ULTRAVIOLENT
DESIGNER

ART
DIRECTION

BRANDING

EDITORIAL
DESIGN

TYPOGRAPHY

# PORTFOLIO

MEXICO CITY

2021

# GINA MARÍN

FUN MODE

ON OFF

# MBFW 2021

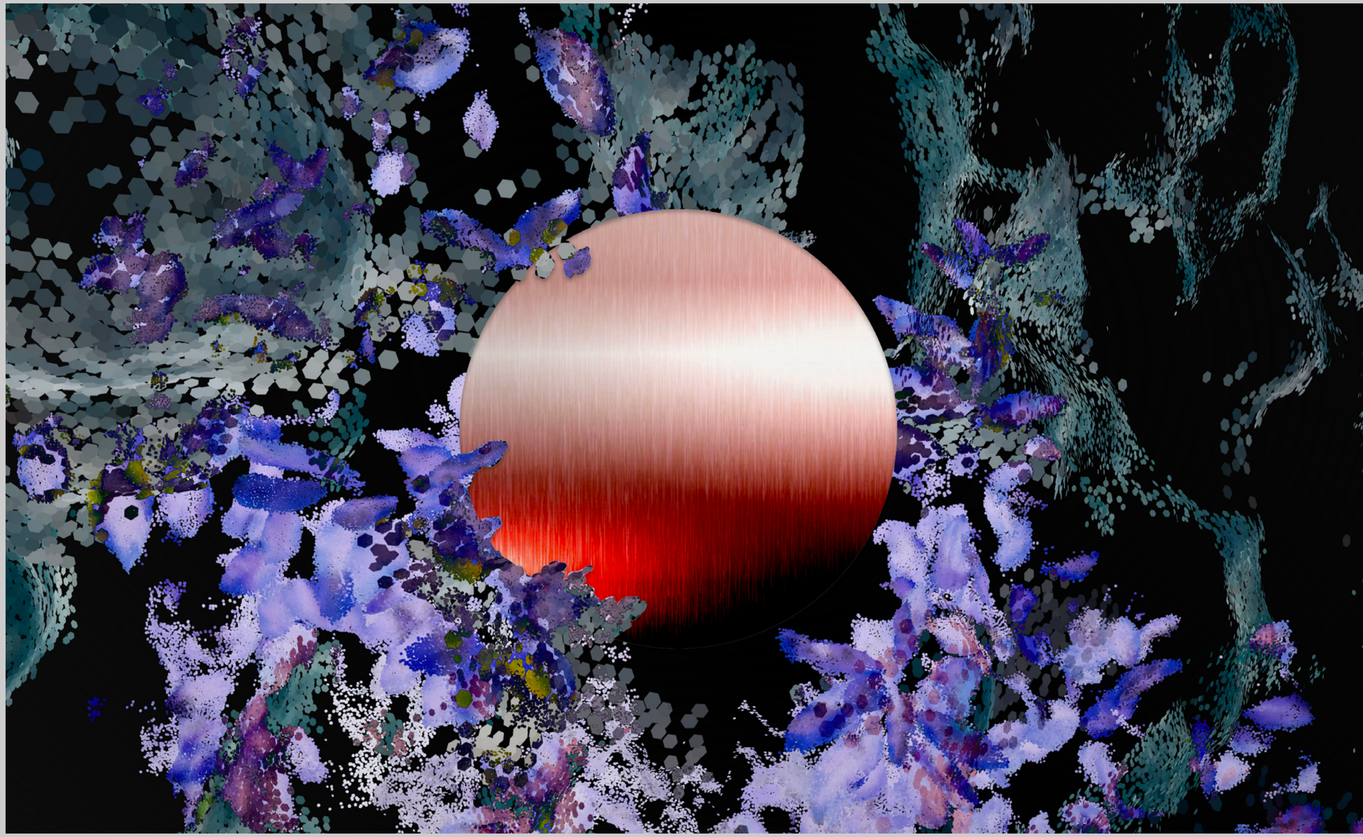
ART DIRECTION | BRANDING | EDITORIAL DESIGN | TYPOGRAPHY

This project is a non-winning proposal for Mercedes Benz Fashion Film 2021. The main goal was to create a story that not only could bring honor to the pieces, but could take the audience to a twisted and very abstract land. Of course, all the design decisions were driven by the main concepts of the collection.

CONCEPT

MERCEDES BENZ

2021



CREDITS

ROBERTO CABEZAS
CREATIVE DIRECTOR

ROLANDO GONZALEZ
MOTION DIRECTOR

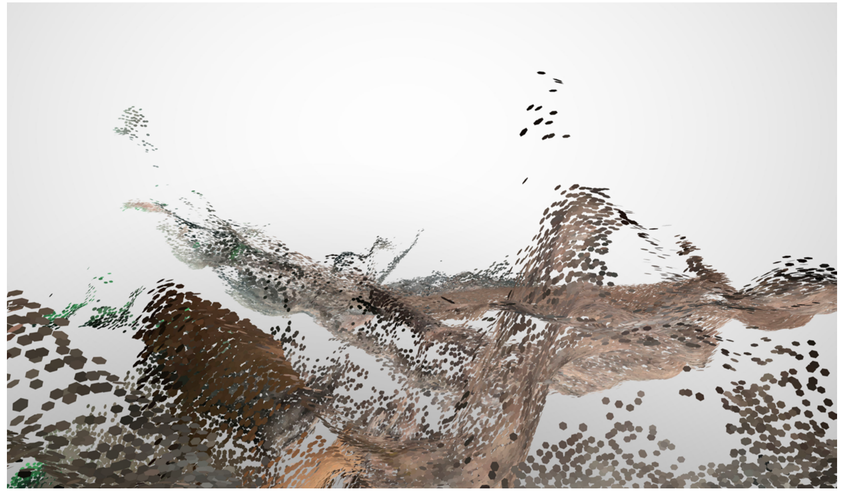
# MBFW 2021

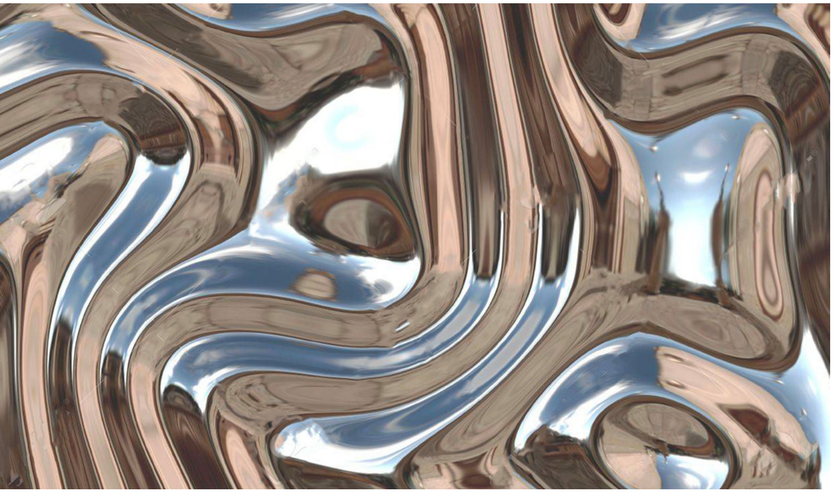
ART DIRECTION

BRANDING

EDITORIAL DESIGN

TYPOGRAPHY





# TOKIO 2025

ART DIRECTION | BRANDING | EDITORIAL DESIGN | TYPOGRAPHY

Can you imagine how the Olympics are going to look like? Well, here is an idea. This branding project was meant to be illustrated and structured by the advantages of generative design. All the main elements were created by coding and animated in After Effects.

