

Portfolio

Dec 14th, 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 in my process and I also try to apply general design principles to other aspects such as business processes, project management and communication.



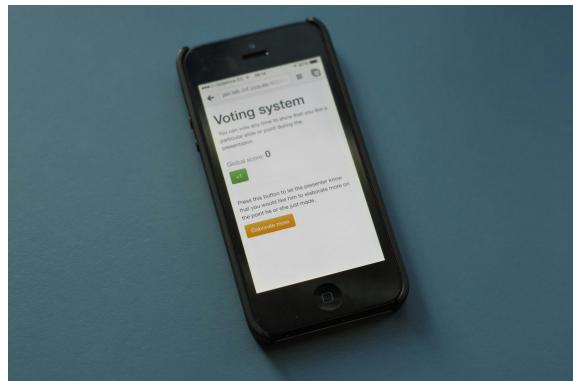
Interaction design

Audience Engagement for presentations via interactive methods

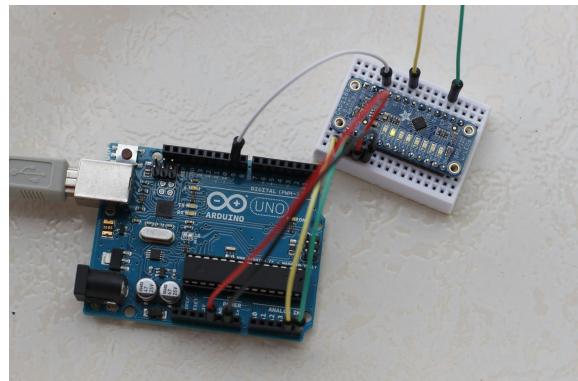
This project was my master thesis at the Interaction Design Master Programme at Malmö University. I designed, developed and tested a prototype in order to boost audience engagement for presentations/talks.

I started with an exploration process followed by the ideation of a few concepts which finally led to the development and testing of a prototype. The prototype used various technologies and gave me the opportunity to test my ability to develop and test through various iterations. The system is designed as a web app that would allow the audience to give points to a presentation in real time, with a screen displaying the counter of votes as they arrive.

Keywords: Processing, Arduino, electronics, research



Voting screen



Electronics

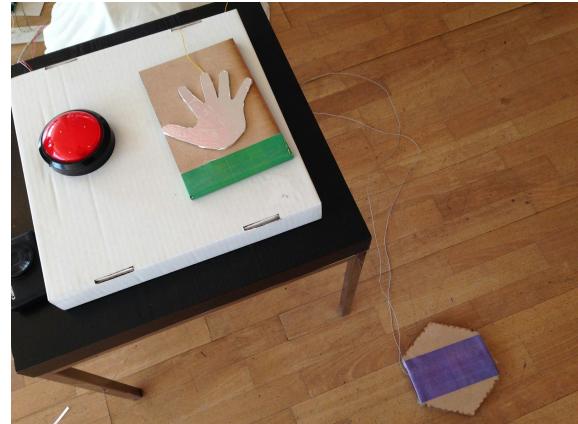
Orchestranaut: an interactive musical game installation for kids

I developed this project with my colleagues at Malmö University for our project for the Collaborative Media class. After some exploration workshops with young kids and some field work at the Malmö Symphony Orchestra (MSO) we designed a musical game installation for kids to play before attending to the Nalle Konserter that MSO organizes for kids since a few years ago. In the game the kids play in three different stations with 3 colored actuators. The kids can play this actuators freely to trigger sounds but there is also a central piece that lights up in different colors, one at a time. The goal is that the kids press the right color actuator that is showed in the central piece. If this happen for all the players at the same time then a bigger sound effect happens.

