

AZU  
SNZ

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## WORKING EXPERIENCE

### In-House Designer at Felina GmbH [August 2018 - Present]

- Development of printed catalogues, leaflets and hang tags for Felina, Conturelle & Felina Swimwear.
- Logo design for sub-brands or special edition series.
- Development of concept and material of small and large scale advertisements for trade shows and magazines.
- Creation of images for Instagram and Newsletters.
- Colorization and product retouching.

### Web designer and tutor for the class (In)visible Networks at Bauhaus Universität Weimar. [April - July 2016]

- Support students to develop a website in HTML, CSS & Wordpress & follow up on web design, wireframes & schematics [Front end].
- Update of GMU Faculty's website in TYPO3.

### Graphic and Web Designer / Art Director at the design agency Hot-Spot. [September 2012 - May 2014]

- Web development in HTML5 & Wordpress.
- Logo & brand development.
- Print & digital development of campaigns & advertisements for brands like Tommy Hilfiger, Aerosoles, BCBG.
- Launch events & media days design coordination for companies like HYT, Longiness, Steve Madden.

### Junior Web Designer at La Agencia, Mexico City. [June - September 2012]

- HTML & CSS website development.
- Follow up of the website's client updates.

## SPOKEN LANGUAGES

Spanish [Mother Tongue]  
 English [C1]  
 German [B1]

## EDUCATION

### M.F.A. Master in Media Art and Design at Bauhaus Universität Weimar [April 2015 - December 2017]

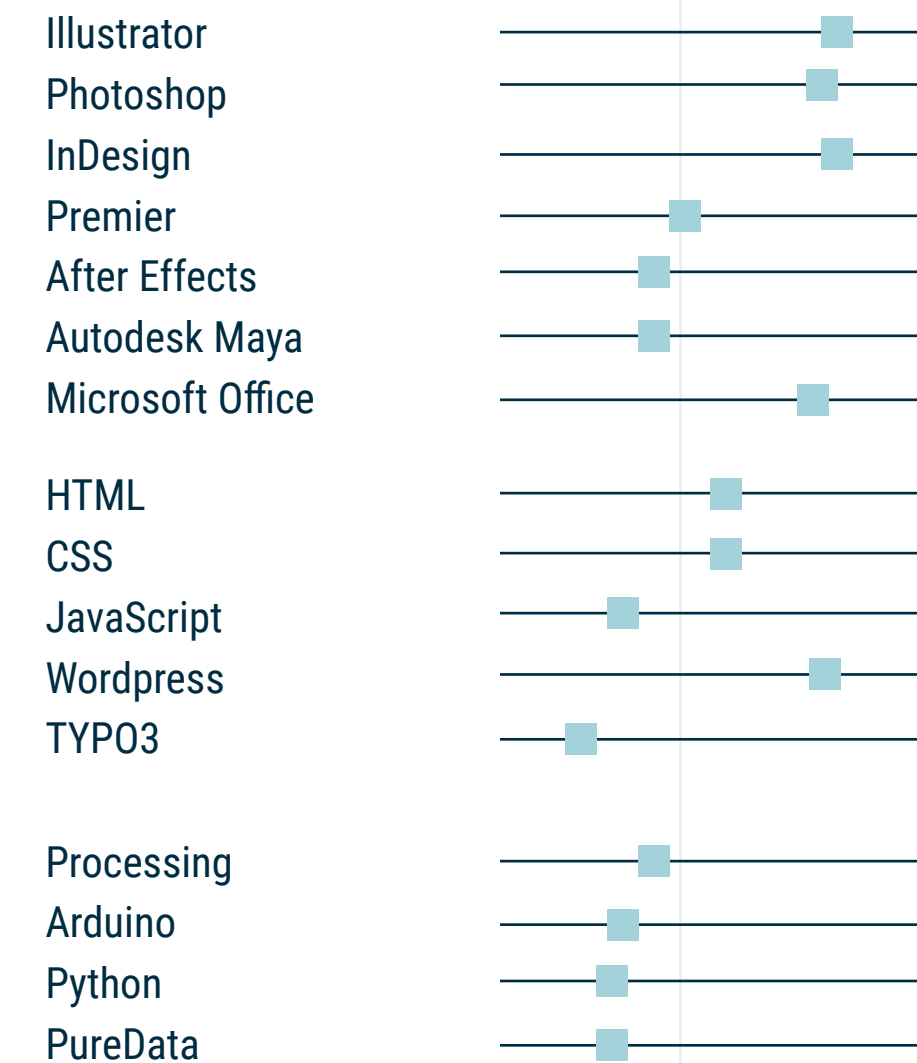
One semester abroad at Aalto University, Finland.  
 [August - December 2016]

### Diploma "DIY Interactive Art" by ICAD. [March - Sept. 2013]

### Graduate Degree in Graphic Design Universidad La Salle, Mexico City. [2008 - 2012]

5th Semester abroad at La Salle University, Philadelphia, EEUU.  
 [September - December 2010]

## SKILLS



## INTERESTS

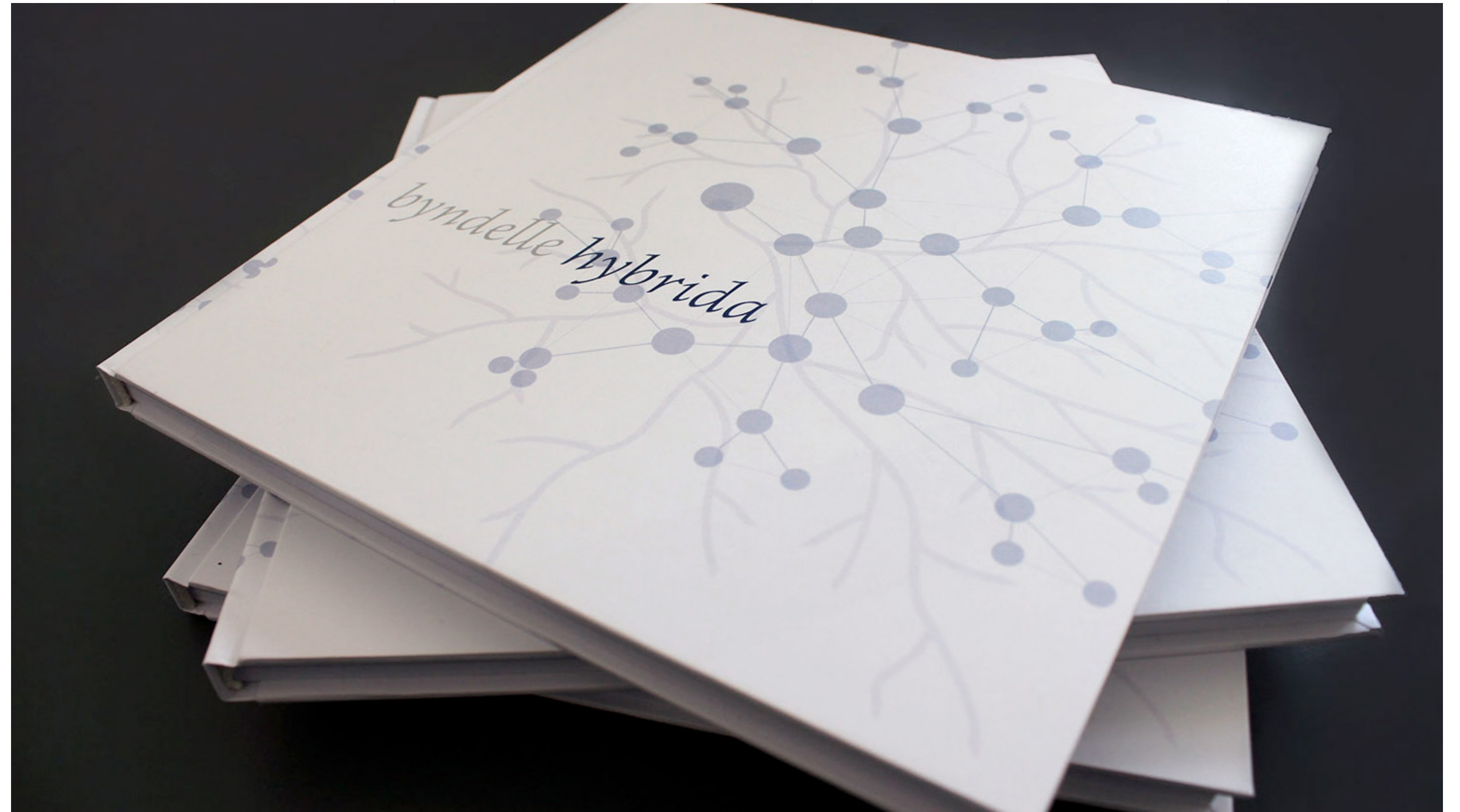


# BYNDELLE HYBRIDA MASTER THESIS BAUHAUS M.A.F.

2017 | InDesign | Photoshop | Illustrator | Photography

Byndelle Hybrida is my master thesis project. It was developed as an artistic bio design research. The project was born out of the ideal of creating a hybrid by merging nature [mycelium - mushroom's part of its life cycle] and technique [copper metal wires]. The project was developed at Bauhaus Universität and submitted as a hardcover book, the project's design involved the creation of the logo, the ornaments and the editorial design. A website was also created in order to keep the documentation of the project and kind of a journal regarding experiments and visual references.

<http://azusnz.com/portfolio/byndelle-hybrida/>



## LOGO DEVELOPMENT

The project's goal was a hybrid which was inquired in the name, byndelle on the other hand is bundle in old english, a reference to mycelium's shape when it grows underneath the soil.