MOTION + BRANDING | CENTRO | 2021

# TOKIO 2025

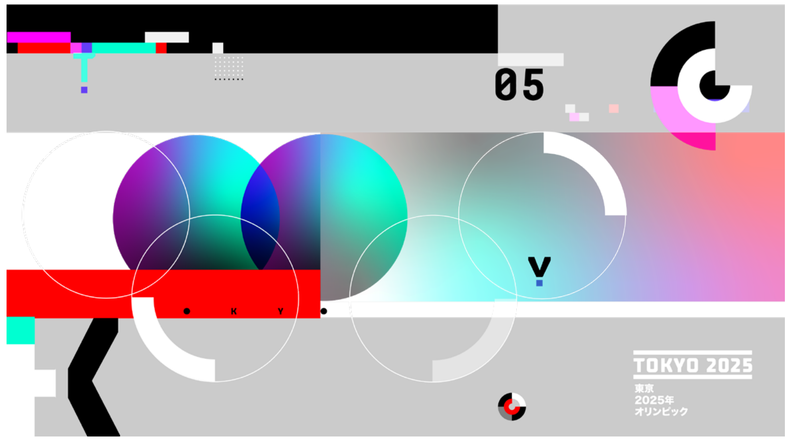
ART DIRECTION

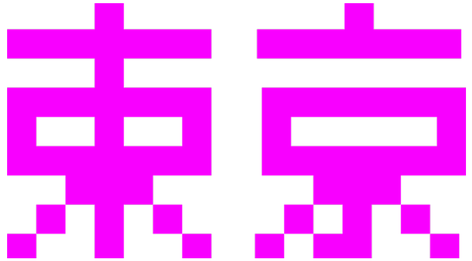
BRANDING

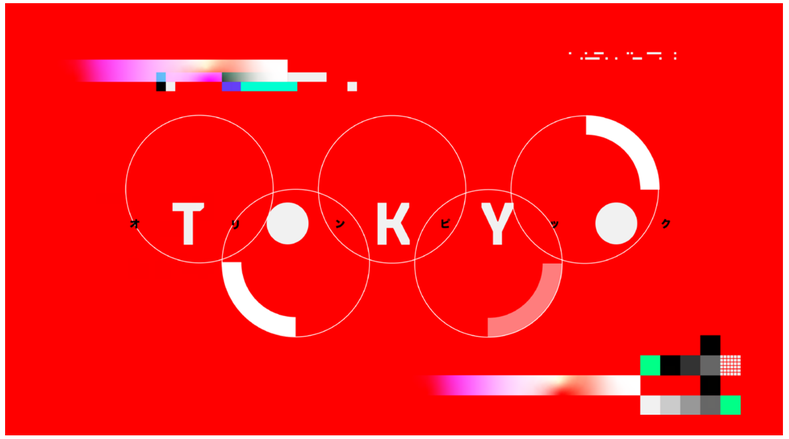
EDITORIAL DESIGN

TYPOGRAPHY

SKECTCHES



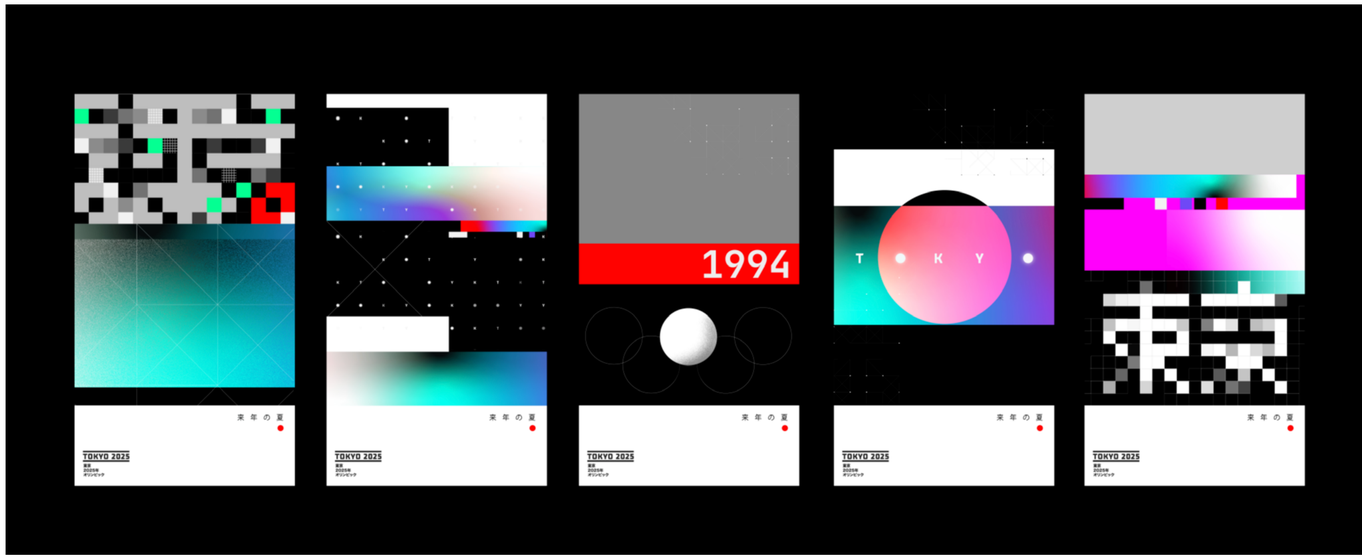



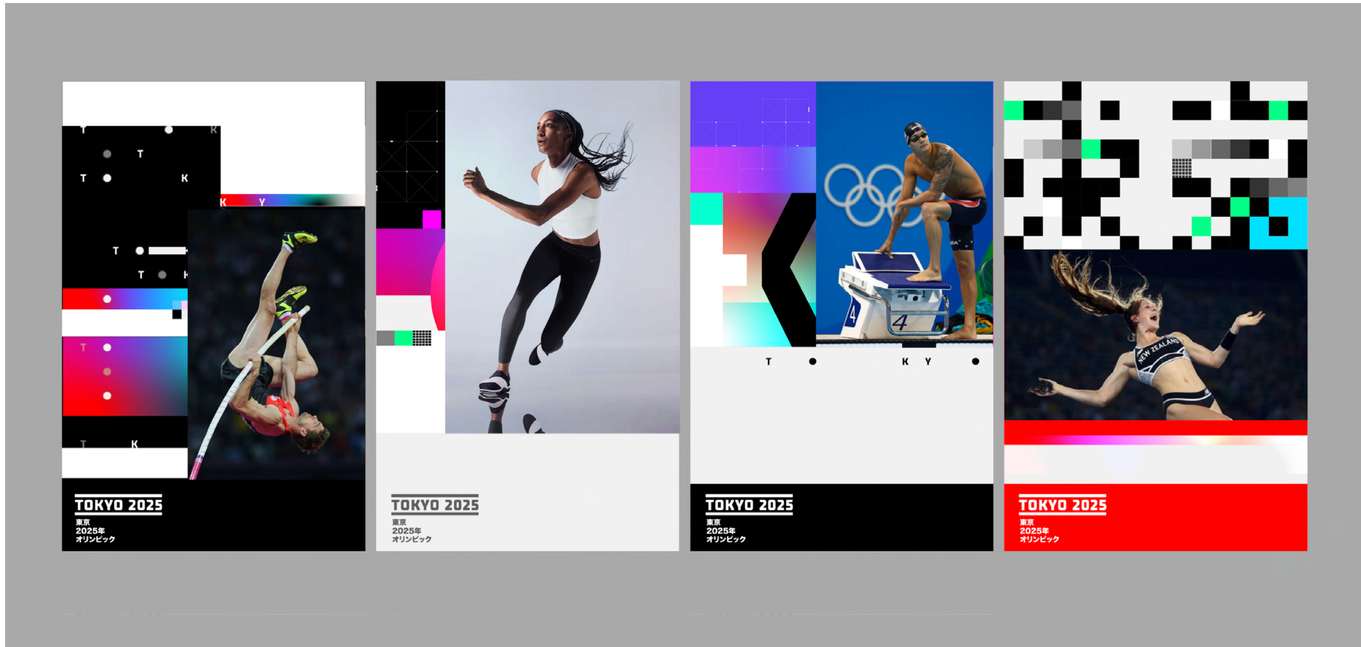
# TOKIO 2025

ART DIRECTION | BRANDING | EDITORIAL DESIGN | TYPOGRAPHY

COLLECTION OF
POSTERS IN MOTION




SYSTEM APPLIED
