

MAYA NASTASYA

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DESIGN PORTFOLIO

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LA PLUME DE POUDLARD

ADVENT CALENDAR

Each year, La Plume de Poudlard, a webzine dedicated to the Harry Potter Universe, runs an Advent Calendar on social media. For 24 days, fans take part in a contest: «1 day, 1 prize to win».

My role was to create 24 visuals and 24 reels for this event.



November 2024



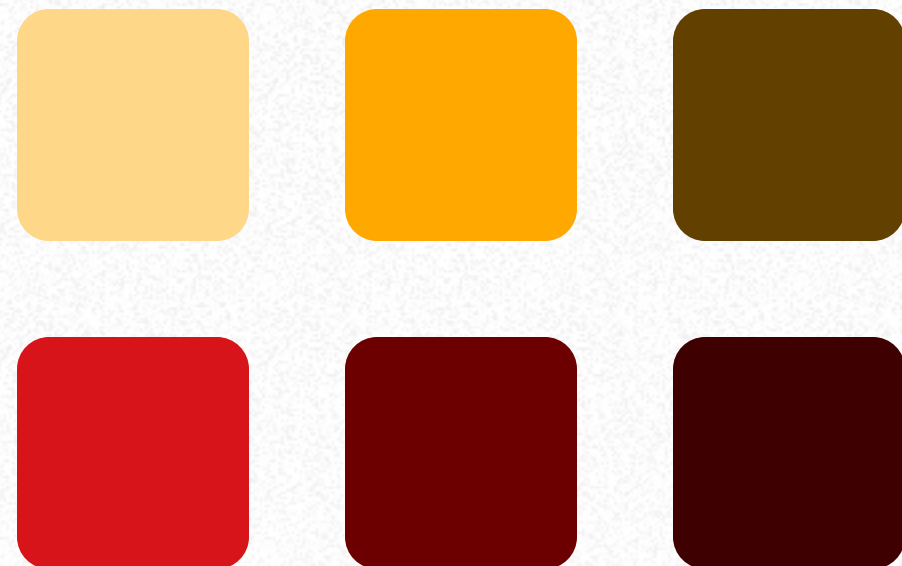
Photoshop + PowerPoint



VISUAL IDENTITY

COLORS

I chose a gold color palette for the titles and text, paired with a red palette for the background to evoke both the Christmas spirit and the Gryffindor house 🦁



LOGO

Adaptation of the logo with a custom color palette exclusively for Christmas.

LA  PLUME DE
LOUDLARD

LA  PLUME DE
LOUDLARD

TYPOGRAPHY

TITLE: ALIVHEA

Subheading: Cinque Donne Pro

Content: Bookman Old Style

CALENDRIER
de l'Avent



REELS

POWERPOINT CHALLENGE

This video was created using PowerPoint to ensure that the webzine's editors could independently update the text without needing to rely on me.

It was a creative challenge to design something visually appealing within the constraints of PowerPoint.

WATCH ON INSTA



BANNER

VISUAL COHESION

I adapted the visual style of the videos to create banner images for the corresponding articles on the website, maintaining consistency across platforms.

[VISIT THE SITE](#)



LA PLUME DE POUDLARD

WINNER ANNOUNCEMENT

Creation of a video to announce the 24 winners of the Advent calendar 2023 using After Effects. The video was designed with a template from Motion Array, customized to fit the project's theme and style.



December 2023



Photoshop + After Effects

[WATCH ON YOUTUBE](#)



LIKE A CHARM

WEDDING INSTAGRAM FILTERS

Like a charm offered personalized Instagram filters to add a unique and interactive touch to weddings, allowing guests to share their memories with a fun, themed visual.

I launched and managed this project, overseeing everything from filter design and website creation to market research and client outreach.