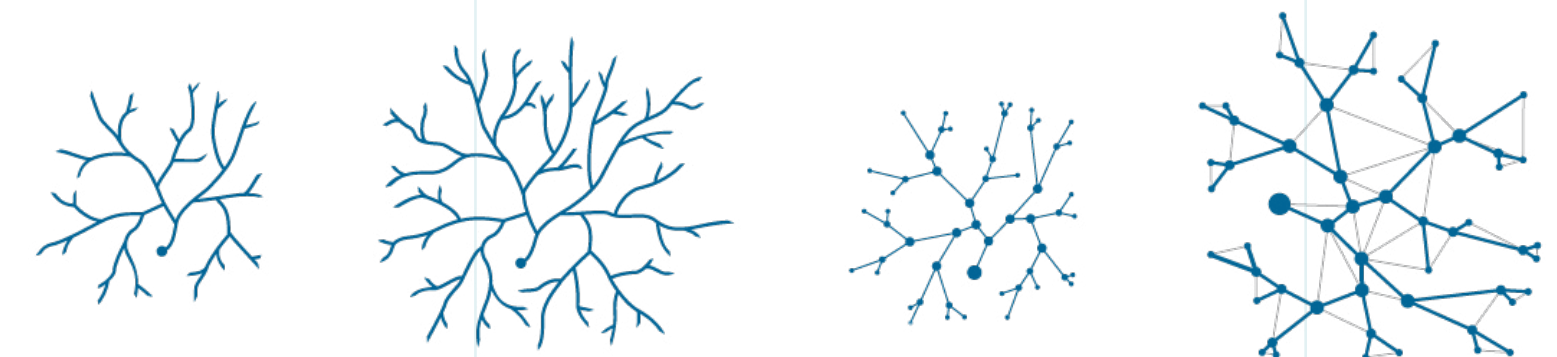
*byndelle hybrida*

*byndelle hybrida*

*byndelle hybrida*

## VISUALS

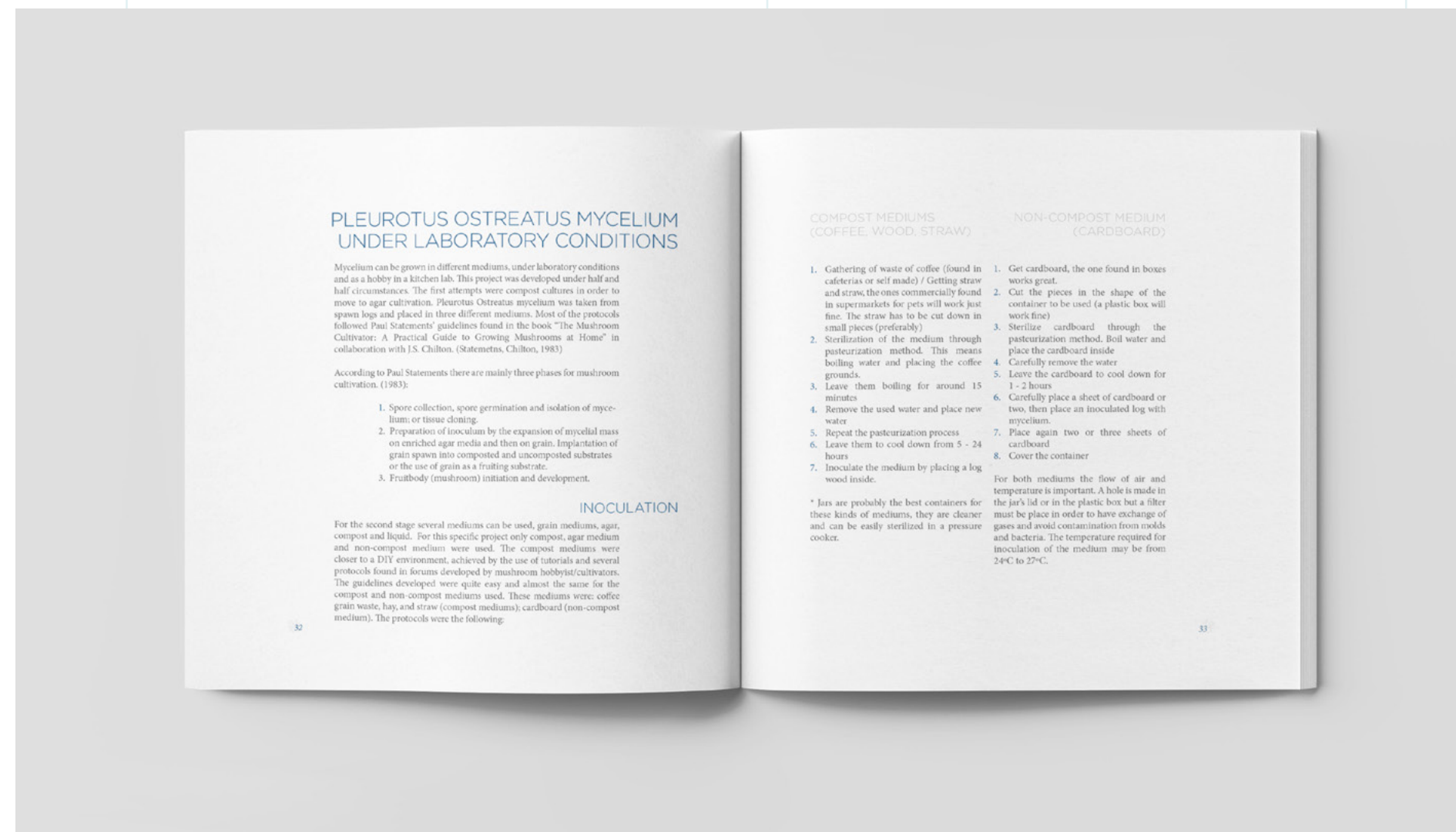
The ornaments used in the book were inspired by mycelium's hyphae [bundle] growth. The images were translated into vectors in order to obtain later on a geometrical abstraction of such shapes since the whole project's concept was built out of nature, technique and geometry.



# BYNDELLE HYBRIDA MASTER THESIS BAUHAUS M.A.F.

2017 | InDesign | Photoshop | Illustrator | Photography

<http://azusnz.com/portfolio/byndelle-hybrida/>



# FELINA & CONTURELLE CATALOGUES

2019 | InDesign | Photoshop

Felina wanted a redesign of the existent catalogues they had been working with for the last years. For Fall / Winter 2020 a new design was done, from the development of the grids, a new typography selection for both the headings and paragraphs, a colour palette and even a new organisation of the photographs.

Before, the catalogues of Felina and Conturelle, the sub brand from Felina, had been the same but it was agreed that a new strategy and visual communication was to be developed for each one of the brands.

This would be done in order to separate the brands and give each one of them their own personality.

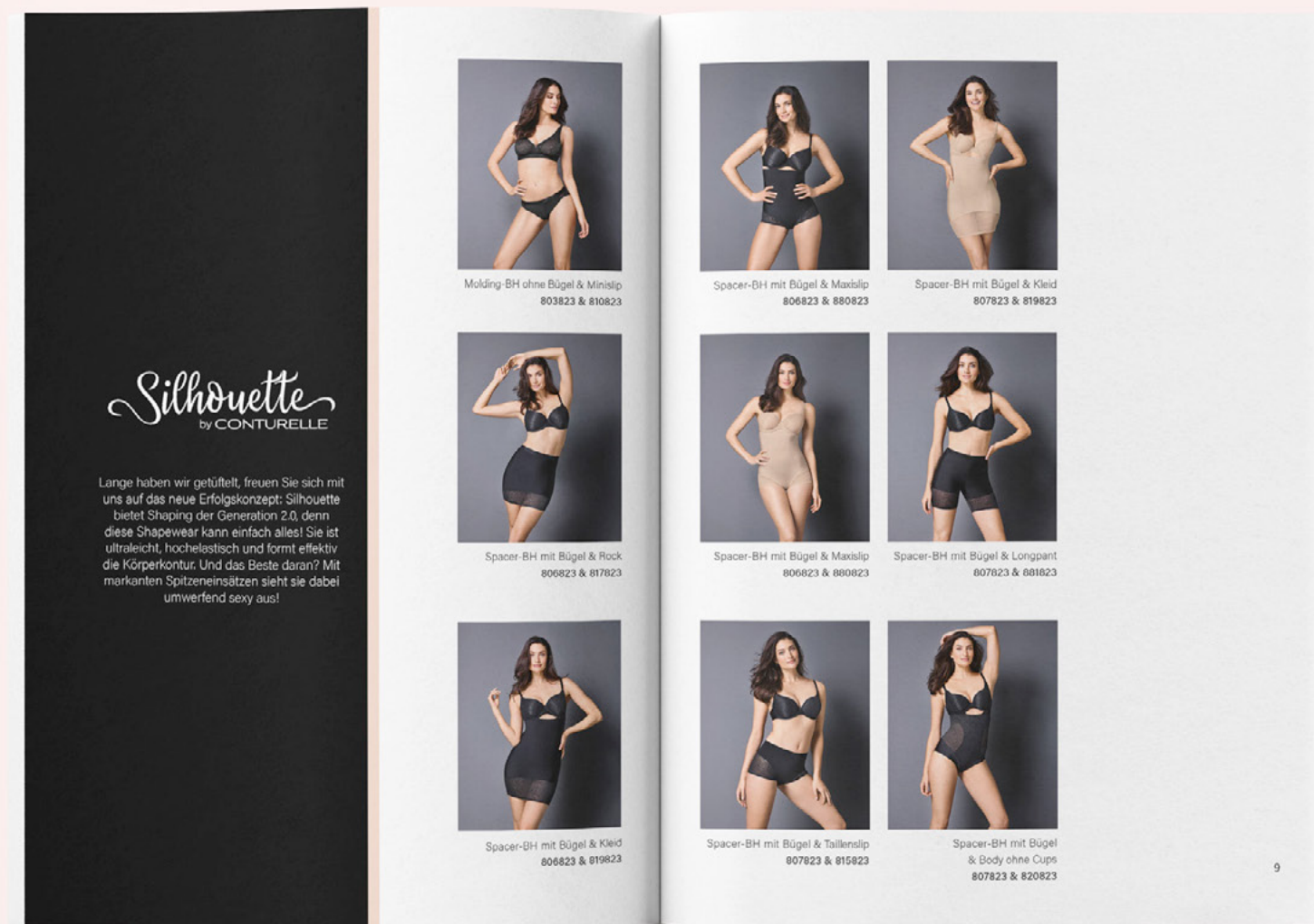
For Spring | Summer 2020 part of the redesign was held but it was developed further, taking into consideration past mistakes and giving them a small upgrade but keeping the essence of the brands. Conturelle launched a Shapewear collection that will be shown here but if you want more information about the other catalogues please visit my website!

<http://azusnz.com/portfolio/conturelle-catalogue/>

## CONTURELLE FRÜHJAHR | SOMMER 2020

To see the whole catalogue, please visit:

[http://azusnz.com/Kataloge/CON\\_Katalog\\_FS\\_2020\\_ENG.pdf](http://azusnz.com/Kataloge/CON_Katalog_FS_2020_ENG.pdf)



# FELINA & CONTURELLE CATALOGUES

2019 | InDesign | Photoshop

<http://azusnz.com/portfolio/conturelle-catalogue/>

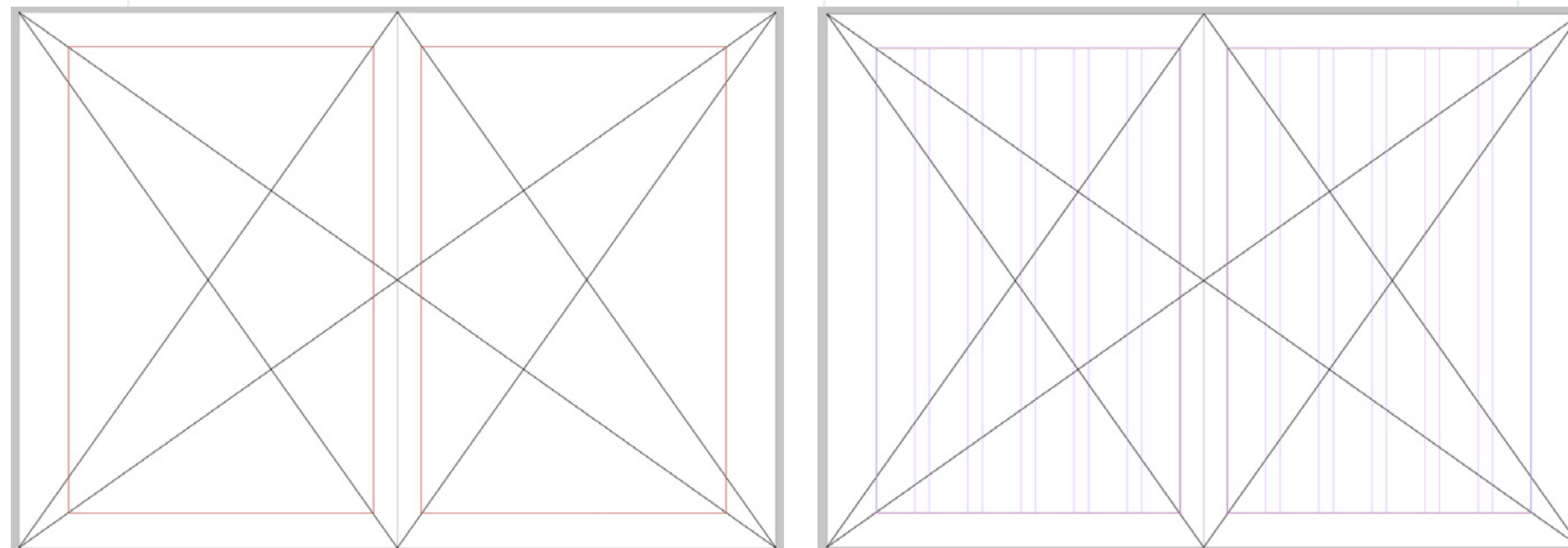
## CONTURELLE: TYPOGRAPHY

Interstate Light  
abcdefghijklmnopqrstuvwxyz

Acumin Regular  
abcdefghijklmnopqrstuvwxyz

- HEADING I - 20 pts
- HEADING II - 16 pts
- HEADING III - 12 pts
- Paragraph - 10 pts
- Caption - 9 pts

## CONTURELLE: GRID (GOLDEN RATIO)



# CATALOGUE FELINA SWIMWEAR FRÜHJAR | SOMMER 2020

2019 | InDesign | Photoshop

Felina wanted also a redesign of their swimwear's catalogue. This time the pictures, the location and the photographer were new so of course the catalogue was also changed. Felina wanted to portray a fresher look, innovation in their lines and a new feeling of the brand. The requirements were to display the pictures first, each one of the series afterwards and an overview of all the ranges at the end. A logo for the *Classic Shape | 202* series was also developed under the name: "Shape Collection".

