

# MY PORTFOLIO STORY

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BRANDING

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TEXTILE DESIGN

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# An aquarium that knows how to take care of pets.

## Branding

### The challenge

- Designing an identity that stands out in Mexico City's heart.
- Communicating this aquarium gives the best attention to their clients and pets.
- Making sure everyone recognizes a picture taken at this aquarium.

### The outcome

- The final deliverables included an identity that can be used in lots of different ways depending on window display or event.
- People enter the shop because of the look of it; kids love it.



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ACUARIO

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Plaza Santo Domingo #1  
Local A/B Col. Cen

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## Asking the right questions

In order to develop a special identity, I always start by thinking why is it different? Why would I get excited about this aquarium?

Then I start developing those questions; What does it have? How do specific elements speak? What shape communicates that feeling?

## Developing the identity

The aquarium needed a dynamic identity that could be used in different ways. I created a logo using a P and a 7, because the name in spanish means Port Seven.

The logo is replicated in every fishtank, each one has its own pattern simulating swimming fish. I wanted to be able to brand the whole place without being obvious.



## Color selection

SIETE  
MARES

307 C  
#0074af

PIRAÑA  
SALVAJE

307 C  
#ff7900

## Window display.



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# Furniture that appreciates details.

Product / Textile design

## The challenge

- Nowadays we have a lot of finished products, but have we given a second look to what the product is made of?
- Sharing this second look in a product, so people can appreciate details in a new way.

## The outcome

- Modern furniture that enhances details of brush strokes.
- I learnt to make hand made textile printing.



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## Time to appreciate the little things

Complete artworks are awesome, but everything is made of small pieces. Brush strokes in this case. It's time to celebrate and make people notice the little things.

I decided to recreate what impressed me the most from MoMA, Vincent's Van Gogh brush strokes.

## Getting my hands dirty

Testing colors and sketching different ways of representing passion and brush strokes. Each color changes after being ironed so I had to do tests directly on the fabric I had chosen.



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# Understanding a brand's voice

## Applying a Brand's manual

### The challenge

- Making Calvin Klein's Mexico budget presentation stand out in NYC annual meeting while still following the brand lines.

### The outcome

- Calvin Klein Mexico got the attention needed and got extra budget to make the expand locally.



CALVIN KLEIN

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# Rising Star Contest 2014 Leo Burnett Prague Finalist

Branding / Packaging design / Advertising

## The challenge

· Creating an identity for a cheeky and rude new wine brand; the aim was generating buzz and WOM in real life and social networks.

## The outcome

· A statement identity for Billy and Rudy including a campaign, individual packaging and a six pack.



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## Not just wine in a beer bottle, but your new best friends

Young people wouldn't leave their friends behind;  
now they have new friends to that will go with  
them wherever they go.

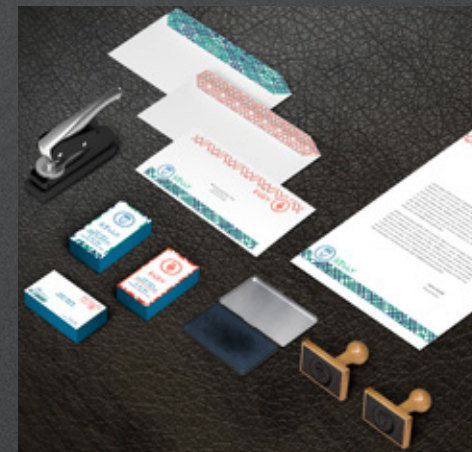
### Branding the product

The brand needed an identity they could trust,  
it had to grab people's attention and represent  
users as an urban tribe.

Rudy, red wine was the hipster one; in red with  
geometric figures, while Billy in white wine was  
the relaxed surfer.

### Ad campaign

Developing a guerrilla campaign that sparked  
curiosity, and showing the easy-going personality  
of the product.





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# Zsennye Design Workshop Gastrosense

Hungary 2014 / Beyond senses

Tamás Fejér, Gergely Hangyás, Vanda Kovács, Balázs Turai

## The challenge

· Bringing locals together and boosting tourism to improve life in the village.

## The outcome

· Easy branding for local products, a foodtruck and food festival as well as a cooking school.



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## Connecting people through food

Elder people always have amazing cooking skills, though they often need activities to keep themselves busy and updated. So what if we start a local cooking school? In that way we boost their economy by allowing them sell their own homemade products and allow them to share their knowledge.

## Easy branding

We needed a cheap and easy to replicate branding. We decided to use color coded stickers with splashes. To unify them, they were all circles.

## Starter kit

New students would get a notebook and a set of spoons as soon as they got enrolled at the school.



RÉCSEKITCHEN



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# Zsennye Design Workshop

## The hidden beauty of principles

Hungary 2015 / Make yourself free

Tamás Fejér, Rita Eperjesi, Zoltán Major, Júlia Taba

### The challenge

- Visualizing a world in the future with more robot interaction.
- Everything we do has a system, and systems can be easily learnt by robots. Are we ready to live in between robots and make our job as designers evolve?

### The outcome

- Working with robots is something we can be excited for; we created an ideabot that will help us with our work.
- Ideas happen everywhere, and sometimes we don't have where to write them down (bathroom, swimming pool...) so MindBee is here to help us.
- Guideline book for designing with robots.



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## Redifining design

We, as designers, make our lives easier with the help of existing or personal systems and principles based on our experiences.

Including robots that know our choices will give designers time to explore more.

## Connecting our minds and our robots

When we work with someone, we can upload the other designer's robot choices with ours.

This will help to create a shared vision.

How IS IT CHANGING OUR JOBS?

- We ~~don't~~ won't do boring stuff (intelligent robots)

- we will focusing on concepts, ideas, innovative

- we don't need to constantly learn new tools

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# A different way to travel and get to know new cities

Illustration / Editorial design

## The challenge

· Create a simple city guide with just the necessary information.

## The outcome (WIP)

· A city guide with illustrations of landmarks, that allows tourists to have their own experience without being biased.

## Illustrations to spark imagination

When traveling expectations are high; often landmarks are not as impressive as thought. Illustrations help users determine their visit to places without creating expectations.

Orizghazy

-Parliament-



Halaszboaz

-Fisher...

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# Keeping my hands busy

Hobbies / Personal Projects

## Jewelry design

· Making something people like and can wear is amazing, thinking of new creations and concepts that can fit into different personalities.

## Photography

· Capturing life as it is lived, and then sharing it with the instagram community. Making life beautiful and memorable.

## Travel books

· Journalling during a trip helps creating longlasting memories and it becomes a good way to remember the trip after a few years.

## Snailmail

· Getting to know new cultures by letters; seeing the calligraphy and sometimes different alphabets. Learning patience by waiting for the letter to arrive and spending some time for someone else.





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