



## Sayra López

Founder and Jewellery  
Designer at Ninka Pop

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UX Designer and  
Manager at Google

### FOUR QUICK FACTS

## ABOUT ME

### **BORN AND RAISED IN MEXICO**

But I've lived in Philadelphia, London, and Zurich (since 2018)

### **FINE ARTS DEGREE FROM THE UNIVERSITY OF PENNSYLVANIA**

Focus Graphic Design. Have been doing UX design for 10+ years.

### **I WEAR A SIZE 33 (KIDS) IN SHOES**

Which means I can never get nice heels or designer shoes :(

### **I LOVE COLOR**

My hair has been every color of the rainbow.



THE BEGINNING OF

# NINKA POP

**LAUNCHED NOVEMBER 2019**

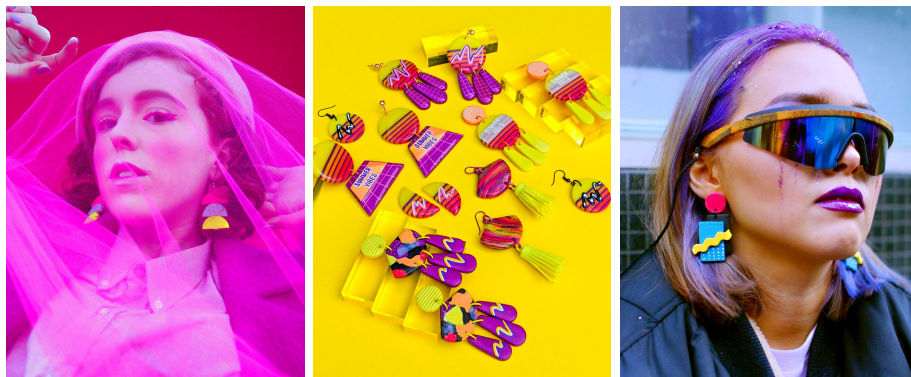
Looking for a creative outlet on top of my day job

