

Portfolio

Eduardo Plasencia Tapia

For a more interactive experience:
Eduardo-Plasencia.com



Eduardo Plasencia Tapia

I was born in Gran Canaria in 1998, and I have always been a curious person with a passion for discovering and learning. Currently, I work in interaction design and graphic design.

I am passionate about exploring various influences in the design world and undertaking projects that are as comprehensive and detailed as possible. I consider myself a very sociable person, with a strong ability to solve problems and adapt to different situations.

I live in a constant state of learning and continuous development, always seeking to improve and expand my skills in a field that fascinates me design.



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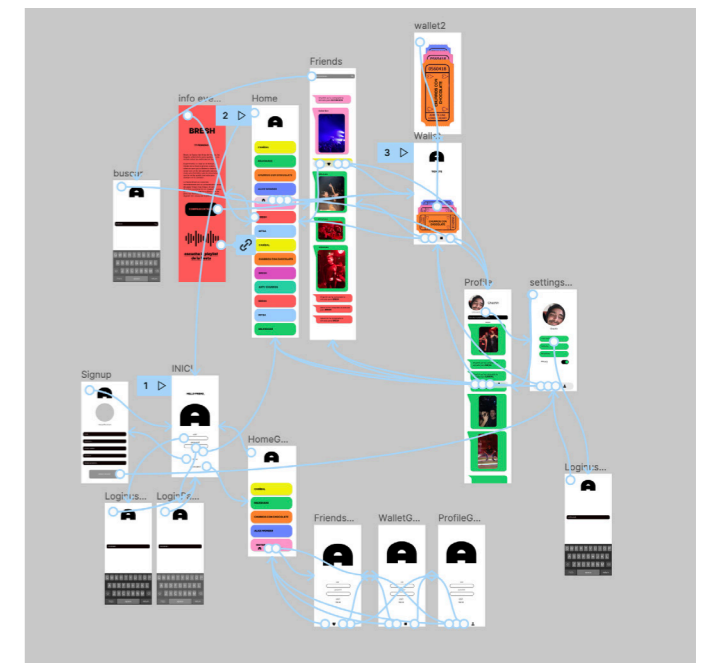
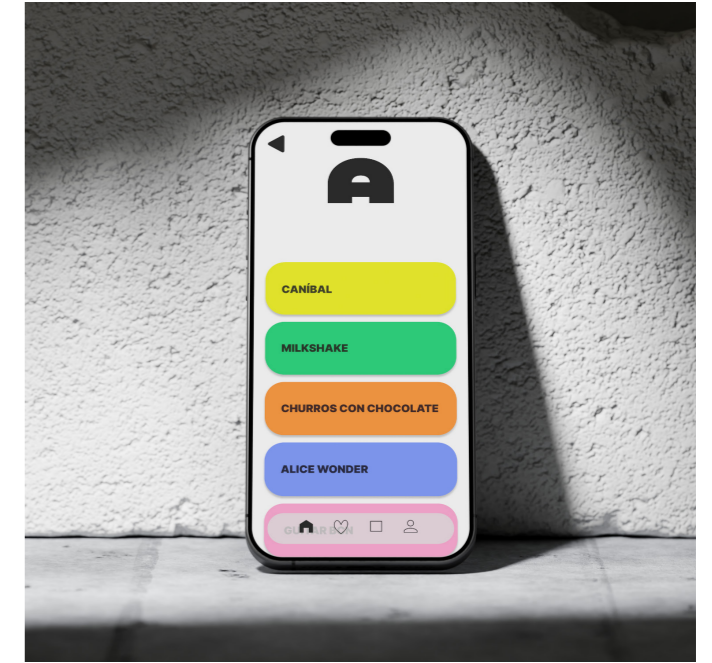
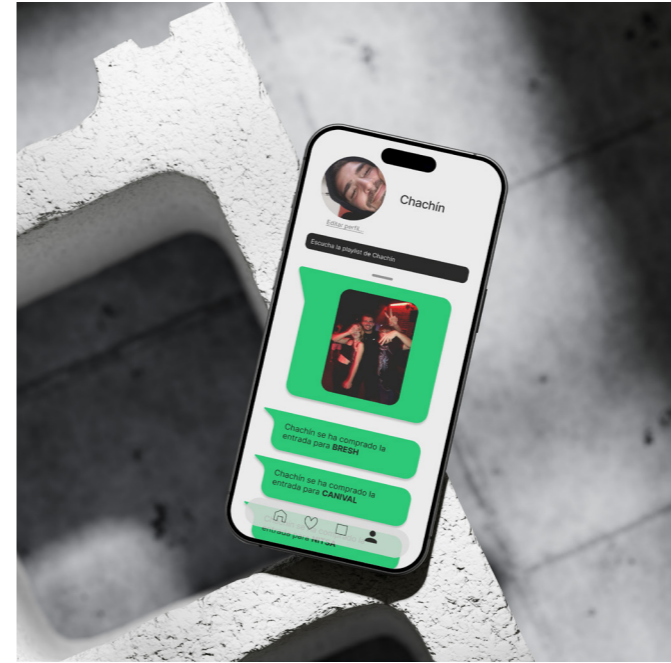
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App Apolo

