

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.



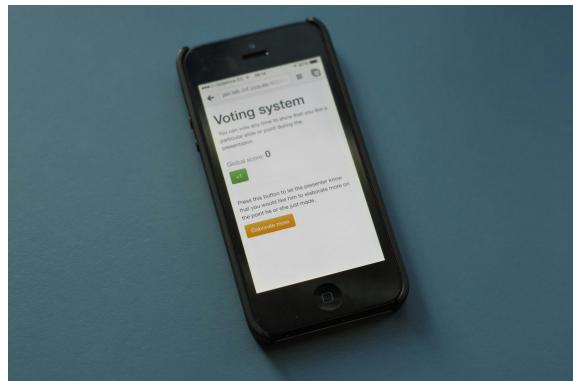
Interaction design

Audience Engagement for presentations via interactive methods

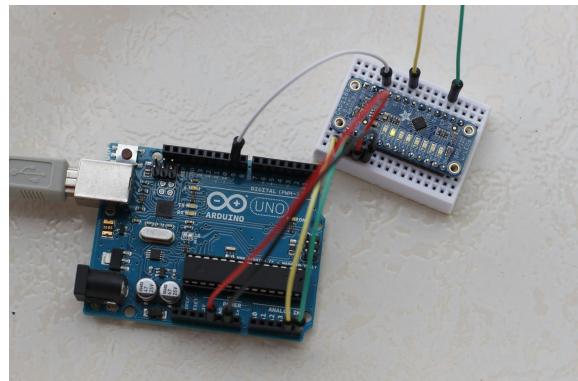
This project was my master thesis at the Interaction Design Master Programme at Malmö University. I designed, developed and tested a prototype in order to boost audience engagement for presentations/talks.

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

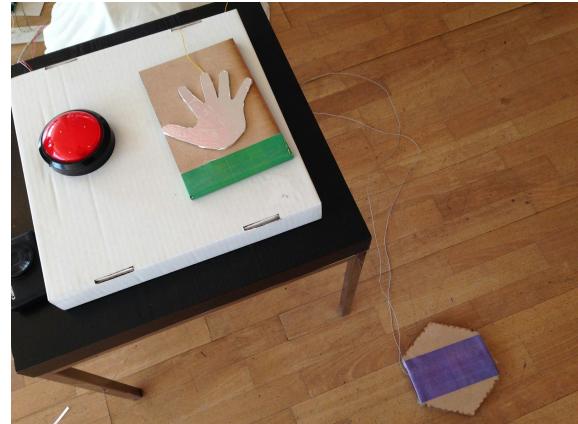
Orchestranaut: an interactive musical game installation for kids

