

**carles**ibáñez

visual communication  
and web design

pdf portfolio





# about me

Hi! I'm **Carles Ibáñez**, 20 year old audiovisual communication student, and freelance designer.  
I'm a McLuhan fan and I'm obsessed with visual communication, motion, interactivity, and new media.

## Studies

- 2009-2015 Secondary School (Science and Technology)
- 2015- Degree in Audiovisual Communication (Universitat Politècnica de València)

## Abilities

Adobe Suite (Illustrator, Indesign, Photoshop, After Effects, Premiere, Animate and XD)  
CSS3, HTML5 and Javascript  
Basic knowledge of React.js  
Unity Engine and C#  
3dsMax  
CMS (Wordpress and Joomla!)  
Microsoft Office (Excel, Powerpoint, Word)

## Work Experience

- 2016- Freelance Designer
- 2016 Three Month Internship at Ajuntament de Vilamarxant

## Languages

Valencian (Native)  
Spanish (Native)  
English C2  
German A2



- visoren fest 5
- cineclub posters
- el último circo
- 24 noticias
- identities
- posters
- vilamarxant participa



# visoren fest 5

\_Brand Identity

Work for the Visoren Music Festival, held in Gandia and organized by the Student Residence and the University.



Brand identity applied to the festival's official  
twitter page

Different poster versions, designed to convey the eclectic, warm, uni-  
versitary feel that characterizes the festival.

They also celebrate, through photos of previous editions, the fifth  
aniversary of a space where all the campus' bands can showcase their  
music, nevermind their style







## cineclub posters

\_Brand Identity

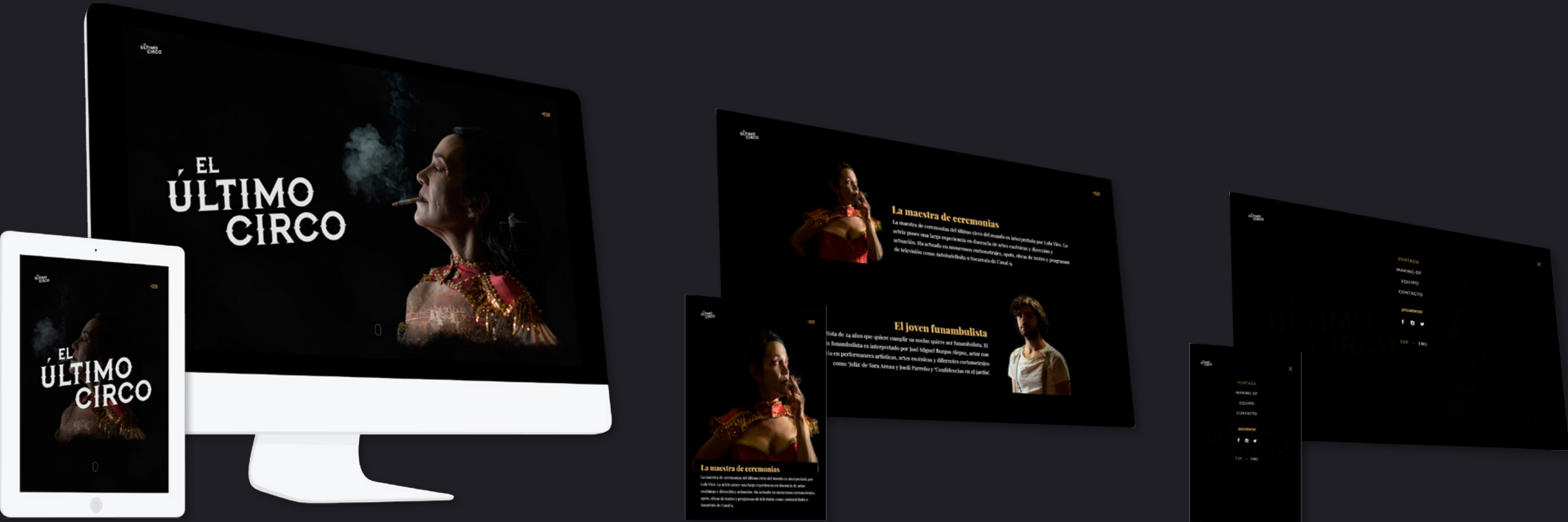
A series of five posters designed form my school's film society to advertise the screening of their second cycle of films.



