

# PORTFOLIO

# ABOUT ME

## Welcome to my Portfolio

I'm Nicolás, but you can call me Nic.

I am an aspiring designer who is driven by a Simple and Significant Mindset. I focus on creating work that is clear, purposeful and well-structured.

I cherish being able to repeatedly do the things I enjoy the most in life such as listening to music and being physically active.

This portfolio brings together a curated selection of my most meaningful work developed over three years in the Multimedia Integration program at Vanier College. It showcases a range of project types across different styles, reflecting both my versatility and growth as a designer.

Thank you for taking the time to explore my work. I hope you enjoy it.

## Let's Connect

If my work resonates with you, I'd love to hear from you. Whether it is an opportunity, a collaboration, or simply a conversation, feel free to reach out.

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 +1 514-707-2090

 [nkuchergomez](#)



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# PSA CAMPAIGN

Illustrator – 2024

1

## 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.

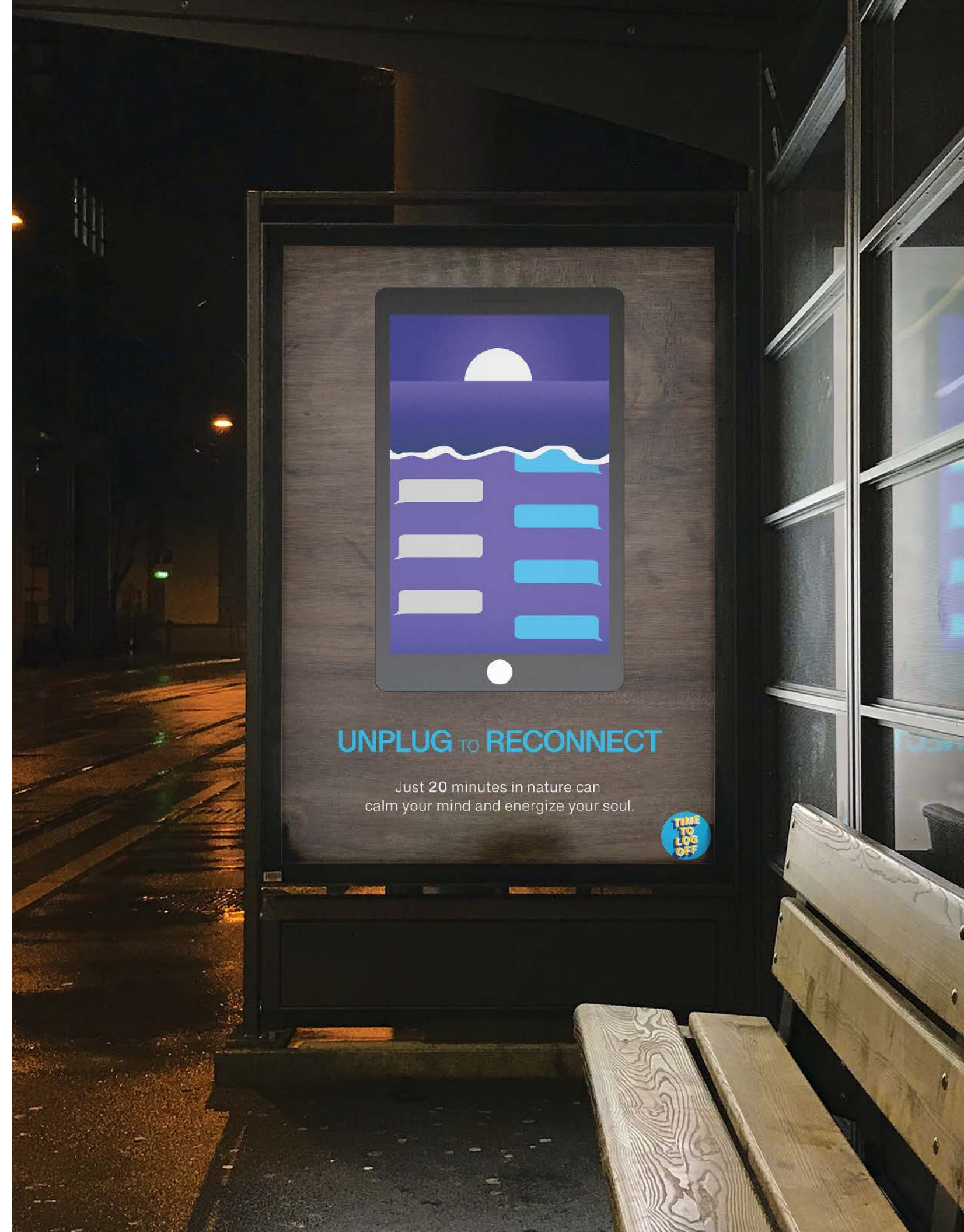


## Challenge

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

Illustrator – 2025

2

## Project Details

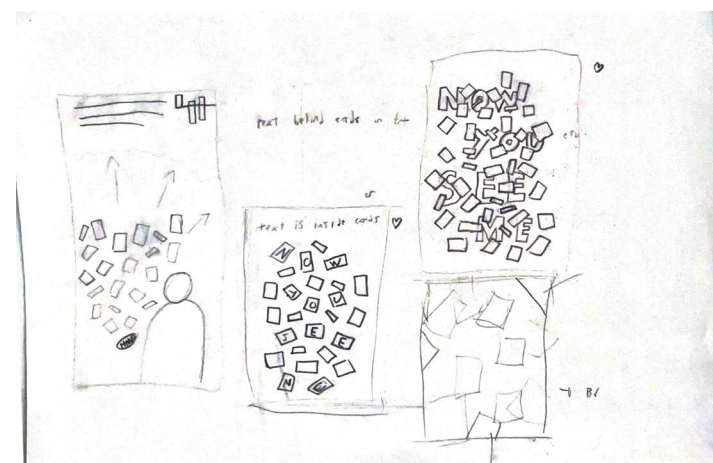
A movie poster was redesigned using a visual metaphor to capture the essence of the film without relying on images or portraits from the original. All graphic elements, including the movie's logo and signature, were created from scratch. The poster featured the movie title, director's name, and main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

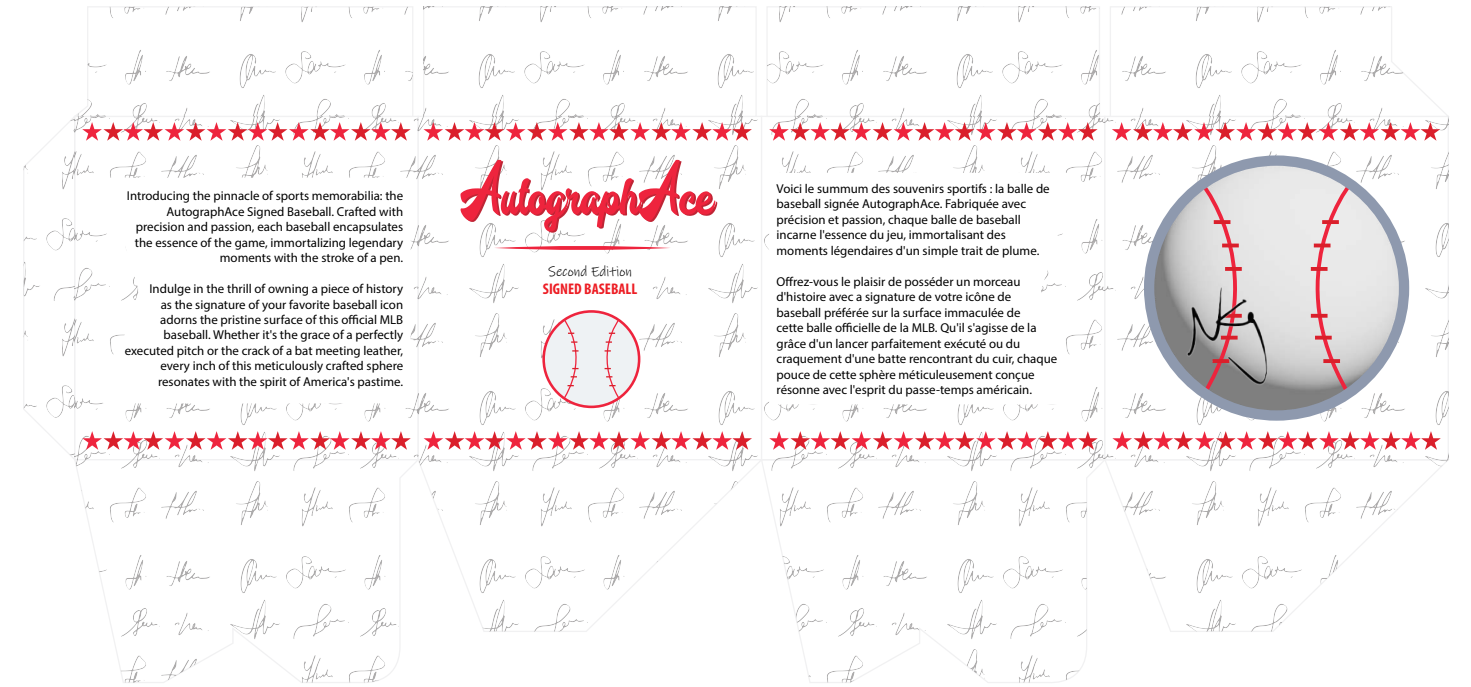
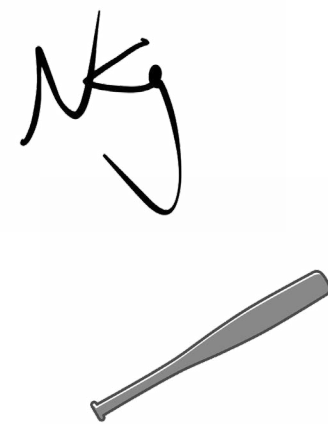
The project focused on developing a brand and designing packaging for a small box that reflects its identity. The exterior packaging aimed to create anticipation and convey value, while the interior packaging enhanced the emotional connection when the customer held the item.

