

# **Hello, I'm Tania, and this is a glimpse into my world.**

Here is a selection of the projects I like the most. Some allow me to follow my passion, while others help businesses and people expand their brands and operations.

# Petit Oh!

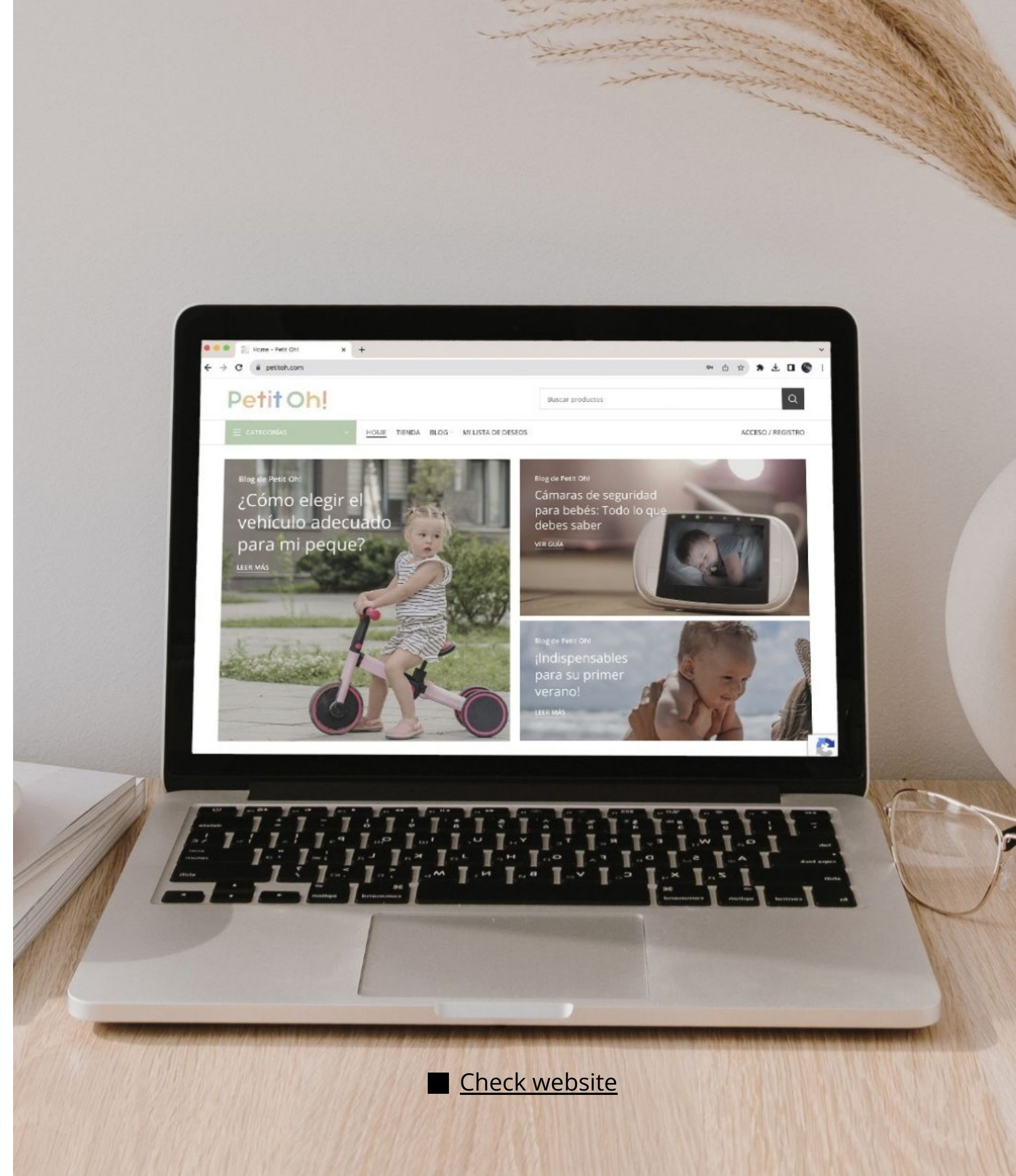
## Webshop/blog Management

The company I worked at for nearly ten years recently shut down. Using my experience with the audience and brand from before the closure, I turned the brand into a blog about early childhood. This blog shares tips, reviews products, and offers additional insights.

