NKG

Nicolás Kucher-Gómez

PORTFOLIO

@ nkuchergomez@gmail.com

In nkuchergomez

2026

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Project Details

The project involved creating a concept-driven campaign on a selected topic. Research was conducted to gather key information, statistics, and examples of previous campaigns. The campaign included an original slogan or tagline, a visual concept that used metaphor or advertising appeal, and incorporated a fact or statistic to anchor the message. Logos and websites of relevant organizations were included, and the final design was presented using mock-ups to demonstrate the campaign in context.


Challenge

The main challenge was creating a design that clearly represented the chosen topic while producing variations that were unique but still recognizable as part of the same campaign. Additional challenges included finding realistic mock-ups to present the campaign and selecting strong colours that would capture attention.

Solution

A visual metaphor was used to convey the campaign's message effectively. Key words were highlighted, and a strong visual hierarchy was applied to both visuals and typography to ensure clarity and impact across all campaign materials.
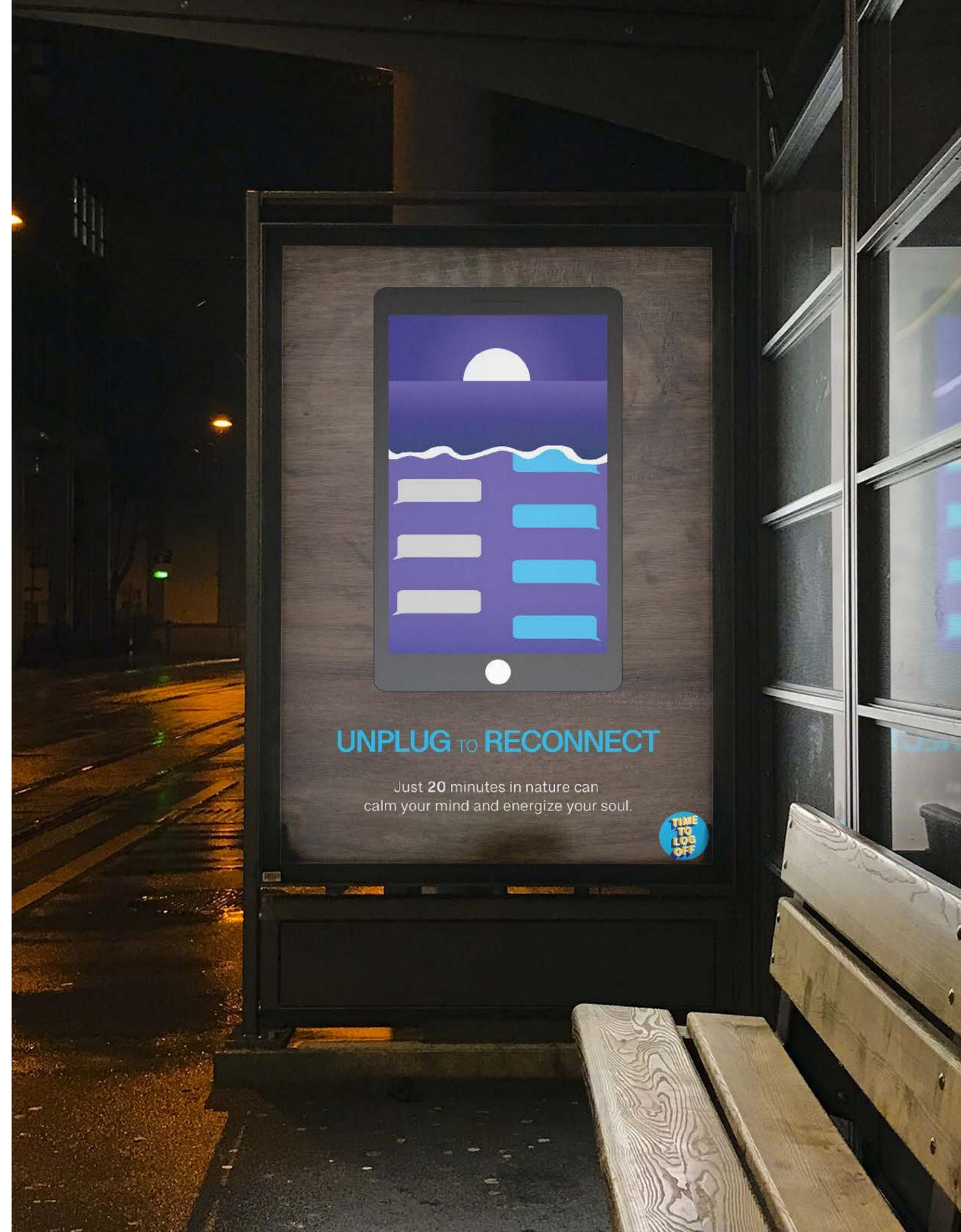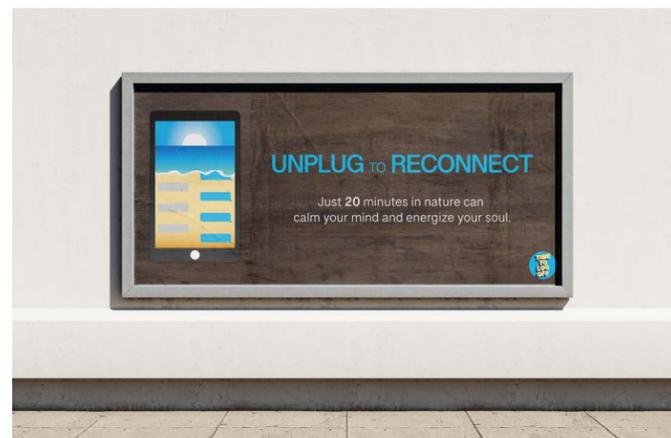
MOVIE POSTER

Project Details

A movie poster was redesigned using a visual metaphor to capture the essence of the film without relying on images or portraits from the original. All graphic elements, including the movie's logo and signature, were created from scratch. The poster featured the movie title, director's name, and main actors' names while conveying the film's theme through an original, conceptual design.

Challenge

Incorporating a magical element to evoke the essence of the film was the main challenge. The design needed to create the illusion of reality and motion while remaining a still image.