## MEDIUMS

Initially worked with polymer clay and resin, switched to acrylic glass in 2020

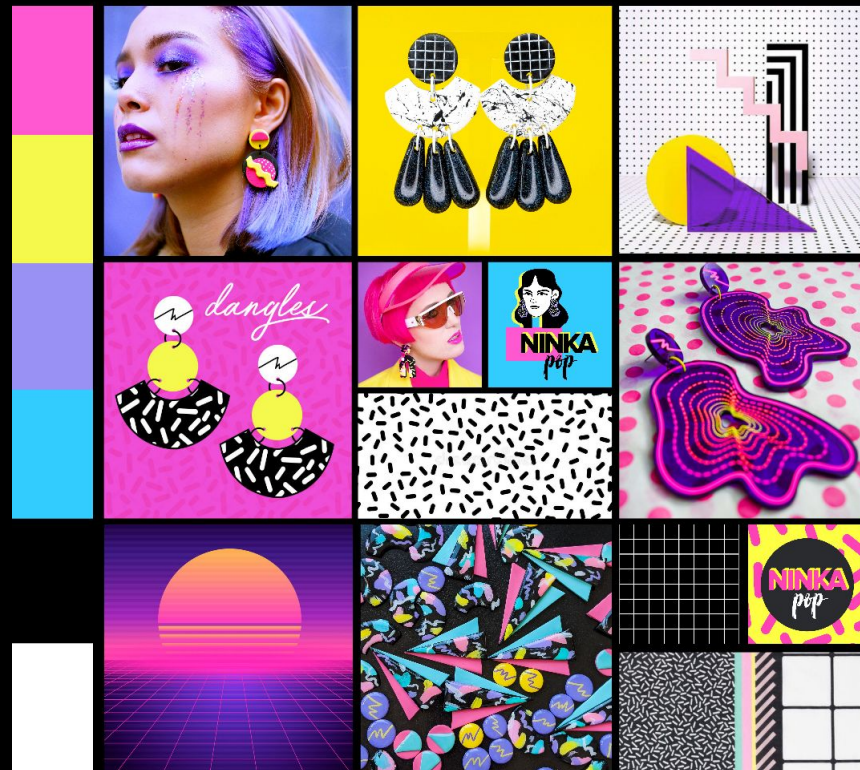
## BUILDING A RECOGNIZABLE BRAND

Leveraging my Graphic Design background



NINKA POP MOODBOARD

**COLORFUL. HIGH CONTRAST. GRAPHIC**



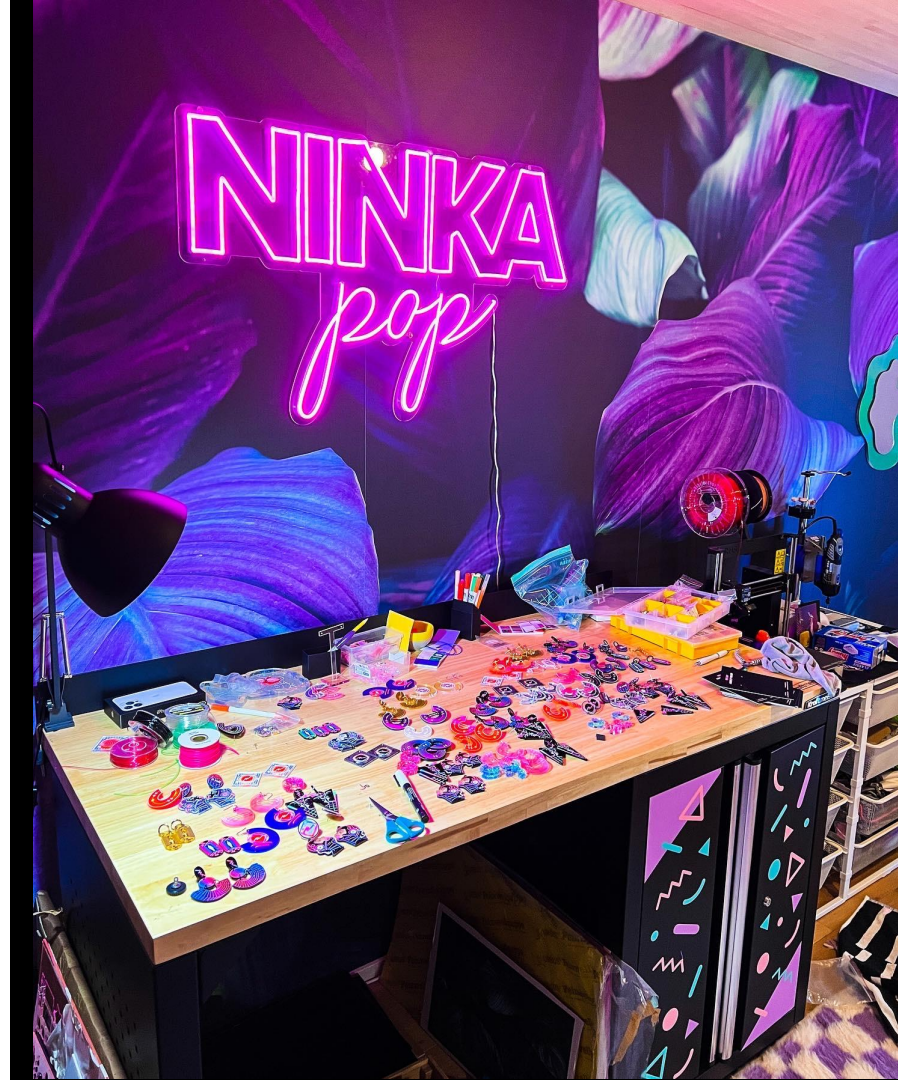
**80S NOSTALGIA. MEMPHIS DESIGN. VAPORWAVE**

Energetic. Bold. Vivid. Fearless. Outspoken. Empowering

## WHERE THE MAGIC HAPPENS

# STUDIOS

- 3D printer
- Small photo corner
- Laser cutter



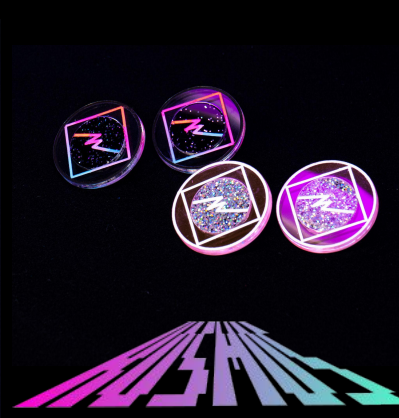
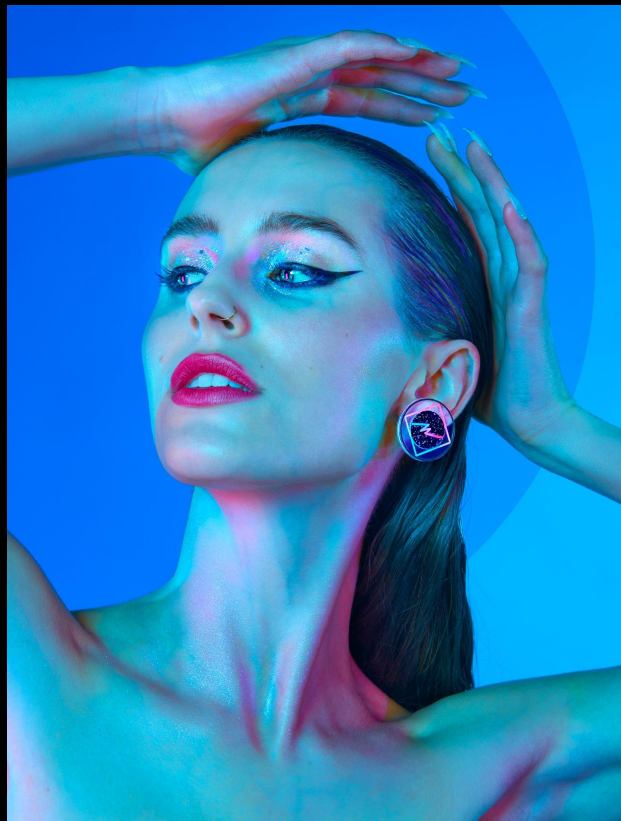