Elisava
2022

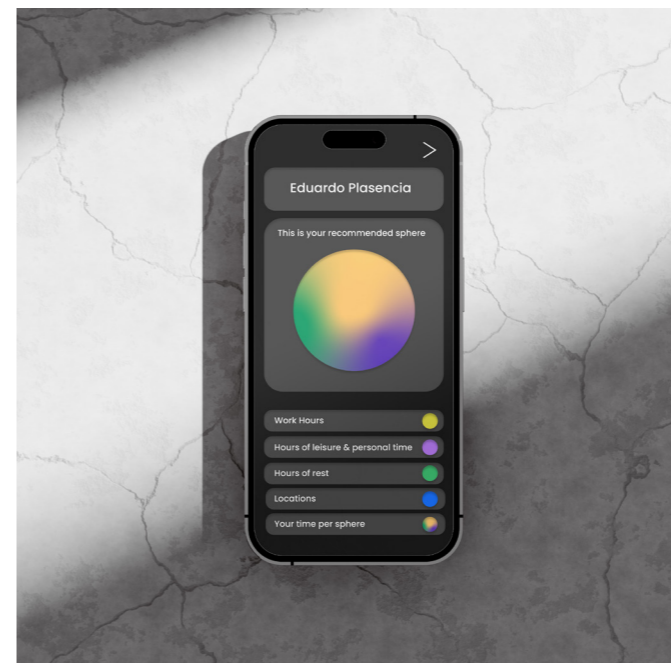
During a workshop at Elisava University School, supervised by Antonia Monjo Palau, a prototype of an application for Club Apolo was developed using Figma. The application allows users to access events, purchase tickets and drinks, obtain information about artists, and listen to playlists for each night or event. Additionally, it includes a social section where users can create profiles, see which friends have bought tickets, and share photos and videos of their experiences at the club. This design aims to offer an experience beyond simple ticket management, promoting user interaction and engagement.



Time Balance

Elisava
2024

Time Balance is an innovative application designed to efficiently manage time and improve productivity. Through meticulous development that includes user-centered research, intuitive design, and robust feature implementation, the application enables users to optimize their daily routines. By facilitating time tracking and analyzing how time is used, Time Balance aims to transform the way users handle their time, promoting a more balanced and productive lifestyle. Additionally, the application seeks to be as non-intrusive as possible by representing data through spheres and colors, avoiding the anxiety that numbers and data can provoke. It aims to be a friendly companion to users, including interactions such as a humorous monthly report to establish a close connection.