May to November 2022



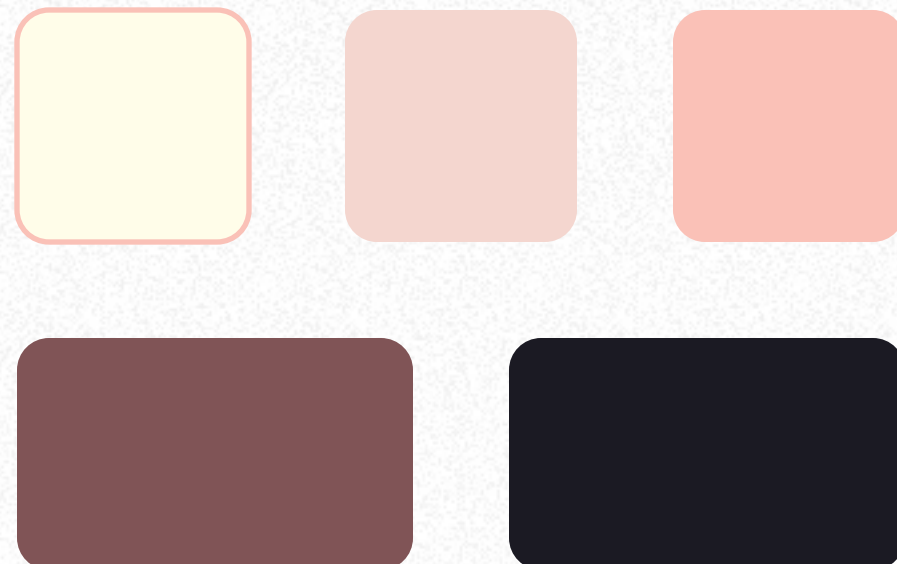
Photoshop + Illustrator + Spark AR + Ecwid



VISUAL IDENTITY

COLORS

A sleek palette of pink tones on a black background, combining elegance and boldness for a striking visual impact.