Solution

Floating cards were used to spell out the movie title alongside all four suits, enhanced with a "photo en relief" effect. This approach conveyed a sense of magic and movement while maintaining a cohesive and visually engaging poster design.
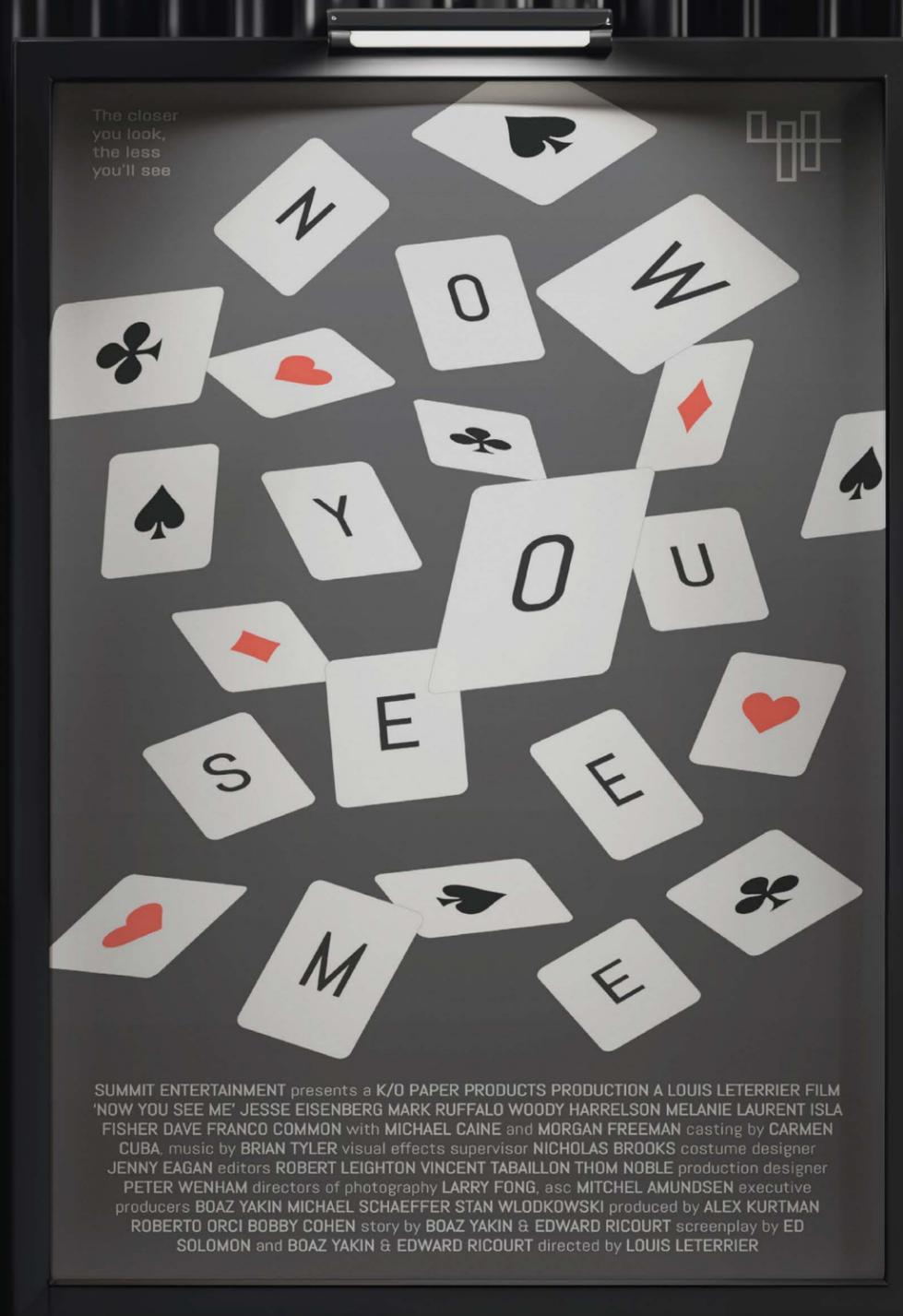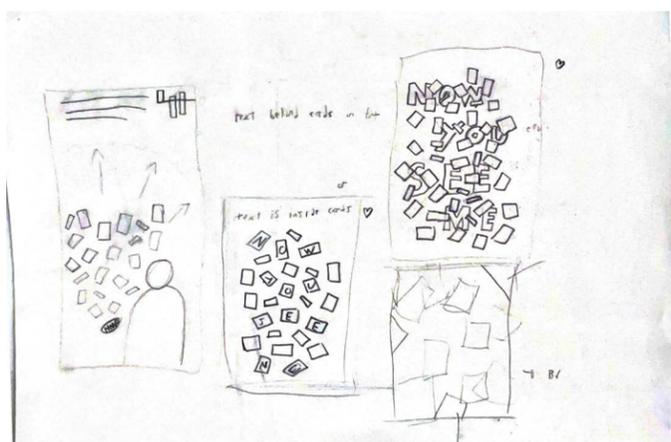
Project Details

The project involved creating and animating a concept-driven title sequence based on a selected movie. Planning and storyboarding defined the pacing, transitions, and overall visual direction of the approximately 30-second animation. The sequence expanded the original concept through movement, timing, and cinematic composition, incorporating sound effects and music to enhance atmosphere and support storytelling.
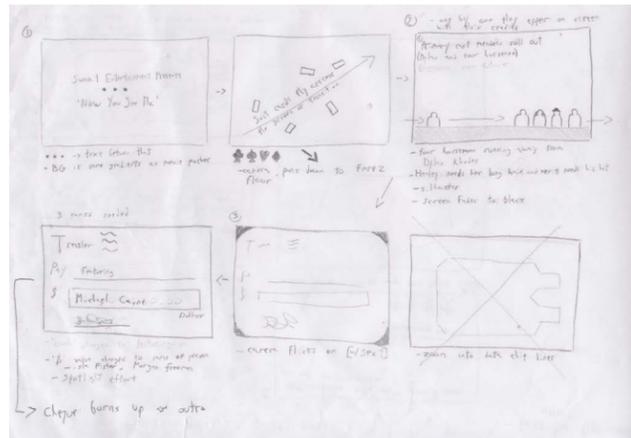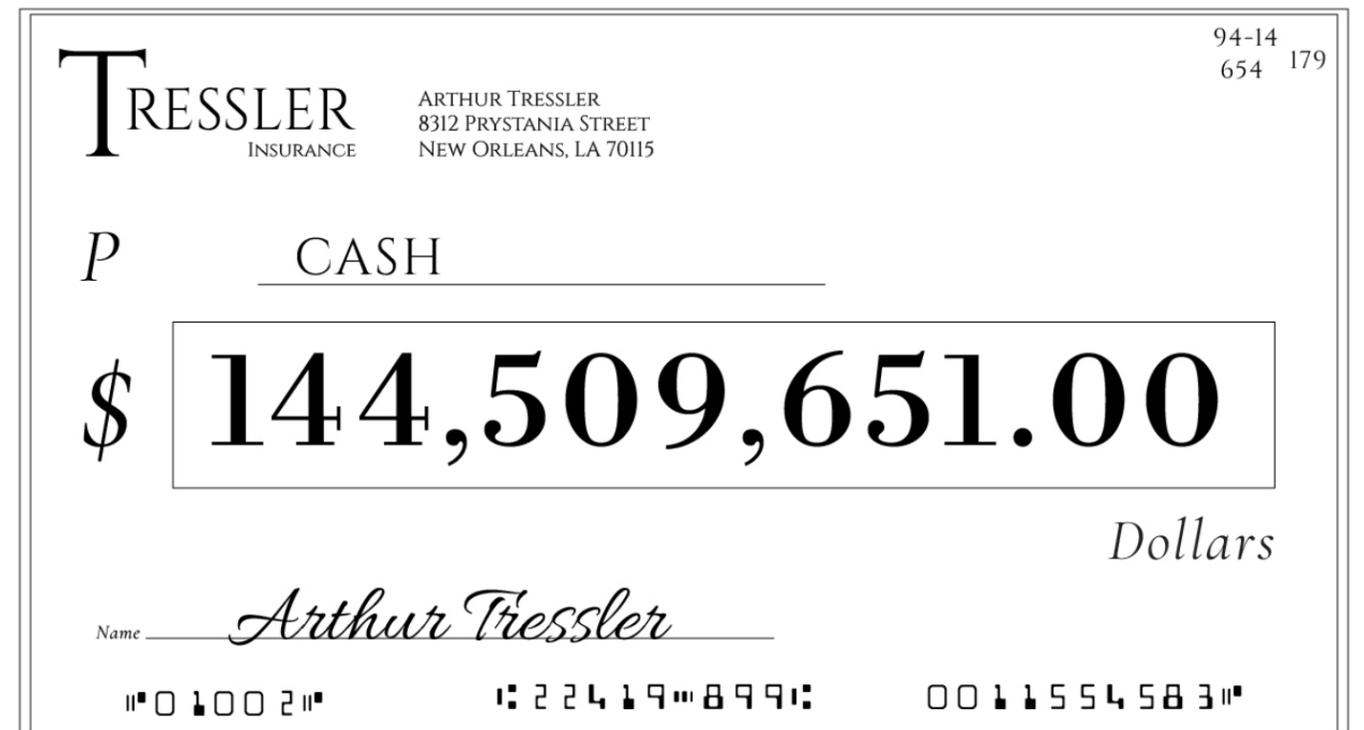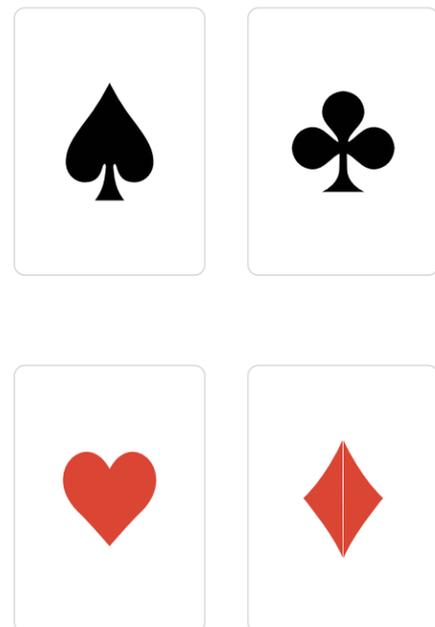
Challenge

