



PORTFOLIO

XAVI SALDES

START  

HI, MOIN, HOLLA!

NICE TO MEET YOU!

Moin, I'm Xavi! A poppy creative strategist.

Graduated in Advertising, Public Relations & Marketing from UVic, and recently completed my MA in Digital Media and Society at the University of Bremen with distinction.

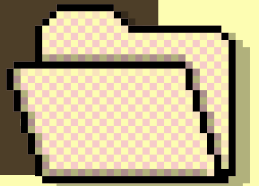
I am a firm believer in creativity (with strategy), a walking dictionary of pop culture references, and a sucker for nostalgia, music, and playlists!



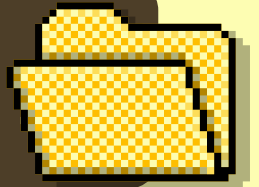
THE TRACKLIST

OF MY PORTFOLIO :)

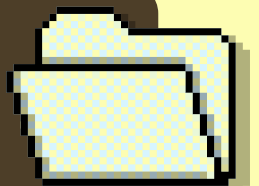
Digital Project Management



Content Creation



My Creative Projects



Media and Music Research



MY EXP. MANAGING DIGITAL PROJECTS

As a digital project manager, I specialize in website creation, digital strategy conceptualization and execution, and Social Ads.

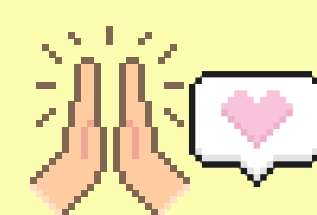
My approach is to build assertive human-centered relationships.