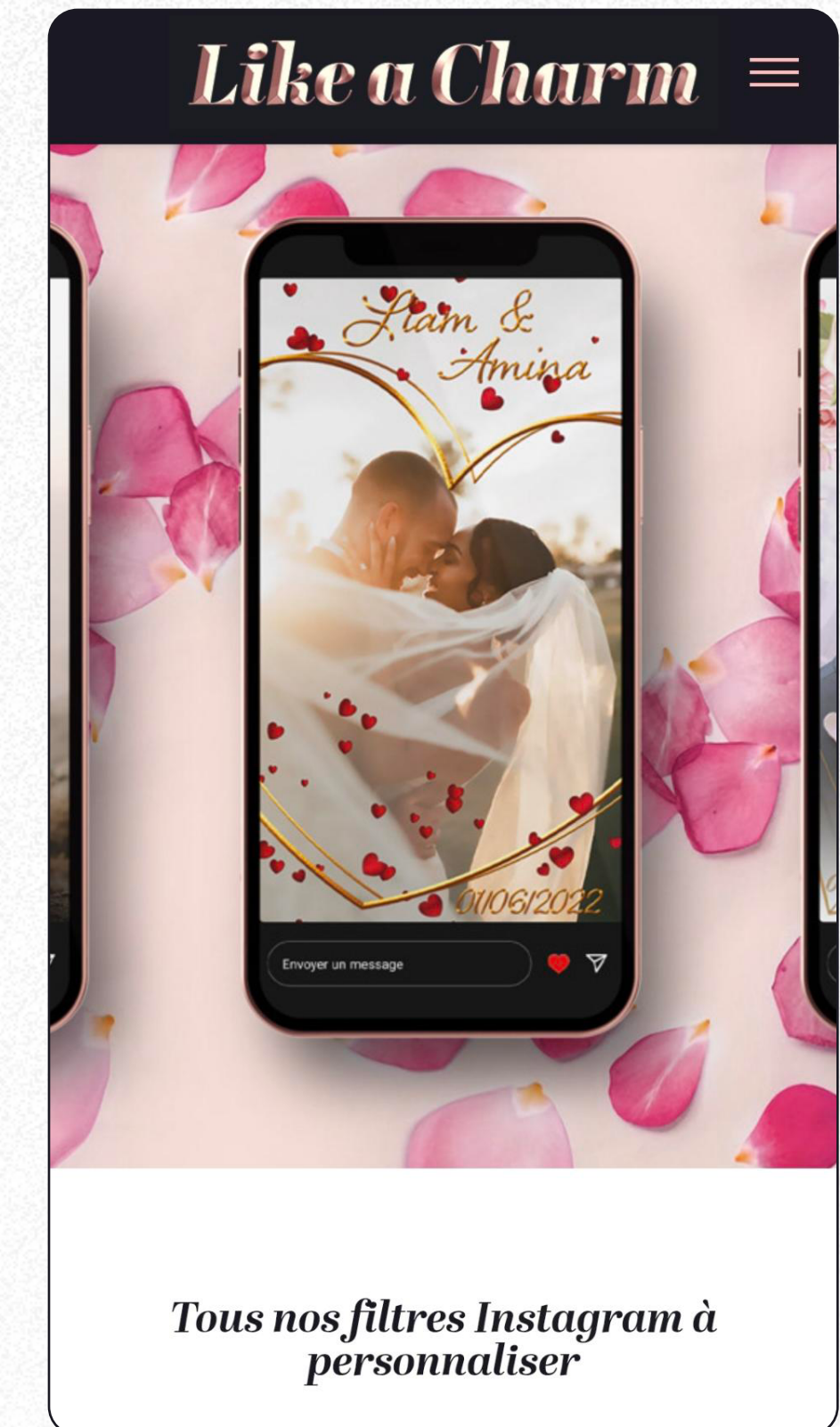
LOGO



TYPOGRAPHY

Logo: Abril Display

Content: Minerva Modern

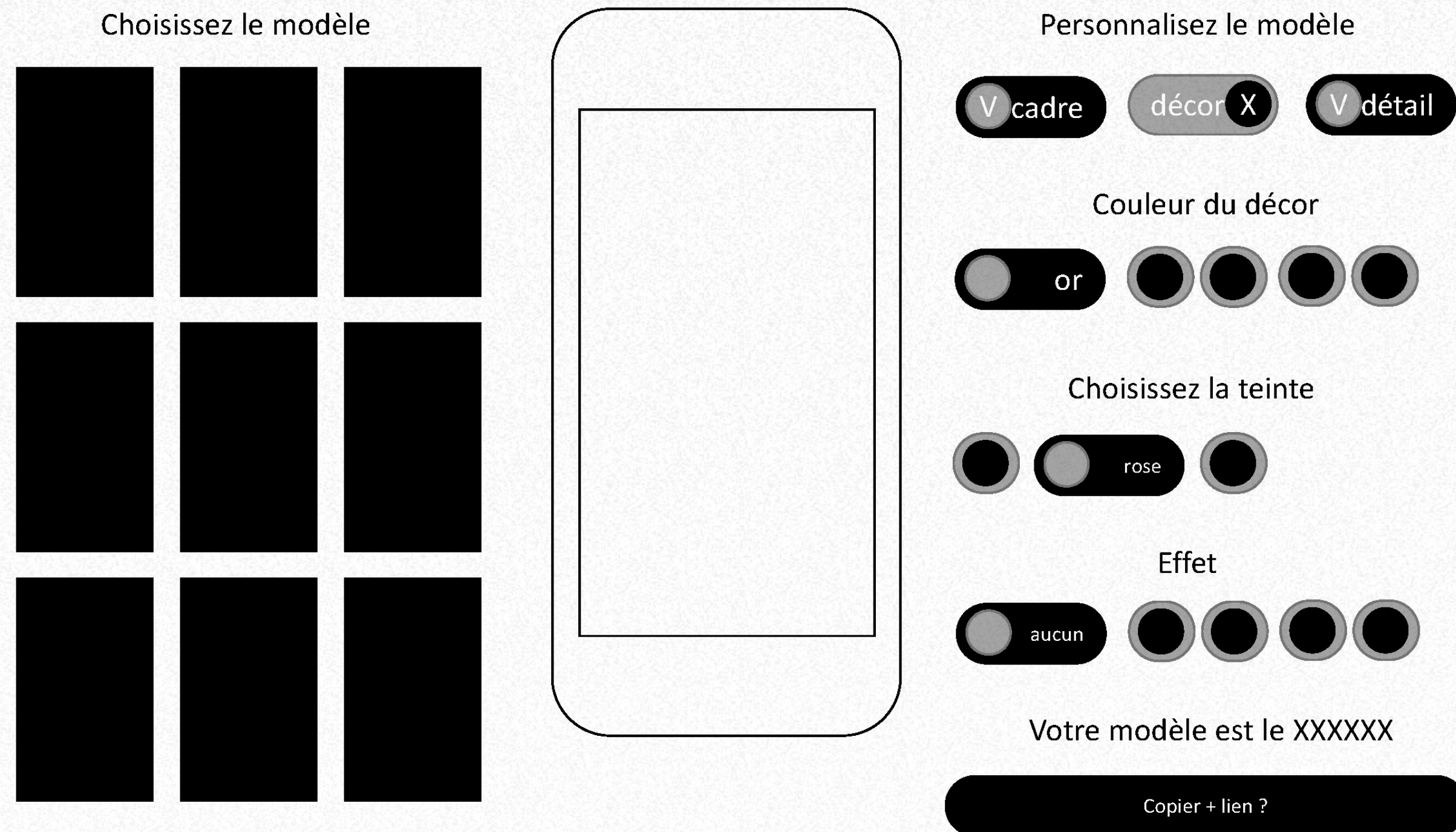


UX DESIGN

FILTER CREATION INTERFACE

I designed an intuitive interface that allowed users to create their own personalized Instagram filters with a live preview. Once their filter was customized, they were redirected to the e-shop cart to finalize their order.

On the back end, I received the selected options directly, enabling me to quickly implement them in Spark AR. This streamlined process made it easy for users to visualize their custom filters and for me to deliver efficiently.



AR FILTER DESIGN

COMBINING CREATIVITY, USER EXPERIENCE, AND E-COMMERCE

After several months, I chose to shift my focus to other creative ventures, as the frequent updates on Instagram presented exciting but time-intensive challenges.

In hindsight, this decision was fortuitous, as on August 27, 2024, Meta announced the complete discontinuation of its Instagram filters.



DANIEL O'BRIEN PHOTOGRAPHY STRATEGIC DESIGN FOR A PHOTO STUDIO

For Daniel O'Brien's photography studio, I employed a strategic design approach to enhance the studio's online presence and optimize its operations. By aligning business objectives with a website redesign, targeted social media management, and a reorganization of photographic services, I contributed to a significant improvement in customer experience and operational efficiency.



December 2021
to April 2023



Photoshop + Illustrator +
Photography + Lightroom +
BigCartel + Zenfolio



VISUAL IDENTITY

This visual identity system created distinct yet cohesive branding elements for each photography service, ensuring clear communication and a unified brand presence across the website and all marketing materials. This aligns with the client's preference for a gentle, handcrafted feel.

LOGO

DanielOBrien
P H O T O G R A P H Y

DanielOBrien
P H O T O G R A P H Y

COLORS

The selected nude color palette, was chosen to evoke a sense of softness and warmth.

FAMILY

SCHOOL

ART

RESTORE

COMMERCIAL

TYPOGRAPHY

For headings, a handwritten brush script is used to evoke a soft, watercolor-like aesthetic. For body text, a classic sans-serif font.