The main challenge was incorporating magical elements while bringing them to life in a way that felt dynamic and immersive. Additional challenges included highlighting key aspects of the film without revealing too much, balancing intrigue and clarity, and ensuring that motion, composition, and visual storytelling worked cohesively within the limited timeframe.
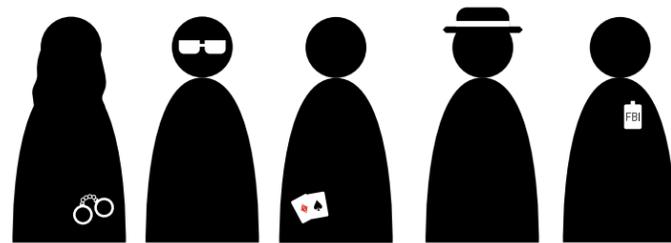
Solution

Original 2D and 3D elements were used to create a dynamic and engaging title sequence. A variety of narrative styles and scenes were included to highlight key story elements while maintaining visual interest, and careful attention was given to pacing, composition, and visual hierarchy to ensure clarity and impact throughout the 30-second animation.

Watch the full sequence here

Sunset Entertainments Presents
A K/O Paper Products Production
NOW YOU SEE ME

94-14
654   179

TRESSLER
INSURANCE

ARTHUR TRESSLER
8312 PRYSTANIA STREET
NEW ORLEANS, LA 70115

P   CASH

$ 144,509,651.00

Dollars

Name   *Arthur Tressler*

⑈0100⑈   ⑆22419⑈899⑆   0011554583⑈

Project Details

The project focused on developing a brand and designing packaging for a small box that reflects its identity. The exterior packaging aimed to create anticipation and convey value, while the interior packaging enhanced the emotional connection when the customer held the item.

Challenge

The first challenge was deciding what item to feature inside the box. As the largest project undertaken at the time and completed during the second semester of Multimedia Integration, the project required building everything from scratch, including the brand identity, colour palette, and overall design. Developing a complete concept from a blank mood board tested emerging design skills.

Solution

The solution involved selecting sports memorabilia, an item that can hold significant meaning when signed by a popular player. A baseball was chosen for its size, symbolic value, and suitability for the small box. This decision informed the brand and packaging design, resulting in a concept that combined thoughtful presentation with a meaningful product experience.

Project Details

The project focused on creating a web-based game playable on both mobile and desktop platforms. Using a generic game system as a foundation, the game was customized through added elements to develop a unique experience. The gameplay remained clear and straightforward, emphasizing a cohesive design while expanding the core system with additional features.

Challenge

The main challenge was expanding a very simple game system into a more engaging experience while working within limited mechanics. With only a playable character and basic enemies, the gameplay initially felt flat and lacked a clear identity. Establishing a cohesive theme was difficult without additional interactive elements, making it challenging to create meaningful obstacles or strategic decision-making for the player.

Solution

Introducing an additional variable became essential to increase complexity, which led to the development of a goblin-themed game centered around collecting gold. To expand the gameplay, a rock boulder was introduced as an interactive element that the player must contour and navigate around. This obstacle added strategic movement and timing to the experience while reinforcing the theme of a goblin hunting for treasure.

Play the game
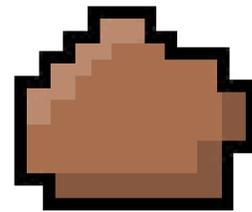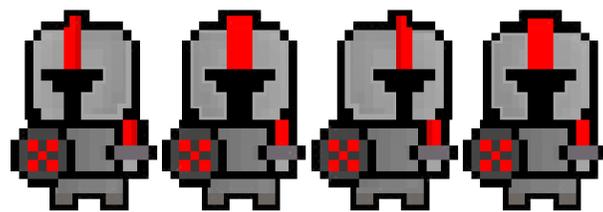
MANDALA

Project Details

The project focused on creating an illustrated composition built around concentric geometry. Shapes were constructed and repeated around a central point to form a mandala, emphasizing balance, rhythm, and visual harmony.

Challenge

The initial challenge was defining a distinctive form for the mandala, intentionally moving away from the traditional circular structure commonly associated with this style. Establishing a unique geometric foundation was essential to differentiating the composition while preserving balance and symmetry.