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

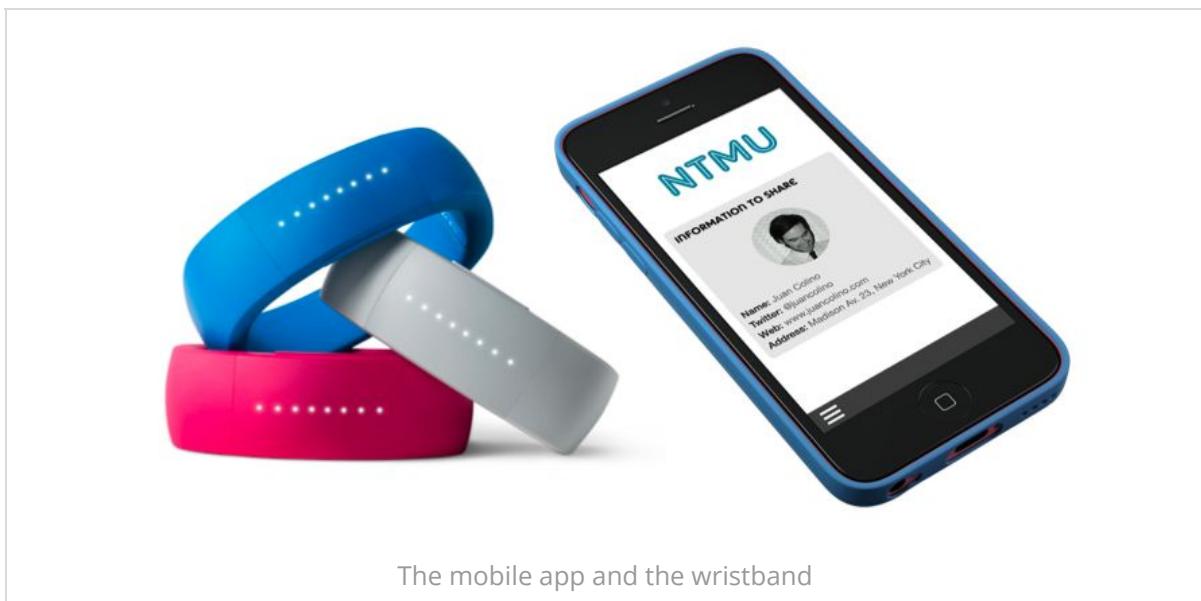


The inputs

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

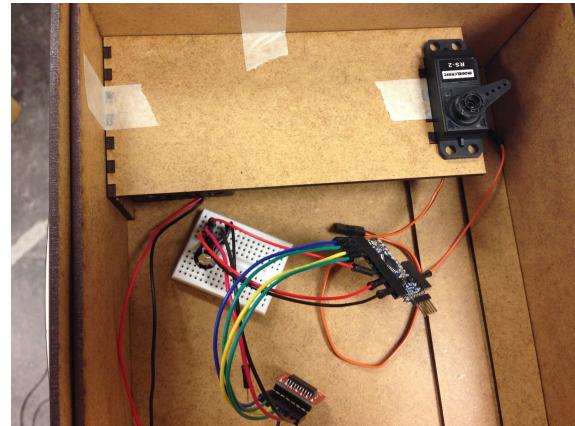
This is side project I did during my studies at Malmö University before Christmas in 2014. It was a box full of presents that would remain locked until the Xmas day. This way I could give it to someone before that day and be sure it would only be opened on the intended day.

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

BIEVENIDO 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 solo 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 a las demás tiendas para poder vender cosas originales e infantiles con marcas de ropa y complementos emergentes.

NUESTRO EQUIPO
Nuestro equipo trabaja mucho tiempo, con el que llevan más de 10 años para que las tiendas sean un espacio que difiera del resto, con una selección muy cuidada de marcas y complementos emergentes, coloridos, color y complementos y todo lo que se nos pone en la mente.

EXPERIENCIA ÚNICA
Nuestros clientes se convierten en una experiencia única y agradable y que siempre trae más de valor, por eso 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.

All • CALZADO • COMPLEMENTOS • DECO • MODA

Top

NUESTRAS MARCAS

La Pintaderas cuenta con un montón de marcas, accesorios e interacciones de ropa, calzado, complementos y regalo. Intentamos always trae productos nuevos a nuestro catálogo y complementos emergentes como: Rukies, Sesc, Kling, Compañía Fantástica, Pintaderas, Rampa, en casa, El Naturalista, The Art Company o Lillelii en calzado, entre otras marcas.

KLING

NÜMPH

TIENDA ROSA
Calle Argentinas, nº 12

Nuestra tienda rosa, en la que estamos desde 2002, es considerada una de las tiendas más originales y divertidas de la ciudad, inspirada de un carácterístico estilo por su encanto a todos. Aquí encontrarás los últimos tendencias en moda, diseño y complementos de alta y media gama con precios.

TIENDA AMARILLA
Calle Platerías, nº 5

Nuestra tienda amarilla es nuestra primera más reciente, con el que lleva más de 10 años para que las tiendas sean un espacio que difiera del resto, con una selección muy cuidada de marcas y complementos emergentes, coloridos, color y complementos y todo lo que se nos pone en la mente.

ESPAZO CREATIVO

No pasa de ser, por eso en nuestra tienda amarilla hay un espacio destinado a la creatividad y el diseño. Un espacio para que los artistas y artesanos puedan exponer sus obras. Una muestra itinerante que va cambiando al ritmo de los cambios de exposiciones. Un espacio que tiene una superficie de 4 m2 totalmente libre para que el creador crezca lo mejor de su trabajo.

