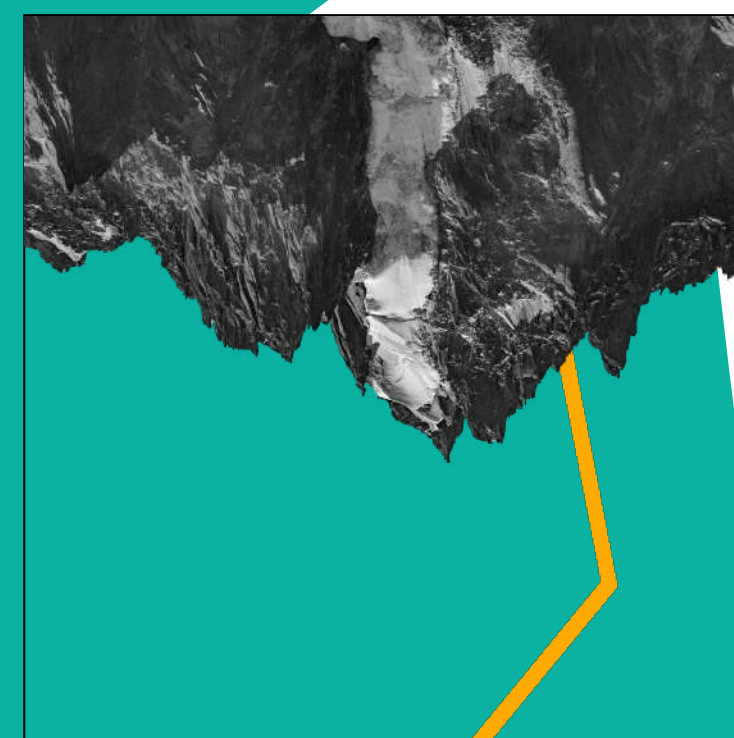


Noemi Alvarez Alonso

Graphic Communication & UI Ux Design



A challenge searcher story



As a Graphic Designer and Visual Communicator, I consider the need of providing graphic design as part of people's daily life. It fascinates me how society can interpret design and aesthetics.

Also love to ground myself in new things, last year I completed a course on FullStack Web Development and I had refine my knowledges in UI&UX this year.

Lately, I have also found interest in audiovisual and animation works, so I am actually taking part on several personal projects in traditional animation and motion graphics.

I like getting involved in different studies or projects and socializing with new people.

Currently, I help as part time volunteer in several sustainable projects with Communication and Digital Development.



LANGUAGES

Spanish. **L1**

English. **C1**

French. **B1**

EXPERIENCE

Creative Ux Designer, Graphic Designer

Marketalia - Marketing Online // Sep 2021 - Act

Developing Web Prototypes, Graphic Content and Providing assistance in Web Develop.

Graphic Designer

NOVAMAGNA - Marketing // Oct 2019 - Sep 2021

Graphic Content Pieces creation, specialized in Digital media Content for RRSS and other Digital Products to promote the Design Brand

MORE

2o Price in Corporative Identity Design

Cre4tiveData StartUp // Jan 2020

StartUp in blockchain technology

Communication and Digital Development

Several sustainable Projects //Present

STUDIES

Ui Ux Advanced

Coder House // Oct 2021 - Feb 2022

Technical and Professional License in Design Systems.

Full Stack Web Development

AulaB // May 2020 - Sep 2020

Operating front and backend web development.