Two grids were then developed, one for images and one for content. The complete catalogue can be found here: [http://azusnz.com/Kataloge/FelinaSwimwear2020\\_EN.pdf](http://azusnz.com/Kataloge/FelinaSwimwear2020_EN.pdf)



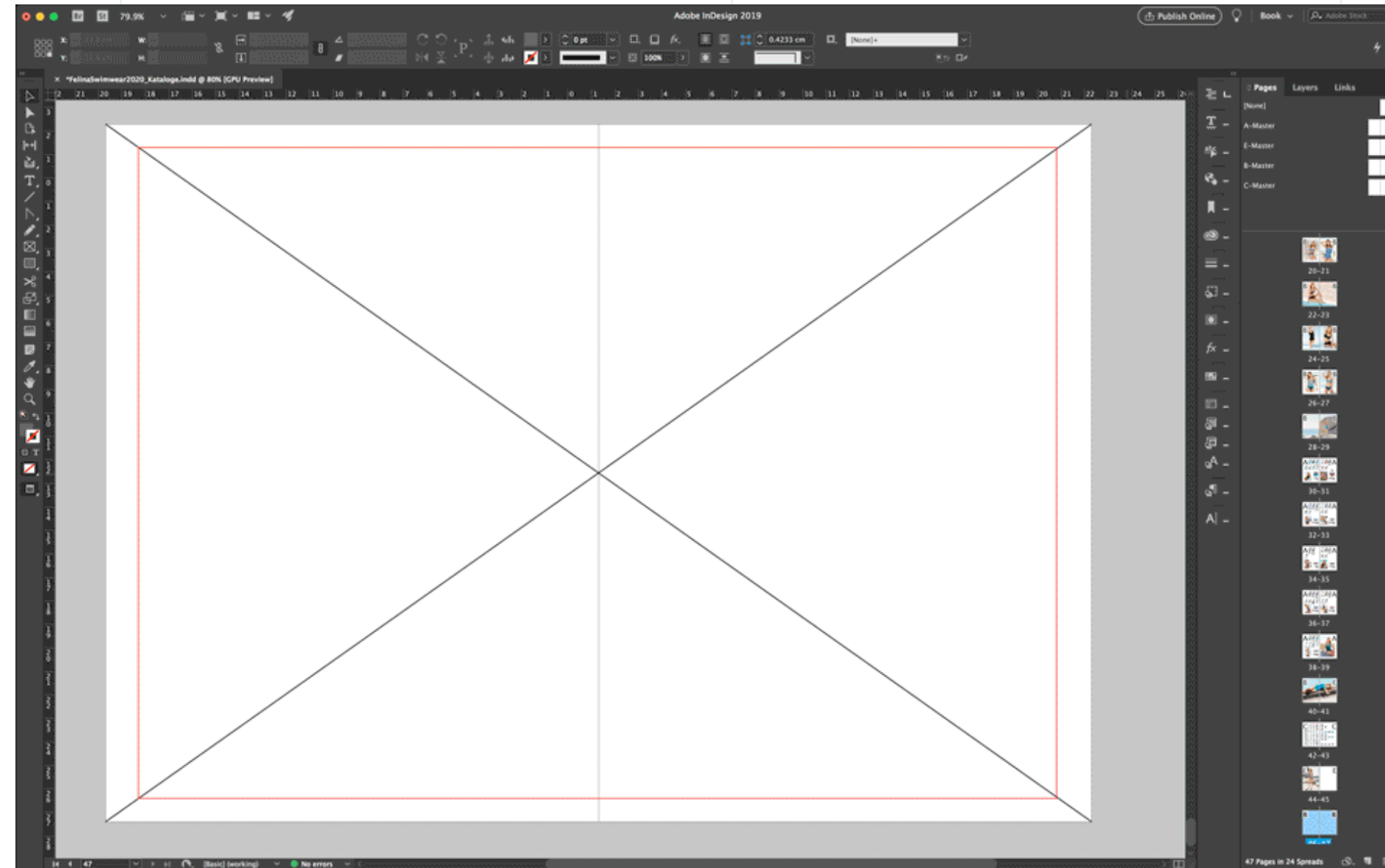
# CATALOGUE FELINA SWIMWEAR FRÜHJAR | SOMMER 2020

2019 | InDesign | Photoshop

<http://azusnz.com/portfolio/felina-swimwear-catalogue/>

## LAYOUT A: PHOTOGRAPHS

- Manuscript grid with the incorporation of columns and rows.
  - 6 columns | 9 rows.
- Typography: Geomanist Light | 12pt

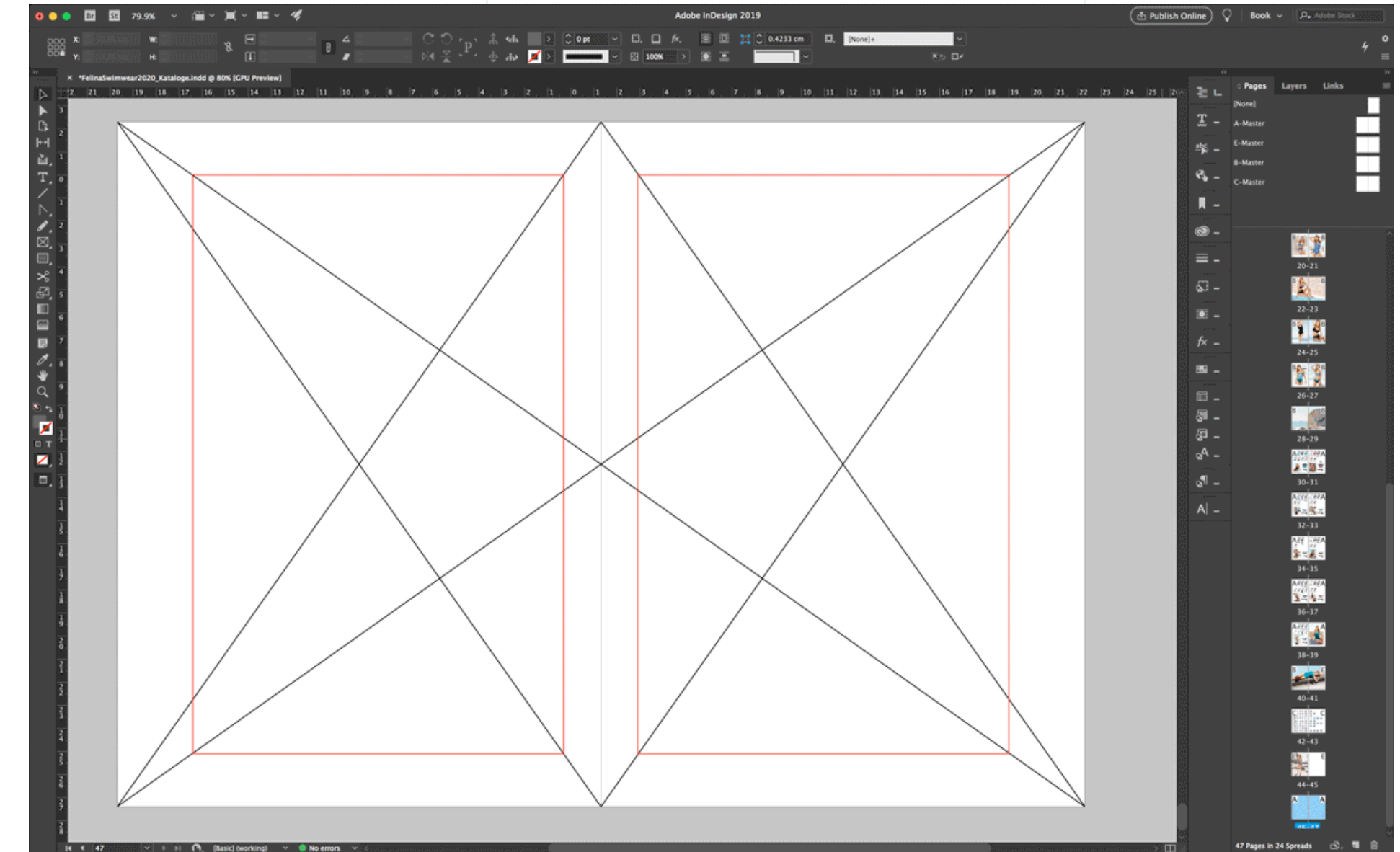


Geomanist Light  
abcdefghijklmnopqrstuvwxyz

HEADING I - 12 pts

## LAYOUT B: CONTENTS

- Golden ratio grid with a small adjustment on the measurements in order to have more space to display the article's images and size information.
  - 4 columns | 9 rows.
- Typography: Geomanist | Light & Regular | 25pt & 10pt



Geomanist Light  
abcdefghijklmnopqrstuvwxyz

HEADING I - 12 pts

Geomanist Regular  
abcdefghijklmnopqrstuvwxyz

HEADING I - 25 pts  
Paragraph - 12 pts



# SILHOUETTE LOGO

2019 | InDesign | Photoshop | Illustrator

Silhouette by Conturelle is the new shapewear collection developed by Conturelle, a brand that specialises in sexy and exciting lingerie. The task was to develop a new logo for the collection which was born out of the merge of two typographies: Priscilla Script and Caprizant. Both typographies were edited and chosen because of their handwriting style, in order to give flow to the logo since the collection is all about contour, movement and of course... curves.

<http://azusnz.com/portfolio/silhouette-collection/>

## LOGO

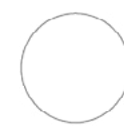
*Silhouette*  
by CONTURELLE



## COLORS



#000000



#ffffff

## GUARD FIELD



## TYPOGRAPHY

*Priscilla Script (regular)*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Caprizant*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## PROCESS



# SILHOUETTE LOGO

2019 | InDesign | Photoshop | Illustrator

<http://azusnz.com/portfolio/silhouette-collection/>



# WATERLOVE HANG TAG

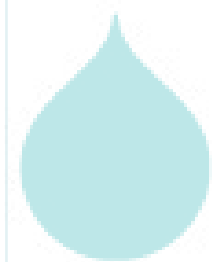
2020 | Illustrator

With a new Creative Director and a new CFO, Felina decided to rethink and restructure Felina's DNA as a brand. One of the main changes was to develop a more modern swimwear collection with responsible and eco-friendly materials under the name of "Waterlove by Felina". The task consisted of developing a new logo along with a hang tag using recycled materials. The hang tag would incorporate the use of seed paper, this means that the hang tag can be sown and a plant will eventually be born. A small set of instructions were placed on the back of the hang tag using the brand's logo as a tool to make the idea clear and more approachable to the customer. The main struggle of this project was to use such a common words and shapes like water and love in order to create something different, interesting and useful.

