/ Digital creator with more than 10 years of experience, currently focused in UX/UI design.

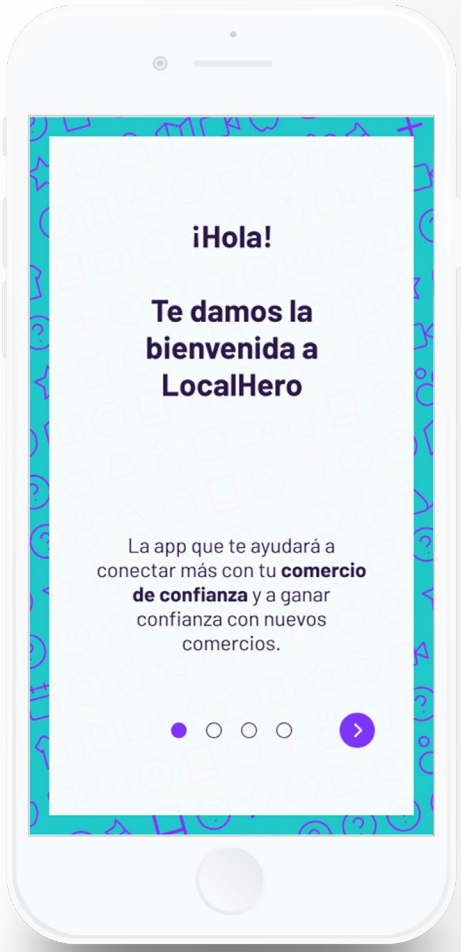
/ Experience in public administration, media agency and information & technology services with an entrepreneurial spirit.

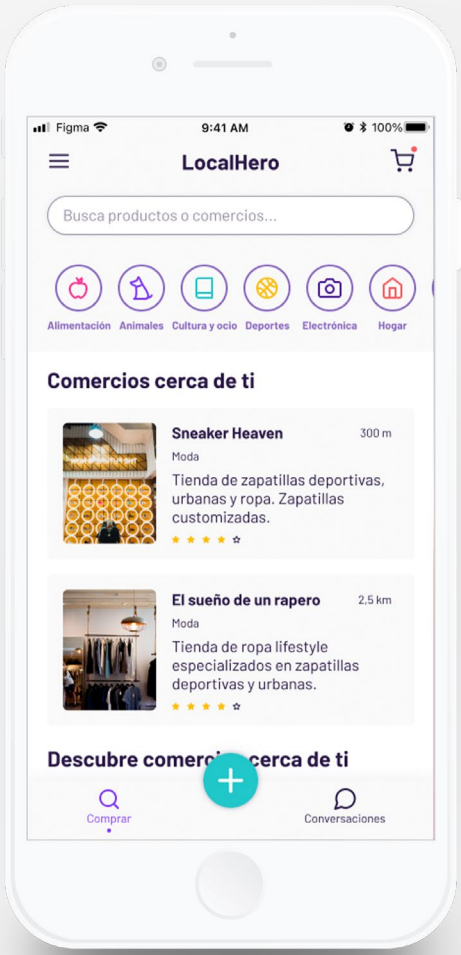
/ Combining my Marketing UX/UI Designer position at Ricoh with freelance projects.

/ Graduated in Audiovisual Communication and awarded for academic excellence of the 2008-2012 class & Master's degree in UX/UI @ K-School and another in Corporate and Institutional Communications @ UAB.

/ Passionate about photography and travel with the purpose of creating an exhibition t.o share my adventures around the world

ABOUT ME



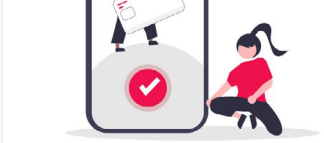


MOBILE APP

Check the project on Behance

LocalHero / Master's thesis. We were asked to promote local commerce in a COVID situation.

We created an app that allows shopping in local businesses from a single platform and with direct contact between businesses and customers, transferring the experience of personalized treatment and recommendations from a physical format to the online world.

