

**Xavi Gonzalez / Multinode Studio**

**PORTFOLIO**

**I'm Xavi Gonzalez, a Creative Strategist and Multimedia Designer.**

**My journey began with a passion for multimedia and its power to communicate, inspire, and tell stories. I started as a designer, and over time, I've naturally evolved into what could be called a Creative Strategist.**

**With experience across digital and print design, branding, and 3D design, my role can cover everything from concept development to hands-on execution.**

**Transforming ideas into visual concepts, I shape brands into something clear and easy to connect with. Each project follows a thoughtful process, with briefing and prototyping before design implementation.**

**My goal is to help people, organizations, and businesses communicate their story effectively.**

**[www.multinode.at](http://www.multinode.at)**



*"Multinode Studio has been fantastic. As a new non-profit, we needed help building our **visual identity and redesigning our website** to better engage our audience. Javi guided us through the process with **skill and empathy**, helping us prioritize and set up the site for easy updates. He also suggested creative solutions, like a map for our directory.*

*Since the redesign, **our traffic has increased by 75%**, and **views per visitor have nearly doubled**. Multinode Studio is helping us reach and support more people in their recovery."*



**Alex Mazonowicz**

Managing Editor, ARA Network

# Phantom of a Garden

**Role:** Multimedia Designer

**Project Scope:** 3D environment creation and multimedia execution in collaboration with lead artist Michaela Putz.

**Project Overview:**

“Phantom of a Garden” was an art project led by Michaela Putz, aimed at raising awareness about digital memory, endangered species, and human-caused mass extinction. Michaela used archive images of extinct plants, processed through AI to generate “inaccurate” 3D interpretations. These glitchy and pixelated models reflected on the interplay between digital memory, artificial intelligence, and environmental destruction. The project was designed to be projected in exhibitions, creating an immersive experience for viewers.

**Tasks and Responsibilities:**

**3D Environment Creation:** I designed and implemented the virtual space where the AI-generated plants were placed, crafting an immersive environment that complemented the ghostly and fragmented nature of the plant models.

**Animation, Video Editing, and Sound Design:** I animated the camera movements to generate video sequences, edited the final video, and designed the sound to enhance the atmosphere. I also exported the video in multiple formats for projection at exhibitions.

**Link to Video:**

<https://vimeo.com/video/950497759>

**Password:**

**phantomofagarden2024**









# Vinylograph E-Shop

**Role:** Web Designer & Developer

**Project Scope:** Full e-commerce website design and development for Vinylograph.

## Project Overview:

The Vinylograph E-Shop project involved designing and developing a custom e-commerce platform. Vinylograph is a series of machines that cut vinyl records in real-time and small batches. The goal was to create a user-friendly shopping experience that reflected the brand's unique identity of craftsmanship and DIY philosophy. The shop sells previously recorded 7" vinyl records while also enabling users to upload their own audio files and order small batches of custom vinyl records.

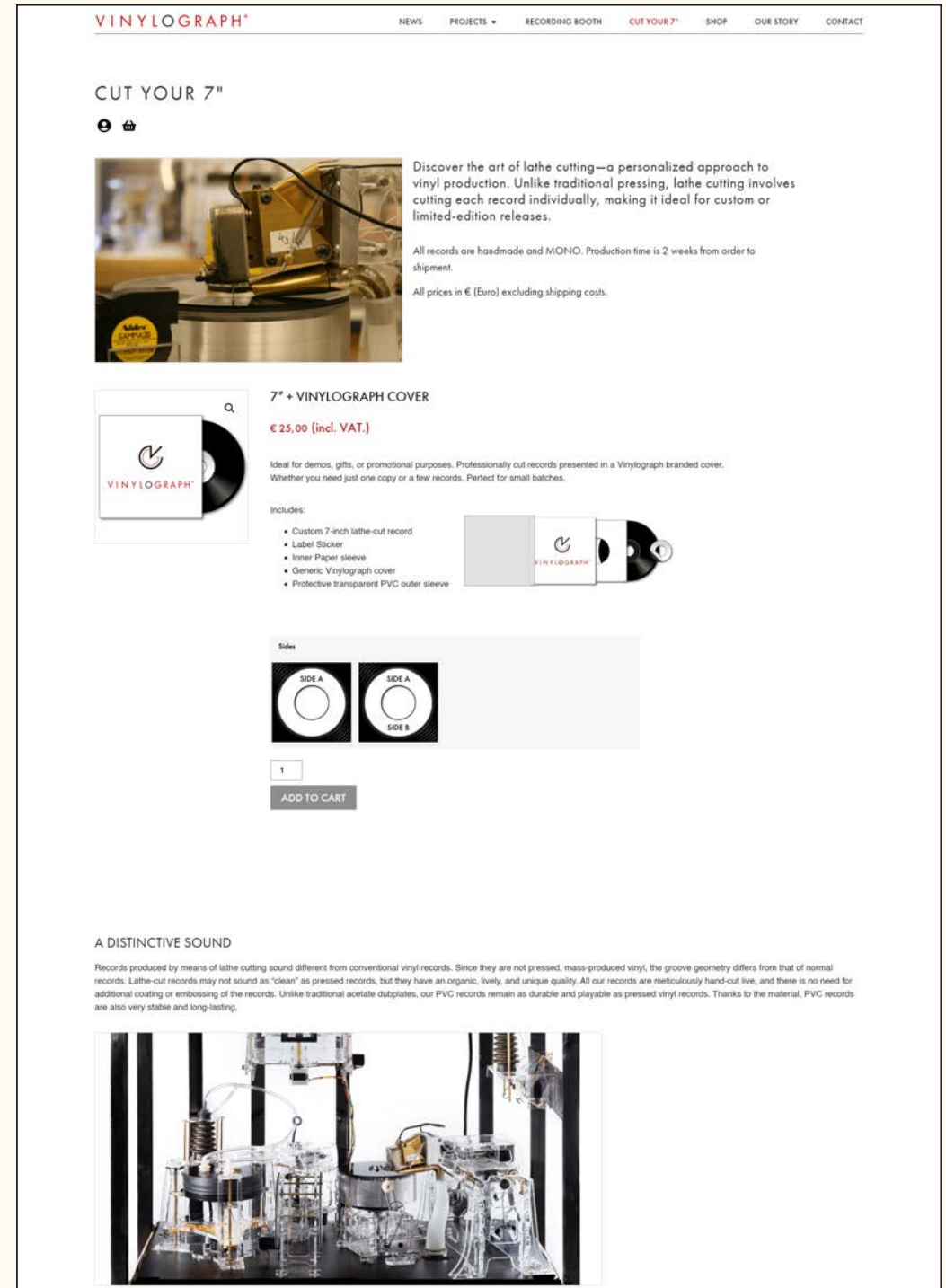
## Tasks and Responsibilities:

**Web Design:** Created a modern, intuitive interface that balanced aesthetics with functionality.

**Development:** Built the e-commerce platform using WordPress and WooCommerce, integrating custom functionality that allows users to upload audio files for vinyl record orders.

