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 is 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.

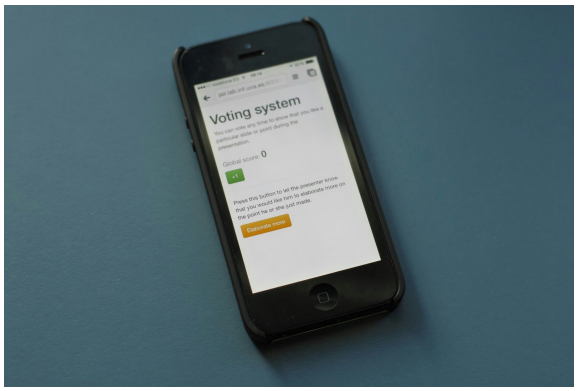
Interaction design

Audience Engagement for presentations via interactive methods

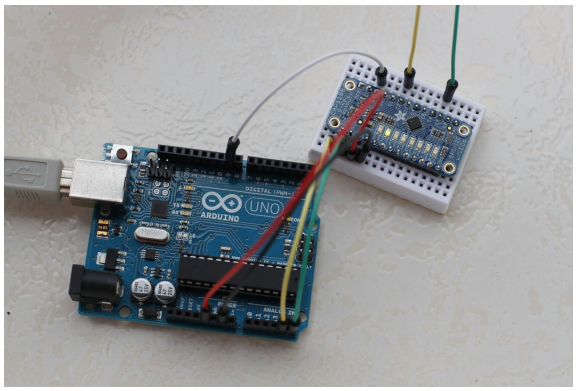
This project was my master thesis at the Interaction Design Master Programme at Malmö University. I designed, developed and tested a prototype in order to boost audience engagement for presentations/talks.

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

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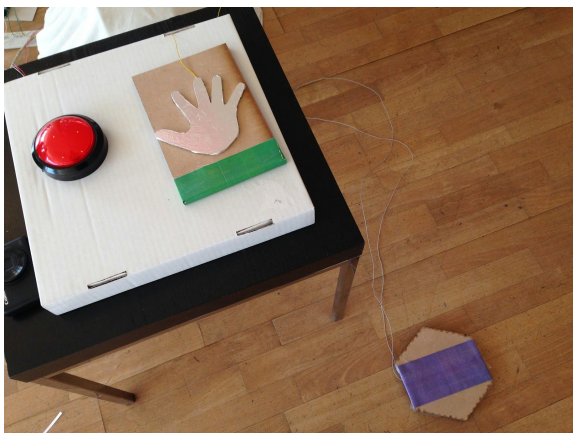
Orchestranaut: an interactive musical game installation for kids

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 Konserten 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

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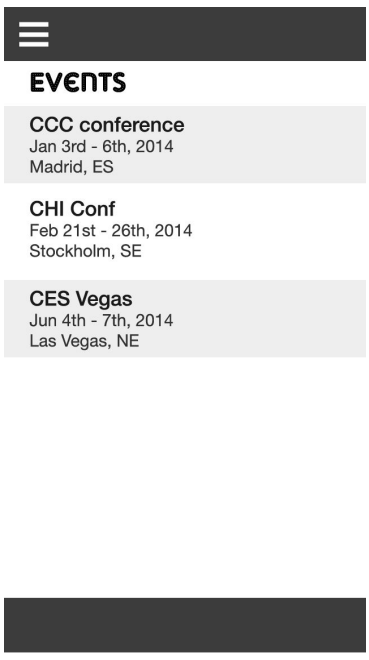
NTMU: supporting interpersonal interaction

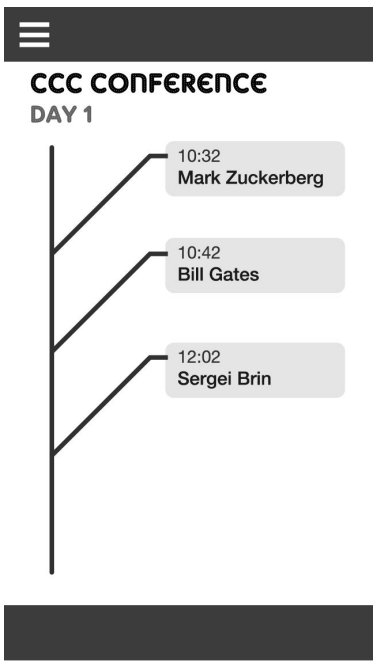
NTMU stands for Nice To Meet U and it was a project that I developed for my Embodied Interaction class at Malmö University. Though a wristband wearable device, and using it as a sensor, along with a mobile application, the system would allow people attending to a conference to exchange contact information.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

Keywords: Embodied Interaction, wearables, Electronics

The mobile app and the wristband



Events screen quick mock-up



Encounters screen quick mock-up

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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.

