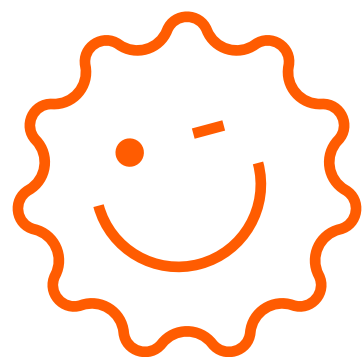


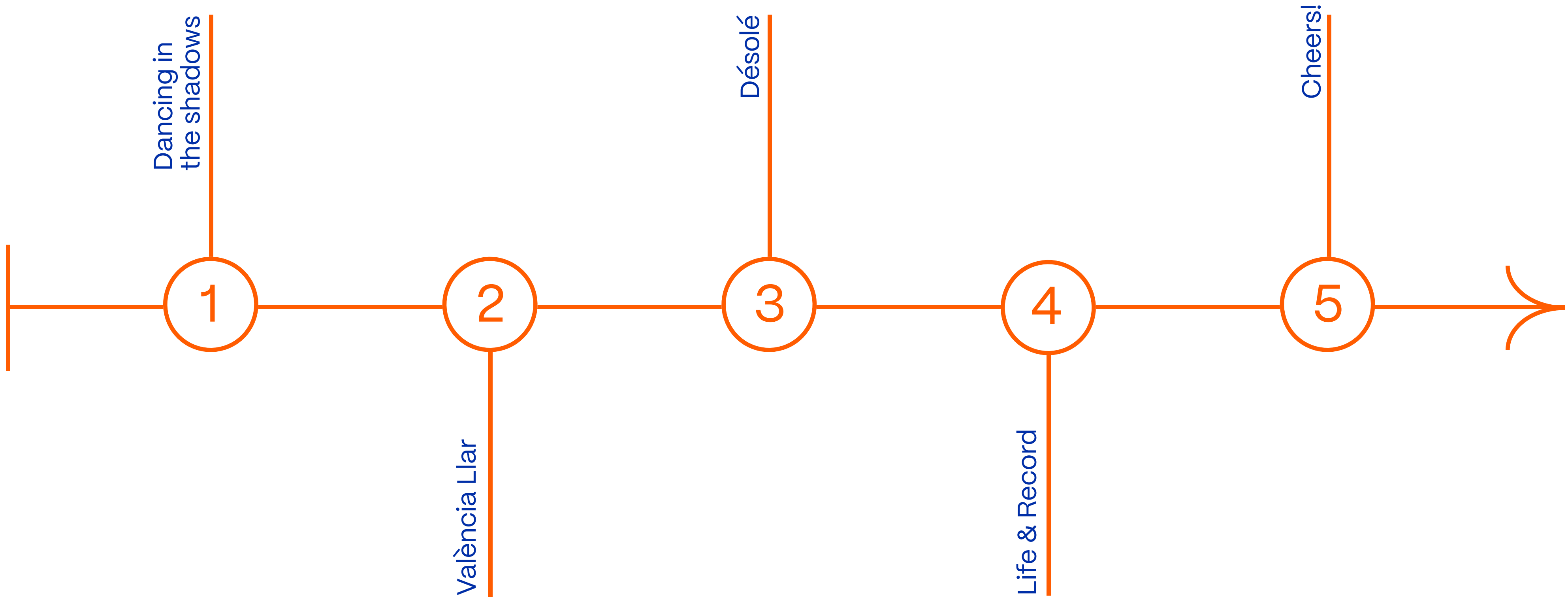
Laura Van Wegen Mayoral

PORTFOLIO

A selection of projects from the first three years of my education as a Graphic Design student at Polytechnic University of Valencia.