**Custom Features:** Easy-to-update news section for the Vinylograph team to share announcements.  
Implemented a newsletter system

[www.vinylograph.com](http://www.vinylograph.com)





## THE VINYLOGRAPH LABEL



Our label showcases local talent from Vienna's vibrant music scene as well as international artists. The recording is captured live on vinyl during intimate recording sessions, each record is meticulously hand-cut and presented with custom covers. Every one of our releases is a unique work of art.



## A RECORD LABEL LIKE NO OTHER

Vinylograph is an independent label based in Vienna, releasing unique vinyl records in various formats: from the classic 7" single to our audio postcards and experimental materials. Discover our latest releases, each a masterpiece of analog recording art. From soulful melodies to experimental beats, from literary snapshots to avant-garde sound performances: Every one of our records is created live and in close collaboration with the artists, a result of our innovative recording process.

## CURRENT RELEASES

## BROWSE THE SHOP



WIEN 33 #8 ROJIN SHARAFI

€ 33,00 [incl. VAT]

1 ADD TO CART



WIEN 33 #7 CHRISTINA RUF

€ 33,00 [incl. VAT]

1 ADD TO CART



WIEN 33 #4 NATASCHA GANGL

€ 33,00 [incl. VAT]

1 ADD TO CART



WIEN 33 # RAPPORT

€ 33,00 [incl. VAT]

1 READ MORE



V.V.I.A. (VENUS VOLCANISM &amp; IN ATLAS)

€ 25,00 [incl. VAT]

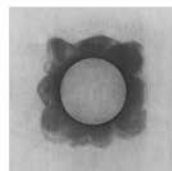
1 READ MORE



DER SINGENDE BRONCO

€ 15,00 [incl. VAT]

1 ADD TO CART



IV/AN

€ 15,00 [incl. VAT]

1 ADD TO CART



LUKAS KÖNIG - WIEN 33

€ 33,00 [incl. VAT]

1 ADD TO CART

## A PERSONALIZED AND IMMEDIATE APPROACH TO VINYL PRODUCTION

Lathe cutting, where recorded sound is cut directly into the recording medium, offers a unique alternative to traditional pressing. Each record is individually cut on the turntable, making it perfect for small series and limited editions of up to 100 pieces. The Vinylograph specializes in this one-off record production method.

## CUT YOUR 7"

## DISTINCTIVE SOUND

Lathe-cut records offer a distinct sound different from conventional vinyl. With unique groove geometry, they provide an organic and lively audio experience. Hand-cut live, our PVC records are durable and long-lasting, without the need for additional coating or embossing.

## EACH RECORD IS UNIQUE

The Vinylograph allows for custom-made records in small series and limited editions. We produce 7" singles, single-sided or double-sided, in quantities from 1 to 100 copies. Each record comes with labels, a paper inner sleeve, and a PVC outer sleeve.

## ENDLESS POSSIBILITIES

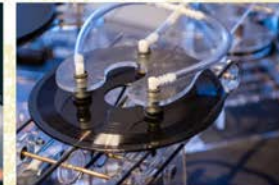
Beyond classic 7" singles, we create audio postcards and experimental material recordings. With runtimes of 4 minutes at 45 rpm or 5 minutes at 33 rpm, we cater to your unique ideas. Contact us to discuss your specific needs and schedule a recording session at SSTRÖ.

## HOW TO ORDER YOUR CUSTOM LATHE-CUT RECORDS



## RECORD YOUR MUSIC

Create your music and ensure you have high-quality audio files ready. Whether it's a live recording or studio-produced tracks, make sure your music is ready for the unique lathe-cutting process.



## ORDER

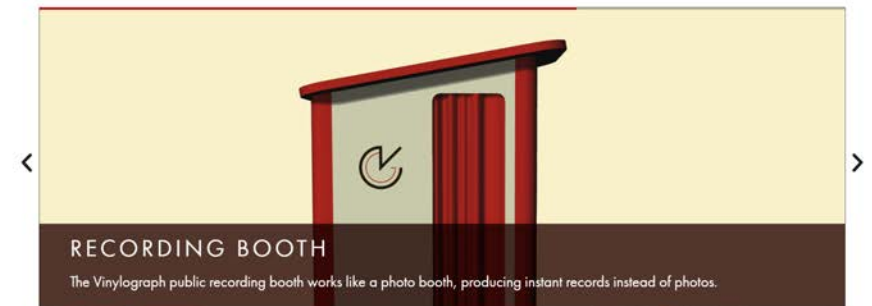
Place your order directly on our site. Specify your desired quantity (from 1 to 100 copies), choose between single-sided or double-sided options, and provide your audio files. We'll take care of the rest, meticulously hand-cutting each record to ensure top quality.



## RECEIVE YOUR ORDER AT HOME

Once your records are cut and packaged, we'll ship them directly to your address. Each order includes labels, a paper inner sleeve, and a PVC outer sleeve. Enjoy the unique sound and personalized touch of your custom lathe-cut records delivered straight to your home.

## HIGHLIGHTS



## RECORDING BOOTH

The Vinylograph public recording booth works like a photo booth, producing instant records instead of photos.





## INTERESTED IN A VINYLOGRAPH RECORDING SESSION?

Calling all musicians and record labels! Are you interested in creating a unique vinyl masterpiece? Contact us to learn more about our recording sessions and possibilities for collaboration, and let's bring your music to life on vinyl.

