

The background is a vibrant, abstract composition of colors including shades of purple, blue, teal, and green. The texture is grainy and layered, resembling a collage or a heavily textured painting. The colors are blended and layered, creating a sense of depth and movement.

Maria Norton

Creative Producer | Storytelling Systems | Visual Communication

MARIA NORTON

www.mariaferresamat.com | [LinkedIn](#)

CREATIVE PRODUCER, STORYTELLING SYSTEMS & VISUAL COMMUNICATION

Creative producer with 15+ years developing visual stories, creative productions, and narrative frameworks across media, brand, and community projects.

My work explores how stories, visual systems, and shared creative experiences bring people together — from editorial platforms and brands to learning environments and community projects.



CORE FOCUS AREAS

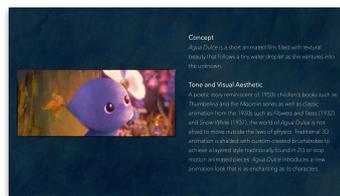
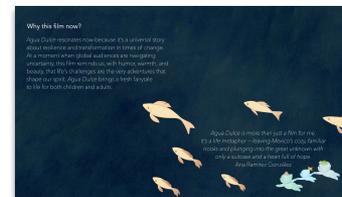
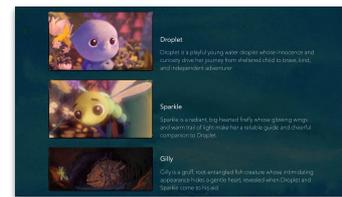
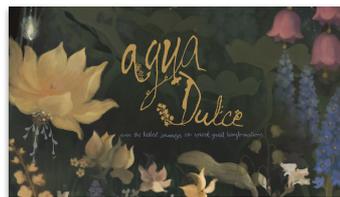
- Creative production and cross-functional leadership
- Editorial storytelling and visual communication
- Brand narrative and digital transformation
- Narrative system design and experiential learning environments

NARRATIVE PITCH DECK DESIGN

AGUA DULCE FILM

Story-driven presentation created in Apple Keynote to communicate the narrative world, visual tone, and production vision of an animated film.

Working with the film's director, I structured a **visual narrative framework** translating story concepts into a clear presentation while maintaining cinematic atmosphere and emotional engagement.



Selected slides adapted to respect project confidentiality.

BRAND STORYTELLING & DIGITAL TRANSFORMATION

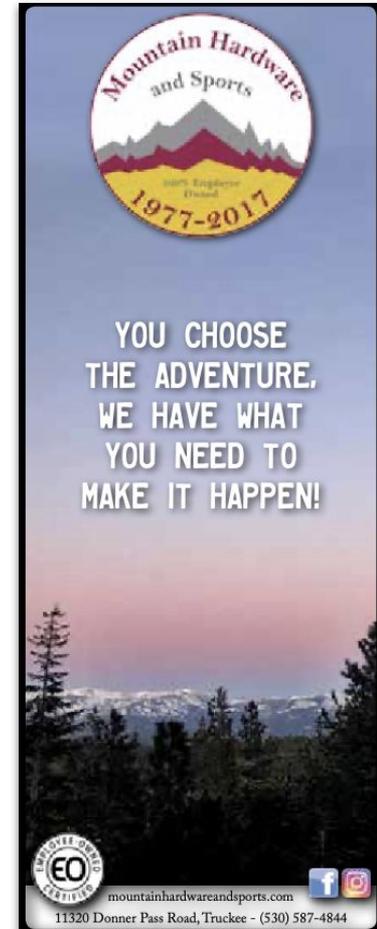
MOUNTAIN HARDWARE & SPORTS

A 40-year Tahoe retail institution with a strong local identity and loyal customer base.

The goal was to **modernize the brand's visual storytelling and digital presence while preserving the trust, heritage, and community identity** built over four decades.

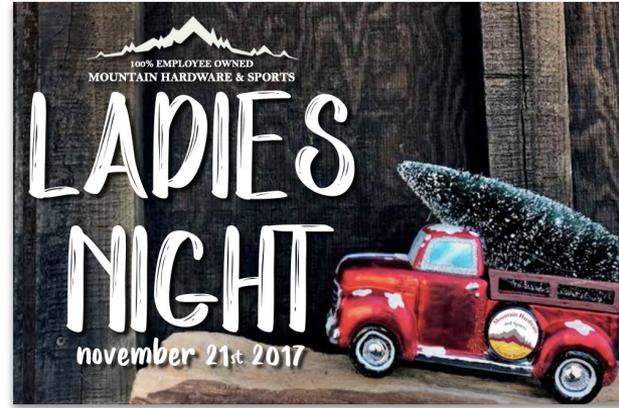
APPROACH

- **Evolved the visual language** to feel contemporary while maintaining the brand's heritage
- Introduced the company's first **structured social media and digital storytelling strategy**
- Connected in-store experiences, events, and digital communication into one narrative system



IMPACT

- 4× social media growth (500 → 2,000+)
- Created their first online store
- Doubled attendance at community events
- National recognition for marketing and social media excellence
- Created a **scalable storytelling system** connecting retail, events, and digital communication.



