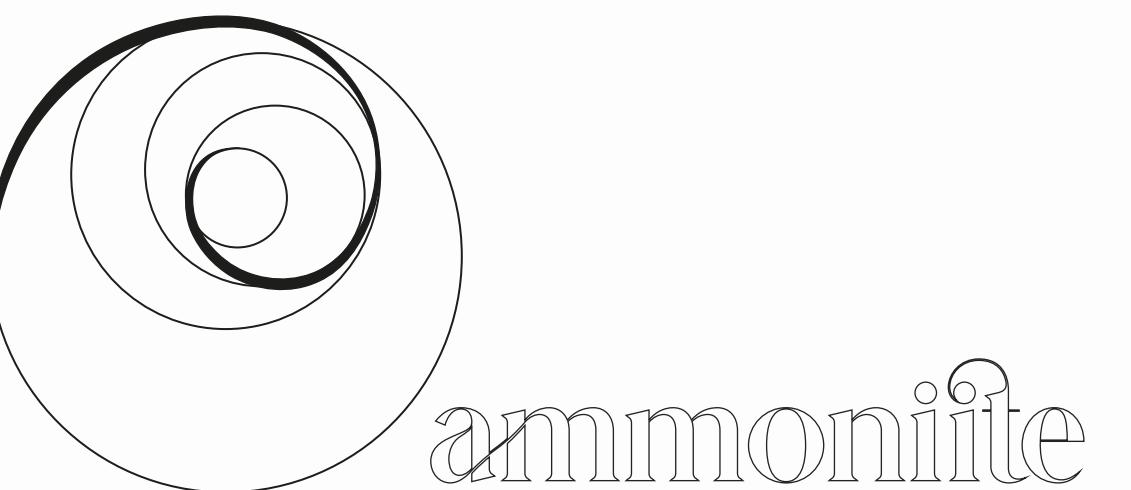


cosette reyes
designer | anthropologist

portfolio
2026



¡hola!



I am Cosette, designer, anthropologist, and biochemical engineer from Mexico, currently based in Valencia, Spain.

My practice explores at the intersection of art, design, and science, exploring the mind, evolution, and human experience through video art, artificial intelligence, 3D, motion graphics, creative coding, and experimental sound design.

My work has been selected in two consecutive editions of the SMTH+Niilo digital art award, and several of my pieces have been featured in exhibitions and contemporary art festivals, including Punto y Raya, the abstract art in motion festival. I have participated as a curator in various group exhibitions and have collaborated with House of Chappaz, one of the most influential contemporary art galleries in Spain.

I currently develop projects in creative communication, digital technology, and collaborative initiative design alongside professionals from the creative field at LABA Valencia, School of Art, Design & New Media.

Nowadays parallel, I am developing margo, a platform dedicated to outsider art and non-conventional forms of artistic expression.

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 development



Languages

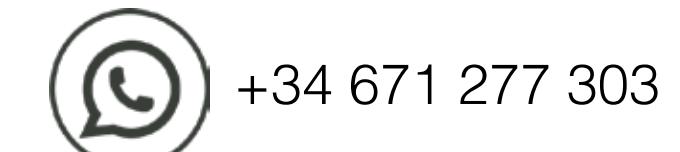


Native

Bilingual

Basic

contact



design of hybrid space

1

Margo

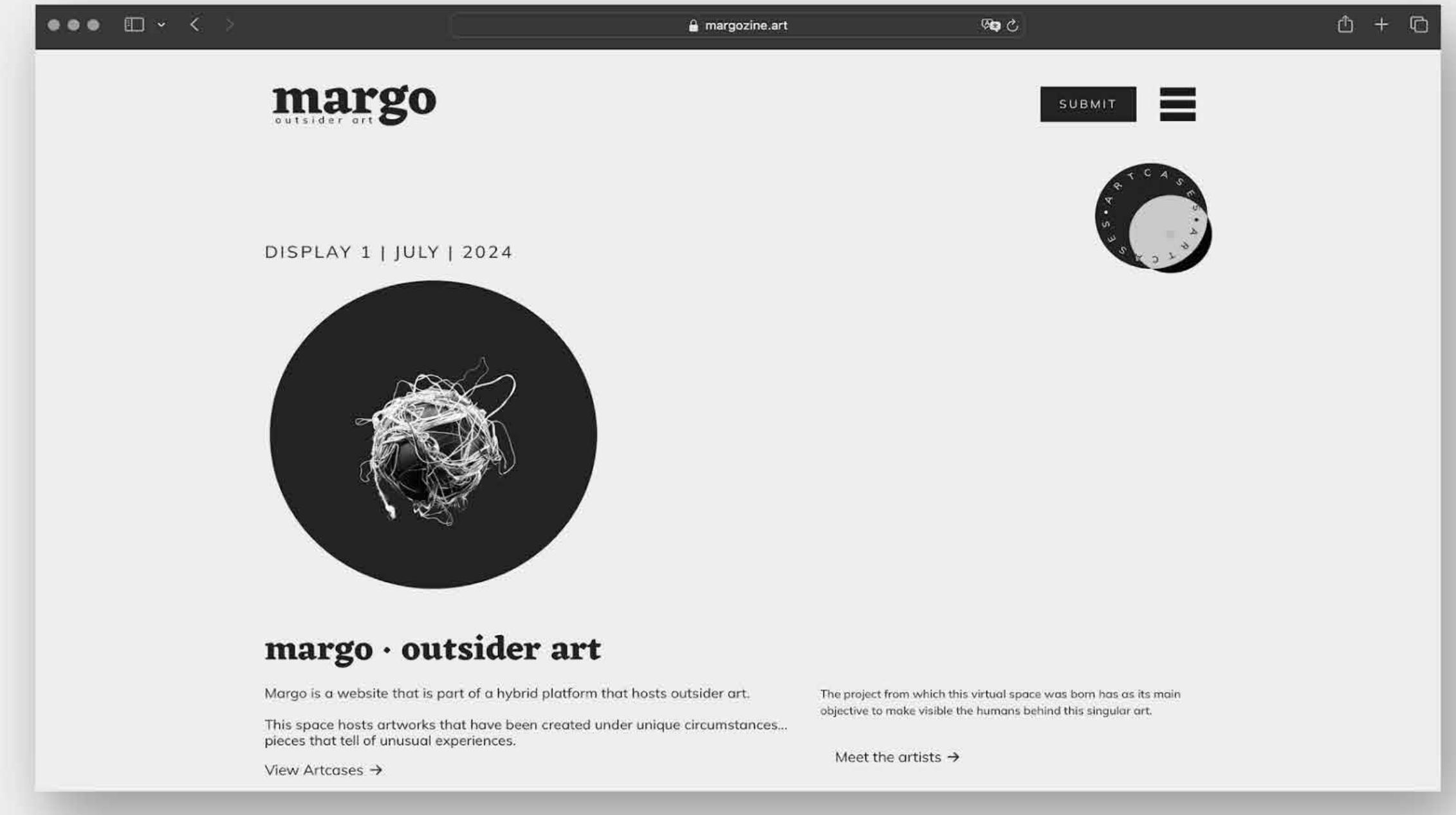
Designing a hybrid space to host outsider art & design