Keywords: Audience engagement, Collaborative media, Arduino, Electronics



The setup

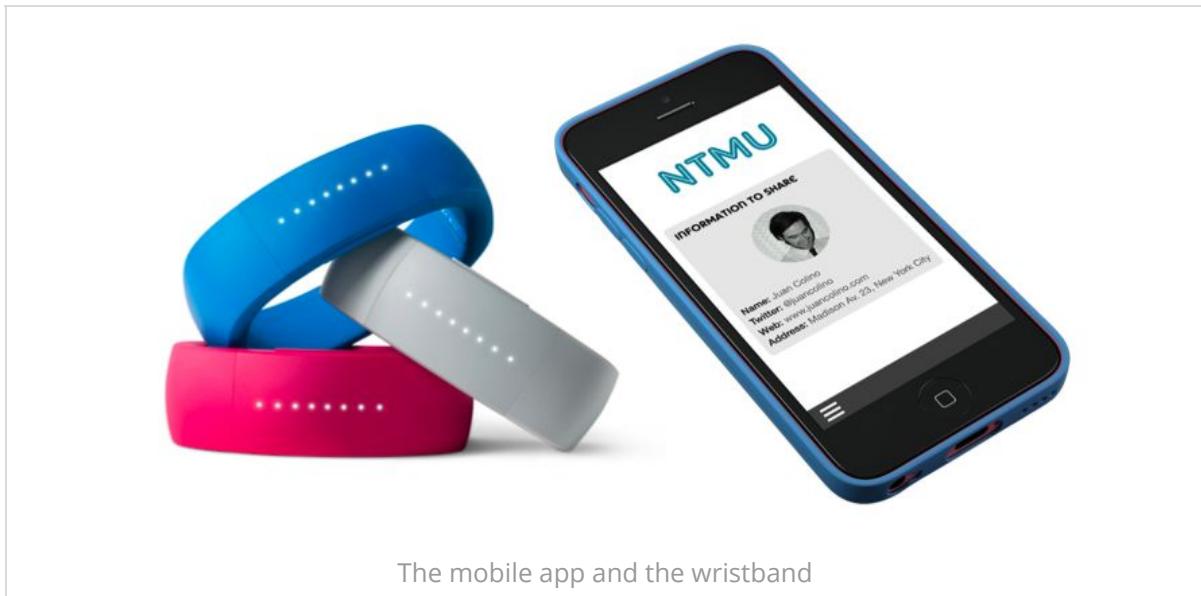


The inputs

NTMU: supporting interpersonal interaction

NTMU stands for Nice To Meet U and it was a project that I developed for my Embodied Interaction class at Malmö University. Though a wristband wearable device, and using it as a sensor, along with a mobile application, the system would allow people attending to a conference to exchange contact information. A handshake would trigger the contact exchange between two persons and the information would be accessible through an app for later consultation.

Keywords: Embodied Interaction, wearables, Electronics



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EVENTS

CCC conference
Jan 3rd - 6th, 2014
Madrid, ES

CHI Conf
Feb 21st - 26th, 2014
Stockholm, SE

CES Vegas
Jun 4th - 7th, 2014
Las Vegas, NE

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CCC CONFERENCE
DAY 1

- 10:32 Mark Zuckerberg
- 10:42 Bill Gates
- 12:02 Sergei Brin

Events screen quick mock-up

Encounters screen quick mock-up

Bus'O'rama

Bus'O'rama was a concept for our Collaborative Media class at Malmö University. My colleagues and me we ideated a concept of a system that would allow travelers within the same bus to share different media with their fellow passengers. The information would only be available locally to the passengers within the bus and would be accessible through their portable devices. Videos, news articles and other media could be shared creating a sense of a common local experience. The intention was to transform the experience into a more inspiring one, having into account that for a lot of people is a moment for self distraction.

Keywords: Collaborative media, Concept Design.



Xmas box

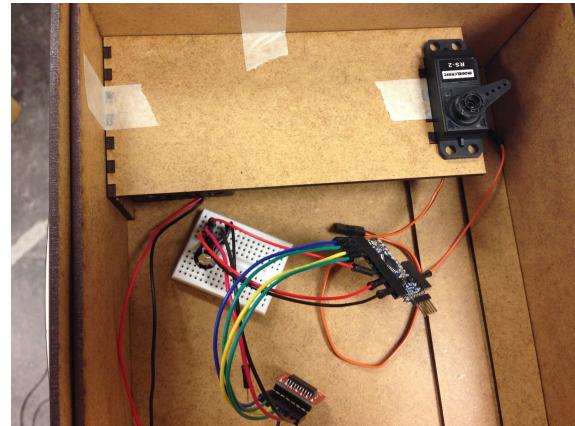
This is side project I did during my studies at Malmö University before Christmas in 2014. It was a box full of presents that would remain locked until the Xmas day. This way I could give it to someone before that day and be sure it would only be opened on the intended day.

