

# DESIGN PORTFOLIO



**a.goldrine**

contact: [a.goldrine@gmail.com](mailto:a.goldrine@gmail.com)

School of Architecture & Design  
Pontifical Catholic University of Valparaíso

**e[ad]**

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## ABSTRUCCION

Board game project

*This project was carried out under the questioning by the Interaction as Paideia.*

To see more about this project, click here:

[https://wiki.ead.pucv.cl/Alondra\\_Zamorano\\_Goldrine:\\_Interacci%C3%B3n\\_como\\_paideia](https://wiki.ead.pucv.cl/Alondra_Zamorano_Goldrine:_Interacci%C3%B3n_como_paideia)

**Abstruccion** is a board game where players have to build different animals and objects from geometric 3D wooden shapes, which are projected onto a backdrop. The opposing team must guess the most objects or animals through the silhouettes in one minute.

It aims to promote creativity and the capacity of abstraction in children.



# COLABOREMOS DISEÑO | LET'S COLLABORATE DESIGN

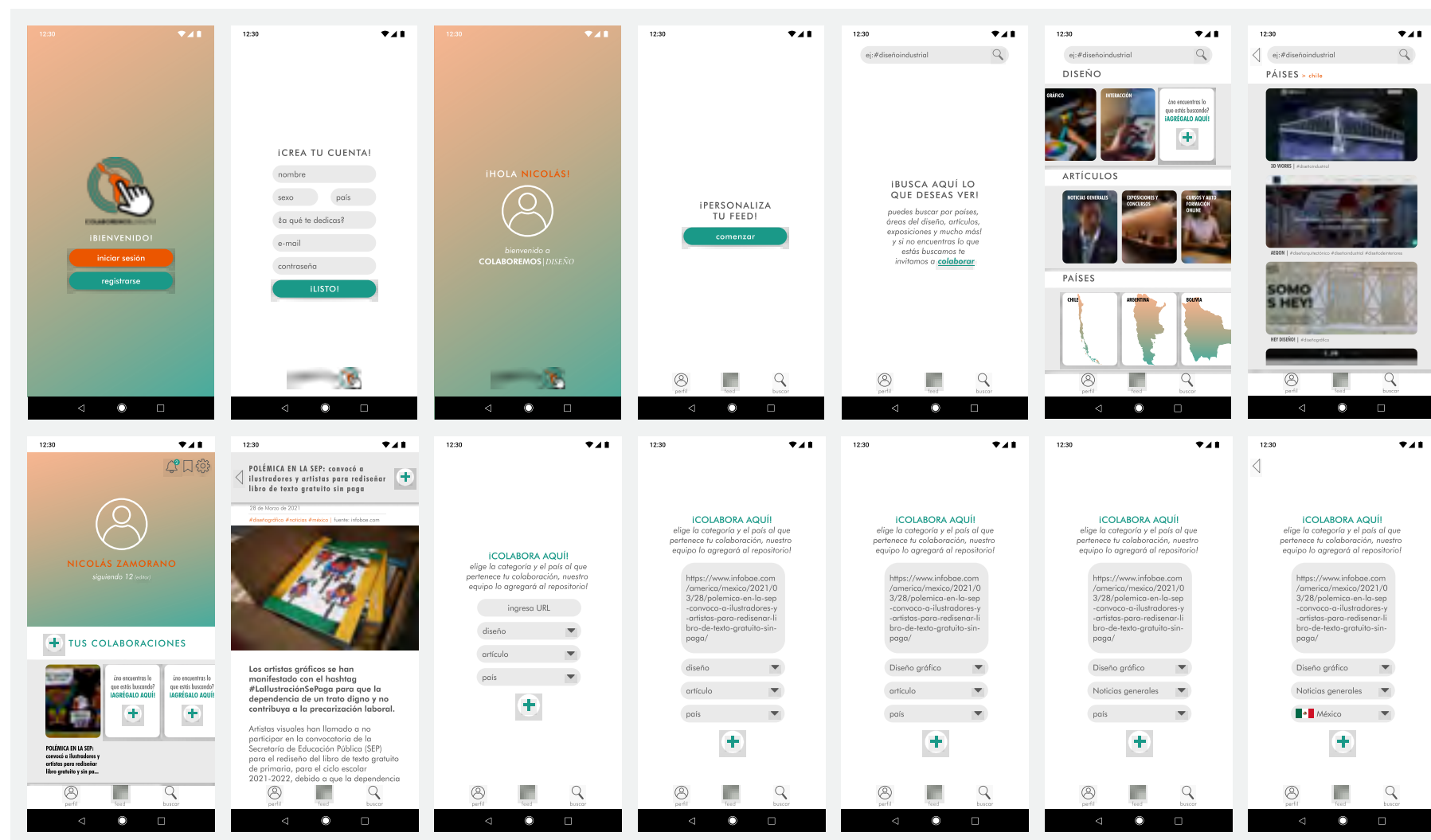
## Mobile application project

This project was carried out under the study of the relation between users and interaction design. In what ways are these linked? What kind of experiences could there be between these two?

To see the explanatory video and more about this project, click here:  
<https://youtu.be/Zs1tKRCDelU>  
[https://wiki.ead.pucv.cl/Alondra\\_Zamorano\\_Goldrine\\_-\\_Formas\\_de\\_Conocer](https://wiki.ead.pucv.cl/Alondra_Zamorano_Goldrine_-_Formas_de_Conocer)

Let's Collaborate Design is an application focused on the dissemination of Latin American design, to promote the learning of different areas of design and see how the culture influences according to the different countries of the continent.

The available information on the app is for and by the users, that is, each user can build a personalized news and articles feed through the information that both the user and other users contribute.



