

PORTFOLIO.

NORMAN PONS

About.

My name is Norman Pons, and I am a graphic designer and art director based in Barcelona.

My roots trace back to a small island in the Mediterranean, Menorca, whose environment has significantly influenced my aesthetic perception from an early age. Since then, I have cultivated an innate passion for beauty, design, and style, drawing inspiration from the shapes, geometries, and textures that nature provides.

My professional approach is grounded in a strong belief in sustainable design, where aesthetics harmoniously merge with the current needs of the consumer.

I advocate for the creation of solutions that are not only visually appealing but also functional, ensuring that beauty and practicality coexist in a balanced manner in every project I undertake.



Experience.

With **over 11 years of experience** in the fields of advertising, design, and art direction, I have dedicated a decade of my professional career to contributing to the success of the creative communication agency Manifiesto. During this time, I served as a designer and art director, and later as the Head of Design for five years. Additionally, I spent approximately 2 years as a Designer and Art Director at the healthcare-specialized communication agency, Bubblegum.

My expertise spans various areas, including **branding, packaging, point of sale, both offline and online campaigns, event management, social media presence, web development, final art, photography, among others.**

My passion for design has led me to take on a comprehensive role, acting as a 360° professional in an industry characterized by its constant evolution. Throughout my career, I have consistently demonstrated the ability to generate successful results for renowned brands.

 [Complete Curriculum Vitae](#)



Contact.

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 [@northmanstudio](#)

Check out my projects at
northmanstudio.net

Specialties.

Branding & Identity

Packaging

Advertising campaigns 360°

Corporate identity

Editorial Design

Art Direction

Digital & Web Design

Interior Design & Stands.

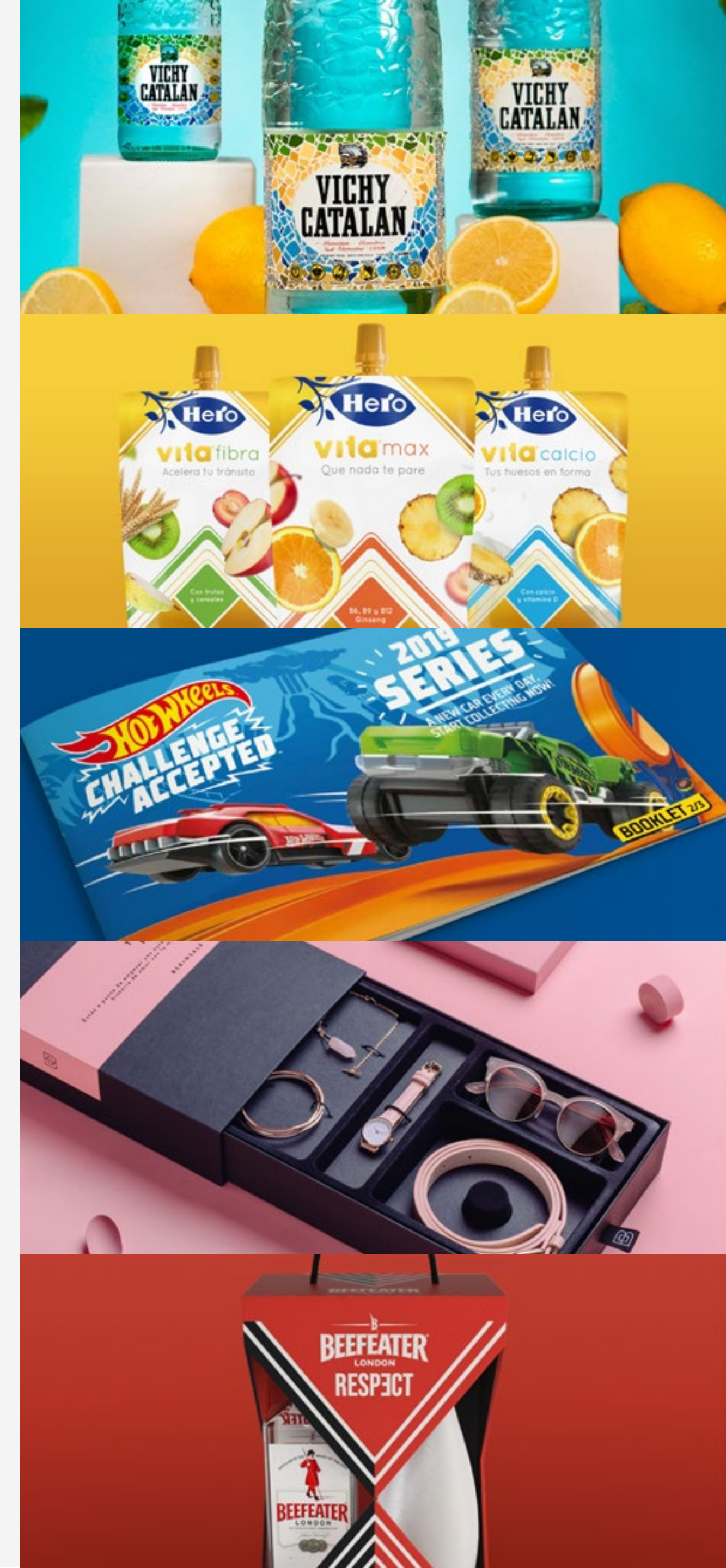
Point of Sale & Retail

Photography

Signaling

Brands I have worked for.

Toys: MATTEL, BARBIE, MONSTER HIGH, HOT WHEELS, FISHER PRICE, BOOMCO, MEGA BLOKS, SHOPKINGS, DISNEY PRINCESS, Pictionary, SCRABBLE, UNO. **Food:** DANONE, HERO, FONT VELLA, VICHY CATALAN, CARPISA, LAYS GOURMET, LACTALIS, FRIGO CHUCHES, ARTIACH. **Sports:** REEBOK, DAINESE, BEATBIKERS, JAN FARRELL, STOP&GO RACING, M-SPORTS. **Alcoholic drinks:** BEEFEATER, SEAGRAM'S, GRUPO TORRES, JAGERMEISTER, VIÑA ESMERALDA, SANGRE DE TORO, ESTRELLA GALICIA 0,0, TORRES 15, PISCO EL GOBERNADOR, BABICKA. **Healthcare:** SUNSTAR GUM, LICOR DEL POLO, SANOFI, Merial, SALVAT, LETI, IPSEN. **Entertainment:** CINESA, MEDIACREST, GRUPO PLANETA, CINEMES CAN CASTELLER. **Technology:** MYTAXI, BIZUM, ASUS, YAMAHA MUSIC, MITSUBISHI ELECTRIC, GLOBO. **Automotive:** CUPRA. **Beauty:** REVLON PROFESSIONAL, STARLITE, ADOLFO DOMINGUEZ, BEKINSALE, TENA LADY, AIR-VAL, OASIS THERMAL CARE, VR6. **Telecommunications:** YOIGO, MÁS MOVIL. **Institutional:** AJUNTAMENT DE BARCELONA, COMUNIDAD DE MADRID, BARCELONA TURISME, MERCATS DE BARCELONA, EY CONSULTANT. **Banks:** BANKIA - SOYOU, LA CAIXA. **Others:** 1881 HOTELS, ROCKFON, ROCKWOLL, ROOM MATE HOTELS, ILLUNION HOTELS, LEGRAND, MI COLOR, LA TOJA, CASINOS BARCELONA, FINCAS FARO, ACASOC ABOGADOS.



CUPRA.

**Cupra's Special Drink.
Collaboration with Vichy Catalan
Packaging Design.**

Development of the label and packaging design for the Cupra's Special Drink product range, created in collaboration with Vichy Catalan. The design reflects the dynamic and avant-garde spirit of Cupra, seamlessly merging it with the heritage and premium quality associated with Vichy Catalan.

Each element of the packaging is crafted to evoke sophistication and innovation, perfectly aligned with the brand's identity.





THE CUPRA GINGER LIME
SPARKLING WATER

**VICHY
CATALAN**

330 ml

THE CUPRA GINGER LIME
SPARKLING WATER

**VICHY
CATALAN**

330 ml

THE CUPRA GINGER LIME
SPARKLING WATER

**VICHY
CATALAN**

330 ml

BEKINSALE.

**Fashion accessories brand.
Packaging & Branding Design.**

Packaging Design, Branding, and Labeling are characterized by the relentless pursuit of uniqueness and elegance that set Beckinsale's fashion accessories apart in a highly competitive market. Our mission is to accentuate the exclusivity and sophistication of each piece, adding value that solidifies the brand's position in the fashion industry, ensuring that each product is presented flawlessly and memorably.

See the full project: [Here](#)





VICHY CATALAN FRUIT.

Sparkling Juice range *Packaging Design.*

Design of labeling and packaging for the complete Vichy Catalan product range, encompassing both domestic and international markets. This includes the creation of labels, shrink-wraps for various packaging configurations, special editions, and unique formats.