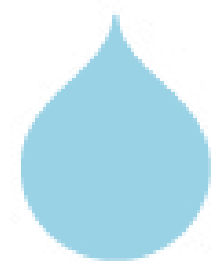
## LOGO



## COLORS



#b3e2e3



#8cc8df



#122c6b

## GUARD FIELD

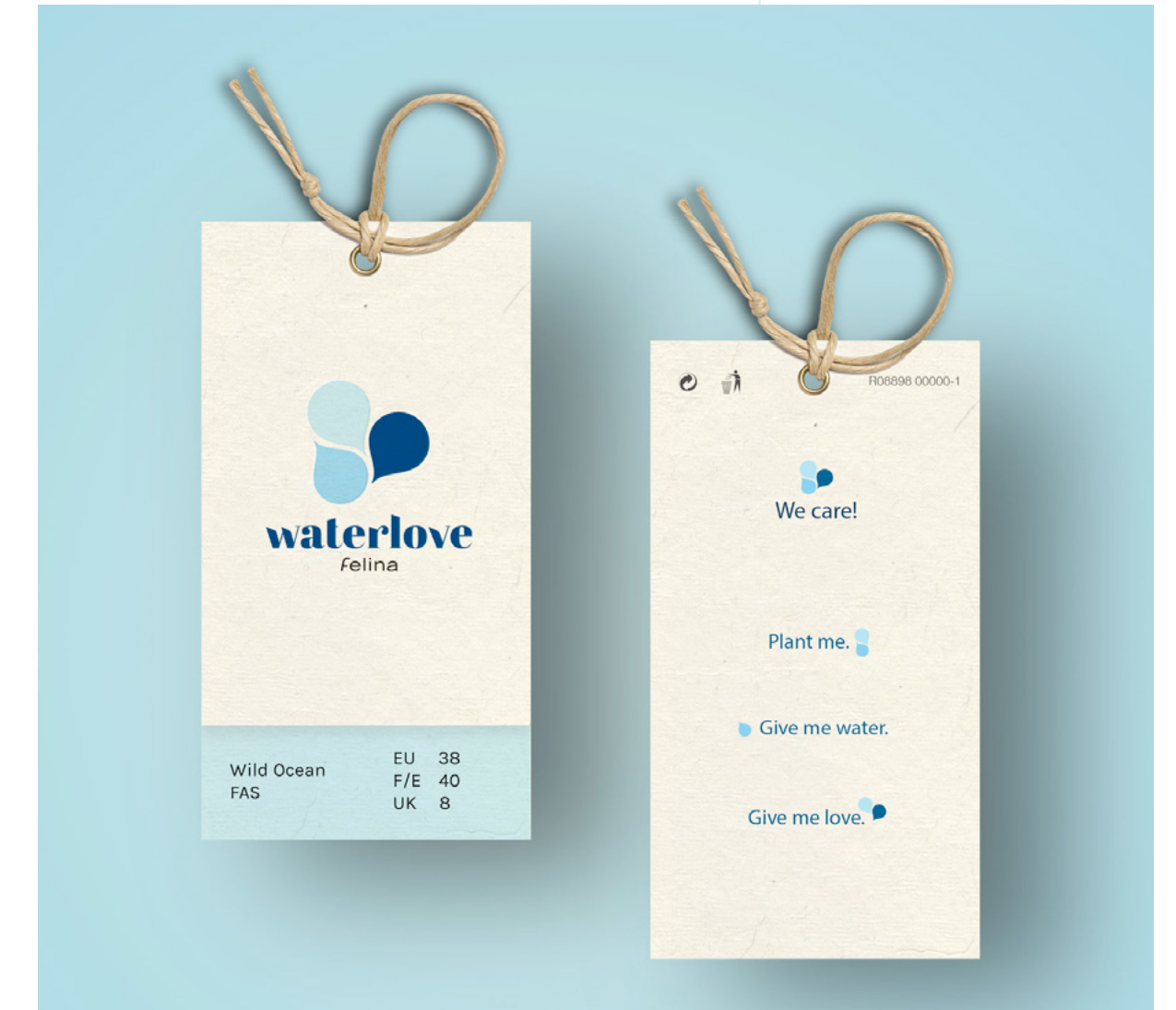


## TYPOGRAPHY

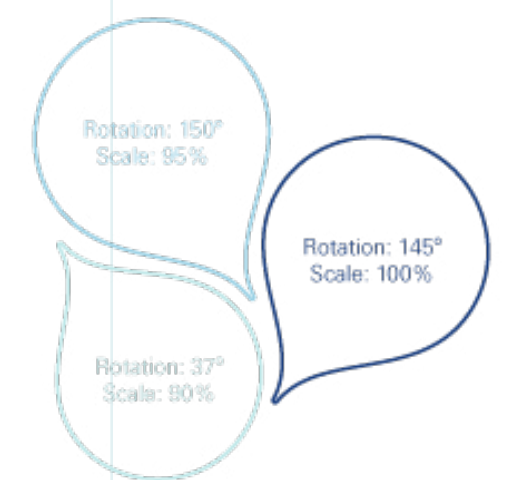
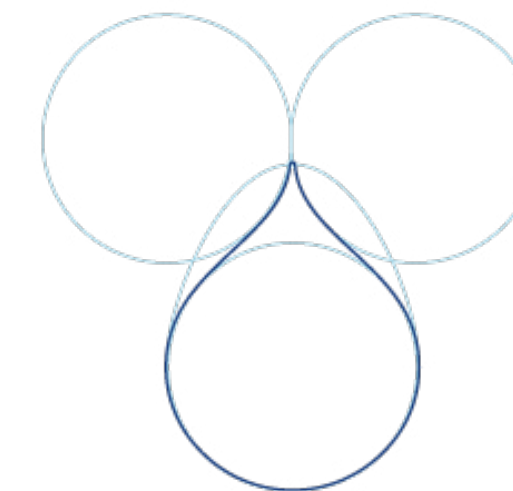
**Kenarock (regular)**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## HANG TAG



## IMAGOTYPE



# KLINGENDES KALEIDOSKOP

2018 | Illustrator

Poster developed for the project Klingendes Kaleidoskop, a series of piano performances by the pianist Gloria Estela Pérez Athié both in Weimar, Germany and Mexico City.



# WEB DESIGN: NOVENTA GRADOS, PETCARE, NASSAR NASSAR

Websites developed as part of Hot-Spot's Agency team.

## NASSAR NASSAR ABOGADOS



2013 | HTML5 | CSS | JQUERY

Nassar Nassar y Asociados is a law firm based in Mexico City, we were in charge of developing the design and code for their website. They were seeking for something sophisticated that talked and explained the main goals, mission and vision of the firm.

The site was developed in HTML5 and CSS, with the use of jquery. The index consisted of a slideshow in the background (images taken in Nassar Nassar's offices), the website was both in Spanish and in English, with the option to change languages anytime. A right side menu was implemented, the information was displayed in a tabular content for some pages.

## NOVENTA GRADOS



2012 | HTML5 | CSS | JAVASCRIPT

Noventa Grados is a space for women who wished to encounter pole dance as a sport, defined as a fitness zone the place had a space for working out within the Santa Fe area in Mexico City.

The look and feel of the whole project was developed in the Design Agency Hot-Spot, from the logo, the concept, the brand and the marketing, including the opening party, Social Media, ads, etc.

One of my main tasks was the design and programming of the website, a place which should have all the information needed about the different sports offered by our client, so as the commodities offered by the gym. The site was developed in HTML5 and CSS3 following the guidelines and the concept of our client.

## PETCARE



2013 | WORDPRESS

Web design and project developed in WordPress for PetCare, Mexico. Our client's intention was to have a delivery and home service. Totally equipped vans would visit people's home in order to provide a grooming or food delivering service. The appointments were made via internet through PetCare's website this is why it made total sense to use WordPress for the structure of the website.

# SEGARRA ESTUDIO LOGO DEVELOPMENT

2014 | Illustrator

Segarra Estudio is a photography studio based in Mexico City, they specialised in commercial and "product shot" photography. They wanted to give the company a new look through the redesign of their logo.

The imagotype of the logo was inspired by both Tesla typography and the shape and functionality of the camera's shutter. The color palette was specifically chosen by the client since they wanted to have a more modern, dynamic and professional company image, without forgetting that photography is both fun and beautiful.

<http://azusnz.com/portfolio/segarra-estudio/>

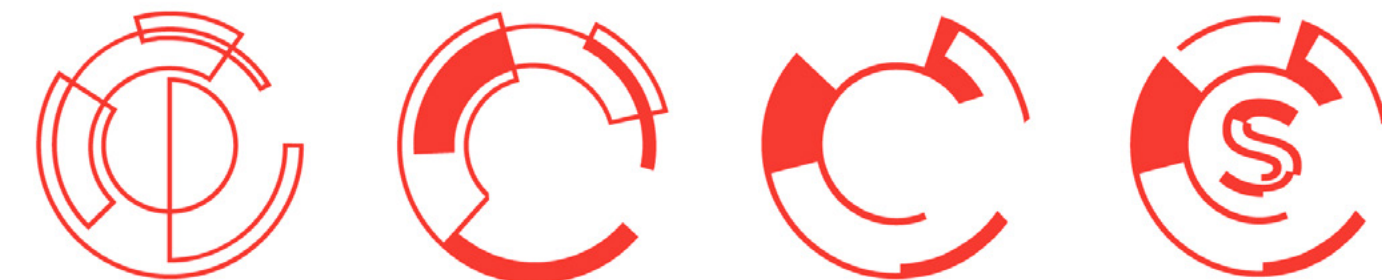
## FINAL LOGO



## OLD LOGO

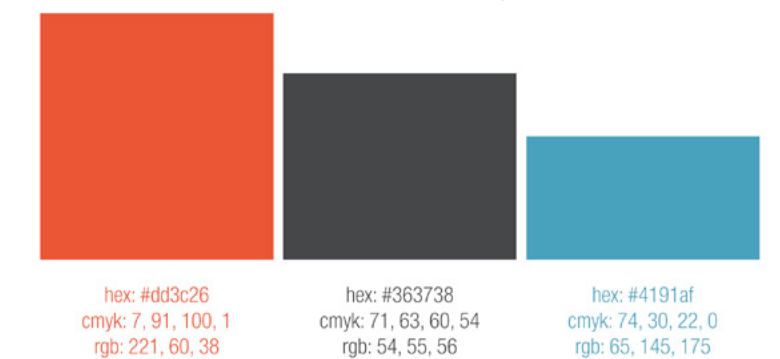


## ISOTYPE | TYPOGRAPHY | COLOUR PALETTE



TESLA  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Futura Std Book  
abcdefghijklmnopqrstuvwxyz



You can stop here or keep going and see some experimental somehow creative and fun projects.

# ANGLER FISH

**Antigüedad**

**Locación**

**Zona Abisal**

Espacio oceánico entre 3.000 y 6.000 m de profundidad. Es una zona oscura donde la luz solar no llega. Esta región se caracteriza por un ambiente frío, presión hidrostática extremadamente elevada, escasez de nutrientes y ausencia total de luz.

**Himantolophus Paucifilosus**  
**Pez Balón**

Pedazo de carne que sobresale y brilla para atraer a su presa. Se mueve de atrás para adelante.

La hembra contiene bacteria bioluminiscente.

**Anatomía**

Faltan los parietales durante toda la vida; el cuerpo de las hembras presenta placas óseas, cada una de ellas con una espina mediana. Las hembras difieren de otros ceratídeos -apes abisales- por tener un hocico corto y roma.