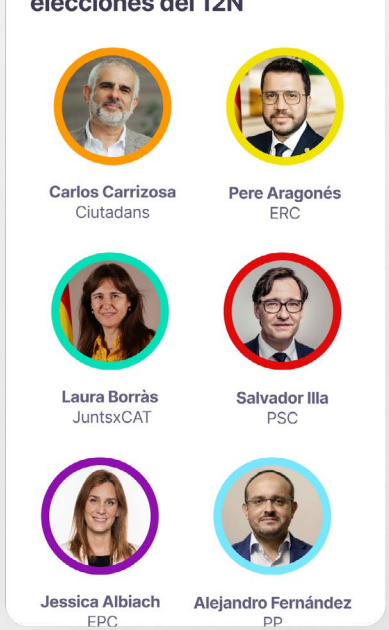


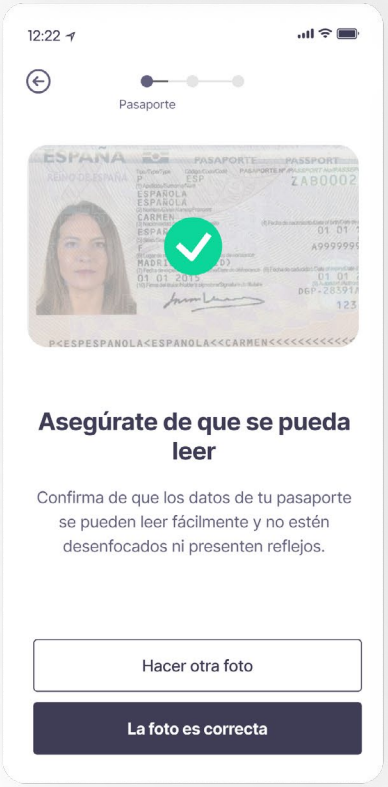
Es hora de verificar tu identidad

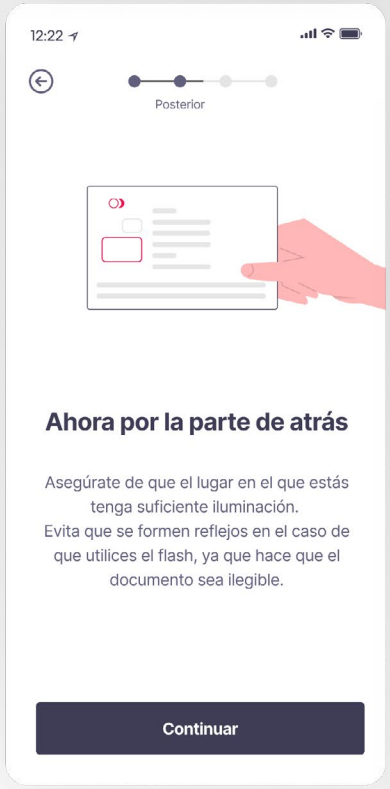
Estamos legalmente obligados a verificar tu DNI o pasaporte para proteger tu cuenta.