## 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.

## 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.



# SMALL WEB GAME

Visual Studio Code – 2024

5

## 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.

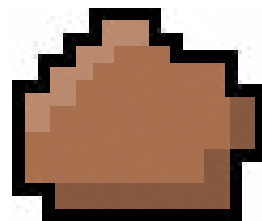
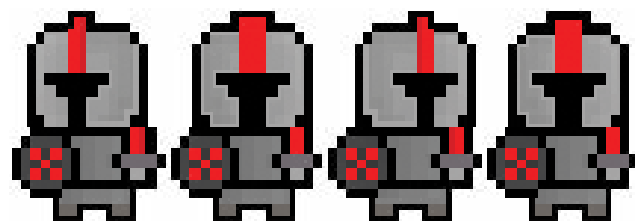
## Challenge

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.



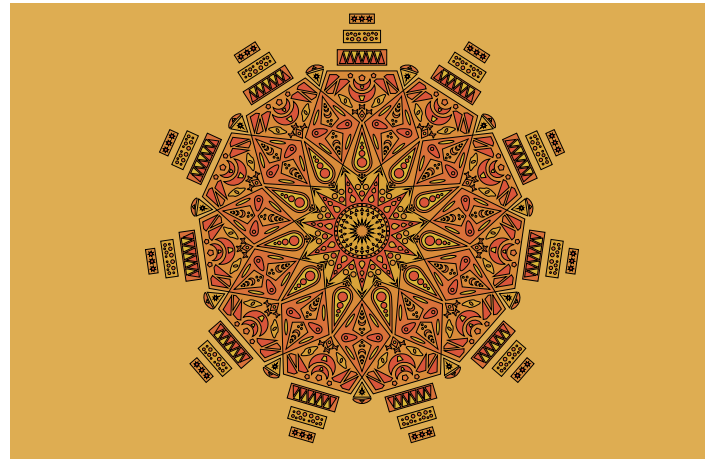
## Solution

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.



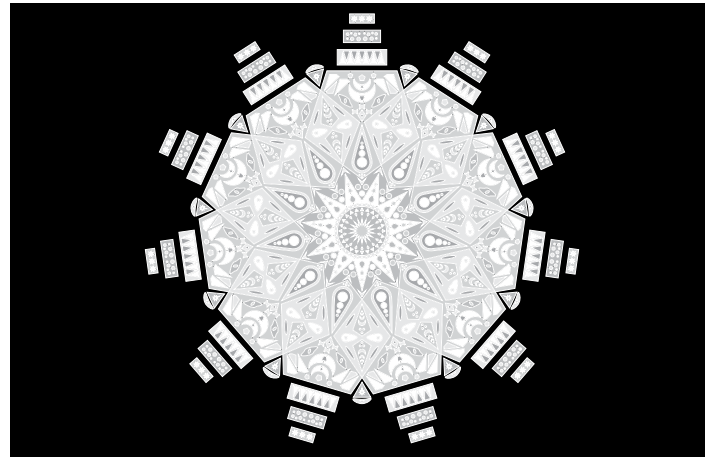
## Project Details

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.



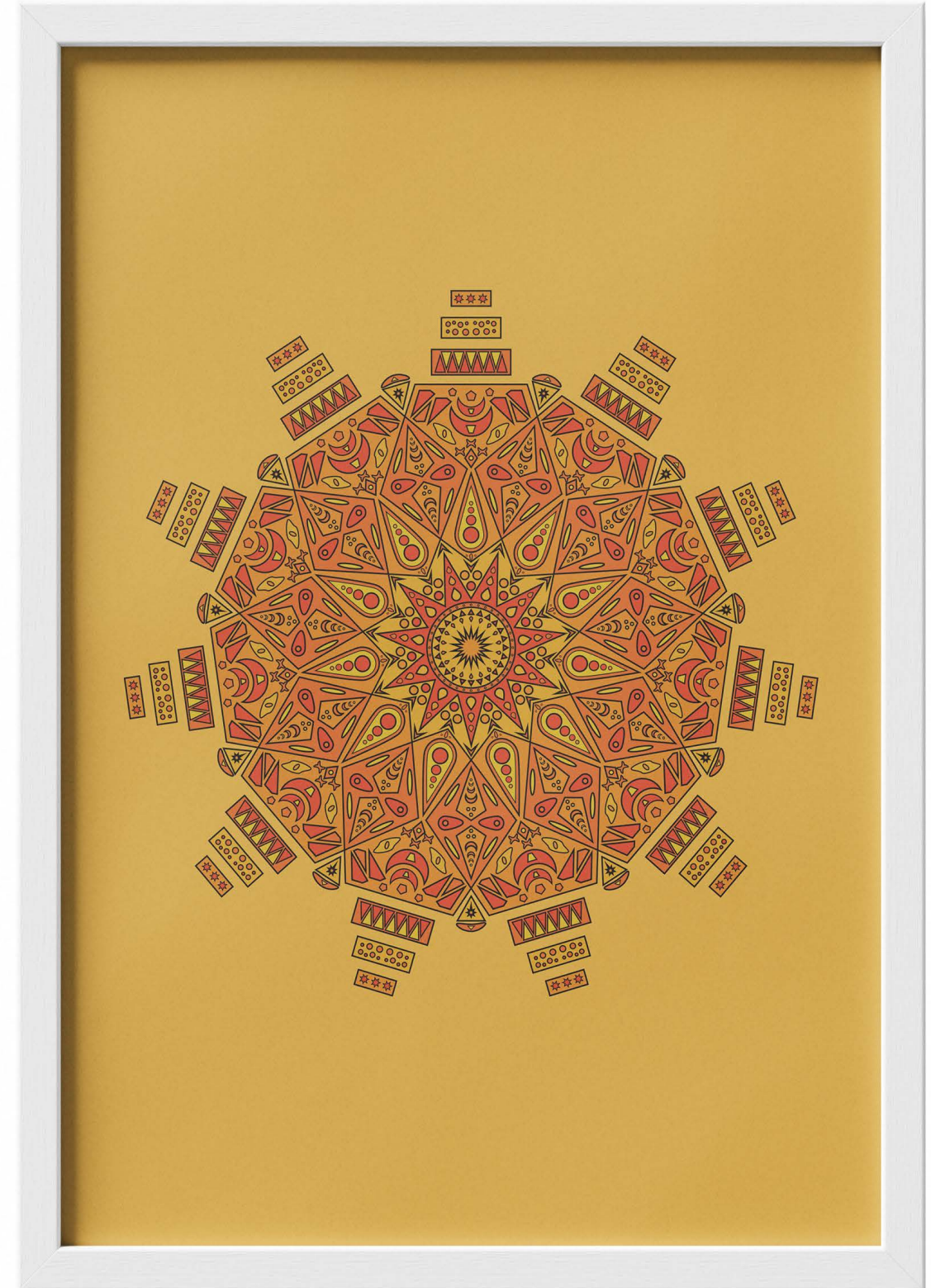
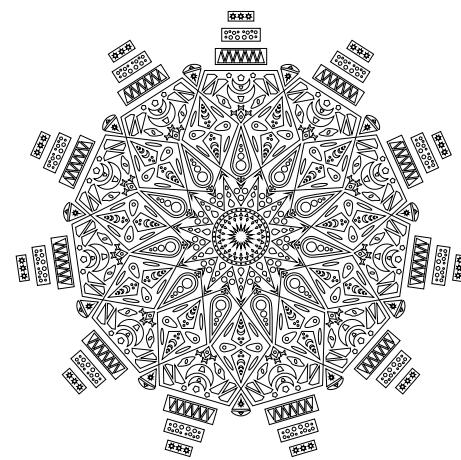
## Challenge

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.