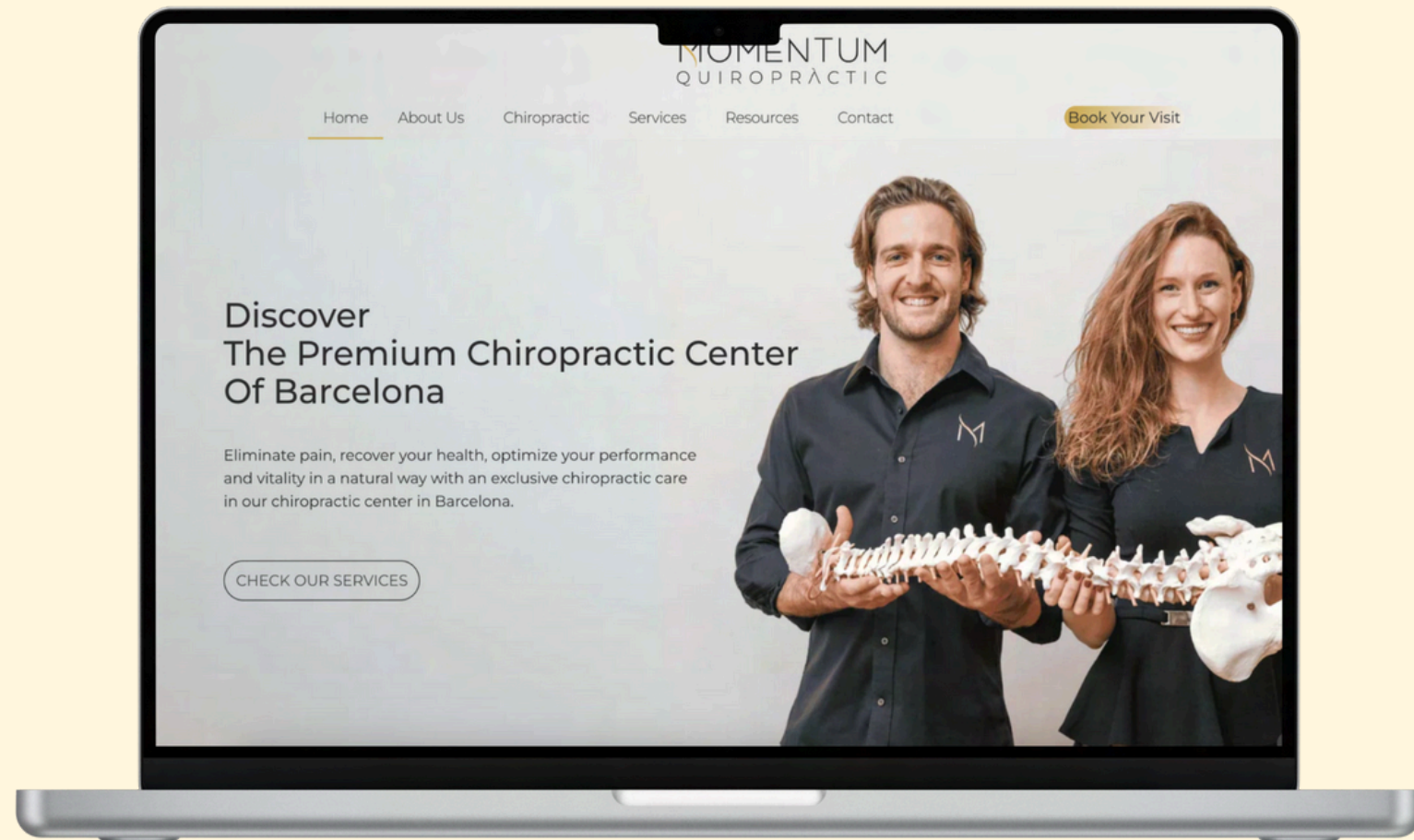
Notion



Wordpress



Collaborative
conversation



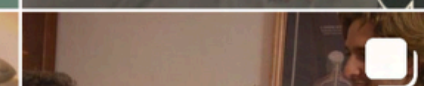
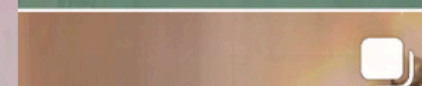