Acepto las **condiciones** del servicio de verificación

Continuar







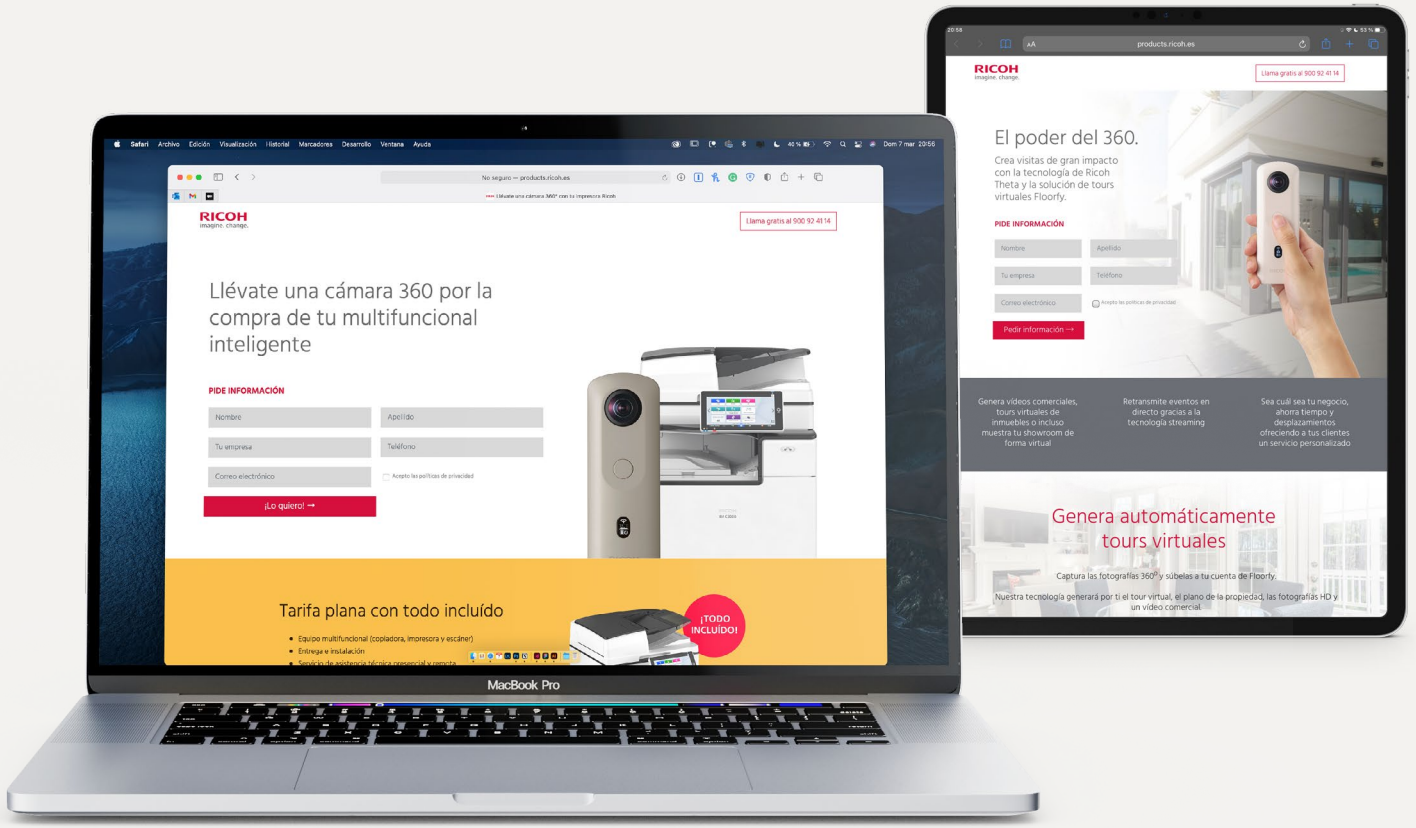
MOBILE APP

Check the project in Behance

e·voting / The application helps the citizens to vote in a telematic, safe and simple way.

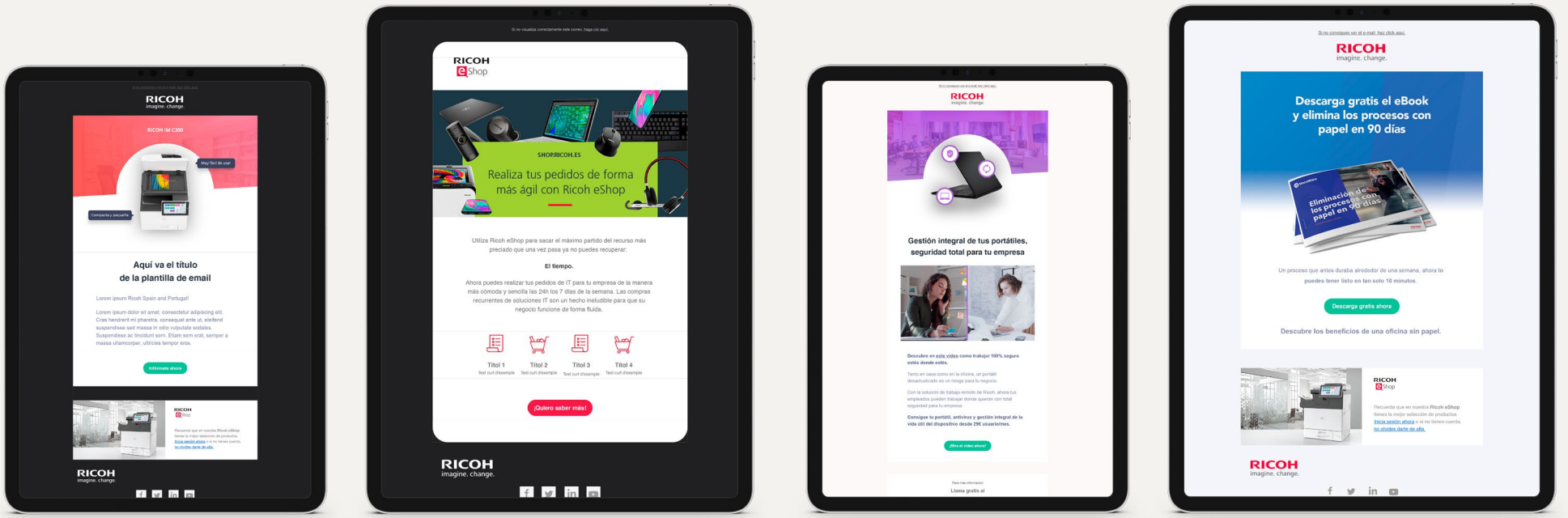
Users reject their right to vote due, in part, to frustration with the process.

