

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.



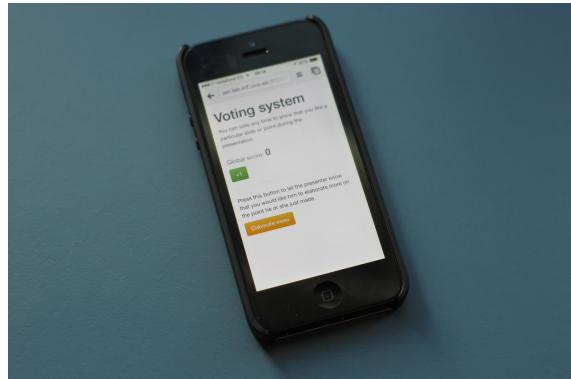
Interaction design

Audience Engagement for presentations via interactive methods

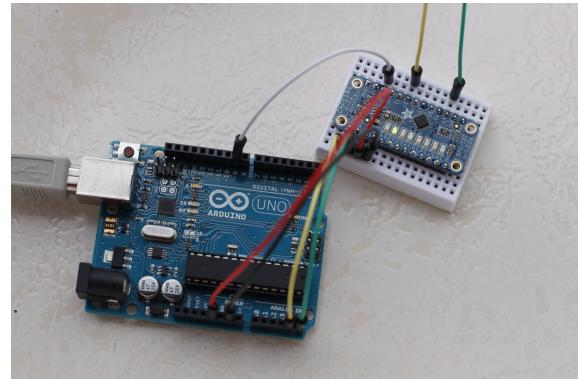
This project was my master thesis at the Interaction Design Master Programme at Malmö University. Though it I designed, developed and tested a prototype in order to boost audience engagement within the context of presentations.

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

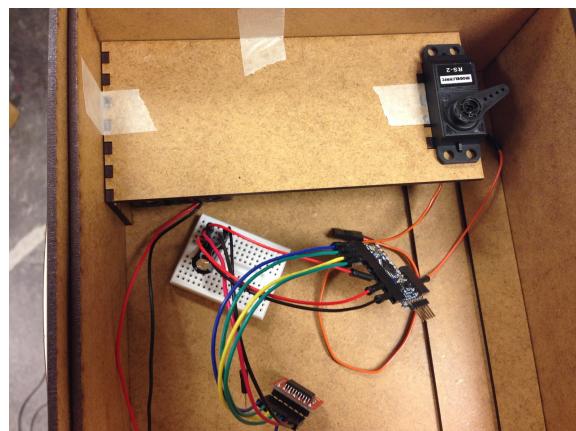
This is side project I did during my studies at Malmö University before the Xmas of 2014. It was a box full of presents that would be closed until the Xmas day. This way I could give it to someone before that day and be sure it would only be opened on the intended day.

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 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 nace en el 2002 con el propósito de ofrecer algo diferente. Una tienda que no sólo vende ropa, sino que vende espíritu y trae consigo marcas de ropa y complementos emergentes.

NUESTRO EQUIPO
Somos un equipo que trabaja duro y con mucha dedicación. Somos una familia que se diferencia del resto, con una adicción may al diseño de ropa, artes, moda, foto, decoración, cultura y complementos a punto de que se te pase asiente.

EXPERIENCIA ÚNICA
Boutique que nació llena de color y con ganas de ofrecer 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.

AII. • 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.

Algunas de las más conocidas son: Compañía Fantástica, Kling, Númph, entre otras.

COMPAÑÍA FANTÁSTICA KLING NÚMPH

TIENDA ROSA

Calle Arganzuela, nº 12

Nuestra tienda rosa, en la que estamos desde 2002, es considerada "la tienda que sabe el nombre de cada uno". Una tienda casi impregnada de un carácterístico aroma que te recuerda a todos. Aquí podrás encontrar ropa de calidad, accesorios y complementos de alta y media gama.

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 cercana al cliente.