# SODA CAN LABEL DESIGN

Photoshop – 2025

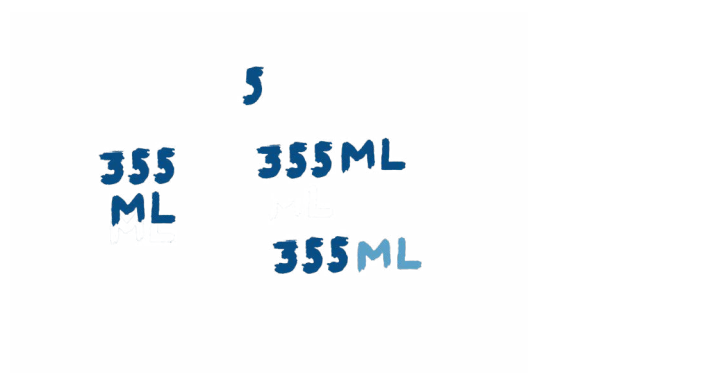
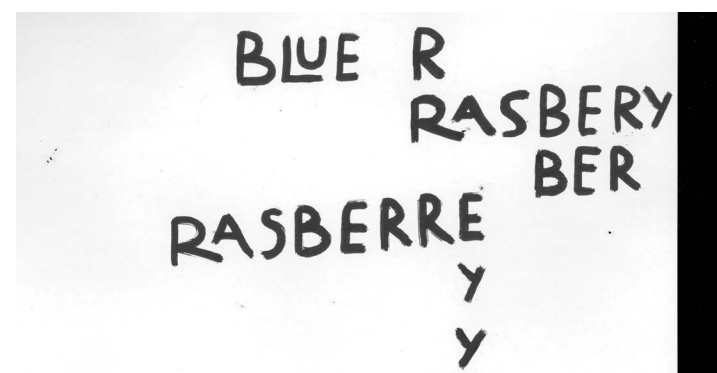
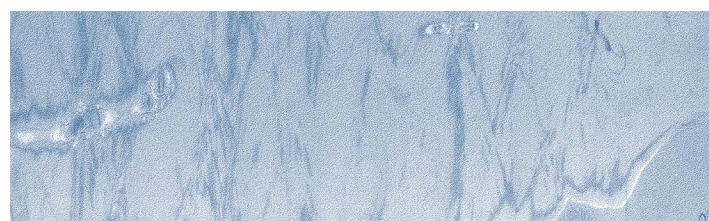
7

## 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.



TROPICA  
SPLASH  
BLUE RASPBERRY

## 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.



## 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.

## 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



## REBECCA ALLSOPP

Pedagogical Counsellor, RAC/PPD Services

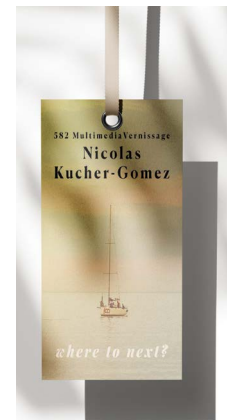
# MULTIMEDIA VERNISSAGE

InDesign – Photoshop – 2026

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## 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

# DERMAZUR WEBSITE

Figma – Wordpress – 2025 – collaboration with Tyler Allen

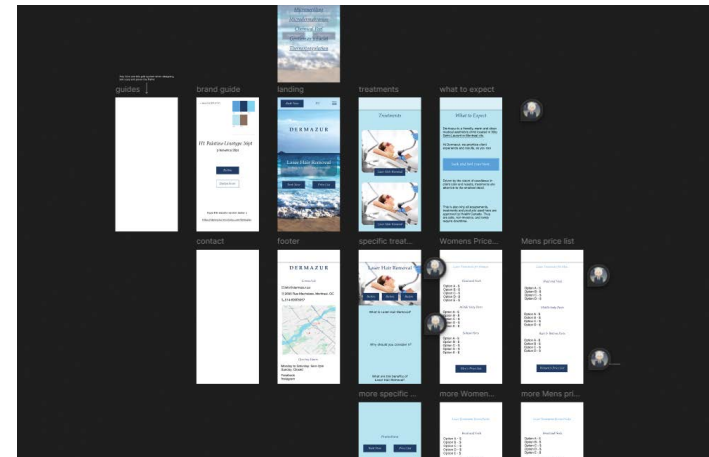
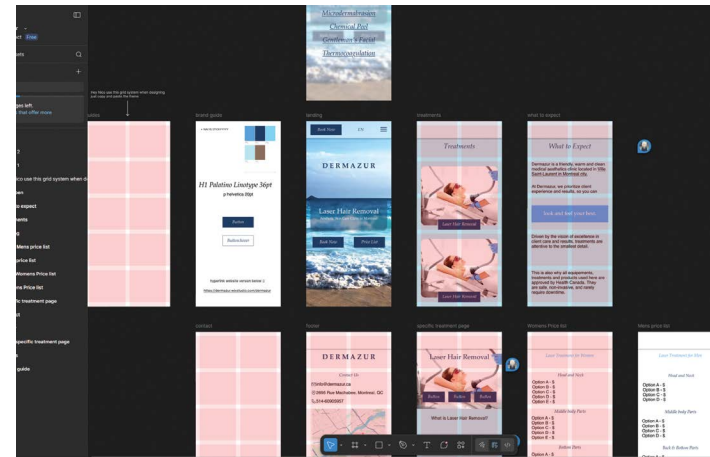
# 10

## 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.

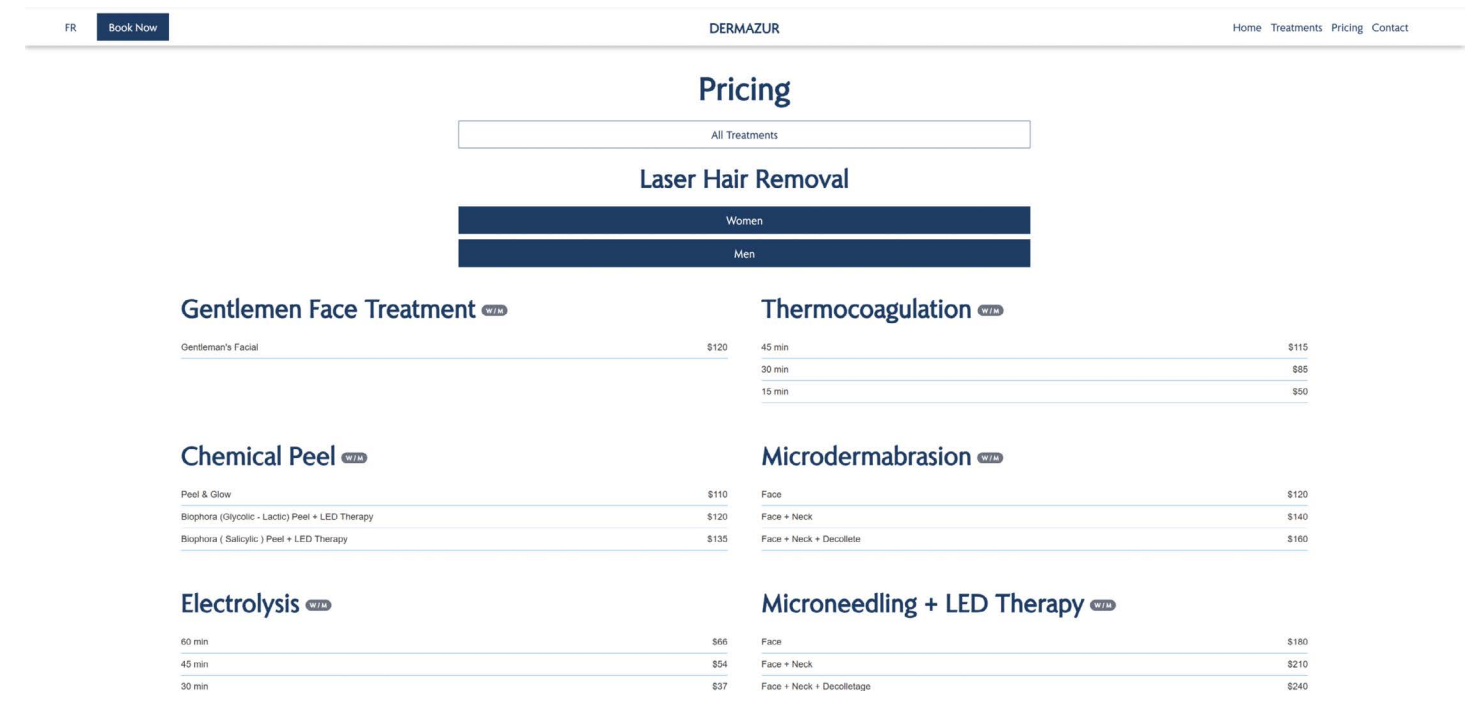
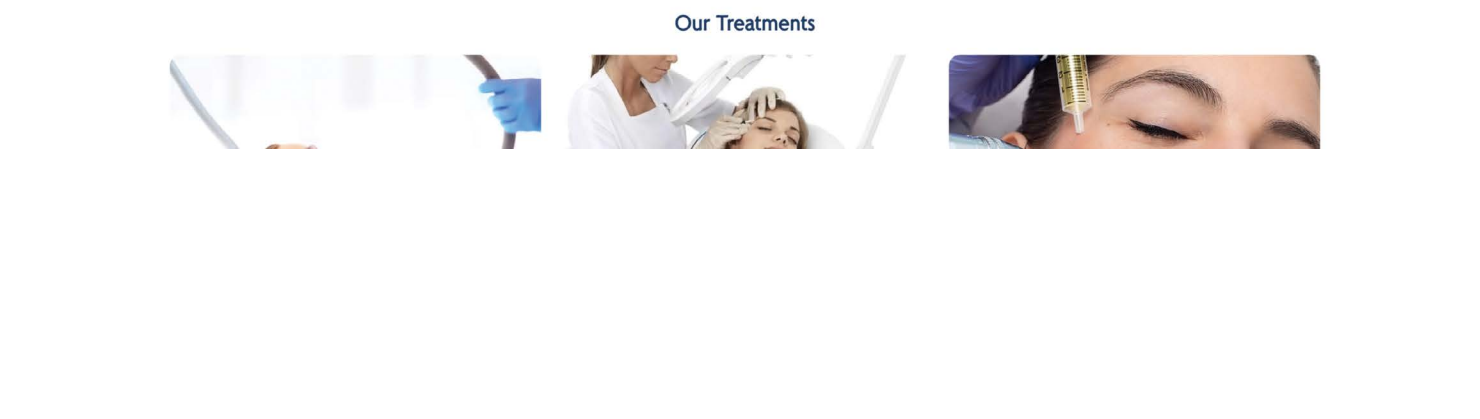
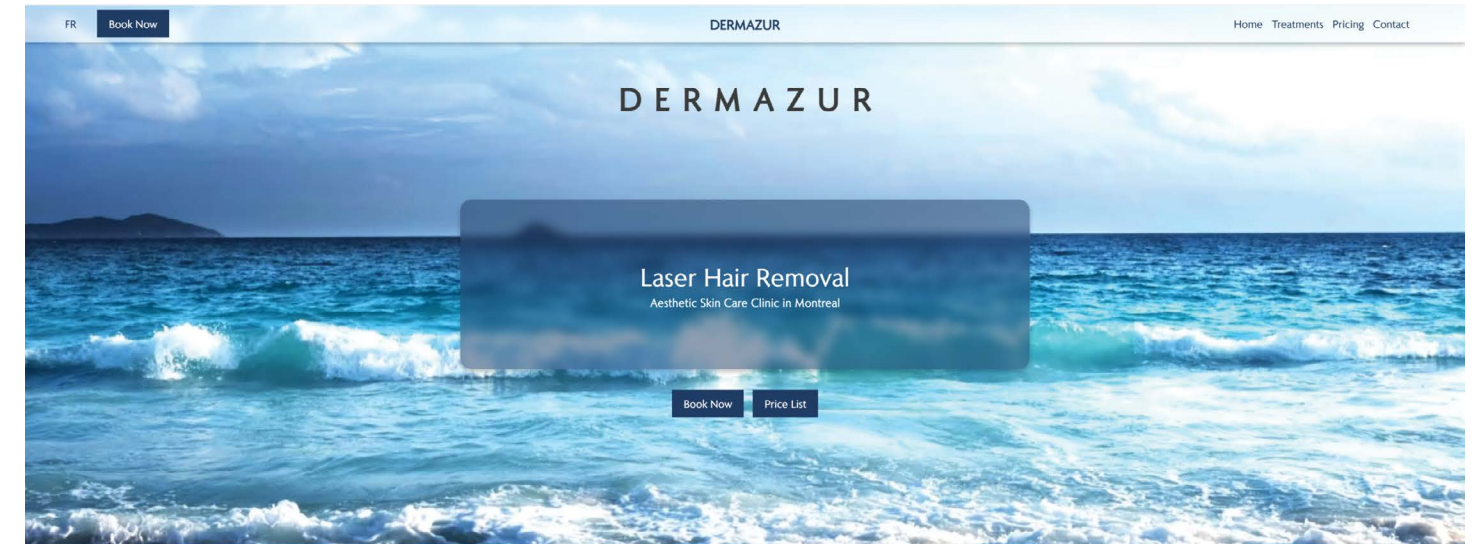
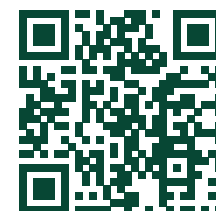
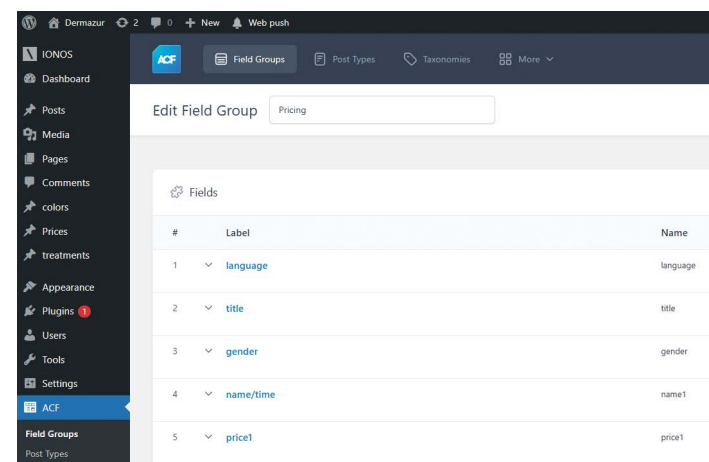
## Challenge