Together against bus boredom

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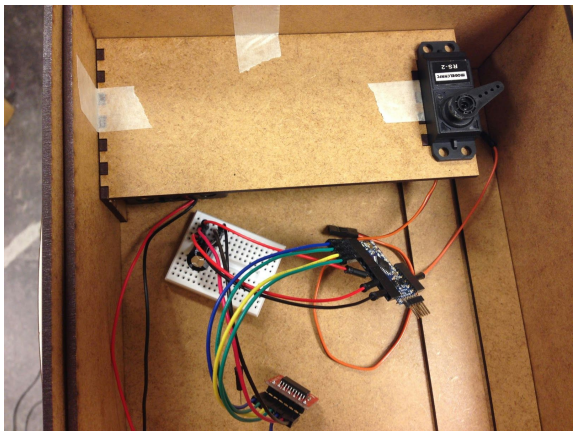
Xmas box

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

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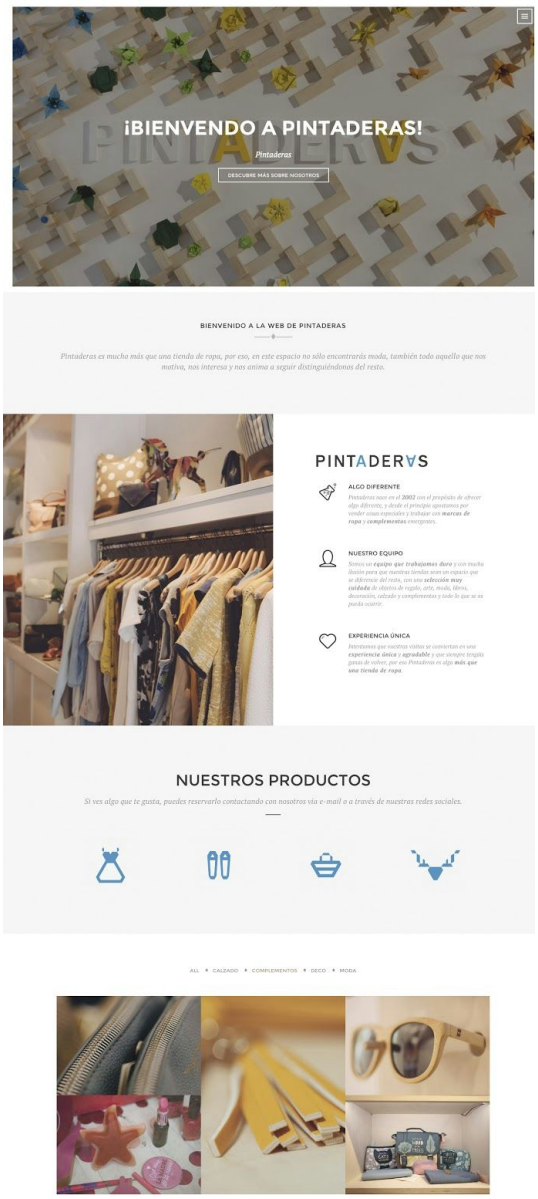
Web design

