

Crafting Stories in Jewelry: Ana Rubio's Approach to Digital and Handcrafted Design

[Ana Rubio](#), a jewelry designer trained in traditional techniques under master jewelers in Madrid and Valencia, blends artistry and technology to create pieces that stand out in the competitive jewelry market. Her journey began in 2012, inspired by classic methods like lost wax casting—a process where intricate designs are carved into wax and transformed into metal. This foundation in traditional craftsmanship now complements her expertise in [Rhino 3D](#), which has become central to her creative and technical process.



THE CREATIVE WORKFLOW

1. Inspiration and Moodboarding

Each project starts with meticulous research into market trends and client needs. Ana assembles mood boards filled with visual references, patterns, and styles to define the collection's essence. This step is pivotal in aligning the designs with seasonal themes or specific events such as Valentine's Day or Mother's Day.

2. Hand Sketching

Ana translates her mood boards into hand-drawn sketches,

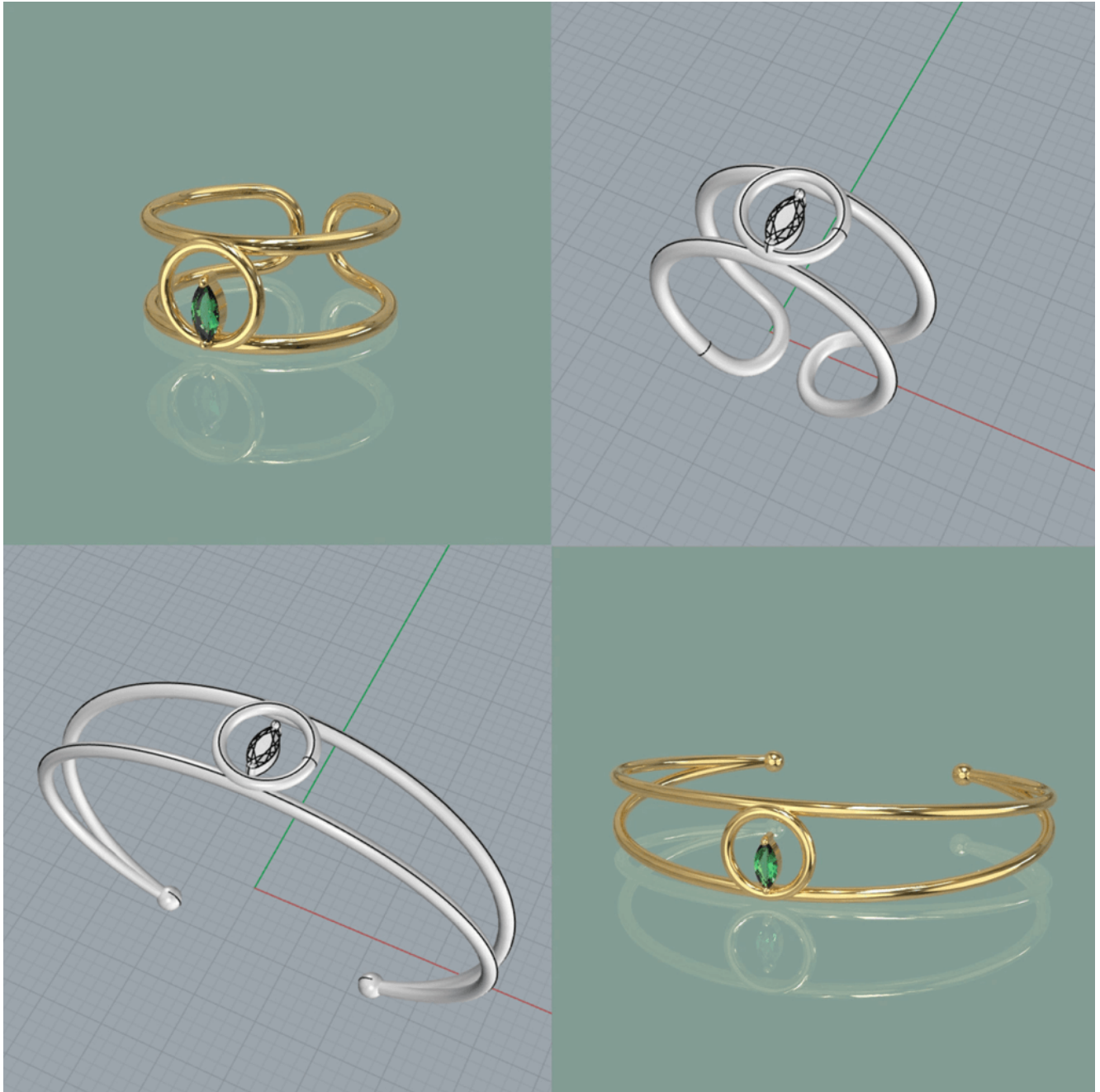
bringing initial ideas to life. This stage ensures each piece reflects a cohesive style while maintaining its unique identity.

3. 3D Modeling with Rhino

Once the sketches are approved, Ana moves into Rhino to craft precise 3D models. Her designs rely on millimeter accuracy, ensuring they meet the exacting standards required for jewelry. While she often starts with predefined elements, Ana customizes or models them from scratch to achieve the desired aesthetic and functionality.