Solution

The solution was to adopt a sun-inspired form as the foundation of the mandala, creating a stronger and more visually engaging focal point. To support this direction, Adobe's online colour palette generator was used to develop a warm, analogous colour scheme that reinforced the design's energy and cohesiveness.
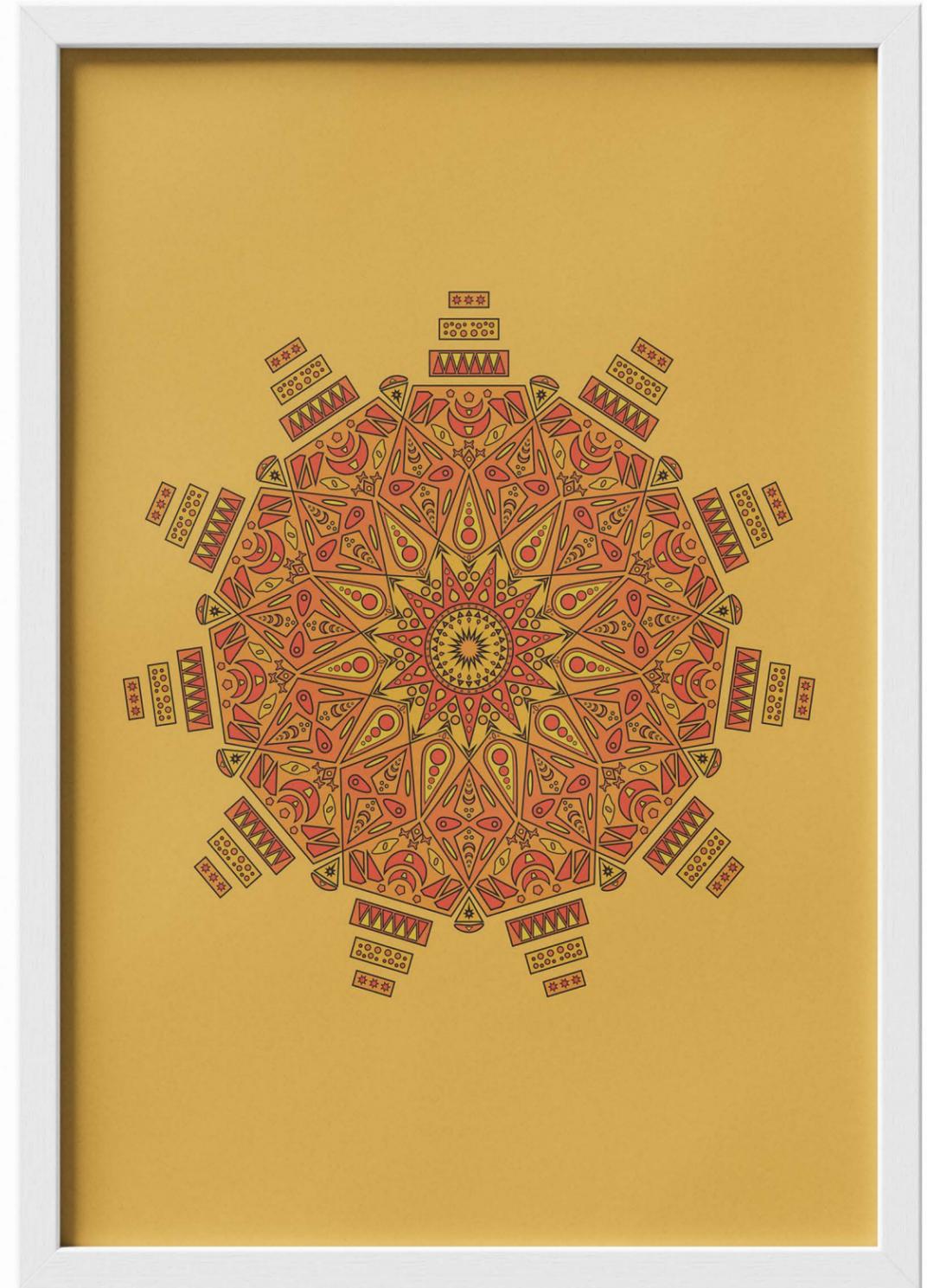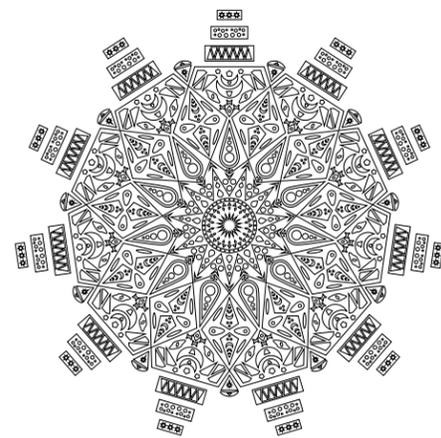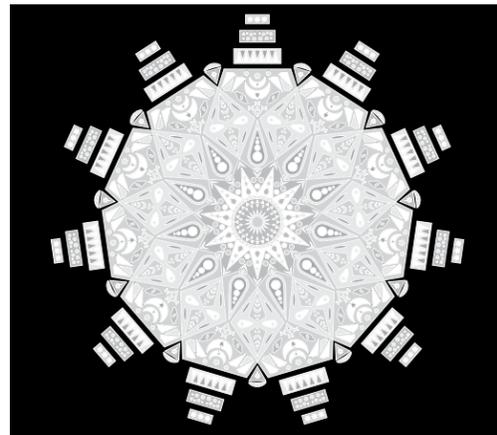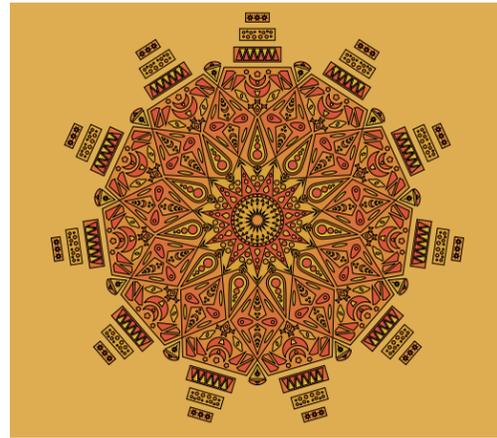
Project Details

The project focused on designing a distinctive soda can label built entirely from handmade illustrations. The visual direction emphasized a crafted, illustrative identity, integrating a bitmap element while maintaining a limited duotone or tritone colour palette to ensure cohesion and visual impact.

Challenge

Conveying freshness and hydration through a dynamic splash motif was the primary challenge. Relying exclusively on handmade elements made it difficult to achieve a result that felt both energetic and professionally refined.

Solution

To address this challenge, water was scanned while in motion by gently moving a filled container during the scanning process. This technique produced organic ripple patterns, which were incorporated as both the background and bitmap element of the label. The result captured a sense of movement and freshness while maintaining a cohesive, handmade aesthetic.

TROPICA SPLASH

BLUE RASPBERRY

BLUE R RASBERY BER RASBERRE y y
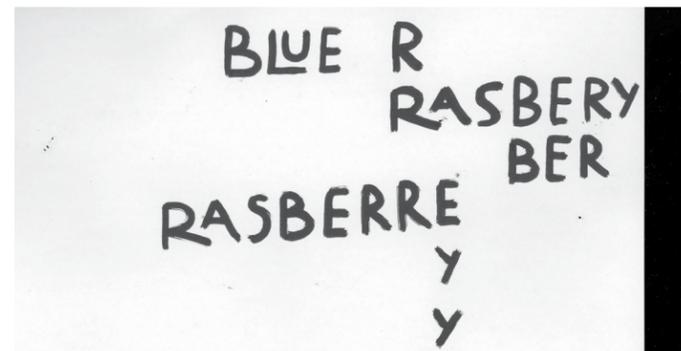
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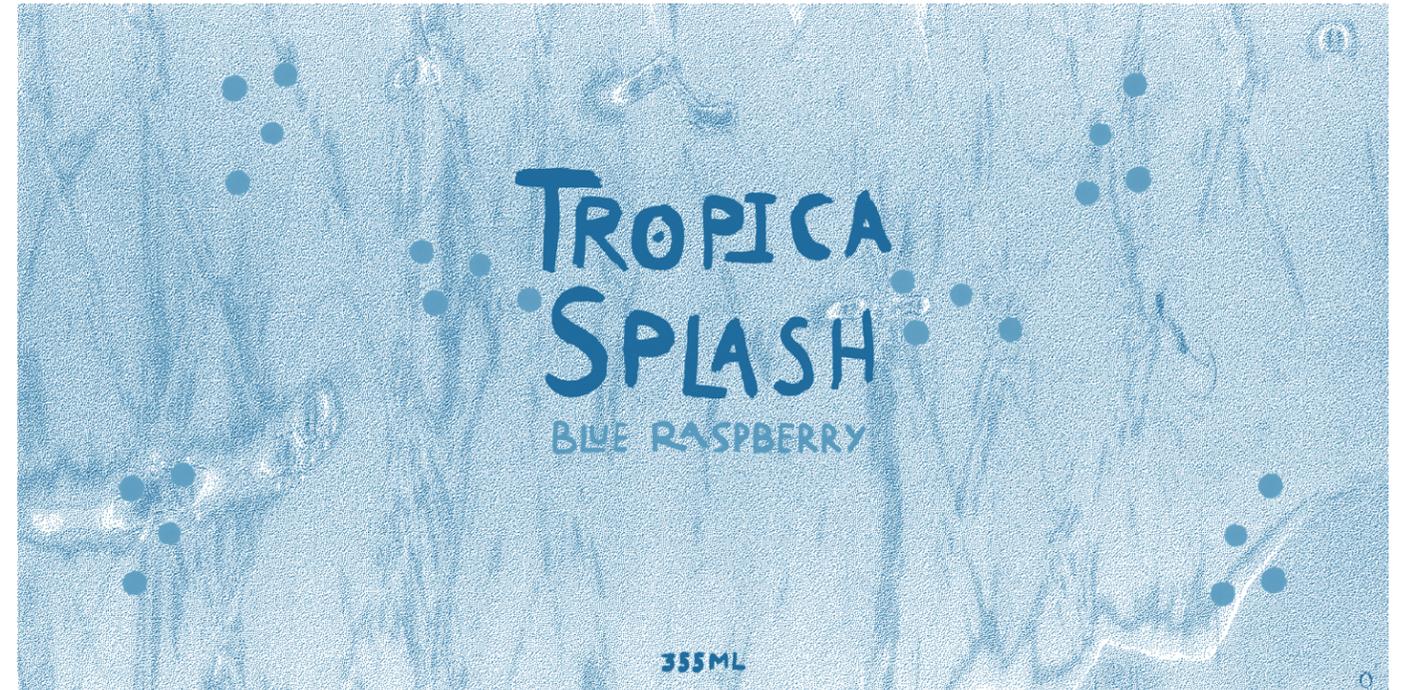
Project Details

The project focused on collaboratively filming and editing promotional videos for Vanier College's Early Childhood Education programs. Videos were created for both the 90-hour and 45-hour courses, with a visual concept designed to feel inviting, dynamic, and professional. The production emphasized clear storytelling, engaging visuals, and polished editing to showcase the programs while maintaining a cohesive, approachable tone.