WHERE THE BRAND IS TODAY

# LATEST WORK

@ninkapop\_

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





# STORES





**PRESS**





COLLABORATION

# CASE STUDY





CONCEPT

# DEVELOPMENT

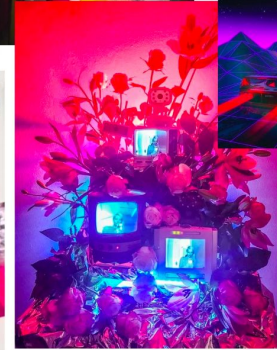
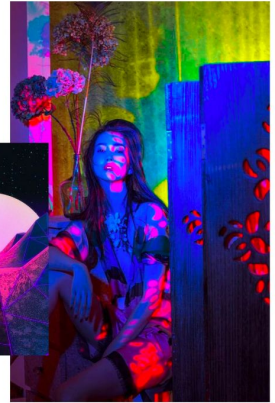
- Introductory meetings, discussions about overall vibe and season.
- Theme proposal (Electric Dreams).
- Mood board, vibe, and color scheme.

*Electric Dreams represents that burst of creativity and rush of inspiration that comes when you're about to fall asleep. With pops of colour and bold patterns, it captures the state between dream and reality where the creative mind thrives.*

**ELECTRIC  
DREAMS**

NINKA <sup>pop</sup> X HOUSE OF HOLLAND

OVERALL VIBE



# DEVELOPMENT

- Material selection from the acrylics I work with. I wanted to **incorporate the translucency of the material** into the concept, focusing on the interplay of shadow and light.
- Mood board and concept review, and approval. House of Holland loved the bright colors and also wanted to add gold, so we included it as well.



**NINKAPOP X HOUSE OF HOLLAND**

## MATERIALS

Translucent acrylic, focusing on light play & contrast. Neon edges and bright, shiny colors mixed with matte black.





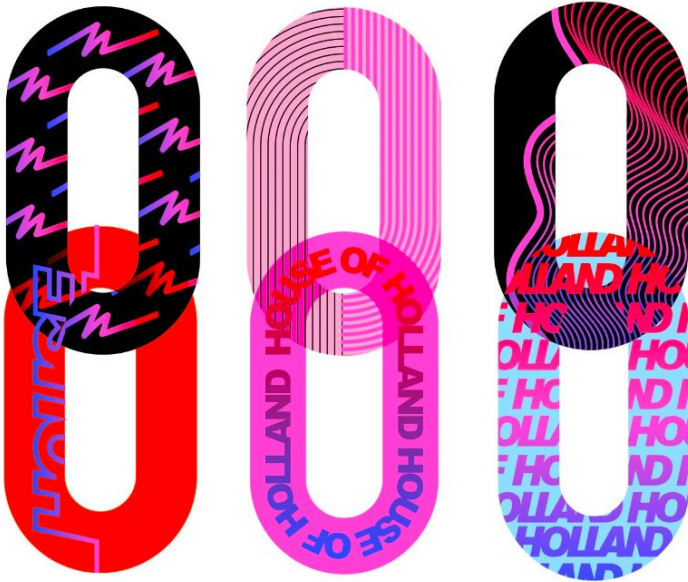
# DIGITAL DESIGN

We wanted to incorporate chains into the collection, which perfectly fit the recent work I had been doing.

However, this time I wanted to come up with **a new chain design** that would highlight the material even more, and that would be the statement piece of the collection. Since I didn't have a laser cutter yet, I modelled the chain first using my 3D printer to make a prototype.

These are the "Dreamscape" earrings and they are the main pieces of the collection.

Chain with two large front facing links



3d prototype



# DIGITAL DESIGN



Small text tags on back huggie hoops.

Can design additional charms that can be mix and matched.





# PROTOTYPING



# PRODUCTION

- I didn't have my laser cutter yet, so the acrylic sheets were cut by a third party service.
- **All pairs were then painted and assembled by me.**
- Recorded several making videos for social media marketing.





# PRODUCTION





PACKAGING

# DESIGN



PRODUCT

# PHOTOGRAPHY

FOR MY WEBSITE / SOCIAL MEDIA



HOUSE OF HOLLAND'S WEBSITE





# EDITORIAL

HOUSE OF HOLLAND'S WEBSITE