## AUTO CUIDADO EN CUARENTENA | SELFCARE IN QUARENTINE

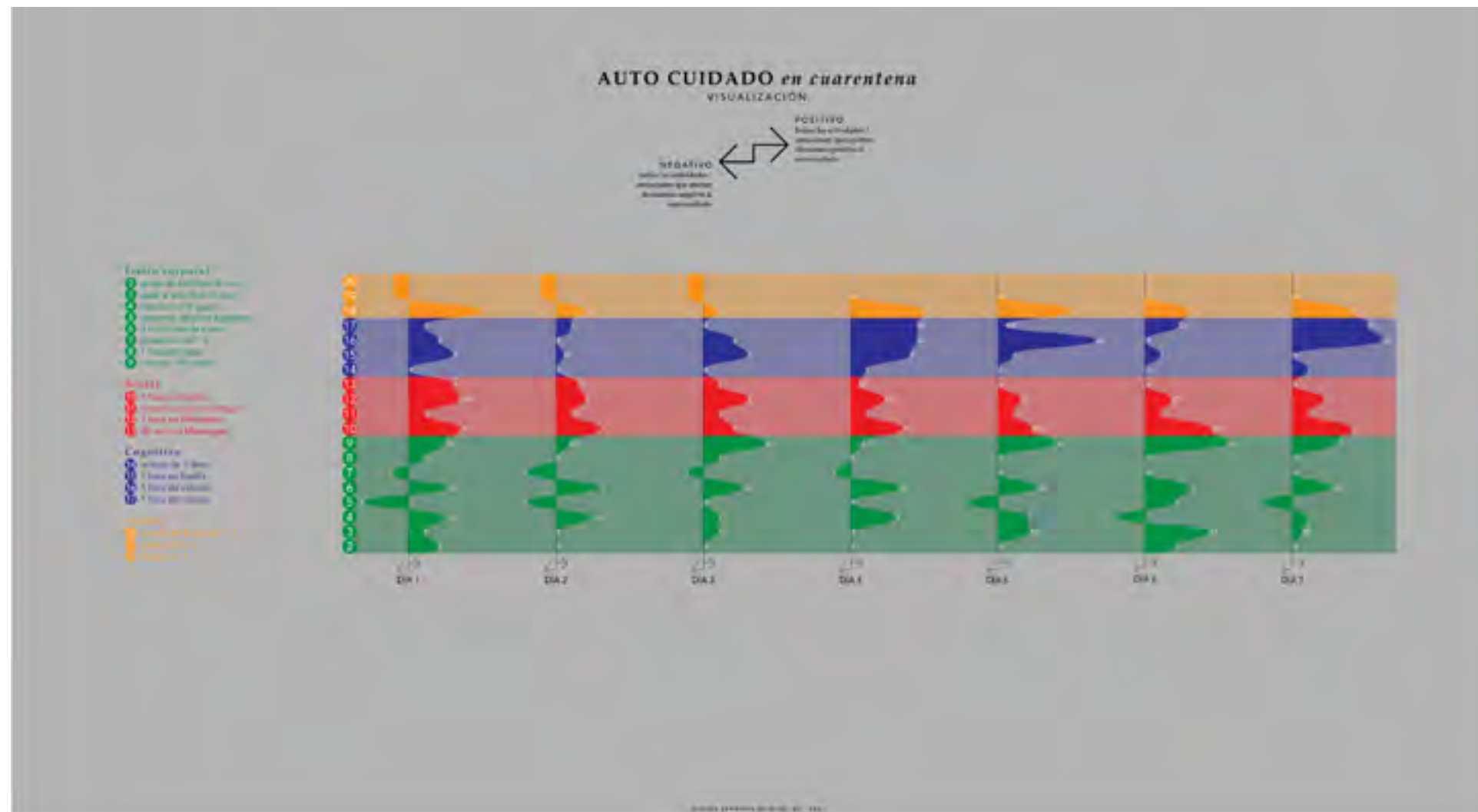
### Data visualization project

*This project is part of the study of design strategies to make information more accessible, using graphic and visual resources.*

To see more about this project, click here:

[https://wiki.ead.pucv.cl/Encargo\\_01\\_DiX\\_-\\_Registro\\_semanal\\_/Alondra\\_Zamorano\\_Goldrine](https://wiki.ead.pucv.cl/Encargo_01_DiX_-_Registro_semanal_/Alondra_Zamorano_Goldrine)

