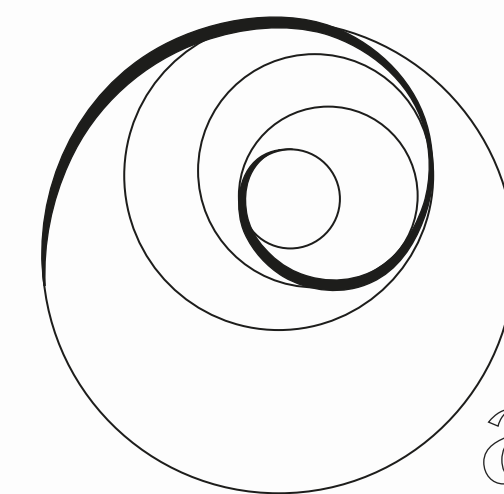


cosette reyes

designer | anthropologist

portfolio

2026



ammonite

# ihola!



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+Niio 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

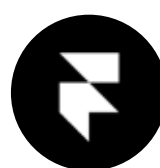
### Hard

Web design  
Motion graphics  
Editorial design  
Final art  
Public presentation  
Curator

### Soft

Empathy  
Decision-making  
Time management  
Group leadership  
Critical thinking  
Autonomy

### Creative developmennt



### Languages



Native



Bilingual



Basic

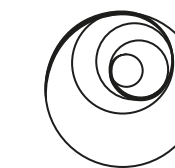
## contact



+34 671 277 303



@ammoniite\_



ammoniite.com



contact@ammoniite.com



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.

**margozine.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: [▶ /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 right slide is a dark, high-contrast photograph of two glass jars of Tajín seasoning. The word 'Tajín' is written in a white, stylized script on the labels of the jars. In the foreground, there is a pile of the Tajín seasoning granules. The overall aesthetic is modern and minimalist.