CONTACTA CON NOSOTROS

¿Tienes alguna pregunta? ¡Puedes enviarla en el formulario! Si tienes otras preguntas no dudarte en ponerlas en contacto con nosotros.

Tu nombre (requerido)

Tu e-mail (requerido)

Asunto

Tu mensaje

ENVIAR

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
JRI garantizamos que todos los participantes tengan la oportunidad real de ser parte de un éxito grande. Sin importancia ni distinción.

Nuestra visión
Proteger la justicia social. Asignar la importancia de que alguien sea mejor que otros en las oportunidades que los demás. De manera totalmente 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 asistimos 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, portátiles y móviles; automáticamente procesa y evalúa documentos de respuesta alternativa, texto y dígitos.

JRI-RECM. Sistema que recopila 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 para plazos fijos, resolviendo el problema asociado.

JRI-VETOLF. Elabora y corrige exámenes prácticas realizadas en papel, analizando el desempeño y resultado del examenado.

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

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

JRI-ASCP. Sistema que trata de forma automatizada y eficiente la elaboración de formularios. Fácil y libre de manipulación.

JRI-MAR. Ofrece cumplimentar documentos de acuerdo a las necesidades y opción de corregir o anular la respuesta en caso de error.

EXPERIENCIA
Nuestros procedimientos se adaptan a toda actividad profesional que requiera análisis, codificación y tratamiento de cualquier información. La gran experiencia de JRI es avalada por:

- Sector Público
- Sector Privado

SECTOR PÚBLICO
Administraciones del Estado, Administraciones Autonómicas, Entes y Empresas Públicas, Corporaciones Locales, Centros y Fundaciones Hospitalarias.

SECTOR PRIVADO
Multinacionales, gobiernos profesionales, entidades financieras, consultoras, consultores privados, sectores como energía, banca, seguros...

ASISTENCIA TÉCNICA
Te ayudamos a innovar!

Tanto si necesitas más información sobre nuestros productos como si necesitas asesoría previa, puedes llamaros al 932 32 25 80, enviaros un email a informacion@jri-sistemas.com o simplemente rellenando nuestro formulario con el que nos pondremos en contacto contigo.

Nombre (requerido)

Correo electrónico (requerido)

Asunto

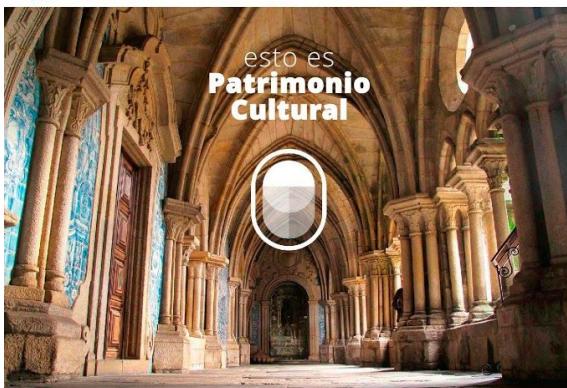
Mensaje

Top Bottom

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	• Tencalla	• 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
		• REAPASA	
		• Deocesa	



Este Máster

Toda la información académica sobre el Máster. Nuestro reto es facilitar a los Gestores del Patrimonio Cultural las habilidades, instrumentos y competencias necesarias para desarrollar con solvencia su trabajo.

En esta sección encontrarás todos los datos específicos sobre el contenido, las clases, horarios, fechas, etc...

[Más información](#)



Noticias sobre el Máster

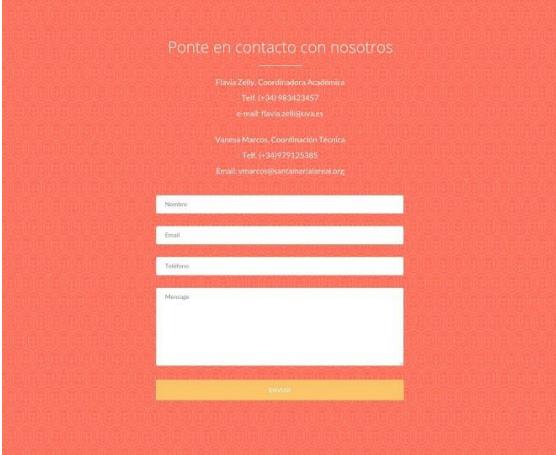


Nuestro equipo

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

[Conócelos](#)