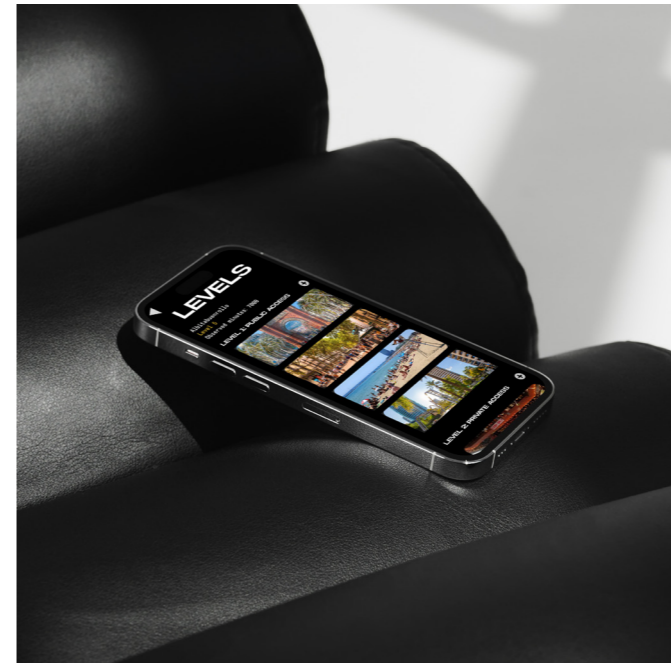


Secret Vision

Elisava
2023

Secret Vision is a pioneering application designed to challenge and explore individual tastes through a series of levels. Its primary goal is to identify users with specific affinities, allowing them to join an exclusive society upon reaching the final level. The app presents challenges related to personal preferences, assessing taste in various domains. Each level serves as a gateway to a select group, with only those who consistently align with specific criteria advancing further.

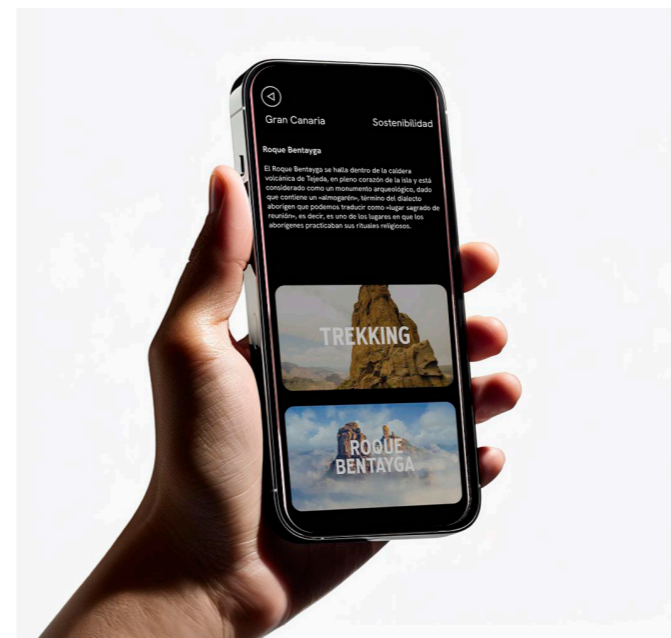
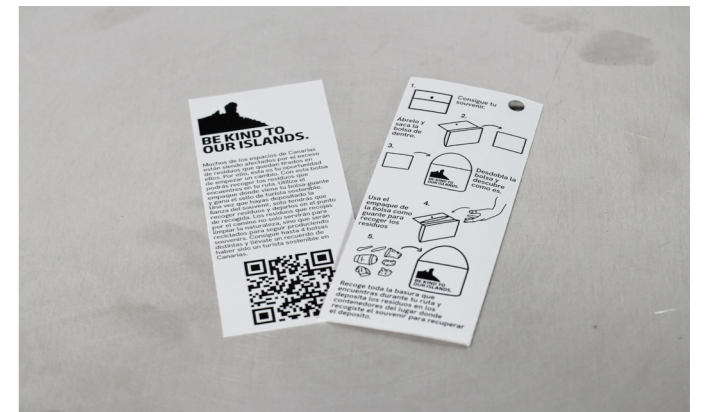
As users progress, they engage in interactive experiences that adapt to their responses, creating a dynamic and personalized selection process. This ensures the formation of a community with shared interests. Upon reaching the final level, successful participants integrate into an exclusive society, connecting with like-minded individuals who share their tastes and perspectives. Secret Vision offers a unique platform for discovering new affinities and building meaningful connections in a selective and enriching social environment.



