

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 & Experience Design

## MARIA NORTON

### CREATIVE PRODUCER, STORYTELLING SYSTEMS & EXPERIENCE DESIGN

Creative producer with 15+ years developing narrative-driven content, creative productions, and storytelling systems across media, brand, and community projects.

My work focuses on translating ideas into clear structures and experiences that connect with audiences across digital, social, and real-world environments.



### 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

# BRAND STORYTELLING & DIGITAL TRANSFORMATION

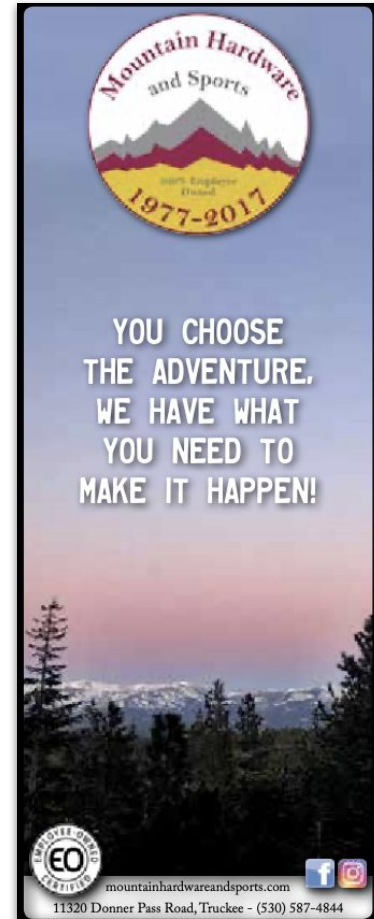
## MOUNTAIN HARDWARE & SPORTS

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.

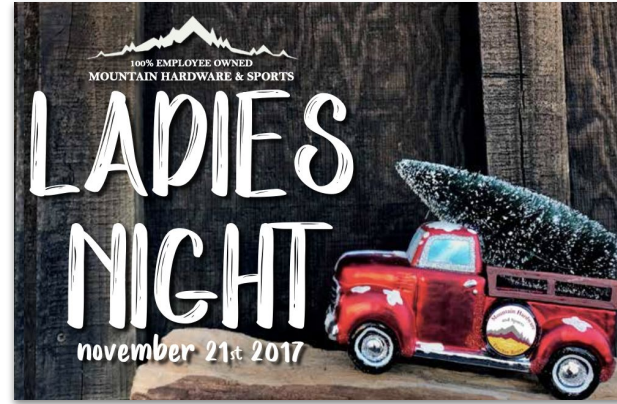
## APPROACH

- **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 the project through community-driven content and culture, rather than traditional marketing

## IMPACT

- Distributed across **7+ international markets**
- Built a **global rider community** activated through events, social content, and brand storytelling
- 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

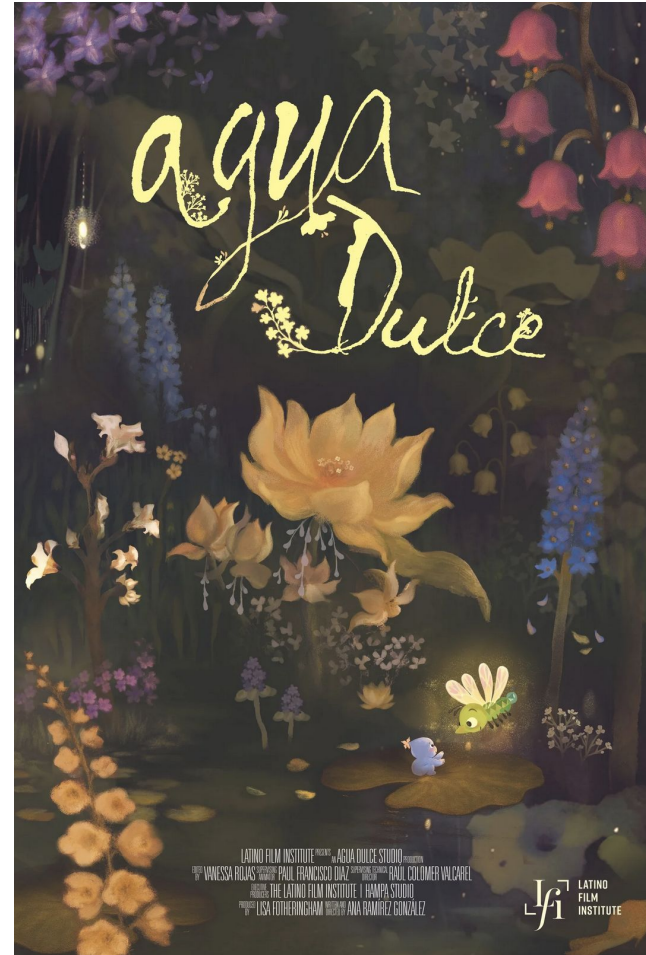
# FILM PRODUCTION & NARRATIVE DEVELOPMENT

