

MIRIAM GONZALEZ 2023-2025

PORTFOLIO

MOTION REEL



MIRIAM GONZALEZ

GRAPHIC DESIGNER

Hi! I'm Miriam, a passionate graphic designer specializing in Motion Graphics, Art Direction, Branding, and creative storytelling.

I've been lucky to work with brands like LaLiga, Heineken, and Endesa, where I honed my skills creating impactful visuals from videos and social media campaigns to moodboards, branding assets, and dynamic content. Right now, I'm helping Press For Coffee, an indie game studio, shape its brand identity and position its titles (Smiling Misery and Crabs and Rats) for the world to see.

My toolbox? Adobe CC, Figma, Cinema 4D, Maya and a big dose of creativity. I love turning ideas into visual stories that connect with people and leave a mark.

I'm always open to new collaborations, creative challenges, and opportunities to keep growing. Let's connect!

EDUCATION

Double Master in Art Direction and Motion Graphics	
Voxel School	2023 - 2024
Bachelor in Graphic Design and Multimedia	
UDIT	2019 - 2023

WORK EXPERIENCE

Brand Designer	
Press For Coffee	2025 - 2025
Creative Technologist Trainee	
Hogarth	2024 - 2025
Art Director Junior	
Curious Imp	2023 - 2024
Graphic Design Intern	
Macmillan Education Iberia	2021 - 2022

LANGUAGES

Spanish	
English	
Chinese	

SOFTWARES



MOTION GRAPHICS AND ANIMATION (2D/3D)

- 01 **Muzigae Mansion** / Motion 3D
- 02 **Sex Education** / Motion 2D
- 03 **M&M's** / Motion 2D
- 04 **MOOD La Liga** / Motion 2D

MUZIGAE MANSION Object Liquid

A visual concept blending fashion and digital art, where organic textures meet glossy, surreal elements inspired by the Muzigae Mansion aesthetic.



<https://bit.ly/4s2e2m7>

TOOLS





SEX EDUCATION

The mood is quirky, youthful and expressive, using dynamic motion and textured layers to create a fun, character-driven intro.



<https://bit.ly/4qbKgJY>

TOOLS





M&M'S

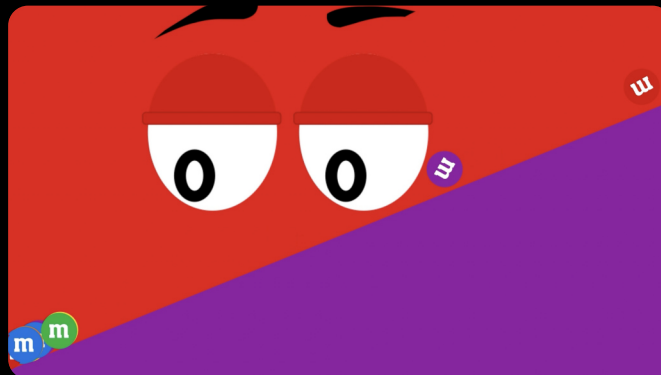
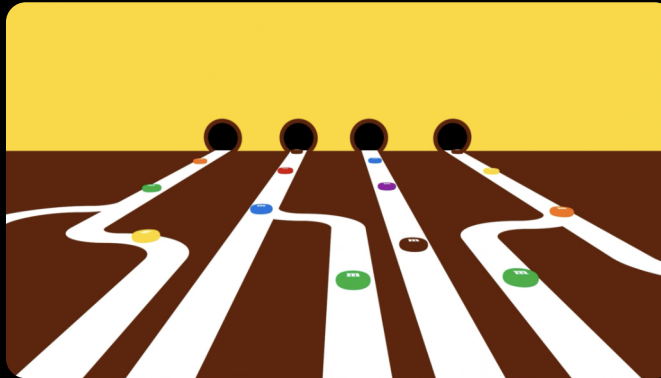
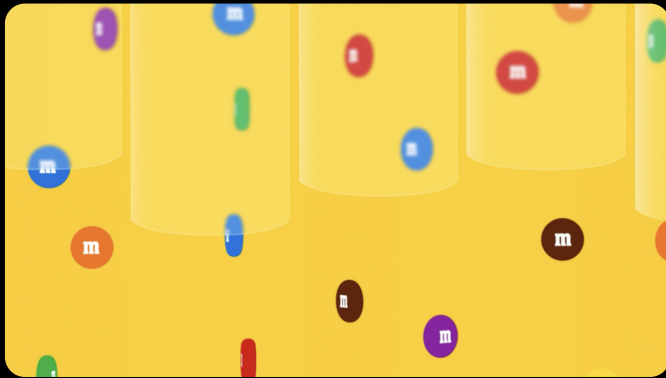
The project focuses on fun, clarity and brand personality, creating visuals that feel lively, modern and instantly recognizable.

imagina un viaje
donde el
sabor &
color
se fusionan

<https://bit.ly/48EdivS>

TOOLS





MOOD LA LIGA

Discussions focus on accountability, structural problems and how racism affects players, fans and the global image of Spanish football.