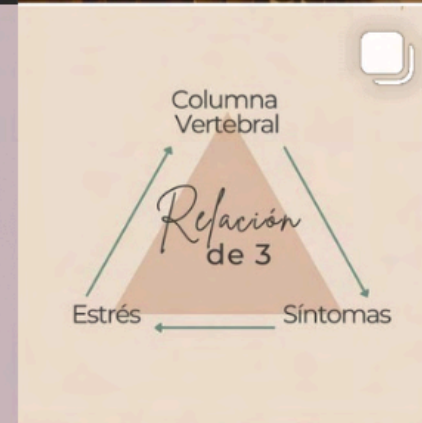
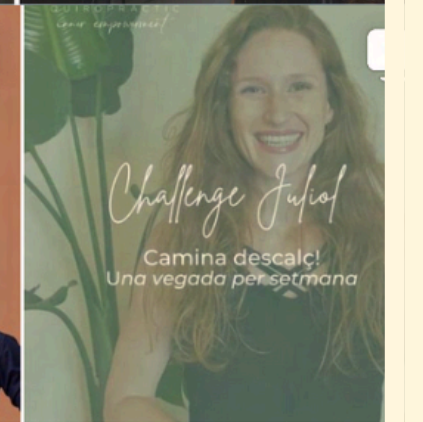
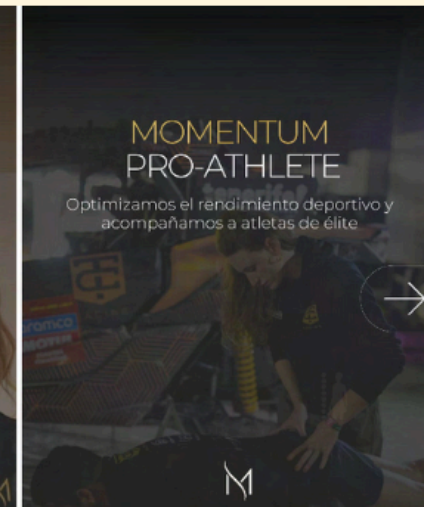
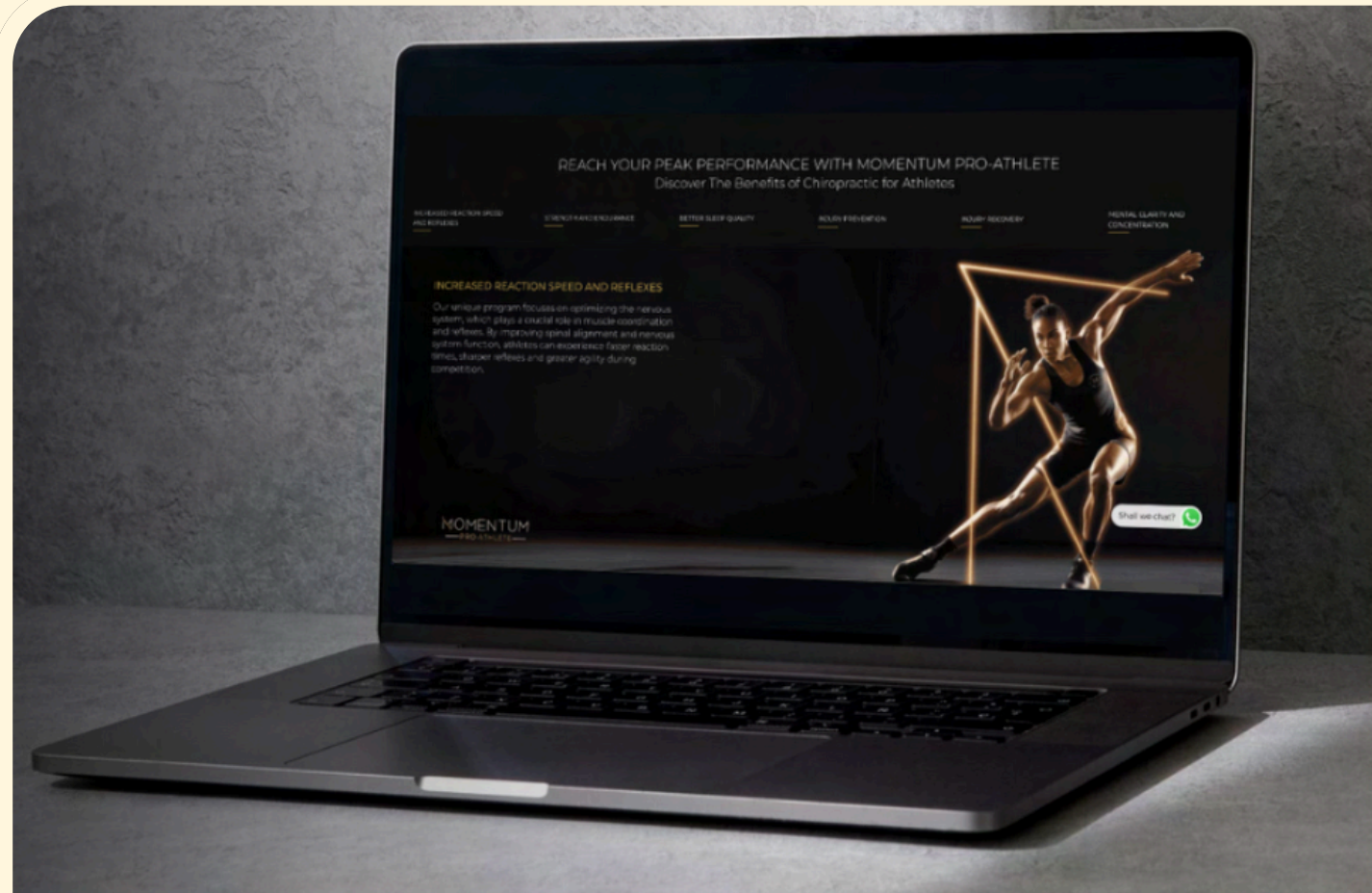
MOMENTUM
QUIROPRÀCTIC