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.

margozine.art



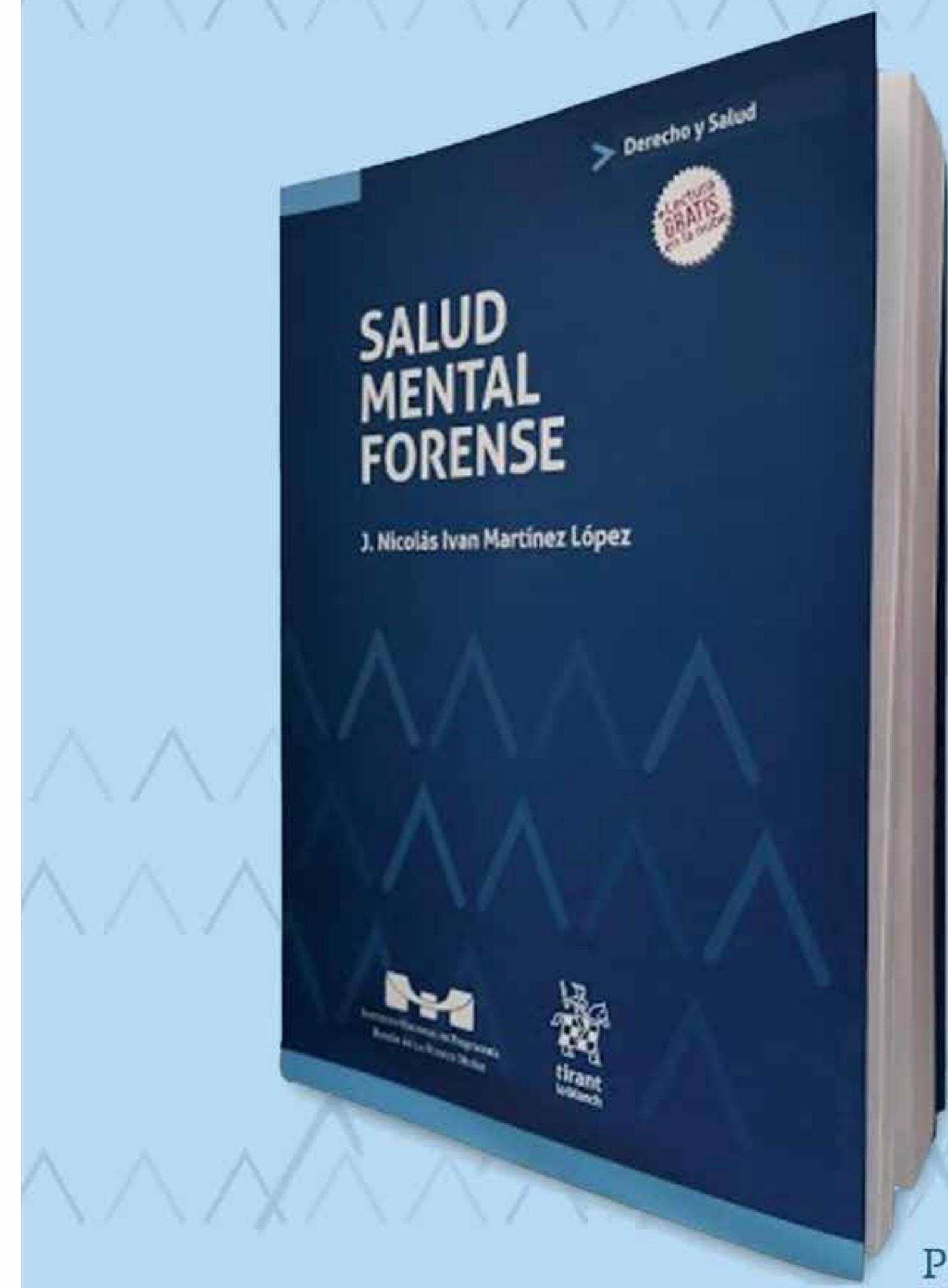
The screenshot shows the homepage of the margo website. At the top, the logo 'margo outsider art' is displayed, along with a 'SUBMIT' button and a menu icon. Below the logo, the text 'DISPLAY 1 | JULY | 2024' is shown. A large circular image features a dark, tangled object, possibly a piece of art. Below this image, the text 'margo · outsider art' is followed by a description: 'Margo is a website that is part of a hybrid platform that hosts outsider art. This space hosts artworks that have been created under unique circumstances... pieces that tell of unusual experiences.' There are also links for 'View Artcases →' and 'Meet the artists →'. A circular icon in the top right corner contains the text 'ART CASES'.



