

Mehdi Imara

Websites, branding and digital systems for independent hospitality.
Background in Civil Engineering, GIS and data analysis.

BASED IN

Valencia, Spain
Clients in Spain, Morocco and France

CONTACT

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STUDIO

noli Digital Studio
noli.website

Selected work

Real, published projects shown with client permission, alongside technical work from the Universitat Politècnica de València.

01	Ancestral Spritzeria Website, brand, menus and social · Valencia	Client	04	Territorial analysis of Montanejos QGIS, risk and planning · UPV	Academic
02	The Smash Craft Website and WhatsApp ordering · Marrakech	Client	05	Urban form in Valencia · Materials Fieldwork and technical calculation · UPV	Academic
03	Other cases Multilingual pastry shop, loyalty club, editorial demo	On request	06	How I work Process, tools and quality control	Method

Live at ancestralbar.es

- Editorial website with menu, events, Spritz Lab and direct WhatsApp and "Get directions" access.
- Brand study and 30-day social pack with a calendar and a Meta Business guide.
- 19+ menu designs; the current printed menu has been in use since September 2026.

Iván Hernanz, owner · testimonial approved in writing



Left: printed menu "La mesa", edition 01, September 2026.

The Smash Craft

A smash-burger restaurant in Guéliz, Marrakech, open late.
The goal: a presence with its own character and ordering in two taps.

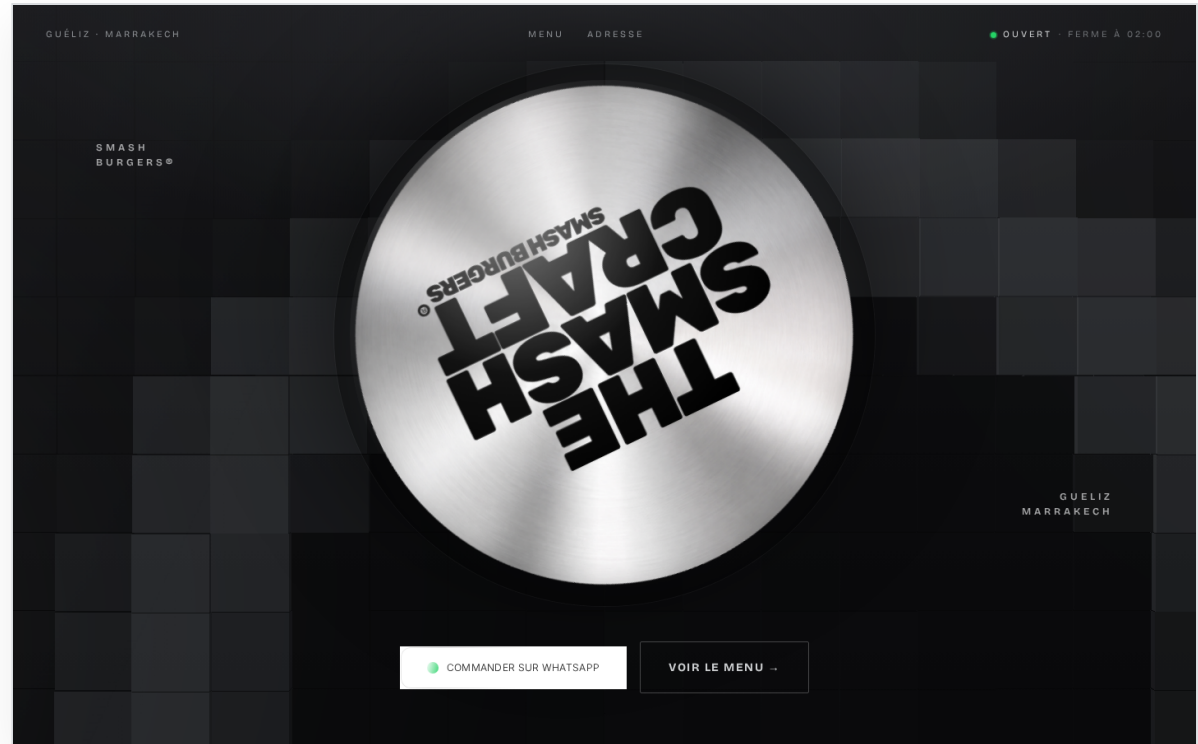
Role Art direction, design and web development

Dates 2026

Language French

Live at thesmashcraft.ma

- Art direction in black, white and brushed stainless steel.
- Interactive 3D hero and scroll-triggered animation.
- Direct WhatsApp ordering, menu and live opening status.



thesmashcraft.ma home page.

Available on request

Delivered work shown privately, during an interview, out of respect for each client.

Pastry shop in Russafa, Valencia

Website · July 2026

Multi-page website in four languages with an interactive cake configurator, categorised menu, legal pages, prior audit and flyers.

Loyalty club, Toulouse

Platform · Jul – Sep 2026

WordPress plugin with a points ledger, roles, device pairing and concurrency tests; mockup and platform guides in French.

Gran Azul

Own demo · 2026

Editorial demo for a rice restaurant: GSAP, Lenis, Fraunces and Hanken Grotesk type, and an interactive “Rice ritual” section.

Territorial analysis of Montanejos

Individual project for Territory & Mobility: a full diagnosis of an inland municipality in Castellón and proposals for its development.

3,781

hectares analysed

11

thematic maps

26

report pages

- Relief, land capability, aquifers, protected areas (Natura 2000), demographics and urban planning.
- QGIS maps from official datasets, including PATRICOVA, quantifying exposure to flooding, current and potential erosion, and landslides.
- Vulnerability map and land-suitability synthesis.
- SWOT/CAME conclusions: sustainable tourism, risk prevention, mobility and rural development.
- Part of the map layout automated with Python scripts for QGIS.

Field, calculation and process

Urban form in Valencia

UPV · team project · 8-page report

Comparison of the Eixample grid, open-block development and the historic centre: alignments, typologies, uses and public-space quality, using fieldwork, geotagged photography, orthophotos and QGIS.

Concrete mix design

UPV · Construction Materials

Aggregate-cement mix and grading-curve adjustment using Bolomey parameters and fineness moduli, following the Spanish EHE code; supported by Excel Solver.

How I work

Method

Diagnosis → proposal with a fixed scope → design → development → QA (responsive, accessibility, languages) → documented delivery. Every claim verified; every public piece of work backed by written permission.