Content



Dancing in the shadows

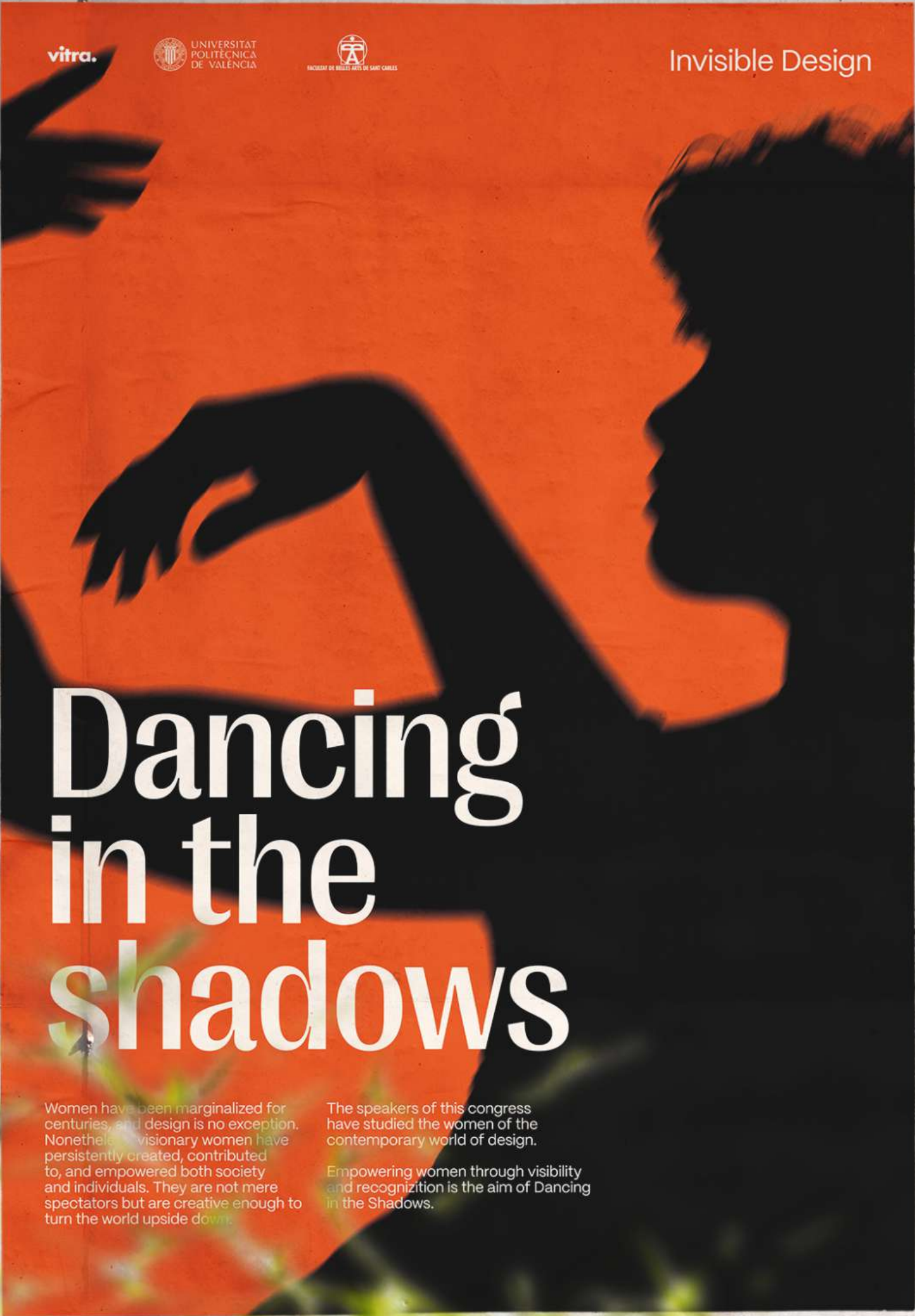
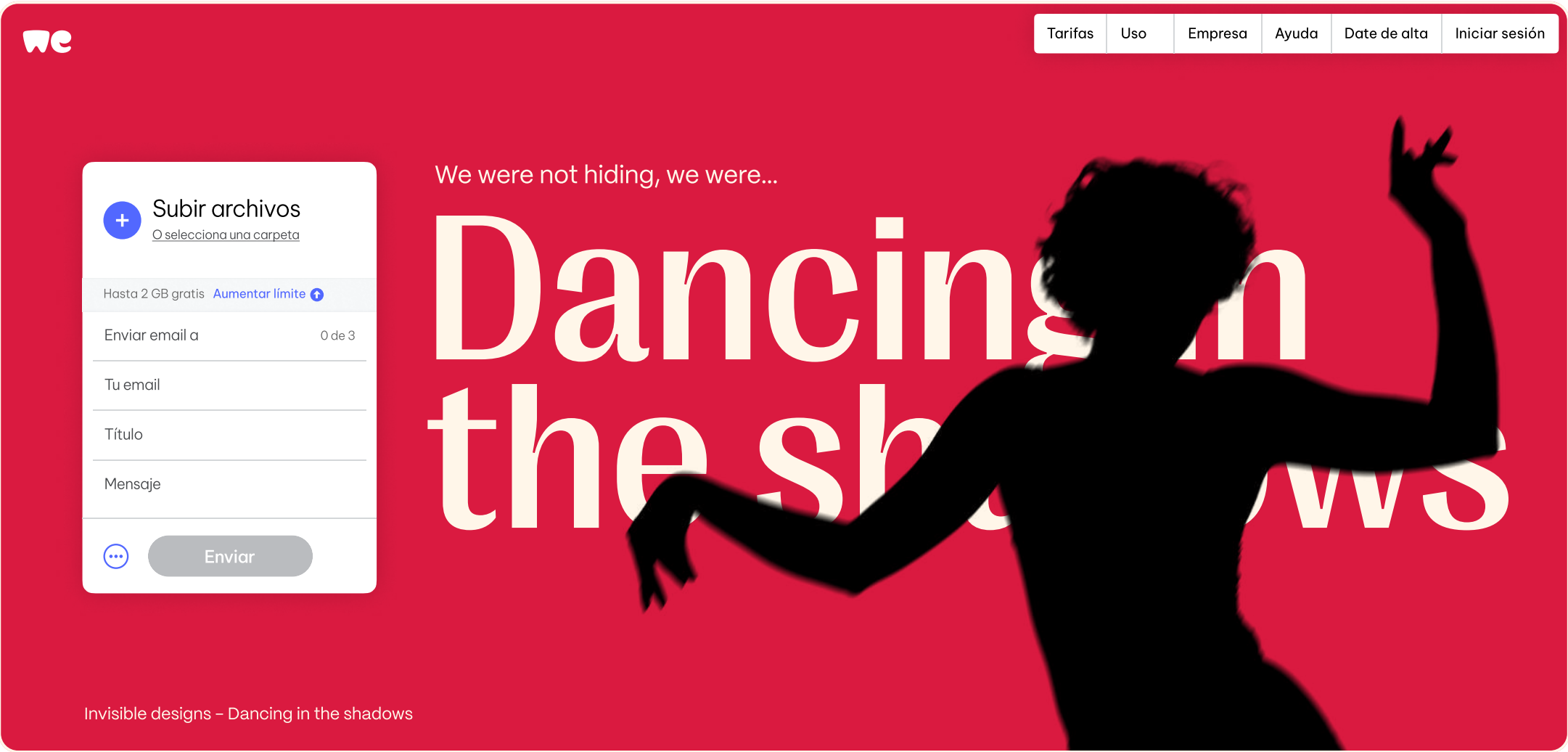
Dancing in the Shadows is an educational project born out of the pressing need to revalue the role of women in the world of design.