Over the course of three years, I served as the official designer for Vichy Catalan Corporation, overseeing all aspects of packaging and graphic elements for the company's diverse brand portfolio.

See the full project:
VICHY CATALAN FRUIT, [Here](#)





VCH

VICHY CATALAN Fruit

VICHY CATALAN Fruit

VICHY CATALAN Fruit

VICHY CATALAN Fruit

VICHY CATALAN Fruit

VICHY CATALAN.

Sparkling water range *Packaging Design.*

Design of labeling and packaging for the complete Vichy Catalan product range, encompassing both domestic and international markets. This includes the creation of labels, shrink-wraps for various packaging configurations, special editions, and unique formats.

Over the course of three years, I served as the official designer for Vichy Catalan Corporation, overseeing all aspects of packaging and graphic elements for the company's diverse brand portfolio.

See the full project:
VICHY CATALAN, [Here](#)





DANONE.

**Danone Pro, a specialized product within the Danone brand.
Art Direction & Editorial Design.**

Art Direction and Editorial Design for Catalogs, Brochures, and Signage for Danone Pro, a specialized product within the Danone brand, catering to the baking and foodservice industry. This role involves overseeing the artistic direction of each photograph and the design and final art preparation for all printed materials and digital campaigns.

See the full project: [Here](#)





VR6.

**Anti-hair loss range.
Branding and Packaging Design.**

Redesign of brand identity and packaging for the anti-hair loss product range VR6, consisting of 5 different products: 120-unit capsules, 60-unit capsules, 30-unit probiotic, anti-hair loss shampoo, and serum.

See the full project: [Here](#)







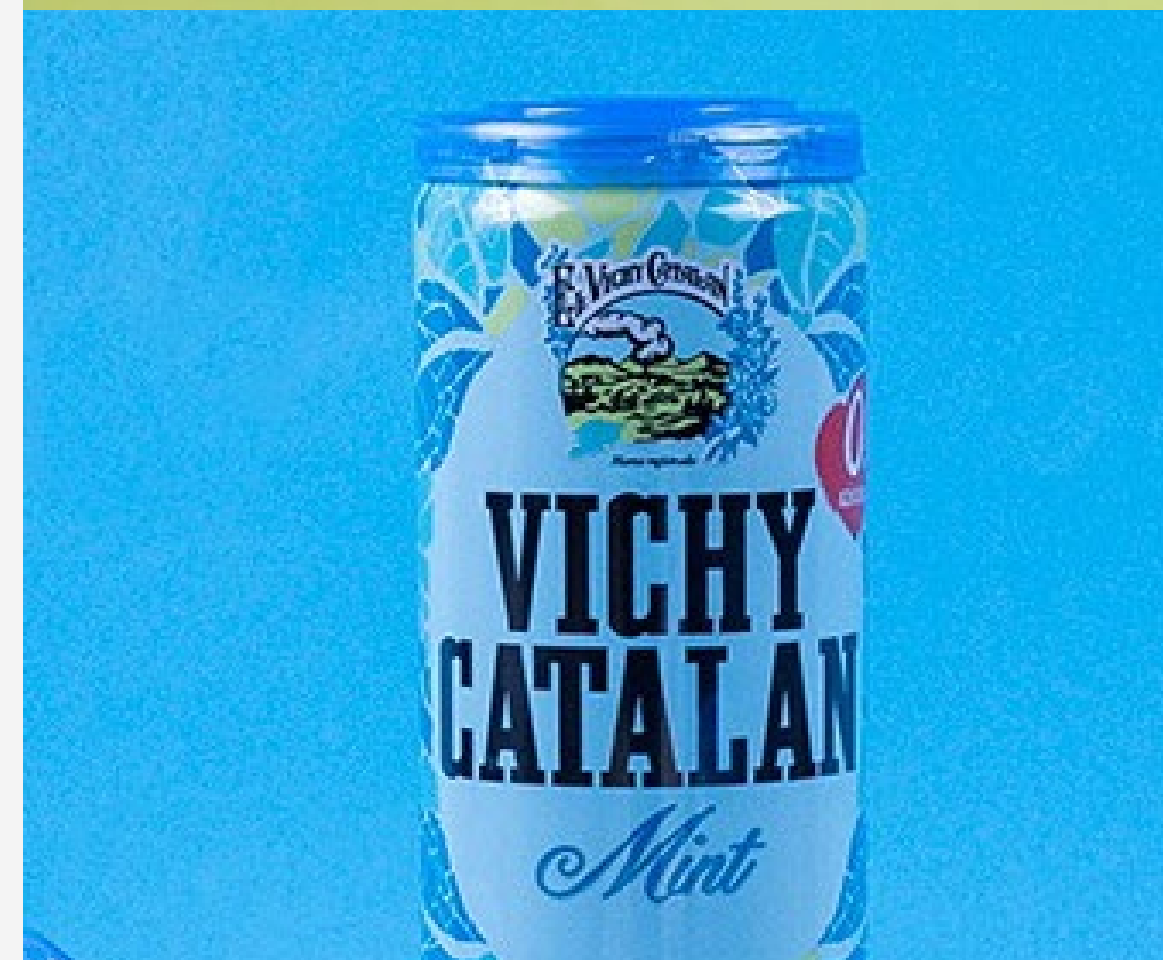
VICHY CATALAN SABORES.

**Sparkling flavored drinks range
Packaging Design.**

Design of labeling and packaging for the complete Vichy Catalan product range, encompassing both domestic and international markets. This includes the creation of labels, shrink-wraps for various packaging configurations, special editions, and unique formats.

Over the course of three years, I served as the official designer for Vichy Catalan Corporation, overseeing all aspects of packaging and graphic elements for the company's diverse brand portfolio.

See the full project:
VICHY CATALAN SABORES, [Here](#)

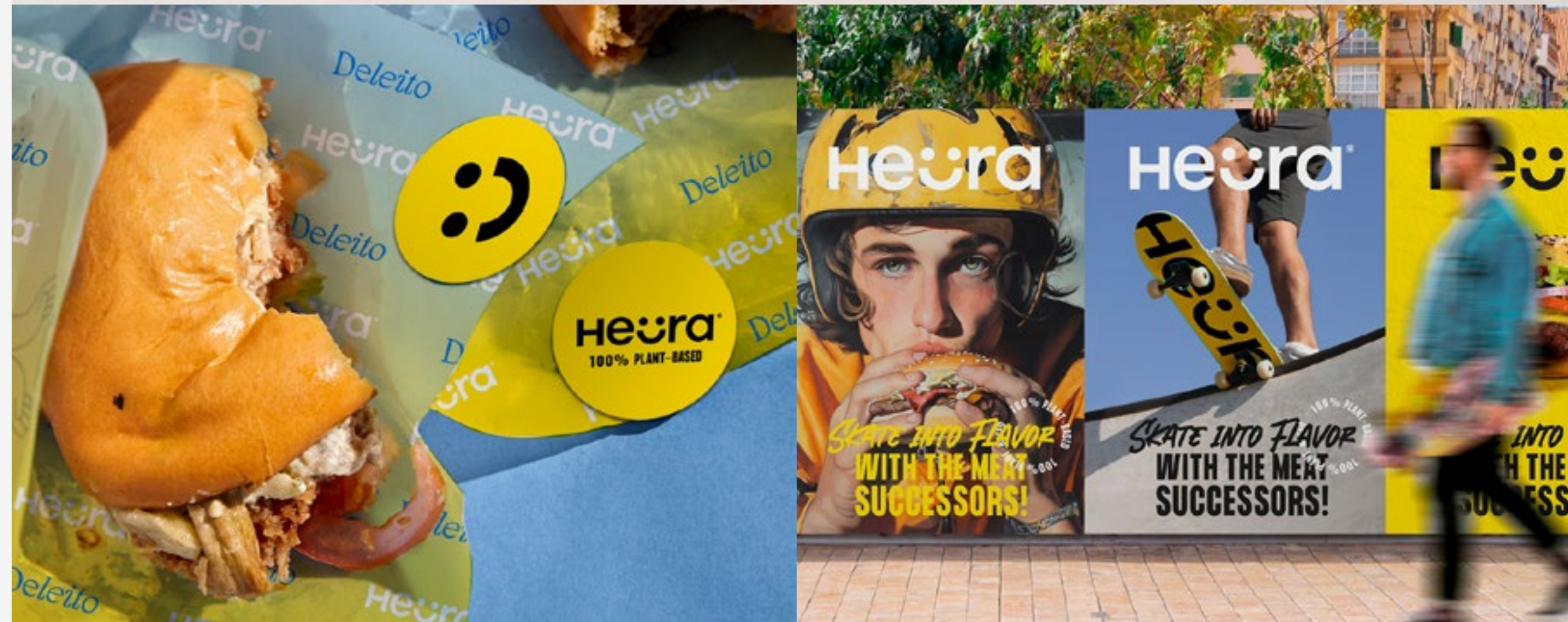


HEÜRA.