E·voting improves voting by mail, security, counting, and polling station wait times.



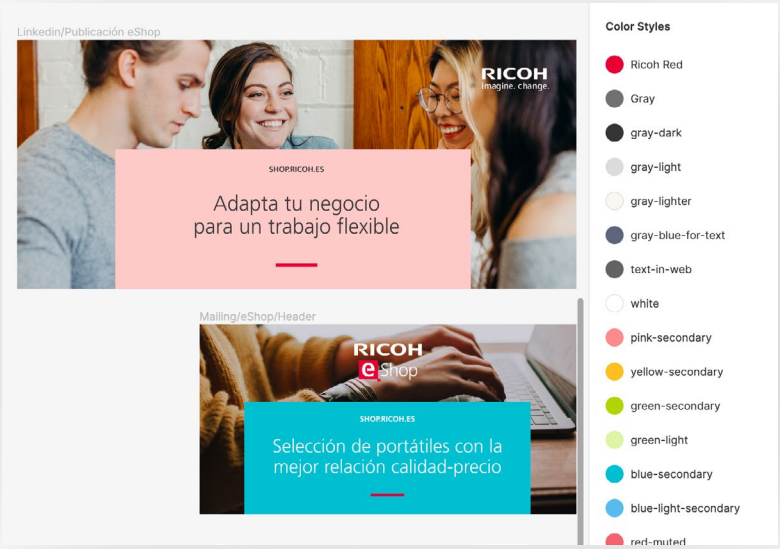
ONLINE / LANDING PAGES

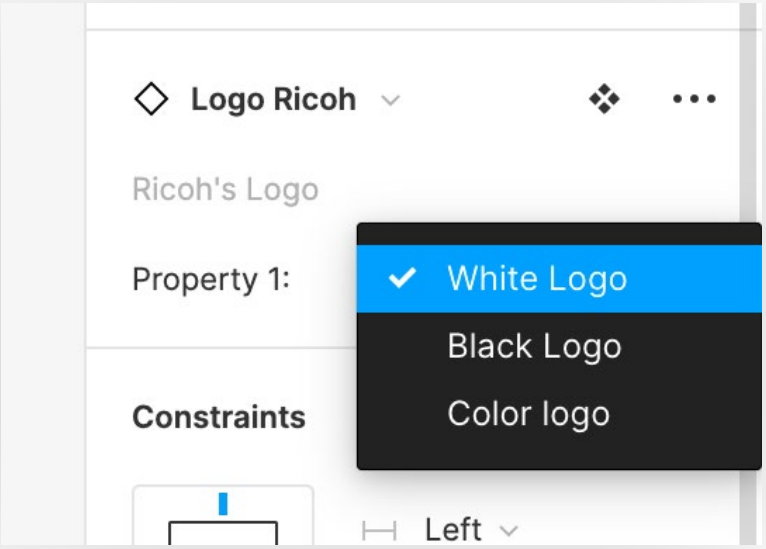
Ricoh / Layout of landings and microsites in HTML and CSS. Usually based on the Bootstrap framework.