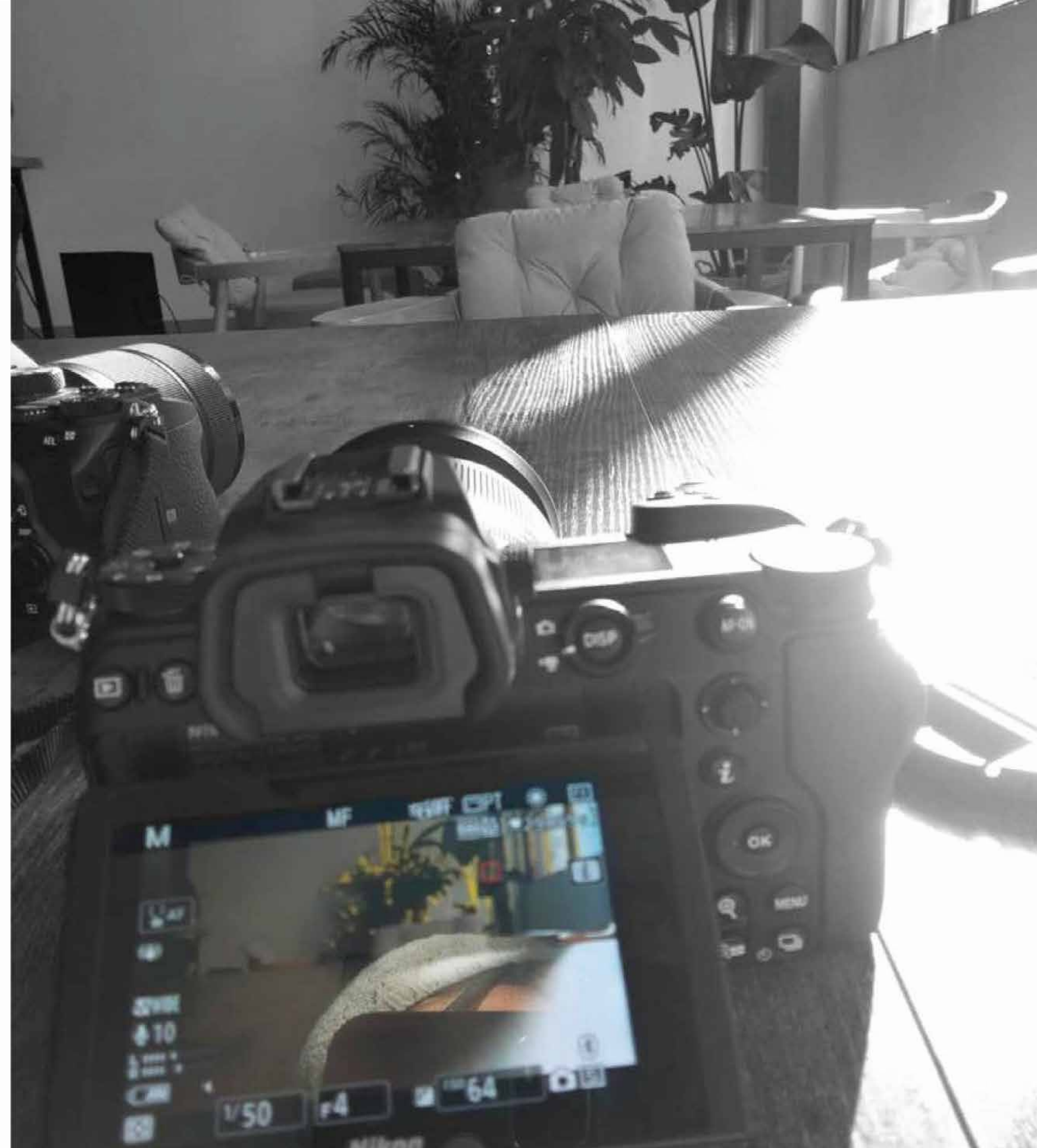
tajín®

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](https://smth.art/cuerpo-sentido)





# conceptual videoart

Instante

Piece selected for 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.

[niiio.editorial/ammoniite-instante](https://niiio.editorial/ammoniite-instante)



# conceptual videoart

Memoria liminal

Piece selected for Miradas y recorridos íntimos Exhibition.