Heüra x Paris Olympics 2024.
360° Campaign.
Experiential Design

360° campaign for Heüra during the Paris 2024 Olympics, featuring the design of two zones inspired by skateboarding, the newest Olympic sport. The spaces reflected the dynamic and alternative spirit of both skateboarding and Heüra, celebrating the brand's leadership in plant-based innovation. Bold, urban visuals and interactive elements brought Heüra's rebellious ethos to life, connecting with a young, progressive audience.

See the full project: [Here](#)





BEEFEATER & SEAGRAM'S.

Alcoholic beverage brands.
Packaging Design.

Creation of a promotional package with a gift for the leading spirits brands, Beefeater and Seagram's, in the spirits industry.

See the full project: [Here](#)



LEGRAND.

Brand of switches and trims.
Editorial Design.

Design of catalogs for the renowned brand Legrand, specializing in the manufacturing of switches and decorative elements for the domestic environment.

See the full project: [Here](#)





VALENA™ NEXT

E S P U R O

P O W E R

El poder del diseño minimalista, los mecanismos más eficientes, los acabados más adaptables y la tecnología más innovadora.

HERO.

Range of juices with vitamins. *Packaging Design.*

Development of packaging for a new product range under the Hero brand, designated as Hero Vita. These products encompass multivitamin juices tailored to enhance personal well-being.

See the full project: [Here](#)



HOT WHEELS.

The renowned toy vehicle brand of the multinational company Mattel.
Editorial Design.

Design of international catalogs and posters for Hot Wheels, the renowned toy vehicle brand of the multinational company Mattel.

For a period of 5 years, I served as the official designer for Mattel, overseeing prestigious brands such as Hot Wheels, Barbie, Monster High, Fisher Price, Scrabble Pictionary, Boomco, and UNO.

See the full project: [Here](#)



HotWheels
CHALLENGE ACCEPTED

2019 SERIES

A NEW CAR EVERY DAY,
START COLLECTING NOW!



POSTER 2/3

HW RACE DAY™



EXPERIMOTORS™



BAJA BLAZERS™



MUSCLE MANIA™



NIGHTBURNERS™



HW RESCUE™



HW RIDE-ONS™



HW SPALL™



HW MOTU™



SUPER CHROMES™



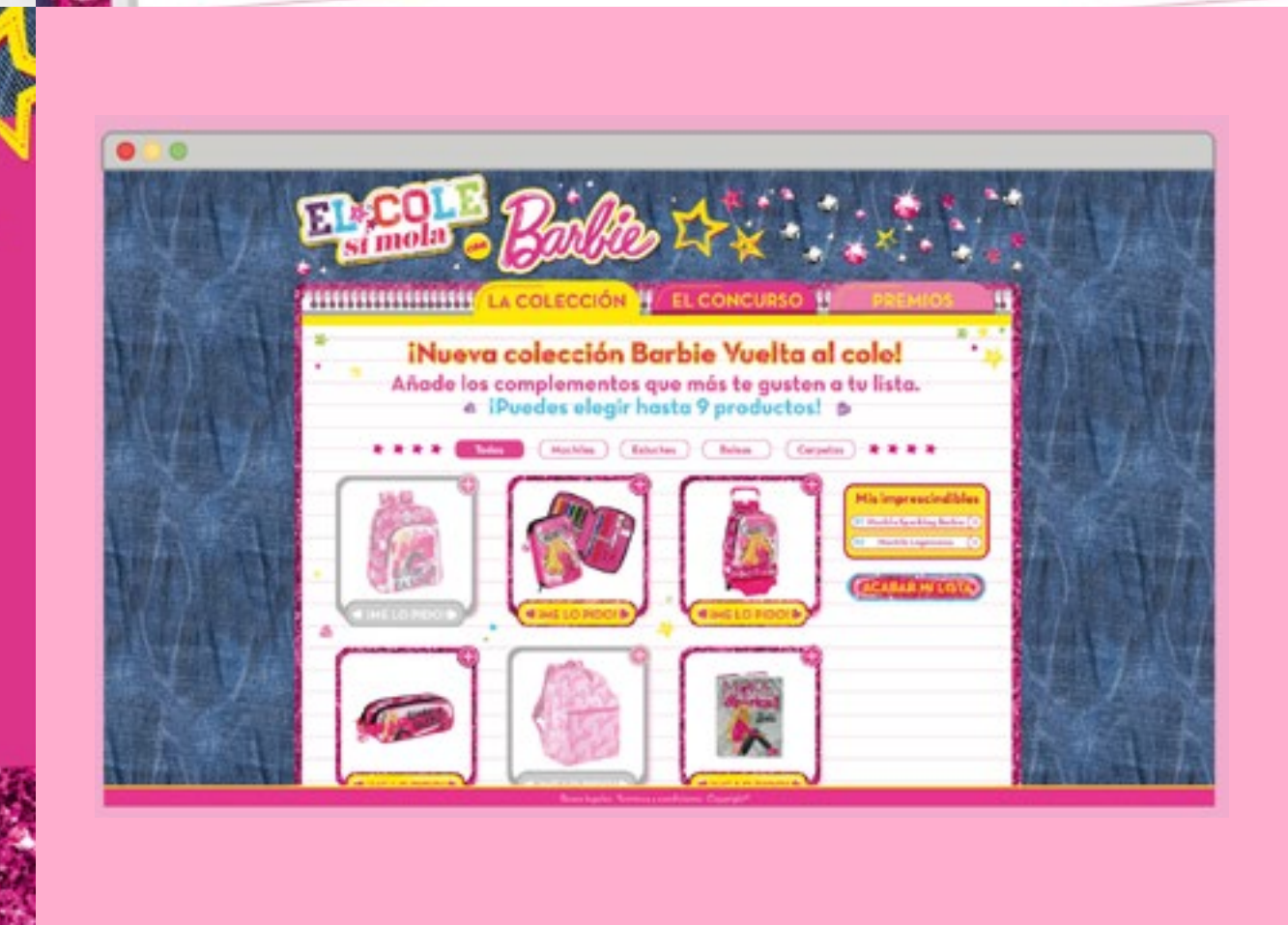
GAMES, VIDEOS, CARS & MORE
AT HOTWHEELS.com



BARBIE.

Children's toy brand.
Web & Print Design.

I orchestrated a comprehensive Back-to-School campaign for Barbie, encompassing a dynamic web presence, banner campaigns, and printed advertisements. The campaign was intricately designed to resonate with the target audience, seamlessly blending Barbie's iconic image with the excitement of returning to school. The website served as a central hub, featuring engaging content, product showcases, and interactive elements to enhance the user experience. The banner campaigns strategically leveraged key visual elements, while the printed ads conveyed the campaign's message effectively through carefully crafted visuals and compelling copy.