Dientes y mandíbula hecha de huesos muy flexibles que le permiten comer animales dos veces su tamaño.

Pertenece a la familia de Angler Fish (Lophius).

Cuerpo de color café, muy oscuro para camuflarse con su entorno.

**Diformismo Sexual**

**Reproducción**

El macho está tiene un olfato muy desarrollado. Su aparato digestivo se va atrofiando, es cuando debe de buscar una pareja. La hembra expide feromonas y brillo para atraer al macho.

El macho encuentra a la hembra y la muere, segrega una enzima que digiere la piel donde toca, y su boca se fusiona con la hembra a nivel de vasos sanguíneos.

El macho se atrofia para dejar dos gónadas y emitir semen en respuesta a las hormonas en la sangre de la propia hembra, indicando la presencia de un óvulo a fecundar.

Infographic developed about the angler fish. The image shows the anatomy of such fish, its size, reproduction process, where is its species located and how long has it been on Earth.

# BEST CHOCOLATES OF THE WORLD

**Estados Unidos**  
Christopher Norman Chocolates  
www.christophernormanchocolates.com

**Reino Unido**  
Kahoolai  
www.kahoolai.co.uk

**España**  
Blanxart  
www.blanxart.com

**Francia**  
Michel Cluizel  
www.cluizel.com

**Bélgica**  
Neuhäus  
www.neuhaeus.be

**Suiza**  
Lindt & Sprüngli  
www.lindt.com

**Italia**  
Amedi  
www.amedei.com

**Japón**  
Mary's Chocolate Japan  
www.mary.co.jp

**México**  
Origen del chocolate • náhuatl xocolatl  
Semilla • Theobroma cacao

**Venezuela**  
Chocolates el Rey  
www.chocolateselrey.com

**Malasia**  
Chocolate Research Facility  
www.chocolateresearchfacility.com

**Cada Chocolate es un Mundo**  
**Cada Mundo es un Chocolate**

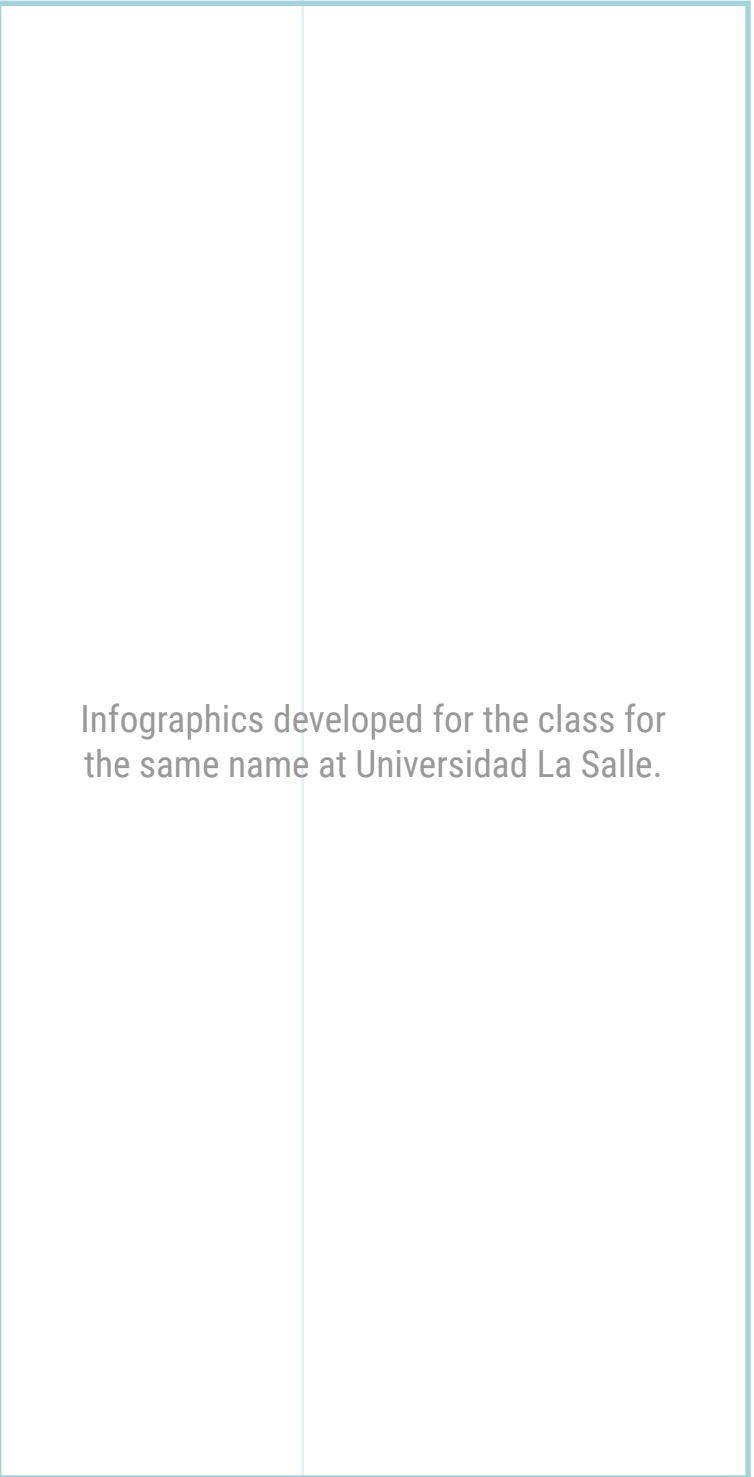
El origen del chocolate se remonta hasta la época de los mixtecas en México. Con la llegada de los españoles este producto llegó a Europa y su expansión por el mundo comenzó. Hoy en día los mejores chocolates se encuentran en Europa y los más reconocidos están en Bélgica, sin embargo daremos a conocer los chocolates más ricos del mundo por regiones en tres diferentes continentes, mencionando que tiendas tienen en sus tres presentaciones con un círculo de cada color.

- Chocolate Blanco
- Chocolate de Leche
- Chocolate Negro

Infographic developed about the best chocolate stores in the world in 2011. The infographics displays information about the process to make chocolate and the specialties of such best stores.

# INFOGRAPHICS

2012 | Photoshop | Illustrator



Infographics developed for the class for the same name at Universidad La Salle.



# COLLAGES

2019 | Photoshop | Analog

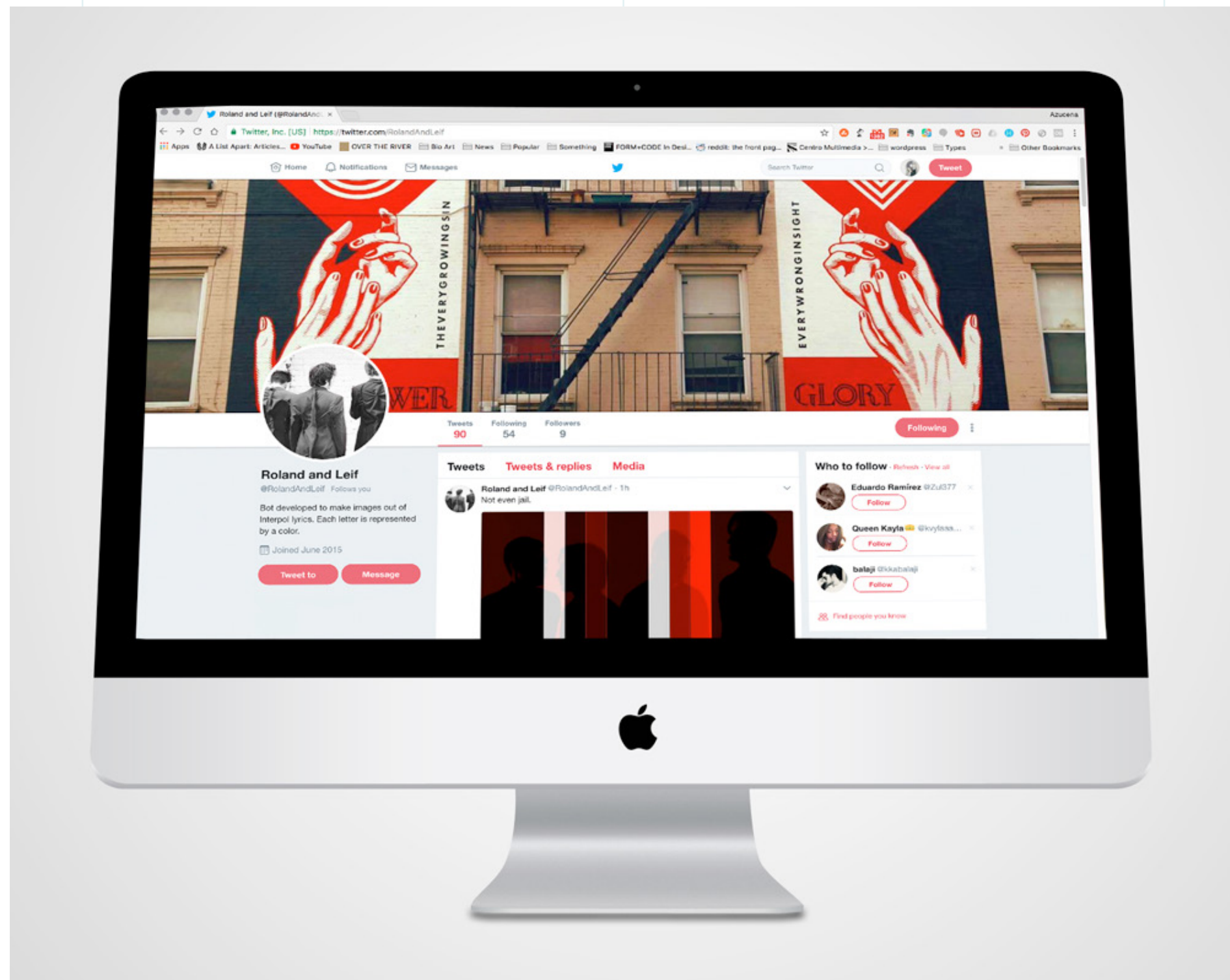


La "4T" (2019)

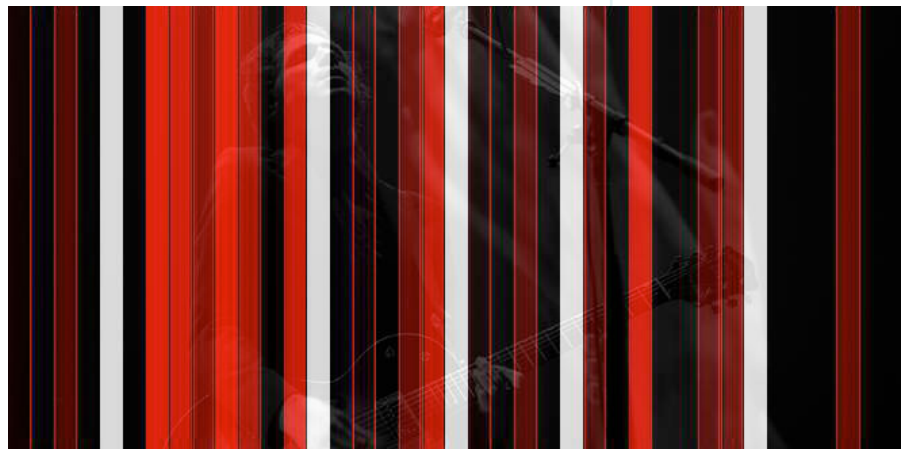


LandLeben (2019)

Collages developed for an award contest regarding social changes and the climate situation we are now experiencing.