THE CLIENT

Momentum Quiropràctic is a premium well-being center in Barcelona, specializing in chiropractic care for entrepreneurs, professional athletes, and corporate teams.

WHAT I DID

- Create a digital strategy aligned with their business' needs.
- Designed and launched a new website with rebranding
- Local SEO Positioning
- Created and designed online and offline assets
- Social Media strategy and content creation



PROJECT OVERVIEW



Web + E-Commerce

Béyo
GENUINE BEAUTY



Web + Rebranding



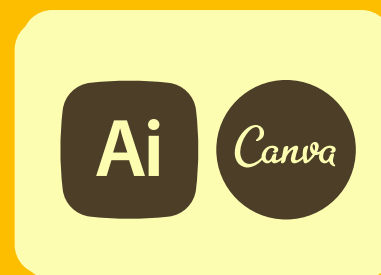
COCINANDO CON NEUS
Recetas sencillas y resultonas

MORE PROJECTS

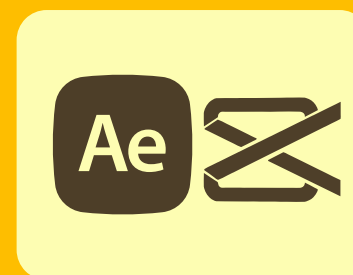
MY EXP. CREATING STRATEGIC CONTENT

I've been in-front and behind the camera creating creative, but strategic content through engaging storytelling and visual design.

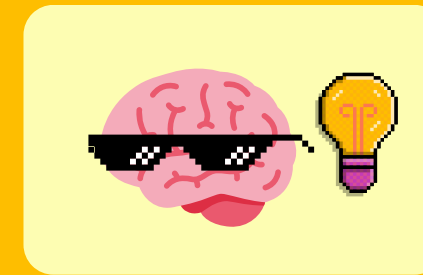
I've also managed social media channels (TikTok, LinkedIn, Instagram, Youtube)