ONLINE / MAILING

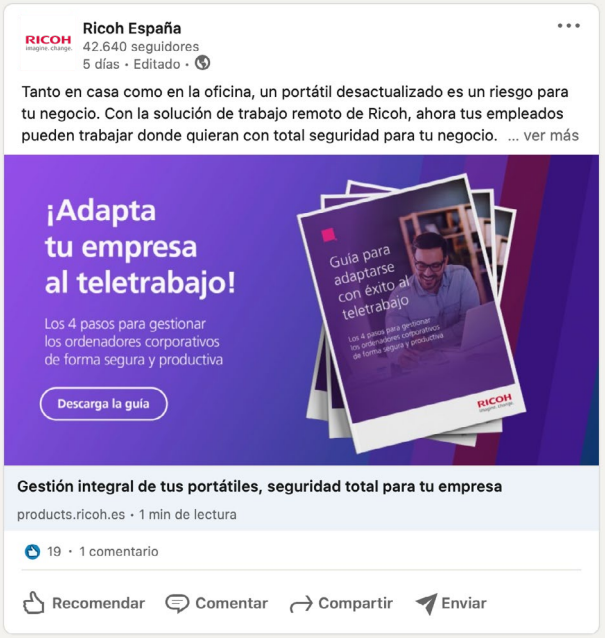
Ricoh / Creation of emails in HTML and Oracle Eloqua.





DESIGN SYSTEM

Ricoh / Development of the company's design system in Figma. I have created corporate templates following the bases of Atomic Design. Thus, the digital marketing and social media team with less design knowledge can create materials independently following the company's style guides.