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.



## Project Details

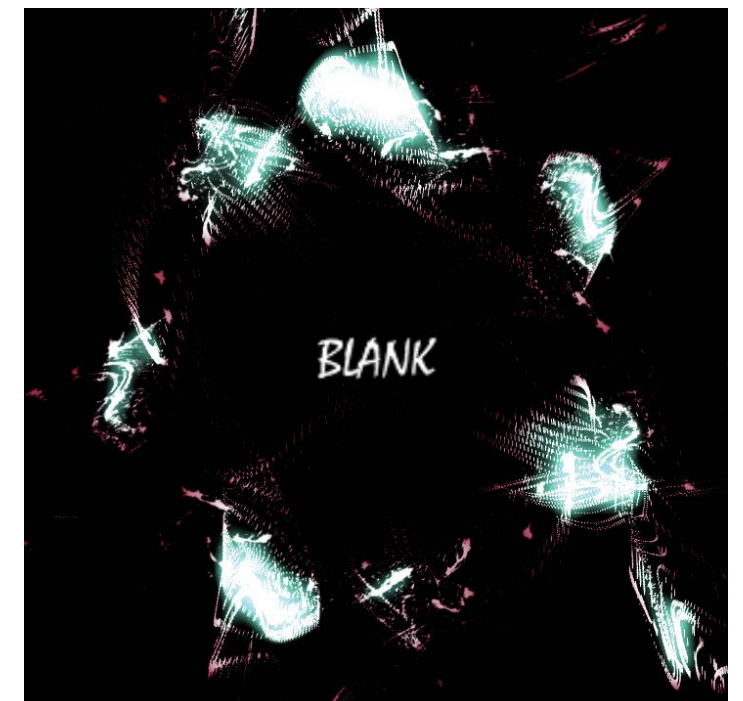
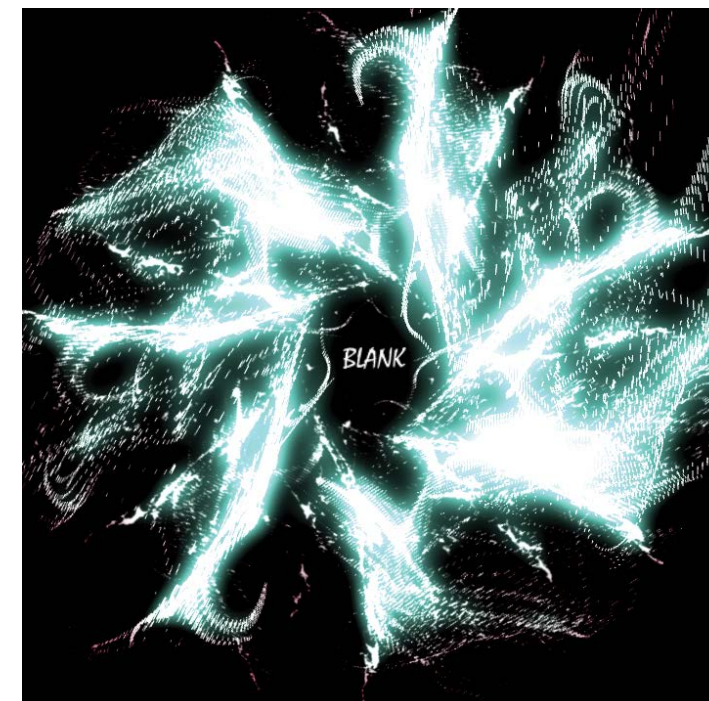
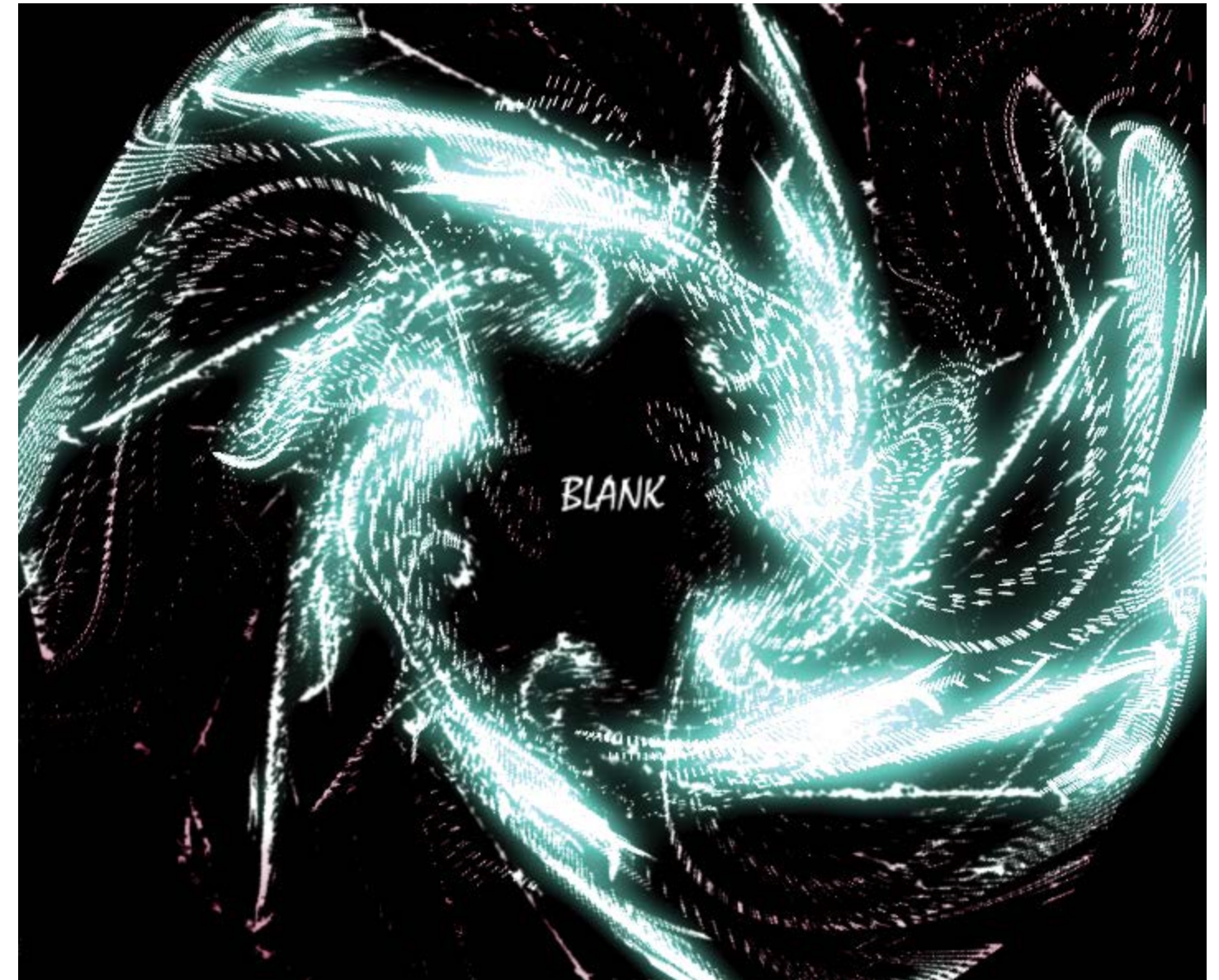
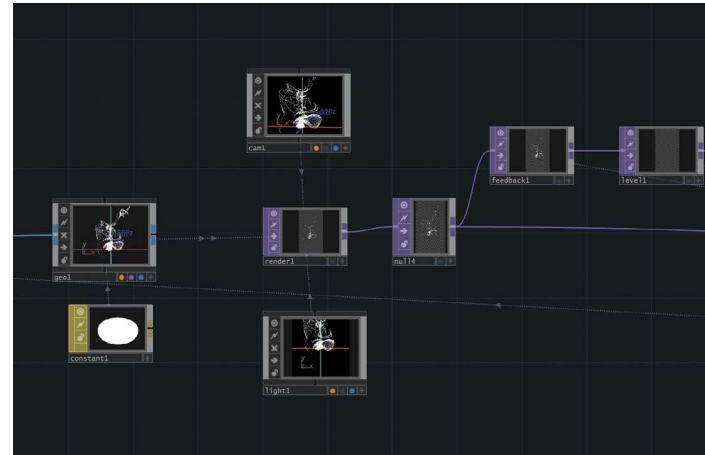
Conceptualize an immersive, audio-reactive Spotify Canvas using TouchDesigner's Audio Analysis CHOP, transforming sound into a dynamic visual experience. Rhythm and frequency drive motion, colour, and typographic shifts to create a continuously evolving composition. The artist and track title are seamlessly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