SPARK YOUNG MINDS

EARLY CHILDHOOD EDUCATION

Challenge

Filming a variety of content to showcase the courses, including live classroom sessions, children and childcare workers in daycares, and explanatory segments, was the primary challenge. Additional challenges included refining the video and audio in post-production to ensure a polished, cohesive final product.
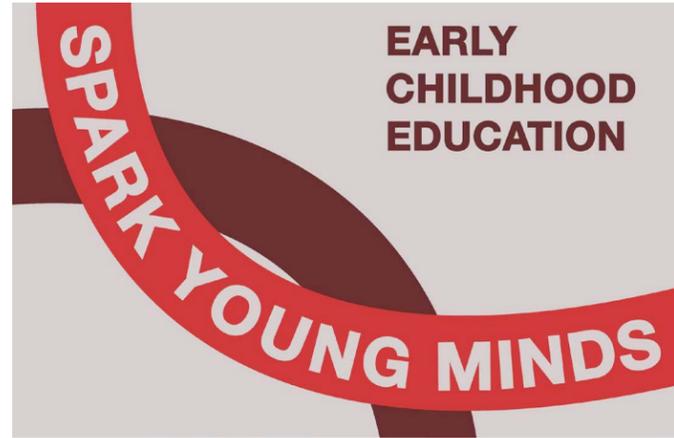
Solution

Clips were carefully selected from the footage and sequenced to bring each video to life. Multiple angles, activities, and B-roll were used to create visual interest while timing edits to the background music enhanced rhythm and flow, resulting in a dynamic and engaging portrayal of the programs.

VANIER Continuing Education and Community Services

NON-QUALIFIED DAYCARE EDUCATOR

90 hour course video

45 hour course video

REBECCA ALLSOPP
Pedagoical Counsellor, RAC/PPD Services

Project Details

Design an innovative, eye-catching brand identity for the 2026 Multimedia Integration Vernissage that embodies the theme of movement and can be applied seamlessly across print and digital marketing materials. The identity should reflect the creativity, evolution, and dynamic energy of the program's graduates, visually expressing motion, transformation, and forward momentum in multimedia practice.
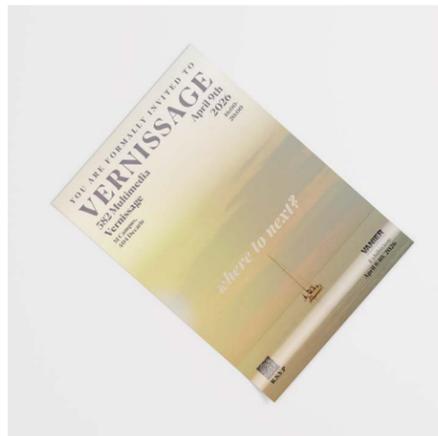
Challenge

Designing images that could adapt to different media aspect ratios was the primary challenge. The visuals needed a clear theme that communicated the show in a simple and dynamic way to student families, local communities, new audiences, and existing partners in the creative industries.

Solution

To address this challenge, the concept centered on a boat offshore at sunset to represent movement as both journey and destination. The scene emphasizes traveling from dock to dock, suggesting that being at sea is about embracing the unknown. The open horizon conveys transition and forward momentum. The phrase "where to next?" reinforces this sense of exploration.

VERNISSAGE

582 Multimedia
Vernissage

**April 9th
2026**

M Campus,
404 Decarie

where to next?

Scan to register

VANIER
CÉGEP/COLLEGE

**Exhibition:
April 8-10, 2026**

Project Details

Lead the collaborative re-envisioning of a Montreal-based beauty clinic's digital presence after a security breach, transforming recovery into a strategic rebrand. Guide project conceptualization, design a multilingual UI/UX experience, and contribute to a scalable WordPress API backend to ensure seamless content management.

Challenge

Rebuilding trust in the digital presence of an established business under technical and reputational pressure was the primary challenge. The new multilingual website needed to feel secure, clear, and credible, while balancing client expectations, collaboration, and development timelines within a real-world production context.
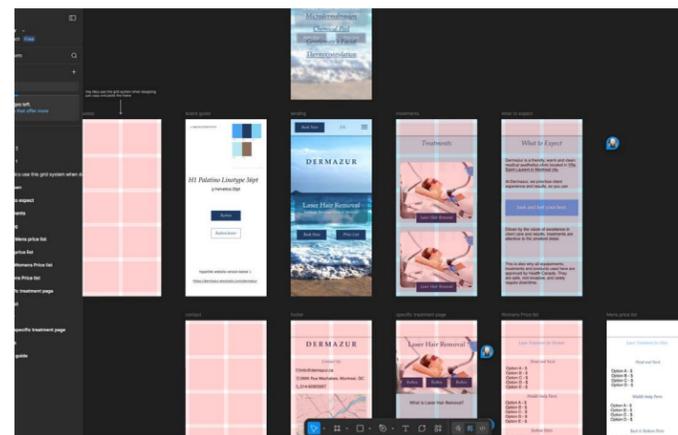
Solution

To address this challenge, I unified strategy, UI/UX design, and WordPress API implementation into a cohesive workflow. Delivering a secure, multilingual platform for a real client strengthened my collaboration, technical adaptability, and confidence in leading high-responsibility web projects beyond an academic context.