TO PHOTOS

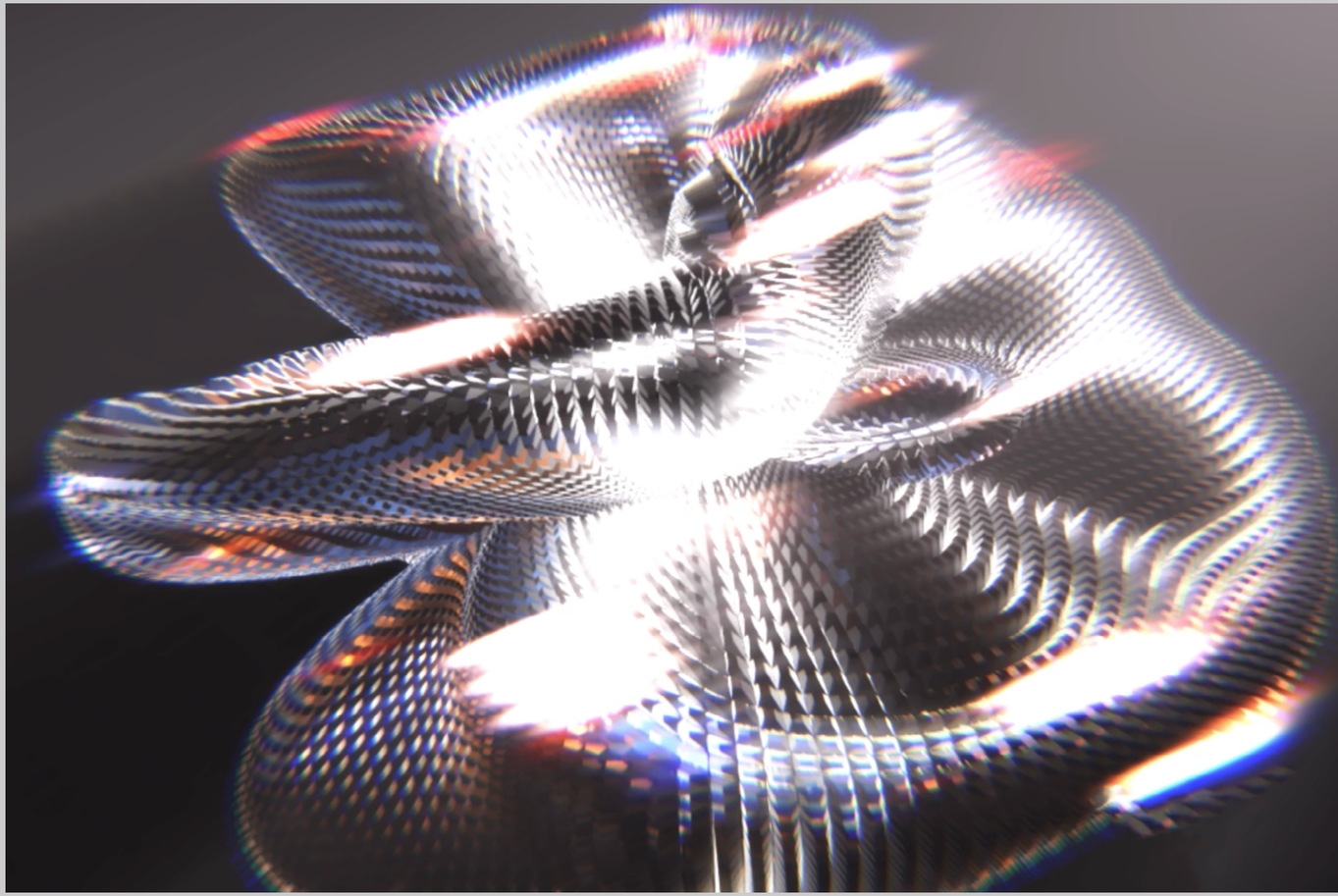


# LUDWIG

ART DIRECTION | BRANDING | EDITORIAL DESIGN | TYPOGRAPHY

Visuals for Stimming's last album: Ludwig. It was created as an audio-reactive object built in Notch. Its behaviour is determined by several parameters which respond to specific aspects of the track. The nature of the project attends the necessity not only of a rendered video, but also to the show live experience.