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



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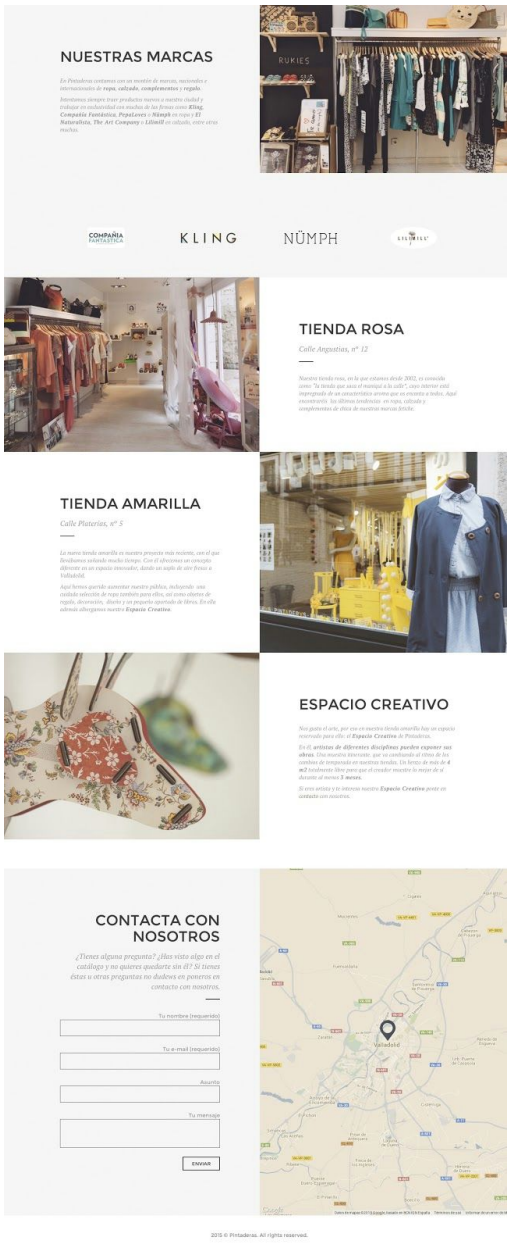

Bottom

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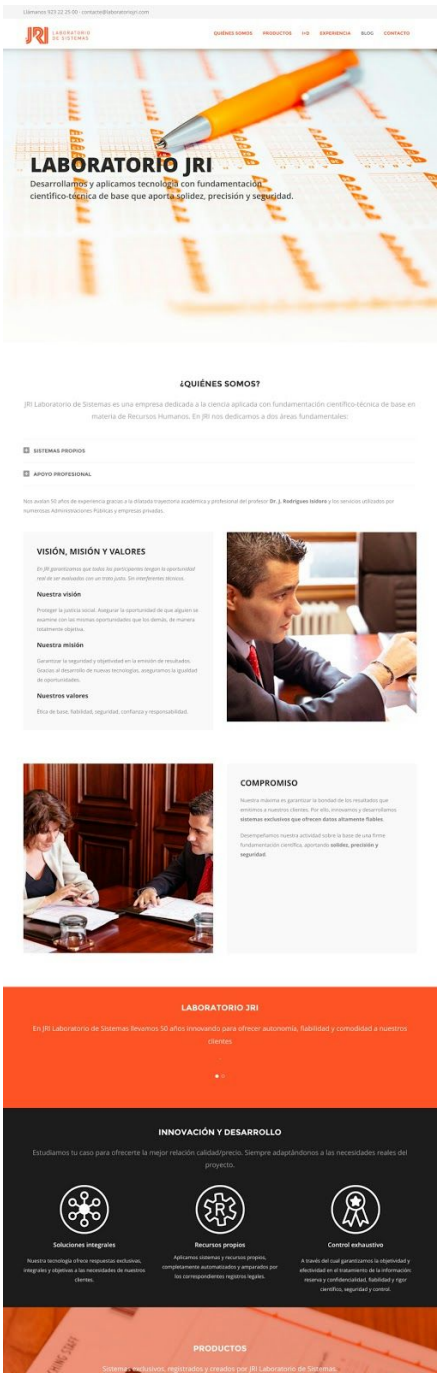
JRI web