## EXAMPLES



'Your packaged eyes, your vicious lips'



'My love's subliminal'

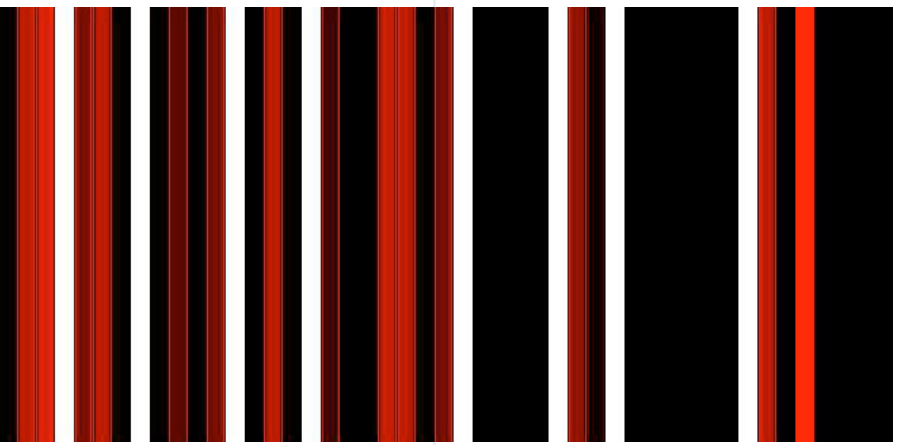


'You sing songs into my lips'

## COLOR VALUES

<span style="display:inline-block; width:10px; height:10px; background-color:red; border:1px solid black;"></span> a : (255,0,0),	<span style="display:inline-block; width:10px; height:10px; background-color:black; border:1px solid black;"></span> p : (0,0,0),
<span style="display:inline-block; width:10px; height:10px; background-color:red; border:1px solid black;"></span> b : (243,0,0),	<span style="display:inline-block; width:10px; height:10px; background-color:darkred; border:1px solid black;"></span> q : (111,0,0),
<span style="display:inline-block; width:10px; height:10px; background-color:red; border:1px solid black;"></span> c : (231,0,0),	<span style="display:inline-block; width:10px; height:10px; background-color:black; border:1px solid black;"></span> r : (0,0,0),
<span style="display:inline-block; width:10px; height:10px; background-color:red; border:1px solid black;"></span> d : (219,0,0),	<span style="display:inline-block; width:10px; height:10px; background-color:darkred; border:1px solid black;"></span> s : (99,0,0),
<span style="display:inline-block; width:10px; height:10px; background-color:black; border:1px solid black;"></span> e : (0,0,0),	<span style="display:inline-block; width:10px; height:10px; background-color:black; border:1px solid black;"></span> t : (0,0,0),
<span style="display:inline-block; width:10px; height:10px; background-color:red; border:1px solid black;"></span> f : (195,0,0),	<span style="display:inline-block; width:10px; height:10px; background-color:darkred; border:1px solid black;"></span> u : (75,0,0),
<span style="display:inline-block; width:10px; height:10px; background-color:red; border:1px solid black;"></span> g : (183,0,0),	<span style="display:inline-block; width:10px; height:10px; background-color:darkred; border:1px solid black;"></span> v : (63,0,0),
<span style="display:inline-block; width:10px; height:10px; background-color:red; border:1px solid black;"></span> h : (171,0,0),	<span style="display:inline-block; width:10px; height:10px; background-color:darkred; border:1px solid black;"></span> w : (51,0,0),
<span style="display:inline-block; width:10px; height:10px; background-color:black; border:1px solid black;"></span> i : (0,0,0),	<span style="display:inline-block; width:10px; height:10px; background-color:darkred; border:1px solid black;"></span> x : (39,0,0),
<span style="display:inline-block; width:10px; height:10px; background-color:darkred; border:1px solid black;"></span> j : (159,0,0),	<span style="display:inline-block; width:10px; height:10px; background-color:black; border:1px solid black;"></span> y : (15,0,0),
<span style="display:inline-block; width:10px; height:10px; background-color:darkred; border:1px solid black;"></span> k : (135,0,0),	<span style="display:inline-block; width:10px; height:10px; background-color:black; border:1px solid black;"></span> z : (3,0,0),
<span style="display:inline-block; width:10px; height:10px; background-color:black; border:1px solid black;"></span> l : (0,0,0),	<span style="display:inline-block; width:10px; height:10px; background-color:white; border:1px solid black;"></span> , : (255,255,255),
<span style="display:inline-block; width:10px; height:10px; background-color:darkred; border:1px solid black;"></span> m : (123,0,0),	<span style="display:inline-block; width:10px; height:10px; background-color:black; border:1px solid black;"></span> ' : (15,0,0),
<span style="display:inline-block; width:10px; height:10px; background-color:black; border:1px solid black;"></span> n : (0,0,0),	<span style="display:inline-block; width:10px; height:10px; background-color:red; border:1px solid black;"></span> , : (207,0,0),
<span style="display:inline-block; width:10px; height:10px; background-color:black; border:1px solid black;"></span> o : (0,0,0),	

## COLOR INTERPRETATION



'Oh, she puts the weights into my little heart.'

## IMAGE BLENDED WITH COLORS



CODE

PYTHON

# LEIF ERIKSON TWITTER BOT

2015 | Python

Project developed at Bauhaus University for the class Bot n' Plots. The task was to program a twitter bot with the use of python. The band Interpol was chosen as an incentive for the creation of the bot. The final result can still be found on twitter under the name @RolandandLeif.

The bot translates Interpol's lyrics into an image of vertical stripes blended with images from the actual band and following Interpol's aesthetics through the use of white, red and black.

The first thing that was done was a compilation of the most famous Interpol's songs in a text edit document. The lyrics were placed line by line with no breaks. Afterwards a rgb palette of colors was chosen, each letter was represented by a specific color. The palette was ran from rgb [255, 0, 0], red color until rgb [0, 0, 0], black. The comma, a space and an apostrophe were considered in the process. Once the lyrics were read and interpreted into colors, they were blended with photographs and pictures from the band.

# MYXOMATOSIS

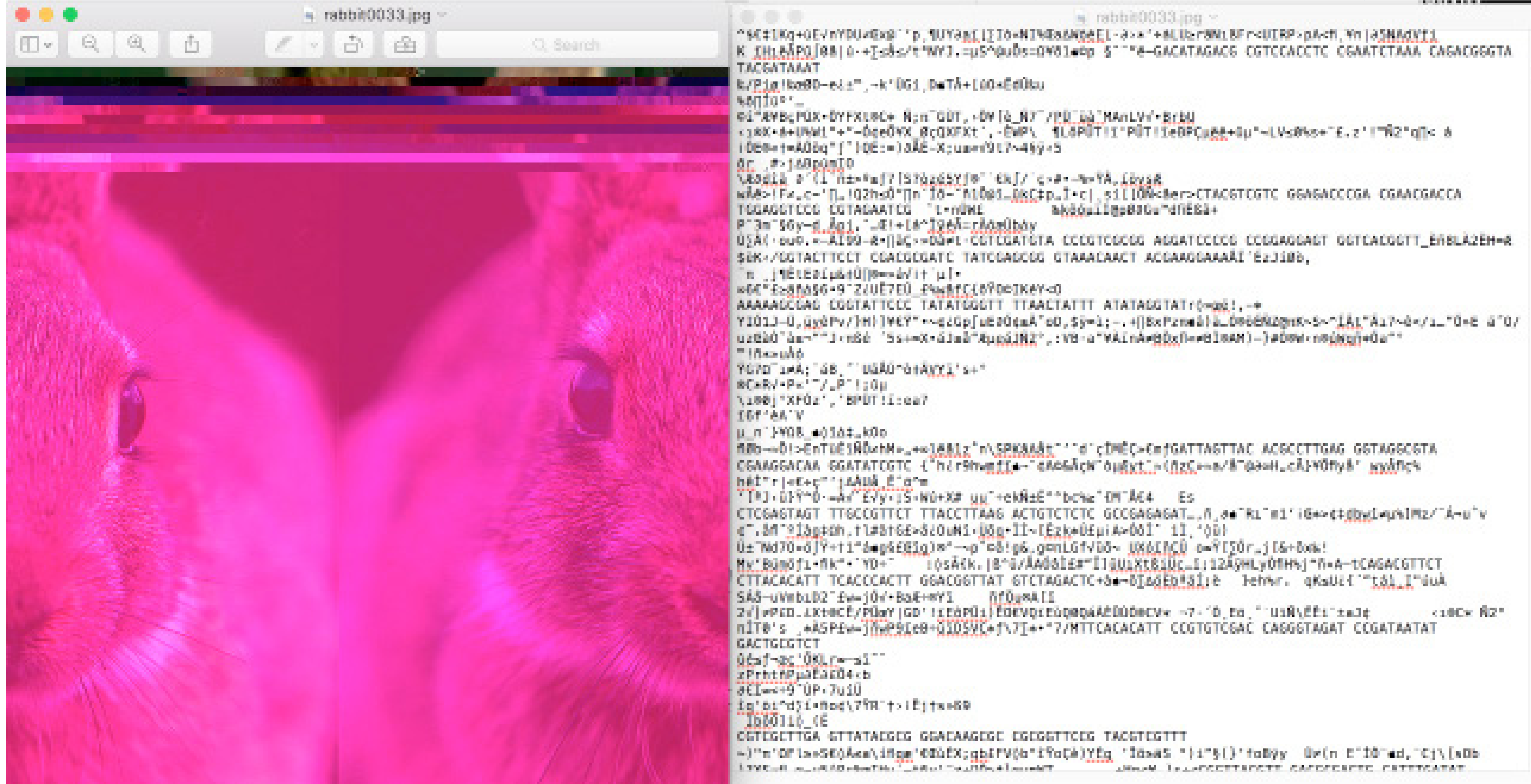
2015 | Python

Myxomatosis is about the relationship between the *Oryctolagus cuniculus* rabbit and the myxoma virus, which is the best example of a host-virus coevolution. This means that the virus has the potential to drive the evolution of their hosts. For this project the DNA sequence code of both organisms was translated into music and/or image.