Current Website   **Updated Website**
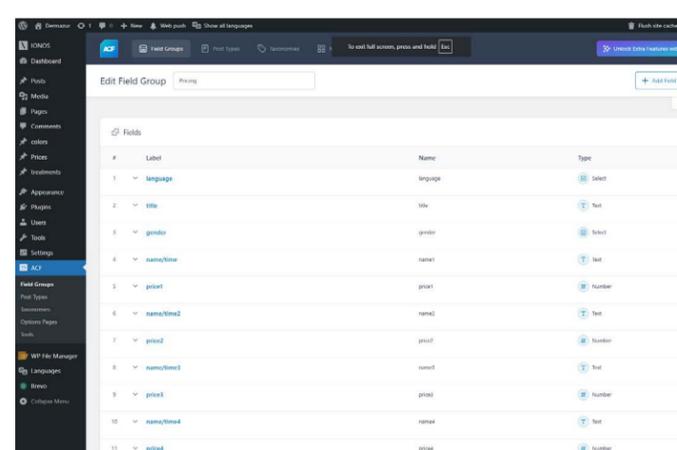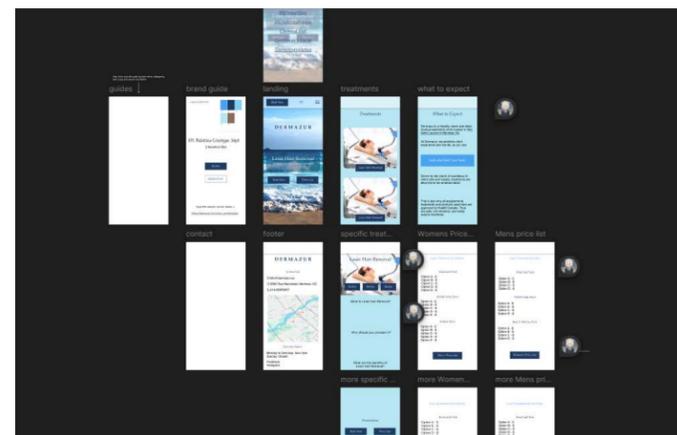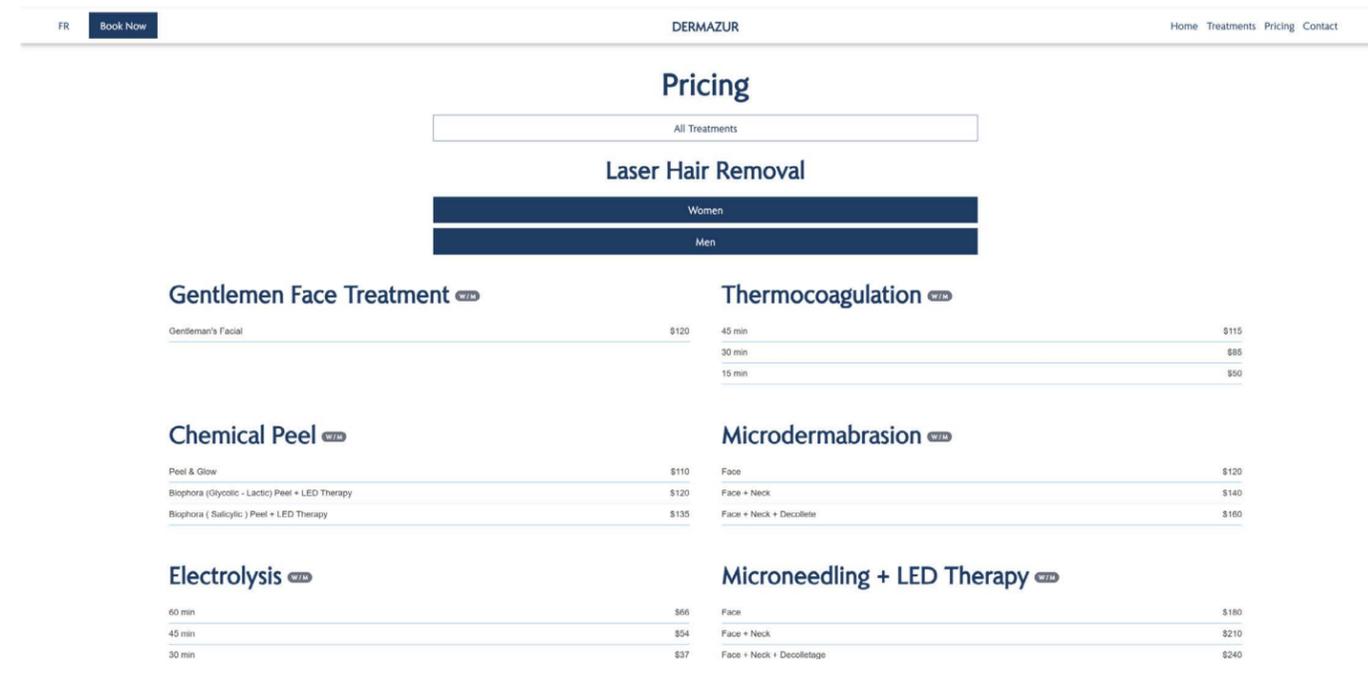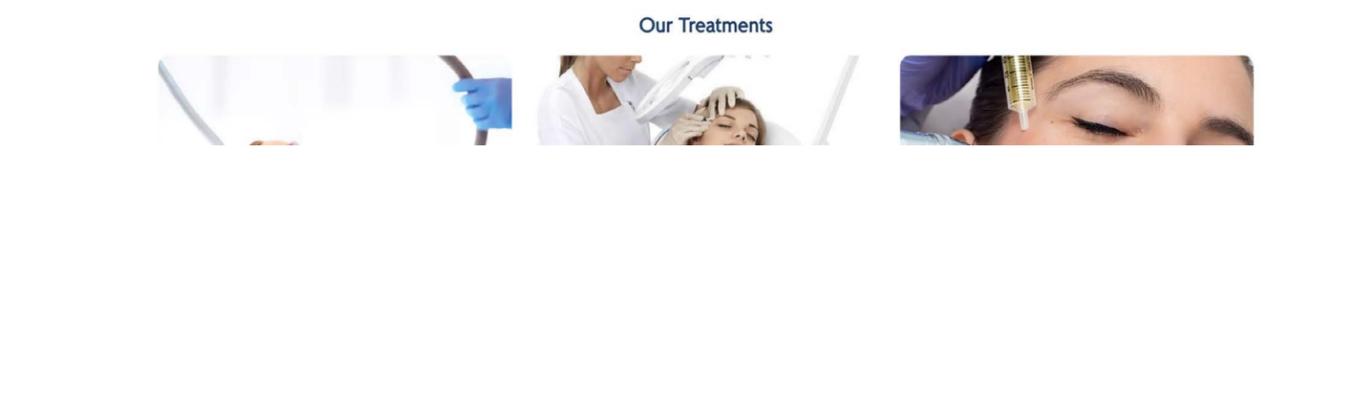
AUDIO REACTIVE

Project Details

Conceptualize an immersive, audio-reactive Spotify Canvas using TouchDesigner's Audio Analysis CHOP, transforming sound into a dynamic visual experience. Rhythm and frequency drive motion, colour, and typographic shifts to create a continuously evolving composition. The artist and track title are seamlessly integrated to maintain strong visual identity and Spotify Canvas standards.

Challenge

The main challenge was conceptualizing a visually engaging audio-reactive system that felt intentional and continuously alive. The animation needed layered reactivity so the visuals would not feel static or repetitive, while still capturing the energy and emotion of the chosen track.

Solution

I created a particle-based wave effect driven by frequency and amplitude data, capturing the intensity of "Blank" by Disfigure. Inspired by NCS-style circular sound wave visuals, the final result delivers a cohesive, immersive Canvas with constant motion and strong audio-visual synchronization.
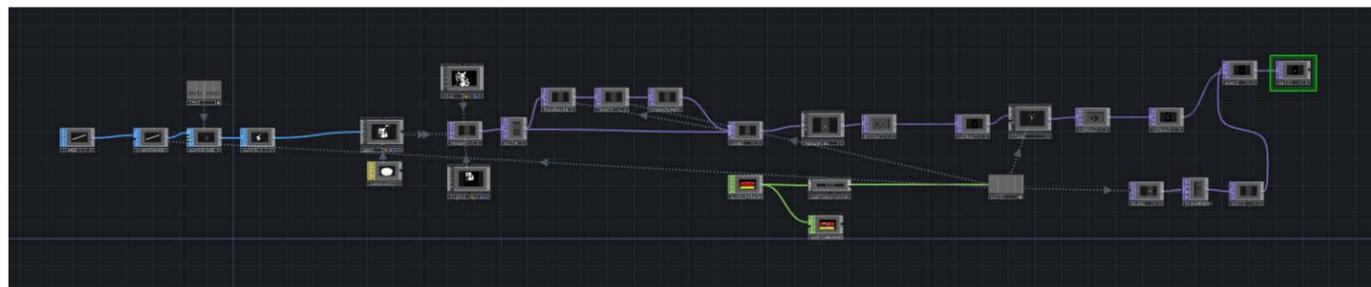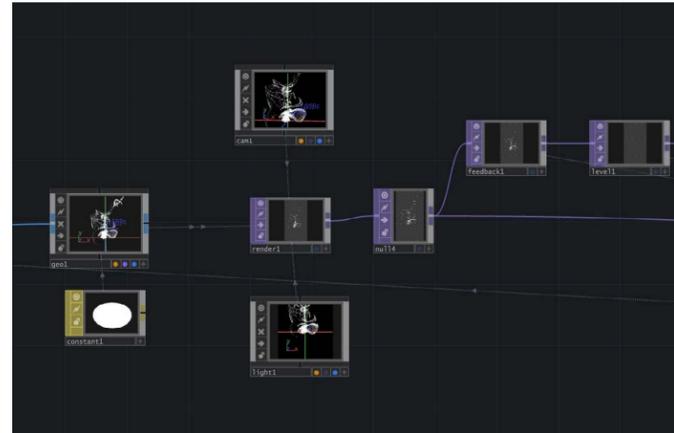
**Full Project Showcase**