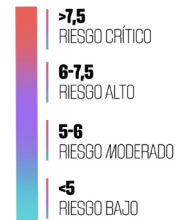
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TOOLS

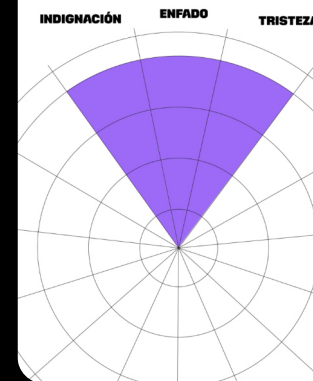


ES UNA INICIATIVA DE
LALIGA VS QUE NACE
COMO PARTE DEL
COMPROMISO DE
LALIGA PARA
**ERRADICAR
EL ODIO TANTO
DENTRO COMO
FUERA DE LOS
ESTADIOS.**

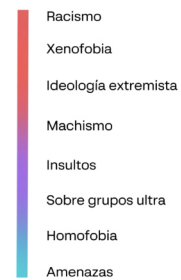
DETERMINANDO UN
ÍNDICE **DEL 1 AL 10** EN
FUNCIÓN DE LOS NIVELES
DE ODIO DETECTADOS.



EMOCIONES PREDOMINANTES



MAPA DE CONVERSACIONES DE ODIO



**LALIGA VS
LA FUERZA
DE NUESTRO
FÚTBOL**



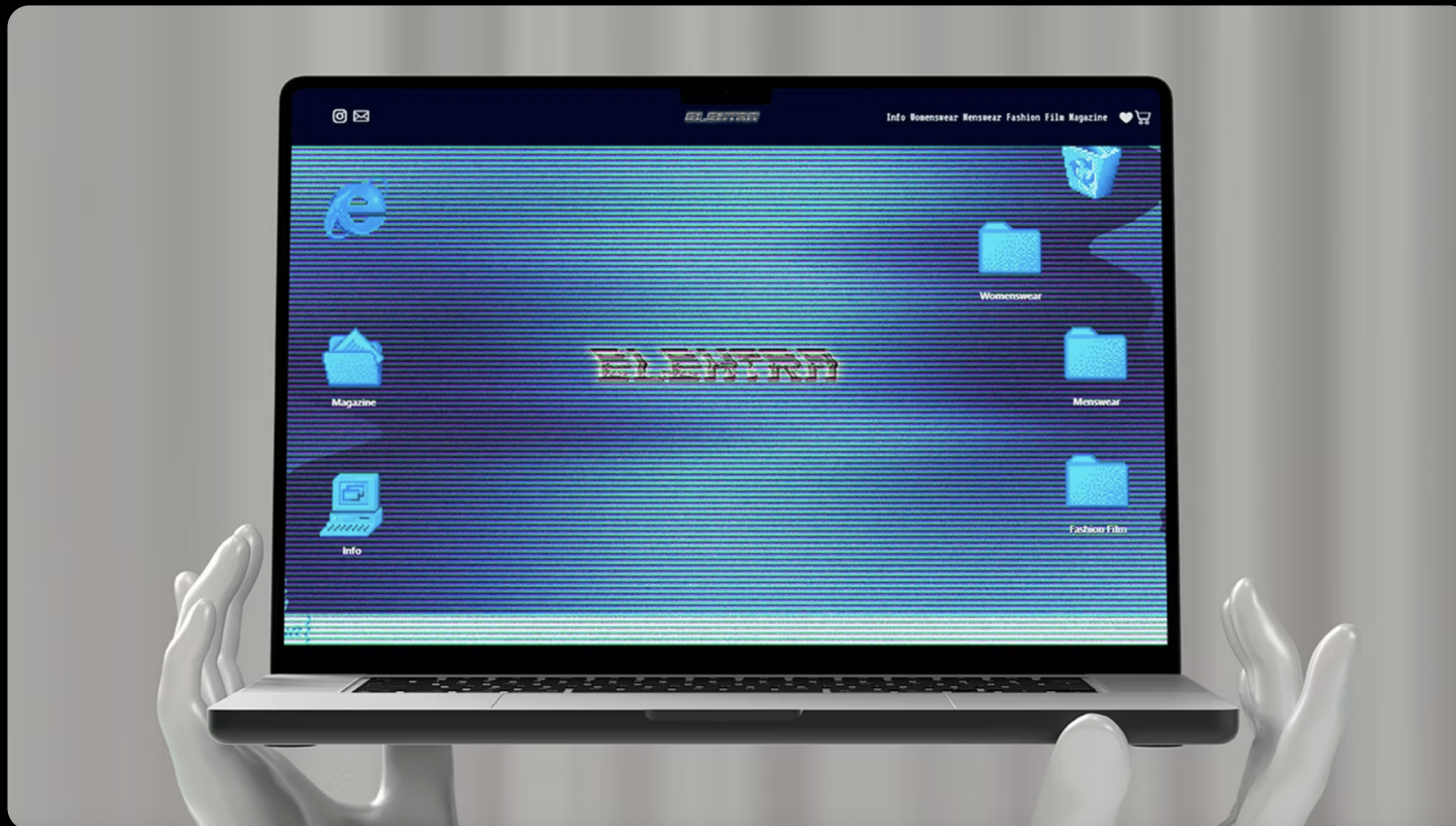
MOOD
LALIGA

VISUAL IDENTITY AND BRANDING

- 05 **Elektra Shop** / Branding
- 06 **Heineken Campaign** / Video
- 07 **Moschino - Mad Nights** / Branding