**Selfcare in Quarantine** is a data visualization that arises from the recording of twenty life aspects during a week in my routine under the context of the Covid-19 pandemic, which were divided into four basic categories: social dimension, cognitive dimension, emotional dimension and physical-bodily dimension. The visualization, through graphic and visual resources, shows the fluctuation of each aspect.





## DILE NO! | SAY NO!

Website project

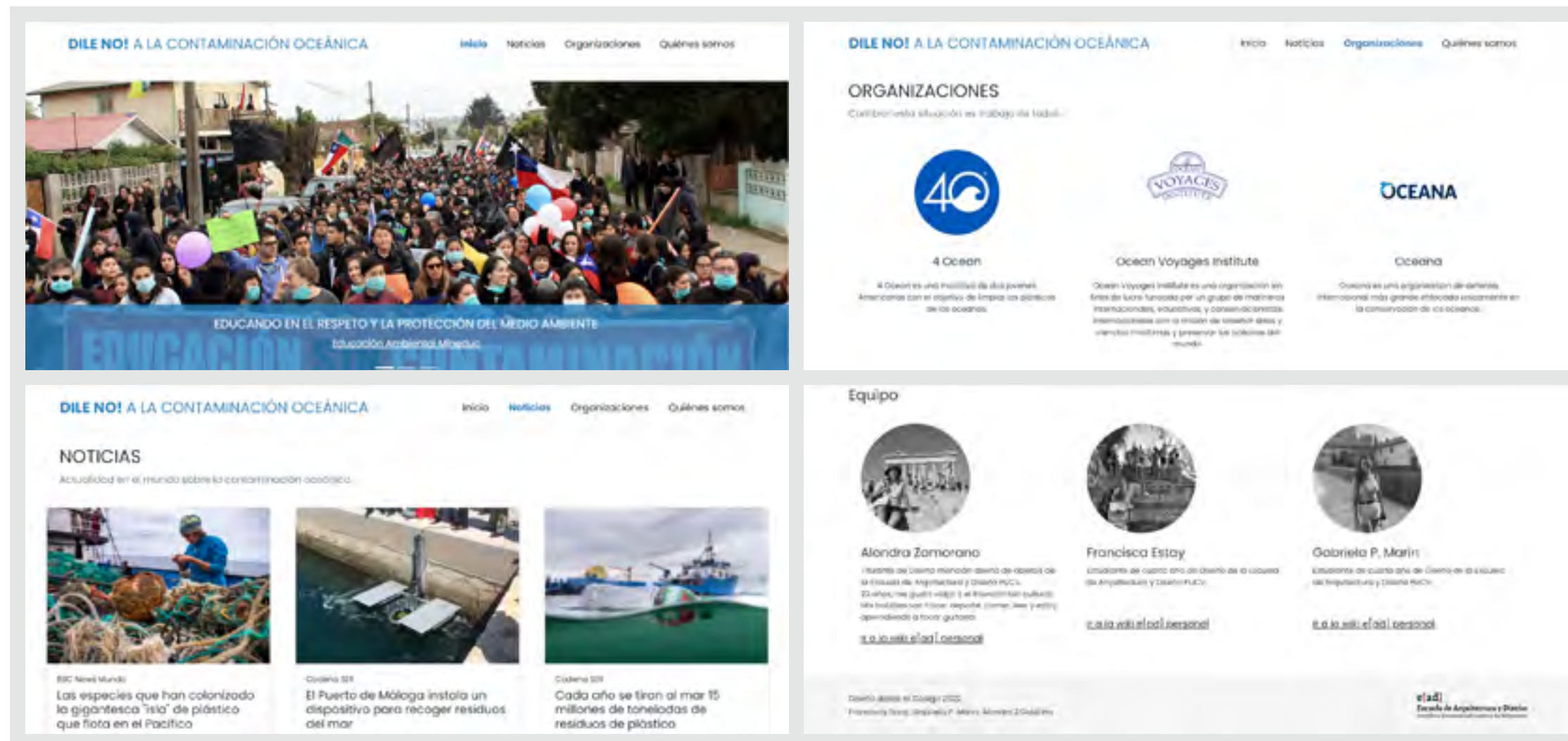
Team programming project to experiment with the use of frameworks and design systems in combination with our own design proposal.

