



Maria Norton

ART DIRECTOR | SENIOR DESIGNER | IMAGE-MAKING, ILLUSTRATION & EDITORIAL DESIGN

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Art director and hands-on designer with 15+ years making visual content across illustration, graphic design, editorial layout, photography, and mixed media, in Barcelona and California.

I move between paint and pixels every day: canvas and collage on one side, Procreate on iPad with Apple Pencil and Adobe Creative Suite on the other. I start with the idea, then choose the style that tells it best.

I'm a chameleon by nature. I adapt my eye and atmosphere to each audience and brand, whether it calls for elegant, playful, raw, or minimal. I'm highly motivated and thrive on change: when an idea doesn't work, I flip it into a better one.



WHAT I MAKE

- Illustration and image-making
- Editorial design and typography
- Photography
- Brand identity and visual systems

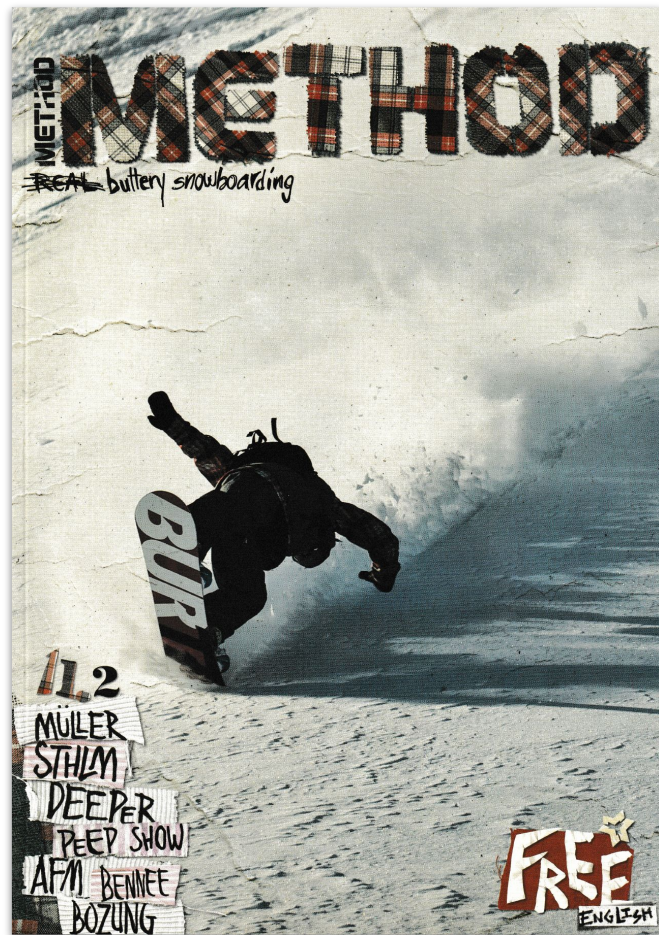
EDITORIAL DESIGN & HANDMADE TYPE

METHOD MAG

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

Titles were made by hand for each issue, then photographed and set into the layout. Some were cut from fabric, modeled in playdough, written in honey, or transferred onto bacon, to name a few.

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



Designed the layouts alongside the Art Director. Every story got its own handmade treatment, built from materials chosen to fit its subject.

NICOLAS MÜLLER

The title is written in real honey, poured by hand and photographed. Bark, leaves, and honey drips frame the rest of the article.

FRESH MEAT

For this section on new riders, which ran in every issue, the type was printed in reverse on paper and transferred onto real bacon.



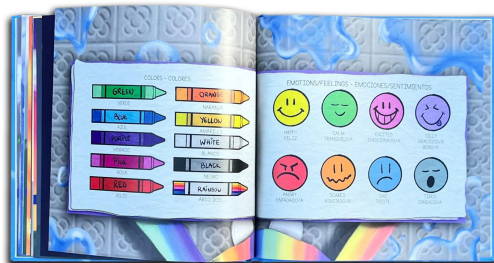
BOOK DESIGN, ILLUSTRATION & VISUAL NARRATIVE

TENGO UN FEELING

A picture book about a girl, her painting, and her feelings, published in two bilingual editions: Spanish and English, and Catalan and English.