## 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.

## 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.



## Project Details

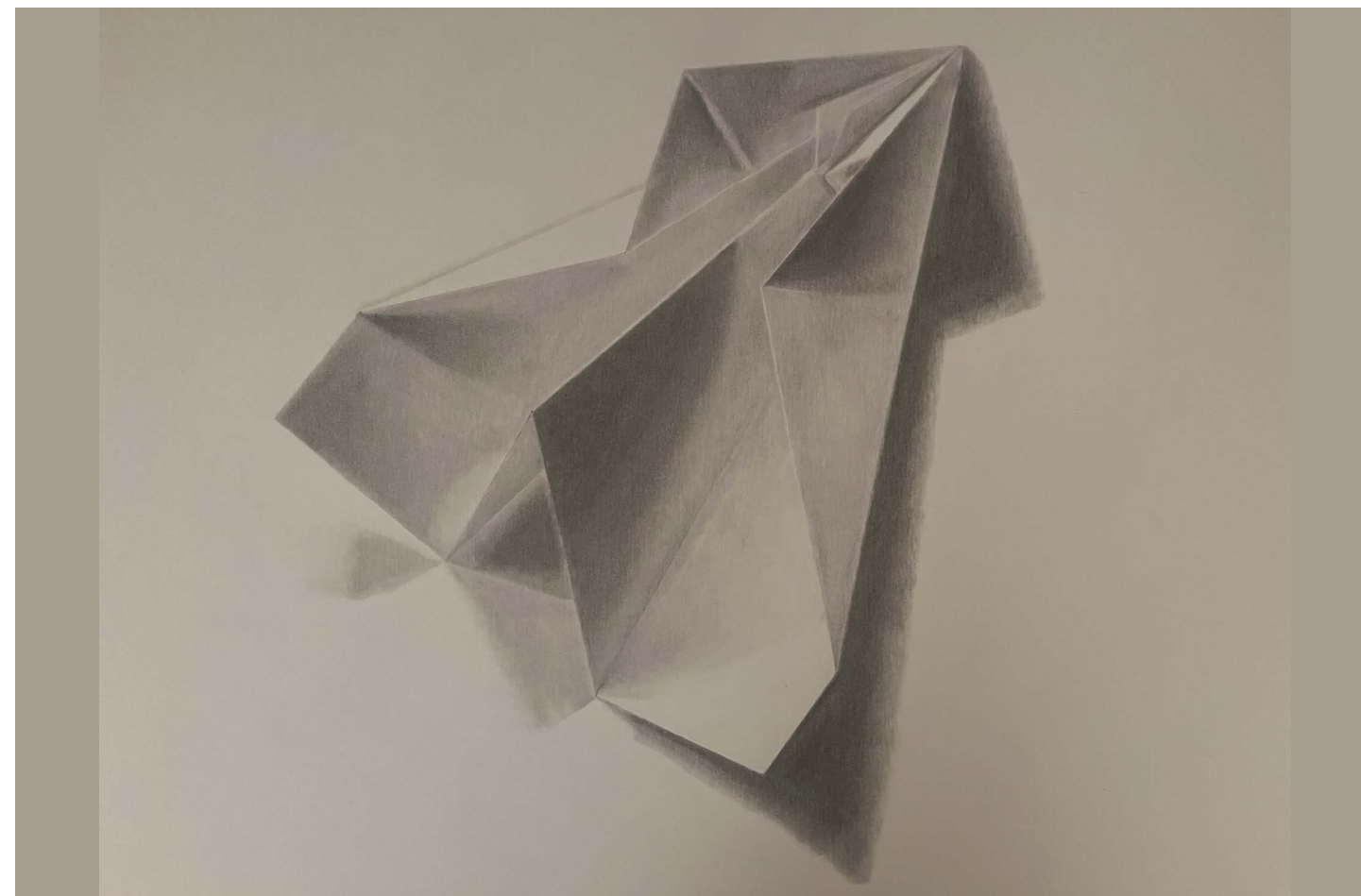
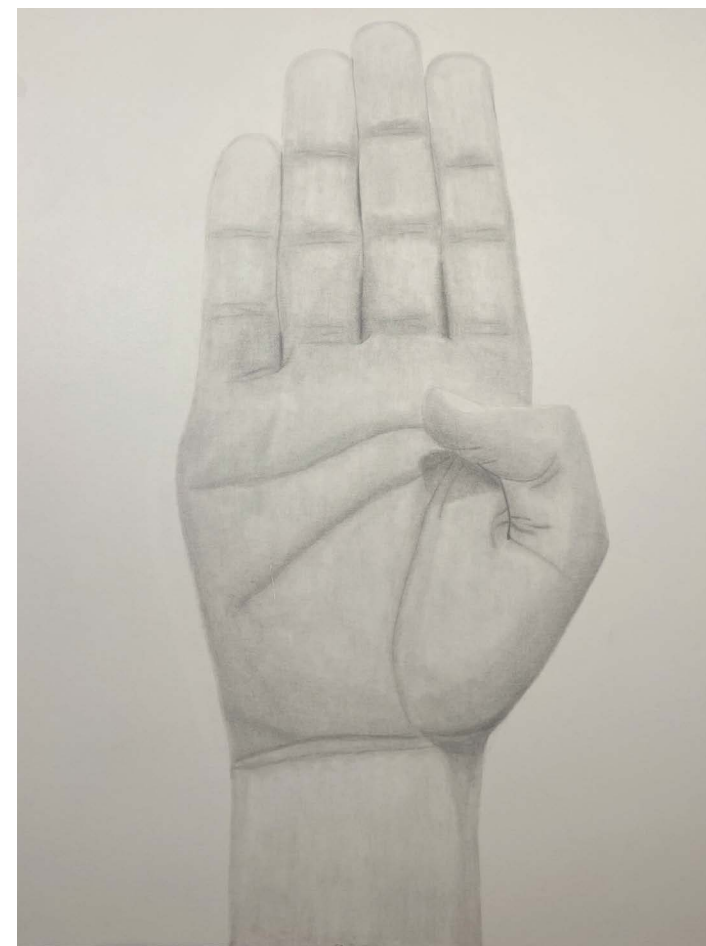
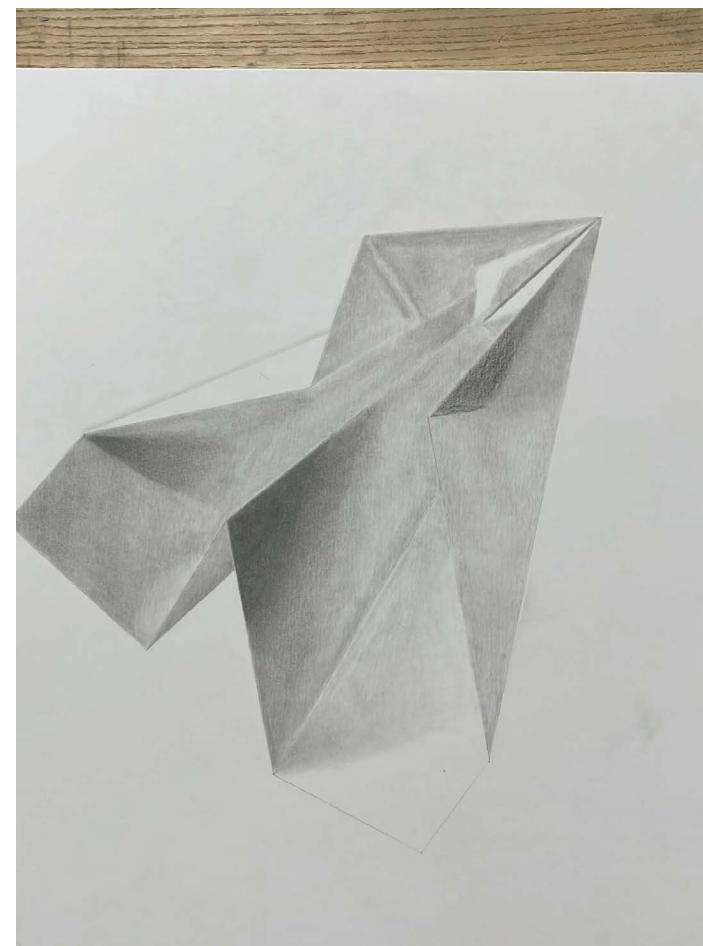
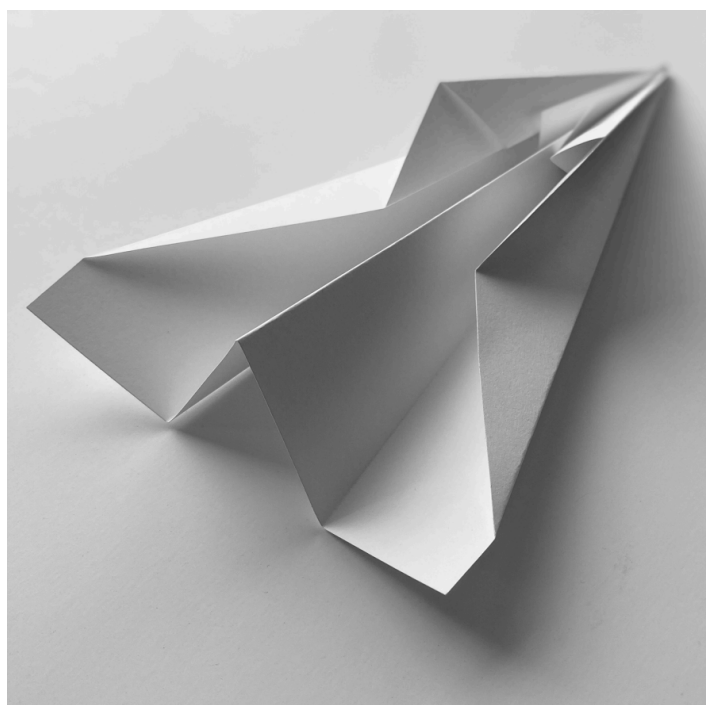
These works are the culmination of two foundational courses: Art Experience and Drawing Studio I. Through these classes, I returned to the fundamentals of observational drawing, exploring graphite techniques, line quality, proportion, perspective, composition, and tonal development. The projects emphasize 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.