Title: Timberline

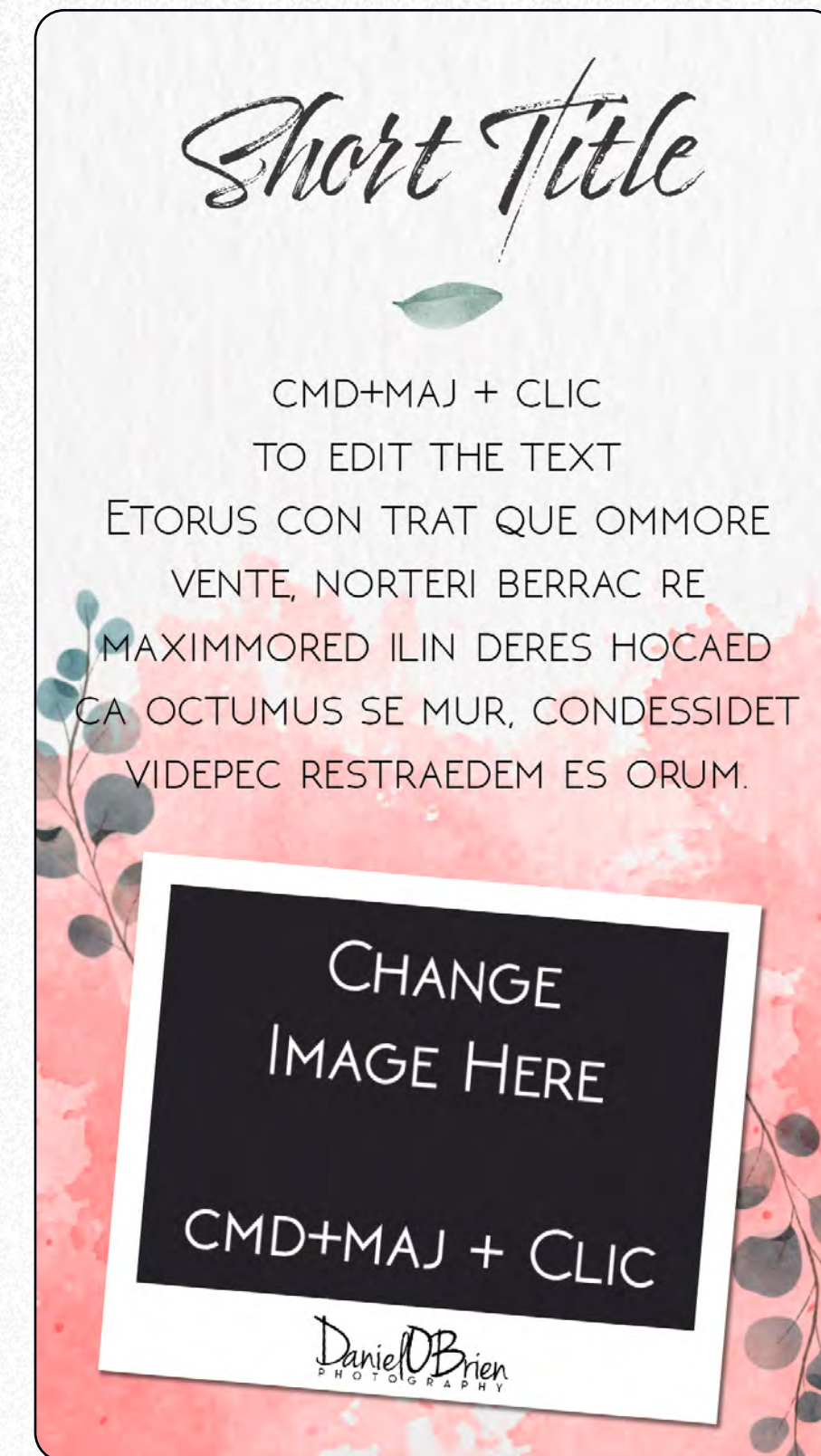