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: <https://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



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.

smth.art/cuerpo-sentido



conceptual videoart

Instante

Piece selected for The world(s) we want SMTH+Niio 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.

[niio.editorial/ammoniite-instante](#)



conceptual videoart

Memoria líminal

Piece selected for Miradas y recorridos íntimos Exhibition.

Festival 10 sentidos

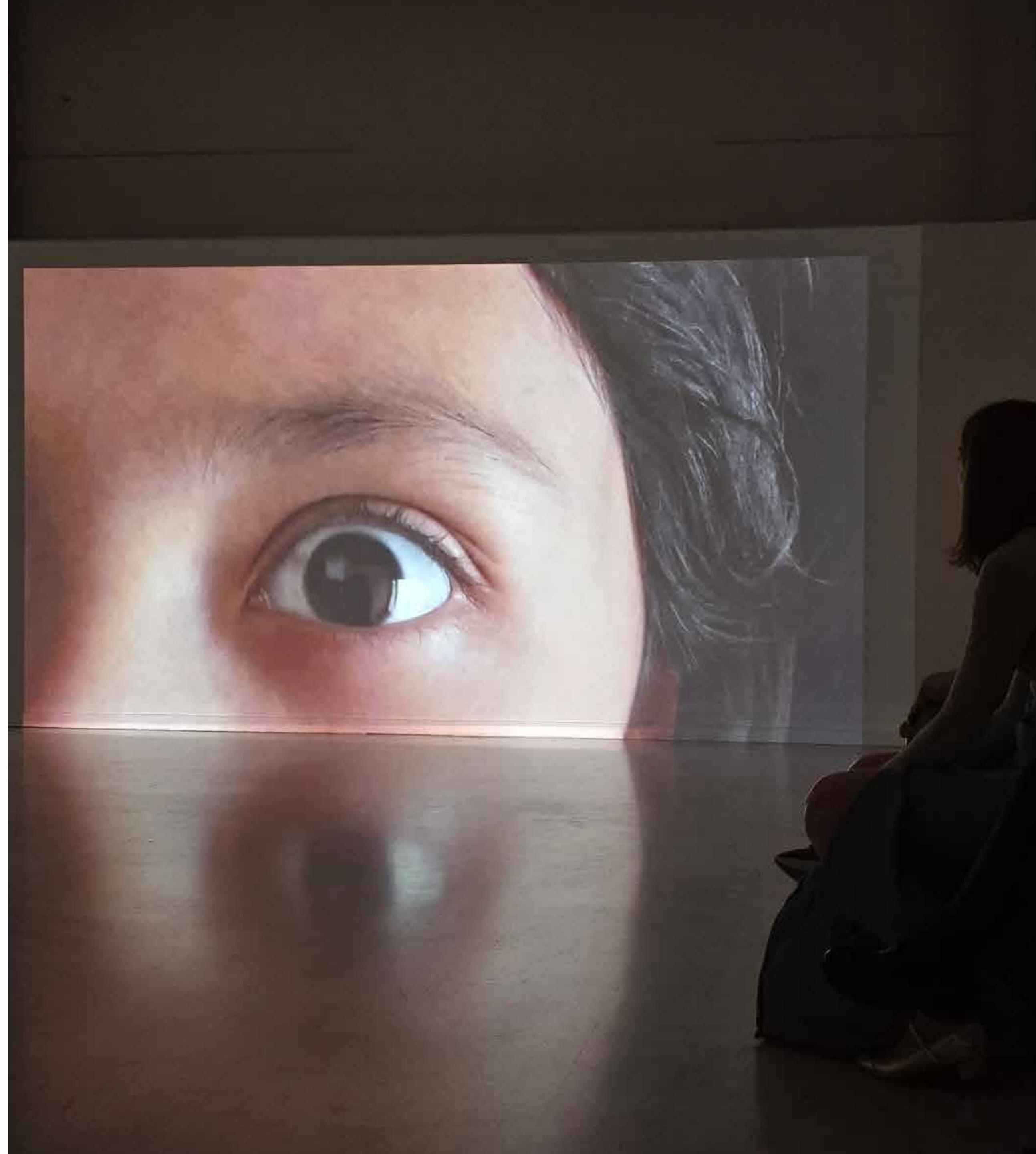
Valencia, Spain 2024

Presented within the framework of the 13th edition of the Festival 10 Sentidos at Las Naves, this exhibition brought together the students' personal visions of the city of Valencia: the green city, the architectural city, the sensory city, corners of fear, and a tribute to the cities that have shaped our lives.