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



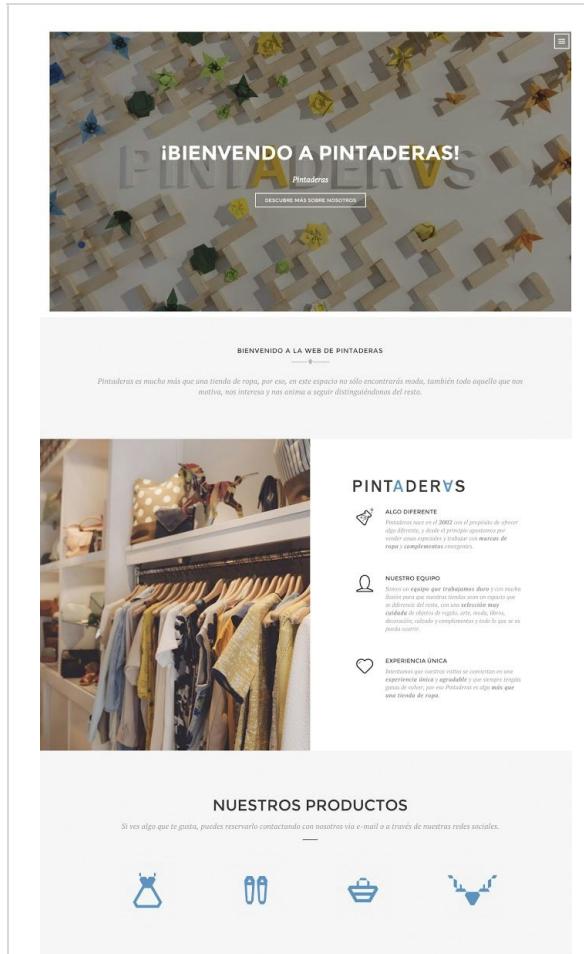
Microcontroller, RTC board and Servo

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 keeping it easy to maintain in the future, as it is based on Wordpress.