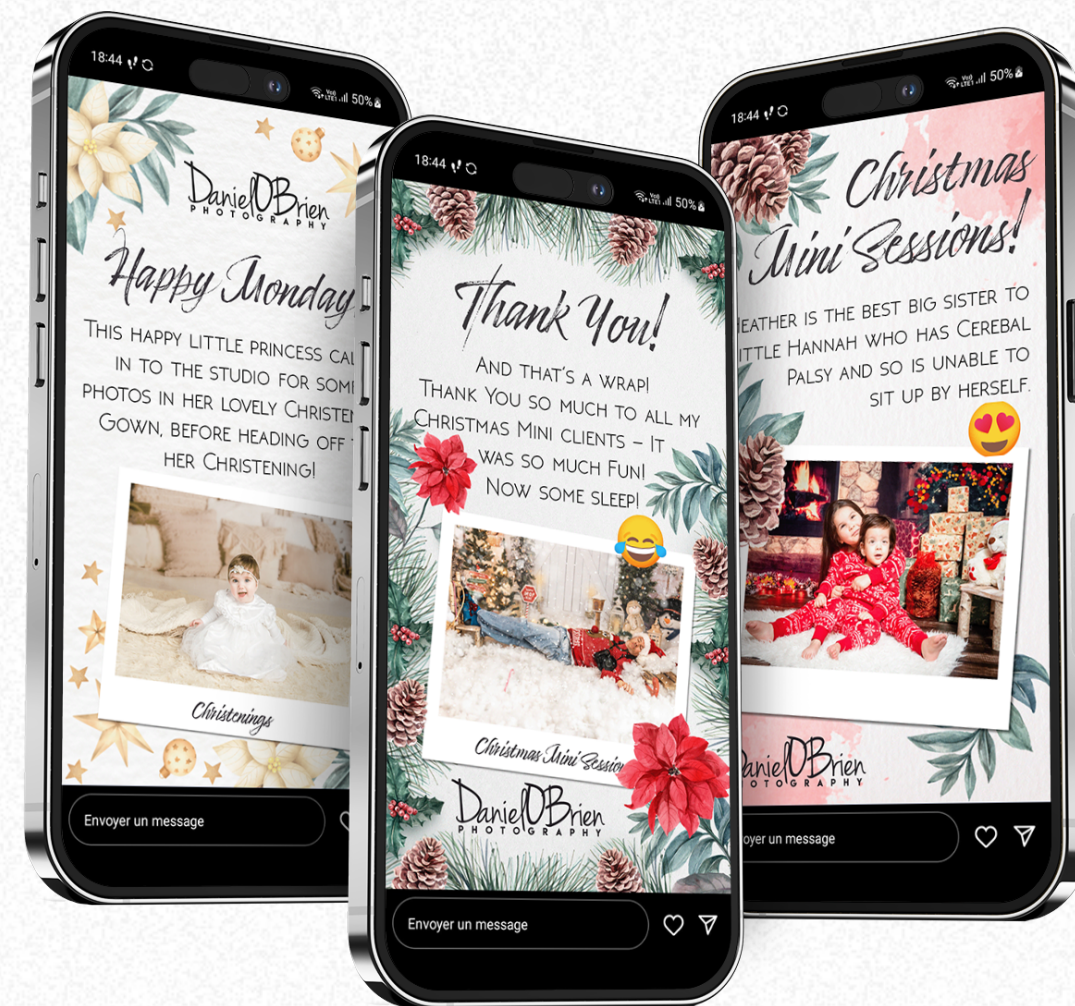
Content: Raleway