Graphic Design & Communication University Degree

CENP // Oct 2016 - Jun 2020

Environmental Innovation Project Development

PlayGround_LearningByHelping // May 2020 - Jan 2021

Curator's Direction and Exhibition Management

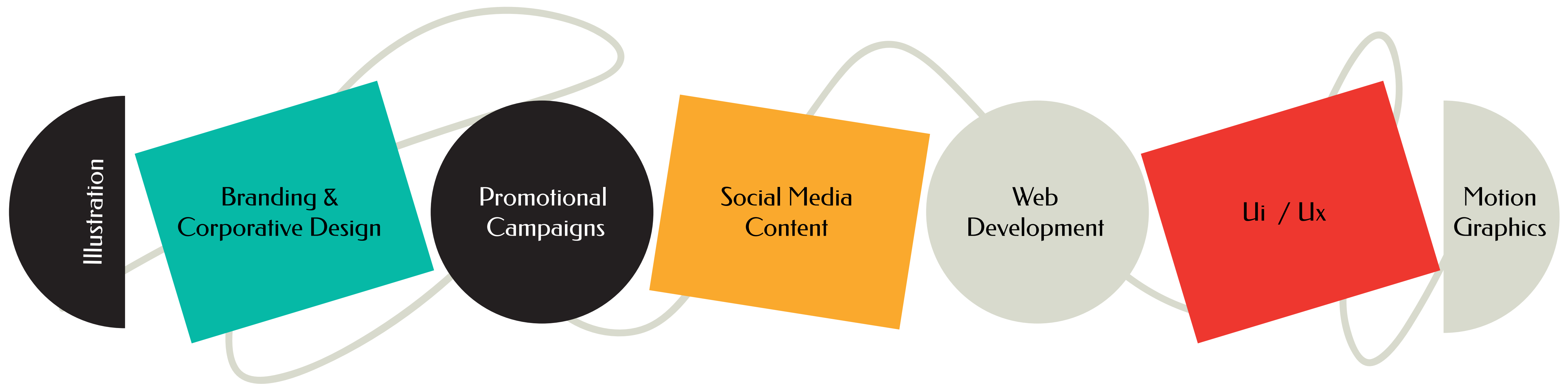
Instituto Cultural Cervantes // Oct 2018 - May 2019

Fine Arts bachelor's degree

IES Antonio Machado // Sep 2014 - Jun 2016

Graphic design as part of people's daily life.

- I love to make designs visible, segmented to the right people and accesible in general public. It fascinates me how society can interpret design and aesthetics.



What I do

Driving to an Exciting Idea

STEP 1

UNDERSTANDING

Empathize with consumer needs, barriers, **attitudes, aspirations and opportunities** for brands.

STEP 2

FOCUS

Clarity and definition. **Built a strategic point and creative inspiration**, for unlocking the best solutions.

STEP 3

MIND MAPPING

Explore and Find design solutions establishing creative pathways.

STEP 4

BRING IT TO LIFE

Transform ideas into **tangible visual designs and experience** the proposed solutions.

STEP 5

TEST

Evaluate the final arts with the audiences. **Make sure the designs have reach the goals.**

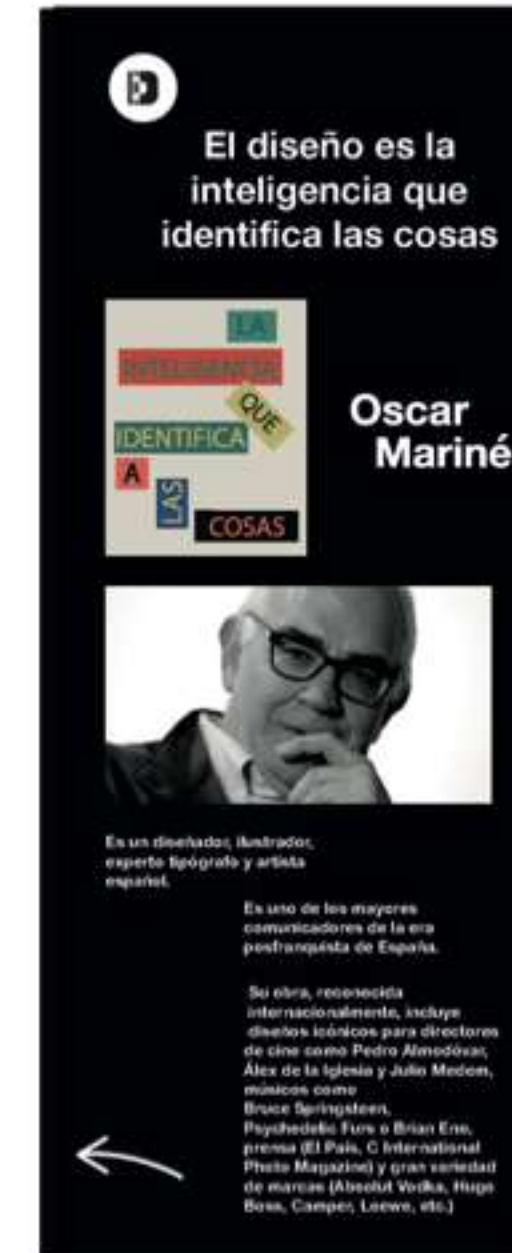
MY WORK TOOLS

- Adobe Creative Cloud
Ai • Ps • In • Pr • Ae • Dn
- Figma
- Cinema 4D
- Figma
- Html • Css



■ I like to experiment with texture, color and shape, combined with feeling in contact with nature definitely inspires me.



