



Maria Norton

CREATIVE PRODUCER | BRAND STORYTELLING, EXPERIENTIAL & COMMUNITY

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CREATIVE PRODUCER, BRAND STORYTELLING, EXPERIENTIAL & COMMUNITY

Creative producer and builder with 15+ years founding brands, programs, and experiences from zero — across action sports, retail, healthcare, education, and publishing, in Barcelona and California.

My work is hands-on and end-to-end: I design the narrative, make the artwork, produce the experience, and grow the community around it.

It's the pattern behind most of what I do: starting with no audience and scaling through participation.



CORE FOCUS AREAS

- Founding brands and building them from zero
- Editorial storytelling and visual communication
- Brand identity and digital transformation
- Community programs that scale through participation

IMPACT SNAPSHOT

4× social media growth at Mountain Hardware & Sports

7+ international markets reached with EMA

21 professional athletes representing EMA internationally

130+ students engaged annually at Creative Sonrisas Academy

800+ bilingual storytelling sessions delivered

2,000–4,000 organic views per post at Institut Ferrés Amat

2 bilingual books written, illustrated, and published

3 years as a featured speaker at ExpoHogar Barcelona

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.

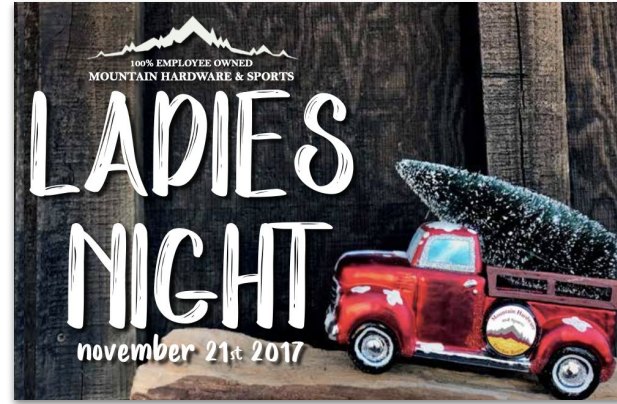
APPROACH

- **Evolved the visual language** to feel contemporary while maintaining the brand's heritage
- Led the company's first **social media and digital content strategy, creating story-driven campaigns** that connected retail, events, and online audiences.
- Connected **in-store experiences, events, and digital communication** into one narrative system
- **Led production of campaigns across digital, print, and in-store**, coordinating execution across teams and timelines



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.



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 organically through rider culture, word of mouth, and limited-edition drops

IMPACT

- Distributed across **7+ international markets**
- Built a global rider network activated through events, edits, and collaborations
- The brand evolved into a **lifestyle identity**, not just a product
- **Strong customer loyalty** through limited-edition releases
- **Coordinated collaborators, partnerships, and production** across markets to scale the brand internationally



Professional snowboarder Marie-France Roy
wearing EMA

BRAND IDENTITY, EXPERIENCE DESIGN & COMMUNITY ENGAGEMENT



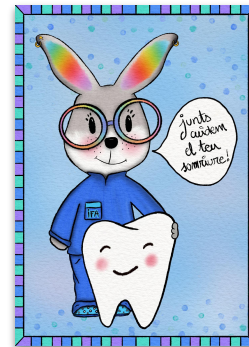
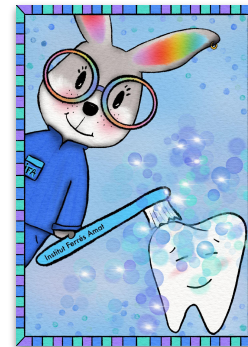
INSTITUT FERRÉS AMAT

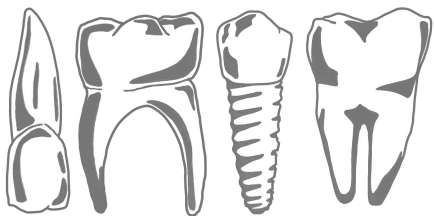
A **multi-generational dental practice in Barcelona** with deep community roots.

The challenge was to **build a brand system** from scratch, one that could speak to **adult patients with authority and to children with warmth**, while creating **experiences that transformed how families felt about going to the dentist.**

APPROACH

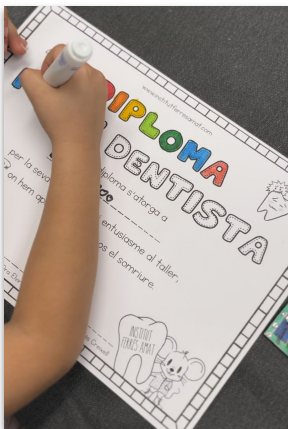
- **Full brand identity:** logo, visual language, photography, and tone of voice
- **Dual visual system:** sophisticated adult brand and hand-illustrated children's universe with original mascot character
- **Illustrated installation,** treatment room mural, educational materials, and event collateral
- Full **website:** design, content, photography, and bilingual translation
- Recurring **community events:** games, activities, art, and custom diplomas to welcome kids to the dentist world in a fun, educational way
- **Social media and communications** managed end to end





IMPACT

- **Logo concept:** each tooth represents a specialist and their department
- **Social media grown** from 200 to 1,000+ organically; 2,000 to 4,000+ views per post with no paid promotion
- **Two distinct brand worlds merged into one coherent identity,** authoritative for adults, warm and playful for children
- **Transformed the dental visit** into an experience children look forward to
- **Translated 75 years of family legacy** into a visual identity that feels both **rooted and contemporary**
- **Brand unified** across physical space, website, social media, events, and educational materials



NARRATIVE SYSTEM DESIGN & PROGRAM PRODUCTION

CREATIVE SONRISAS ACADEMY

Creative program integrating art history, visual art, and bilingual storytelling to support **language learning and community connection.**

Each experience is designed as a **structured system combining artistic exploration, clear frameworks, and repeatable formats** that enable consistency, scalability, and engagement across sessions.

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 curriculum modules designed**

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

- **Built editorial layouts** by hand, mixing collage, paint, and digital design
- **Worked alongside photographers, writers, and editors** to shape visually driven features
- Ran editorial production and **coordinated workflows** across teams
- **Produced and represented the magazine at industry events** and competitions

Nicolas
Müller

VISUAL NARRATIVE, STORYTELLING & PUBLIC SPEAKING

EXPOHOGAR

Featured speaker at **ExpoHogar**, one of Barcelona's largest tradeshows, presenting on **social media strategy and communications** for small businesses, three consecutive years.



TENGO UN FEELING & WHERE IS THE HAPPINESS?

Wrote and illustrated two bilingual children's books, developing narrative, visual system, and final production from concept through print.

Extended the project into live storytelling experiences and community events in Barcelona and California.



FILM PRODUCTION & NARRATIVE DEVELOPMENT

AGUA DULCE *(in production)*

Independent animated short film developed by an international team, exploring new visual styles and techniques that challenge traditional animation approaches.

CONTRIBUTION

- Partnered with the director and executive producer across **creative development and production planning**
- **Coordinated multidisciplinary teams** from concept through delivery
- **Directed and produced the animated credits sequence**
- **Supported the development of story concepts** through structured visual and narrative materials

CURRENT STATUS

Currently in production with a team of award-winning collaborators. Targeting 2027 festival release.





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