Illustrator
+ Canva

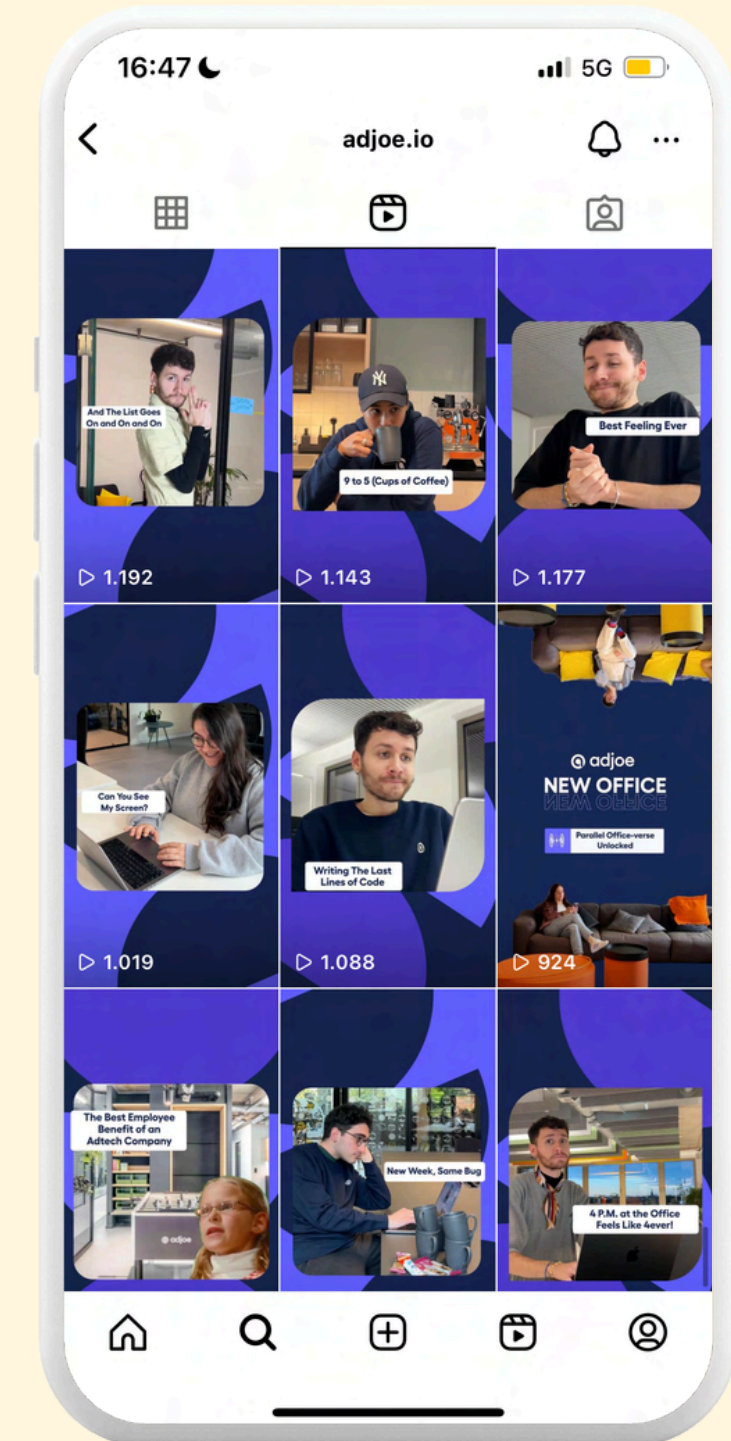
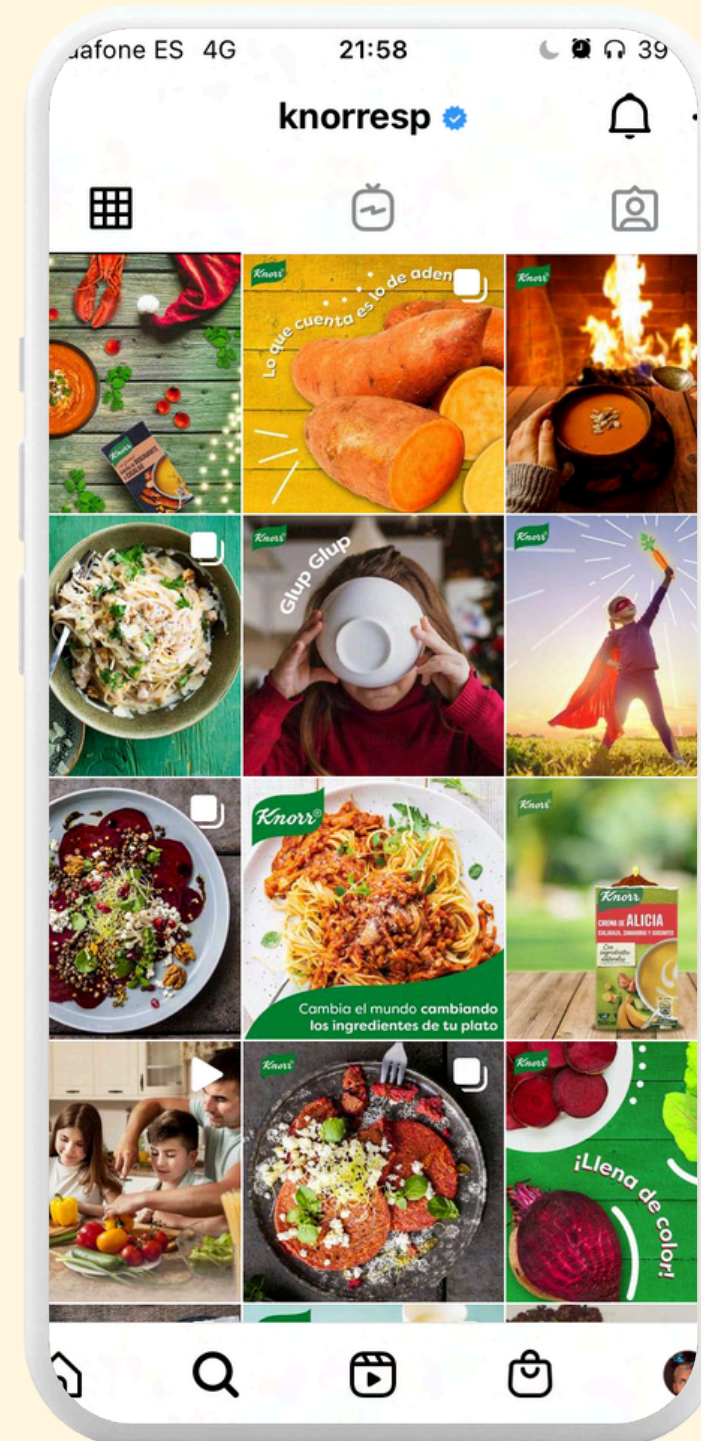