[CONTACT US](#)

## NEWS



**Zirkel Lesung - für PAMI**  
Zu Lyrik tanzen? Gedichte auflegen und mit Musik kombinieren? Die Idee von PAMI Sound System ist genau dies. Am 16. Mai werden Gedichte von Autor:innen gelesen und zeitgleich auf Platte aufgenommen. Vinylgraph Studio, 15., Pelzgasse 20



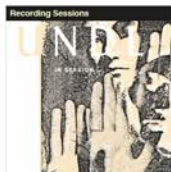
**Brian Lawlor - Vinylgraph Recording Session**  
Brian Lawlor - Vinylgraph Recording. For this Vinylgraph recording session, Brian Lawlor brings along his balalaika and taisho-goto, and we are as eager as can be for this session. We expect nothing less than a virtuosic, high-energy level, fun and joy in the music. 6. May 2024 at SSTR6



**Dubais - Vinylgraph Recording Session**  
We are thrilled to announce another legendary recording session with DUBAIS on April 27th at SSTR6. Join us (and maybe sing along)!



**Ansa Sauerermann - Wien 33**  
For today's Wien33 Series, Ansa Sauerermann is our special guest. 33 takes are being recorded live on vinyl. The series curator, Clemens Radauer, has handcrafted each cover, and Aras Levni Seyhan is the recording master at the Vinylgraph. 13. January 2024 at SSTR6



**Sundl - Recording Session**  
We are particularly excited about the upcoming recording session next Friday with @sundl\_turbo.



**Albert Mayr - Vinylgraph Recording Session**  
We are excited to announce a special Vinylgraph recording session with the talented artist Albert Mayr, aka @jornyhawaii



**Erstes Wiener Krandaubel Opening - Donauwalzerinterpretationen**  
Für das Erste Wiener Krandaubel Opening wurden Musiker:innen eingeladen, für das Erste Wiener Krandaubel Opening den Donauwalzer von Johann Strauss neu zu interpretieren und am 26. August live vor Ort zu präsentieren. Dabei wird die Daubel selbst zur Bühne und Besucher:innen können vom Ufer aus der Musik lauschen.



**Erstes Wiener Krandaubel Opening**  
Das Erste Wiener Krandaubel Opening lädt von 26.8. bis 10. 9. dazu ein, direkt vor Ort mehr über die Krandaubel und ihre Geschichte im Kontext mit der Wiener Arbeiter:innenbewegung zu erfahren.



**Stormtrap Asif - Wien 33**  
Wien 33 Live Recording Session with Stormtrap Asif



**Theremin Workshop mit Trautonia Capra**  
Es gibt wieder die Möglichkeit an einem Theremin Workshop teilzunehmen! Mit der großartigen Virtuosen des Theremins Trautonia Capra. Am 22. und 23. April in der SSTR6! Anmeldung unter info@vinylgraph.at Für Anfänger und Fortgeschritten! K O M M T



**Vinylgraph recording Session: Antechamber**  
We are very excited to finally be able to do a recording session in front of an audience again, and to start the new season with this act we've been wanting to record for years!



**Der singende Bronco - Kehrseiten der Medaille**  
Der Lifecoach und Altkameraderhalter "Der singende Bronco" ist am Dienstag dem 25. Oktober 2022 mit seinem neuen Programm "Kehrseiten der Medaille" bei Vinylgraph in der SSTR6.

## SHOP



## CART

	PRODUCT	PRICE	QUANTITY	SUBTOTAL
✕	Wien33 #8 Rojin Sharafi	€ 33,00	<input type="text" value="1"/>	€ 33,00
✕	Wien33 #7 Christina Ruf	€ 33,00	<input type="text" value="1"/>	€ 33,00
✕	Der singende Bronco	€ 15,00	<input type="text" value="1"/>	€ 15,00

## Cart Totals

**Subtotal** € 81,00

## Shipping

Flat rate: € 8,00

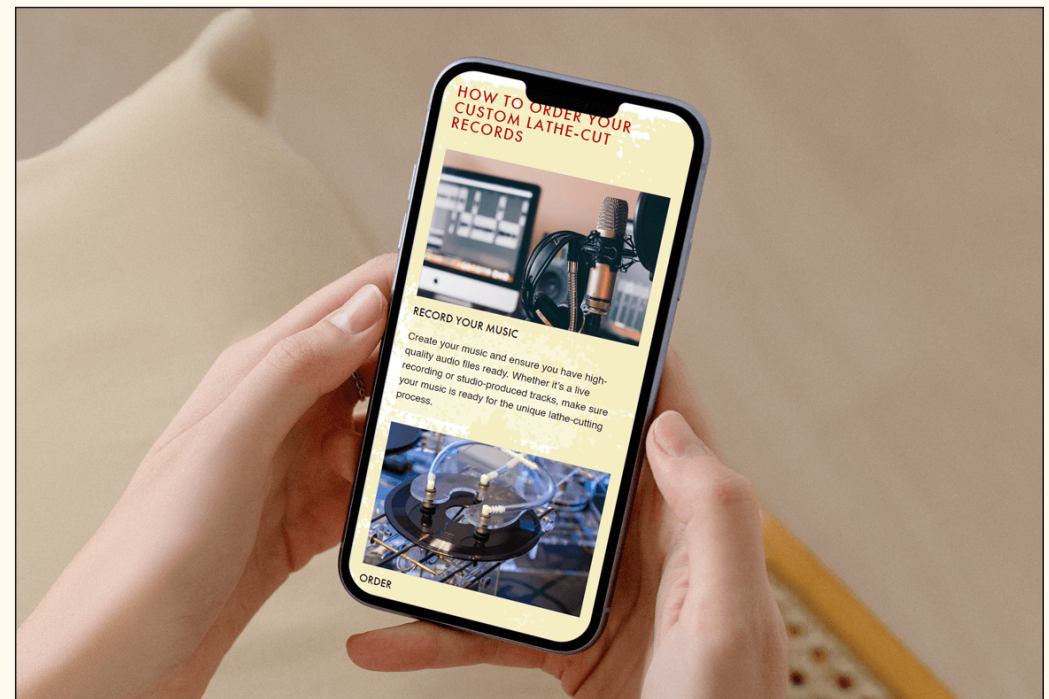
Shipping options will be updated during checkout.

[Calculate shipping](#)

**Total** € 89,00

3 interest-free payments of €29.67 with [Klarna](#)

[PROCEED TO CHECKOUT](#)



# Mimito Branding

**Role:** Branding & Visual Identity Designer

**Project Scope:** Full branding development, including logo design, visual identity, and brand guidelines for Mimito.

**Project Overview:**

The **Mimito** project involved creating a complete branding package for a new business. The goal was to develop a visual identity that captured the essence of the brand's values and personality, appealing to its target audience. The project included logo design, color palette selection, typography, and the creation of comprehensive brand guidelines to ensure consistent application across various platforms.