To see this project, click here:

<https://ead-codigo-2022.github.io/proyecto-grupal-gabi-fran-y-alo/>

**Say no!** is an informative website that seeks to educate about the ocean pollution cause, likewise, gathers relevant news as well as organizations dedicated to this cause.

Francisca y Gabriela programmed the HTML code for each website index. I programmed the CSS code of the whole website. The three of us compiled the images and wrote the content of the website.



## REDUNDANCY TYPE

### Typography project

*From the study of the first cave calligraphies to the appearance of the Gutenberg's typefaces, I propose a new typography that combines what has been studied.*

To see more about this project, click here:

<https://wiki.ead.pucv.cl/Archivo:Libro-zamorano-tt-2020.pdf>

[https://youtu.be/cY8q\\_w8JR2c](https://youtu.be/cY8q_w8JR2c)

**Redundancy Type** is a typography that is based from the question of combining the striking features within the typographic world, iterating and "redounding" on the fundamental criteria such as high contrast, rigid and straight strokes in conjunction with more organic and curved strokes, and square shapes in contrast to round ones.

The aim is to mix the exercise of calligraphy itself with the world of digital typographic design.

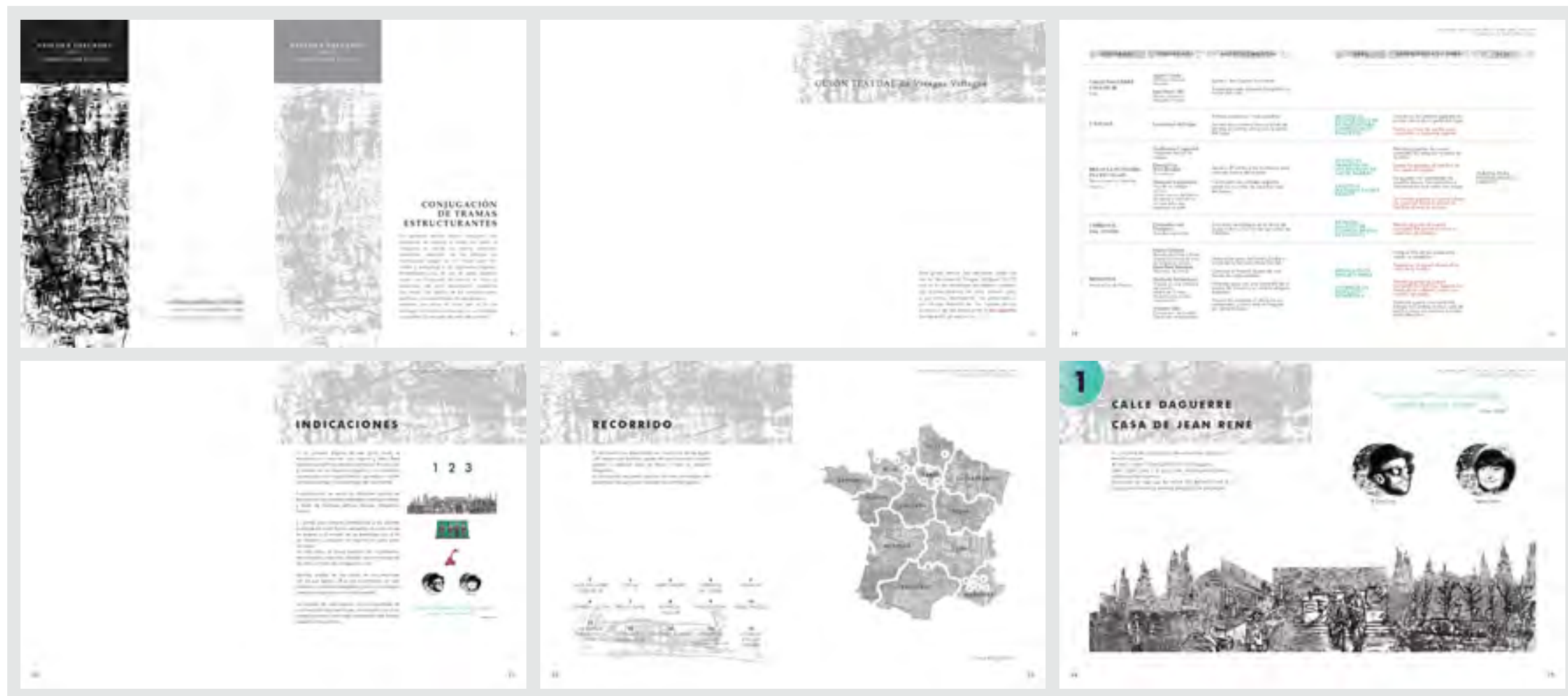


## GUION TEXTUAL Y VISUAL, VISAGES VILLAGES | TEXTUAL AND VISUAL SCRIPT, VISAGES VILLAGES

Digital editorial project

*This project was carried out during the first months of the pandemic by Covid-19, representing a challenge through monotype experimentation at home in combination with the subsequent editing with digital tools.*