## 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.



## 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.

**BRAND PERSONALITY**

NICHE	MASS
SERIOUS	PLAYFUL
CONVENTIONAL	REBEL
AUTHORITY	FRIEND
CLASSIC	INNOVATIVE

**BRAND POSITIONING**

AUDIENCE: Koenigsegg's primary audience can be divided into two categories: the wealthy elite, who seek rare, exclusive, and technologically advanced vehicles as status symbols and collectors' items, and automotive enthusiasts and collectors, who appreciate the brand's innovation, engineering feats, and performance records.

DIFFERENCE: Koenigsegg's primary differentiators compared to its competitors lie in its extreme focus on innovation and commitment to developing nearly all components of its vehicles internally. Unlike many other luxury automakers, Koenigsegg's cars are not solely based on status; instead, they embody a hybrid obsession with mechanical perfection and the relentless drive to push the boundaries of performance and technology.

COMPETITION: Koenigsegg's primary competitors are Automobili Ettore Bugatti, Rimac Automobili, and Hennessey Performance Engineering.

**VISUAL IDENTITY**

**COLOR PALETTE**

- Black #000000
- White #FFFFFF
- Grey #667788

**TYPOGRAPHY**

**NAME HISTORY**

**LOGO HISTORY**

**SWOT ANALYSIS**

**STRENGTHS**

- Known for pushing the limits of car technology with its carbon-fiber and unique aerodynamic designs.
- Manufactures most of the brand and model lineup in-house.
- Has a strong reputation among car enthusiasts and collectors.
- Leads in production handover and drives continuous innovation.
- Invests in clean fuel and lightweight materials.

**WEAKNESSES**

- Extremely expensive, affordable only to a limited number of people.
- Limited number of dealerships and service centers worldwide.
- Relatively low production volume for specialized parts.
- Limited to and expensive outside of automotive circles.

**OPPORTUNITIES**

- Opportunities to lead in high-performance electric or hybrid vehicle segments.
- Potential to license advanced technology and IP to other companies.
- Expand globally through partnerships and global reach through established and new global reach.
- Incorporate smart and autonomous technologies into future vehicles.

**THREATS**

- Strong competition from brands such as Bugatti, Rimac, and Hennessey.
- Increasing regulatory requirements on emissions and noise.
- Gas-powered hypercars risk becoming obsolete as electric vehicles gain performance.
- Supply chain disruptions or geopolitical issues on specialized parts.



# YEARBOOK COVER

InDesign – Illustrator – 2026

14

## Project Details

This project involved designing a Yearbook Cover and Back inspired by the winning page spread theme, Y2K Cyber. Before beginning the design, the concept needed to be approved by the teacher and supported with sketches and pre production work. The goal was to create a cover that reflected the bold Y2K aesthetic while representing the graduating Multimedia Integration class and fitting the purpose of a yearbook.

## Solution

The final concept focused on details from Y2K fashion, specifically the bold designs often seen on the back pockets of jeans. These elements inspired the visual layout of the cover. A leather style tag, similar to the branding tags on denim, was also included and adapted to reference the Multimedia Integration program, connecting the concept to the graduating class.

## Challenge

The main challenge was creating a design that connected to the Y2K theme without being too literal. My first idea focused on illustrating a pile of clothing from the era, but it felt too obvious and lacked originality. The concept needed to reference the theme in a more creative and unconventional way while still meeting the assignment requirements.