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



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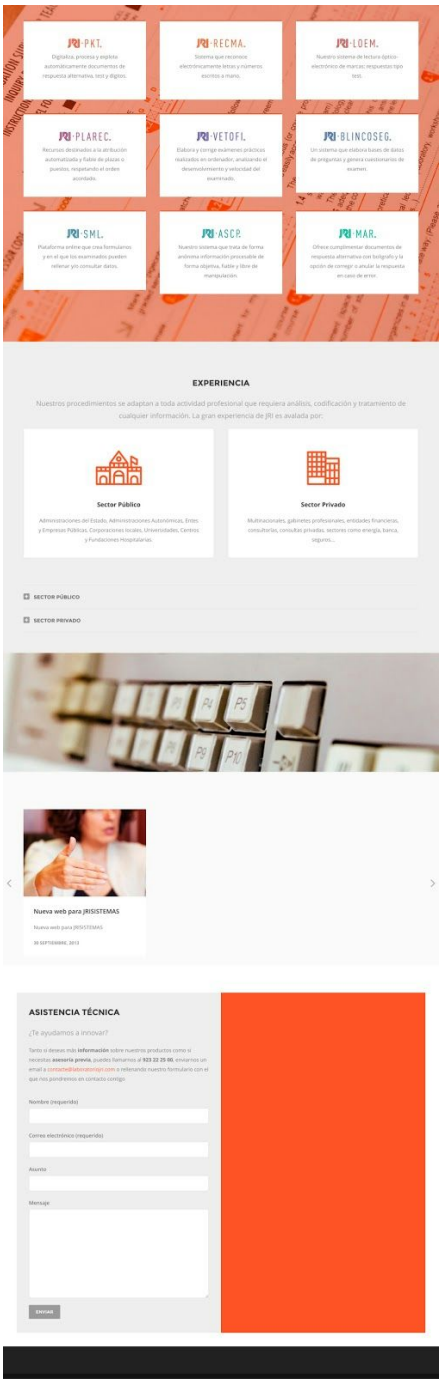

Bottom

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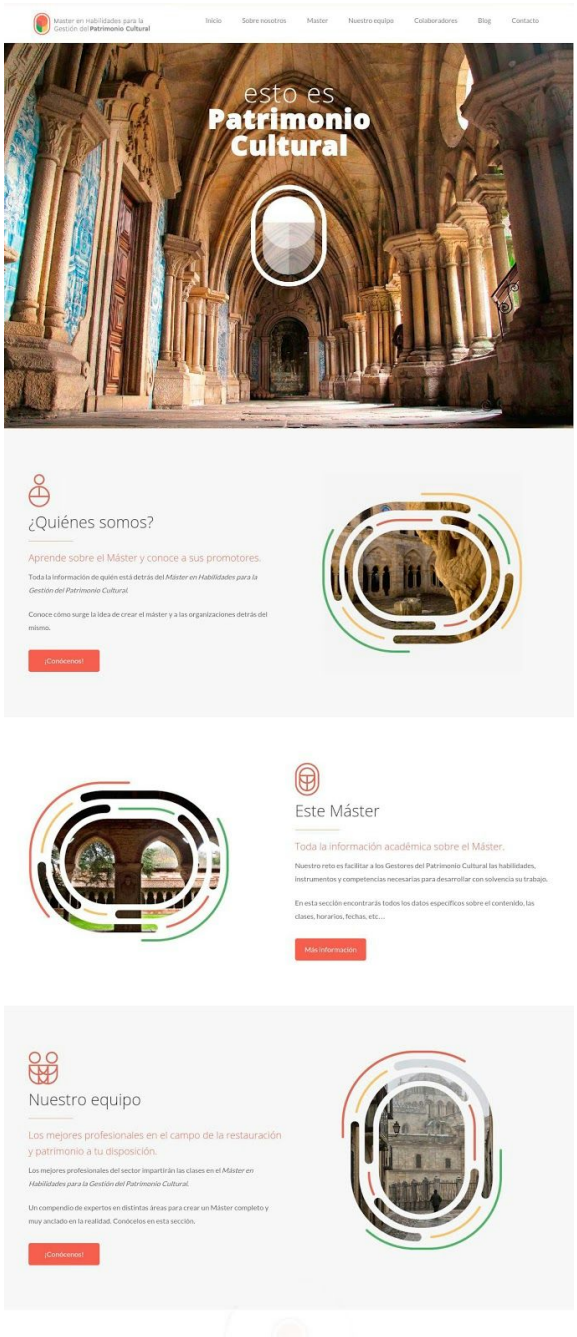
Master de Patrimonio web