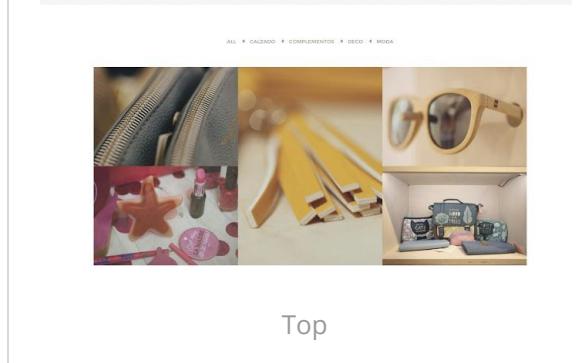
Keywords: Wordpress, CMS, layout



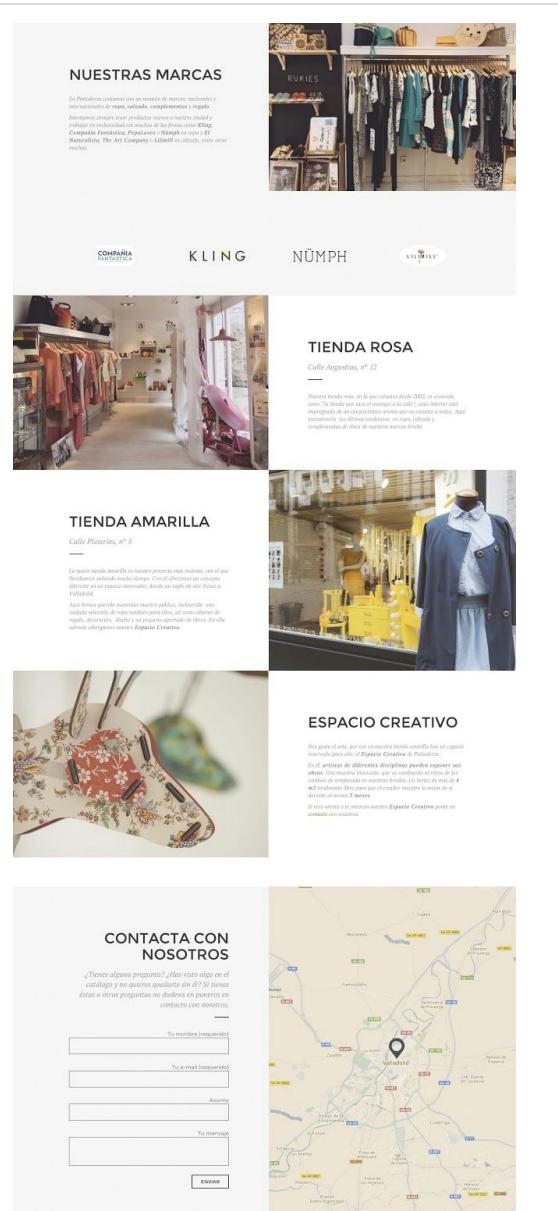
NUESTROS PRODUCTOS

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

All • CALZADO • COMPLEMENTOS • DECO • MODA



Top



Bottom

JRI web

JRI is a Spanish company that develops solutions for automatic process of exams and other tests. In collaboration with a communication and marketing agency for the graphic resources that I used to lay out the site.

Keywords: Wordpress, CMS, layout



LABORATORIO JRI
Desarrollamos y aplicamos tecnologías con fundamentación científico-técnica de base que aporta solidez, precisión y seguridad.

¿QUÉNES SOMOS?
JRI Laboratorio de Sistemas es una empresa dedicada a la ciencia aplicada con fundamentación científico-técnica de base en materia de Recursos Humanos. En JRI nos dedicamos a dos Áreas fundamentales:

- SISTEMAS PROFESIONALES
- APOYO PROFESIONAL

Nos avanza 50 años de experiencia gracias a la dilatada trayectoria académica y profesional del profesor Dr. J. Rodríguez Toldos y los servicios utilizados por numerosas Administraciones Públicas y empresas privadas.

VISIÓN, MISIÓN Y VALORES
Proteger la justicia social. Asignar la importancia de que alguien se merece las mismas oportunidades que los demás. De manera objetiva.

Nuestra misión
Garantizar la seguridad y objetividad en la emisión de resultados. Ofrecer al desarrollo de nuevas tecnologías, asegurando la igualdad de oportunidades.

Nuestros valores
Ética de base, fiabilidad, seguridad, confianza y responsabilidad.

COMPROMISO
Nuestra máxima es garantizar la bondad de los resultados que asentimos a nuestros clientes. Por ello, innovamos y desarrollamos sistemas exclusivos que ofrecen datos altamente fiables.

Desarrollamos nuestra actividad sobre la base de una firme implicación en calidad, apertura, solidez, precisión y seguridad.



JRI-PKT. Digitales y móviles automáticamente procesa y evalúa documentos de respuesta alternativa, texto y dígitos.

JRI-RECM. Sistema que maneja electrónicamente letras y números escritos a mano.

JRI-LOEM. Sistema de lectura óptica-electrónico de marcados tipo test.

JRI-PLAREC. Recursos desplegados a la alcachofa automáticamente evalúa la placa de puntuación, resaltando el fallo o acierto.

JRI-VETOLF. Sistema que maneja electrónicamente textos y números escritos a mano, analizando el desempeño y resultado del examen.