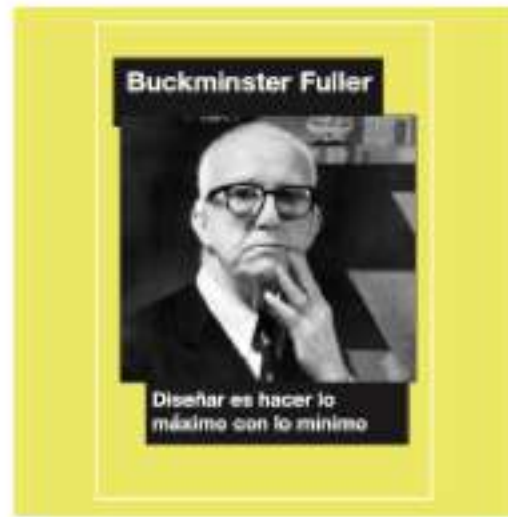


APP
 Dynamic app prototype with the aim to promote news, events and all complementary information.

ES DISEÑO
 Branding and Web Prototype for the publicity Campaign for Communicate and ennoble people the importance of Design in our contemporary society.



Promotional Campaign



DIGITAL & PRINT MEDIA
Other complimentary
campaign assets.

Promotional Campaign

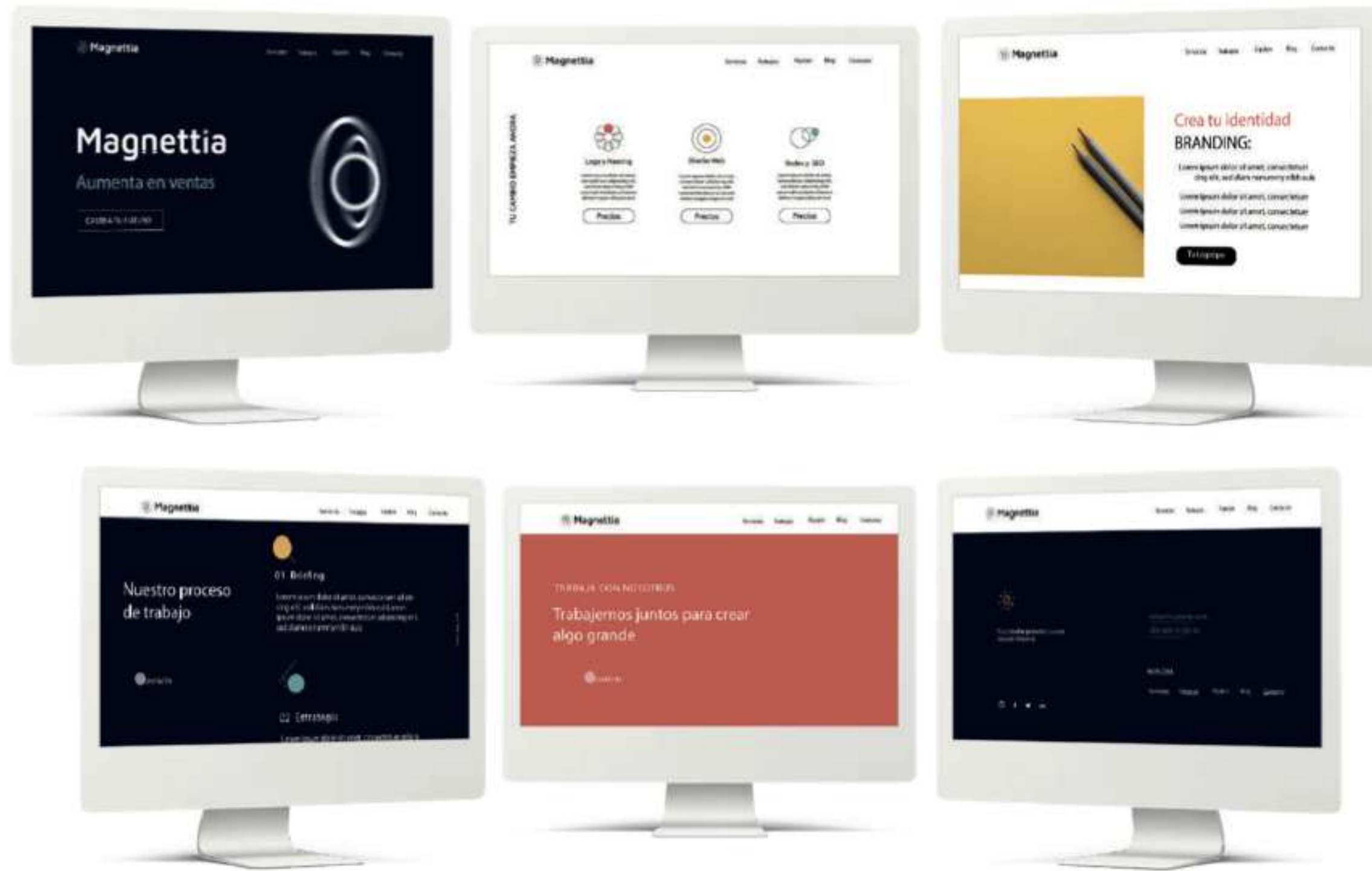




FLAWSTEM ●

Communication and give away gifts in order to promote a new pedagogical audiovisual-streaming platform for kids to get interested in science and culture.

Promotional Campaign

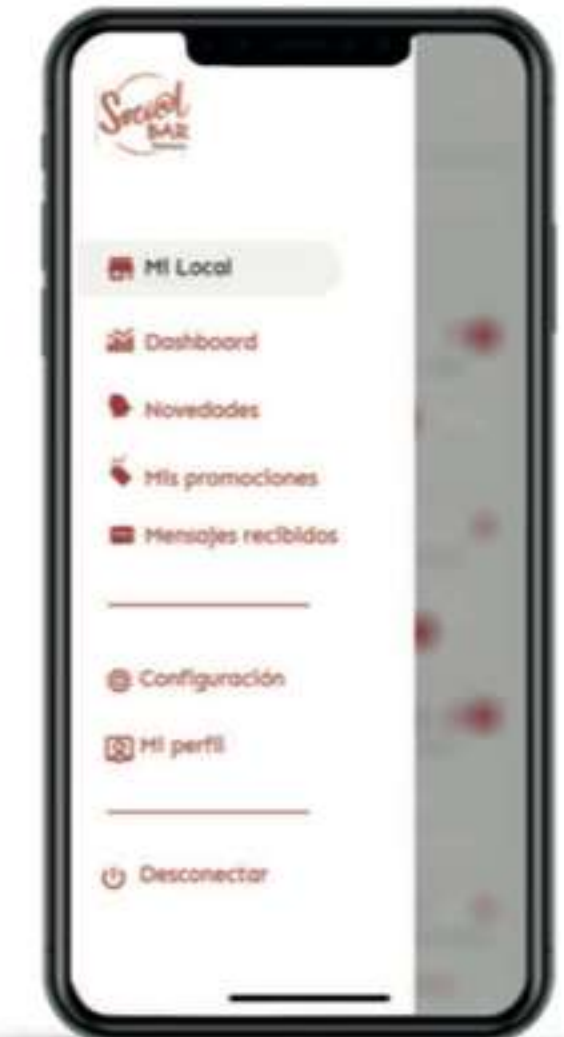


Magnettia*

MAGNETTIA
Brand and Web design for a Digital Marketing Online Agency.