MOTION + CONCEPT | STIMMING | 2021



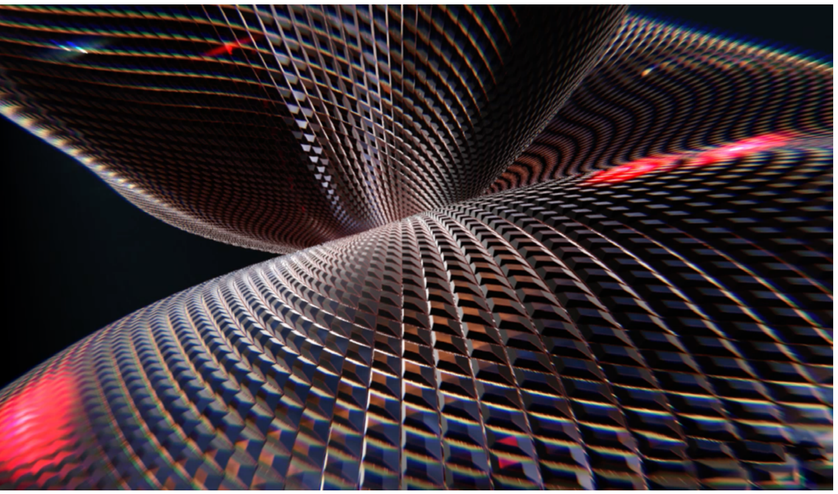
# LUDWIG

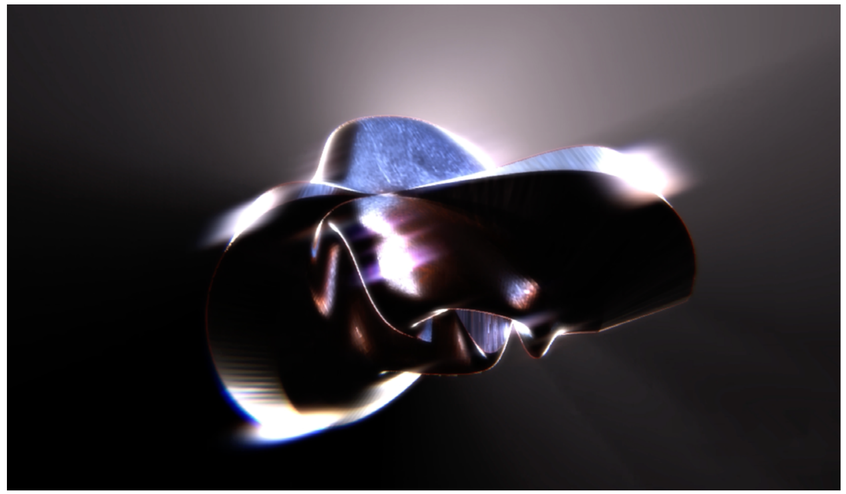
ART DIRECTION

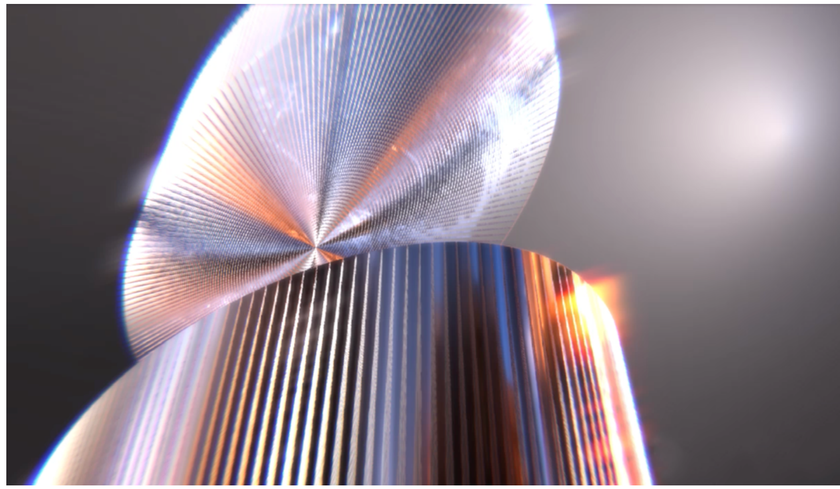
BRANDING

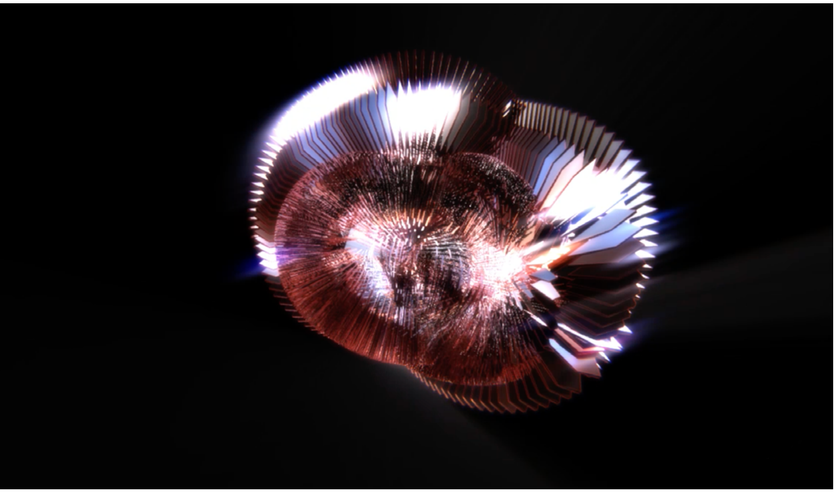
EDITORIAL DESIGN

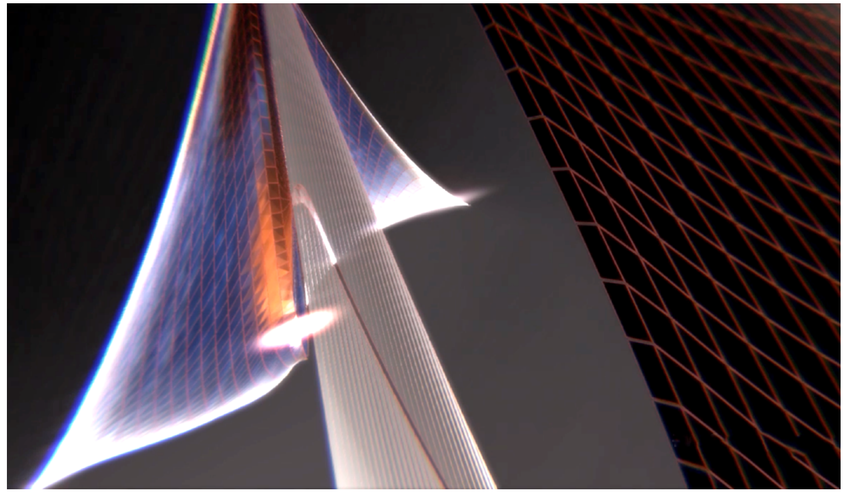
TYPOGRAPHY

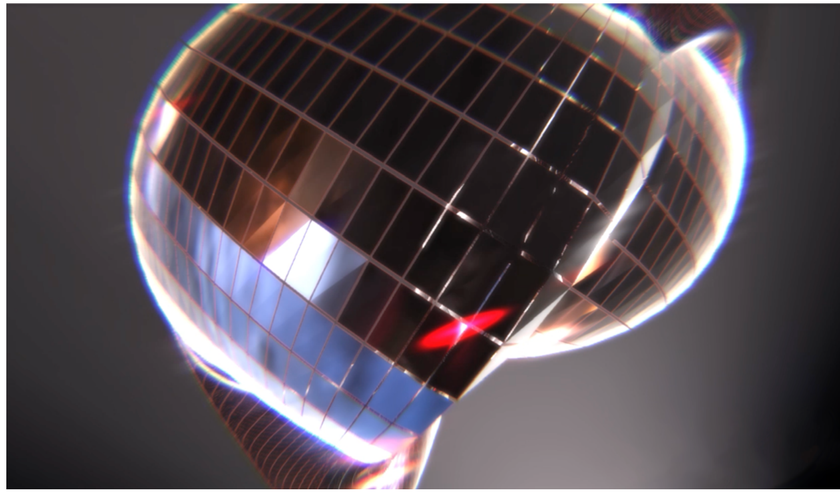










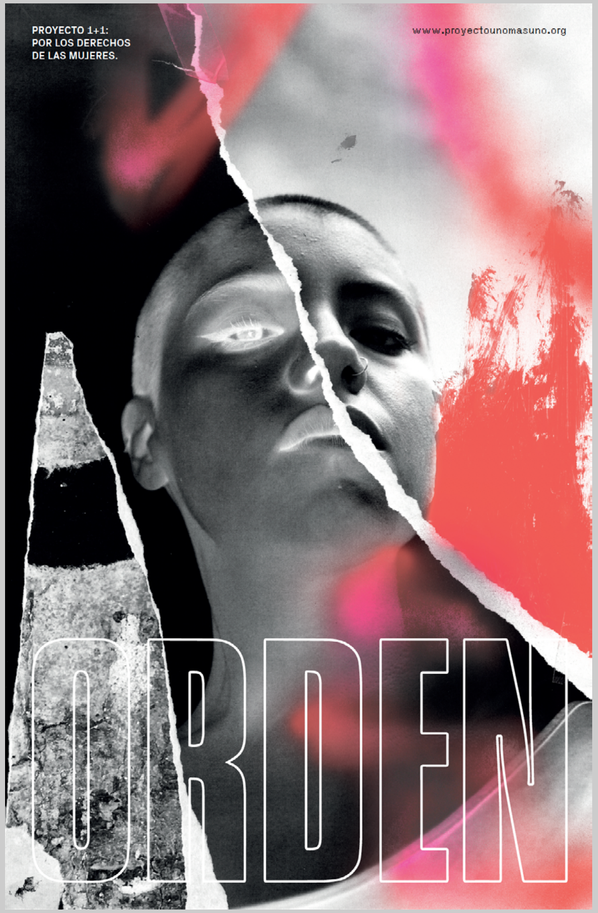


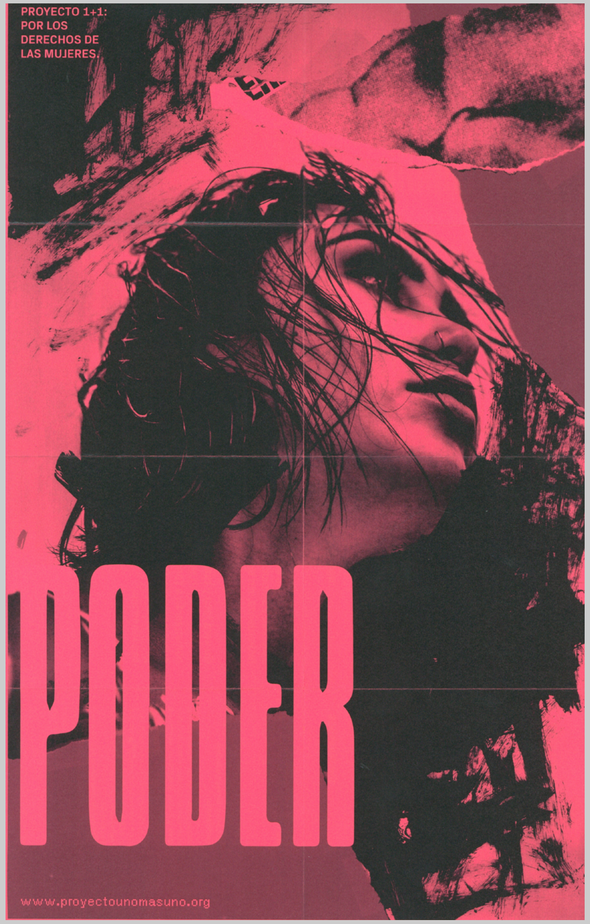
# ONE PLUS ONE

ART DIRECTION | BRANDING | EDITORIAL DESIGN | TYPOGRAPHY

Campaign against gender violence in Mexico City. In order to acomplish the goal several products were designed, including two manuals —one for massive distribution and a second version meant to print at home—, a collection of full color posters, a web page, and finally a collections of brochures with relevant legal information.

FEMINIST CAMPAIGN | CENTRO | 2019




## CREDITS

SARA URIOSTEGUI
PHOTOGRAPHY

ANA HERNÁNDEZ
CONTENT SUPERVISOR

KEVELYN & MACOLEN
PRINTING

PITZELEIN BOOKS
TEXT EDITION

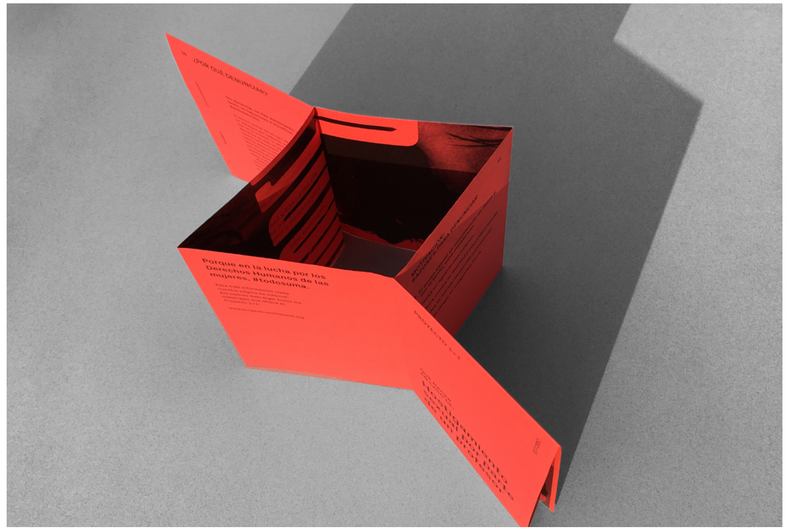
# ONE PLUS ONE

ART DIRECTION

BRANDING

EDITORIAL DESIGN

TYPOGRAPHY




BROCHURE WITH POSTER

BROCHURE COLLECTION

MANUAL (VERSION 2)

# ONE PLUS ONE

ART DIRECTION

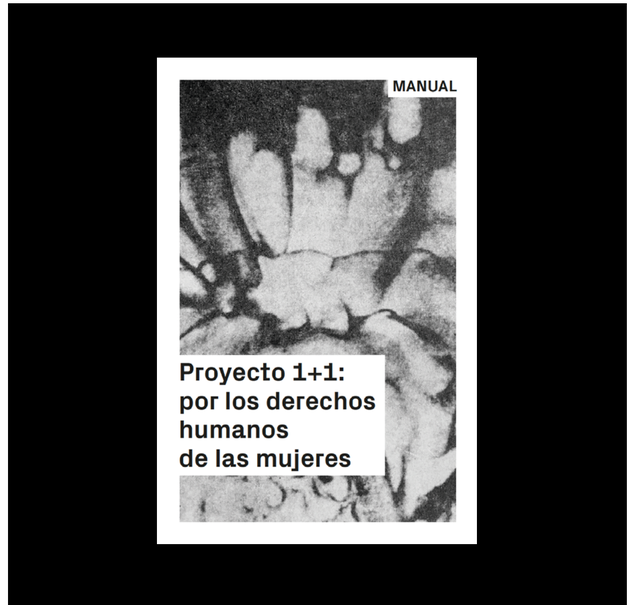