After Effects
+ Capcut



Creative brain

Content Creation

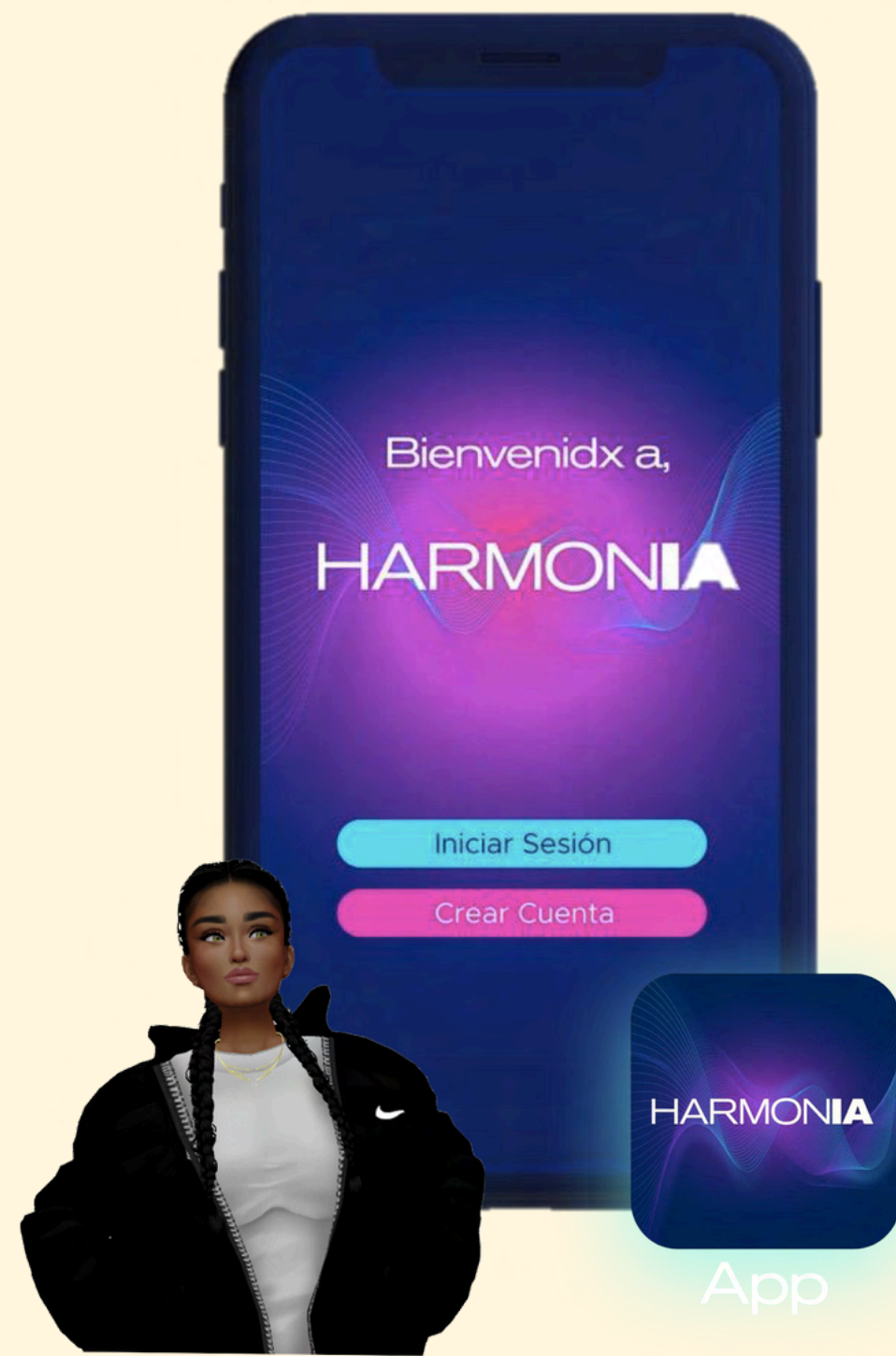




MY (MUSICAL) CREATIVE PROJECTS

Music, nostalgia, and pop culture— this is where my creativity takes center stage. As a side interest, I have developed digital projects primarily focused on music, from a YouTube channel about 2000s pop music to a project focused on playlist curation and journaling.