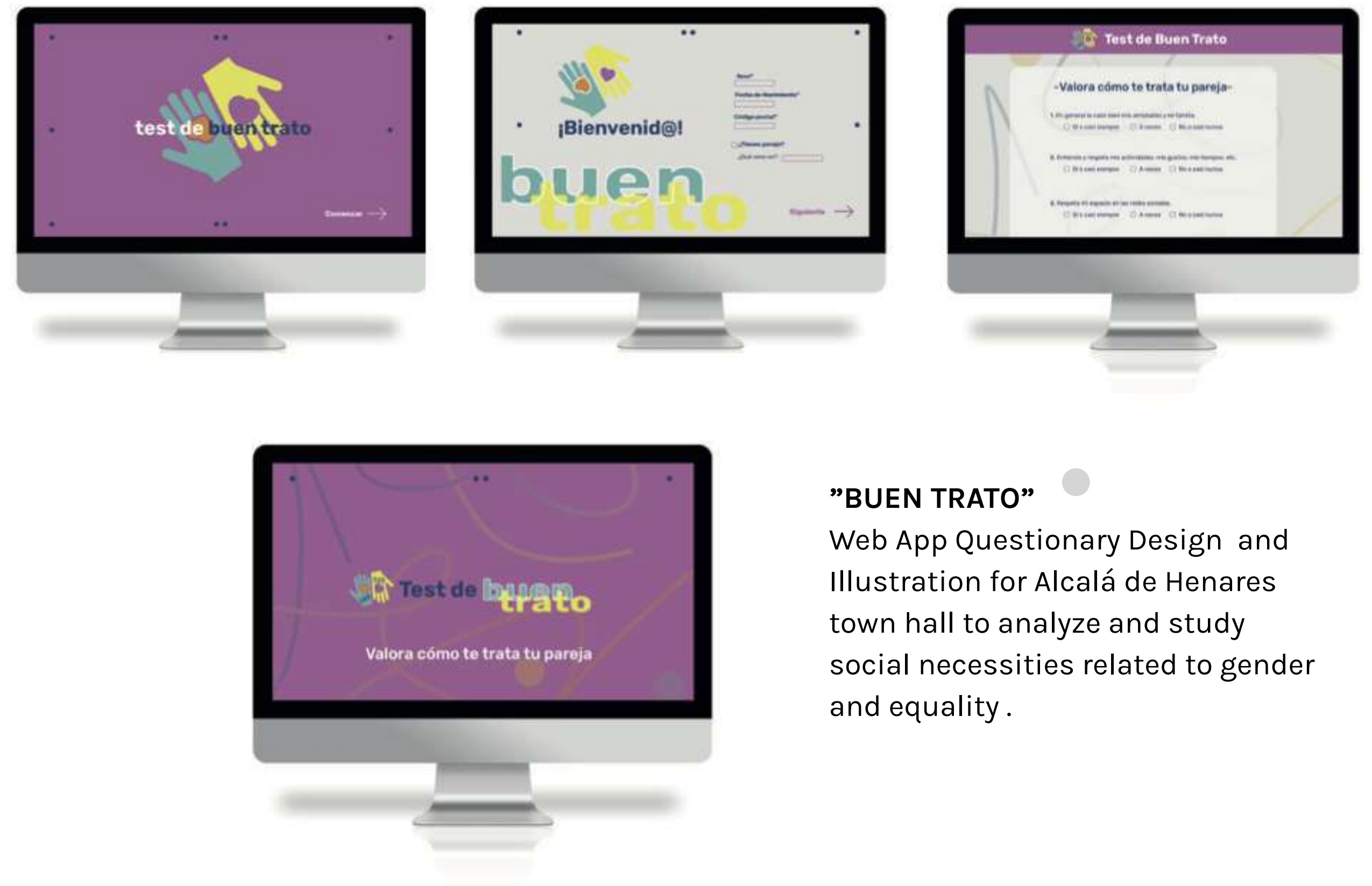
SOCIAL BAR
Brand and App Design navigation menu for a gastronomic App.
User Version and the Manager Version.