The exhibition explored an intimate and subjective relationship with urban space, inviting visitors to experience the city through diverse, sensitive, and narrative perspectives.

I was invited to participate by Cristina Casanova, project director, and special thanks go to the curatorial and exhibition design team for their collaboration in shaping this collective experience.

Opening Exhibition at Las Naves de Valencia



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.

The image displays a collage of screenshots from the Arena website, illustrating the redesign process. The top row shows a product page for a 'POWERSKIN CARBON-DUO MUJER' swim suit, featuring a large central image of a swimmer, color swatches, and size selection options. To the right is a grid of other swim suit products. The bottom row shows a blog page titled 'ARENA SWIM BLOG' with a large image of a swimmer, a sidebar with 'MÉTODOS DE PAGO', and a sidebar with 'BAÑADORES POWERSKIN' and 'GAFAS DE NATACIÓN'. On the far right, a large smartphone screen shows a mobile-optimized version of the website, displaying a swimmer in action and product images for swim goggles and suits.

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.

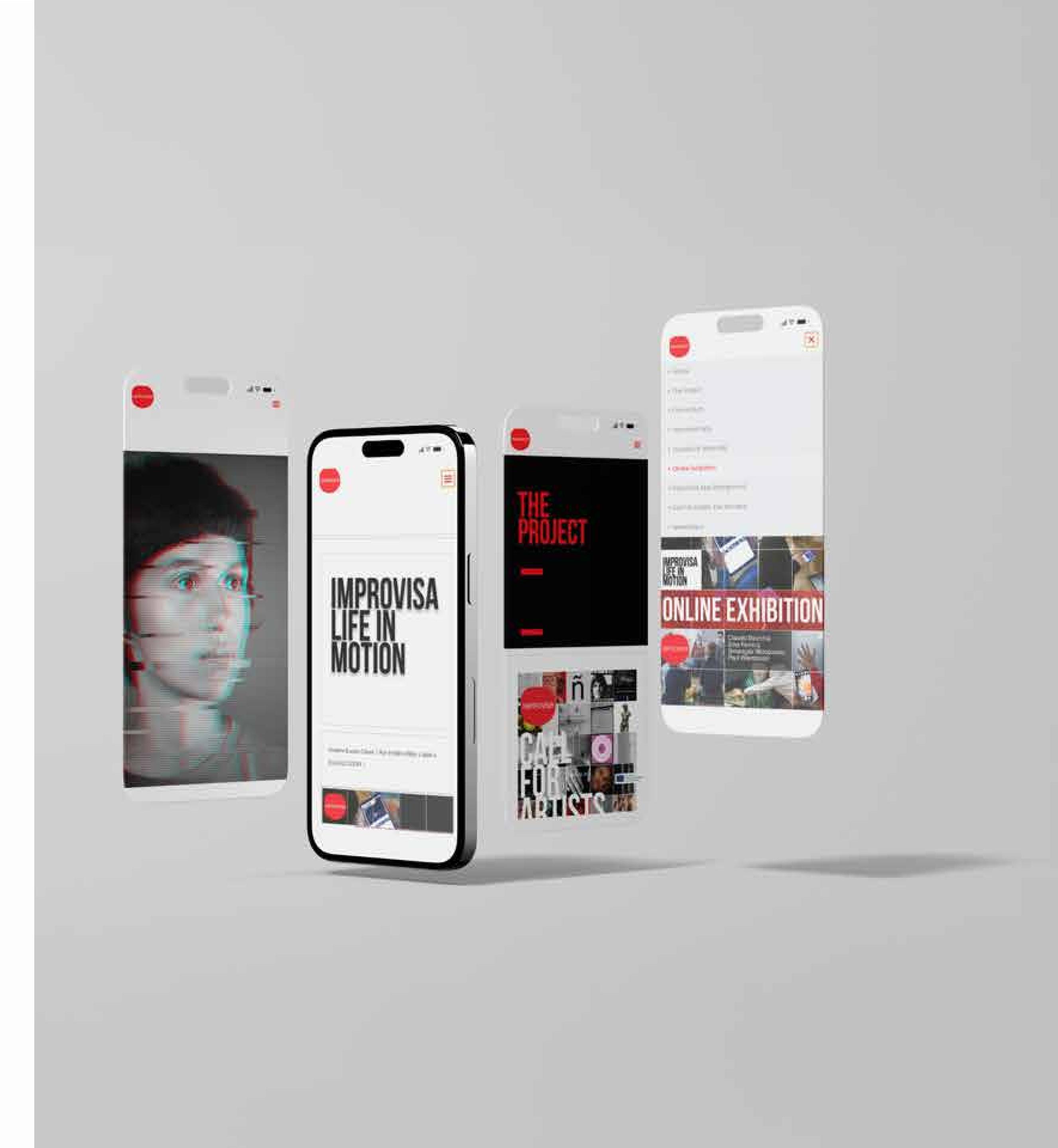


interface adaptation

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.



LABA UAU

LABA – Libera Accademia di Belle Arti, ha lanzado la plataforma LABA UAU! (Universal Art University), un espacio online para cursos cortos intensivos de arte y diseño para todas las edades.