This project taught me more about children's products and affiliate marketing. It also improved my skills in managing content, search engine optimization, user experience, and analytics. Plus, it brought back my passion for creating content and managing projects on my own.

I write in my free moments and I am very proud to have continued this digital village that is so necessary for the early years of motherhood and childhood.

■ [+70k followers](#) | [+3k visits per month](#) | [40 blog posts](#)



■ [Check website](#)



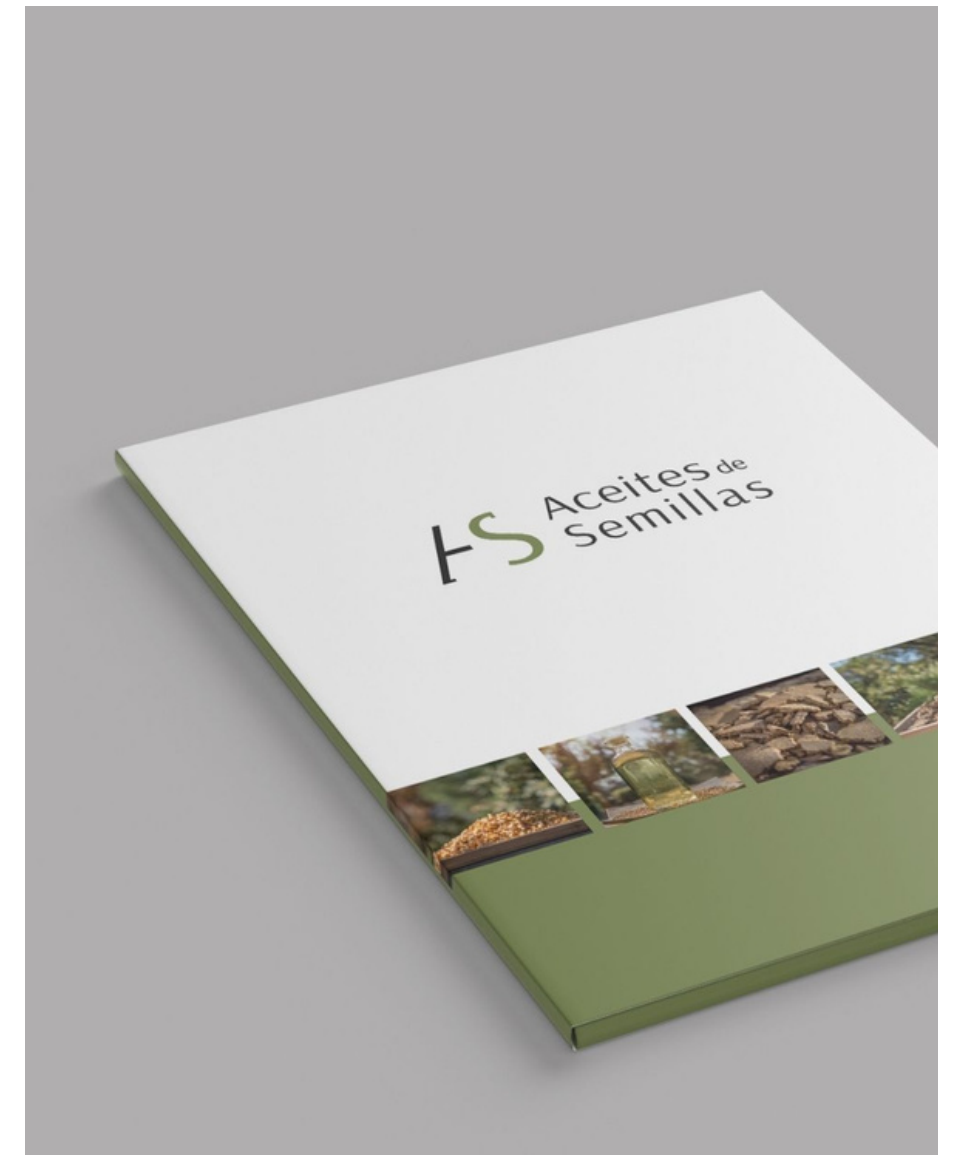
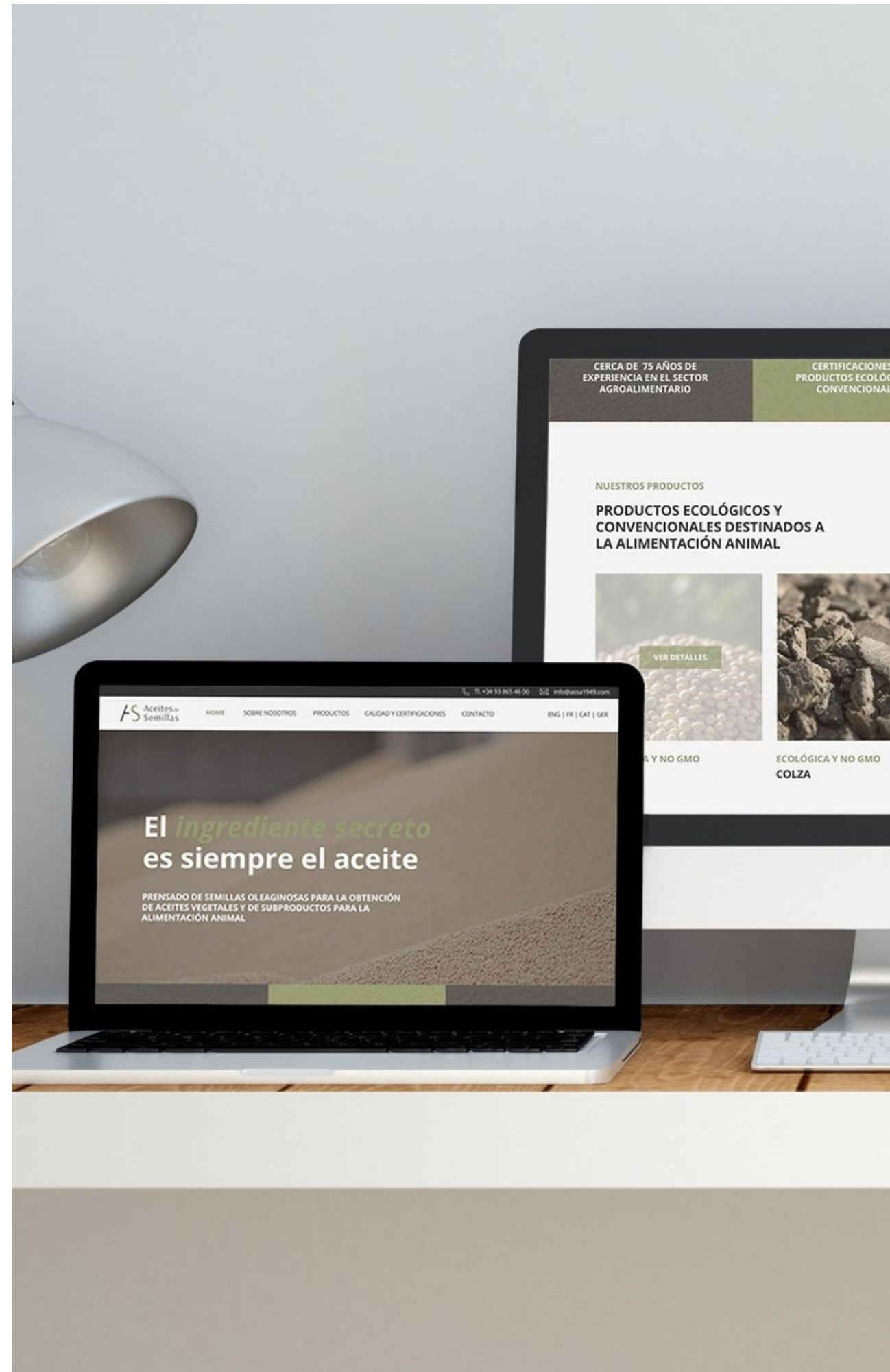
■ Check social media



## Webshop Management and Rebranding

I updated the logo for Aceites de Semillas, a family business in agriculture that hadn't changed its logo since 1947. This update led to further improvements, including their website in five languages, stationery, trade show booths, and magazine ads.

■ [Check website](#)





# lun.

## Entrepreneurship

I started this project with Maya O., a product designer based in Switzerland. We created a brand of home textiles made by artisans from Takeo, Cambodia. The project aims to reconnect people with traditional crafting techniques.