Festival 10 sentidos

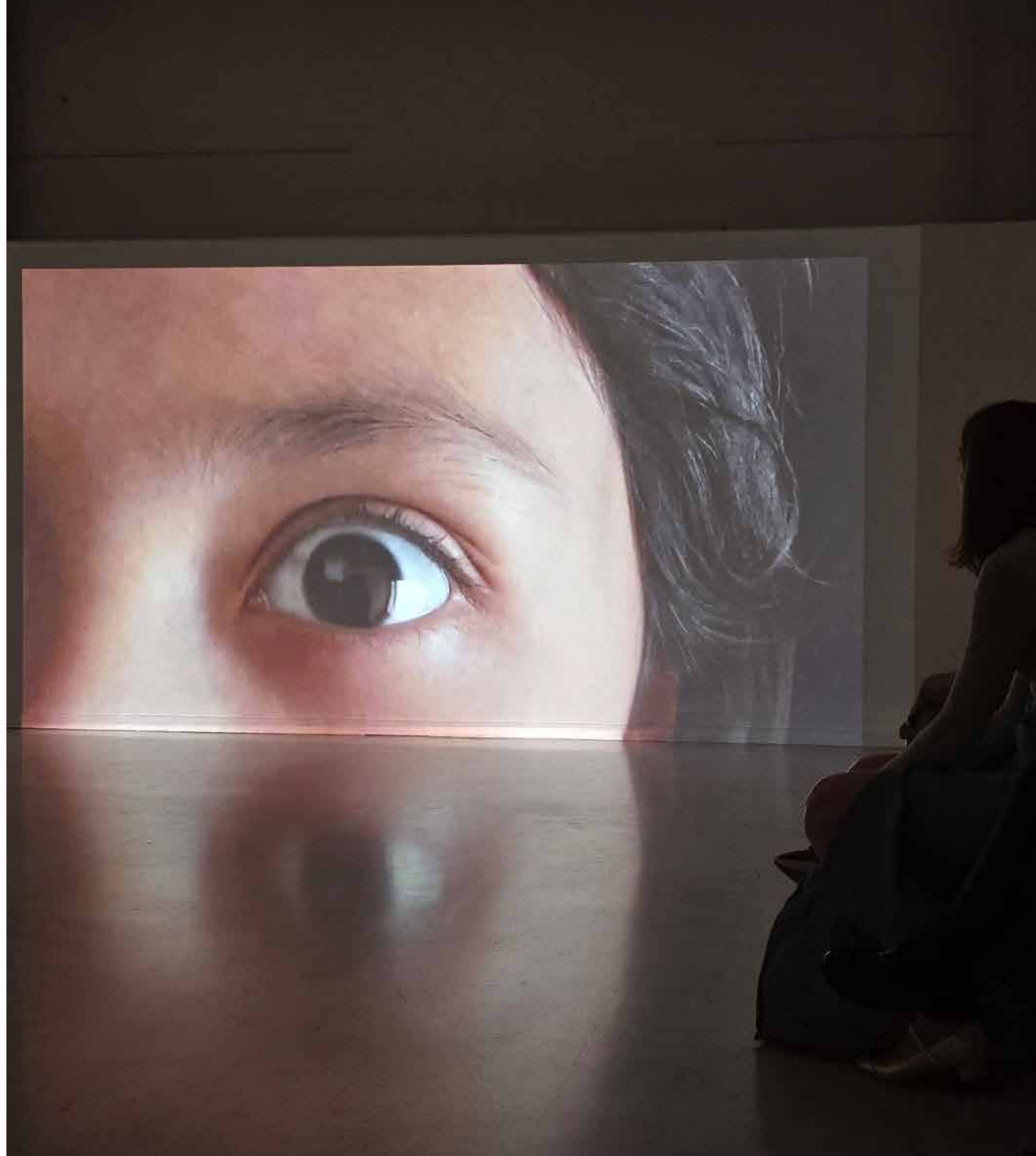
Valencia, Spain 2024

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**



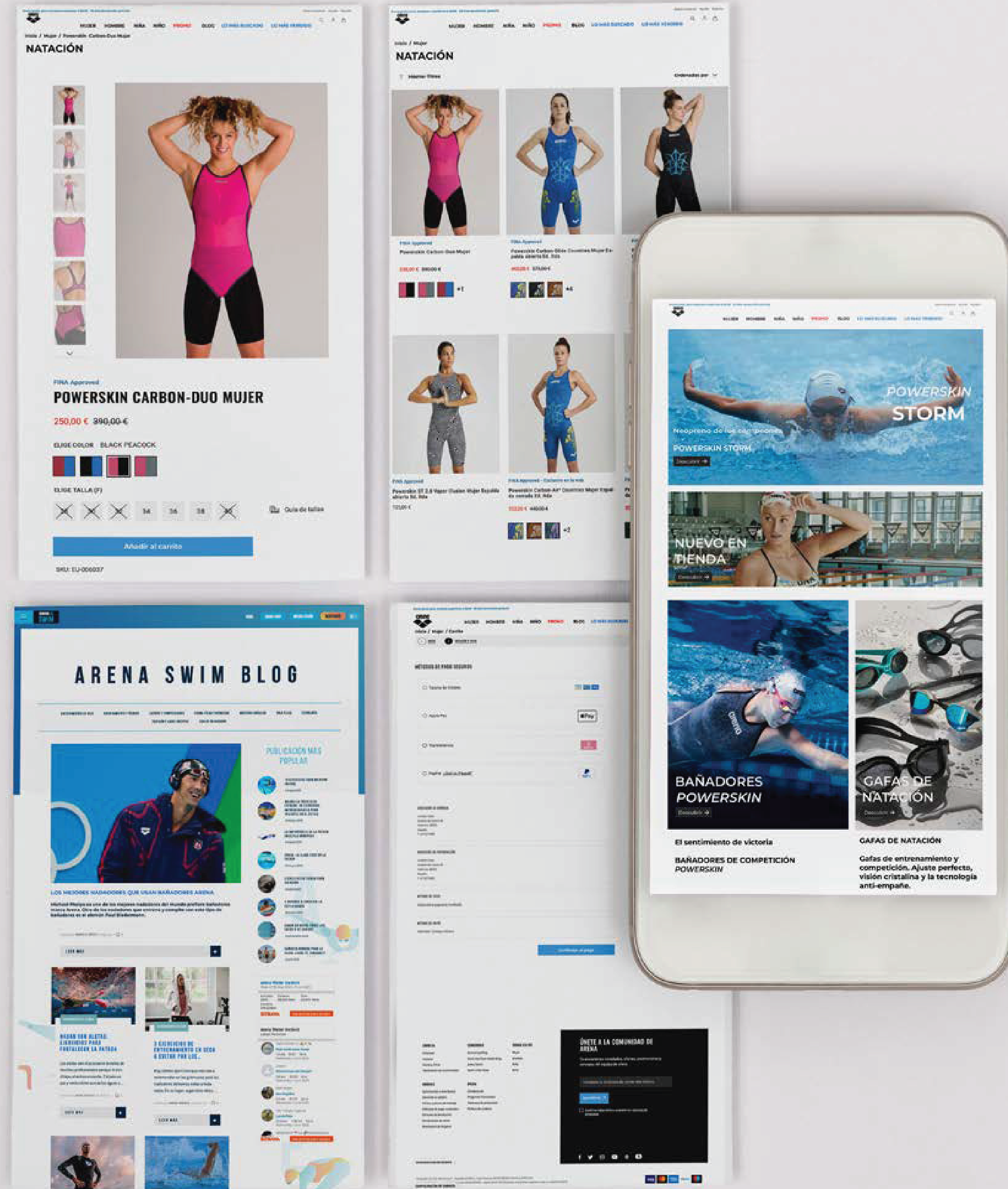


# web redesign

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.