Aquí hemos querido mantener nuestra personalidad, una atmósfera de hogar también para ella, con un estilo de ropa, decoración, diseño y un pequeño espacio 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 exponer las creaciones de artistas locales. Aquí, artistas de diferentes disciplinas pueden exponer sus obras. Una muestra diferente, que se combina al ritmo de los colores y estilos de la ropa que se vende en la tienda. Un espacio de 4 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

Map of Madrid showing the locations of Pintaderas stores in different neighborhoods like Malasaña, Chamberí, and Salamanca.

2010 © Pintaderas. All rights reserved.

Pintaderas bottom

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>Briennes Xhomaqi President +32 477 567 889 president@esn.org</p> <p>Dominique Montagnes Vice President +32 477 967 669 vicepresident@esn.org</p> <p>Jonathan Jelves Treasurer +32 477 966 572 treasurer@esn.org</p> <p>Robert Klimacki Communication Manager +32 472 472 225 communication@esn.org</p> <p>Sabih Odabasi Web Project Administrator +32 472 472 234 website@esn.org</p> <p>Virginia Berard Secretary General +32 2 256 74 27 secretarygeneral@esn.org</p> <p>Interns during 2013-2014</p> <p>Jean-Marcus, Marketing and Communication Alessandra Danilewicz, Law Angelika Gajewska, PR Agnieszka Czarnojan, Research</p> <p> www.esn.org</p>						
Leaflet inner pages	Leaflet outside pages						
<p>USAL 2010</p> <p>ESN VALLADOLID OS DESEA FELICES FIESTAS</p> <p>ESN VALLADOLID</p>	<p>1</p> <p>2</p> <p>3</p>						
Xmas card	Folders						
<p>Boarding pass 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 secretariat@esn.org</td> <td>GATE rue Major Petillon, 22, Brussels</td> <td>LANDING TIME 1900</td> </tr> </table> <p></p>	EVENT ESN Summer Reception 2013	DATE 11JUL.2013	BOARDING TIME 1700	RSPV secretariat@esn.org	GATE rue Major Petillon, 22, Brussels	LANDING TIME 1900	
EVENT ESN Summer Reception 2013	DATE 11JUL.2013	BOARDING TIME 1700					
RSPV secretariat@esn.org	GATE rue Major Petillon, 22, Brussels	LANDING TIME 1900					
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 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