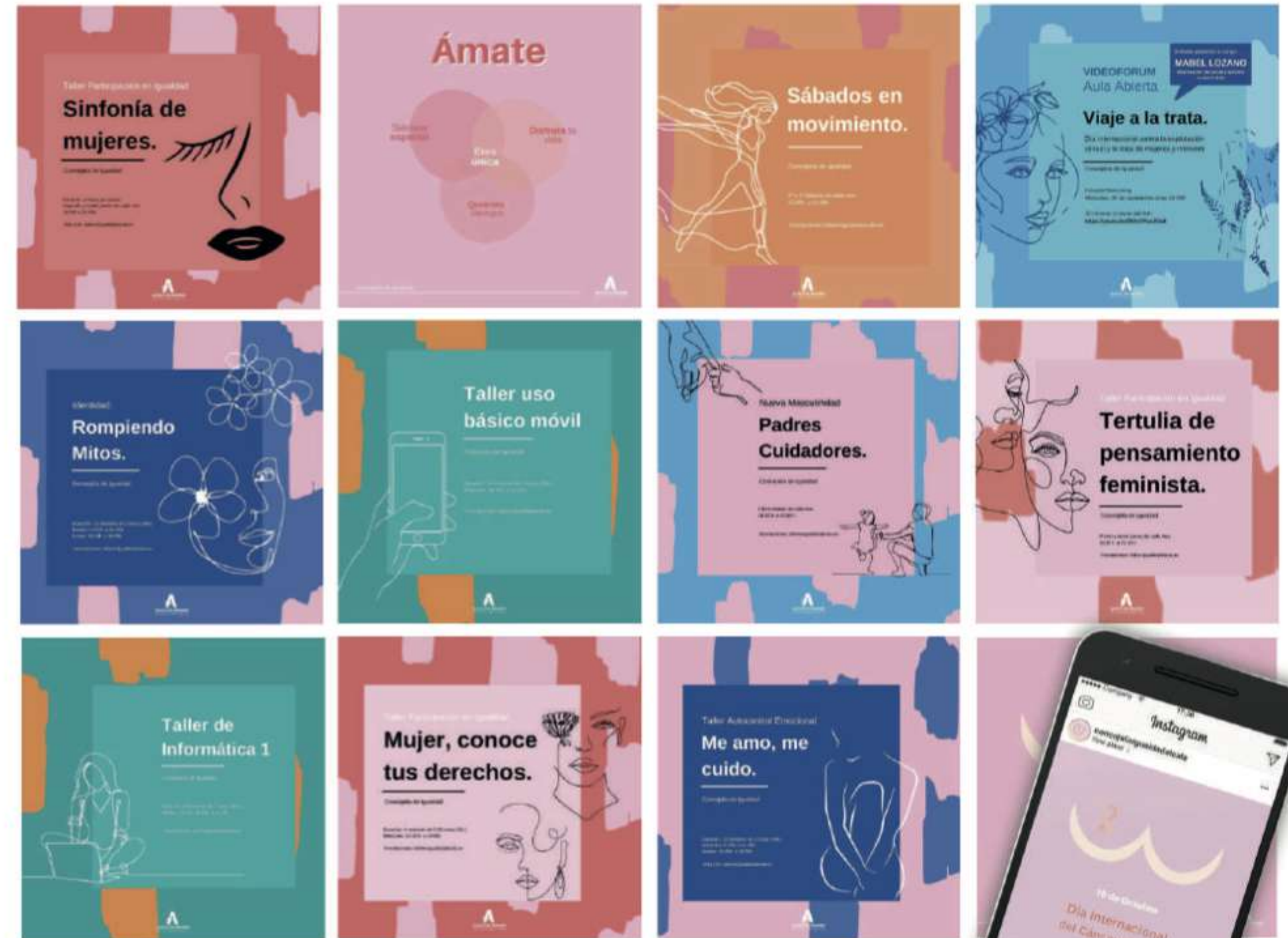
GAC_Child Psychology

Web prototype for an online previous test of the child psychology in order to get a first evaluation of the patient with the collected data.



”BUEN TRATO”