# 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.

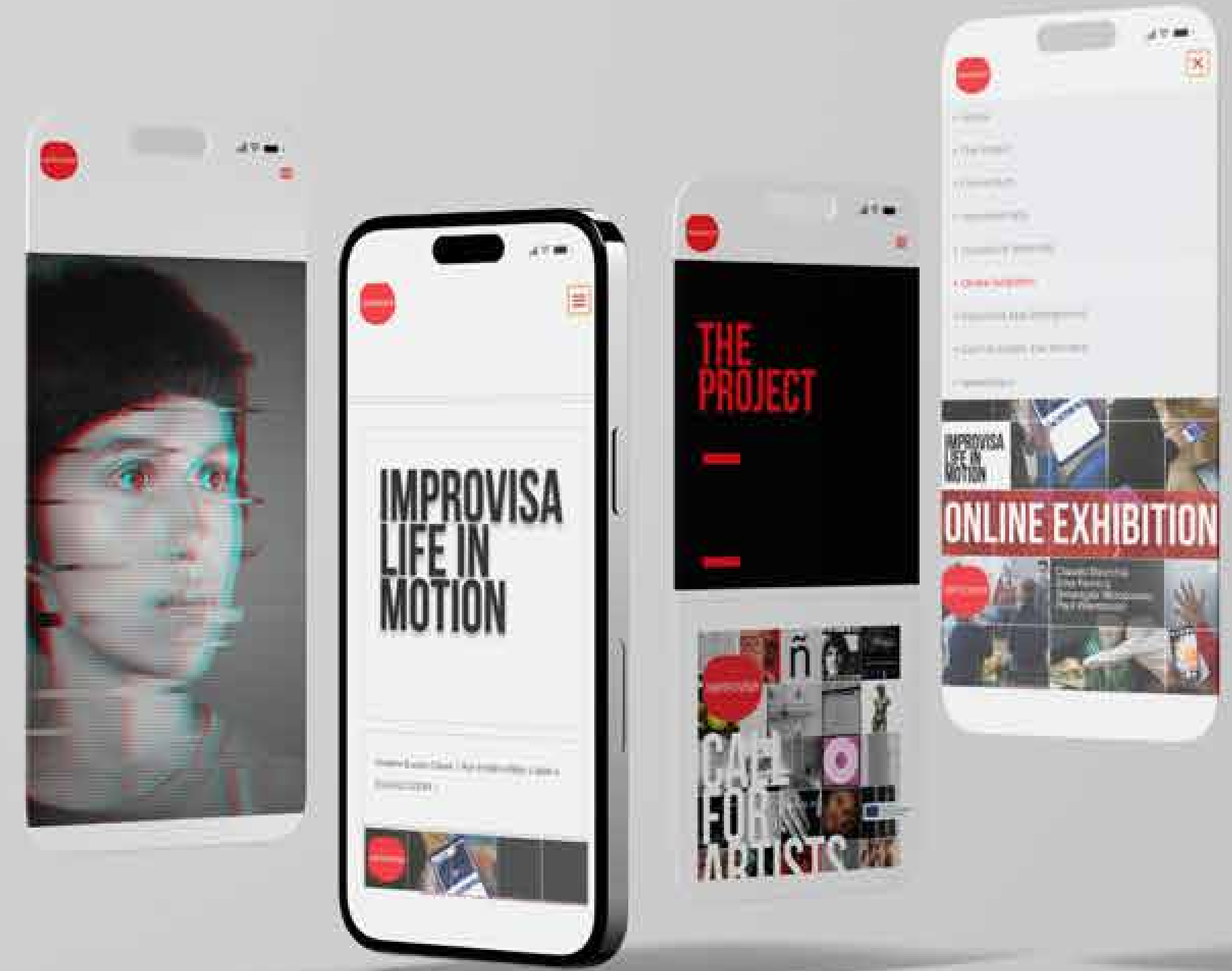


# interface adaptation

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](https://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](http://