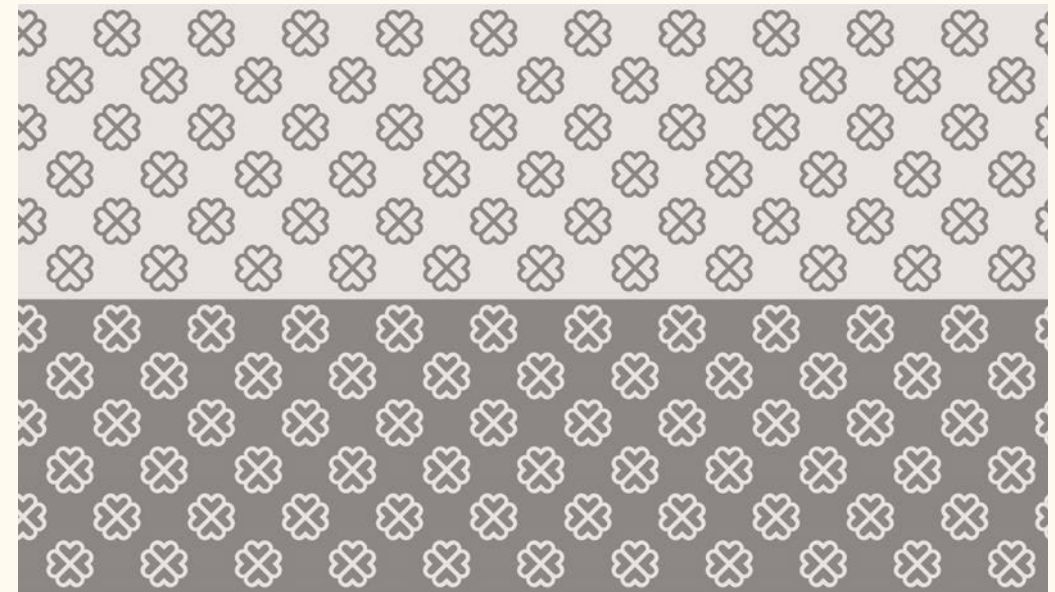
**Creative Process:**

**Discovery & Research:** I began the process by working closely with the Mimito team to understand the brand's core values, vision, and target audience. This phase included market research and identifying visual trends that aligned with the brand's identity.

**Concept Development:** Based on the research, I explored several creative directions, experimenting with shapes, symbols, and typography. I sketched out logo concepts and tested various visual approaches that would best represent the brand's personality.

**Visual Identity Creation:** Once the direction was chosen, I developed the complete visual identity system. This included a cohesive logo design, a color palette that reflects the brand's energy, and typography that complements the overall aesthetic.

**Brand Guidelines:** To ensure consistency across all platforms, I developed comprehensive brand guidelines. These guidelines included specifications for logo usage, color palettes, typography, and visual elements across print and digital media.



## Color Palette

Platinum

Natural grey

## Logo Typography

Font: "Cy" by Designer Jürgen Huber



ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 ÿ ? ¡ & @ ' ' " " « » % \*  
^ # \$ £ € ¢ / ( ) [ ] { } . , ® ©

## Reasons to choose this font:

# mimito

Sans serif with even stroke weight: Balanced, modern and clean.

Straight baseline: Sense of grounded safety, security.

Letter T is distinctive and supports the baseline idea.

Letters M is memorable and warm. The rounded shapes compensate the verticality of the word.

## Logo Typography Modification

mimito

mimito

The rounded base for the i points inspire Care and Comfort.

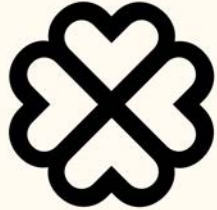
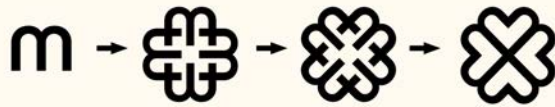
At the same time, when moving the points down they align with the top of the letter T.

Rounding the bottom left of the letter T relieves the sharpness of that corner.

Also we make the tail of the letter T to be aligned with its horizontal bar. This helps for readability and balance.



### Creation of a symbol to accompany the wordmark



**Heart:** Care, Love, Affection

**Flower:** Nature and Growth,  
Cycle of life

**Circular base:** Unity and  
Connection

**Clover:** Luck and Fortune, finding  
love or happiness.

**4 Petals = 4 Core values:**  
Safety, Beauty, Family and  
Innovation

### Subtle pattern for background usage



### Secondary Fonts to be used in different situations

Cy Text

Lorem ipsum dolor sit amet, consectetur adipiscing elit.  
Praesent at sodales sapien. Pellentesque a dictum ex.

Cormorant  
Garamond Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent  
at sodales sapien. Pellentesque a dictum ex.

**Gastromond**

**Lorem ipsum dolor sit amet, consectetur  
adipiscing elit. Praesent at sodales sapien.  
Pellentesque a dictum ex.**





# ARA Network Website

**Role:** Web Designer & Developer

**Project Scope:** Full website redesign and development for ARA Network.

## Project Overview:

The **ARA Network** is a nonprofit organization that supports the recovery arts sector through its magazine *Performing Recovery*, conferences, and events. The organization promotes individuals and groups in recovery arts, encourages knowledge sharing, and fosters collaboration within the sector. The website was designed as a central hub for these activities, providing a platform for communication and engagement between members.

