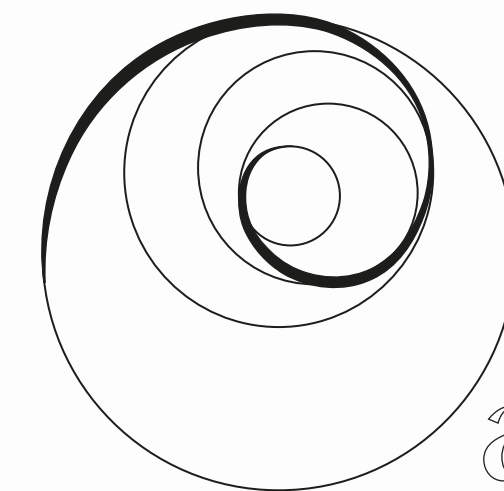


cosette reyes

designer | anthropologist

portfolio

2025



ammonite

ihola!



I am Cosette, a Mexican designer, anthropologist and biochemical engineer, who in recent years has participated in international research projects in the fields of mental health, human evolution and cognition.

I currently live in Valencia, Spain, working in the field of art, design and digital technologies. I lead several communication, creativity, creation and community building projects at LABA Valencia. School of art, design & new media.

I have collaborated with the contemporary art gallery House of Chappaz, one of the most important in Spain. I develop a platform that gives visibility to outsider art and design; the project 'margo' is a hybrid space that hosts a type of controversial artistic expression.

I work in motion graphics, 3D, AI and video art. Capturing unusual points of view of everyday situations, mystery, Dadaist aesthetics, decontextualised objects, philosophy of science and my fascination for surrealism are a constant in each of my creations.

skills

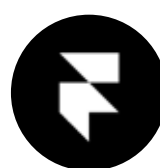
Hard

Web design
Motion graphics
Editorial design
Final art
Public presentation
Curator

Soft

Empathy
Decision-making
Time management
Group leadership
Critical thinking
Autonomy

Creative developmennt



Languages



Native



Bilingual



Basic

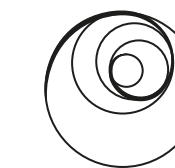
contact



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website



ammoniitemail@gmail.com



www.margozine.art



@margozine.art_

design of hybrid space

Margo

Designing a hybrid space to host outsider art & design
Spain, 2024

I have created a concept called margo. The meaning of margo is 'outside of something'.

To develop this hybrid platform, the first step was to design it in environments that could be in constant dialogue with each other. An attractive website with a user-centred and responsive design. A self-published fanzine with content and textures that offer a unique user experience. And, overall, a space that conveys the essence of outsider art.



writing & editorial

Salud Mental Forense
Tirant Lo Blanch
Mexico 2020

For many years I was involved in mental health research with an anthropological approach. This vision has been reflected in the work I wrote for this book in which I also participated in the editing and coordination of the rest of the authors.



Presentación virtual de la obra
SALUD MENTAL FORENSE

Martes 24 de noviembre, 2020, 17 h

PRESENTA:

Juan Manuel Argüelles San Millán

PARTICIPAN:

Cosette Reyes Guzmán y J. Nicolás Martínez López

Transmisión en vivo: [YouTube](#) /user/antropologiacnan

strategic design

Anthropology & research management
Digital intelligence Lab
Mexico 2021

I led a group with which, through exhaustive and thorough research, we conceptualised and developed digital strategies for national and international brands to meet their marketing objectives.

CASOS DE ÉXITO

The background of the slide features a dark, slightly blurred image of two glass jars of Tajín seasoning. The word 'Tajín' is written in a white, stylized script font on the labels of the jars. In the foreground, there is a pile of dark, granular Tajín seasoning. The Tajín logo, consisting of the word 'tajín' in a white script font with a registered trademark symbol, is positioned in the lower-left quadrant of the slide. A short, horizontal teal line is located directly beneath the logo.

tajín®

Logramos ventas que saturaron la demanda del producto
con una estrategia omnicanal.

ethnographic photography

Anthropology & research
Ethnographic documentation
Mexico 2010

During my professional practice I had the opportunity to document with photography and through the combination of ethnographic methods typical of anthropological disciplines. This allowed me to provide research with an insight into everyday life and thus into individual behaviour and the dynamics of societies.



conceptual videoart

Lo (in)consciente de lo (in)tangible
Piece selected for el Cuerpo Sentido SMTH Exhibition
Madrid, Galicia, Valencia 2023