21

One of the pages

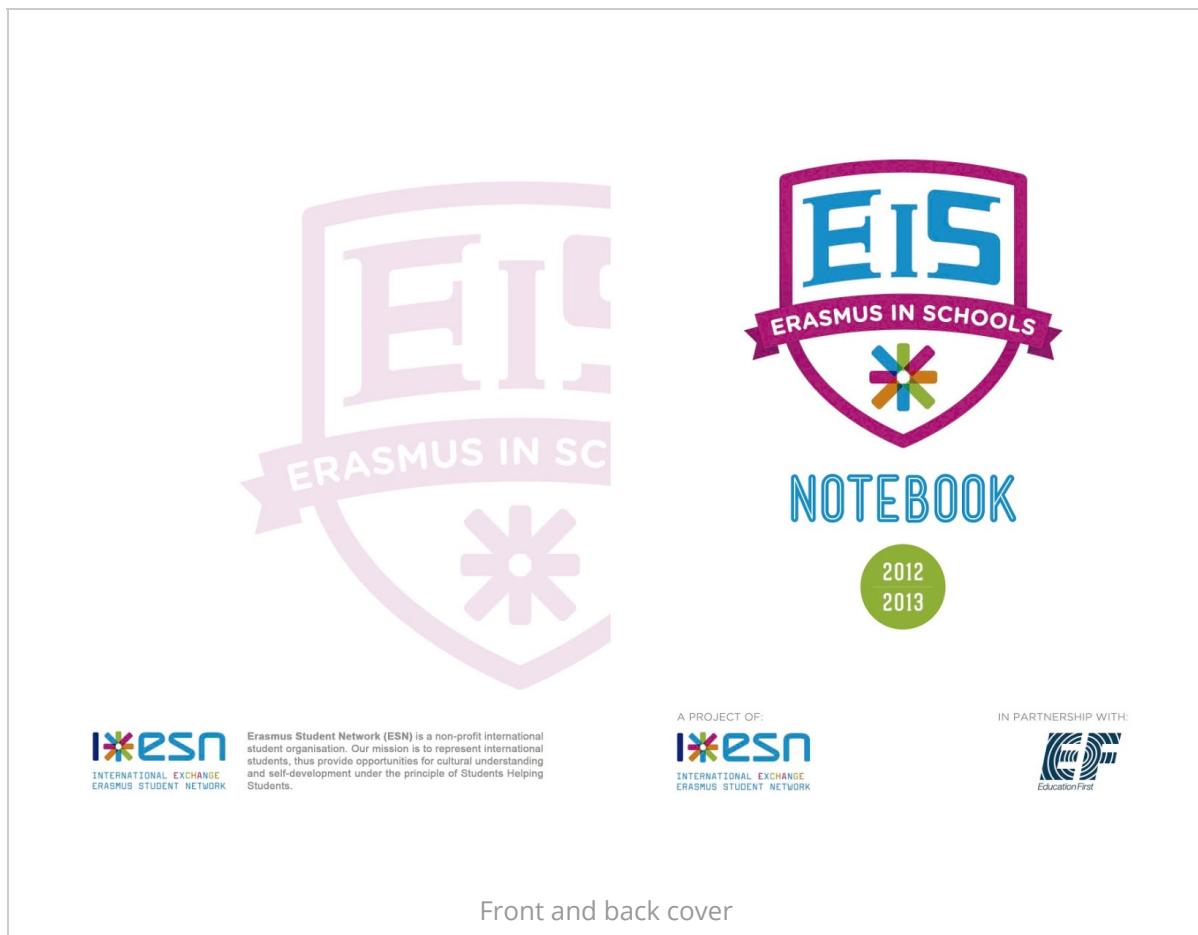
Erasmus in Schools leaflet

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

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

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

INTERNATIONAL EXCHANGE
ERASMUS STUDENT NETWORK

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

It was last year where one of the Society Project 2011 of the European Economic and Social Committee (EESC). Since hundreds of students put their ideas to paper and continued 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 small local 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.

Sustainability of the SocialErasmus project was supported at the SocialErasmus Coordinators Meeting (SECM) that was held in Brussels from the 22nd to the 24th of September. The aim of the SECM was to provide a space for national and local coordinators of SocialErasmus from countries to consider the different aspects of the SocialErasmus project that has been done in the past twelve months and to share the best practices for the future. More than seventy people participated – national and local coordinators, and supporters of the project. It was a great mix of people, from SocialErasmus “experts” with a lot of experience to absolute newbies, all of them highly motivated.

One of the main goals was to sum up the year and identify ways in which to develop the SocialErasmus project and in the years to come. What should the structure look like now that the grant is finished? Who should coordinate? What will happen without the support of a grant? To help answer these important questions, workshops were held by four ESRD cadets. Using a more formal education approach, participants were lead to think of SocialErasmus through many points of view and on different levels. These ideas were developed in small groups and the best ones were shared and discussed. Through sharing information on how to overcome obstacles, how to make the most of networks through activities, how to motivate oneself and others, many really good and innovative ideas emerged. Motivation was really high.

The video was made 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, new ways of thinking, discussing and sharing of 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 what they are doing for the project 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 Erlinden 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

 <p>ESN Malmö logo</p>	 <p>ESN UEX logo</p>
 <p>ESN Molde logo</p>	 <p>ESN Venice logo</p>

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
- Kerem Suer, <http://kerem.co>