## Tasks and Responsibilities:

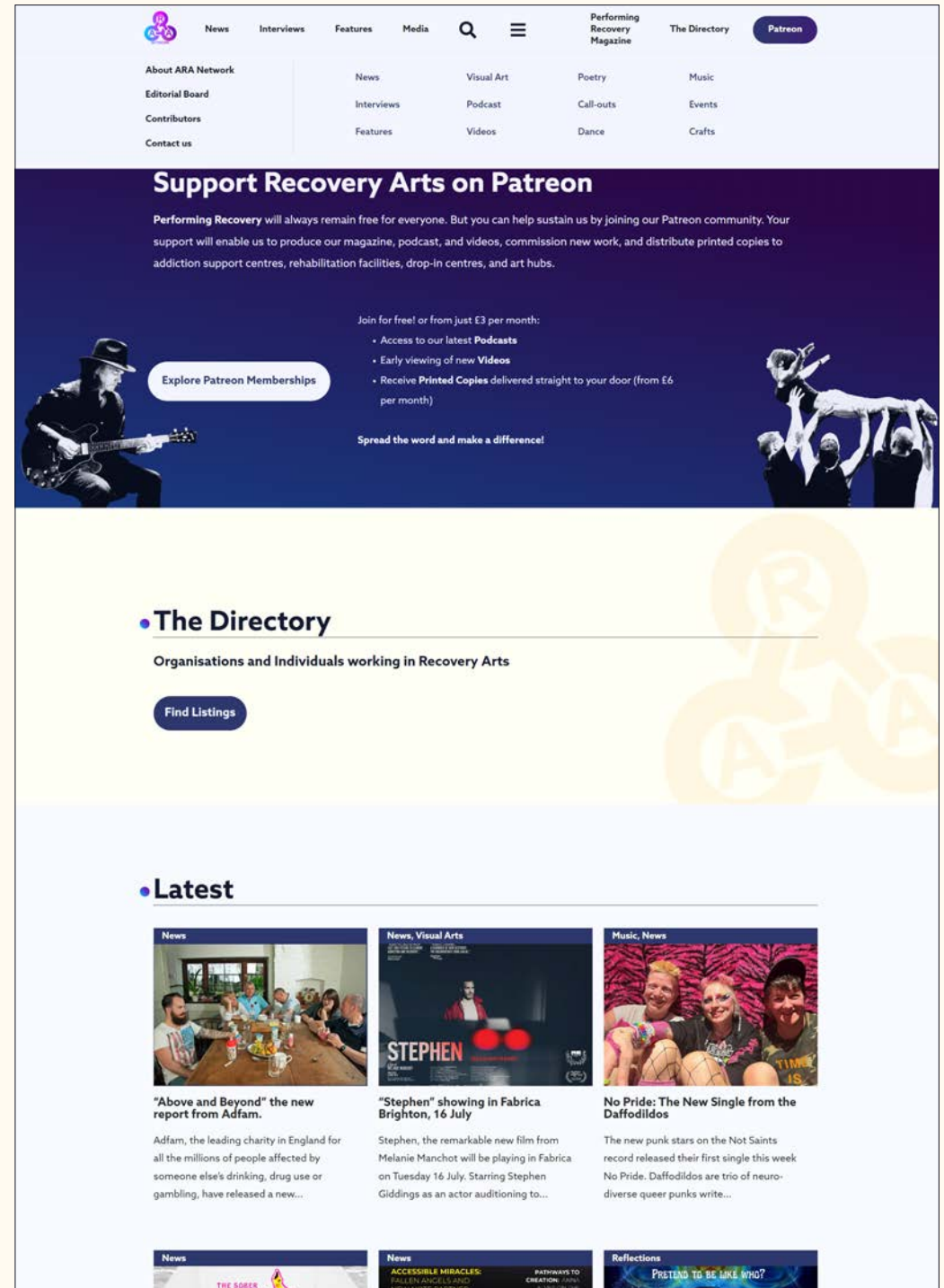
**Briefing Session:** Led an initial briefing session with the ARA Network team to clarify project goals, target audience, and key functionalities.

**Wireframing & Design:** Created wireframes and a user-friendly design aligned with the organization's mission and brand.

**Development:** Built the website using WordPress, including features like a directory map, news, and search tool. Structured and integrated content to ensure clarity and engagement.

**Testing & Launch:** Tested for responsiveness and functionality across devices and browsers before launching the site.

<https://recovery-arts.org/>





## • Newsletter

Sign up to join our distribution list for Performing Recovery magazine and news and events from the ARA Network.

Name

Your Email

Subscribe

## • Search

Looking for something specific? Use our search bar to find it quickly.

Search...



## • Patreon

If you want to support us, or subscribe and receive print copies of Performing Recovery, then please check out the membership tiers. If you want to just hang out and join in the conversation and keep up to date with addiction recovery arts, then that is also fine.

Explore Patreon Memberships

## Follow us on Twitter/ X



News

Interviews

Features

Media



Performing  
Recovery  
Magazine

The Directory

Patreon

## • News



### "Above and Beyond" the new report from Adfam.

Adfam, the leading charity in England for all the millions of people affected by someone else's drinking, drug use or gambling, have released a new...



### "Stephen" showing in Fabrica Brighton, 16 July

Stephen, the remarkable new film from Melanie Manchot will be playing in Fabrica on Tuesday 16 July. Starring Stephen Giddings as an actor auditioning to...



### No Pride: The New Single from the Daffodillos

The new punk stars on the Not Saints record released their first single this week No Pride. Daffodillos are trio of neuro-diverse queer punks write...



### Soberstyle with Not Saints

Soberstyle with Not Saints Not Saints have released a range of T-shirts designed by David G Taylor. These amazing T-Shirt celebrate recovery, but they also...



### Performing Recovery - Issue 7 OUT NOW!

Read the newest issue of Performing Recovery. With Harold Offeh, The Mixed Bag Players, Our Space, Callum Patrick Hughes, Geese's Staging Recovery and a conversation...



### Antonia Rolls exhibition in Wandsworth and Brighton

Addicts and Those Who Love Them is an exhibition by Antonia Rolls informed by the experiences of people impacted by addiction, both directly and through...



### Recovery Friendly Workplaces from Live Tampa Bay

Live Tampa Bay have created this amazing video to advise arts organisations how they can be more recovery friendly. You can watch here. The video...



### Messy Connections book launch at London College of Music

Messy Connections to launch during Creativity and Wellbeing Week The launch party for Dr Cathy Sloan's book, Messy Connections: Creating Atmospheres of Addiction Recovery Through...



### The Big Freeze!

Looking for a sober community with a festival feel this May half term...? As the Easter bank holiday is left behind us and many of...