Lo (in)consciente de lo (in)tangible, is an allegory of the experience of the felt body, an invitation to reflect on how the body interacts with the environment through its actions to subsequently provide it with meanings. Selected winning work of the 1st Call for digital art 'El Cuerpo Sentido' by SMTH. Exhibition in CC Vialia and CC Plenilunio, Galicia and Madrid from 1 March to 15 June.



conceptual videoart

instante

Piece selected for el The world(s) we want SMTH+Nio Exhibition.
Spain 2024

In this piece I have created a tribute to the natural beauty that still surrounds us. I propose to stop for a moment to admire the wonders of our world and to imagine those possible worlds that we wish for immersed in a dreamlike dream.



conceptual videoart

Memoria liminal

Piece selected for Miradas y recorridos íntimos Exhibition.

Festival 10 sentidos

Valencia, Spain 2024

The pieces will be exhibited as part of the programme of Las Naves Valencia, a centre for social and urban innovation, for one month.

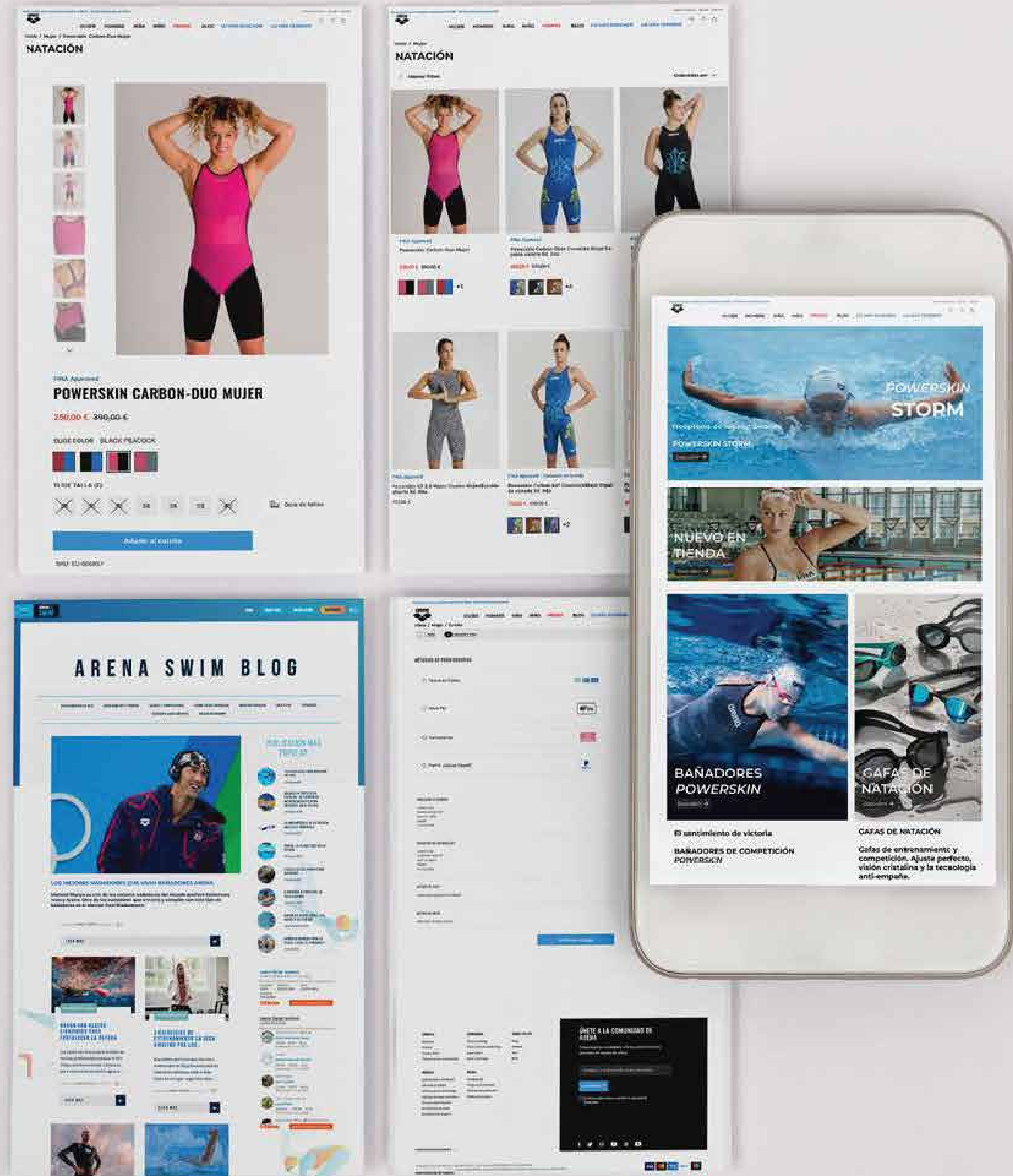


web redesign

Redesign of Arena's website
UX design based on user-centred research
Valencia, Spain 2021

In this project improvements were made to Arena's website. The design modifications were based on input from desk and field research with a user-centred anthropological approach.