BRANDING

EDITORIAL DESIGN

TYPOGRAPHY

BROCHURES WITH POSTERS

MANUAL - EDITORIAL DESIGN




LEFT. POSTER DETAIL

RIGHT. MANUAL
(HOME VERSION)

# MORELIA FILM FEST

ART DIRECTION | BRANDING | EDITORIAL DESIGN | TYPOGRAPHY

The Morelia Film Festival is the most iconic event in Mexico related to film. It is a space of free creation and international recognition, however its current identity to not communicate its true and concept. Maybe the time has arrived to start imagine brand new solutions.

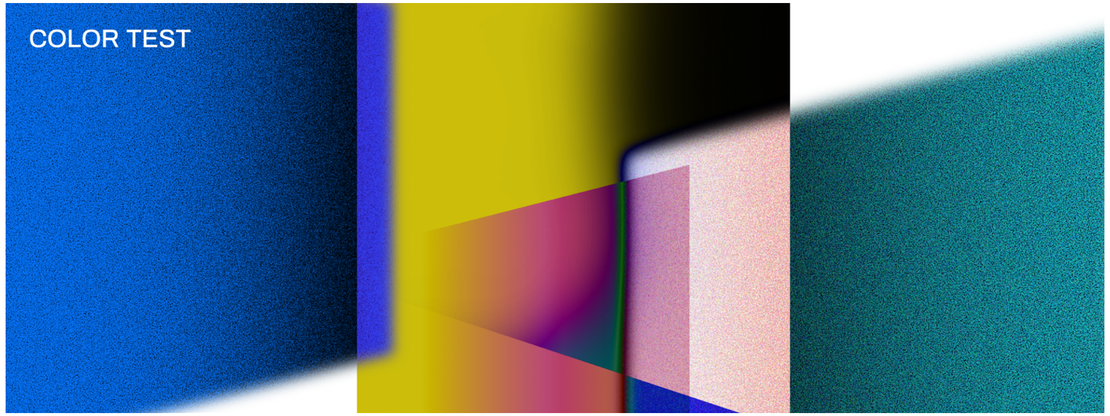
REBRANDING CENTRO 2019

BEFORE

AFTER

# MORELIA FILM FEST

ART DIRECTION
BRANDING
EDITORIAL DESIGN
TYPOGRAPHY




EXPLORATION

BILLBOARD

MAIN POSTER

# MORELIA FILM FEST

ART DIRECTION

BRANDING

EDITORIAL DESIGN

TYPOGRAPHY

BROCHURES

BANNER

CONTENT FOR SOCIAL MEDIA

# QUIROGA

ART DIRECTION | BRANDING | EDITORIAL DESIGN | TYPOGRAPHY

Without a doubt, an extremely seductive project. The Quiroga collection not only responds to the needs of an editorial task, but also combines the refinement of the expressive element. Being, in a first instance, a commemorative edition of the Uruguayan writer's mourning anniversary, this project fulfills the function of attracting new audience.