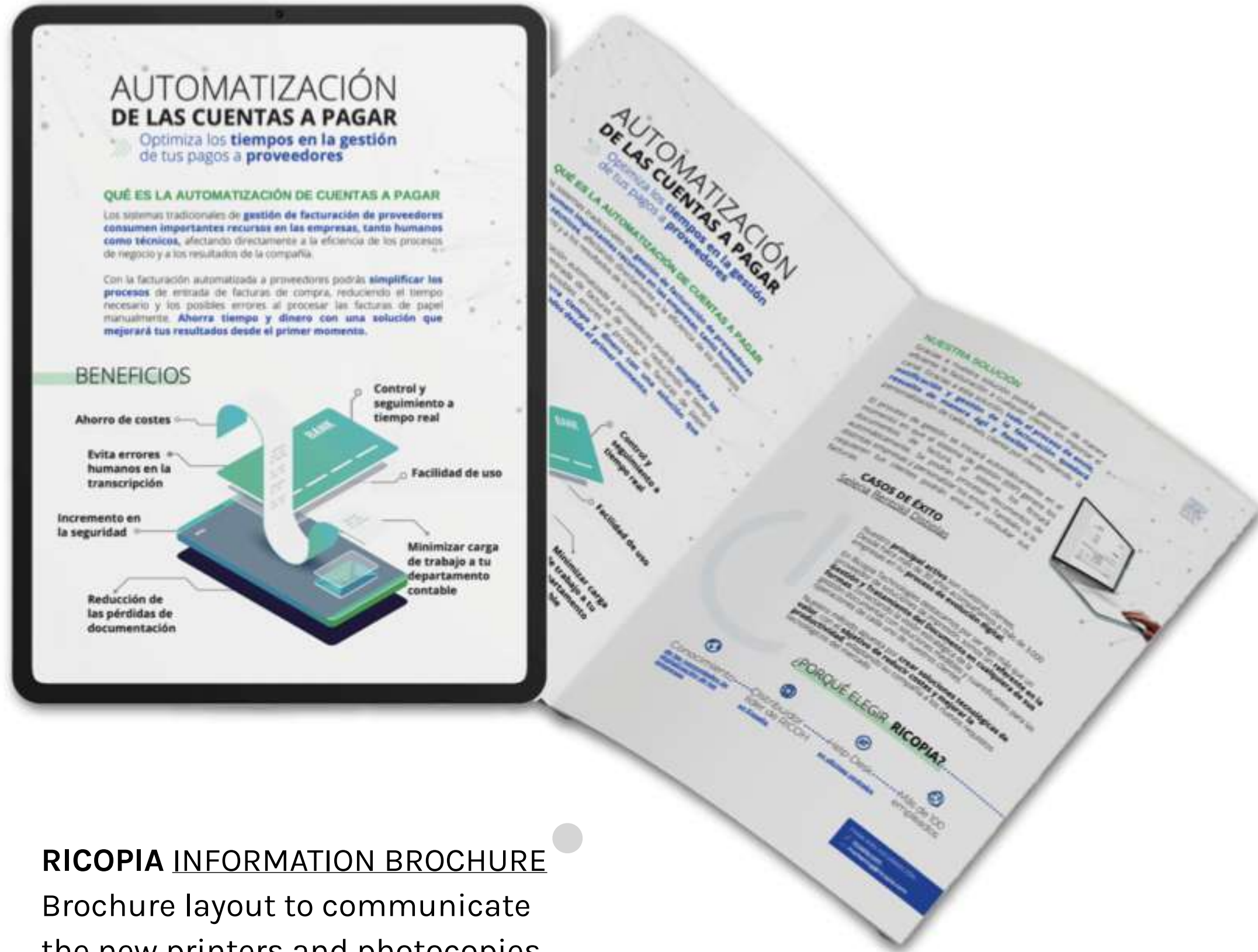
Web App Questionary Design and Illustration for Alcalá de Henares town hall to analyze and study social necessities related to gender and equality .



● **RICOPIA SOCIAL MEDIA POSTS**
 Special creativities for RRSS to provide the brand an emotive and more personal look.

● **CONCEJALÍA DE IGUALDAD, AYTO. ALCALÁ DE HENARES**
 Instagram Creativity Collection for communicating different social activities to promote equality and fight against discrimination.

Social Media
 -Post Design



● **RICOPIA INFOGRAPHIC**
Digital complementary graphic content for Inbound marketing campaign.



● **RICOPIA INFORMATION BROCHURE**
Brochure layout to communicate the new printers and photocopies digital facilities.



● **MYNA KIDS**
Alimentary guide for babies (3-6 month). At the request of a baby fashion E-commerce as a give away.

Social Media
-Inbound Marketing Contents

Pilar Sáinz
MADRID

Pilar
•MADRID•
Sáinz

Pilar Sáinz
MADRID

PILAR SÁINZ

Logotype redesign for an exclusive textile brand. Based on sustainability and elegance. Influenced by natural soil and precious metals.