Each emotion in the manuscript was mapped to a color first, and the palette of every spread was built from it. Illustrated in Procreate on iPad, with layout and type finalized in InDesign.

The book closes with a bilingual seek-and-find game that sends kids back through the pages for hidden objects, and a colors and feelings glossary that ties the whole palette together.





WHERE IS THE HAPPINESS?

A picture book for all ages: a journey through a magic forest in search of happiness, published in three languages. The cover is intentionally minimal and white, so opening the book feels like an explosion of color.

Every spread was designed as one composition, with text and illustration built together rather than placed on top of each other. The text follows the shapes of each scene.

Handmade details run throughout, like the handwritten labels taped onto the final map. Illustrated in Procreate on iPad, with layout and type finalized in InDesign.



EDITORIAL DESIGN FOR SELF-PUBLISHED AUTHORS

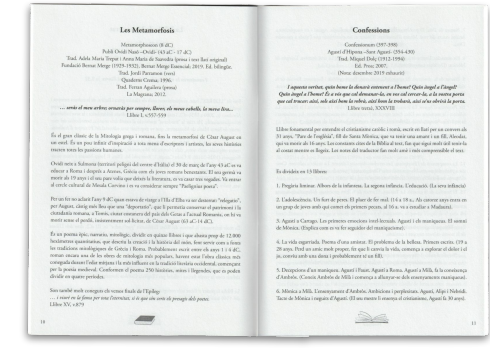
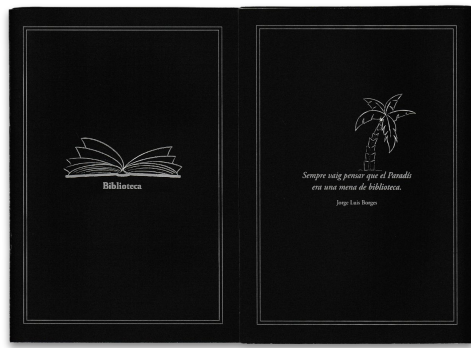
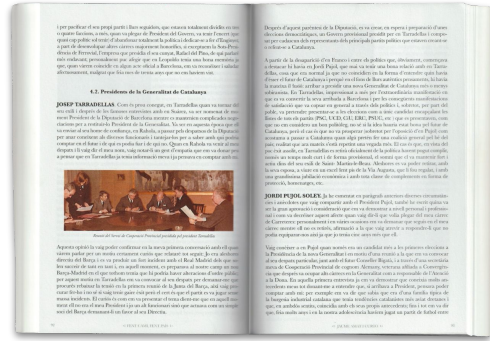
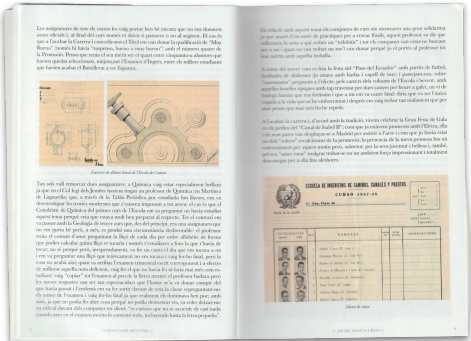
Editing, layout, and typography for self-published authors, guiding each book from manuscript to print-ready files. The goal: give personal projects the care and finish of a professionally published book, with a design shaped by each one's content and voice.

FENT CAMÍ, FENT PAÍS

A professional memoir in Catalan, weaving archival documents, technical drawings, and press clippings into the narrative, with captions and running heads throughout.

BIBLIOTECA

A reading companion of notes on novels and poetry. Original cover illustration: a palm tree whose trunk is built from stacked books, paired with a Borges quote.



BRAND IDENTITY & EXPERIENCE DESIGN



INSTITUT FERRÉS AMAT

A multi-generational dental institute in Barcelona, founded in 1949.