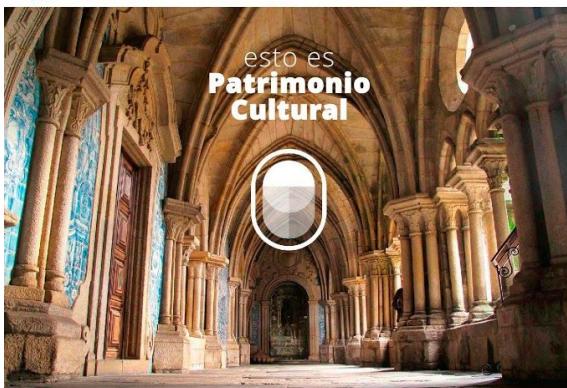
JRI-BLINCOSEG. Un sistema que establece bases de datos para preguntas y genera cuestionarios de examenes.

JRI-SML. Plataforma online que crea formularios y en el que los examinados pueden realizar

Master de Patrimonio web

I designed and developed a [website](#) for a Master Programme in Cultural Heritage Management for a foundation in Spain. I worked with a Graphic designer team that designed the brand and identity for the Master Programme.

Keywords: Wordpress, CMS, layout



¿Quiénes somos?

Aprende sobre el Máster y conoce a sus promotores. Toda la información de quién está detrás del Máster en Habilidades para la Gestión del Patrimonio Cultural.

Conoce cómo surge la idea de crear el máster y a las organizaciones detrás del mismo.

[Continuar](#)

Empresas colaboradoras

Conoce a todos los actores que colaboran en este proyecto educativo.

Somos conscientes de que, a menudo, el ámbito académico está a años luz del empresarial. Por ello, desde el inicio hemos querido implicar a diferentes empresas y entidades para que participen en el máster tanto recibiendo a alumnos en prácticas como ofreciendo temas para el desarrollo de sus Proyectos Fin de Máster.

Así, hemos conseguido tejer una amplia red de colaboradores, integrada actualmente por más de 20 instituciones y empresas. A continuación podrás conocer quienes son nuestros colaboradores.

A continuación podrás conocer quienes son nuestros colaboradores y cuál es su aportación a este máster:

• Fundación Santa María la Real	• Museo del Prado	• Centro de conservación y restauración de BBCC de la Junta de Castilla y León	• MNAC
• Fundación Caja Madrid	• IPCE	• Dirección General del Patrimonio Cultural - Junta de Castilla y León	• Fundación Siglo XXI
• Museo de Alcalá	• Fundación Mapfre	• Asoc. de Amigos del Románico	• Fundación Patrimonio Natural de Castilla y León
• Fundación Catedral Santa María de Vitoria	• Asoc. de Amigos del Románico	• Tercalia	• Museo etnográfico de Zamora
• Museo de la Evolución Humana (Burgos)	• AEICE CLUSTER	• Sociedad Española de Arqueología Virtual	• Fundación Edades del Hombre
• Interventor		• IAPH	• Asociación Española de Fundaciones
		• REARASA	
		• Deocesa	



Noticias sobre el Máster

Ponte en contacto con nosotros

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e-mail: flavia.zely@uva.es

Vanessa Marcos, Coordinación Técnica
Telf. (+34) 975125385
Email: vmarcos@sanctorumonline.org

[Enviar](#)



Nuestro equipo

Los mejores profesionales en el campo de la restauración y patrimonio a tu disposición.

Los mejores profesionales del sector impartirán las claves en el Máster en Habilidades para la Gestión del Patrimonio Cultural.

Un compromiso de expertos en distintas áreas para crear un Máster completo y muy anclado en la realidad. Conócelos en esta sección.

[Conócelos](#)