582  
Intégration  
Multimédia

582  
Multimedia  
Integration



# VERNISSAGE WEBSITE

Wordpress – 2026 – collaboration with Tyler Allen and Polina Hirbu

15

## Project Details

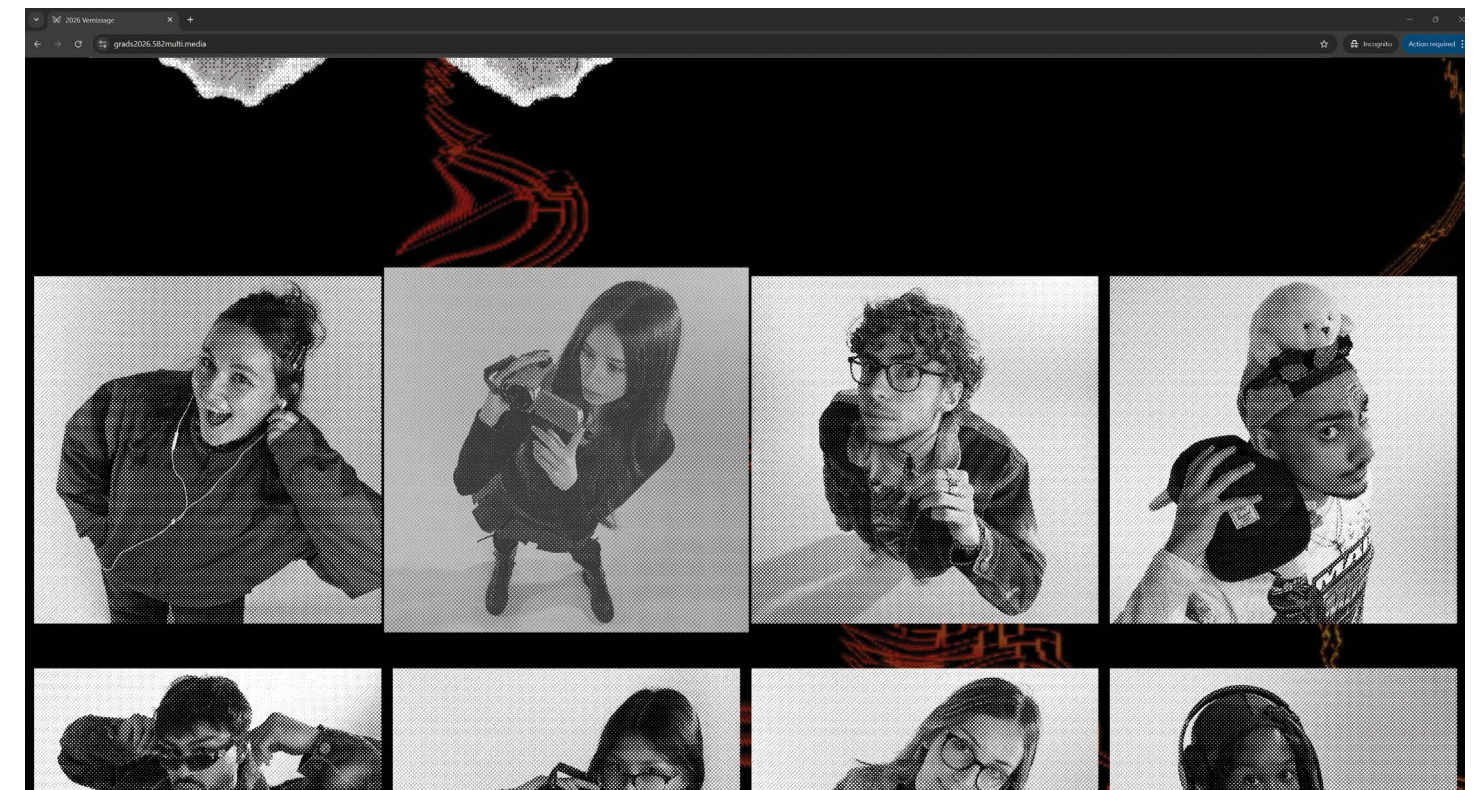
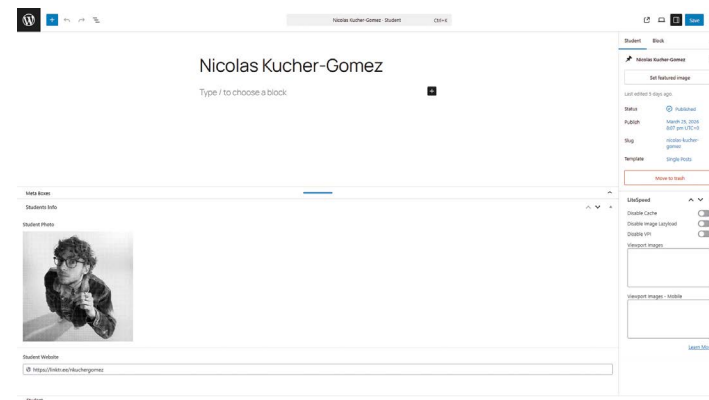
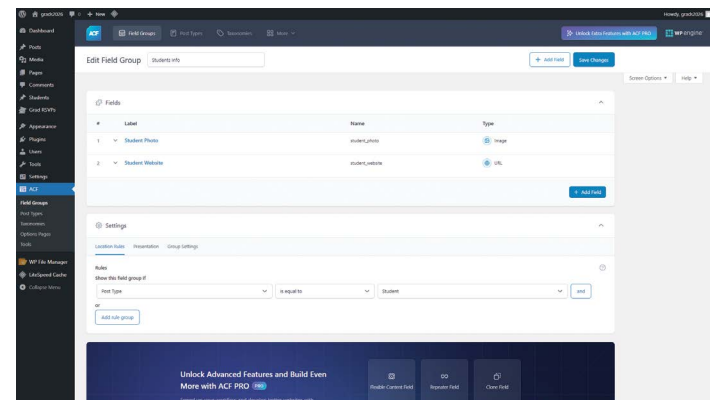
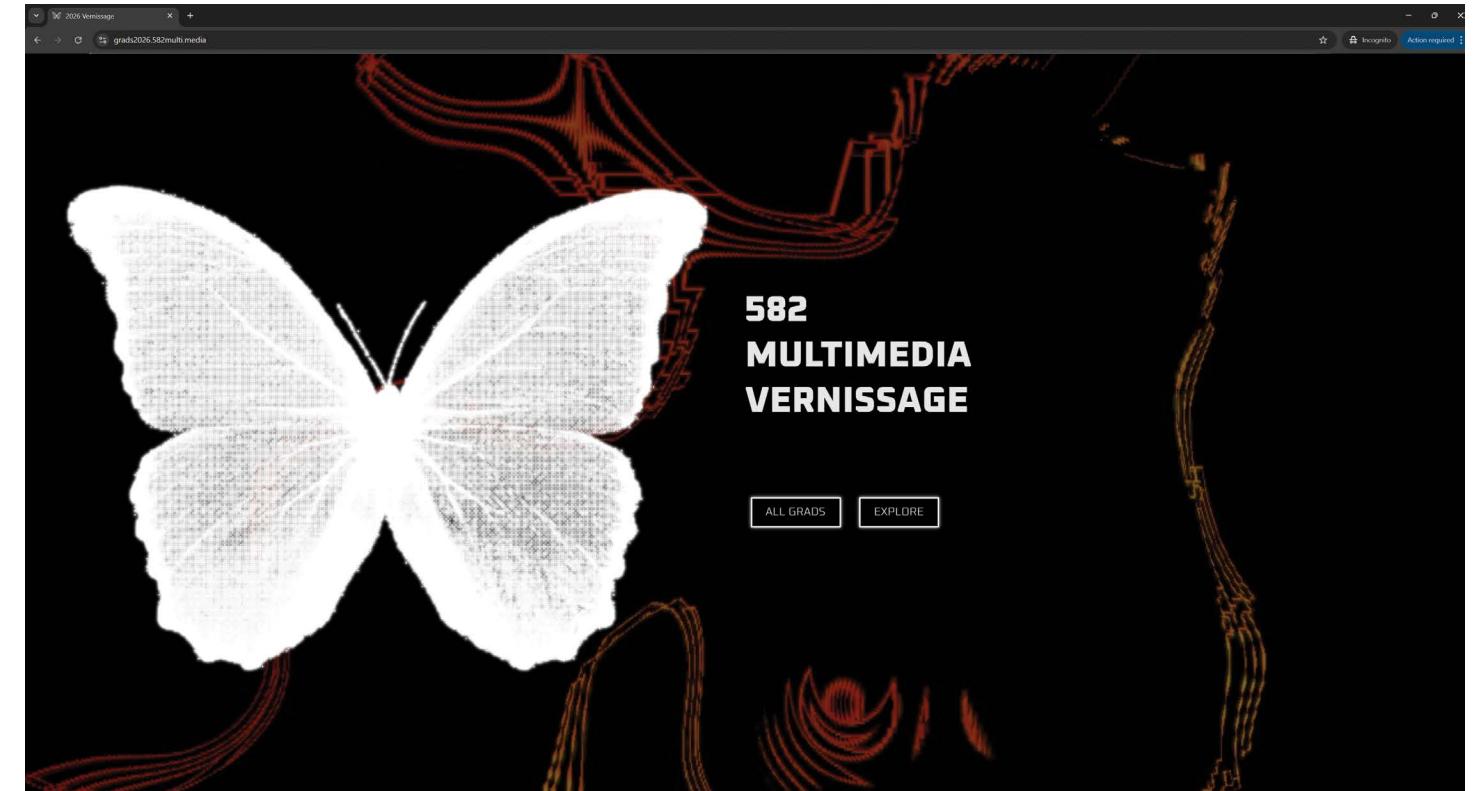
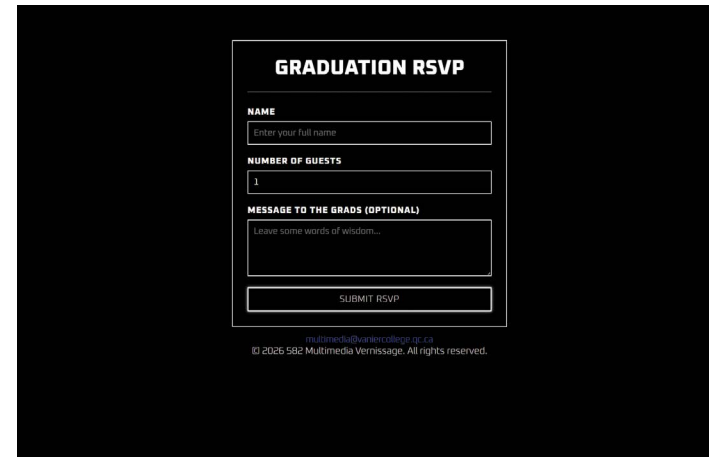
Develop a graduation website based on the winning brand identity for the 2026 Multimedia Integration Vernissage, translating its theme of movement into a cohesive digital platform. Collaborate on a portfolio-driven experience showcasing each graduate's work, while building a WordPress API backend to manage and deliver content seamlessly across the site.