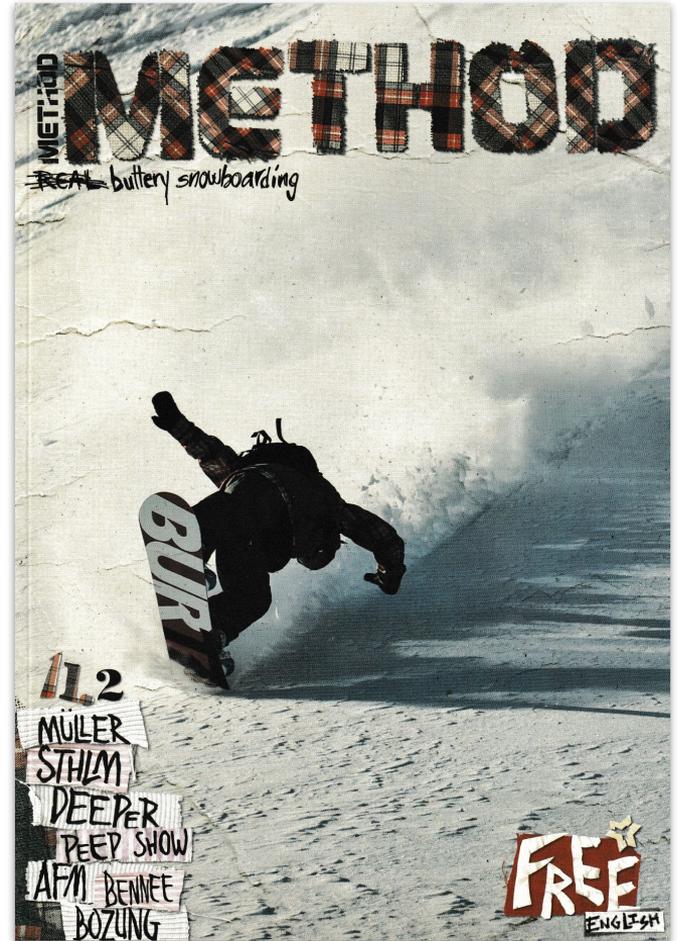
EDITORIAL DESIGN, VISUAL STORYTELLING & EVENT PRODUCTION

METHOD MAG

International snowboard magazine known for blending **handmade visual experimentation** with digital design.

All visual artwork and collage elements were **created by hand** and integrated into the editorial layouts.

Each issue pushed the visual boundaries of snowboard culture while reinforcing the magazine's **raw and radical identity**.



What do you think about so-called "eco Nazis" and people that are willing to fight for the planet to all ends? Are we in a state of emergency or are they fanatics?

The fight is here and it can only be won by the heart. And that's the solution if you ask me. Vibrating on the frequency of love. Unconditional pure love. Attitude and action speak of consciousness, but fighting cannot be stopped with more fighting. Choose your route, but at the root of it be aware if you are headed towards the light or not.

What year will all the glaciers and the snow line rise so high that snowboard mags will become just story books from long ago in a world of desert people?

Yeahh, right?! But what if we are actually entering another Ice Age and snowboarding becomes the smartest way to travel? Snowboard mags will replace newspapers and we'll have 91 words for snow again. :)

When are you going to ditch the heli and slap on some skins?

As soon as we're out of oil. I guess, and this shit oil lobby finally gives up and the doors open to smart and clean technologies for transportation. We've had these technologies for a long

time already but the corporations have no desire to use them. But hey, as long as I get paid to jump in a heli I can channel some of that money to the Atlantic Rainforest Institution so they know that there are trees being planted and the di-



CONTRIBUTION

. Editorial design and visual storytelling

. Photography for editorial features and industry events

. Editorial and event production for international snowboard competitions and ISPO

BRAND NARRATIVE & COMMUNITY BUILDING



EMA — PROTECT YOUR SMILE

EMA began as a **handmade project developed in my home in Barcelona** and grew into an **internationally distributed action sports brand**.

Built around the philosophy ***Protect Your Smile***, the brand grew organically through community storytelling, limited-edition releases, and strong connections within the snowboard scene.

APPROACH

- Developed the brand identity and narrative from prototype stage
- Built an international network of snowboard athletes representing the brand
- Grew the project through community culture rather than traditional marketing

IMPACT

- Distributed across **7+ international markets**
- **Global rider community** representing the brand
- The brand evolved into a **lifestyle identity**, not just a product
- **Strong customer loyalty** through limited-edition releases



Professional snowboarder Marie-France Roy
wearing EMA

NARRATIVE SYSTEM DESIGN

CREATIVE SONRISAS ACADEMY

Narrative-driven creative program integrating storytelling, art, and experience design to support **language learning and community connection.**

Children explore artistic movements and visual storytelling through hands-on projects that combine **structure, experimentation, and creative expression.**

APPROACH

- **Designed modular narrative frameworks** connecting art history, storytelling, and language learning
- **Created immersive creative environments** encouraging exploration and collaboration



IMPACT

- **100% organic program growth** without paid marketing
- **130+ students engaged annually** across after-school and summer programs
- **800+ bilingual storytelling and creative learning sessions delivered**
- **35+ original narrative-based curriculum modules designed**

VISUAL NARRATIVE & ILLUSTRATION

TENGO UN FEELING

Wrote and illustrated a bilingual children's book exploring emotions through visual storytelling.

The project combines **illustration**, **narrative structure**, and **interactive elements** to support language exploration for young readers.