It is possible to improve the browsing experience on a website when the voice of the customer is taken into account.



UX/UI

App design for the Municipal Libraries of Valencia
UX design user-centred research
Valencia, Spain 2023

App for the network of Municipal Libraries of Valencia. This project involved a lot of research work focused on user behaviour with an anthropological approach and multimedia trends.

I developed an app that was accessible to the user and could offer all the services of Valencia's libraries within their reach.

The design was visually attractive and functional for all types of users.

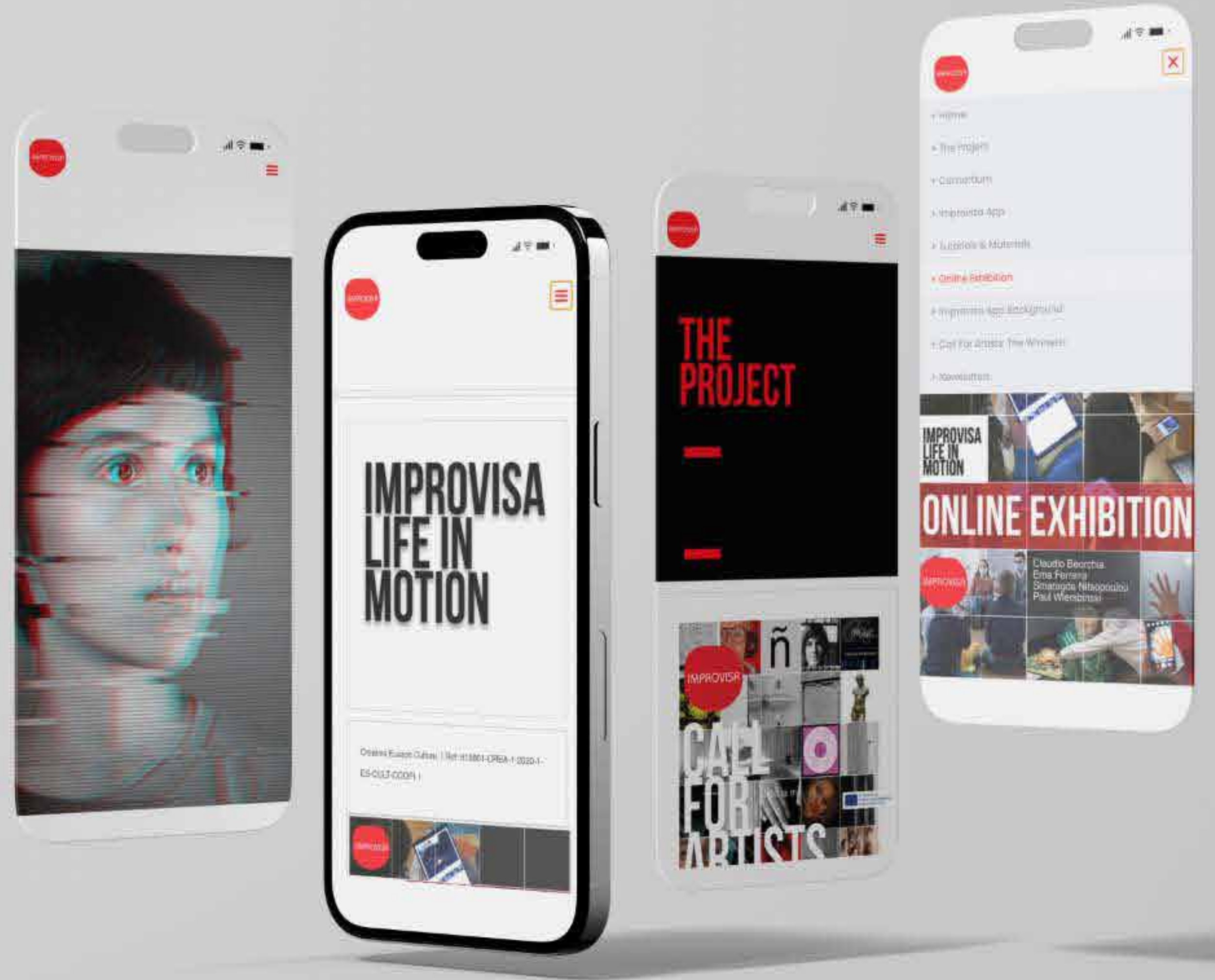


interface adaptation

IMPROVISA Project
Interface adaptation
Valencia, Spain 2024

I adapted multi-device versions of the IMPROVISA LIFE IN MOTION project website that explores innovative models to increase access to culture and heritage for younger audiences and communities with difficult access to culture, such as immigrants and prisoners, using digital and mobile technologies.

improvisa.net



web design

El Prado en Volumen
The Divinity of the Mystery Revealed
Spain 2023

I was selected in LABA Valencia to participate in a project of the call “El Prado en Vol”.

The call, organized by the Museo Nacional del Prado in collaboration with the Forum of Design Associations READ, invited students to make a reinterpretation of one of the works of art of the museum through a 3D design.

I led the web design team as this interface was used to present the project.

The project was one of the selected projects of this call and is part of an exhibition at the Museo Nacional del Prado in Madrid.

labaelprado.com



brand identity

No Somos Studio
Desarrollo de identidad visual
Valencia, Spain 2023

After a thorough and thorough research, I conceptualized the objectives of this studio that wanted a visual identity that was in line with their deconstructive approach and their mission to translate their creativity into projects in a non-literal way.



best practices guide

Brand manual
EMSHI
Valencia, Spain 2023

For the awareness campaign of EMSHI, the public administration that supplies drinking water to 1.6 million people living in Valencia and its metropolitan area.

I developed the manual of good practices for the use of all visual elements for this important campaign in Valencia.



3D modelling & rendering

Metaverse for TESLA
3D Modeling & Render
Valencia, Spain 2022

This NFT conveys a message about having the best technological practices taking into account human consciousness and the natural environment through a water resource alluding to the scarcity of drinking water.

With this project I managed to question the unsustainable actions of big brands, through a design that connects with audiences that are aware of current issues.



3D animation

JBL by Harman's animation
3D digital product animation