HARMONIA

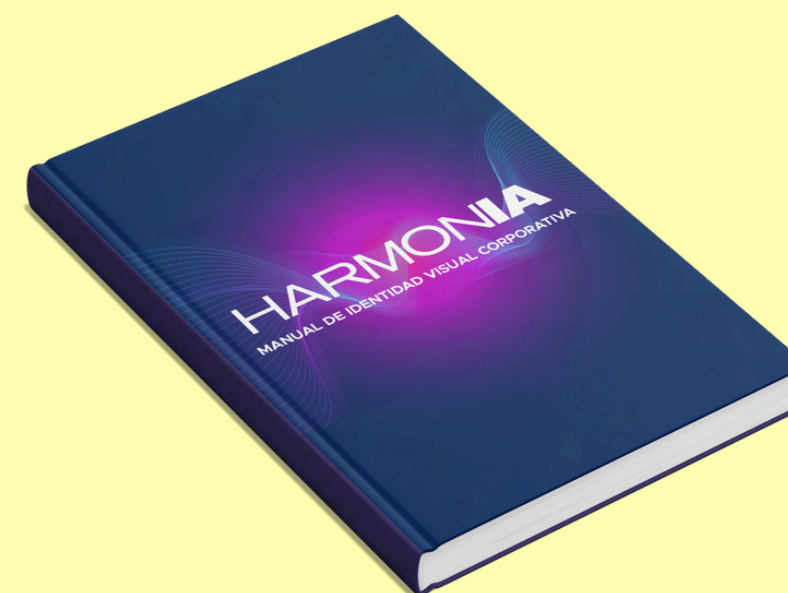


THE PROJECT: HARMONIA

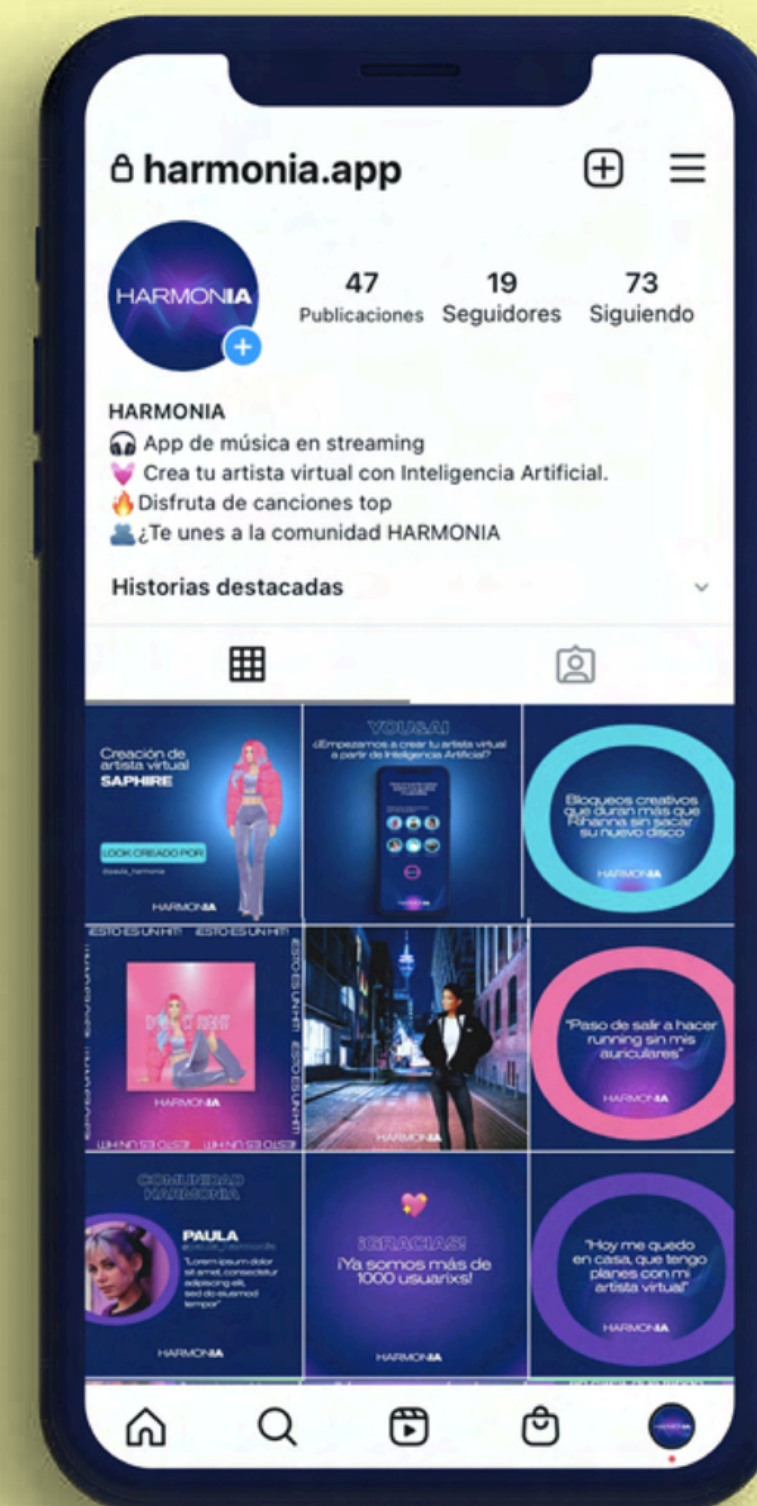
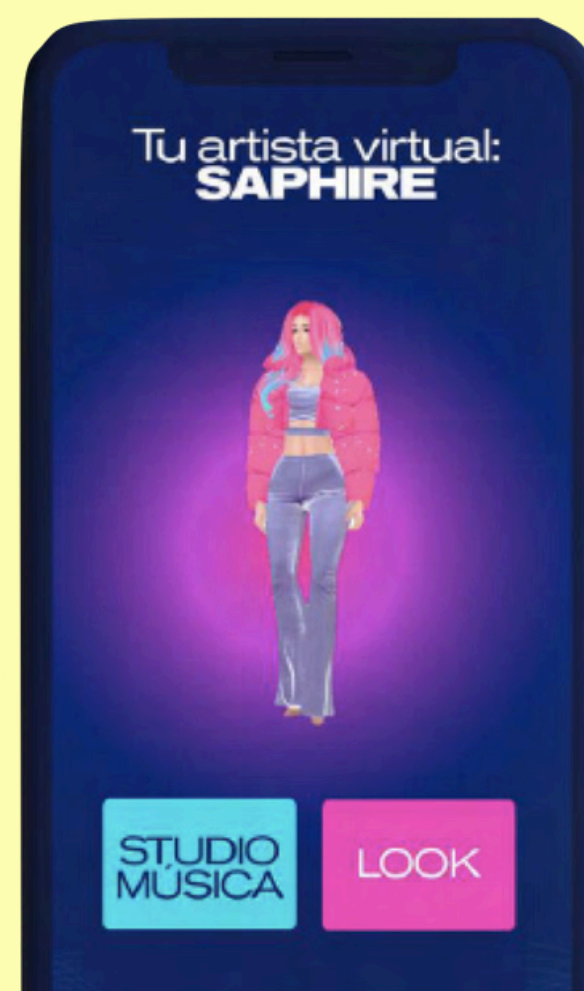
For my Bachelor Thesis, I developed HARMONIA, a **music streaming app concept** powered by **AI**, generating a **CGI virtual artist for each user**, tailored to their **musical preferences**.