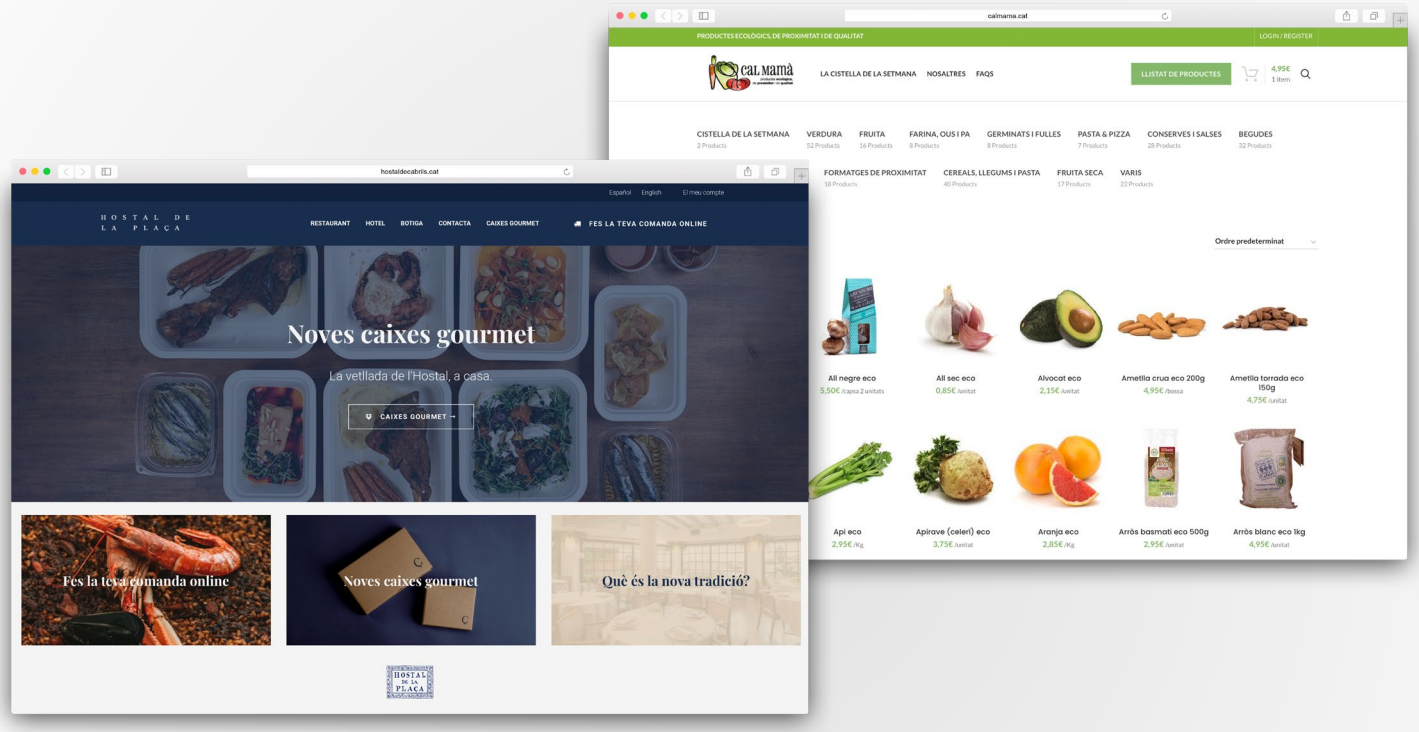


ONLINE / BANNERS

Ricoh / Creation of banners for web and social networks. Ricoh has acquired companies that maintain their own corporate identity, so assets are tailored to the campaign and different companies.

Ricoh / Layout ebooks aimed at generating marketing records. Following a visual line for each campaign, I link the design of the e-book to that of the download page, the banners and the emails so that the user feels that all the pieces are connected and their online experience is impeccable.

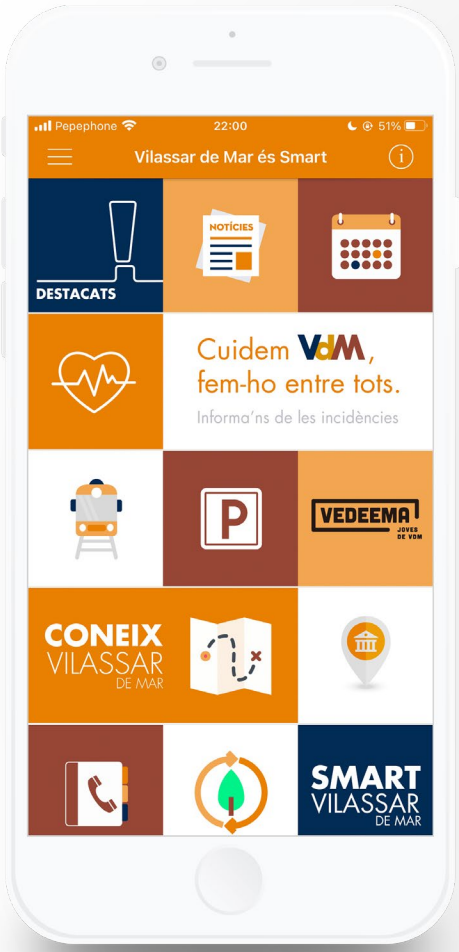
ONLINE / EBOOKS



WEB

Hostal de la Plaça / Creation of the restaurant's website with online store functionalities, hotel and table reservation and special orders.

Cal Mamà / Creation of an e-commerce to buy organic fruit and vegetables.