## Solution

To address this, the experience was anchored by a hero-driven landing page that establishes an immediate sense of movement and visual impact. A bitmap image treatment was applied to student portraits, creating a unified aesthetic across diverse content. On the backend, a structured WordPress API enabled flexible content integration, ensuring the site remained scalable, consistent, and aligned with the overall brand vision.

## Challenge

The primary challenge was preserving a strong, cohesive brand identity while accommodating a wide range of student content and portfolio requirements. The platform needed to remain visually consistent and expressive of motion and transformation, without limiting the individuality of each graduate's work or compromising usability and clarity.



# SODA ADVERTISEMENT

After Effects – 2026

16

## Project Details

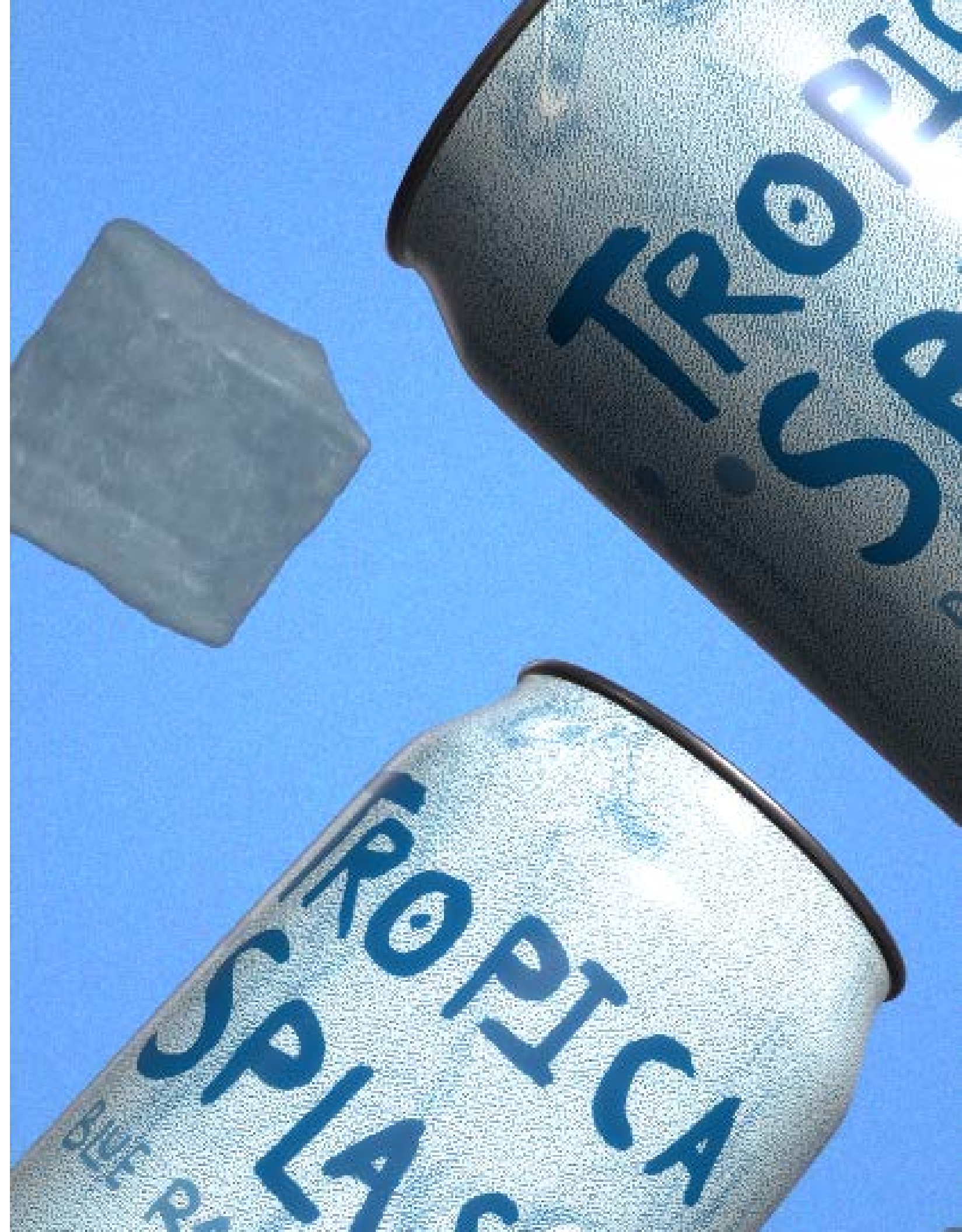
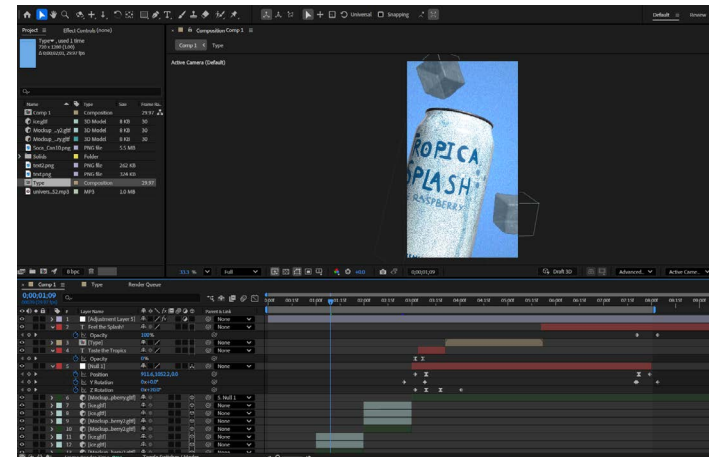
The project focused on creating a short-form promotional advertisement for a soda brand by animating a handmade illustrated can design in Adobe After Effects. Designed for social media reels and shorts in a vertical 720 x 1280 format, the video emphasized energetic motion, bold transitions, and a custom slogan that reflected the playful identity of the packaging design.

## Solution

To address this challenge, the animation centered around dynamic can movements, layered compositions, and fast-paced transitions to create a stronger sense of depth and realism. Motion blur, lighting effects, and animated graphic elements helped enhance the commercial feel of the piece while maintaining visual momentum throughout the sequence.

## Challenge

Creating an animation that felt polished and commercially believable within a 6-second duration was the primary challenge. The advertisement needed to maintain fast and engaging pacing while avoiding compositions that appeared too static or visually empty. Establishing depth, realism, and continuous motion was essential to achieving the energetic feel commonly associated with contemporary beverage advertising.



# MAGAZINE COVER

Photoshop – InDesign – 2025

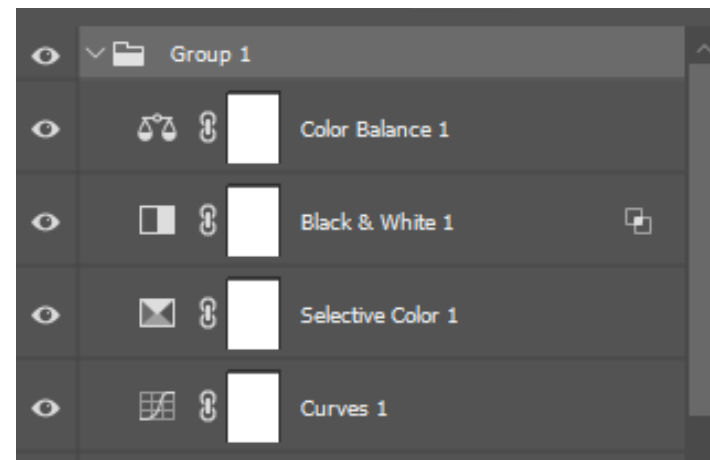
17

## Project Details

The project focused on designing an original magazine cover informed by research into how established publications use visual identity to connect with their audience. By analyzing typography, imagery, layout, colour, and masthead design, the project explored how these elements build a recognizable brand. The final outcome was a cover combining imagery, typography, and coverlines into a cohesive layout.

## Solution

To address this challenge, the background image was modified using colour adjustments and added noise textures to create a vintage Y2K-inspired aesthetic. Two contrasting typefaces were selected to balance clarity and visual impact, while era-inspired wording and coverlines helped strengthen the publication's identity and create a more eye-catching final composition.



## Challenge

Understanding the key elements that make a magazine cover visually successful was the primary challenge. Developing a strong typographic hierarchy, balanced layout, and effective colour palette required careful consideration to ensure the cover remained visually engaging while accurately reflecting the intended audience and publication style.



30/08/2025

# TWINZ

Where Style Comes in Pairs

Style speaks louder when it's doubled up

Layered looks, bold moves and statements that stick.

New Heat Layered Loud: Clothing, Jewelry & Extras

\$7.99





[nkuchergomez@gmail.com](mailto:nkuchergomez@gmail.com)



[nkuchergomez](#)

2026