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



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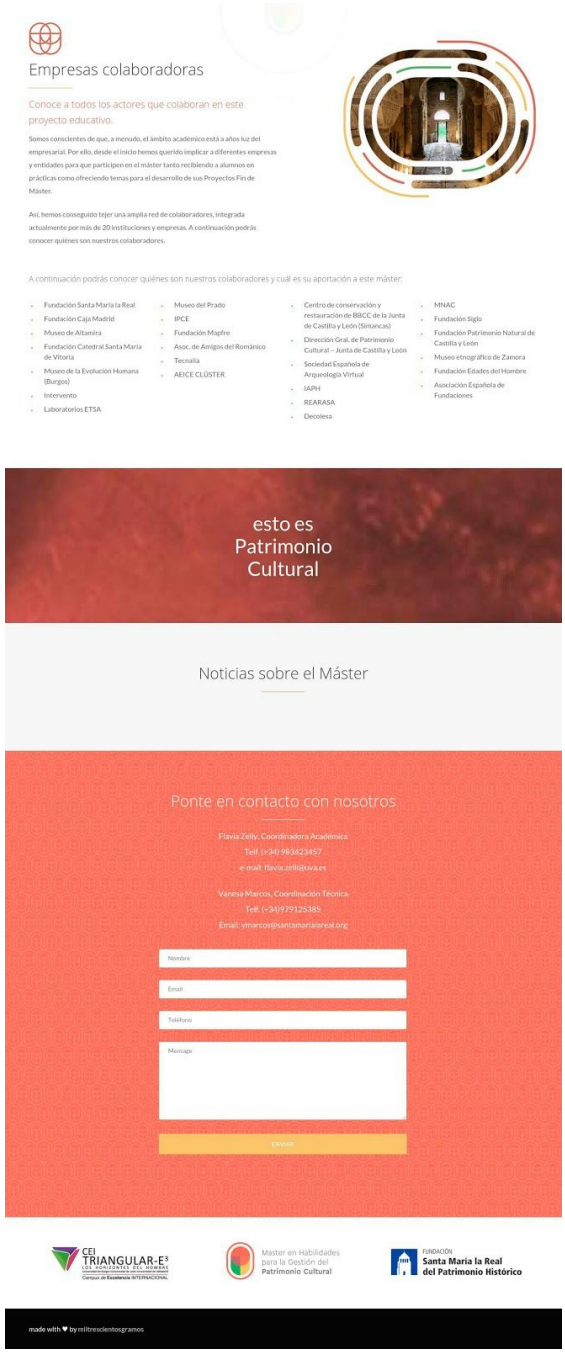

Bottom

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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