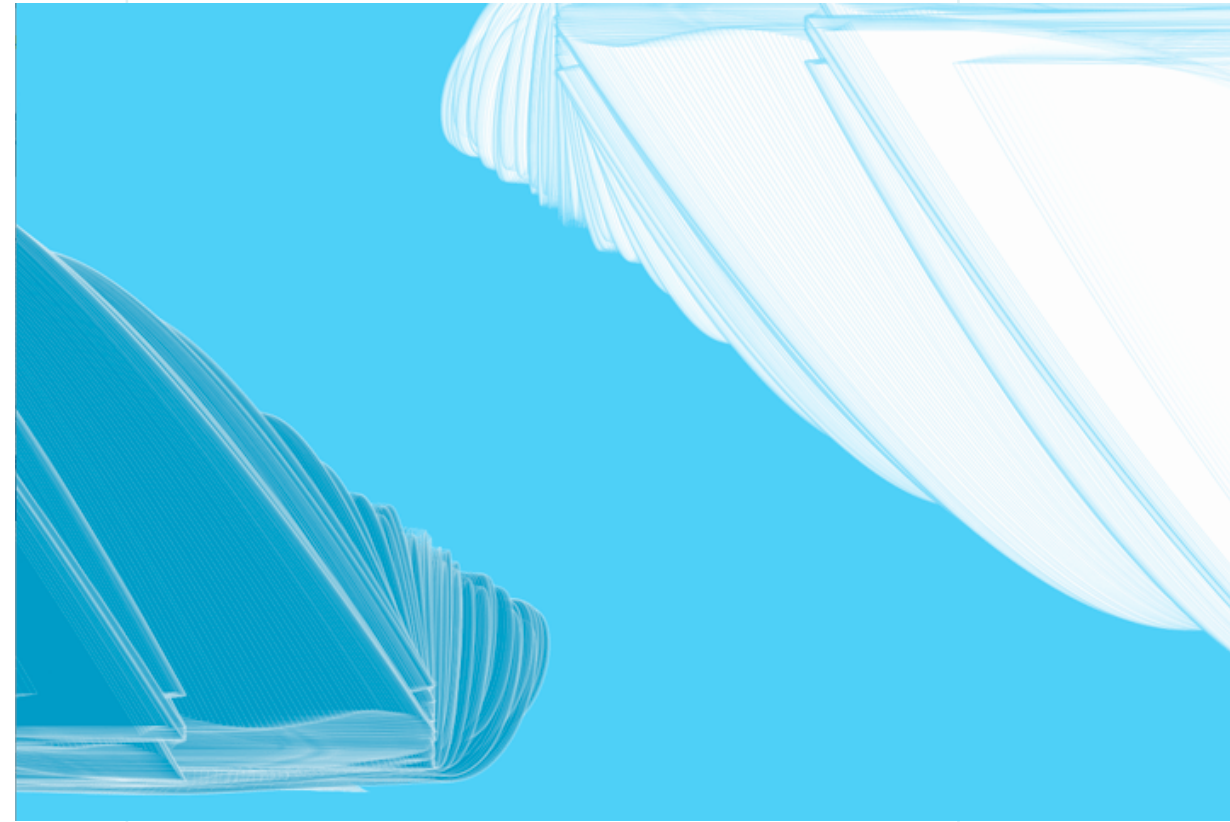
The DNA code is built or represented by letters in representation of its constitution. The DNA is formed out of four bases, adenine (A), cytosine (C), guanine (G) and thymine (T). A, C, G and T, in DNA determines the unique genetic code of every organism and provides the instructions for producing molecules in their bodies.

A glitched effect on the image of a rabbit was induced by the addition of the DNA sequence of the myxoma virus into the image's text in TextEdit software in order to "infect" the rabbit.

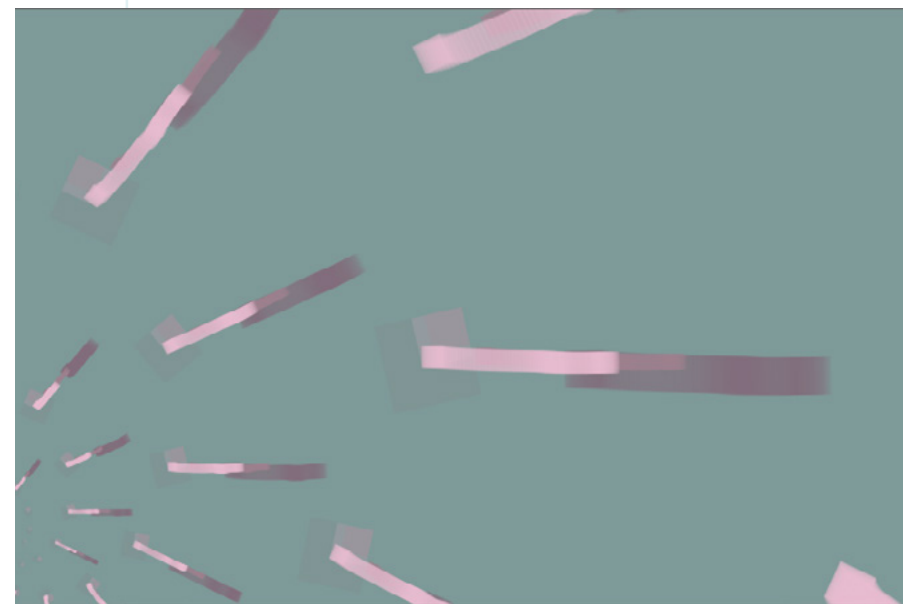
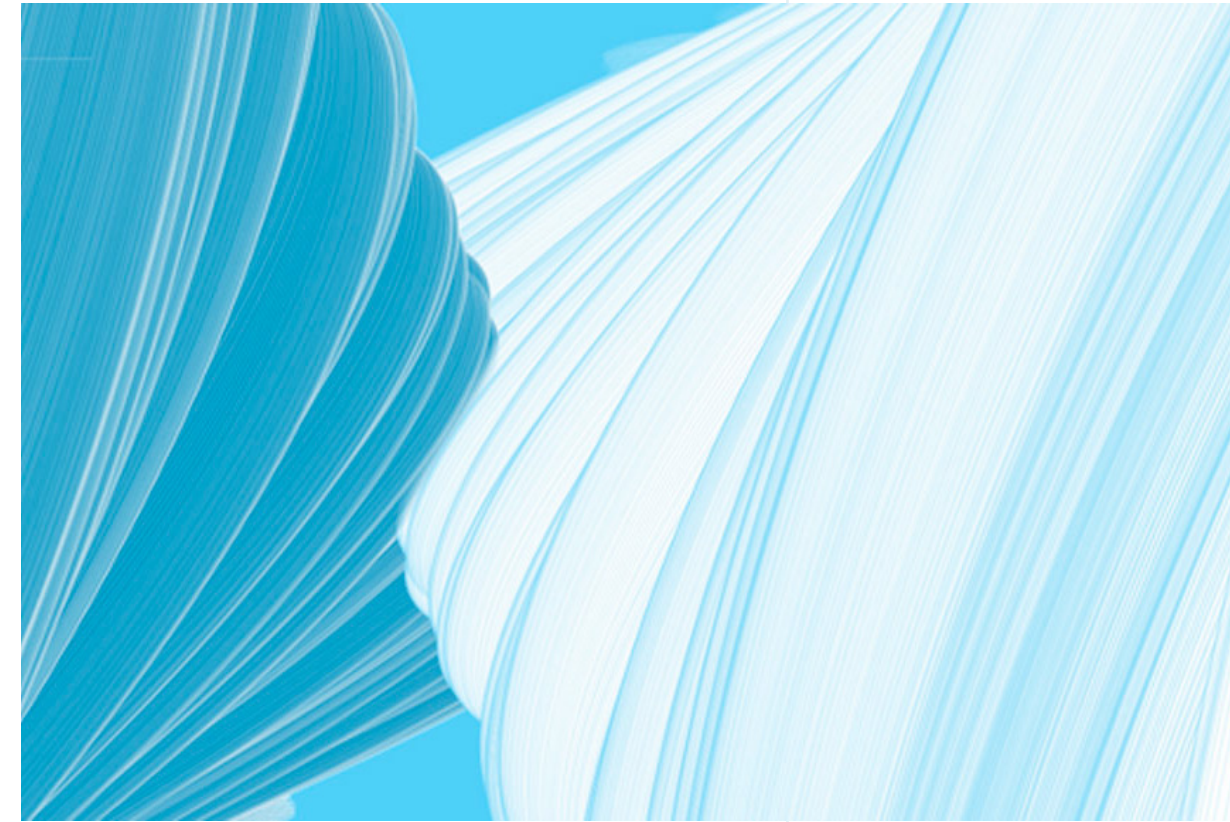
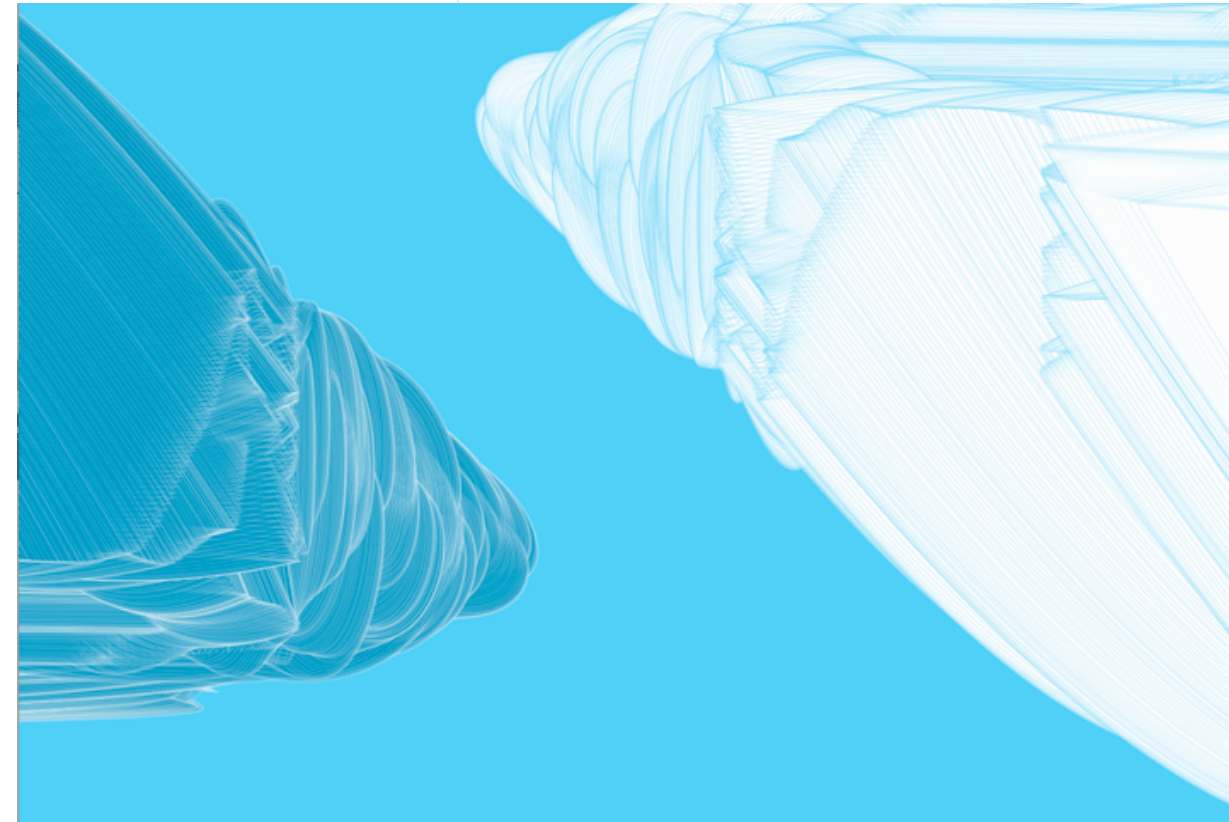
On the other hand the rabbit's and myxoma virus DNA sequence was translated into music in pure data. Both were played one with the other but the DNA rabbit's melody was "infected" too with the melody of the myxoma virus DNA sequence in order to have a glitch sound.