ELEKTRA SHOP

Elektra Shop blends a cyber-Y2K identity, while grounded in sustainability, offering eco-minded fashion with a high-tech twist.



<https://bit.ly/3XZtrWq>

TOOLS





HEINEKEN CAMPAIGN

Heineken's campaign focuses on connecting people through authentic, social moments, highlighting the brand as a catalyst for good times.



<https://bit.ly/4s2e2m7>



MOSCHINO MAD NIGHTS

The piece combines fashion attitude with graphic experimentation, creating a striking visual atmosphere that feels both glamorous and irreverent.



<https://bit.ly/4s2e2m7>

TOOLS





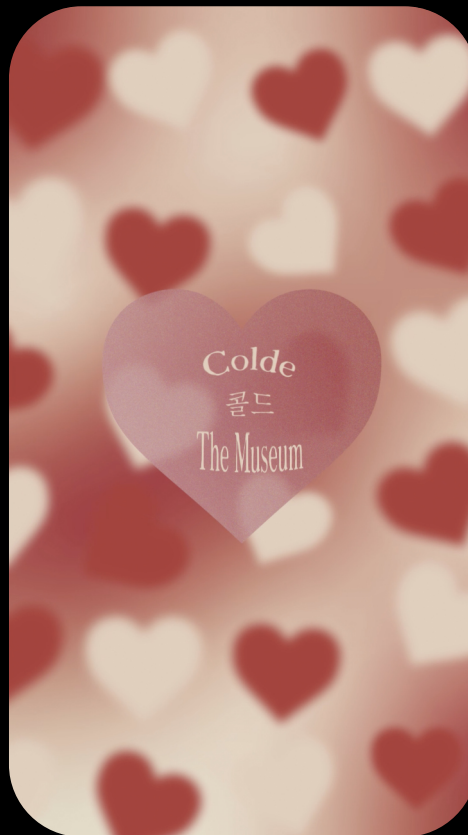
ART DIRECTION AND EDITORIAL DESIGN

08 **The Red Thread Tour** / Art Direction

09 **Pop Art Exhibition** / Editorial Design

THE RED THREAD TOUR

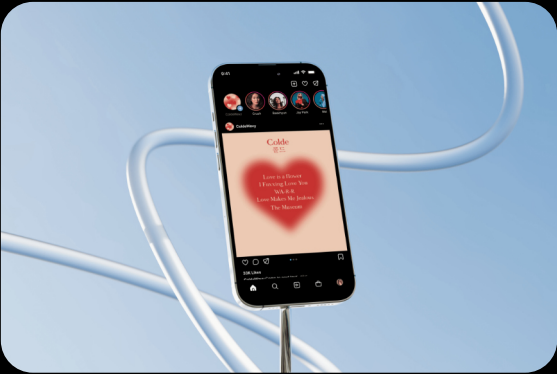
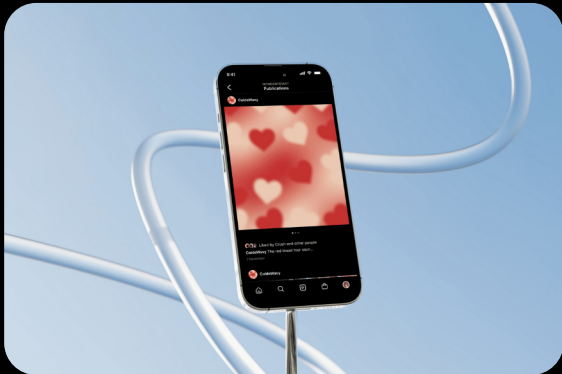
A soft, romantic visual concept built around the symbolism of the red thread, capturing connection, emotion and movement through delicate color and composition.



<https://bit.ly/4s2e2m7>

TOOLS



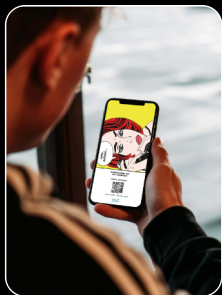
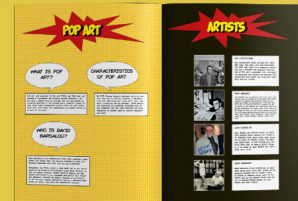


POP ART EXHIBITION

A vibrant visual concept inspired by classic pop-art, using bold color, comic textures and expressive compositions to capture a playful, retro energy.



<https://bit.ly/4s2e2m7>



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