FINE ARTS
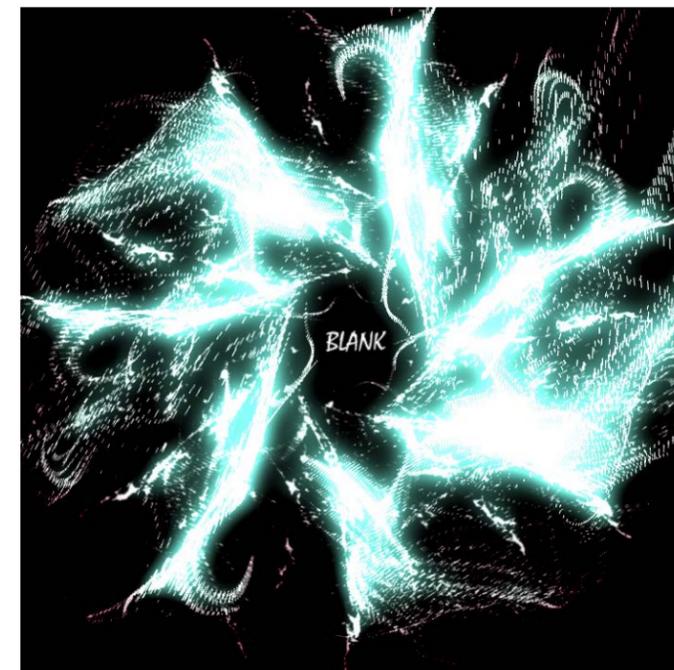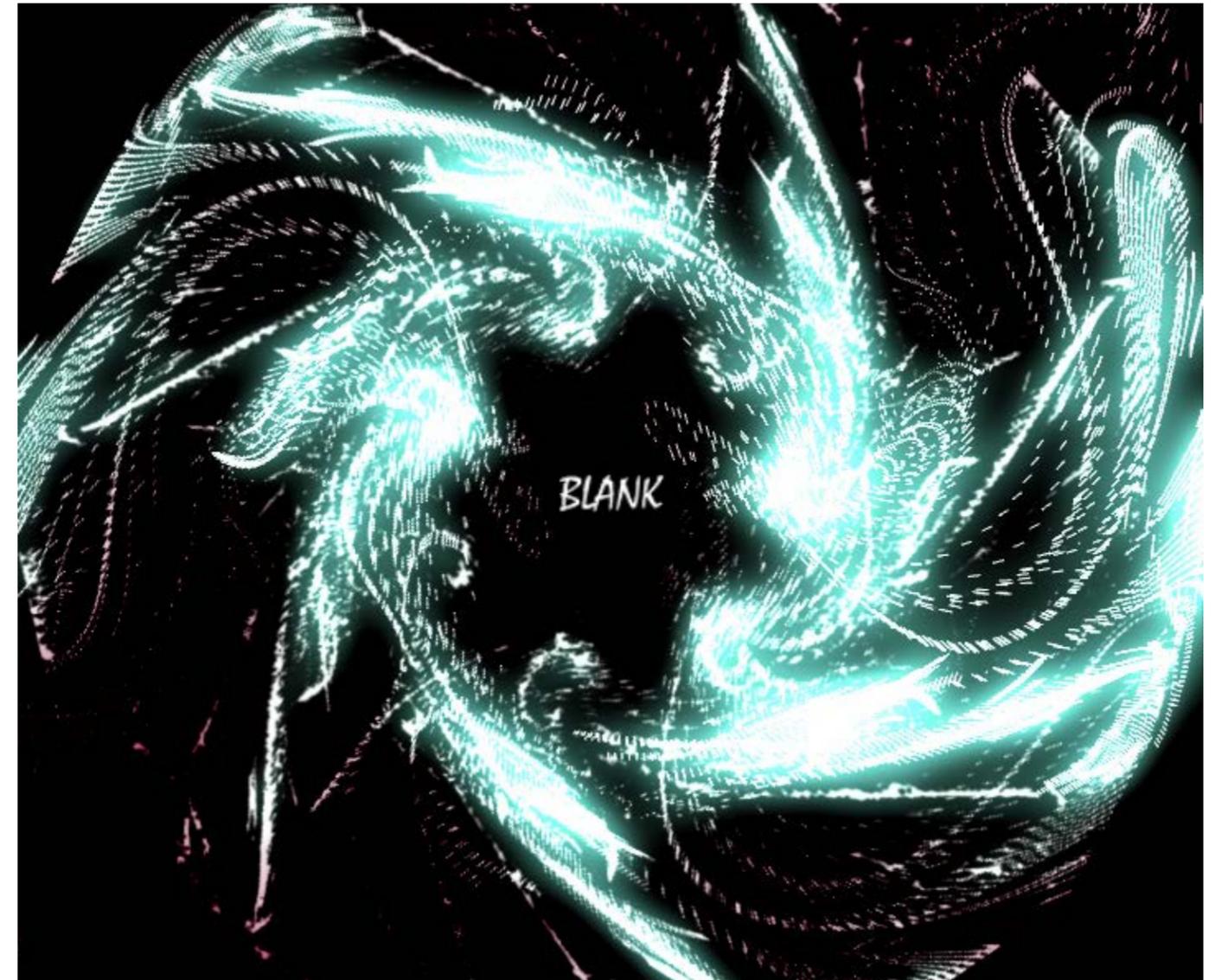
Project Details

These works are the culmination of two foundational courses: Art Experience and Drawing Studio I. Through these classes, I returned to the fundamentals of observational drawing, exploring graphite techniques, line quality, proportion, perspective, composition, and tonal development. The projects emphasize process, material exploration, and critical self-reflection as core components of artistic growth.

Solution

Through consistent practice, patience, and time-intensive refinement, I gradually strengthened my technical control and observational skills. Careful measurement, repeated studies, and a focus on process allowed me to improve shading accuracy and proportional precision. These projects reflect both technical development and a deeper understanding of foundational artistic principles.