Valencia, Spain 2023

In this animation project, I have managed to convey the creative and fun message of JBL.

This brand uses metaphors and musical references using a striking and colourful visual style in everyday advertising and new launches.



creative content

LABA UAU! Redesign your story Design of a Design Thinking course for people 55+ Valencia 2022

Creation and adaptation of contents. A course was developed for an audience with very specific and unusual attitudinal characteristics. Taking into account each audience and contextualising their reality is fundamental to connect with the target audience. In this project, I developed educational and outreach content focused on creative professionals aged 55 and over.



visual campaign

Visual campaign
The Barbican Centre
London 2023

Development of a graphic campaign for an exhibition at the Barbican Centre, a performing arts center located in the Barbican Estate in the city of London (England) and the largest of its kind in Europe.

The exhibition was called The Future of Design: Notes from the Past and reflected the way in which new designs always have a previous reference as a starting point.



video interview

Video interview

Interview with Ismaël Chappaz founder and director of House of Chappaz
Valencia, Spain 2022

I interviewed the founder and director of one of the most important contemporary art galleries in Valencia, House of Chappaz, to capture the essence of Ismaël Chappaz, a gallery owner with a very particular vision of contemporary art, a creative professional with an enormous cultural background.

For this interview, I prepared the script, did the art direction and post-production of the video.



visual identity

Visual identity
Designer and anthropologist
Valencia, Spain 2023

The golden ratio is found throughout nature, in countless expressions of classical and contemporary art and design.

This element is the main reference for this logotype, as it is ideal for expressing the subjective aspect of art immersed in the objective aspect of the exact sciences. for the development of the visual identity, a composition of letters designed to transmit a concept with a single word has been used.

The word of a fossil adapted in terms of design has been used as a logo, conveying originality and surrealistic inspiration that uses non-literal elements to express creativity.



editorial design

Journal herbarium
Editorial design
Valencia, Spain 2024

Innovative editorial design fuses graphic design techniques with bold creative licence to create captivating works.

For this project I was breaking with convention, this approach challenges traditional layout, plays with bold typography and experiments with the combination of surprising visual elements, resulting in a unique graphic language that captivates readers and redefines the boundaries of editorial design.