[News](#)[Interviews](#)[Features](#)[Media](#)[Performing  
Recovery  
Magazine](#)[The Directory](#)[Patreon](#)

## • Performing Recovery Magazine

### Current Issue

#### Issue 7

Jun-Sep 2024

[View Issue](#)

- Leon Clowes speaks to **Cathy Sloan** about her new book *Messy Connections* and the beginnings of the ARA Network
- Molly Mathieson speaks to **Amy Liptrot** about her process of writing and *The Outrun*.
- Alex Mazonowicz on creating partnerships with comment from **The Royal Opera House**, and the **Bournemouth Philharmonic Orchestra**
- **Anna Alves** on creativity recovery and **The Amy Winehouse Project**
- **Melanie Manchot** on the film **STEPHEN**
- **Christopher Tait** from *Passenger Recovery* and **The Electric Six** on staying safe on the road.
- **Antonia Rolls** on her exhibition, **Addicts and those who Love Them**
- Poetry from **Malaka Kegode**
- Art from **Matt Lloyd of SUIT**
- News and The Directory

### Past Issues



#### Issue 6

Mar-May 2024



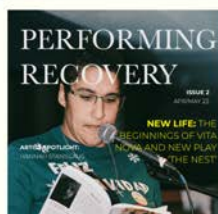
#### Issue 5

Veterans' Arts Special

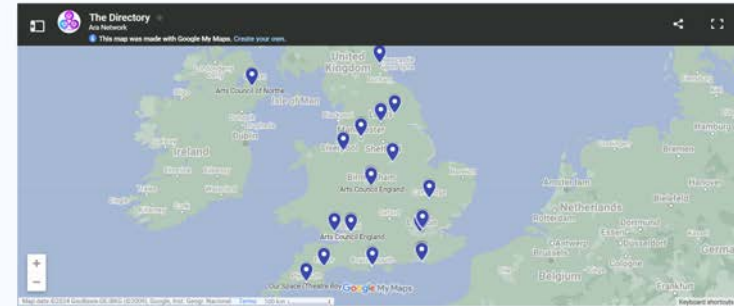


#### Issue 4

Sept-Nov 2023

[News](#)[Interviews](#)[Features](#)[Media](#)[Performing  
Recovery  
Magazine](#)[The Directory](#)[Patreon](#)

## • The Directory



### Filter by Category

[All](#)[Open-Mic Nights](#)[Recovery Arts Organisations](#)[Support and Funding Organisations](#)

### Arts Council England

Arts Council England is a government-funded body dedicated to promoting the performing, visual and literary arts in England.

[Read more..](#)<http://www.artscouncil.org.uk/>[Support and Funding Organisations](#)[Arts, Funding](#)

### Arts Council of Northern Ireland

The official body that funds and develops the arts in Northern Ireland. It distributes public money and National Lottery funds to develop and deliver a wide variety of arts projects, events and initiatives across Northern Ireland.

[Read more..](#)<http://www.artscouncil-ni.org/>[Support and Funding Organisations](#)[Arts, Funding, Northern Ireland](#)

### Arts Council of Wales | Cyngor Celfyddydau Cymru

The official body that funds and develops the arts in Wales. It distributes funding from the Welsh Government and The National Lottery. Y corff swyddogol sy'n ariannu a datblygu'r celfyddydau yng Nghymru. Mae'n dosbarthu cyllid o Lywodraeth Cymru a'r Loteri

[Read more..](#)



# Yooopi Rebranding

**Role:** Brand Strategist & Designer (in collaboration with Fly Up Agency)

**Project Scope:** Full rebranding of Yooopi, including logo redesign, visual identity, and brand positioning

## **Project Overview:**

The Yooopi Rebranding project was a complete overhaul of the brand's visual identity and positioning, carried out as part of the Fly Up Agency team. Yooopi, a growing company, required a refreshed and modernized look to better connect with its target audience. The goal was to create a cohesive and impactful brand that reflected the company's values while staying aligned with its vision for growth.

## **Tasks and Responsibilities:**

**Brand Strategy & Positioning:** Collaborated with the Fly Up Agency team to conduct a thorough brand analysis, understanding Yooopi's core values, target market, and future goals. Developed a strategy to reposition the brand competitively.

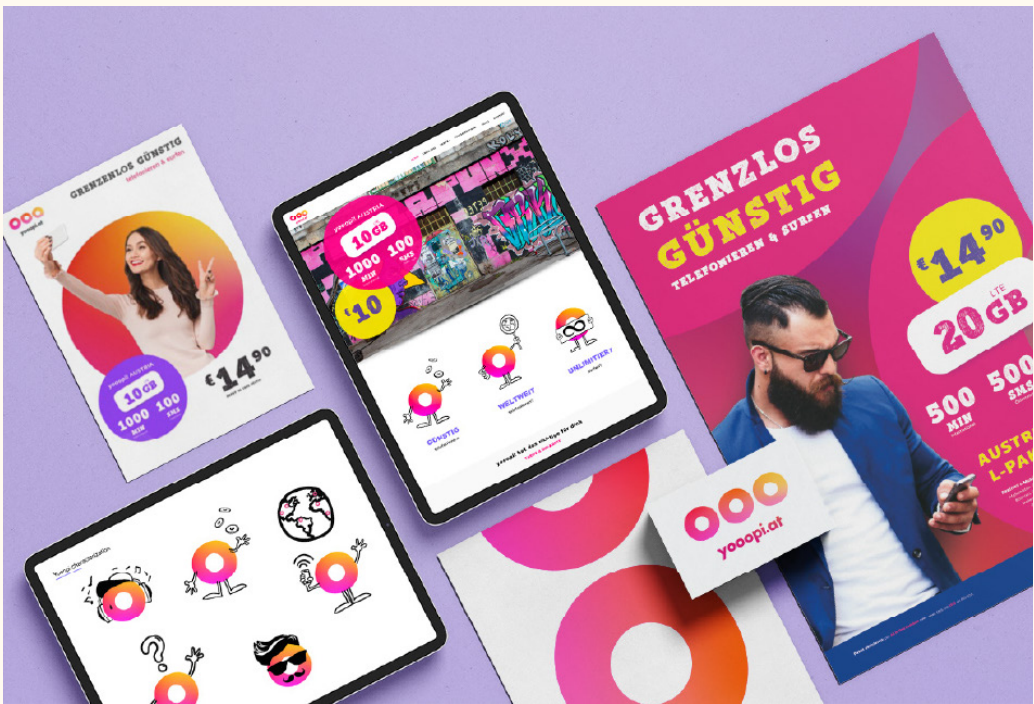
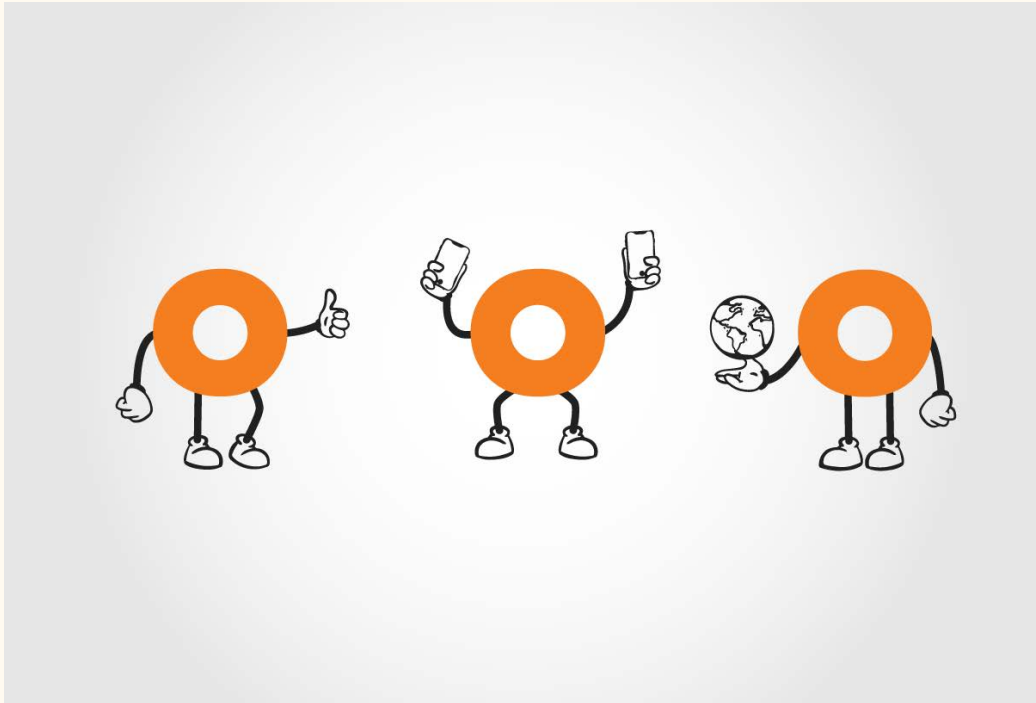
**Logo Redesign:** Designed a modern, versatile logo that captured Yooopi's essence and was adaptable across digital and print media.