One brand, two voices: elegance and trust for adults, warmth and play for children. Each tooth in the logo represents a specialist and their department.

WEBSITE

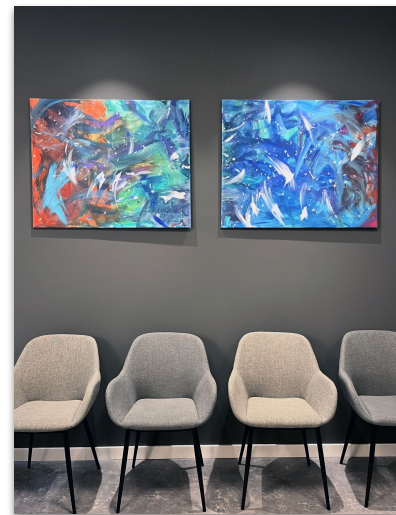
Design, content, and photography, in four languages.

BRAND FILM

Each year I plan and direct a shoot with an outside videographer, producing the film that opens the website and a year of content for social media.

WAITING ROOM PAINTINGS

Two canvases planned in Procreate as one movement from warm to cool, then painted in acrylic.



A STORY KIDS WANT TO COME BACK TO

Given full creative freedom, I created two characters, a bunny and Ratoncito Pérez, and a family of printed pieces around them: bookmarks, diplomas, paper medals, and a folding card with an illustrated mouth that children color in each time they lose a tooth.

Together they turn a visit to the dentist into a story, an experience, and a place children want to return to.

THE MURAL THAT DISAPPEARS

The treatment room also had to work for adults, and the architect wanted it kept simple and elegant. My solution: a spread from my picture book *Where Is the Happiness?*, illustrated on iPad and printed on a custom roller blind. Down, the room belongs to children. Up, it's calm again.

Patients love it so much that even adults ask to keep it down.

KID'S CORNER

Wall characters and posters about oral health that catch the eye of children and adults alike, designed to sit naturally within the interior design.



BRAND IDENTITY & RETAIL DESIGN

MOUNTAIN HARDWARE & SPORTS

A 40-year Tahoe outdoor retail institution with a loyal local following. The goal: a contemporary identity that kept its mountain town character.

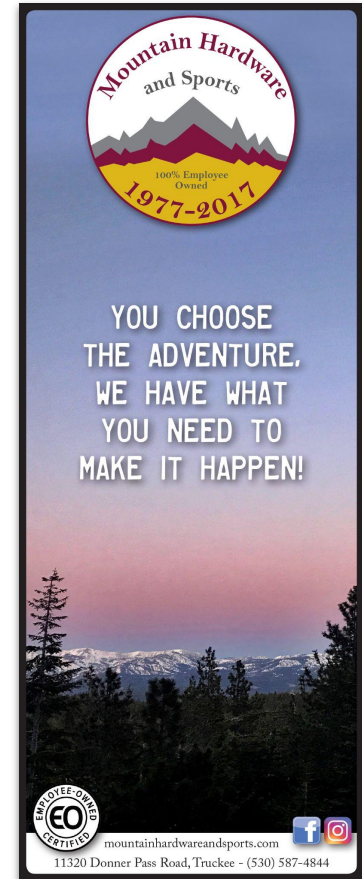
- Redesigned the logo as a circular badge built around the store's mountain silhouette, the one element that stays constant while special editions flex for anniversaries, seasons, and the rental shop
- Carried the identity across print ads, in-store materials, and social media

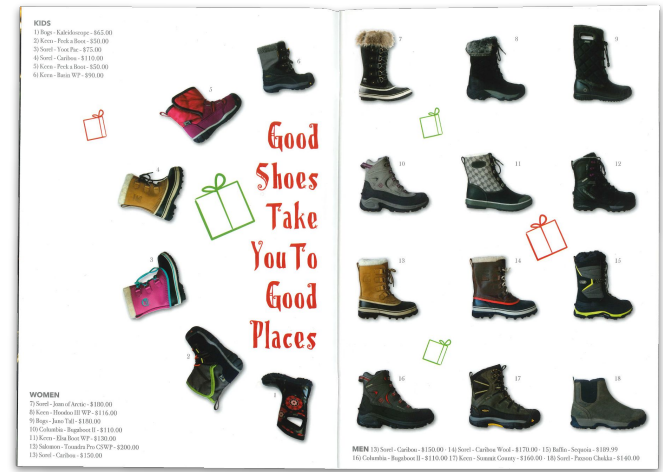


The store is such a local institution that the badge could change with every occasion and still be instantly recognized.