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.

[houseofchappaz.com](https://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.



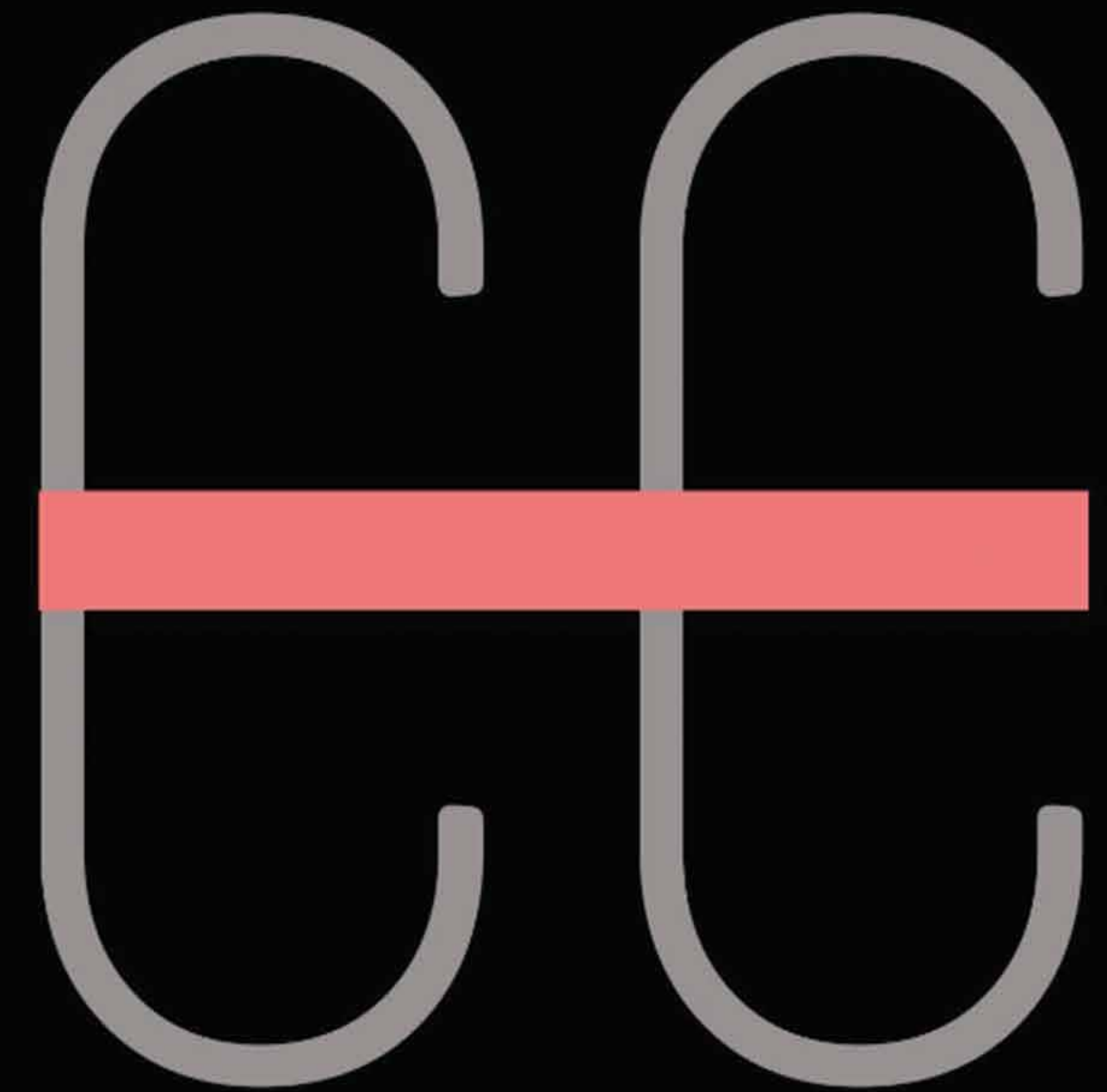


# mental health & design

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.