**Textual and Visual Script, Visages Villages** is a digital edition based on the film Visages Villages (2017) and is constructed on two parts. Initially, it is a textual script whose purpose is to number and order the events of the scenes, as well as to identify the characters and their chores, while secondly, it is a visual script, which shows the same through photomontages (images, graphic patterns and drawings) and texts, proposing a sequence and visual rhythm of reading.





## TENSIÓN EQUILIBRADA | BALANCED TENSION

Editorial project

This project is based on the own photographic record of the parade on the “Leyenda de la Cruz del Sur” (Legend of the Southern Cross) held in 2019 by the School of Architecture and Design PUCV, under the celebration of the university week.

To see more about the parade, click here:  
[https://wiki.ead.pucv.cl/Semana\\_Universitaria\\_2019](https://wiki.ead.pucv.cl/Semana_Universitaria_2019)

**Balanced Tension** is a edition designed on the personal reflections of the poem *Amereida* and the theme of the parade, being represented through graphics, texts and different layouts, proposing various textual and visual relations.

The graphics originate from the play and combination of patterns, silhouettes and lines made in acid prints on metal.



## Envolencia Dinámica Contrastada | Contrast Dynamic Envelope

Object design project

*This project gathers observations on how color is inhabited in the city and in daily circulation.*

*To see more about this project, click here:*

[https://wiki.ead.pucv.cl/Archivo:Carpeta\\_Proyecto\\_Final\\_Taller\\_del\\_Habitar\\_AZG.pdf](https://wiki.ead.pucv.cl/Archivo:Carpeta_Proyecto_Final_Taller_del_Habitar_AZG.pdf)

**Contrast Dynamic Envelope** is a design object that offers to the body different ways of encountering and inhabiting its edges.