LABA UAU! pretende que la educación en diseño sea accesible, divertida y práctica para personas de todas las edades, fondos, y formas de vida.

Un espacio para compartir conocimientos y mostrar cómo el design thinking puede aplicarse a la vida cotidiana.

Escanea para más información

LABA Valencia
School of Art, Design & New Media
Calle Quart 21-23, 46001
Valencia, España
CIF B40506768

www.labavalencia.net
laba.uau@labavalencia.net
+34 638975113



LABA UAU
Redesign your story
Course for seniors



Sesiones

1 **Clase teórica:**
Nociones básicas de diseño.

LABA UAU
Redesign your story
Course for seniors

El contenido del curso-taller, consistirá en una **primera fase** con nociones básicas del arte, diseño y design thinking enfocados hacia el tema principal que será **collage**.

En una **segunda fase** se mostrará el uso de nuevos medios y ejemplos de realización de esta técnica.

Para finalmente realizar la **actividad práctica** en la cual se generará una serie de 3 collages en los cuales se plasmará el **pasado, presente y futuro** de cada uno de los participantes, elaborado por ellos mismos con herramientas digitales y tangibles, de modo que, después de la parte introductoria a las herramientas, cada participante tenga la oportunidad de decidir con cuál trabajar.

Al final, el participante tendrá una serie de 3 collages que podrá colocar como **pieza decorativa**.

2 **Clase teórica:**
Collage - Historia & Prácticas contemporáneas.

3 **Sesión colaborativa:**
Reflexión sobre la historia personal.

4 **Taller práctico:**
Elaboración de collages.

Requisitos

- Tener 55 años o más.
- Estar interesado en temas de diseño.
- Contar con un dispositivo para accesar al curso online.

Materiales

- Frascos vacíos de vidrio.
- Revistas o fotos que puedan recortarse.
- Pegamento.

Beneficios

- Adquisición de conocimientos sobre diseño.
- Actividades colaborativas grupales.
- Elaboración de piezas estéticamente agradables para el hogar.

Inscripción

Reserva tu plaza en:
contacto@labauau.net

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.

houseofchappaz.com



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.