Ajuntament Vilassar de Mar / Vilassar de Mar mobile application project. Apart from reporting on the different areas of activity of the city council, it included an incident notification form so that the inhabitants could contribute to improving the city.

MOBILE APP

Click in each image to see the animations

/ Reference

It is a pleasure to work with professionals of the level of Xavier Boluda.

His commitment and contribution to projects is always a surprising creative response. He solves challenges easily, with a very close collaborative spirit.

He has a cinematographic vision of the elements and movements that makes the result come out enriched regardless of the format or medium on which he communicates.

A great partner..

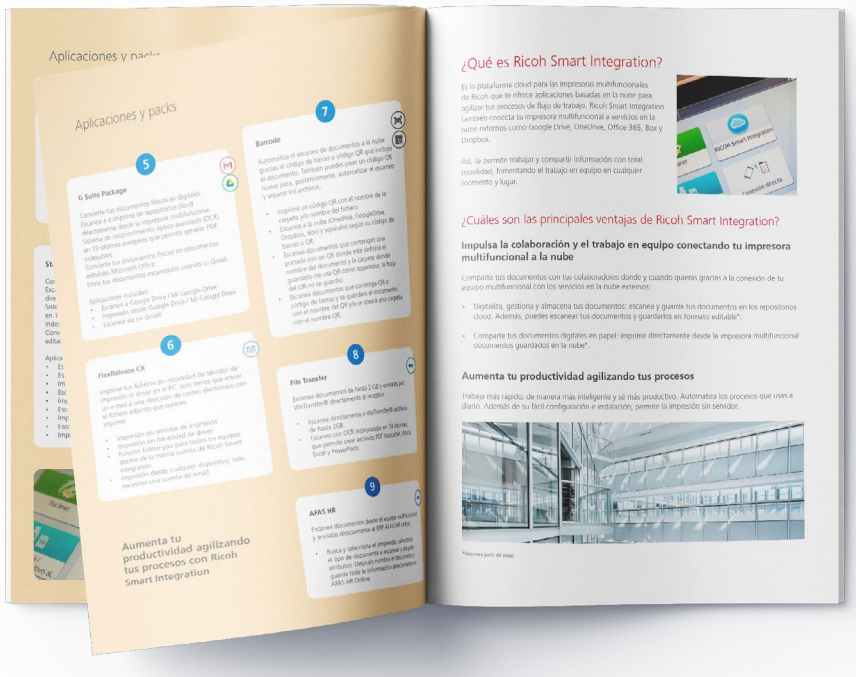
Gemma Álvarez
Brand Strategist
Wylma Blein Agency
gemma.alvarez@wylmablein.com