Inspired by history, which has concealed the work of creative women in the shadows, we aim to highlight their strength. We pay homage to these women, emphasizing the power of their ideas, action, and constant movement, symbolized through dance.

More on Behance:
[Dancing in the Shadows](#)

GROUP PROJECT

Laura Van Wegen Mayoral
Estrella Gracia Monforte
Beatriz Libros Soler



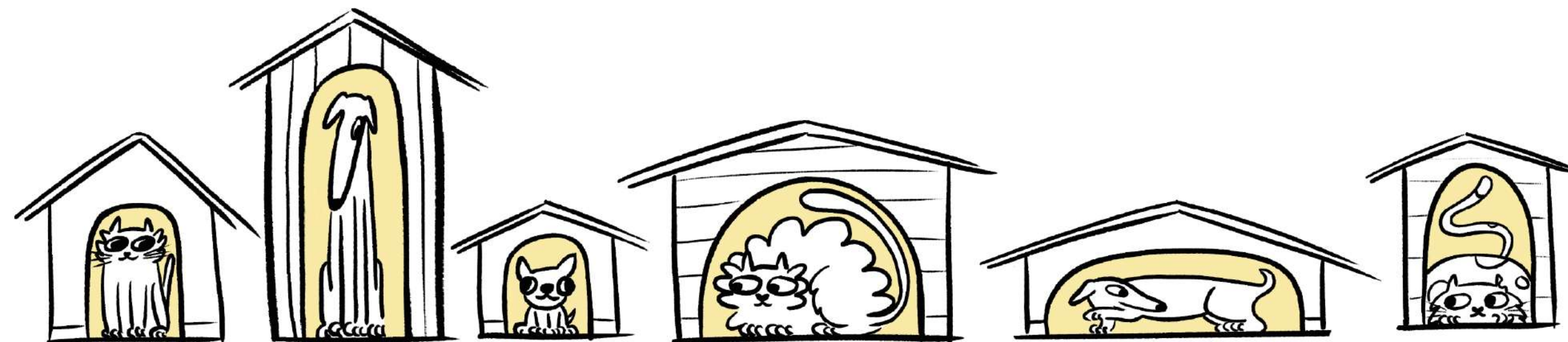
València Llar

València Llar is a visual identity and advertising campaign created for an animal shelter. This university project targets middle-class individuals aged 30 to 50, we took drawing inspiration from their visual references, like newspapers; and embraced animation styles from studios such as APA. The main aim is to convey a sense of daily companionship and promote pet adoption from the shelter.

GROUP PROJECT

Animation: Sofía Lugo Korobkoff
Illustration: Olivia Vico Martínez
Design: Laura Van Wegen Mayoral

More on Behance:
[València_Llar](#)



Désolé

Désolé is based on the creation of a visual identity for a gourmet restaurant located on the River Thames in London. The central theme of Désolé relies in the distortion of iconic London landmarks such as the Big Ben, the London Eye, and the Tower Bridge, simulating the reflection of these figures in the river.

More on Behance:
[Désolé](#)



Life & Record

The project of Life & Record is an educational project that had as the pivotal objective to create abstract visuals and graphics for a song. We decided to chose Kids by Current Joy and got inspired by its rythm and feeling of nostalgia.

Additionally we had to create a welcome pack with the same resources used on the vinyl.

GROUP PROJECT

Laura Van Wegen Mayoral
Laura Caballero García



Cheers!