WHAT I DID

- Conducted **internal and external research** to inform strategy and positioning.
- Developed the **business idea and business model**.
- Created the **marketing plan**.
- Conceptualized the **branding**, and created a full brand book.
- Designed **app wireframes** to define user experience and functionality



HARMONIA



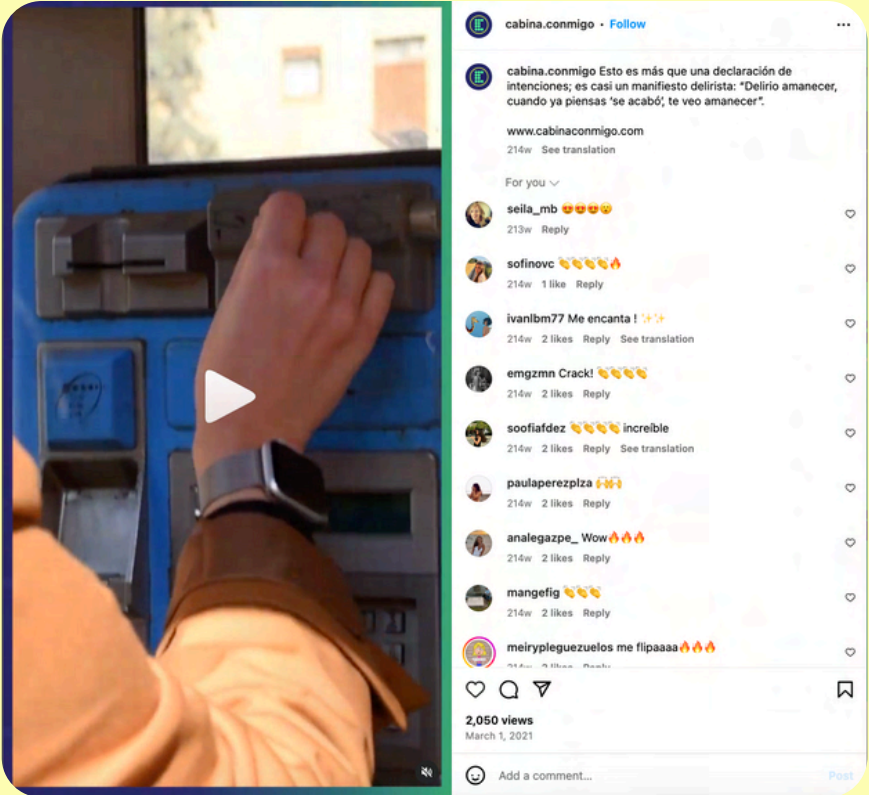


THE PROJECT: CABINA CONMIGO

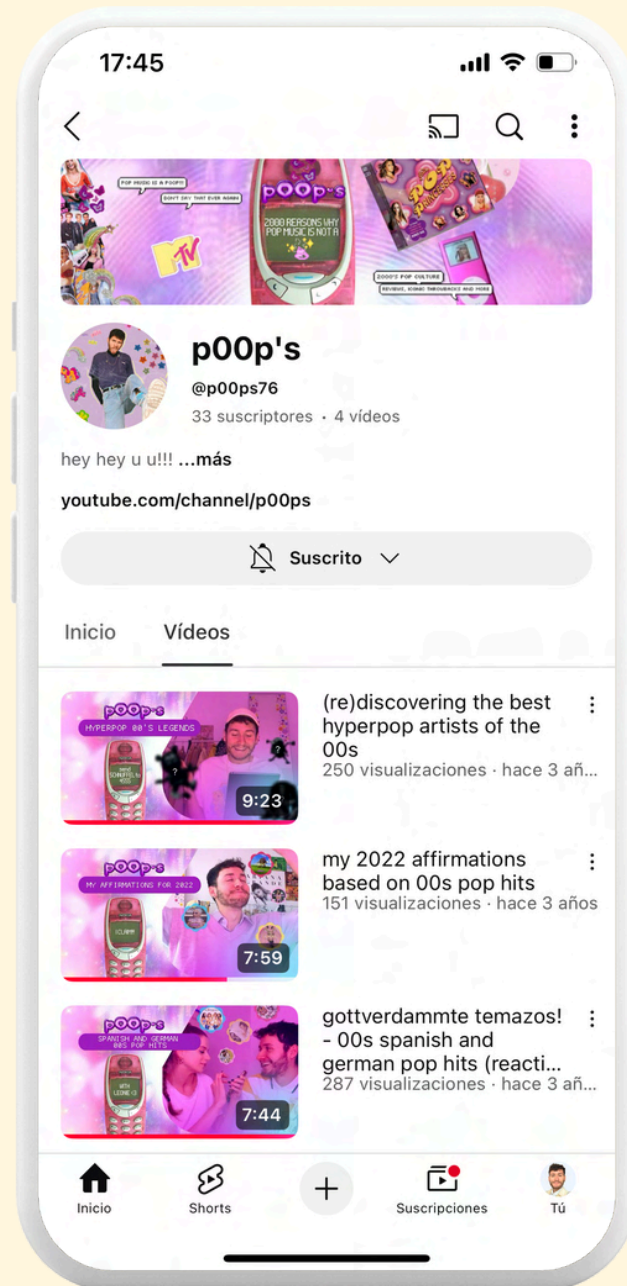
With the insight of **second chances**, and all the things left unsaid through the (extincted) **phone booths** in Spain, my creative partner (Marta Rived) and I created **a digital platform for people to send anonymous messages through our nsotalgic digital phone booth.**

WHAT I DID

- Developed a **website** where people could send their messages anonymously.
- Created **social media content** around second chances in stories / history and unsent messages.
- Carried out **offline actions**, including posters placed in real phone booths.



POOP'S



THE PROJECT · POOP'S

I had a YouTube channel where I talked about **2000s pop music** and defended it against the popular argument that “pop music is basic” or “just trash.”



XAVI'S
PLAYLIST
JOURNAL 

 THE
PLAYLIST
JOURNAL

THE PROJECT • THE PLAYLIST JOURNAL

Xavi's Playlist Journal is my personal digital journal where I share **my playlists** and how I use them for self-reflection and **journaling**, offering insight into my own experience with playlist curation.

The Playlist Journal is a research-based project to **raise awareness of playlists** as tools for **self-regulation and self-expression**, offering resources to help integrate them into daily life (*Coming Soon*)





MY EXP. RESEARCHING

MUSIC STREAMING PLATFORMS & PLAYLISTS

Playlists are my passion—not just in life, but in research.

Throughout my master's studies in digital media, I've written several papers on topics such as music in everyday life, music and identity, music and well-being, playlists and music streaming platforms.



RESEARCH ON QUEER IDENTITY AND POP MUSIC

- **Part of me:** Queer identity informal learning through popular music fandom participation (Saldes, 2023)
- **Datafication in music streaming services:** Shuffling identities by means of controlling the user's context (Saldes, 2022)

PLAYLIST CURATION

- **Master's Thesis:** The (individual) Social Practice of User Playlist Curation (Saldes, 2025)
- **You've Got The Power (?):** The Reappropriation of the Power of Music through Playlists as a "Technology of the Self" on Music Streaming Platforms (Saldes, 2024)

MUSIC STREAMING PLATFORMS

- **Please don't stop the music... because I'm happy!** Individual music use on streaming platforms and digital well-being attainment (Saldes & Wulf, 2023)
- **Rolling in the (digital) deep:** The deep mediatization of music in the nostalgic everyday life (Saldes, 2022)



Feel free to contact me if
you're interested in reading
some of my research :)



IGOTTA FEELING

That today is gonna be a good day to get in touch!



+49 (0) 178 3197678



xavi@theplaylistjournal.com



www.theplaylistjournal.com