ILLUSTRATION + EDITORIAL | CENTRO | 2019

# QUIROGA

ART DIRECTION

BRANDING

EDITORIAL DESIGN

TYPOGRAPHY

UP. SPINES / RIGHT. COVERS.

# ZAMÁ: TULUM

ART DIRECTION | BRANDING | EDITORIAL DESIGN | TYPOGRAPHY

Branding project (non-winning pitch) for a multimedia experience. Inspired in several Mayan architectural features and typography abstraction, the graphic system was built to be capable of reproduce itself in all different platforms, including motion graphics, set design, printing and social media.

BRANDING COCOLAB 2019

# ZAMÁ: TULUM

ART DIRECTION

BRANDING

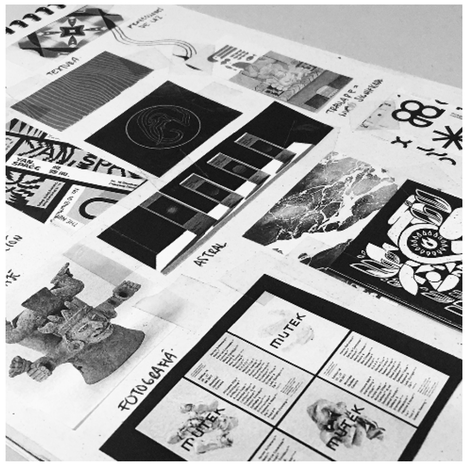
EDITORIAL DESIGN

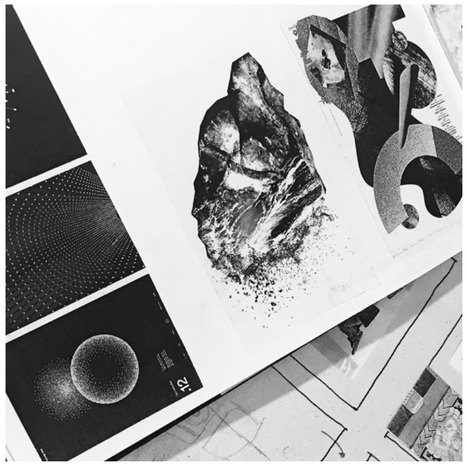
TYPOGRAPHY

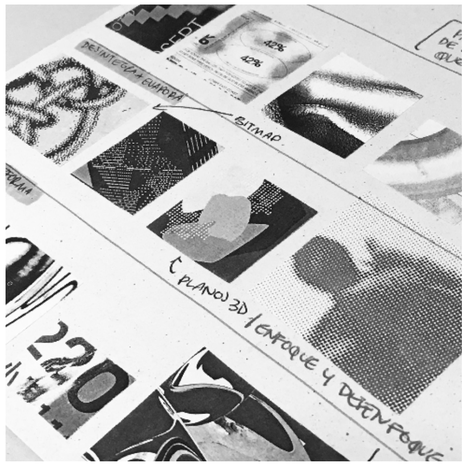
MAIN CONCEPTS

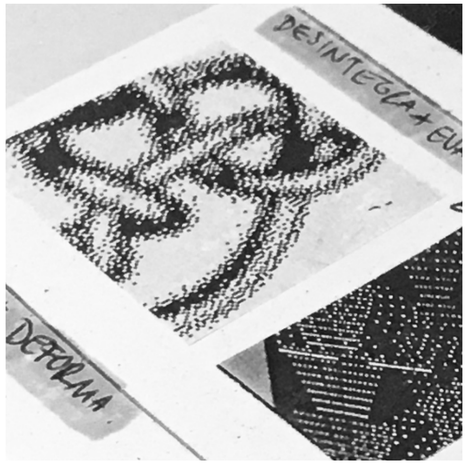
ARCHITECTURE
CRUMBLE
HEAVY VS LIGHT