Ponte en contacto con nosotros

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e-mail: flavia.zely@uva.es

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

[Enviar](#)

Logos:




made with ❤ by [m1n1sc0nt0gramos](#)

Top

Bottom

Graphic design

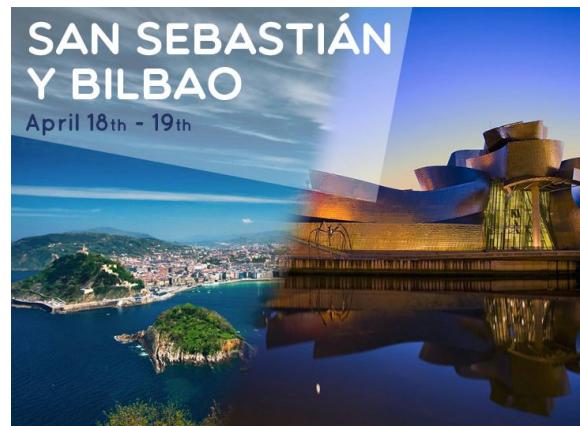
Promotional Material

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

Keywords: leaflets, images, marketing



Online campaign 1



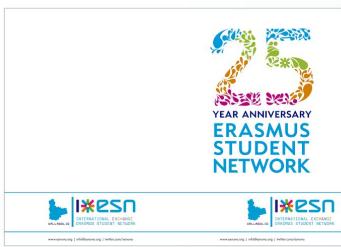
Online campaign 2



Online campaign 3



Online campaign 4

<p>The Board 2012 - 2013</p>  Emanuel Alfranseder President "I am proud of our year and that we managed to bring ESN to yet another level!"  Katherine Ma Vice President "The best way to find yourself is to lose yourself in the service to others." - Gandhi  Maria Alarcón Treasurer "No one looks back on their life and says 'I wish I wasted the nights they got plenty of sleep'."  Juan Colino Communication Manager "Can I get a proper coffee cup, please?"  Fabian Bircher Web Project Administrator "vpa@ean.org - /s druh fua - y" <p>Programme</p> <p>Thursday, 11th July 2013</p> <p>27:00 Welcome Introduction by Emanuel Alfranseder</p> <p>17:15 Presentation of the ESN Survey 2012 results by Juan Colino</p> <p>17:45 Presentation SocialErasmus Project by Robert Klimacki</p> <p>18:00 Presentation of the New Board 2013-2014 by Robert Klimacki</p> <p>18:15 Networking stand-up dinner</p> <p>19:00 Good Bye</p> <p>Find more information about our projects on the following websites: ESN Survey: esn.org/contestsurvey SocialErasmus: socialerasmus.ean.org/</p>  www.esn.org	<p>The Board 2013 - 2014</p>  Stefan Jahnke President +32 477 567 889  Dominique Montagnes Vice President +32 477 967 669  Jonathan Jelves Treasurer +32 477 966 572  Robert Klimacki Communication Manager +32 470 472 225  Salih Odabasi Web Project Administrator +32 470 472 224 <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>  Brienns Xhomajqi Director +32 475 69 91 08  Morena Simatic Partnership Manager +32 470 35 43 29  Virginie Bérard Secretary General +32 2 256 74 27 <p>Interns during 2012-2013</p> <p>Jan Matoušek, Marketing and Communication Alessandra Danilewicz, Law Angelika Czerny, PR Agnieszka Czarnojań, Research</p>  www.esn.org	 <p>ESN Summer Reception July 11th 2013</p> <p>INTERNATIONAL EXCHANGE ERASMUS STUDENT NETWORK</p> <p>Erasmus Student Network</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>25 YEAR ANNIVERSARY ERASMUS STUDENT NETWORK</p> <p>ESN INTERNATIONAL EXCHANGE ERASMUS STUDENT NETWORK</p>	<p>2</p>  <p>25 YEAR ANNIVERSARY ERASMUS STUDENT NETWORK</p> <p>ESN INTERNATIONAL EXCHANGE ERASMUS STUDENT NETWORK</p>						
Xmas card	Folders							
 <p>Boarding pass ESN Summer Reception</p> <table border="1"> <tr> <td>EVENT ESN Summer Reception 2013</td> <td>DATE 11JUL.2013</td> <td>BOARDING TIME 1700</td> </tr> <tr> <td>RSVP 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	RSVP secretariat@esn.org	GATE rue Major Petillon, 22, Brussels	LANDING TIME 1900	<p>3</p>  <p>25 YEAR ANNIVERSARY ERASMUS STUDENT NETWORK</p> <p>ESN INTERNATIONAL EXCHANGE ERASMUS STUDENT NETWORK</p>	<p>Event invitation</p>
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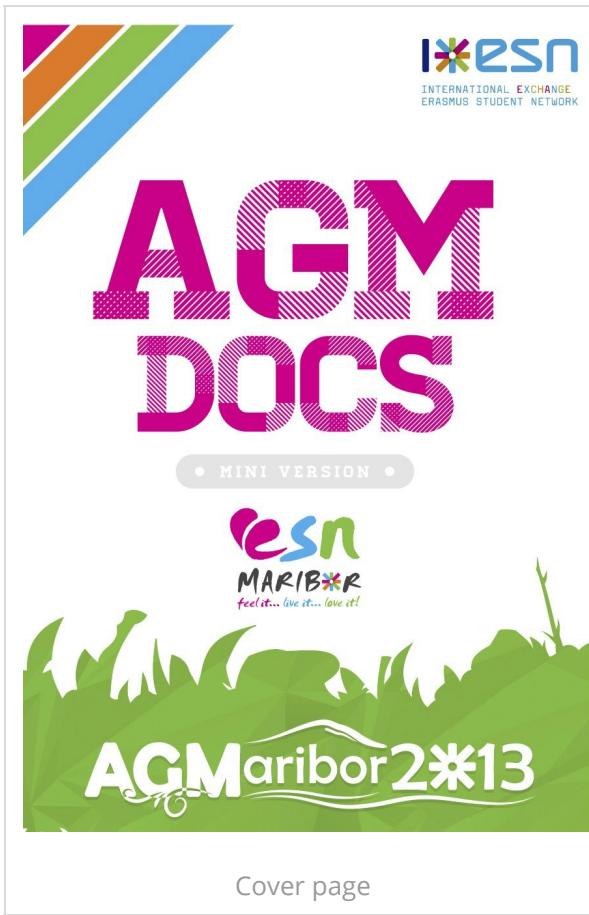
Editorial design

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.