4. Rendering and Animation

To visualize her designs, Ana produces high-quality renders that replicate materials, colors, and lighting, providing clients with a clear view of the final product. She also creates animations for social media and presentations, giving audiences an interactive look at the jewelry's finer details.



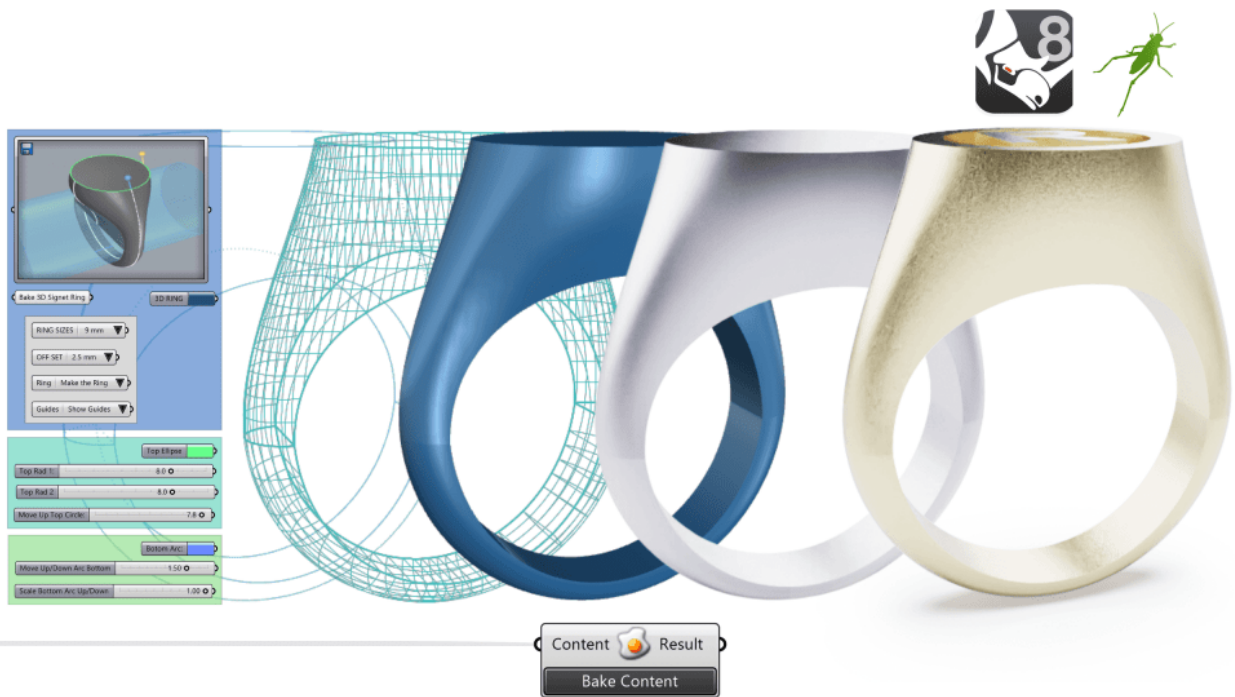
BALANCING TECHNOLOGY & TRADITION

While Ana embraces modern tools like resin-based 3D printing to prototype her designs, she often draws on her roots in traditional jewelry-making for organic modeling. She skillfully combines digital modeling with meticulous hand-finishing in her workshop to achieve natural, fluid forms that capture the essence of handcrafted pieces. This approach ensures that each design maintains a unique, personal touch, reflecting both her artistic vision and craftsmanship.



SIGNATURE COLLECTIONS

Ana's collections draw inspiration from nature, geometry, and symbolism, each telling a unique story. The **HONEY Collection** celebrates the role of bees, combining hexagonal motifs with mother-of-pearl for a luminous, natural aesthetic. The **BRAVE Collection** highlights feminine strength and individuality through geometric designs with amethyst, emerald, and sapphire stones. Meanwhile, the **BUTTERFLY Collection** pays tribute to transformation and grace, featuring delicate butterfly motifs that evoke femininity and the arrival of spring.



[See Also](#)

[MICRO-MINOR COMPUTATIONAL JEWELRY DESIGN](#)

COMMERCIAL & PERSONAL CREATIONS

Ana's career balances two distinct paths: designing collections for commercial brands and crafting unique, personal pieces. For clients, she develops tailored collections that resonate with their brand identity, helping them stand out in a competitive market. Her personal work, by contrast, explores timeless, one-of-a-kind designs like symbolic animal miniatures and versatile, everyday rings.

MATERIALS & SUSTAINABILITY

The materials that Ana chooses often depend on her clients, with sterling silver being a common base for its durability and distinctiveness. She gravitates toward semi-precious gemstones for their variety and character, often incorporating materials like sea glass in her personal projects. Sea glass is collected from beaches and has a unique texture and story, shaped by natural erosion over time.



INNOVATION ROOTED IN TRADITION

Ana Rubio exemplifies how technology and craftsmanship can coexist to create meaningful jewelry. Her proficiency with Rhino, paired with her mastery of traditional techniques, allows her to bring complex ideas to life with precision and artistry. By merging these approaches, Ana continues to push the boundaries of jewelry design while preserving its timeless essence.