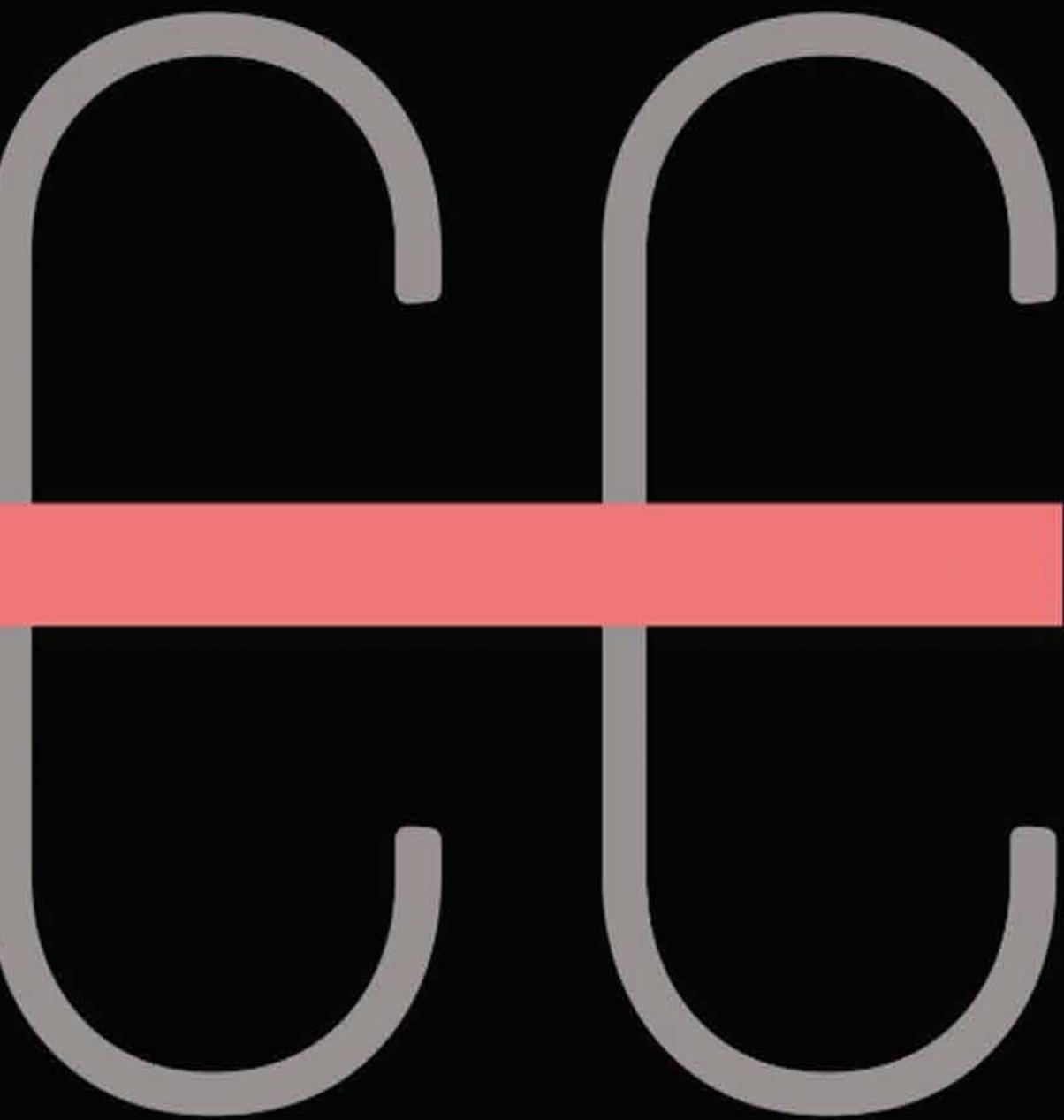
MEDIEVAL PLANTS

mental health & design

Care for creativity
European project ERASMUS+
Spain-Netherlands 2024

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

My role in this project is that of principal investigator. I am responsible for conducting the research, carrying out interviews, performing the analysis, and implementing the designed tools. I have also been in charge of the graphics and styling of both the online and physical dissemination materials.

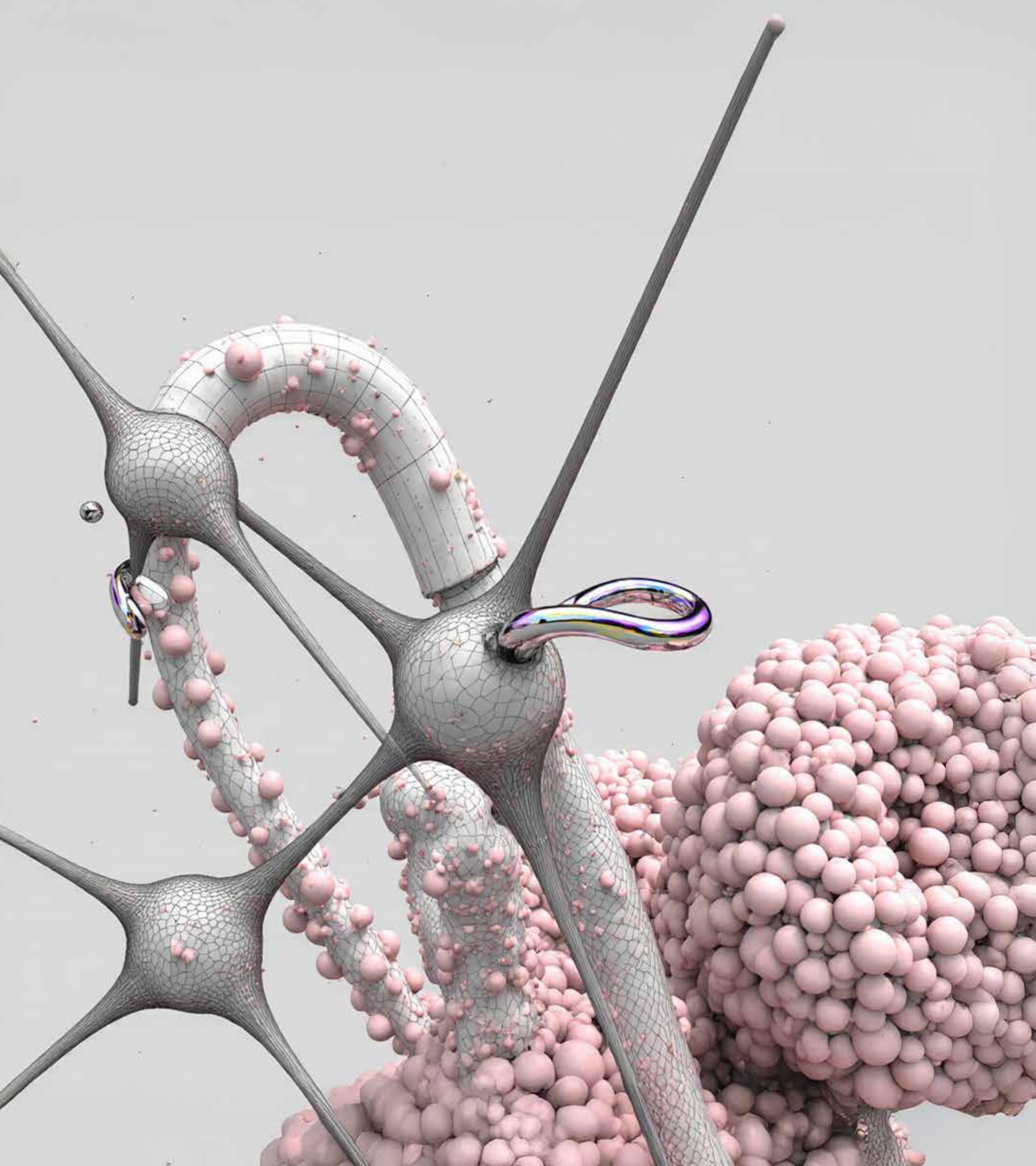


**Care for Creativity
arts and culture**

workshop design

Stress management workshop
For creative professionals
At LABA Valencia, Spain 2025

Part of the European project CforC, where I act as principal investigator. From our research on stress in creative professionals, we developed practical tools that I applied in this workshop, which I led at LABA Valencia. I also designed and created the full workshop animation, fully enjoying every part of the creative process behind this piece.



video artwork

Membranas

Piece selected for Punto y Raya Festival, art in motion
Sofía, Bulgaria 2025

Membranas was born from a fascination with the spaces where life becomes almost invisible. Drawing from my background in biochemistry and biological anthropology, I translate microscopic complexity into a purely visual language: abstraction built from points, lines, pulses, and motion.