**Visual Identity Creation:** Developed a cohesive visual identity system, including a new color palette, typography, and design elements for consistency across all platforms.



## **Previous Logo:**

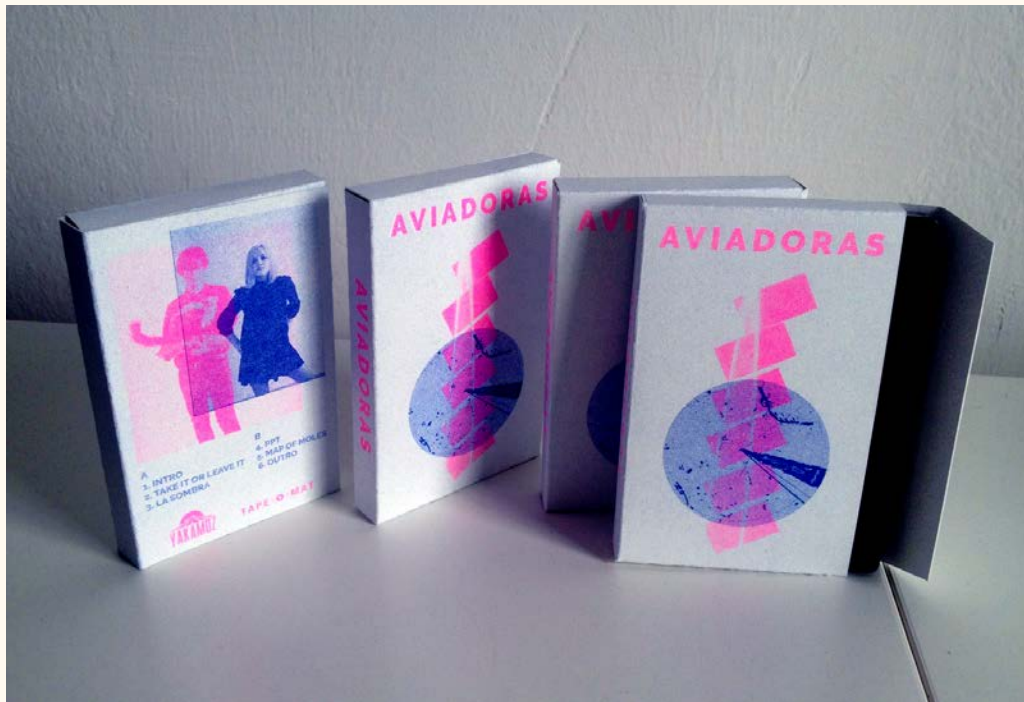






# Projects for the **art** and **music** scene

I've had the opportunity to collaborate on a variety of creative projects within the art and music scene. My work spans across designing flyers for exhibitions, posters for concerts, and album record covers, among other exciting ventures. These projects have allowed me to contribute to the vibrant visual identities of artists, musicians, and cultural events, blending my passion for design with the dynamic energy of the creative world.