Left: early ad with the original logo. Right: 40th anniversary edition of the redesigned logo





- Art directed, photographed, and designed the 2016 holiday catalog
- Replaced the twice-yearly print catalogs with digital, cutting printing and mailing costs while holiday sales grew
- Won the company's first ESOP National Award for Marketing and Social Media Excellence

Holiday catalog 2016: art direction, photography, and layout

BRAND IDENTITY & COMMUNITY BUILDING



EMA - PROTECT YOUR SMILE

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

I designed everything the brand touched: the identity, the neckwear itself, the labels and packaging, the catalog, and the photography. Built around the idea Protect Your Smile, it grew through limited editions and the snowboard community, with no paid advertising.

WHAT I MADE

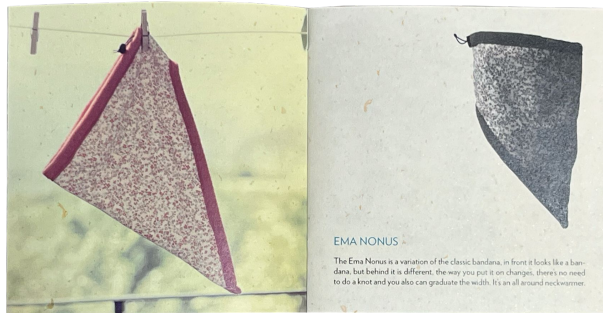
- Brand identity and visual language, from the first prototype
- Product design: patterns, fabrics, and limited-edition collections
- Handmade labels and packaging
- Catalog and campaign photography, shot with the riders

REACH

- Distributed across 8 international markets
- 21 professional athletes representing the brand
- A lifestyle identity, not just a product
- Loyal customers built through limited-edition releases



EMA summer product launch: design, photography, and product



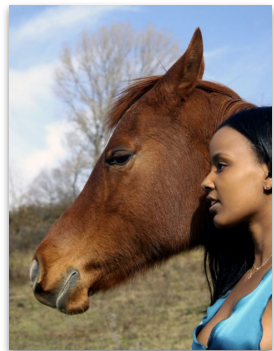
EMA winter catalog: design, photography, and product



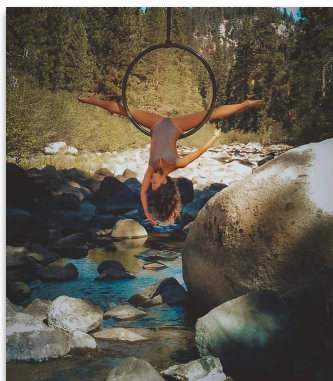
Professional snowboarder Marie-France Roy wearing EMA

PHOTOGRAPHY

Finding the story in the moment



Two-time Grand Prize winner, Lomography International TEN AND ONE Photo Awards.



EVENT IDENTITY & ILLUSTRATION

A WEDDING IN VALL DE NÚRIA

A visual identity for a mountain wedding of nearly 200 guests, reachable only on foot or by rack railway. The creative base was a background I painted by hand on canvas and a series of illustrations, drawn in Procreate on iPad, that tell the story of the couple's life together.

From that base I created every piece of the day: the seating map, menus, stickers, and coloring pages for the kids, along with the pieces shown here.

THE GUEST MAP

Waiting in every room: a hand-drawn trail map of the valley, with walks and things to do on the back.

THE CEREMONY BOOK

The painted canvas became the cover. Inside, the readings and songs, with the icons running through the pages.