■ [Watch video](#)



*“El postparto debería vivirse acompañada”*

**GRUPO DE CRIANZA**  
Jueves a las 10.30 am

Inscríbete: tlf. 666 592 270  
pellapellbcn@gmail.com

Mama Cangura - Gracia  
c/Sant Salvador 117

\*\*Grupos reducidos. 40€ al mes ó 12€ sesión suelta.  
Mamás, papás, bebés y embarazadas bienvenidas.

@pellapellbcn



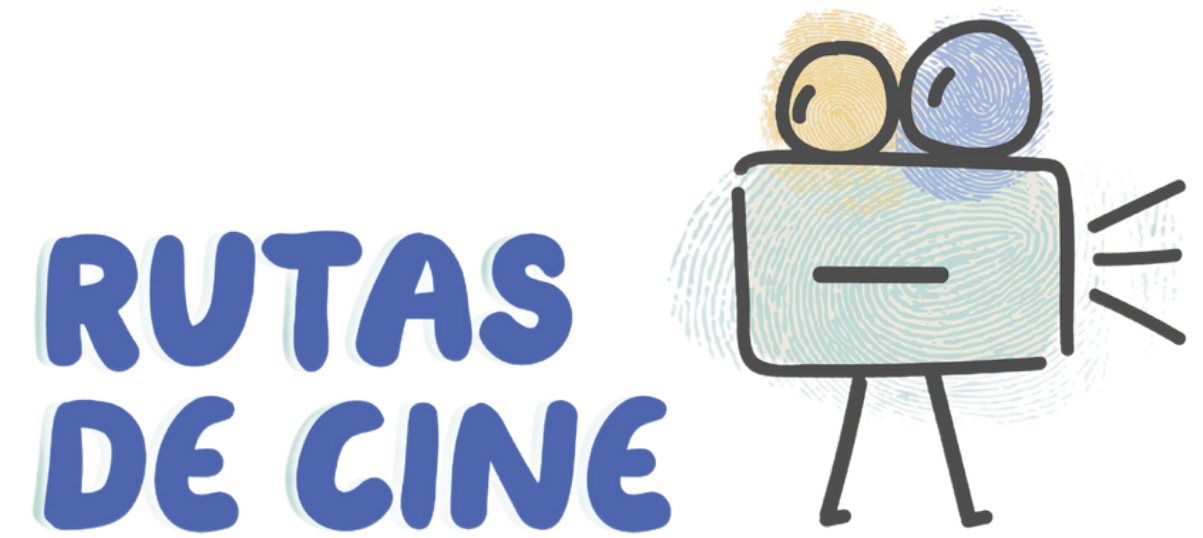
## Brand Strategy

I developed the strategy for Pell a Pell, starting with their brand concept and logo. Pell a Pell is a team of perinatal psychologists dedicated to the mental health of mothers. Their logo symbolizes motherhood, growth, and blossoming. In less than 5 years, they grew from 2 to a team of nearly 20 psychologists, with a community and support of more than 25,000 mothers.

■ +25k followers



■ [Check on social media](#)



## Conceptualization

Rutas de Cine ("Cinema Paths") asked me to design a poster for a Migrant Day event aimed at kids and young adults. The design shows diverse identities among migrants with faces made from fingerprints, a camera, and plenty of cinema themes.





## Branding

I have a distinct style and find branding to be one of my strongest skills. Here are some brands I've worked with.

From left to right:

- **Hors Jeu** (Theater)
- **Fekat Circus** (Circus)
- **James Maki Films** (Film)
- **Carabe** (Music)
- **Taeko** (Cosmetics)
- **Ana Blackshire** (Artist)







# Petit Oh!

## E-commerce, Marketing and Design

I've been with Petit Oh! for almost 10 years, a baby clothing brand where I started as a designer and moved up to lead e-commerce and all marketing activities.

I've worked on everything from the website and social media to newsletters, digital strategy, stationery, and lots of baby collections and prints, designed with love.

This is one of my favorite collections. Spring Summer 2023.

**tania furgang**

digital marketing / project management / e-commerce / design

**Thanks for your time!**

Please contact me for any further information or inquiries.

**tlf.+34 622 837 148 | [taniafur@gmail.com](mailto:taniafur@gmail.com)**