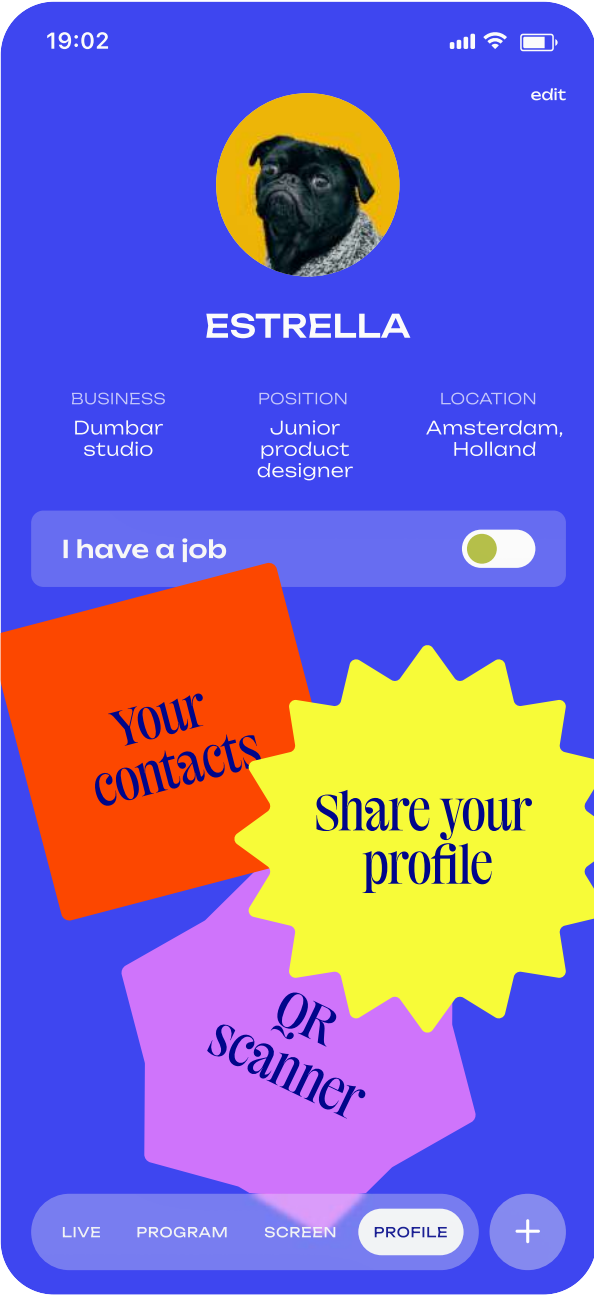
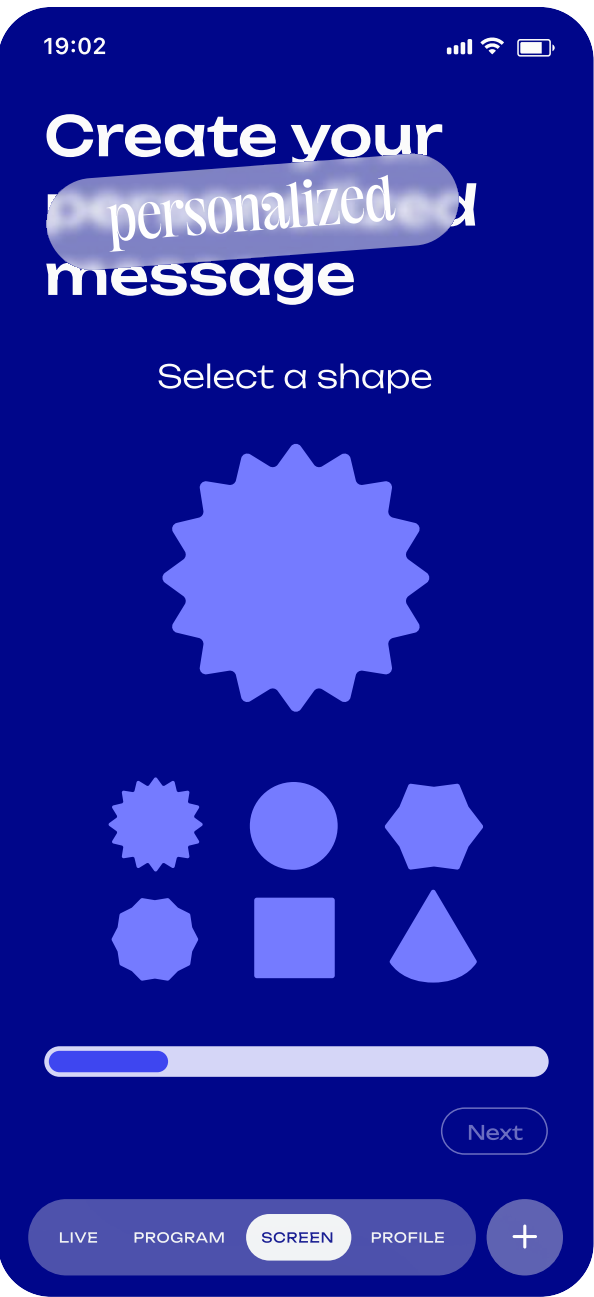
A website and an app has been created for a dynamic motion design festival. Its name, Cheers! draws from the cherished tradition of toasting.

Our design focuses on joy and movement, inspired by experiences with friends, whether it's the energy of partying or the comfort of shared meals.

More on Behance:
[Cheers! Motion Fest](#)

GROUP PROJECT

Laura Van Wegen Mayoral
Estrella Gracia Monforte
Beatriz Libros Soler
Irene Agulló Domingo



To be continued...