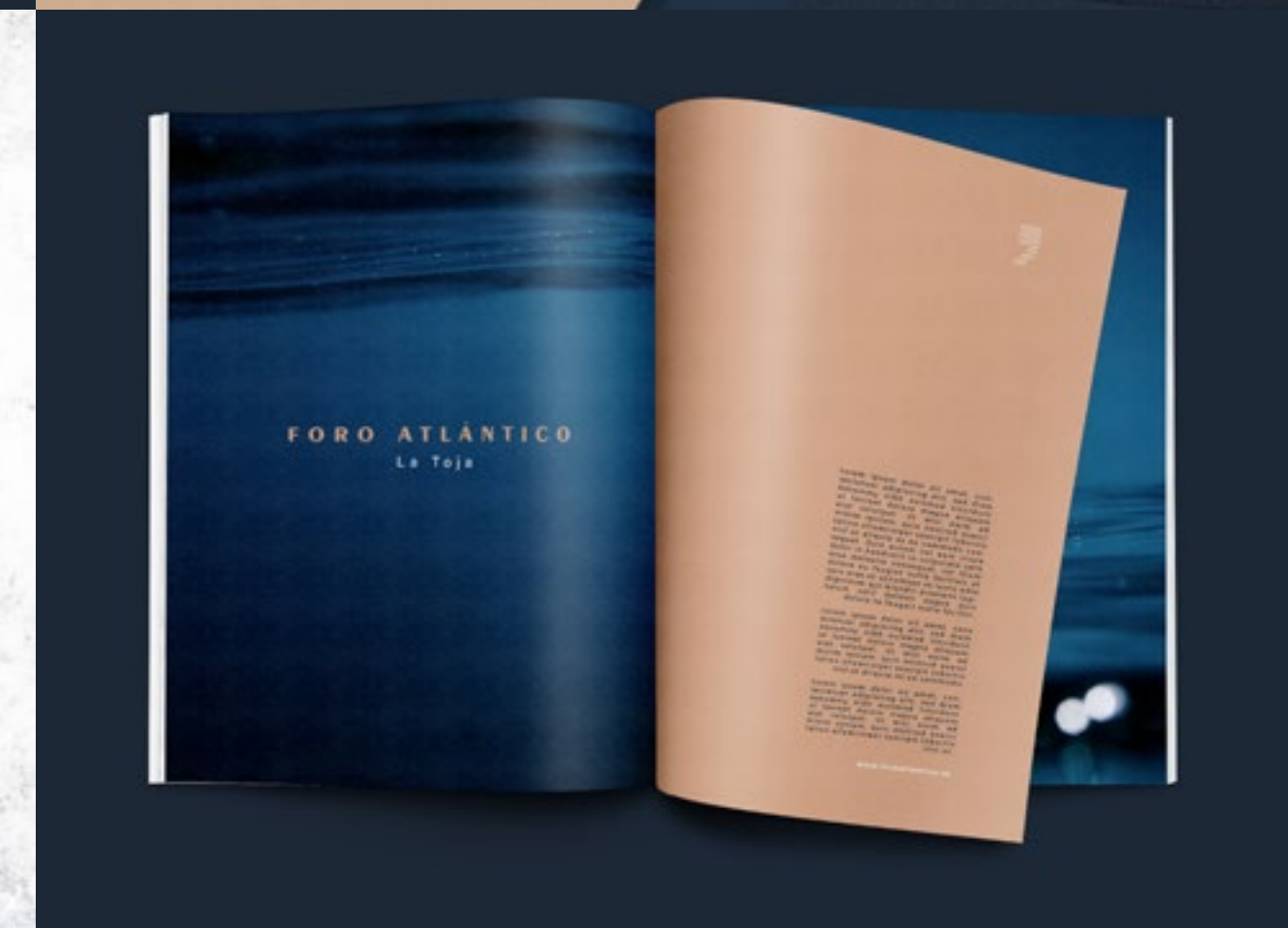


FORO ATLÁNTICO.

Conferences on policy
forums and presentations.
Packaging Design.

Creation of Corporate Identity
and Brand Applications for Foro
Atlántico, a series of political
symposiums held in La Toja, Galicia.
The identity concept revolves around
the Atlantic Ocean and the forum
discussions.

See the full project: [Here](#)



FORO ATLÁNTICO

La Toja



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OASIS THERMAL CARE.

**Range of beauty products
Packaging Design.**

Design of labeling and packaging for the Oasis Thermal Care product range, encompassing both domestic and international markets. This includes the creation of labels, shrink-wraps for various packaging configurations, special editions, and unique formats.

Over the course of three years, I served as the official designer for Vichy Catalan Corporation, overseeing all aspects of packaging and graphic elements for the company's diverse brand portfolio.

See the full project: [Here](#)



BEKINSALE COSMETICS.

Beauty & Make-up Brand.
Branding & Packaging Design.