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Graphic design

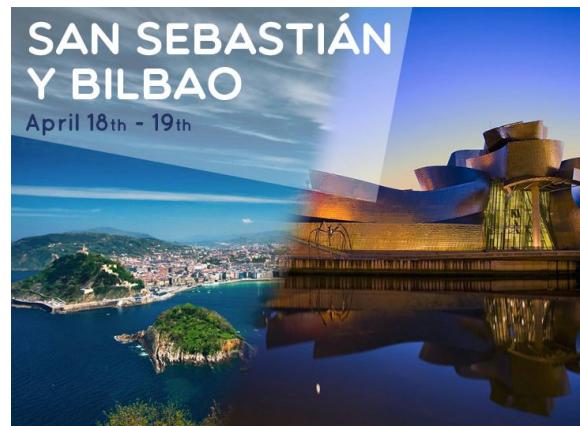
Promotional Material

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 Alfrander 27:15 Presentation of the ESN Survey 2012 results by Juan Colino 27:45 Presentation SocialErasmus Project by Robert Klimacki 18:00 Presentation of the New Board 2013-2014 by Fabian Bircher 18:15 Networking stand-up dinner 19:00 Good Bye <p>Find more information about our projects in the following websites: ESN Survey: esn.org/contenidos/survey SocialErasmus: socialerasmus.esn.org Erasmus in Schools: socialerasmus.esn.org</p> <p>www.esn.org</p>	<p>The Board 2013 - 2014</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 ESN Secretariat</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 +32 472 472 224 website@esn.org</p> <p>Virginia Berard Secretary General +32 2 256 74 27 secretarygeneral@esn.org</p> <p>Interns during 2013-2014</p> <ul style="list-style-type: none"> Jean-Marcus, Marketing and Communication Alessandra Danilewicz, Law Angela, Marketing Agnieszka Czarnojan, Research <p>www.esn.org</p>						
Leaflet inner pages	Leaflet outside pages						
	<p>1</p> <p>25 YEAR ANNIVERSARY ERASMUS STUDENT NETWORK</p> <p>www.esn.org esnvalencia.org esnbarcelona.org</p>						
	<p>2</p> <p>25 YEAR ANNIVERSARY ERASMUS STUDENT NETWORK</p> <p>www.esn.org esnvalencia.org esnbarcelona.org</p>						
<p>3</p> <p>25 YEAR ANNIVERSARY ERASMUS STUDENT NETWORK</p> <p>www.esn.org esnvalencia.org esnbarcelona.org</p>	<p>Folders</p>						
<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>	EVENT ESN Summer Reception 2013	DATE 11JUL.2013	BOARDING TIME 1700	RSPV secretariat@esn.org	GATE rue Major Petillon, 22, Brussels	LANDING TIME 1900	<p>Event invitation</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					

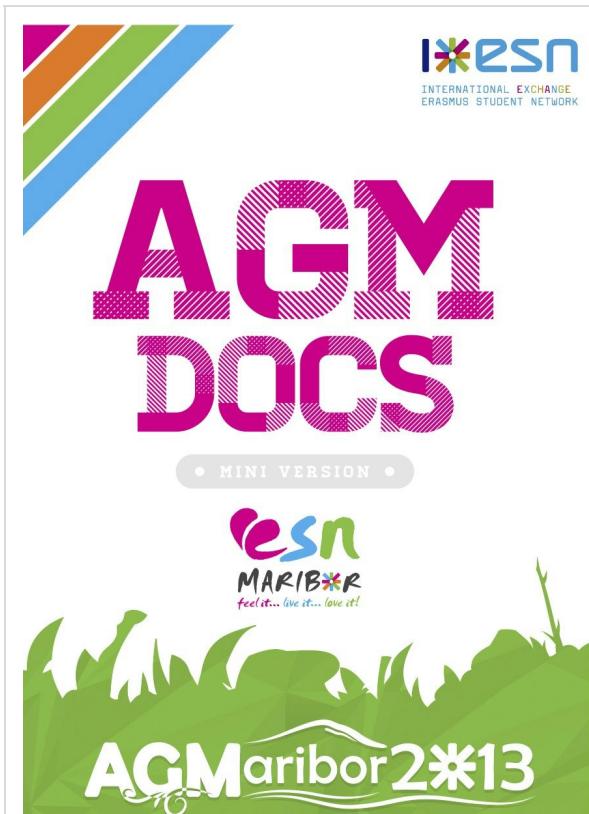
Editorial design

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 contain complex information that would range from budget and economic reports, statutes and other legal information and 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.
- 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