Sturca

Elisava
2024

Sturca, an innovative initiative to promote sustainable tourism in the Canary Islands through the use of digital knitting technology. Sturca offers functional textile souvenirs that encourage tourists to collect waste during their visits. This solution addresses the problem of excessive litter generated by mass tourism, protecting local ecosystems and enhancing the tourist experience. The products, manufactured efficiently and sustainably, not only serve as practical tools but also foster environmental awareness among visitors. Through incentives and educational campaigns, Sturca aims to transform tourists into active conservation agents, contributing to more responsible and eco-friendly tourism. This project has the potential to be replicated in other tourist destinations, extending its positive impact on global sustainability.



Querida Cereza

Querida Cereza
2023

Querida Cereza emerges from the passion of Ramón, a connoisseur of fine coffee who seeks to share his love for it. Located in the south of La Gomera, in Valle Gran Rey, Ramón opens his specialty coffee shop with the aim of offering a unique experience to his customers. The design of the shop reflects cleanliness and embodies Ramón's personality, striving to convey this essence to the consumers. This project not only highlights Ramón's dedication to quality coffee but also his commitment to creating an inviting and distinctive atmosphere that resonates with coffee lovers.



La Superdroga

Entrelíneas
2023

Entrelíneas, a small music group, has made a comeback after years of hiatus with the release of their new album titled 'La Superdroga'. This album marks a significant moment in their revival, encapsulating their journey and musical evolution. Alongside the album release, Entrelíneas unveils the cover art that will define their new era, symbolizing their artistic vision and the essence of their music. The album and related records are now on sale, inviting fans old and new to experience the next chapter of Entrelíneas' musical odyssey.



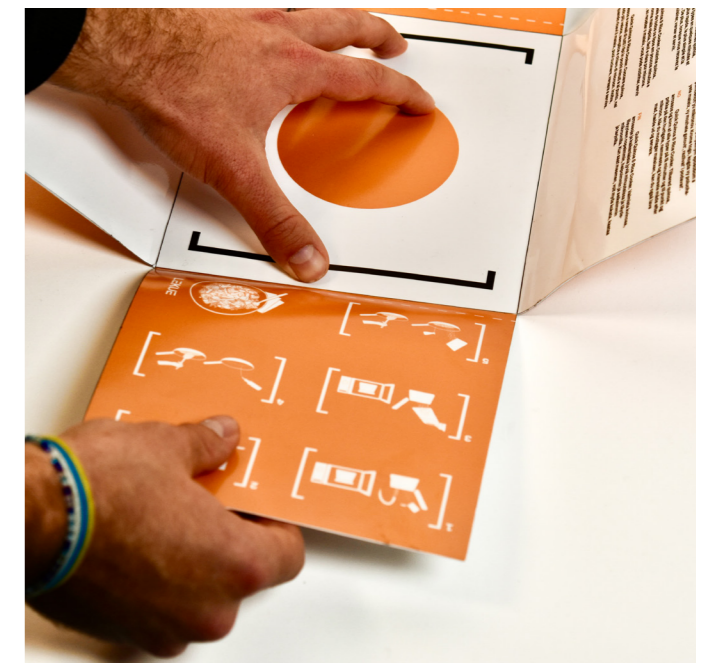
Rebranding Lekue

Elisava
2022

In collaboration with Lékué, this project focuses on revitalizing the company's graphic identity to align with its future goals and enhance customer engagement. The redesign initiative encompasses changes in colors, shapes, logo, and packaging methodologies to create a dynamic and customer-centric brand experience.

Key elements of the new identity include simplifying graphics and integrating augmented reality and 3D product models. These innovations allow users to visualize product functionality and receive instructional guidance through digital interfaces, promoting accessibility and interaction prior to purchase.