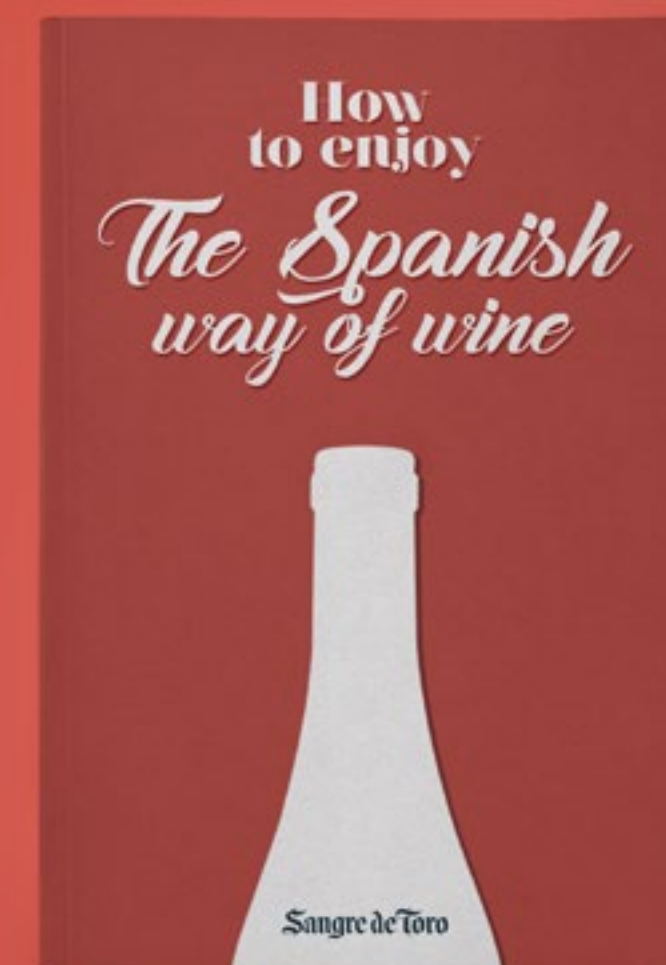
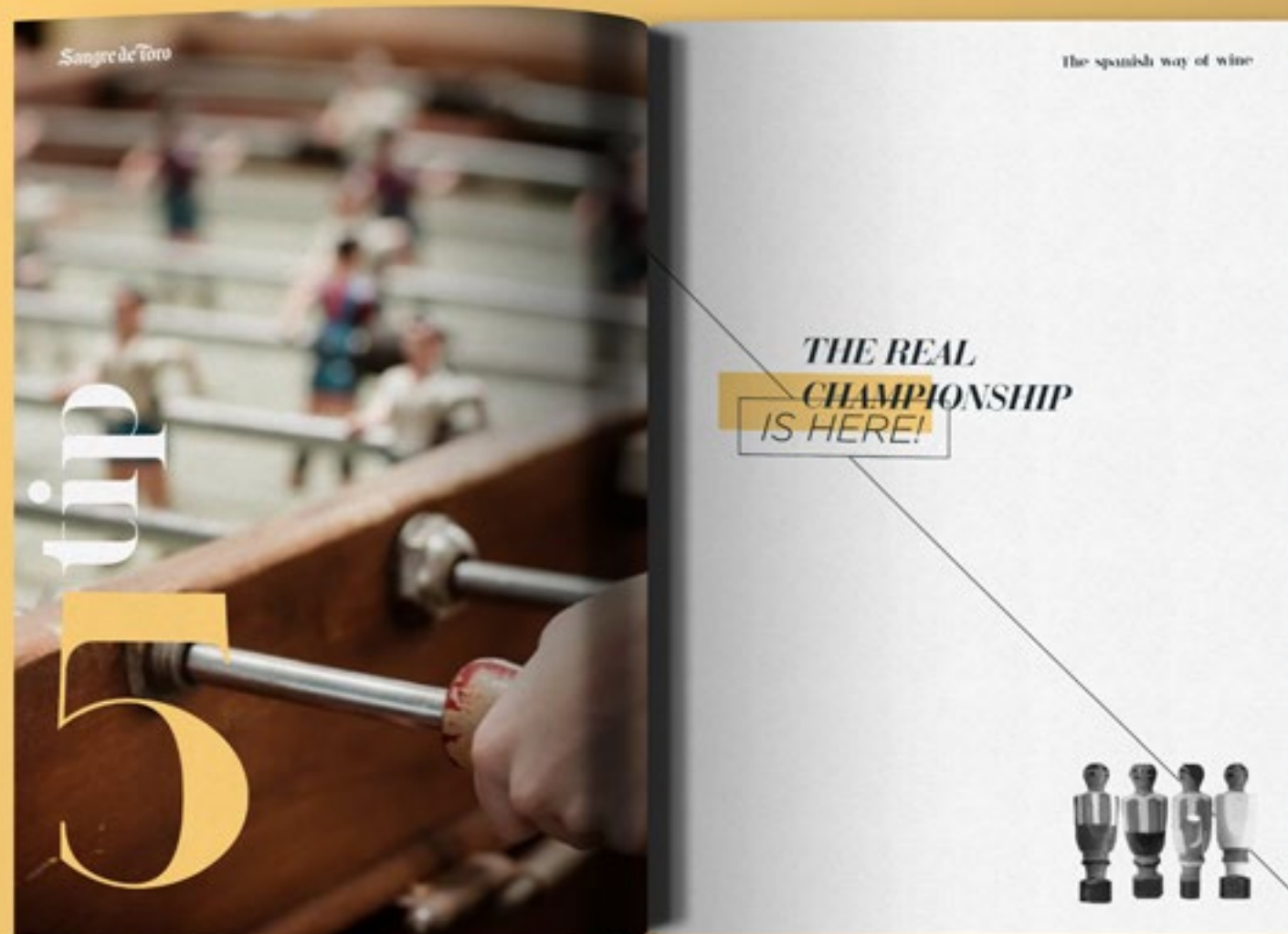
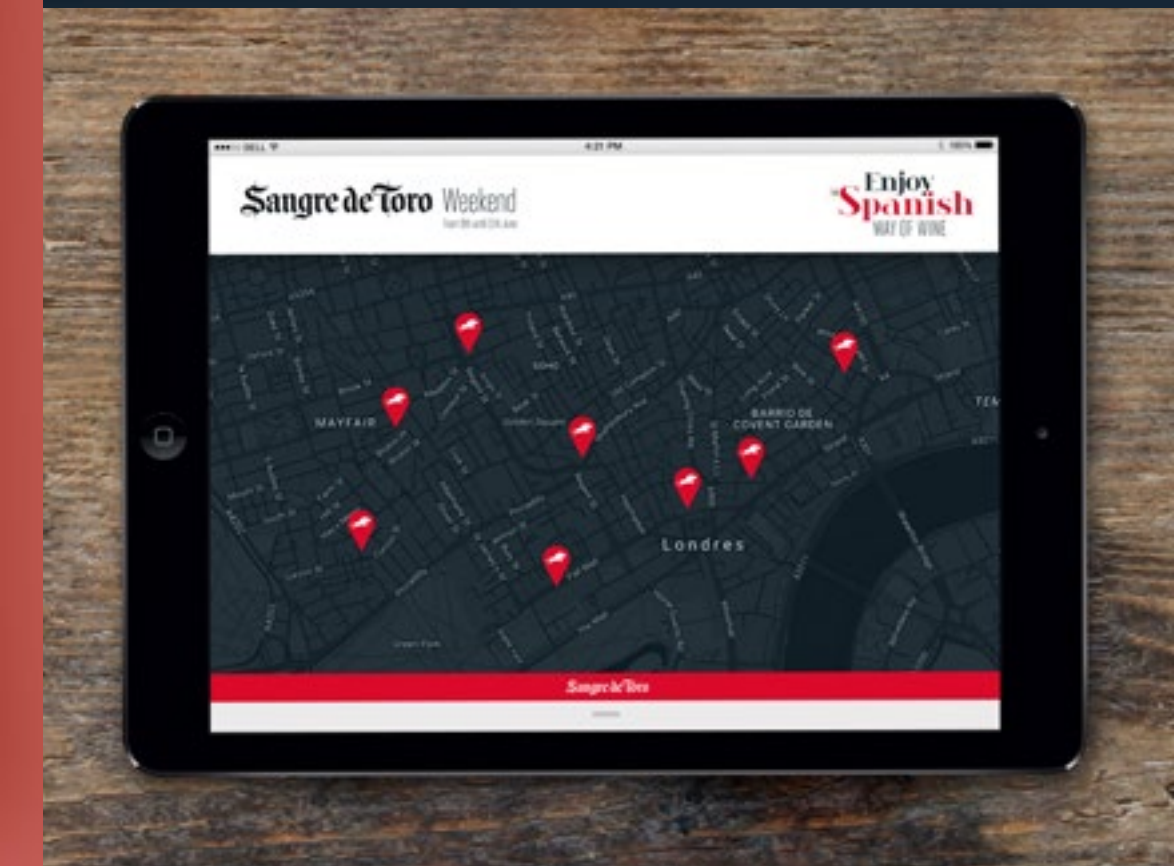
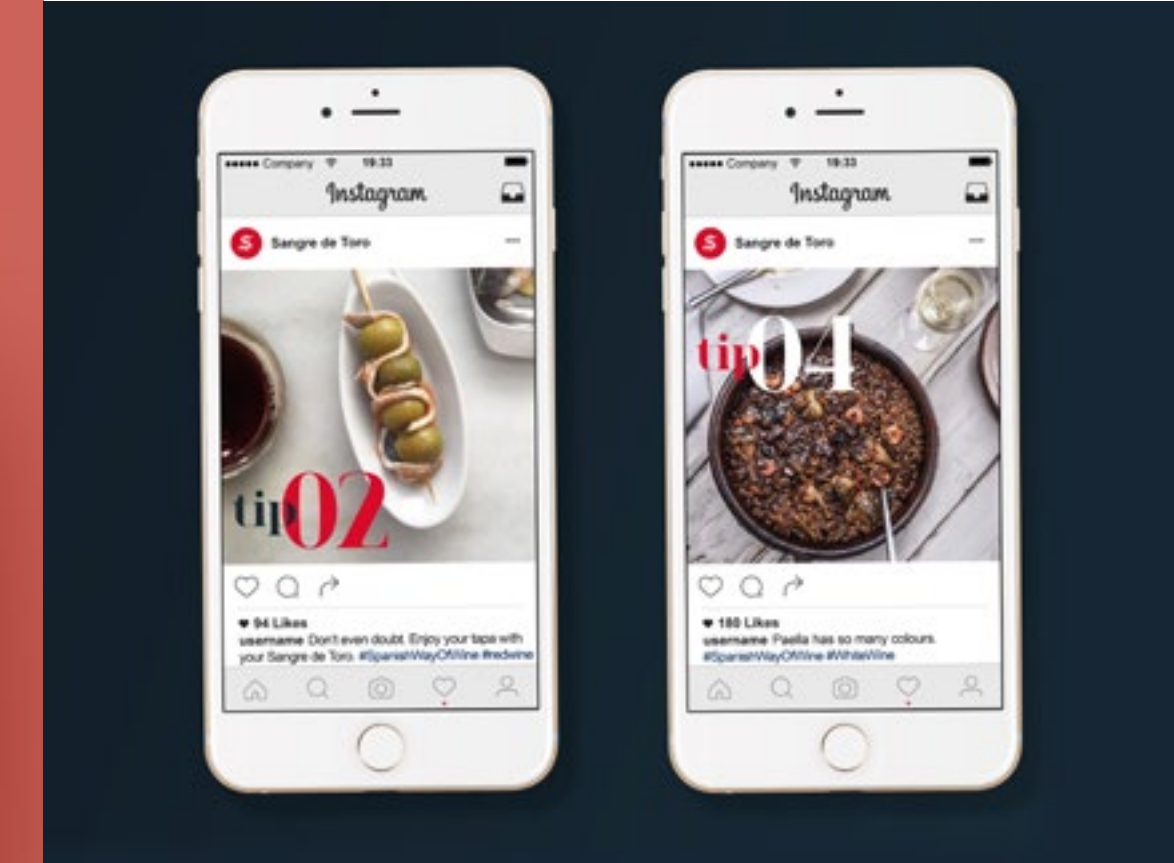
I led the creation of Beckinsale Cosmetics, a makeup and beauty brand distinguished by its innovative concept of makeup boxes containing a harmonious assortment of complementary products. The brand's core ethos revolves around seamlessly curated collections that offer a cohesive and versatile range of beauty essentials. The development process involved meticulous attention to product synergy, ensuring that each makeup box not only reflects the highest standards of quality but also provides a comprehensive and aesthetically pleasing makeup experience. Beckinsale Cosmetics epitomizes the fusion of creativity, functionality, and elegance in the realm of beauty.



SANGRE DE TORO.

**Wine range of Torres cellar wine.
Editorial design.**

I spearheaded the development of a distinctive book for a Sangre de Toro campaign, with the central concept revolving around Spanish culture and the integral role of wine within the broader Spanish universe. This project involved a comprehensive exploration of how wine is interwoven into every facet of Spanish culture, creating a narrative that celebrates the rich tapestry of Spanish heritage and its profound connection with wine. The book serves as a testament to the cultural significance of Sangre de Toro within the broader context of Spanish traditions.



RELIVE.

**Healthcare product for dry eyes.
Advertising Campaign 360°**

I orchestrated a comprehensive 360° campaign to launch Relive, a product combating ocular dryness. This initiative included brand design, packaging, website development, print/digital materials, videos, and event stand design. The branding strategy focused on efficacy and trust, reflected in innovative packaging. The campaign website was an interactive hub, and digital/print materials maximized outreach. Persuasive videos conveyed product benefits, and the event stand design provided an immersive brand experience. This approach ensured a cohesive and impactful introduction of Relive to the market.



BOOMCO.

Children's toy brand.
Event Design.

Design and organization of an event for the renowned children's toy brand Boomco. The event encompassed a wide range of graphic elements, including the customization of the entire environment, the creation of a comprehensive merchandising kit, textile elements, web design, brochures, accreditations, decorations, promotions, and more.