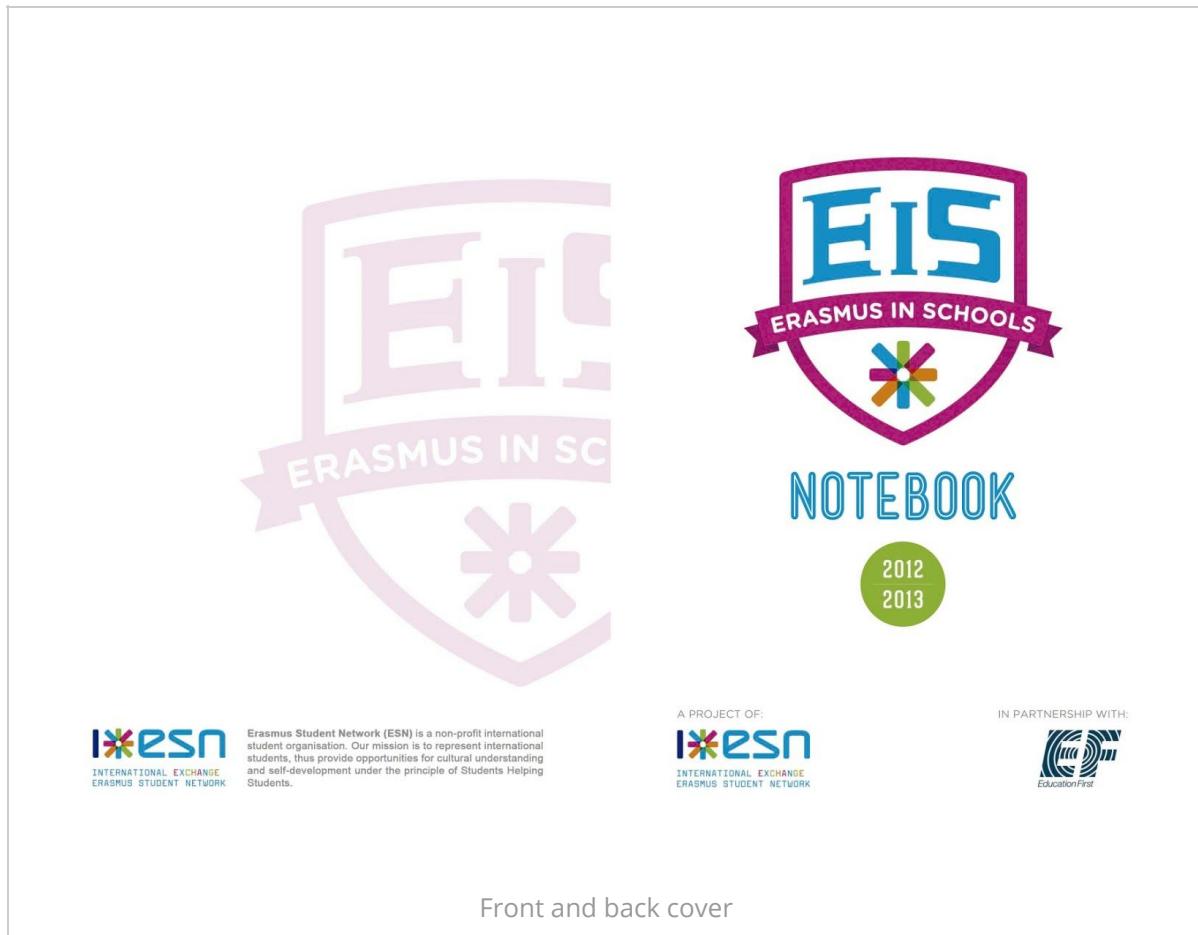
Erasmus in Schools leaflet

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 younger local 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, especially 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 included targeted information for the intended audience letting them know what options they would have available after the activity for which 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.

I put a lot of effort 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 of the Erasmus Student Network.

In this project it was important to make sure that the logo would fit with 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 high-school students.

Keywords: logo design, typography.



ESN Sections logos

Over 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 colours 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.
- Eloquent Javascript, Marijn Haverbeke.

People that inspire me

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