ONLINE / WEB ANIMATIONS, GIFS

Wylma Blein / Create animations and videos for the portfolio of the communication and branding agency Wylma Blein, with which I have been collaborating regularly for years.

OFFLINE / POSTERS

Ajuntament de Vilassar de Mar / Redesign of the materials of the City Council in the project of a close and fun city brand. I worked on elements such as the VdM logo so that according to the campaign we could adapt them and play with their theme. In the offline materials, I opted to introduce common elements (such as the diagonal that crosses the composition) so that the inhabitants could know at a glance when it was an official poster.



OFFLINE / CATALOGUES

Ricoh / Layout of catalogs for the different commercial brands of the company, expanding their visual identity.

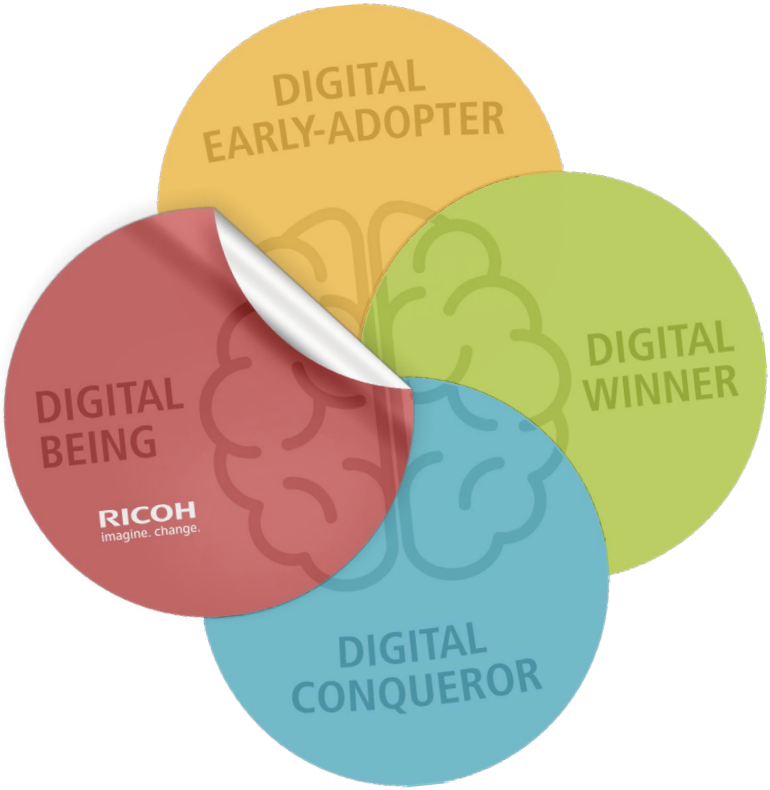
RICOH
OLYMPIC GAMES

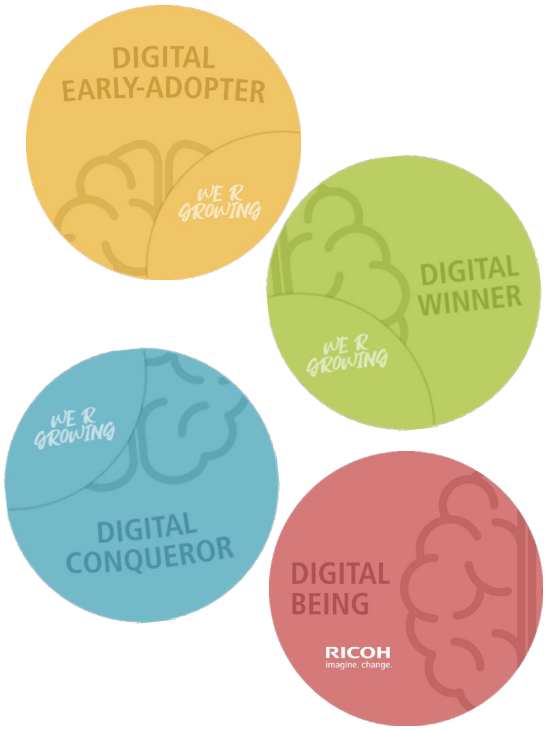
be happy
at work +

Click on the image to see the animation

INTERNAL COMMUNICATIONS

Ricoh / Creation of visual materials (videos, infographics, illustrations, logos, animations, merchandising) for the actions of the internal communication team.





INTERNAL COMMUNICATIONS

Ricoh / Conceptualization and design of a gamified experience for the Learning & Development team. The objective was to motivate the teams to get certified in 4 different areas, so I created a set of stickers for the laptop that the team received as they completed their journey and challenges.

Ricoh / Design of different elements for the European football tournament of the company, from the kits and the shield to the assets of the fundraising campaigns.

INTERNAL COMMUNICATIONS

Click on the image to see the videos

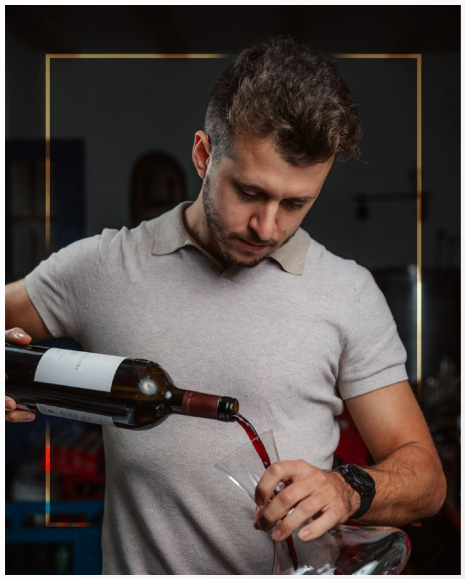
Girona FC / Shooting and editing of videos and archive images to document Girona FC's promotion to the first division in 2017.

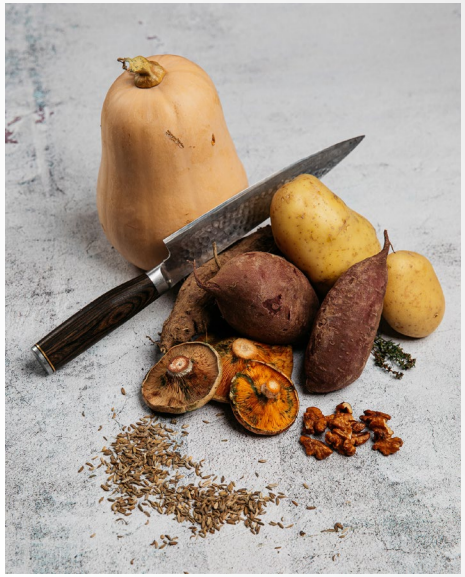
Click on the image to see the animations

NUK Animations / Making animations for NUK Pacifier campaigns in multiple formats.

Massimo Dutti / Shooting and editing of the Valentine's Day campaign with the models Aneta Pajak, Heloise Giraud and Noah Mills.

VIDEO





Hostal de la Plaça / Update the corporate identity and the website for a restaurant with more than 70 years of history. In addition, responsible for photography for social networks and the creation of promotional materials such as brochures and advertisements.

PHOTOGRAPHY

What's next? / I am currently expanding my knowledge in UX / UI.

My wish is to be able to be part of a project with a positive social impact in which to continue developing my creative skills and to test myself with new formats, audiences and professional challenges. I believe that it is in the hands of each one to make this world a better place and I want to contribute to it from my perspective as a creative person.

You can see more on my website.

xavierboluda.com

Now under construction!

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