Challenge

As someone with no prior formal drawing experience, the primary challenge was building technical accuracy from the ground up. Shading, controlling tonal values, and accurately measuring angles and proportions required a new level of patience and visual awareness. Developing confidence in observation while learning unfamiliar terminology and techniques pushed me beyond my comfort zone.
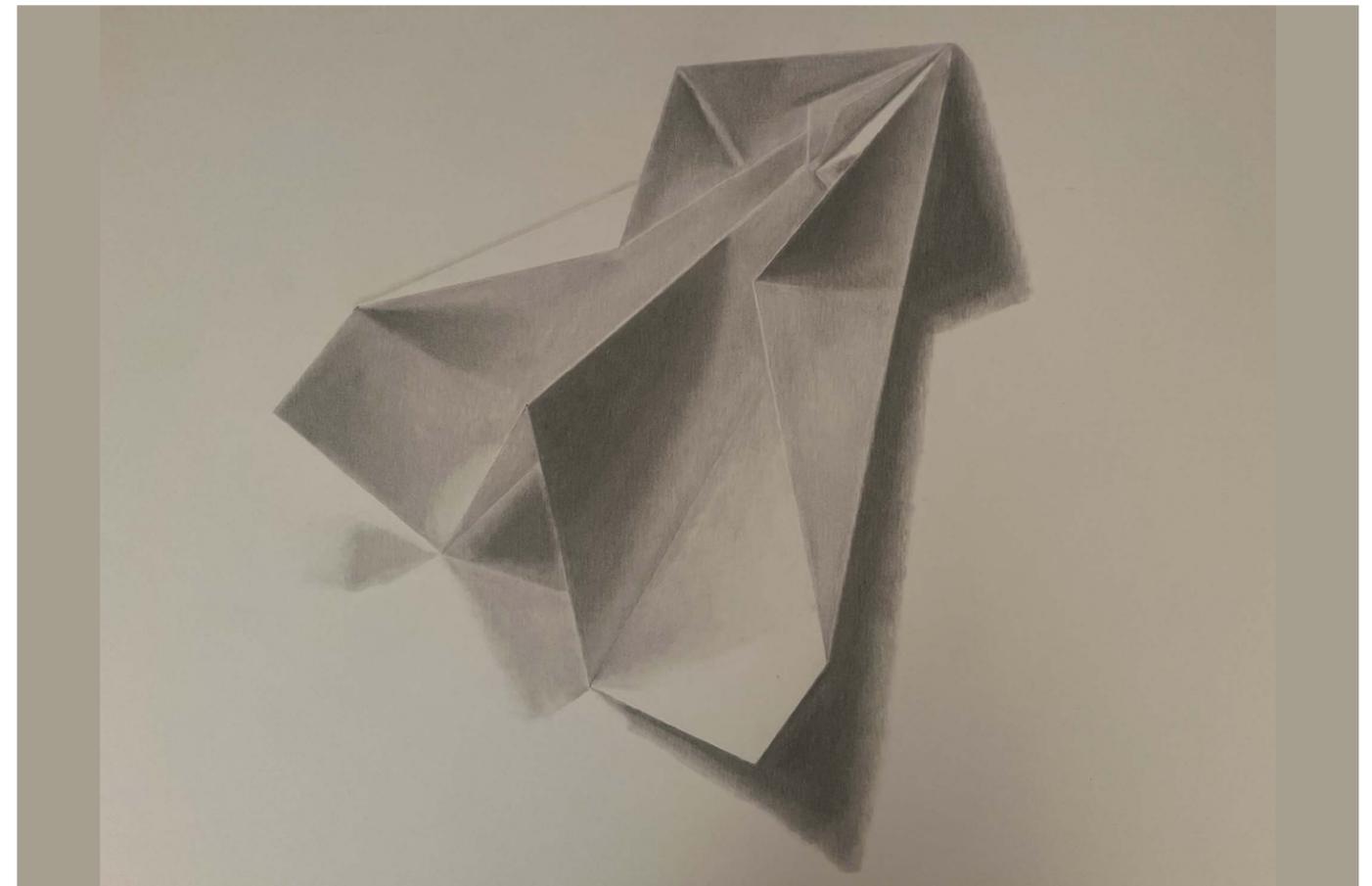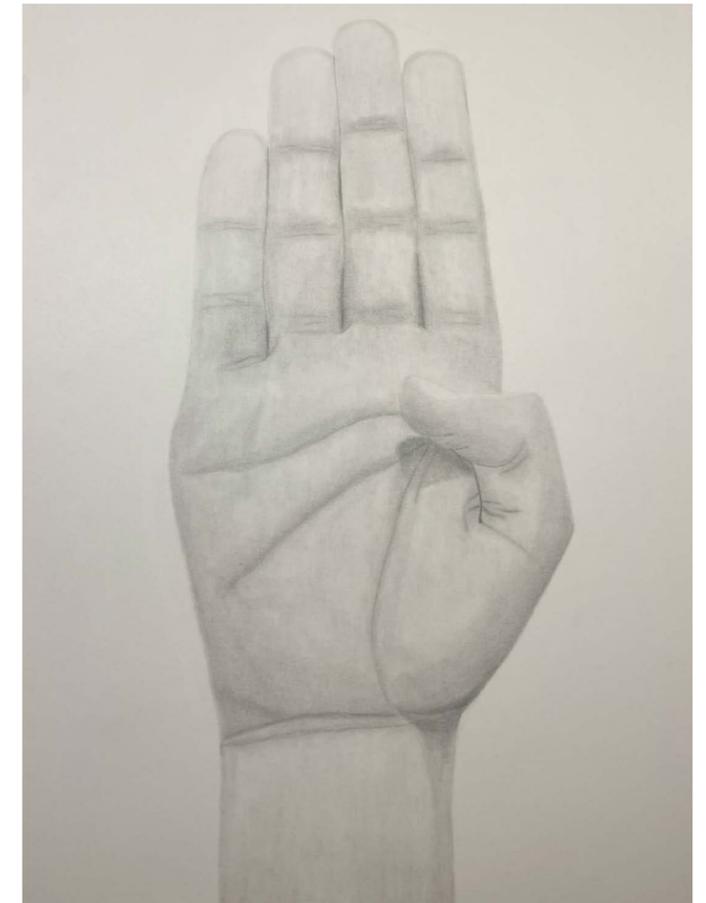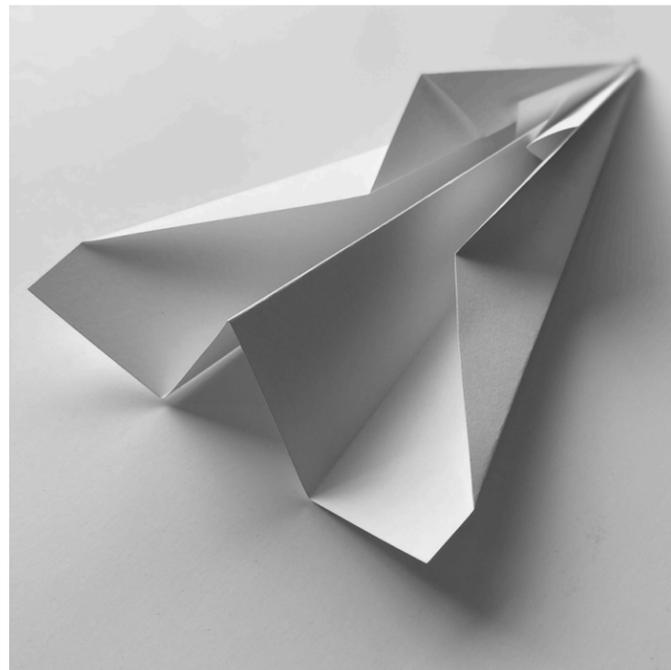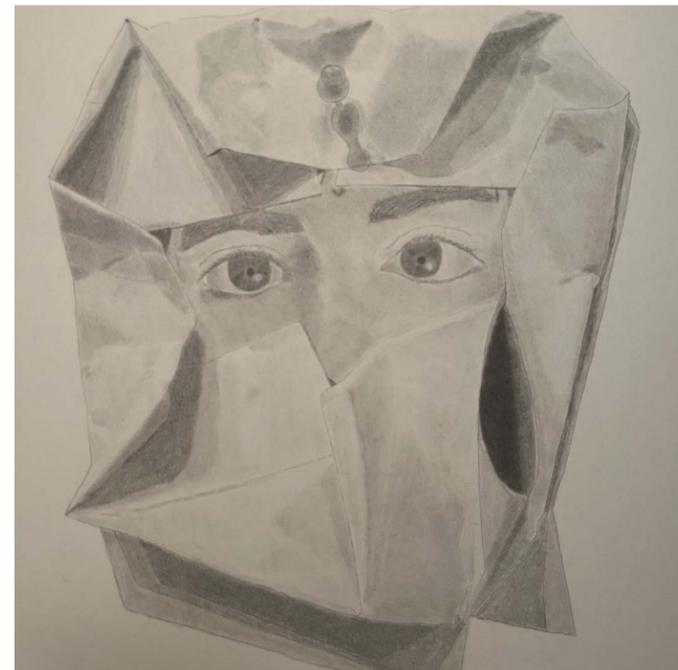
Project Details

This project analyzes the branding of Koenigsegg, a leader in revolutionary hypercars and record-breaking performance. The assignment explores the brand's strategy, visual identity, and communication style. Through research and analysis, I examined how Koenigsegg expresses precision, exclusivity, and innovation. The final presentation reflects its refined, high-performance aesthetic.

Challenge

The challenge was fully understanding Koenigsegg's history and values to capture its essence. Founded by Christian von Koenigsegg, the brand is built on ambition and engineering excellence. Translating complex achievements into clear, concise analysis required careful refinement and balance.

Solution

Using structured research and varied layouts, I created a presentation that is both visually engaging and professional. Clean grids, controlled typography, and strong hierarchy reflect Koenigsegg's precision and luxury. The final result captures the brand's innovative and boundary-breaking identity.

Full Brand Analysis PDF

Nicolas Kucher-Gomez