# el último circo

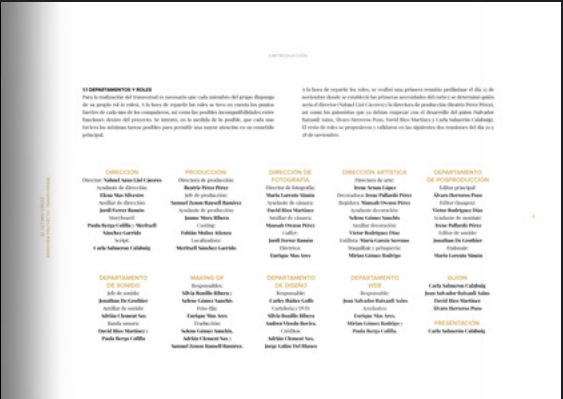
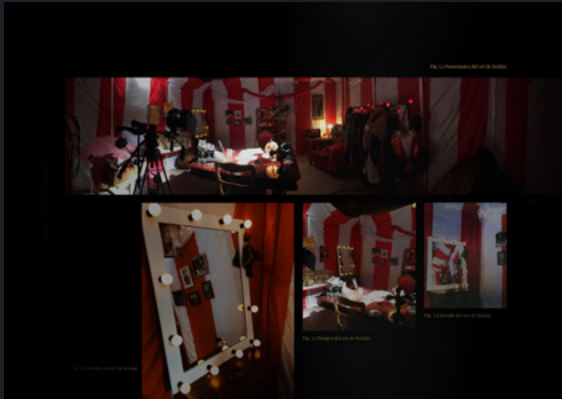
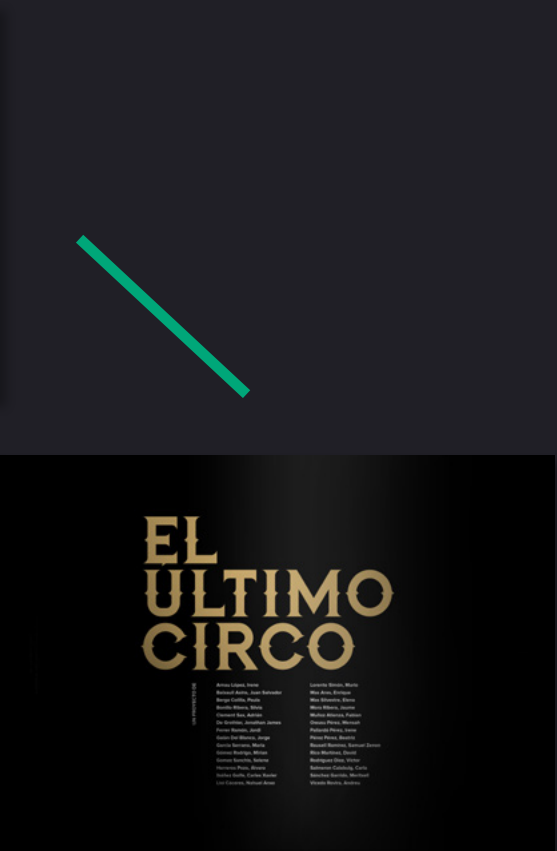
\_Brand Identity

Design of the complete visual identity of our semester's final project, a short feature film.  
Worked as the design lead in a team of five students.



Website design . The site serves as a tool to advertise the film, and introduce its plot and its chracters to the public. It also hosts infromation about us and the production process.





Final memory design. We laid out all the informa-  
tion we got from making the film and handed it out  
to our teachers in a +100 pages book.



Stills depicting the title credits design. We used  
atrezzo and suggesting circus imagery related to the  
actor's personalities and the crew's function.

Temperaturas hoy, 25 de Marzo

Candia	21° 14°	Llíria	23° 16°
València	25° 17°	Vinaròs	22° 13°
Castelló	21° 16°	Paterna	25° 16°
Alacant	25° 19°	Morella	20° 12°
Elx	26° 17°	Manises	22° 17°
Vila-Real	20° 16°	Sagunt	21° 18°



24 noticias

> Click here to watch video.

# 24 noticias

\_Brand Identity \_TV \_Motion Graphics

Brand Identity, TV infographic elements and animation I made for a final semester project in which I was in charge of graphic design. We made a short news programme,



# identities

\_Brand Identity

Logos and wordmarks for various clients and personal projects. Left to right: sound company, audiovisual studio, entertainment channel, astronomy channel, student union, and late night show.



posters

\_Brand Identity

Collection of posters for different clients. From left to right: John Grothier (musician), Global Gandia Gam Gandia, and Ajuntament de Gandia (Recycling Campaign).



seran revisades pels serveis tècnics de l'ajuntament  
*i a l'agenda 21*



> Click here to watch video.

ENTRA A:  
***www.vilamarxantparticipa.com***  
a partir del 12 de setembre



## vilamarxant participa

\_Motion Graphics\_Brand Identity

Identity and Motion Graphics spot for an interactive citizen participation platform. Worked with the Town Administration and Kukut Studio, who were in charge of the web development.,



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