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

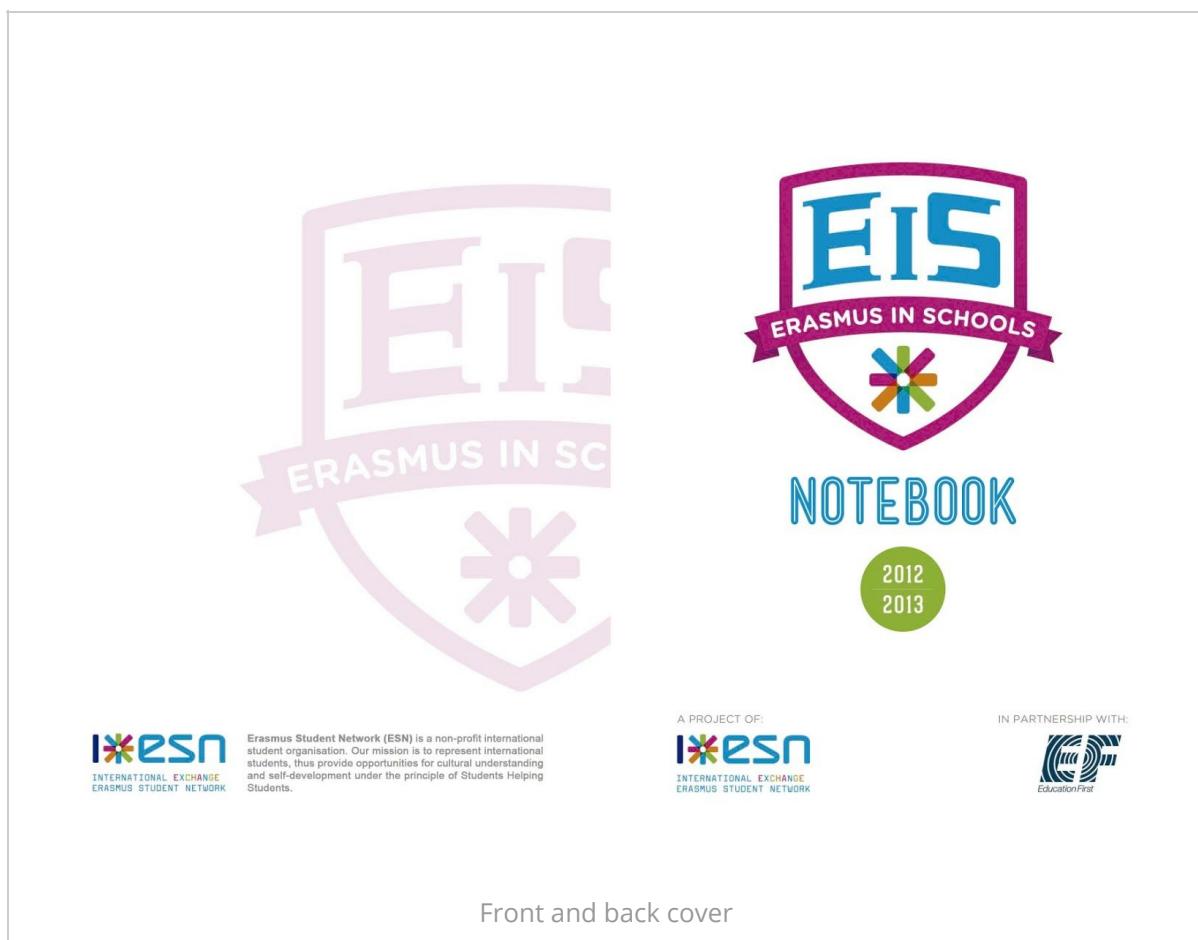
Erasmus in Schools leaflet

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 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

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

SOCIALERASMUS COORDINATORS MEETING

INNOVATION BY INNOVATORS
SOCIALERASMUS COORDINATORS MEETING-BRUSSELS 2012

It was last year when one of the most important projects of ESN, SocialErasmus, won the Civil Society Prize 2011 of the European Economic and Social Committee (EESC). Since then, hundreds of students have put their shoulder 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 their everyday life and help the planet become cleverer by doing environmental work in their host cities; they went further, crossed the boundaries of their countries and did voluntary actions for the first time in their lives; they also made clear 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 Coordination 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 to meet, to communicate to consider the different aspects of the SocialErasmus activities that had been done in the past twelve months and to share the best practices for the future. More than 100 people from international 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 in the next year and in the years to come. What should the structure look like? What the grant is funded for? Who should coordinate? What will happen without the support of a grant? To help participants brainstorm on these important questions, workshops were held by four Edu8 cadets. Using a non-formal education approach, participants were lead

to think of SocialErasmus through many points of view and on different aspects. Plans and ideas were developed in small groups and the best ones were shared and discussed. Through this, participants learned how to overcome obstacles, how to make the most of networking through activities, how to motivate oneself and others, many really good and innovative ideas emerged. Motivation was really high.

The meeting was enriched by the premiere of the official SocialErasmus video 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 that emerged through discussion and sharing of the best practices, we cannot be anything but confident that the SocialErasmus project will have a bright future of success through the skills of these dedicated people who know they can make a difference in their local 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 Mirka Svabova and Marco Cazzola for their time to the project the whole year and contributed greatly to the SocialErasmus project. Without them this project could not exist. ☺

Mirka Svabova
Marco Cazzola

Magazine cover

On of the inside pages

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