The project blends hand sketches, generative code, and AI-driven textures to create translucent membranes that move like living systems. The soundscape acts as another layer, guiding perception through channels that feel both physical and dreamlike.

Membranas was selected to be part of the Punto y Raya Festival, and I had the opportunity to present the piece in Sofia, Bulgaria, bringing its immersive vision to an international audience.



conceptual videoart

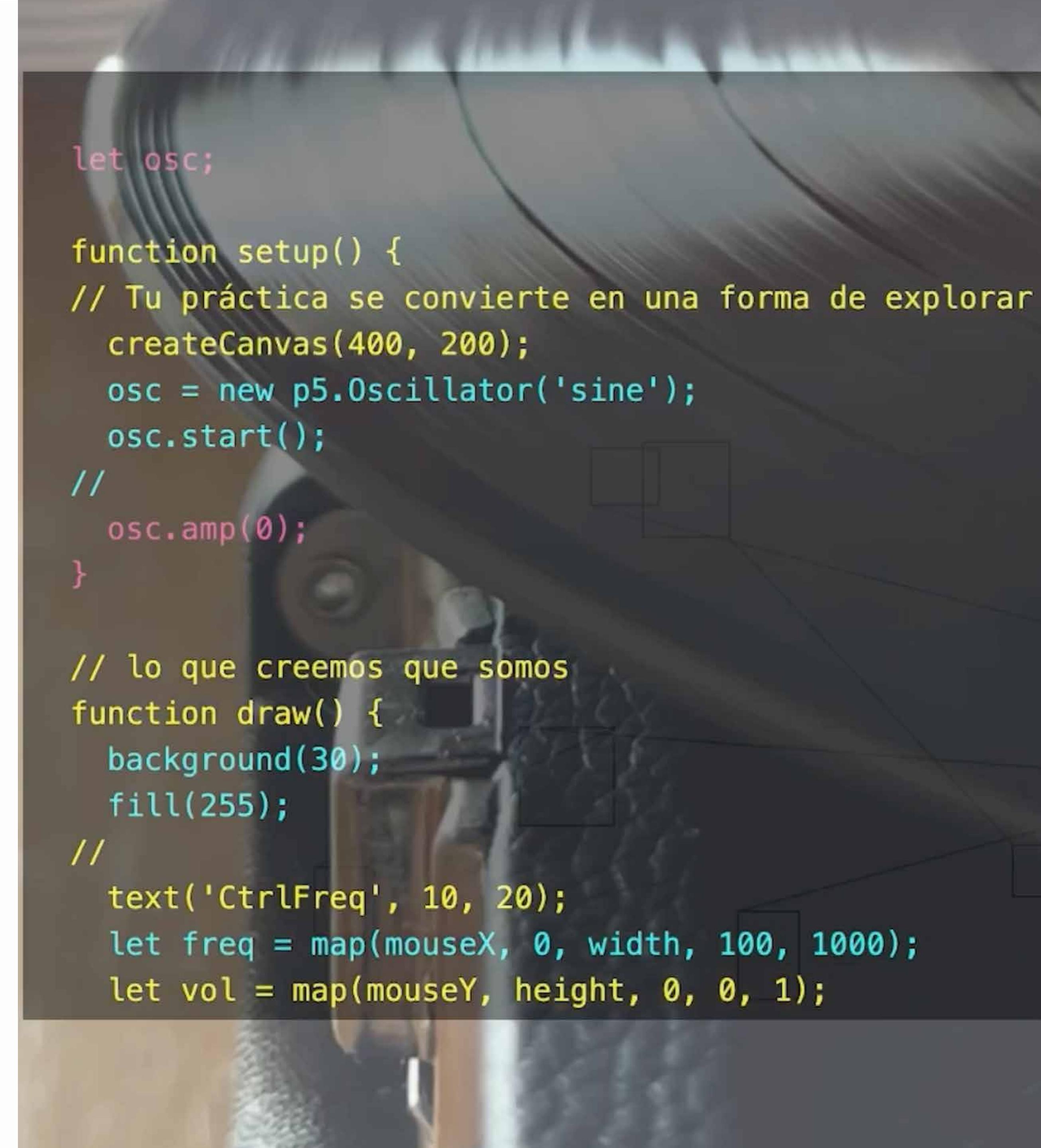
Ser sin decir

Piece created within the framework of the Art i Context program
IVAM Museo de Valencia 2025

Ser sin decir is a piece created within the framework of the Art i Context program, under the invitation to explore the concept of unicity. Silvia Florez Duarte is part of the research and teaching-creation group D'ací d'allà at IVAM Museo de Valencia.

Presenting this work at the IVAM was an exciting opportunity to share an abstract, conceptual, and open narrative on unicity with passionate art and education audiences.