“The body in transit encounters voids that generate tension between it and the limits constructed by contrasts. The body is enveloped in a permanent path that allows the appearance of movement sustained by the limits. Thus a dynamic game appears between transit and permanence in the envelope delimited by the contrasts.”





## LIBRERO CNC | BOOKCASE CNC

Furniture design project

*Project to organize the MADLAB laboratory's library of the School of Architecture and Design of PUCV, using CNC machines.*

*To see more about this project, click here:*

[https://wiki.ead.pucv.cl/Mobiliario:\\_Libreros\\_-\\_Delia,\\_Francisca\\_y\\_Alondra](https://wiki.ead.pucv.cl/Mobiliario:_Libreros_-_Delia,_Francisca_y_Alondra)

**Bookcase CNC** is built from the challenge of only using CNC router machine for the parts and thinking in a modular design that adapts to a defined specific space in the laboratory.

Francisca, Delia and I worked proposing different designs, which are synthesized in this proposal. Francisca and I took care of the cutting patterns and assembly.



## +CONS CIENCIA

In the context of the study of process strategies and management practices in the course Design as Scenario of the School of Architecture and Design PUCV, this project is proposed to face the management of plastic waste in retail packaging.

To see the promotional video of this project, click here:  
<https://youtu.be/AR9a6ViU60E>

+Cons ciencia proposes a series of graphics associated with the design of compostable bags, boxes and packaging, promoting the use of composting both on the packages themselves and on the website at the time of purchase.

We both did the research, briefing, the instructive graphics and mockups. Paula made the storytelling drawings and the landing page mockup, while I made the project dossier and the promotional video.





## ESTALLIDO SOCIAL EN CHILE: PARA NO OLVIDAR | ESTALLIDO SOCIAL IN CHILE: TO NO FORGET

Burlap textile project

*Burlap made in May 2022 during my academic exchange studies at Bauhaus Univesität Weimar in Germany, under the context of the writing of a new proposal for the constitucional charter in Chile.*

To see more about this project, click here:  
<https://www.instagram.com/p/CehEcW8NCdX/>  
[https://www.instagram.com/p/CfY9oFZNI\\_r/](https://www.instagram.com/p/CfY9oFZNI_r/)

**Estallido Social in Chile: to no forget** is a burlap that seeks to represent the social political process that has been experienced in Chile since 2019, after the Social Outburst.

It is based on four main elements: the cover of the new constitutional proposal, a woman with a patch symbolizing violence and repression, an eye for all the eye damage caused by this violence, and a tear coming out of this eye in the shape of Chile watering a flower as a symbol of hope.





## ALL RACES MATTER

### “Craftivism” textile project

*Textile project made in the Empowerment and Care through Textile Practice course at Bauhaus Universität Weimar, that mixes different techniques such as quilting, burlaps and embroidery as well as the use of diverse textures, threads and patterns. It is made under the line of “Craftivism” and inspired by the “Black Lives Matter” movement.*

To see more about this project, click here:  
<https://www.instagram.com/p/Cf8gLGDtpt6/>

**All Races Matter** is a textile project that seeks to be part of the fight against racism and discrimination. We took advantage of the multiplicity per se of the textile materials to represent human diversity itself.

The design is the result of mixing the proposal ideas of the three of us. YunSeo made the two bottom squares. Jiabao made the two squares on the left and framed the final piece. I did the two squares on the right and the bottom piece with the project title/message.

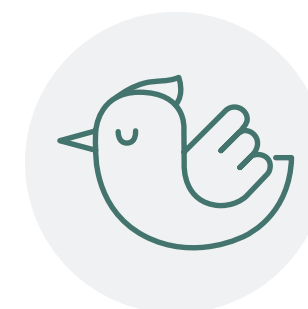


## LOGO DIMASH LATIN DEARS CLUB DE FANS CHILE

### Logo project

*Logo made for the Dimash Qudaibergen Club fans in Chile "Dimash Latin Dears", with the purpose of designing an image that represents them.*





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