Through strategic rebranding efforts across social media, packaging, and physical spaces, we have successfully positioned Lékué as a distinctive and technologically advanced brand. This approach not only increases user engagement but also facilitates a deeper understanding and appreciation of their product offerings.

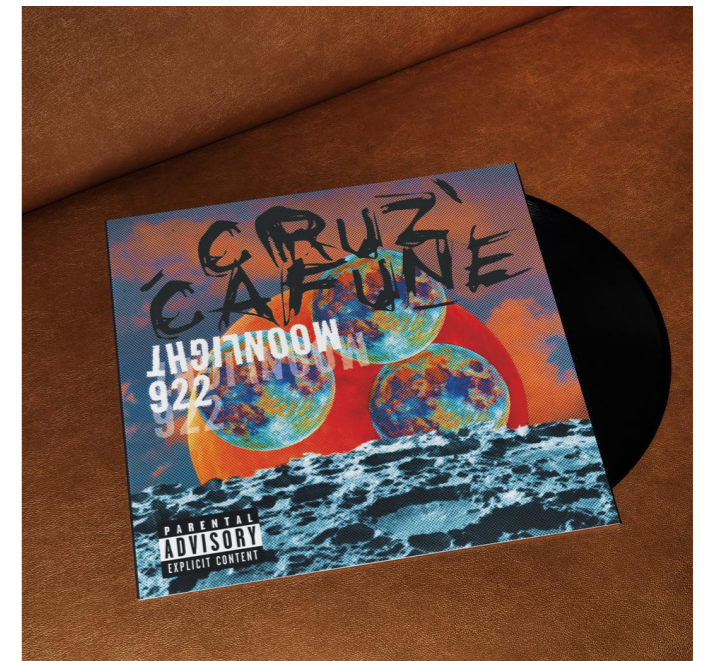


Diseño Grunge

Elisava
2022

This project merges one of my passions, surfing, with the study of graphic design, focusing on the work of David Carson, a pioneer in surf and skate magazines. Known for his "dirty" designs and illegible typography, Carson revolutionized the editorial world in surf culture. The project involves creating a magazine that narrates Carson's life, career, and historical context, with a design inspired by his distinctive style and the grunge aesthetic.

Additionally, delving into the history of grunge design and its context, the project culminates in the creation of a graphic piece that encapsulates this style. Leveraging my interest in vinyl records and the musical influence of the era, I redesign two vinyl covers of contemporary artists in a grunge style, integrating the visual and cultural principles that define this movement.



Creative Explorations

Personal project
2022-2024

Creative Explorations is a personal project focused on the creation of graphic pieces, specifically posters, that capture an artistic journey undertaken in my free time. These creations blend personal elements and everyday experiences, serving as an expressive medium to share my unique perspective. By utilizing various design tools, particularly Adobe programs, I bring these visions to life. This project not only showcases my design skills but also reflects my continuous exploration and expression of art through poster design, offering a window into my creative process and individual style.



World Hand Hygiene Day

Hospital Universitario Sant Joan de Reus
2024

On the occasion of World Hand Hygiene Day, various posters were designed and displayed at Sant Joan de Reus Hospital and its surroundings. The design appeals to all users, from the youngest to the oldest.



Rush Call

Elisava
2022

From Graham Bell's first call in 1876 to Apple's latest iPhone, the telephone has evolved significantly, driven by both technological advances and changes in user behavior and needs. It is impossible to define the telephone by a single device throughout history, but the constant need for communication remains the common denominator. The introduction of rotary dial phones in the late 19th century revolutionized communication, allowing users to dial directly and bypass operators. This project highlights the technological evolution of phones through a collaborative game with individual interaction. Players must answer ten numerical questions using a rotary dial before time runs out. Responses and instructions are displayed on an LED strip, enhancing the interactive experience. The game combines individual and group communication, providing an entertaining and educational way to explore the history and development of telephones.