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Leaflet inner pages

Leaflet outside pages

Xmas card

Folders

Event invitation

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Editorial design

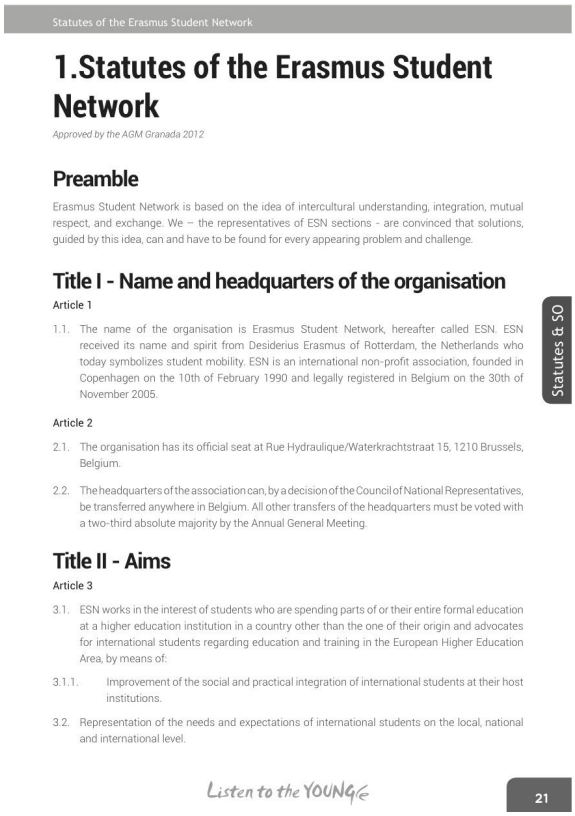
Erasmus Student Network AGM Docs

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



One of the pages

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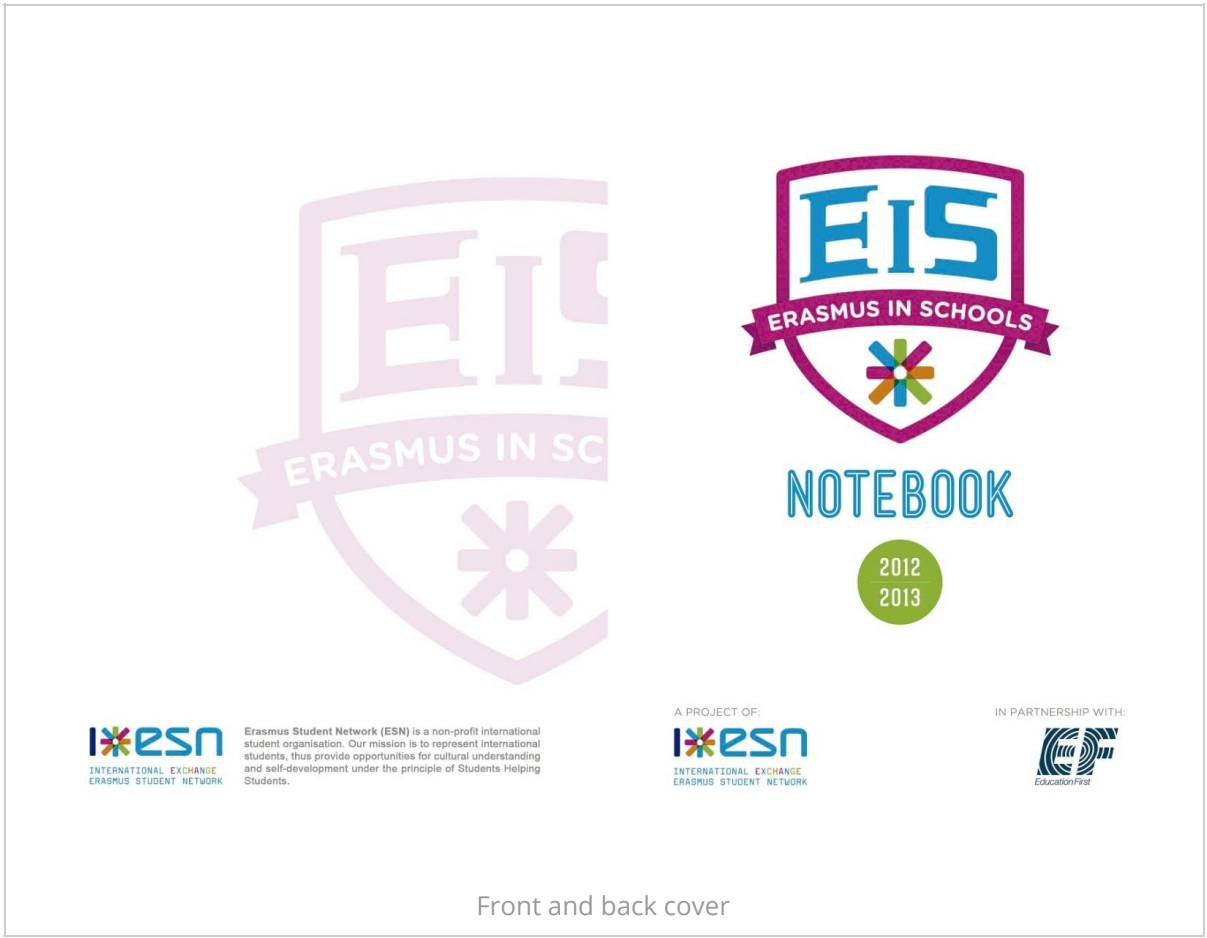
Erasmus in Schools leaflet

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

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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

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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

Magazine cover

On of the inside pages

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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.

Full color version

Black version

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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

ESN Malmö logo

ESN UEX logo

ESN Malmö logo

ESN Venice logo

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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

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