee (EESC). Since hundreds of students put their shoulders to the wheel and contributed to the aim of the project, they reached higher and used their abilities to educate young people, support the less fortunate with charity events and helped the planet become greener by doing a lot of voluntary work in their free time; they were further, crossed the boundaries of their countries and did voluntary activities for the first time in their life; and they went social when they shared their culture and spirit with people in the community, which was hosting them on their Erasmus mobility.

The project was created by the members of the office SocialErasmus that was created during the SocialErasmus Week in May 2012. This video is a great tool for all coordinators to promote SocialErasmus activities in their community. Another tool that was introduced during the meeting was the SocialErasmus Guidebook, which will be published soon.

After seeing this motivation and all the fresh ideas and new thoughts, discussing and sharing of the best practices, we cannot be anything but confident that the SocialErasmus project will have a bright future ahead of it just through the willpower of these wonderful people who know how to work together for the better and community; they can give students a chance to fully express themselves and give back, and ultimately they can help foster European integration and a true feeling of being citizens of Europe.

Thanks to all the coordinators who actively contribute to this project and especially to Michel Erdmann who has dedicated his time to the project the whole year and contributed greatly to the SocialErasmus project. Without them this project could not exist. ■

Mirka Svalova  
Marco Cazzola

On of the inside pages

# 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.

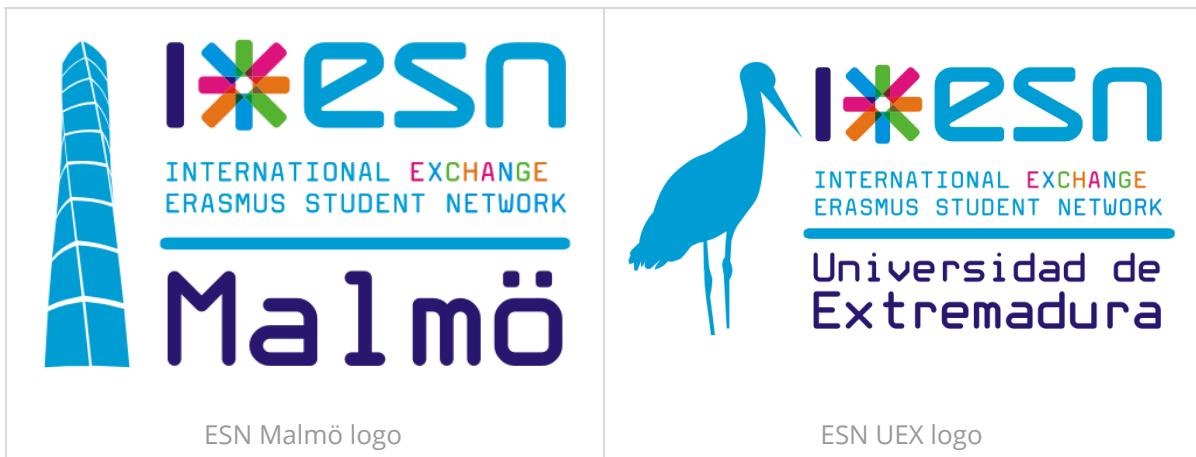
**Keywords:** logo design, typography.



## 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](http://www.minimallyminimal.com)