The piece examines identity as a series of gestures yet to unfold. A poetic text, whispered by an artificial voice, is written in real time through code, overlaid on decontextualized images depicting everyday scenes filtered through creativity. The work transforms micro-gestures, habits, and perceptions into an intimate, sensory soundscape that hints at singularity without naming it. An invitation to suggest identity and allow it to exist in what remains unspoken.



```
let osc;

function setup() {
  // Tu práctica se convierte en una forma de explorar
  createCanvas(400, 200);
  osc = new p5.Oscillator('sine');
  osc.start();
  //
  osc.amp(0);
}

// lo que creemos que somos
function draw() {
  background(30);
  fill(255);
  //
  text('CtrlFreq', 10, 20);
  let freq = map(mouseX, 0, width, 100, 1000);
  let vol = map(mouseY, height, 0, 0, 1);
```

artist's diary, AR

Fragmentos vivos

Editorial piece with integrated virtual reality

Retratos de Vidas Exhibition at LABA Valencia

Spain, 2025

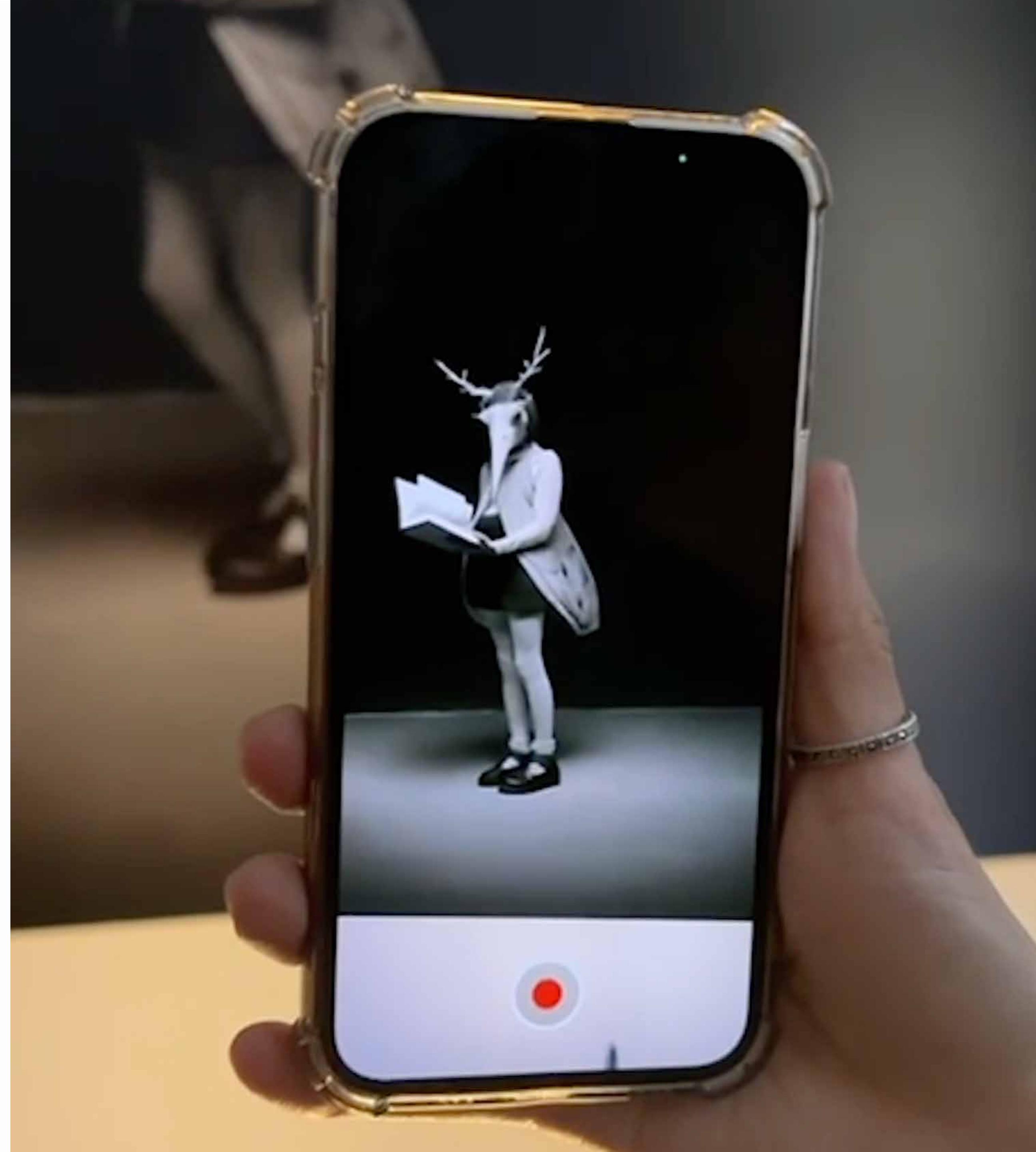
Fragmentos vivos is a piece that narrates a personal story in the form of an artist's diary, combining experimental editorial design, generative AI creation, and the use of augmented reality platforms.

Presented as part of the Retratos de Vidas 2025 exhibition, the work explores memory, narrative, and the intersection of personal experience with digital experimentation.

The exhibition by the students and graduates of LABA Valencia invites us to immerse ourselves in their daily lives, the journeys that have brought them here, their way of experiencing these years, and to explore their memories. From childhood to present-day events, they share their sensitivity and conviction that through artistic forms they discover themselves and open up to the world.

As a LABA Valencia graduate, I contributed to the exhibition not only with my own work, Fragmentos vivos, but also participated alongside the director, Cristina Casanova, in selecting and curating the artworks presented.

Exhibition opening at LABA Valencia



thanks for watching

+34 671 277 303 | contact@ammoniite.com
contact me