VESTIGE VS TECHNOLOGY
WATER

PROCESS





# ZAMÁ: TULUM

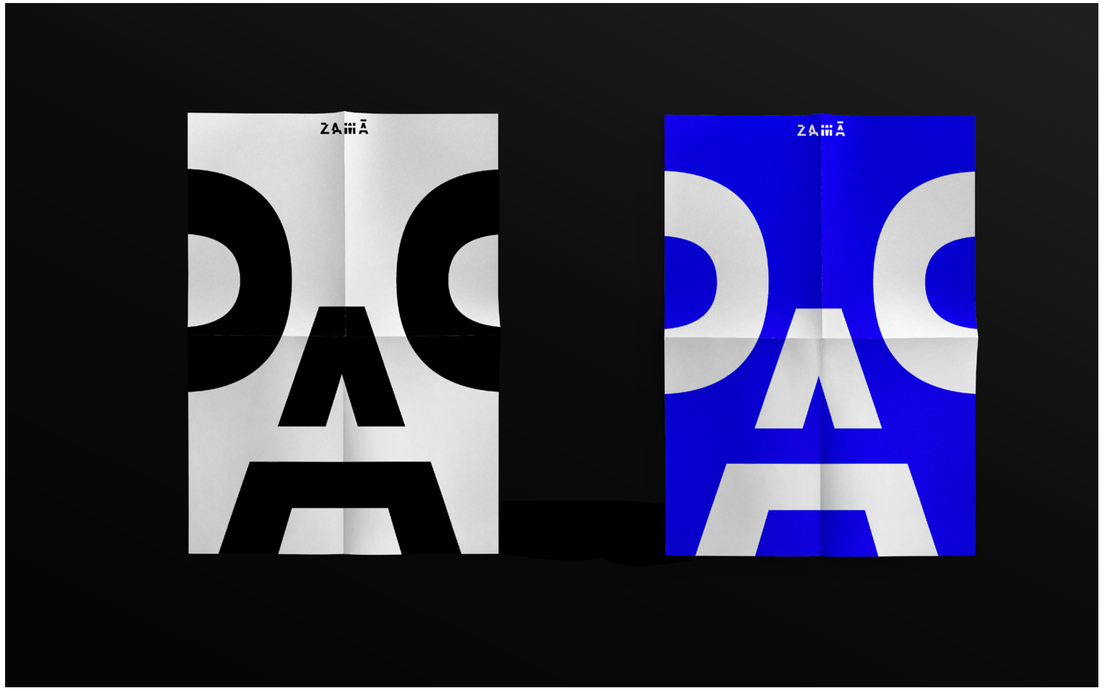
ART DIRECTION

BRANDING

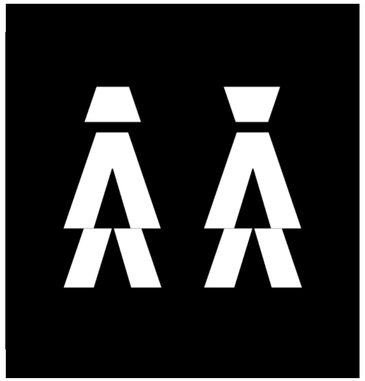
EDITORIAL DESIGN

TYPOGRAPHY

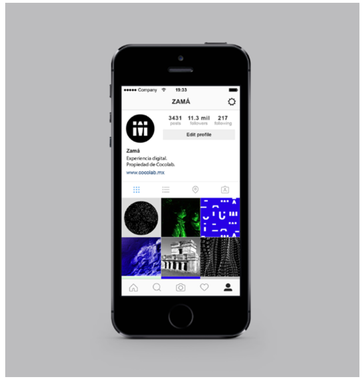
BILLBOARD



UP. POSTERS / DOWN. FINAL LOGO



ICONS



INSTAGRAM

# ZAMÁ: TULUM

ART DIRECTION

BRANDING

EDITORIAL DESIGN

TYPOGRAPHY

TICKETS

TAPE

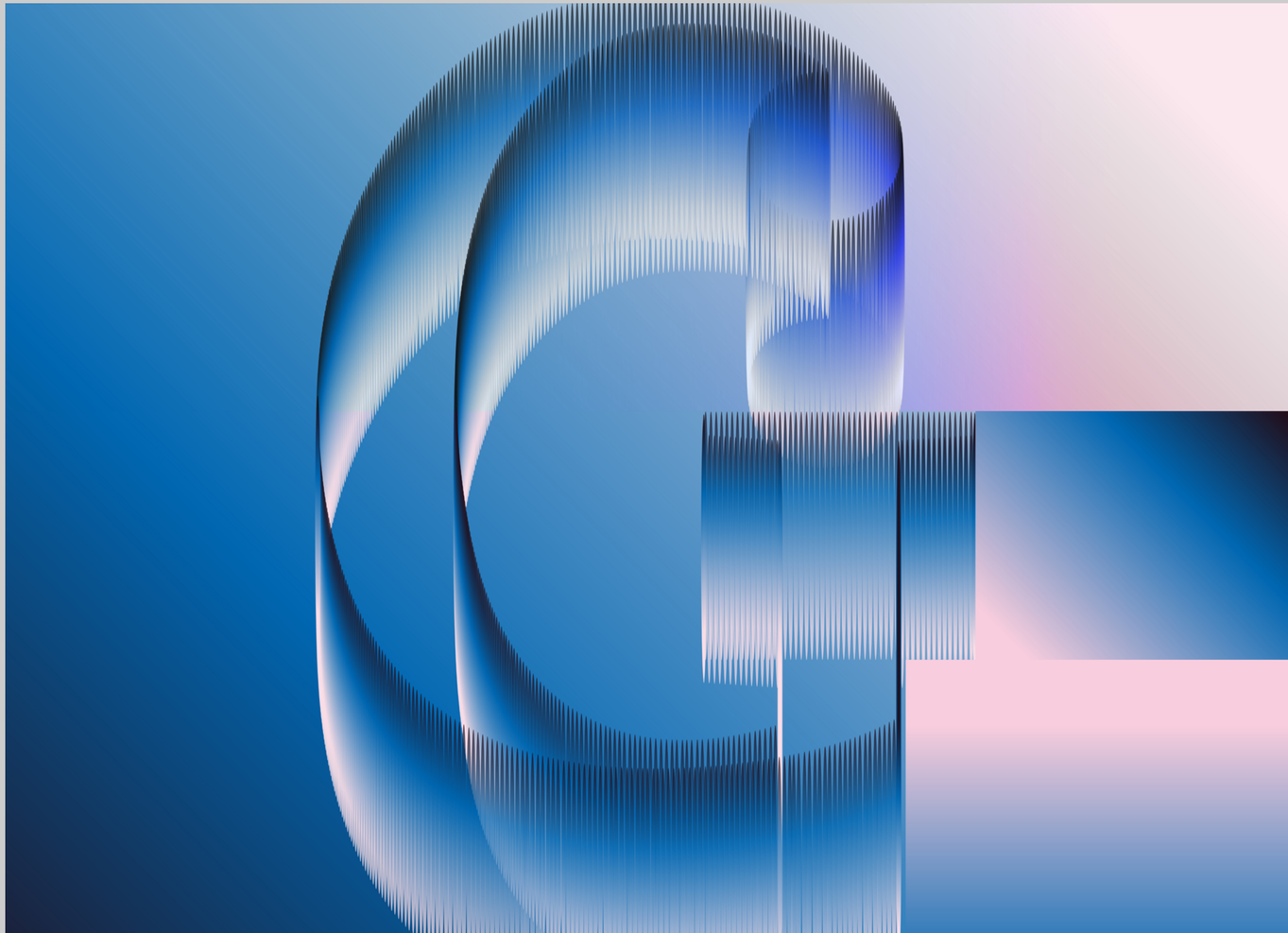
POSTER IN MOTION

# GUTENBERG

ART DIRECTION | BRANDING | EDITORIAL DESIGN | TYPOGRAPHY

This project is presented as a editorial piece which avidity leads it to explore some of the possibilities offered by creative coding. Although it consists on the edition and publishing of an antique collection of texts written by Marie Lebert, the graphic treatment allude to a contemporary gaze.