Button: Julius Sans One



SOCIAL MEDIA

To assist Daniel O'Brien Photography in maintaining a consistent and efficient social media presence, I developed customizable templates. These designs allowed for easy insertion of images and text, ensuring brand cohesion across various platforms.



ART SHOP...

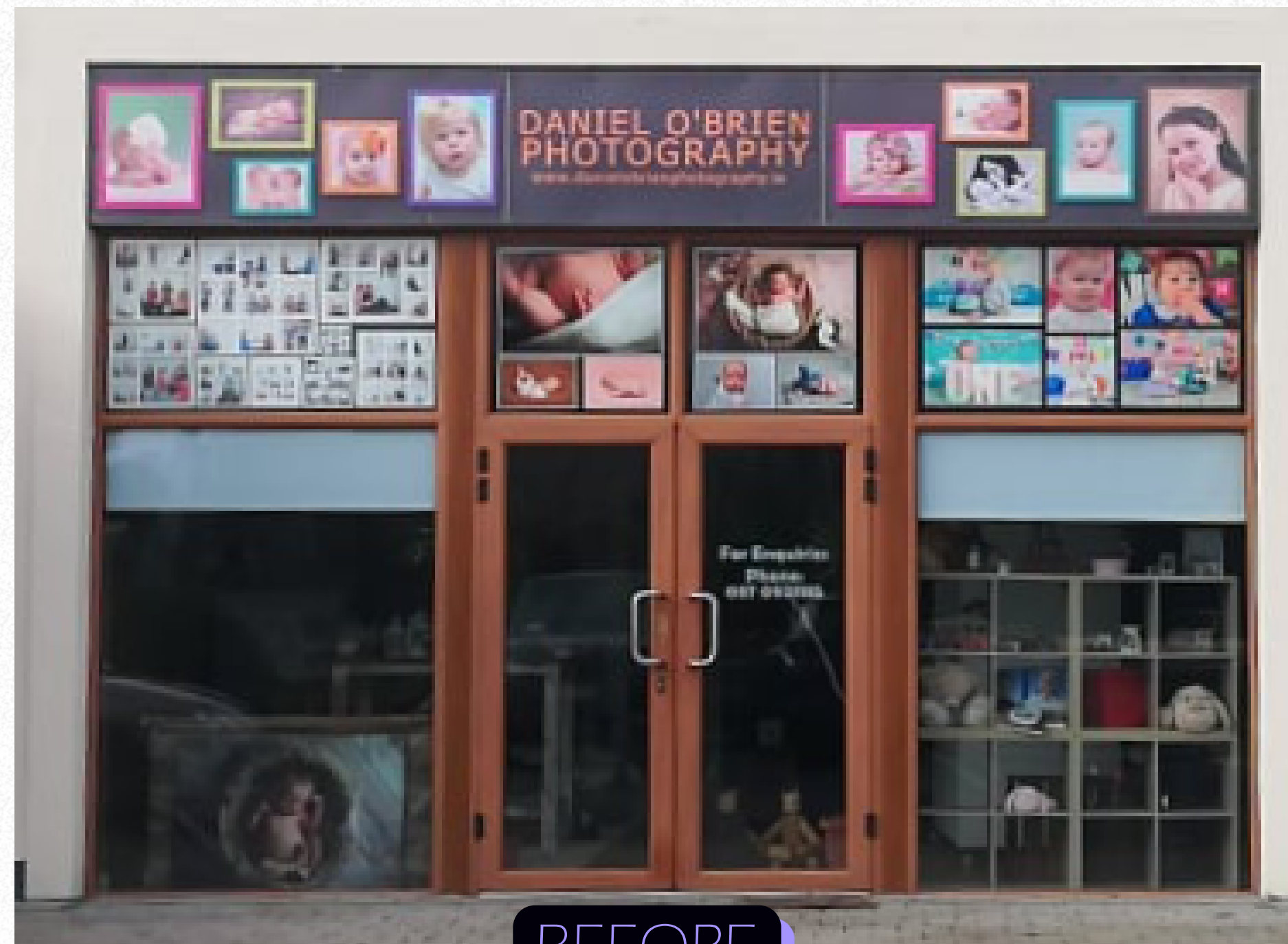
To complement Daniel O'Brien's focus on nature and macro plant photography, a botanical-themed art website was designed to showcase his work, which is available for purchase as prints and featured in exhibitions.



& EXHIBITION

To celebrate the site's launch, an exhibition was organized in his studio, highlighting his artistic portfolio.

STOREFRONT



BEFORE

Summer storefront redesign



AFTER

Christmas storefront redesign



AFTER

2025

THANK YOU