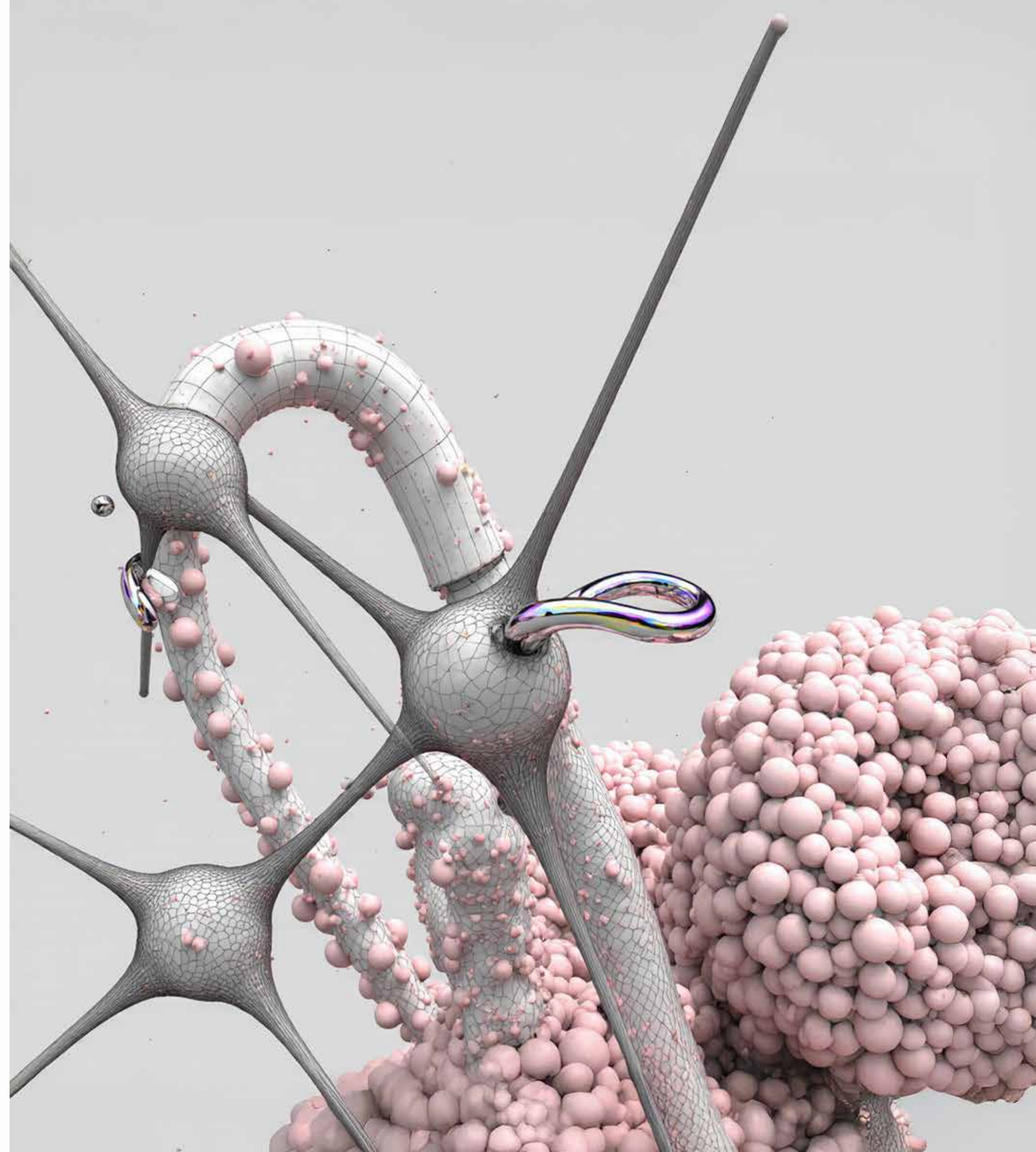
**Care for Creativity**  
arts and culture