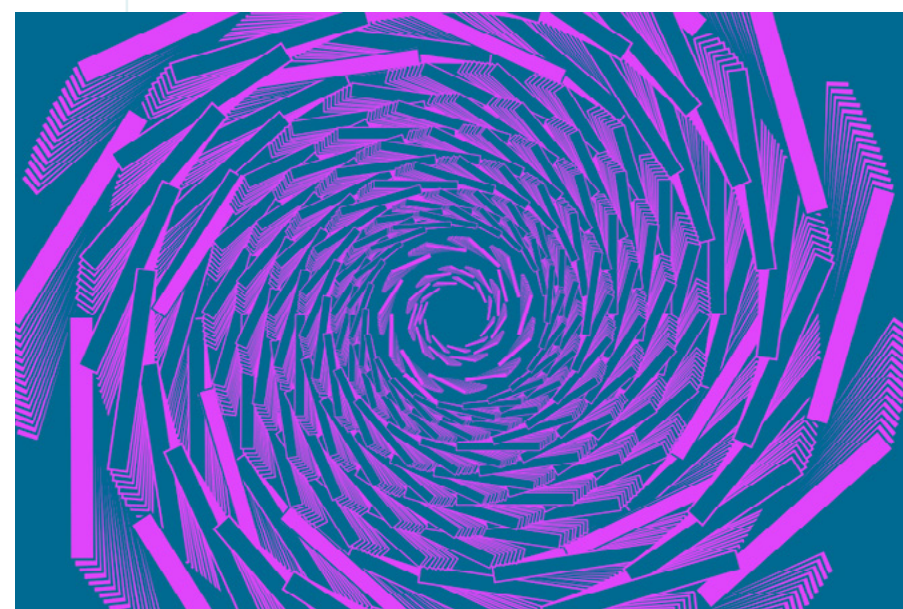
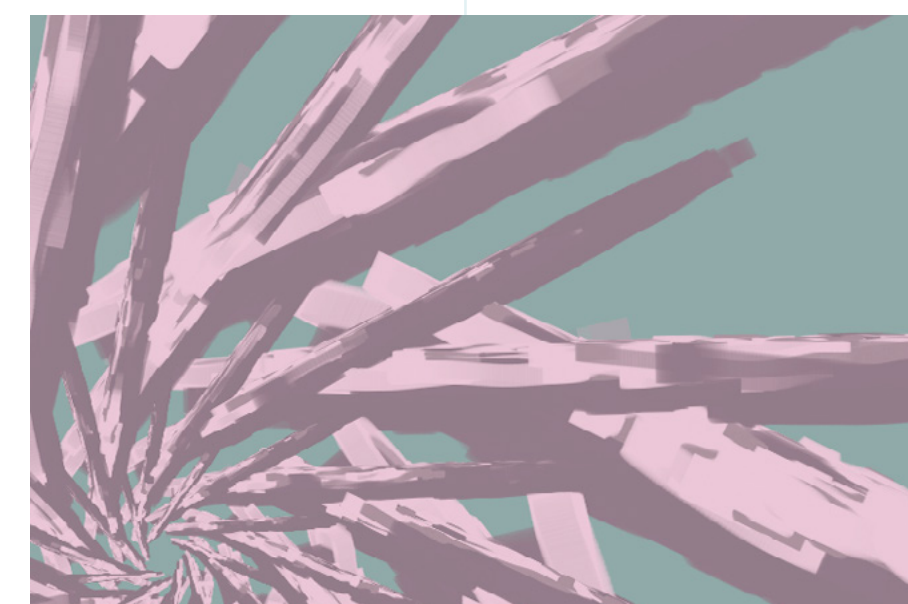
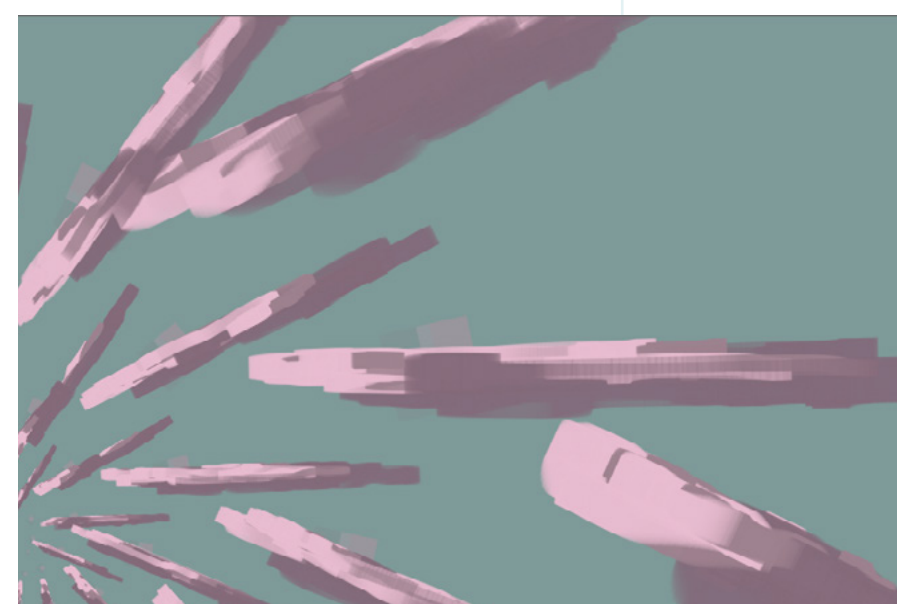
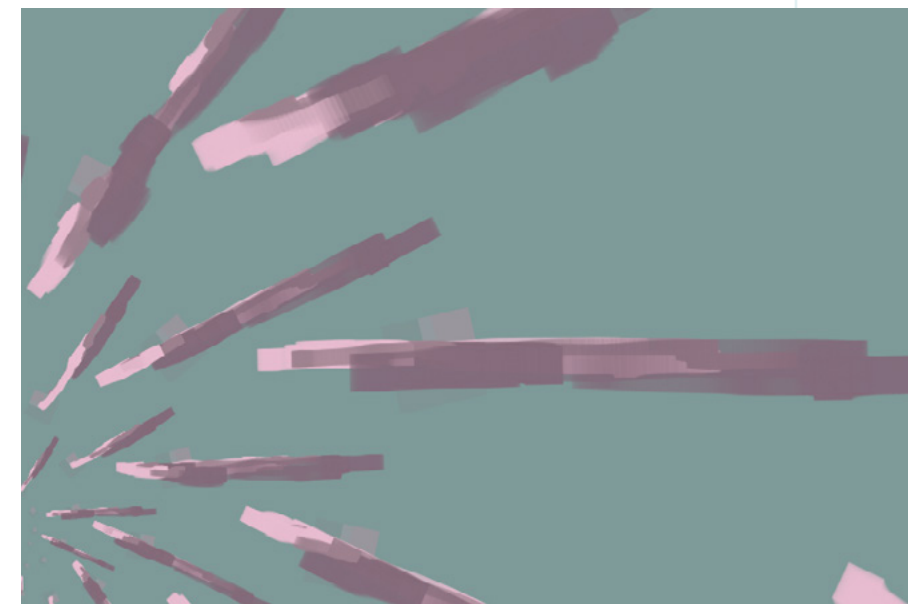
Glitched image generated from inserting the DNA code into an image's code.



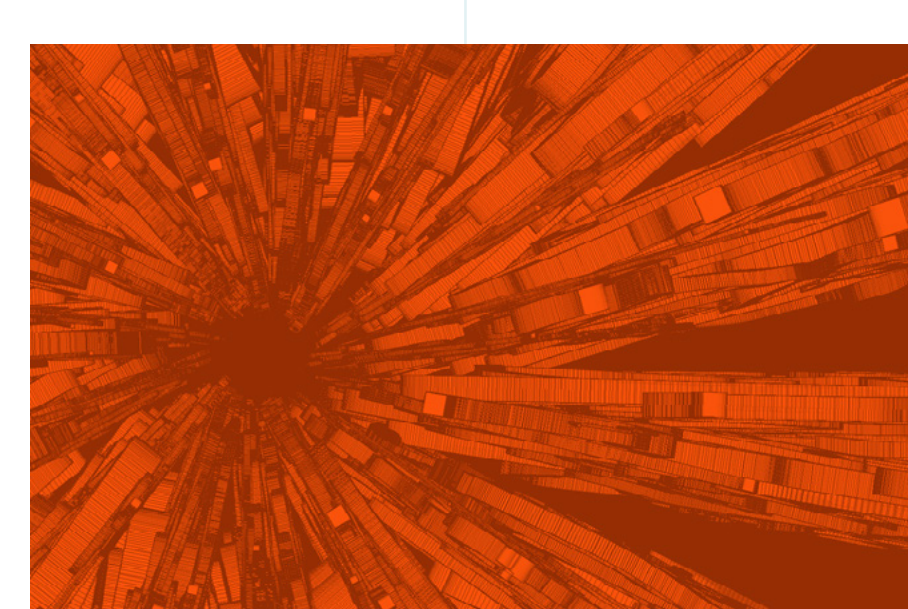
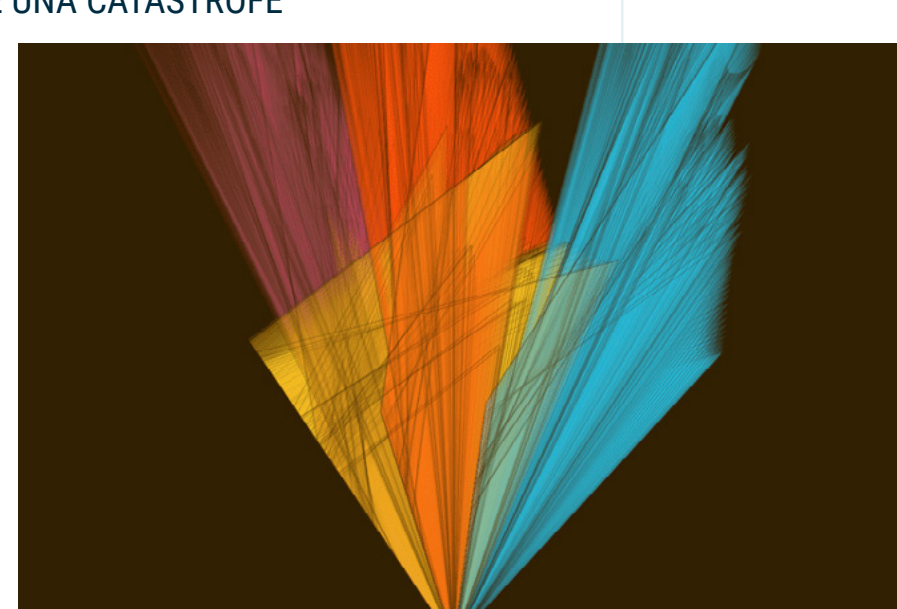
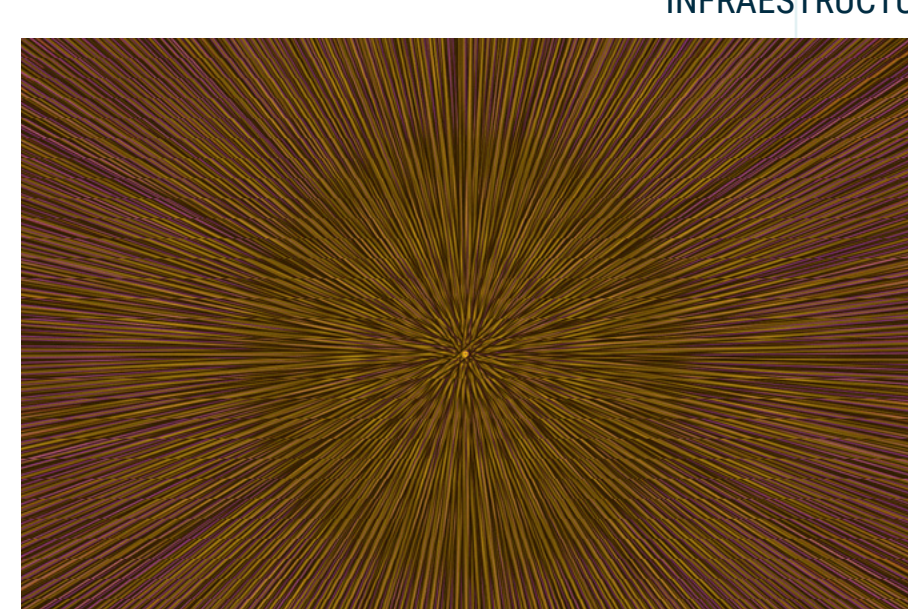
DER BLAUE KUSS



DECADENCIA



INFRAESTRUCTURA DE UNA CATÁSTROFE



# PROCESSING SKETCHES

2012 - 2014 | Processing

Sometimes I just enjoy playing with code and colors in processing. These sketches were developed with both a subject and a random effect.

Thanks for making it all the way through. Have a nice day!