**NANIGHTS**

**EVRIPIDIS AND  
HIS TRAGEDIES**

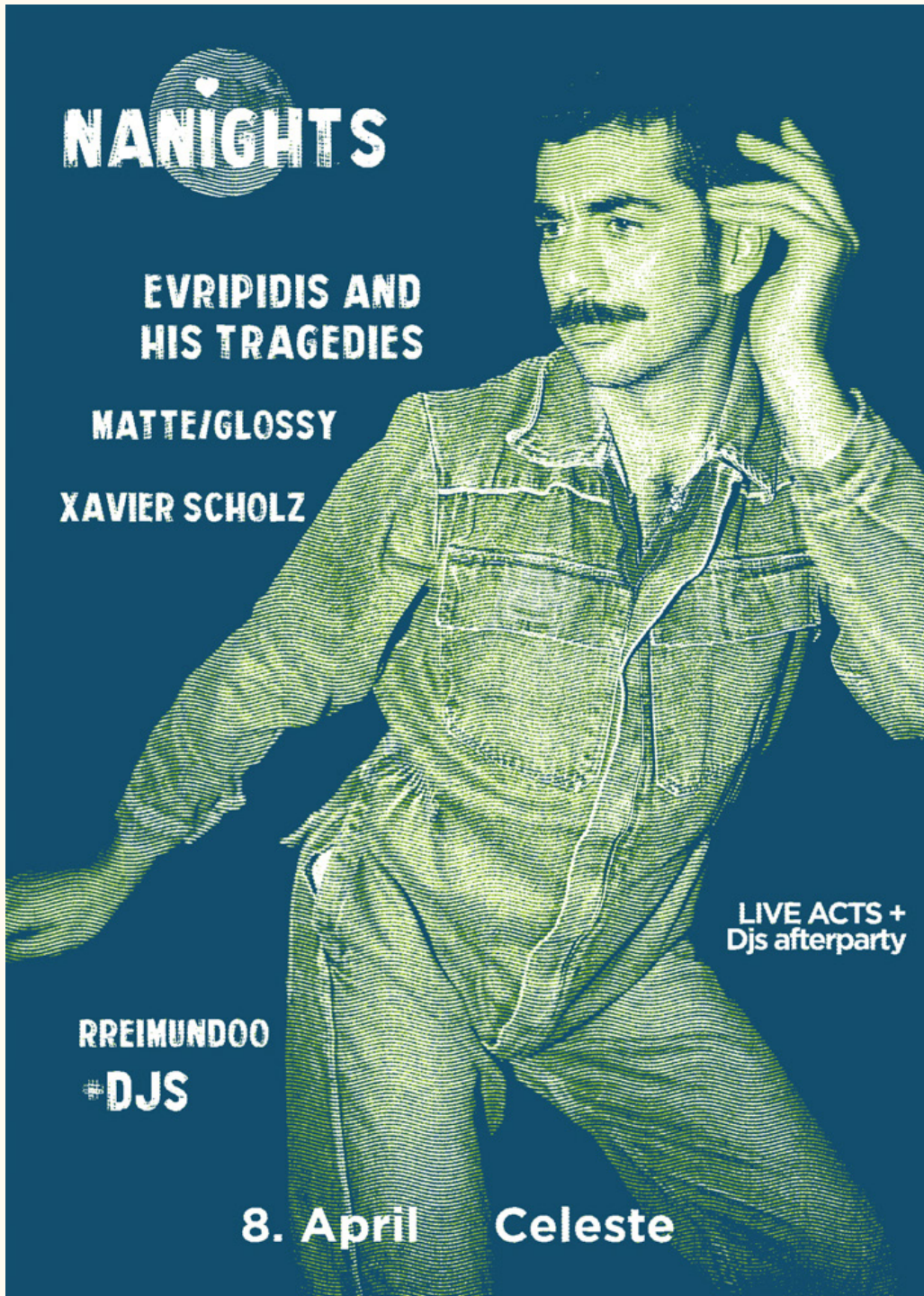
**MATTE/GLOSSY**

**XAVIER SCHOLZ**

**RREIMUNDOO  
+DJS**

**LIVE ACTS +  
Djs afterparty**

**8. April Celeste**



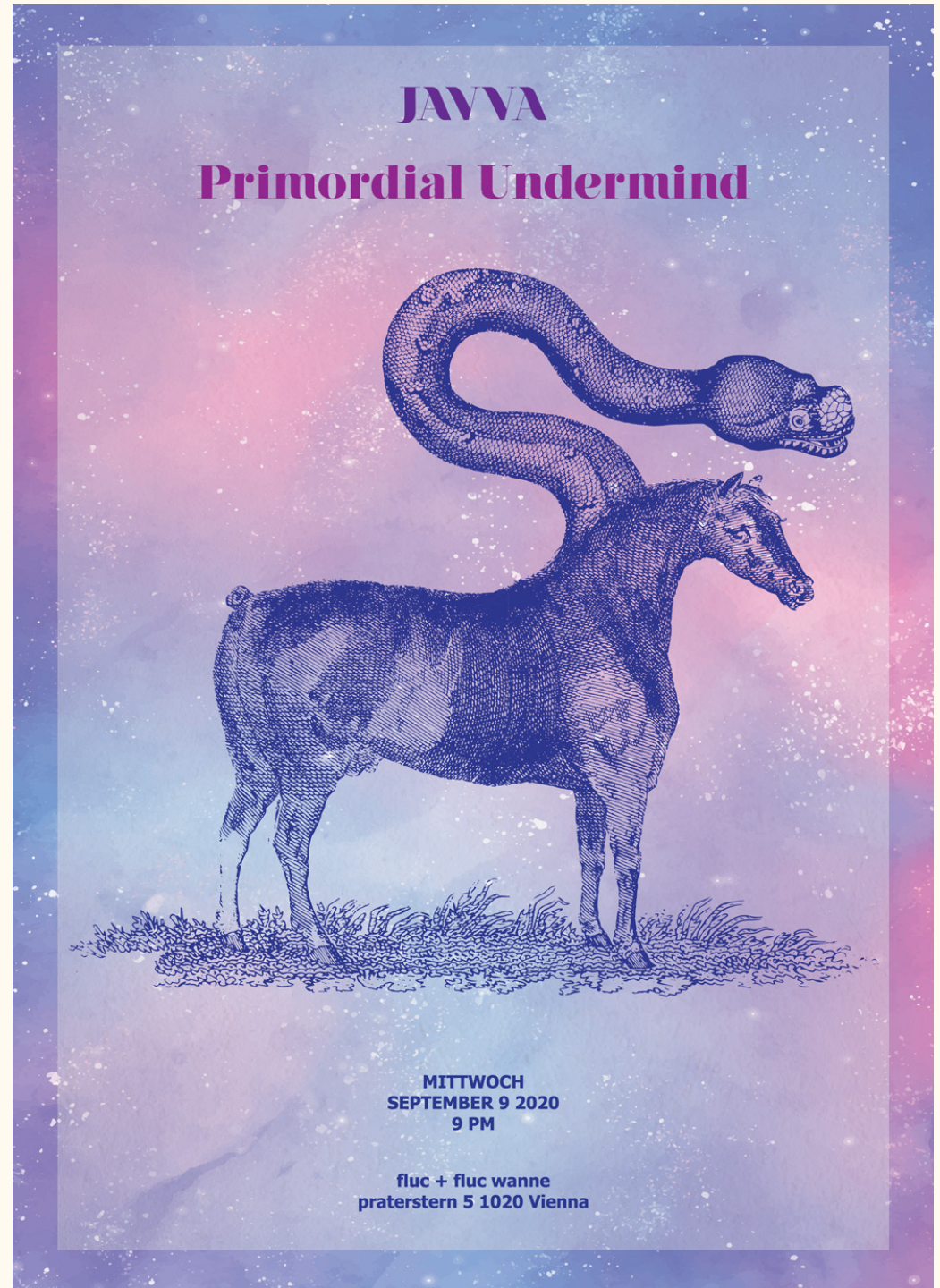
**JAWVA**

**Primordial Undermind**



**MITTWOCH  
SEPTEMBER 9 2020  
9 PM**

**fluc + fluc wanne  
praterstern 5 1020 Vienna**





# **Contact**

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