# 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

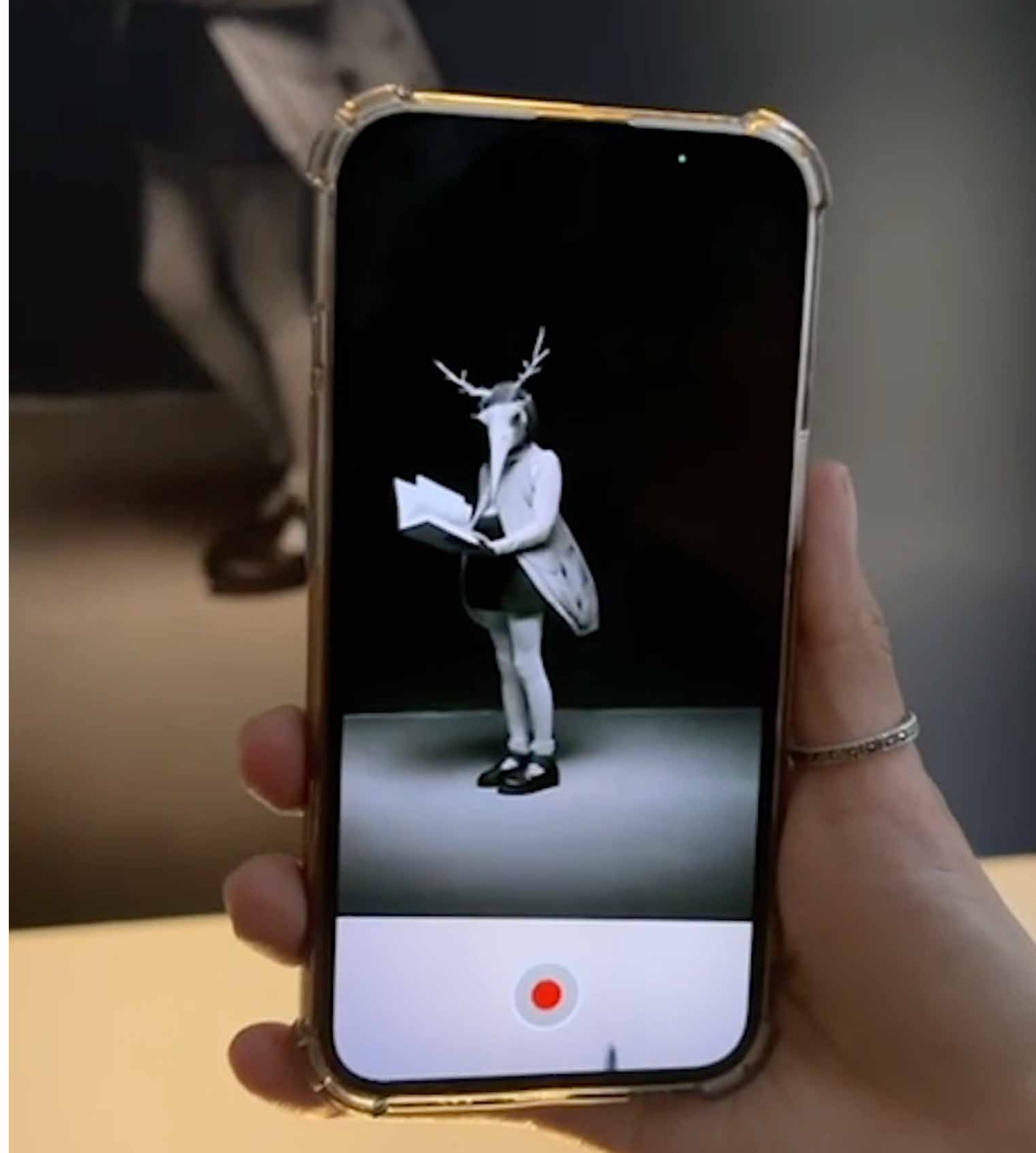
Fragmentos vivos is a piece that narrates a personal story in the form of an artist's diary, combining experimental editorial design, generative AI creation, and the use of augmented reality platforms.

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](mailto:contact@ammoniite.com)

contact me