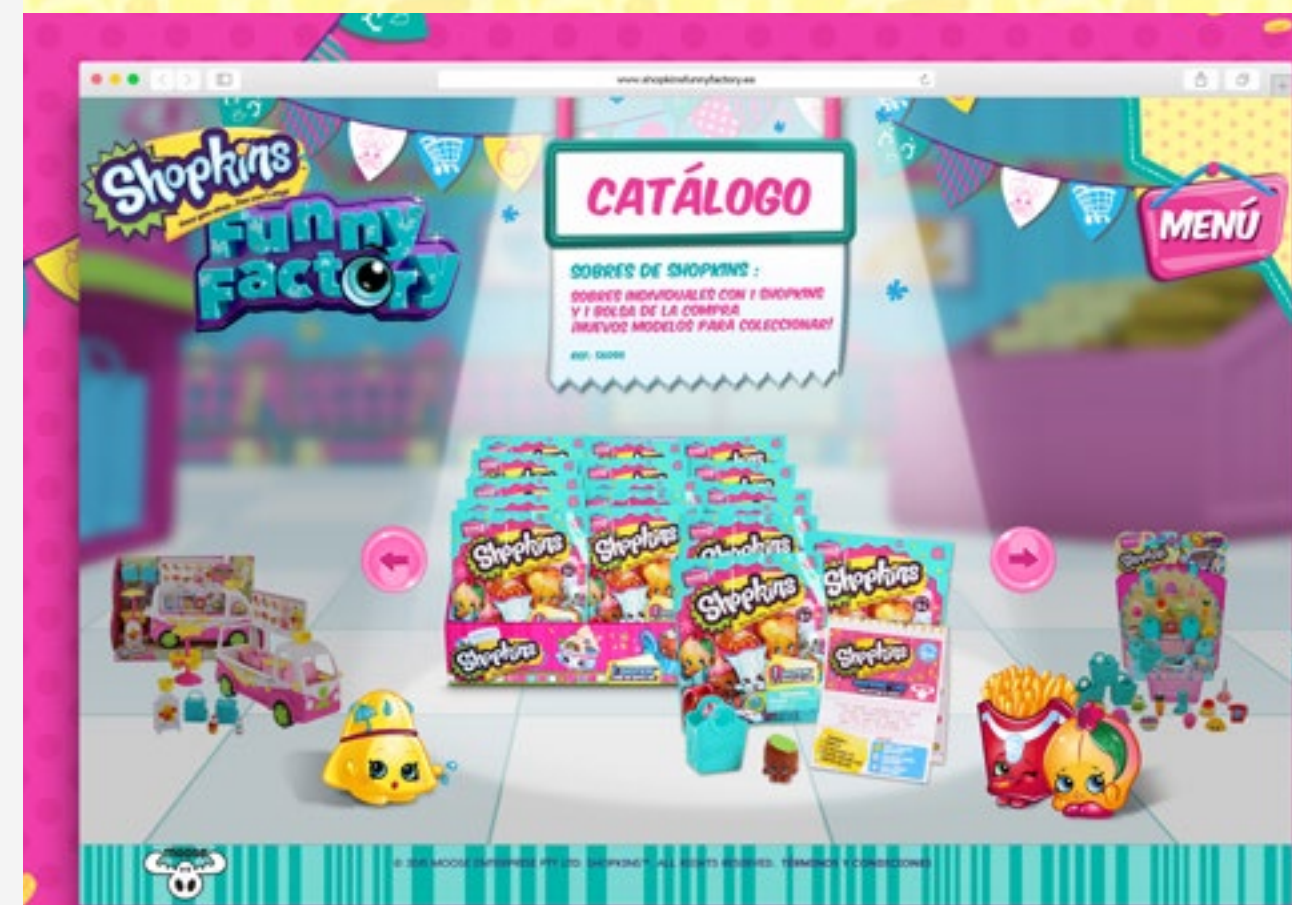
See the full project: [Here](#)



SHOPKINS.

Children's toy brand.
Web & Print Design.

I supervised the development of the "Shopkins Fun Factory" website, designed for a special launch initiative. This online platform was meticulously crafted to provide a unique and engaging experience for users, showcasing products in a vibrant and fun manner. Additionally, complementary printed materials were created to reinforce the brand's visual identity, serving as tangible extensions of the digital experience. The website and printed pieces were strategically aligned to ensure consistency and cohesion in the launch presentation, thereby contributing to a comprehensive and successful campaign for "Shopkins Fun Factory."

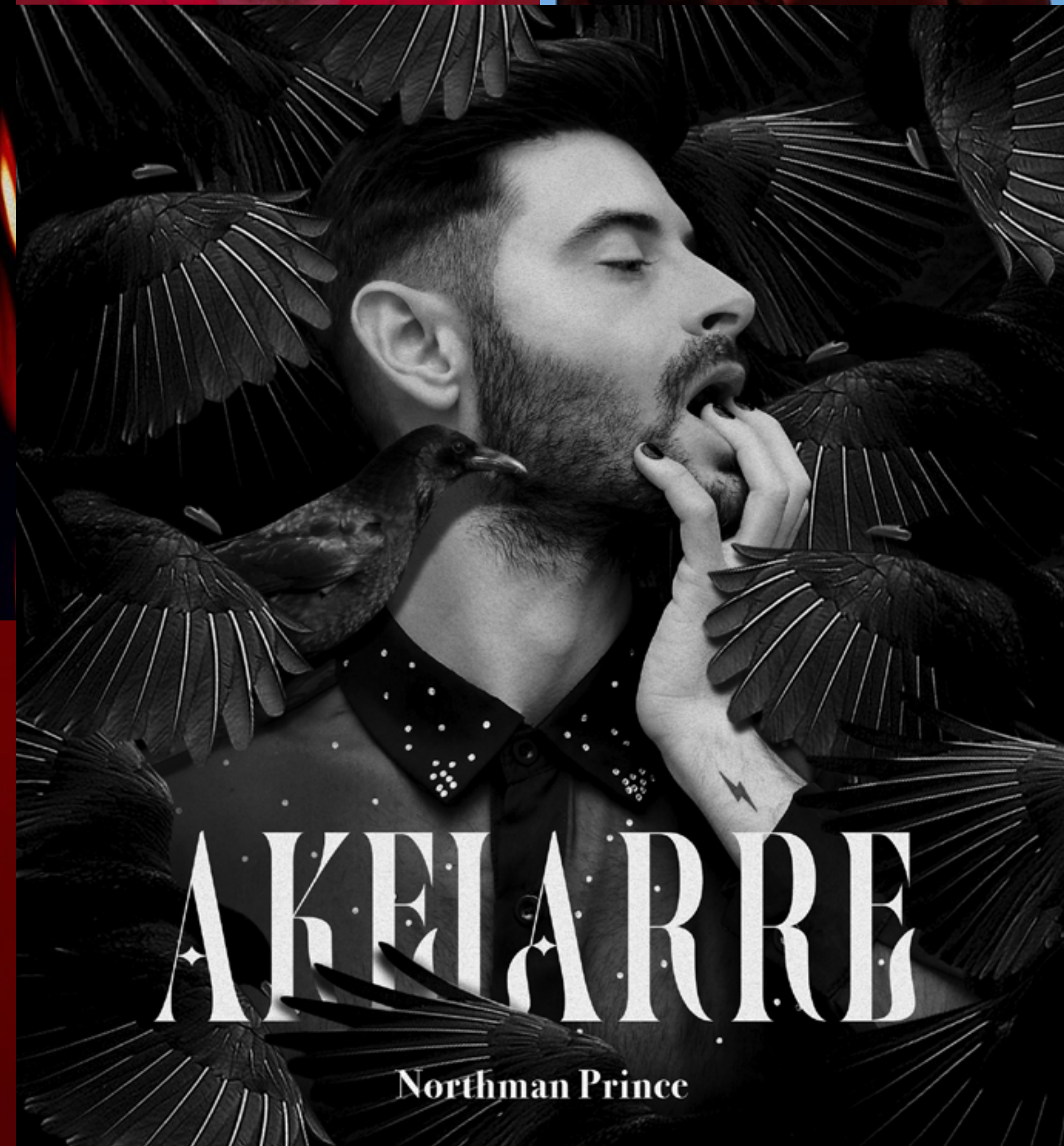
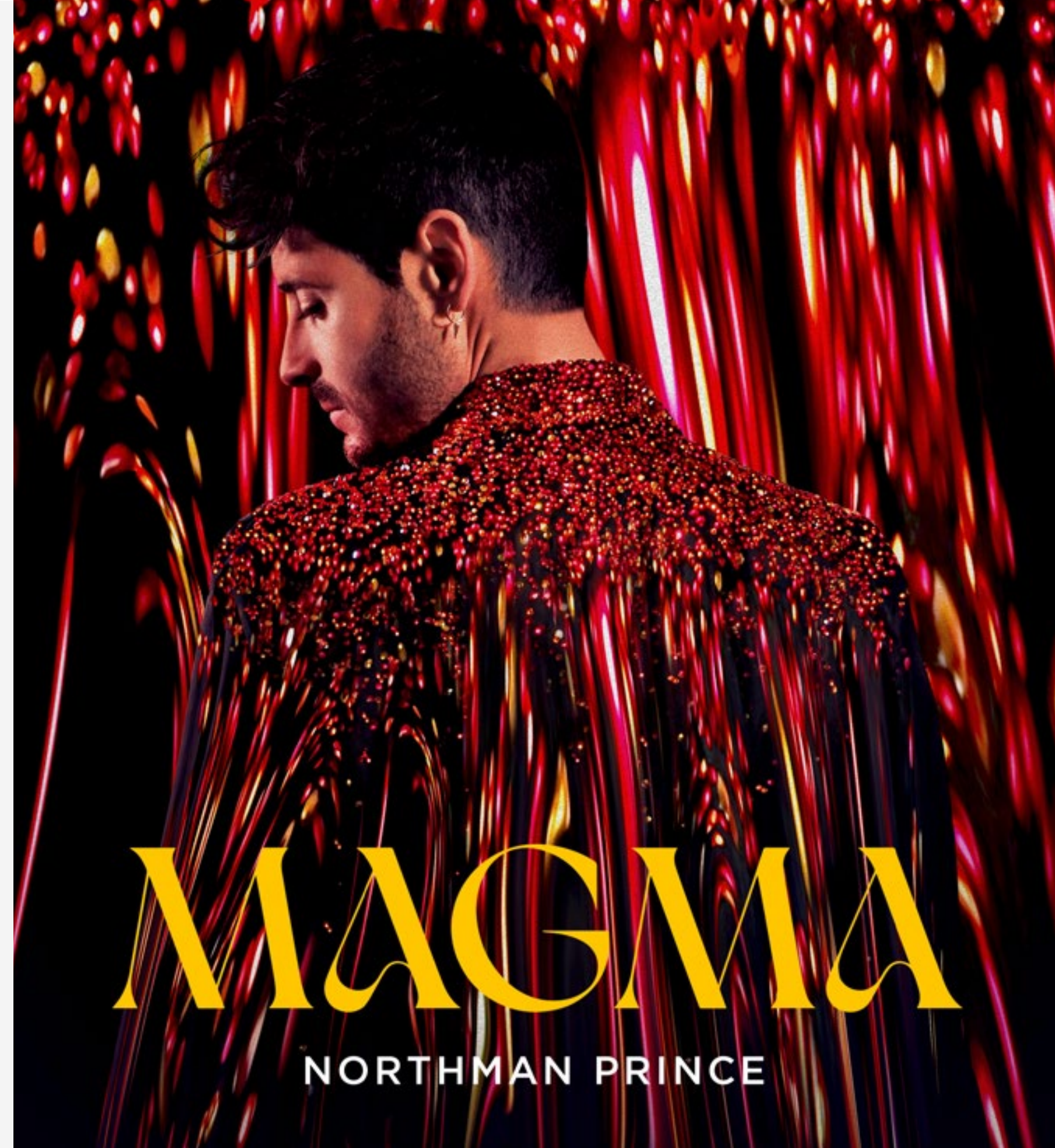