THE GIFT

After the wedding, the original canvas and the brushes went to the couple, with a Polaroid I took of them that day.



FOUNDING & PROGRAM DESIGN



CREATIVE SONRISAS ACADEMY

A bilingual art program teaching Spanish through art history and making, founded and built from zero.

Every session is created from start to finish: choosing the theme and the artists, writing the story, drawing the worksheets and titles in Procreate on iPad, preparing the materials, and leading the class.

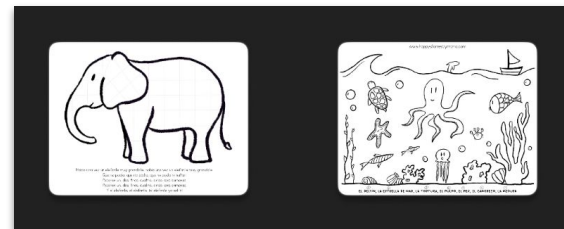
HOW A SESSION COMES TOGETHER

- Concept: a theme, an art movement, and the Spanish it will teach
- Design: original illustrated worksheets, lettering, and visuals, drawn on iPad
- Delivery: a hands-on class where children make their own version



BY THE NUMBERS

- 35+ original modules designed
- 800+ sessions delivered
- 130+ students each year
- Grown entirely by word of mouth



FILM PRODUCTION & VISUAL STORYTELLING

AGUA DULCE (in production, targeting 2027 festival release)

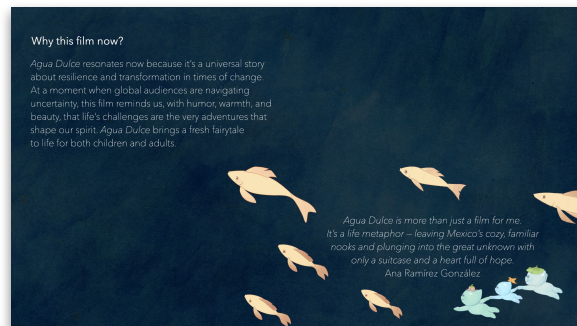
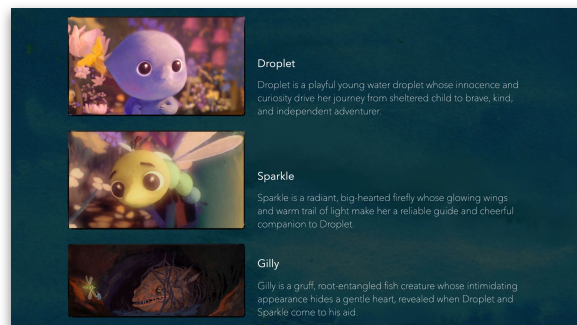
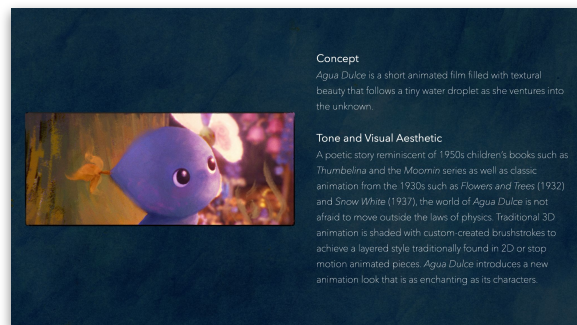
Independent animated short film developed by an international award-winning team, exploring new visual styles and techniques that challenge traditional animation approaches.

WHAT I MADE

- Pitch decks and Keynote presentations: layout, typography, and storytelling for festival submissions, investor meetings, and talent recruitment
- The 2D animated credit sequence, produced from concept through final delivery
- Social content for the film's Instagram, growing the account 40% with no paid promotion

HOW I WORK WITH THE TEAM

- Partner with the director and executive producer on creative development
- Coordinate 15+ contributors across countries and disciplines





Maria Norton

m@mariaferresamat.com

www.mariaferresamat.com · 530-821-1773