Branding & Corporate Design



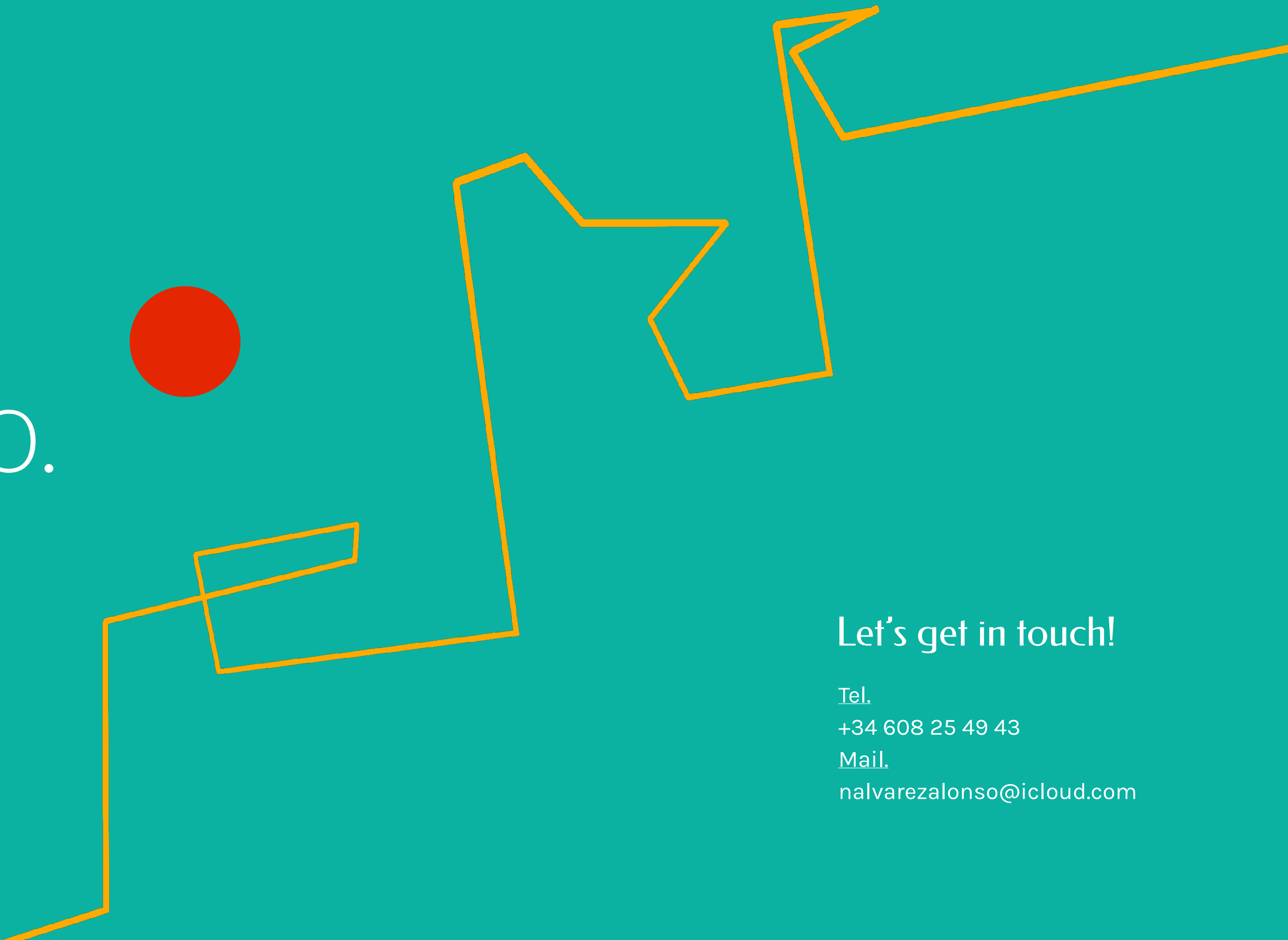
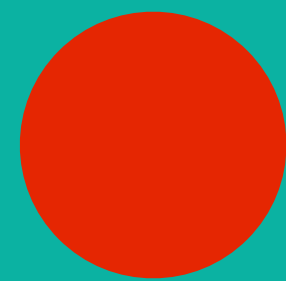
ON THE ROAD
StartUp for training and work exchange dedicated to carriers.



Illustration

● **MICROORGANISM**
Illustration set in different graphic techniques based on how microorganism act in our environment.

Thank you
for viewing
this portfolio.



Let's get in touch!

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