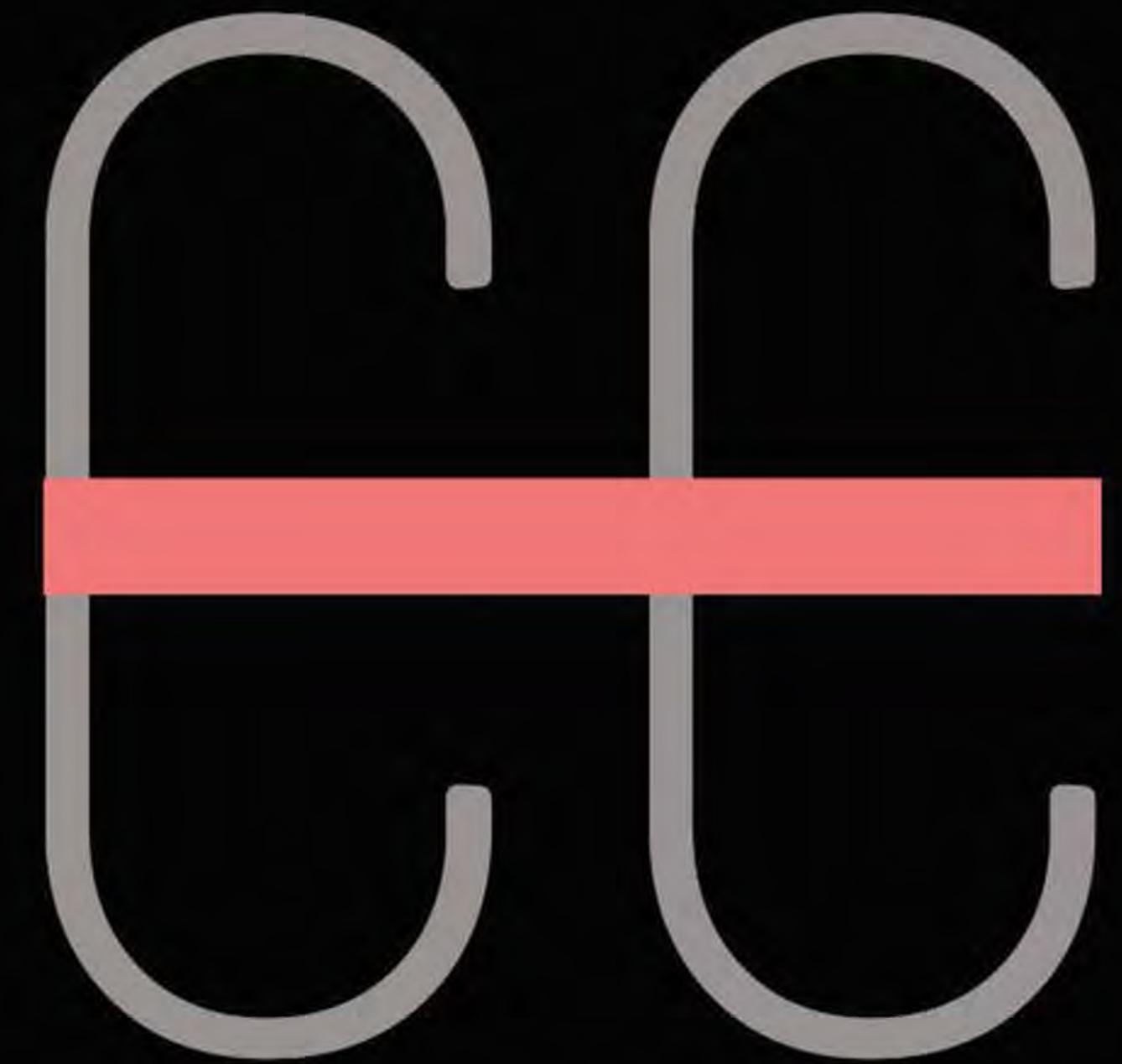
MEDIEVAL PLANTS

mental health & design

Care for creativity
European project ERASMUS+
Spain-Netherlands, 2024

This European project aims to investigate the factors that stress designers and, based on this, to design tools that help them to avoid moments of stress so that they can continue to flow with their creativity.

My role in this project is to research, conduct interviews, analysis and implement the tools that are designed. I have also been in charge of the graphics and styling of the online and physical dissemination materials.



Care for Creativity
arts and culture

thanks for watching

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contact me