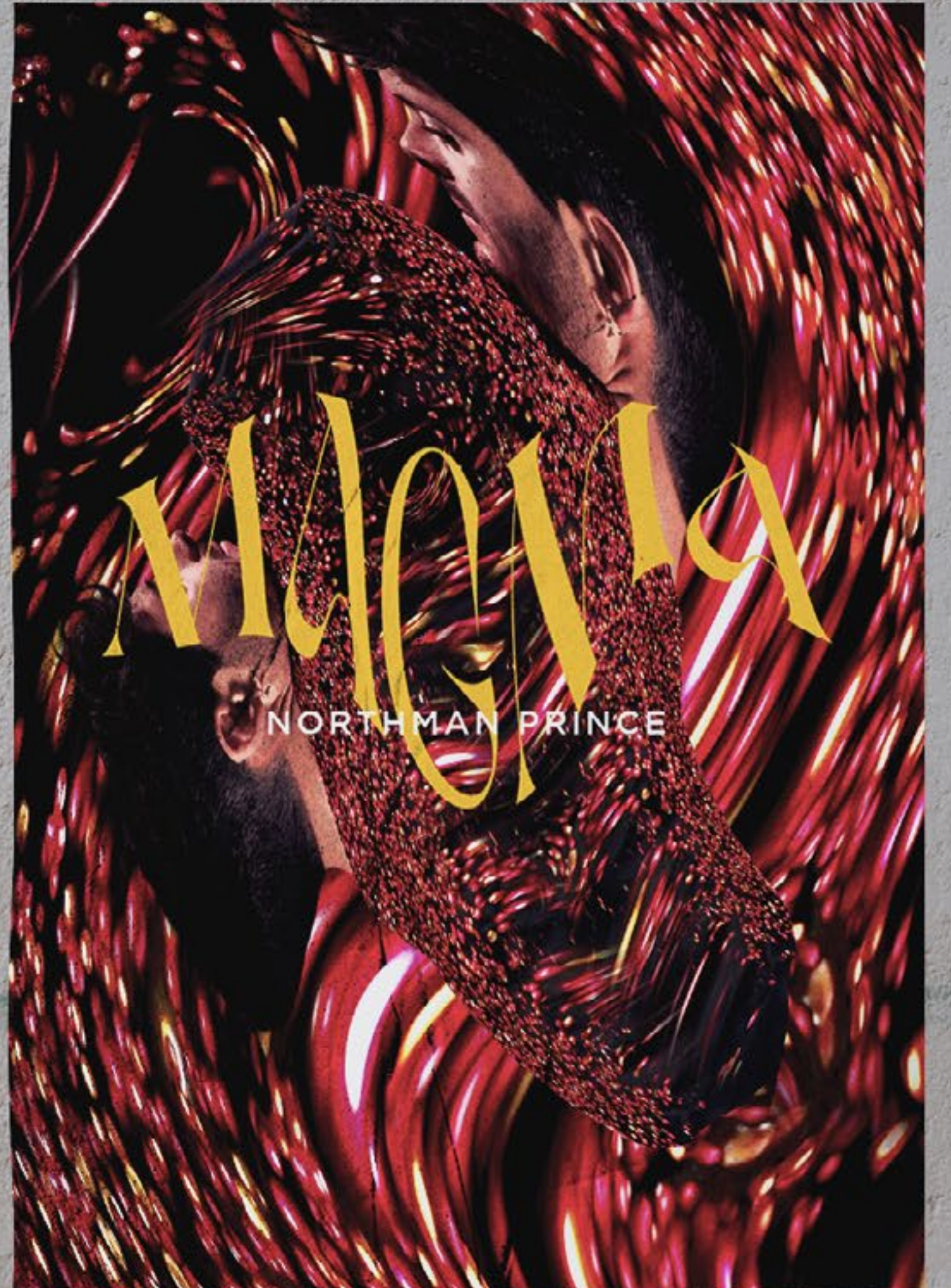
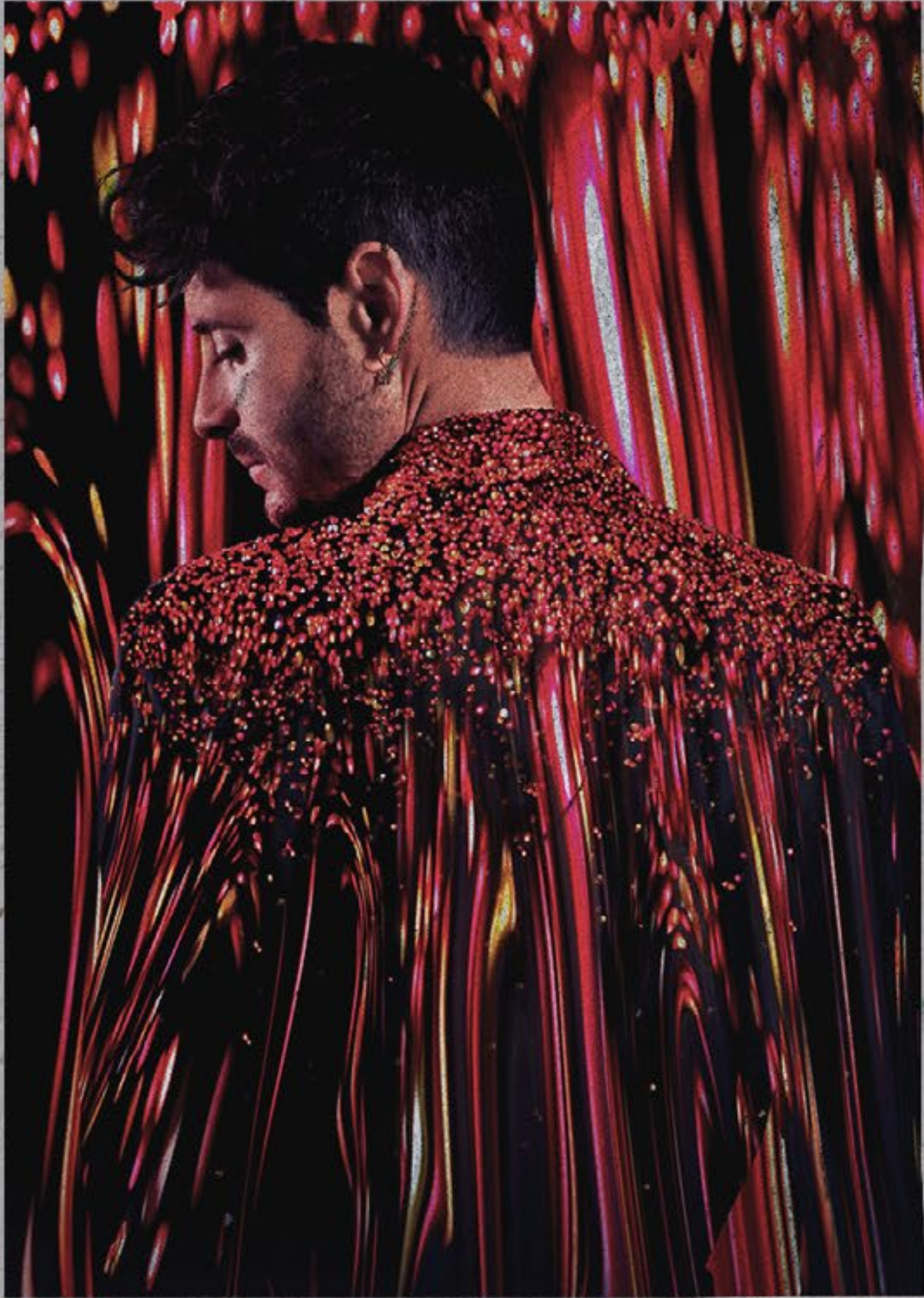
NORTHMAN PRINCE.