## AGUA DULCE

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

## 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



# NARRATIVE SYSTEM DESIGN & PROGRAM PRODUCTION

## CREATIVE SONRISAS ACADEMY

**Narrative-driven creative program** integrating storytelling, content, and live experiences 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 narrative-based curriculum modules designed**

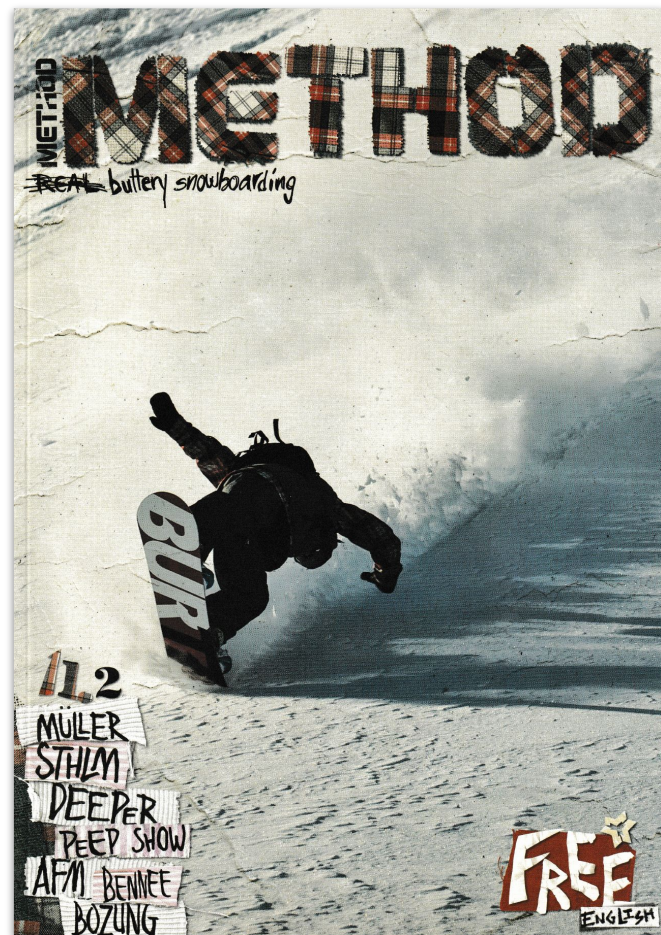
# EDITORIAL DESIGN, VISUAL STORYTELLING & EVENT PRODUCTION


## 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 I know that there are trees being planted and the di-

## CONTRIBUTION

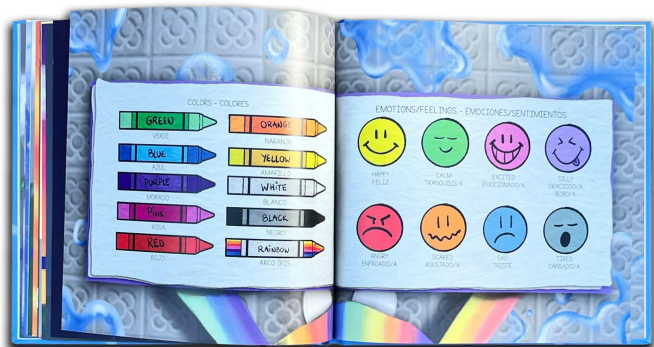
- **Designed editorial layouts** using handmade techniques and digital tools
- **Collaborated with photographers, writers, and editors** on visually driven content
- Supported editorial production and **coordinated workflows** across teams
- **Produced and represented the magazine at industry events** and competitions

# VISUAL NARRATIVE & ILLUSTRATION

## TENGO UN FEELING

Wrote and illustrated a bilingual children's book, 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.





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