Cover design and art direction for musician Northman Prince.
Art Direction.

As a musical art director, I have played a pivotal role in the production process, photography, and cover design for the singles of the artist Northman Prince, known for his innovative electro-pop music. My focus has been on creating visual elements that complement and enhance the essence of his music, contributing to Northman Prince's artistic identity and ensuring a striking and cohesive presentation with each music release.

See the full project: [Here](#)



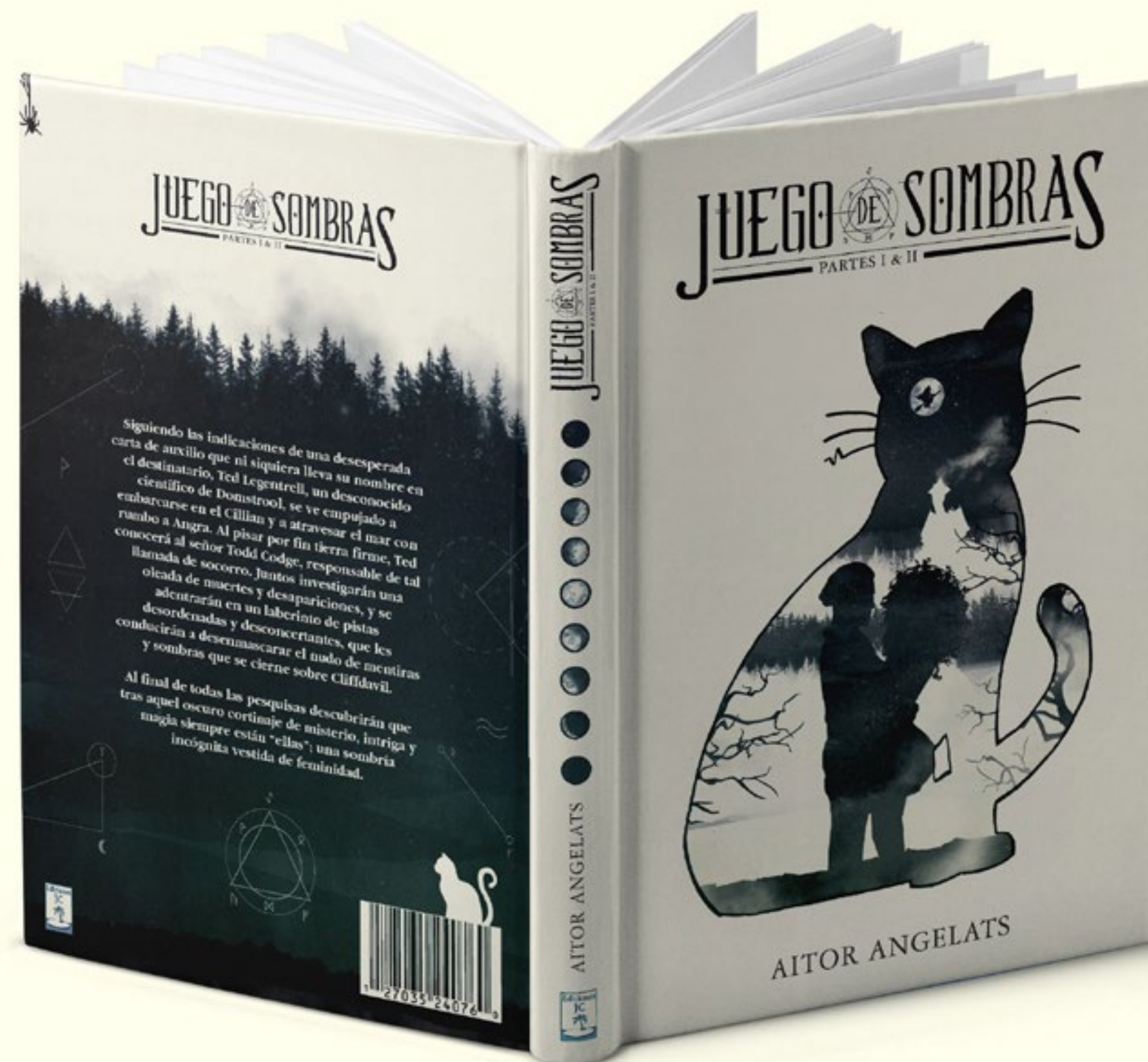


JUEGO DE SOMBRAS.

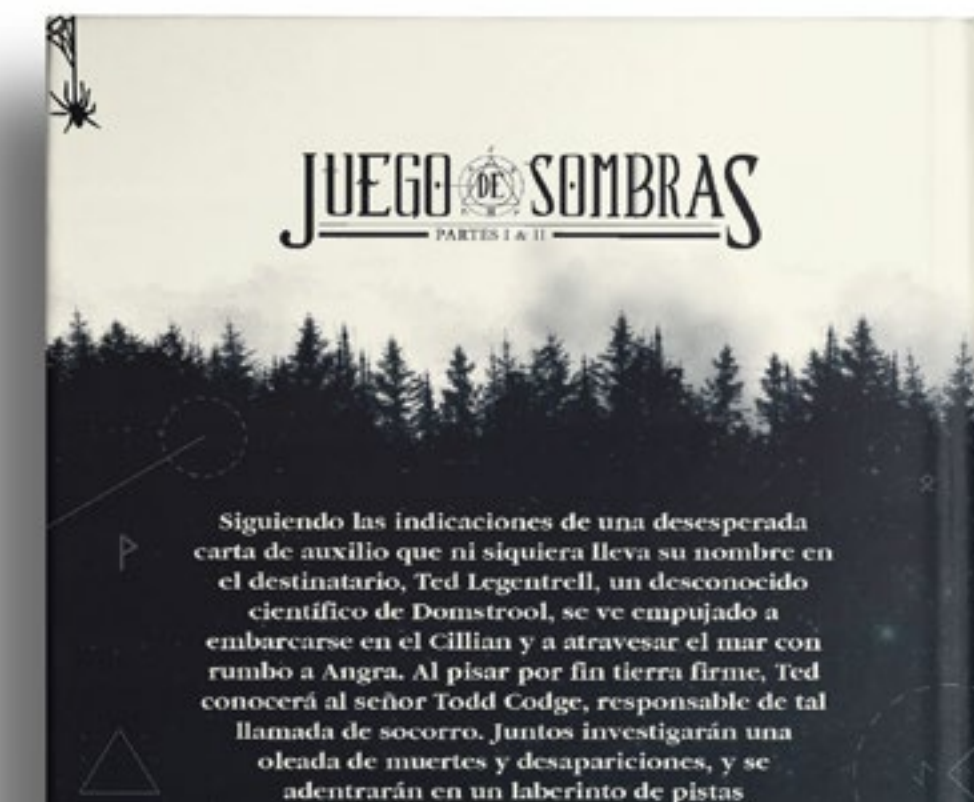
Book 'Juego de Sombras' by the writer Aitor Angelats.
Editorial design.

Design of the front cover, back cover, and spine for the book 'Juego de Sombras' by the author Aitor Angelats.

See the full project: [Here](#)



JUEGO DE SOMBRAS
PARTES I & II



BARCELONA TOURISM.

Barcelona Tourist Attractions Pass Package. Branding & Editorial Design.

Development of Branding Identity and Editorial Material for the Promotion of Tourism in Barcelona, including the creation of tourist packages that showcase modernist landmarks in the city and its surroundings. This encompasses the design of an informative book, brochures, pamphlets, signage, advertising campaign, and the tourist pass access card.

See the full project: [Here](#)



See more projects at
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