ILLUSTRATION + EDITORIAL | CENTRO | 2019



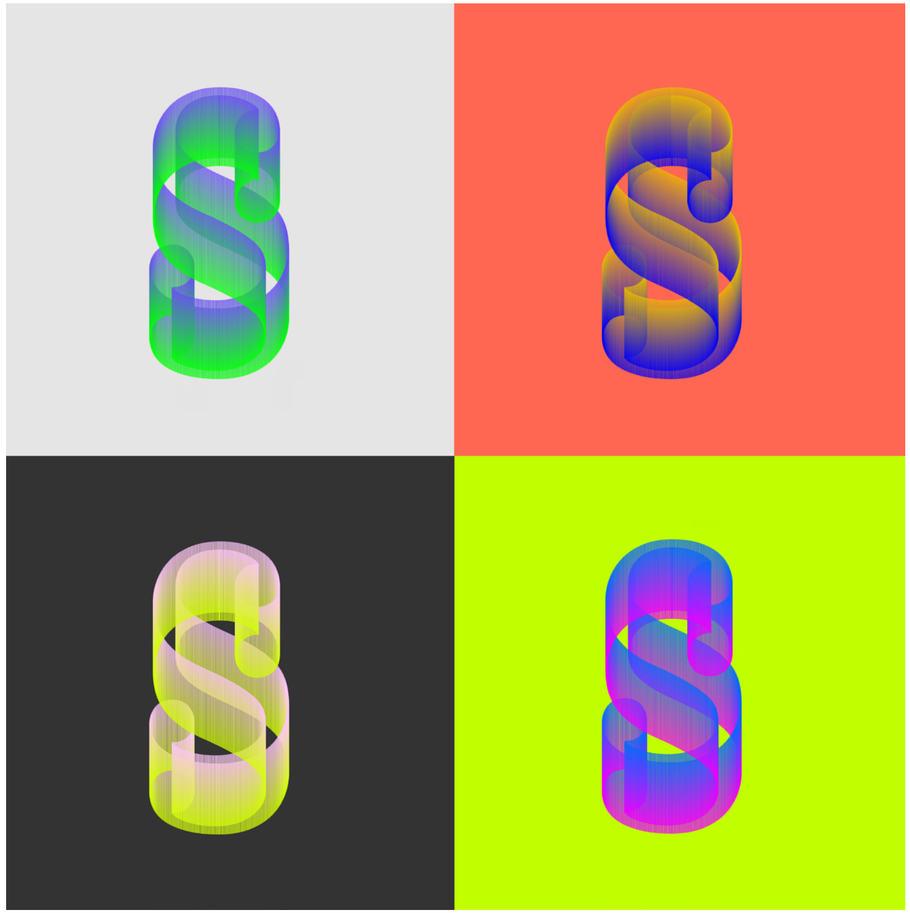
# GUTENBERG

ART DIRECTION

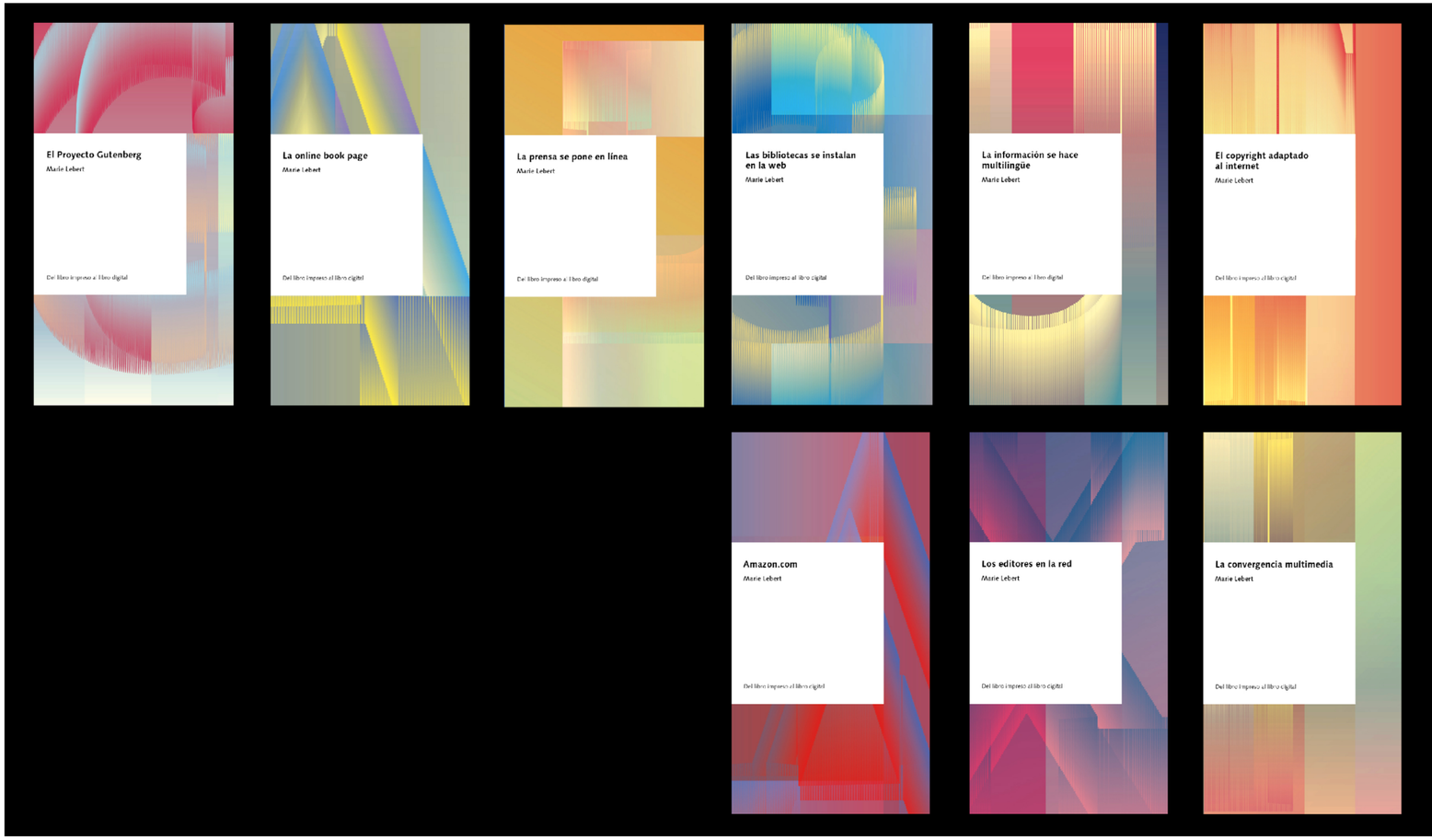
BRANDING

EDITORIAL DESIGN

TYPOGRAPHY



EXPLORATION / PROCESSING




BROCHURES' COVERS

# HUMAN INNOVATIONS

ART DIRECTION | BRANDING | EDITORIAL DESIGN | TYPOGRAPHY

This project is presented as a editorial piece which avidity leads it to explore some of the possibilities offered by creative coding. Although it consists on the edition and publishing of an antique collection of texts written by Marie Lebert, the graphic treatment allude to a contemporary gaze.

BRANDING

THE BRANDING PEOPLE

2021

# HUMAN INNOVATIONS

ART DIRECTION

BRANDING

EDITORIAL DESIGN

TYPOGRAPHY

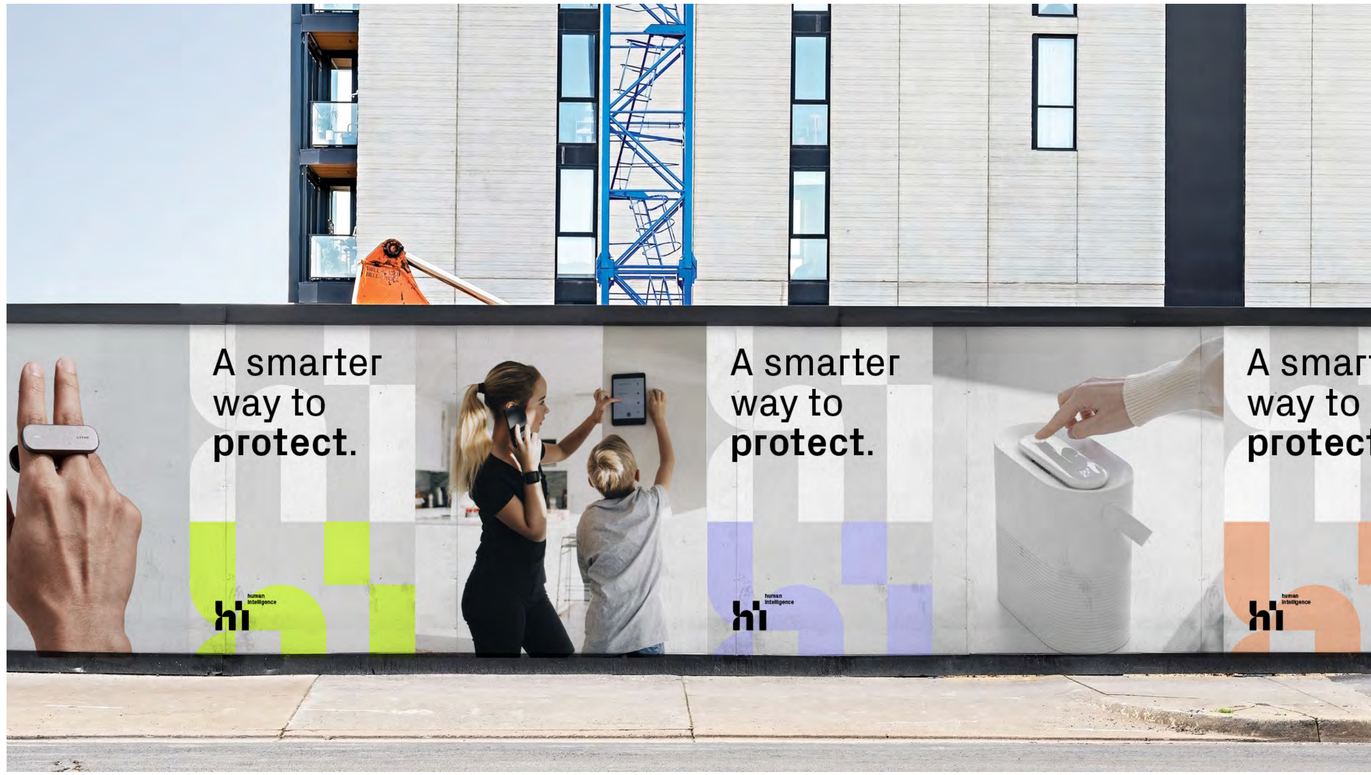
# HUMAN INNOVATIONS

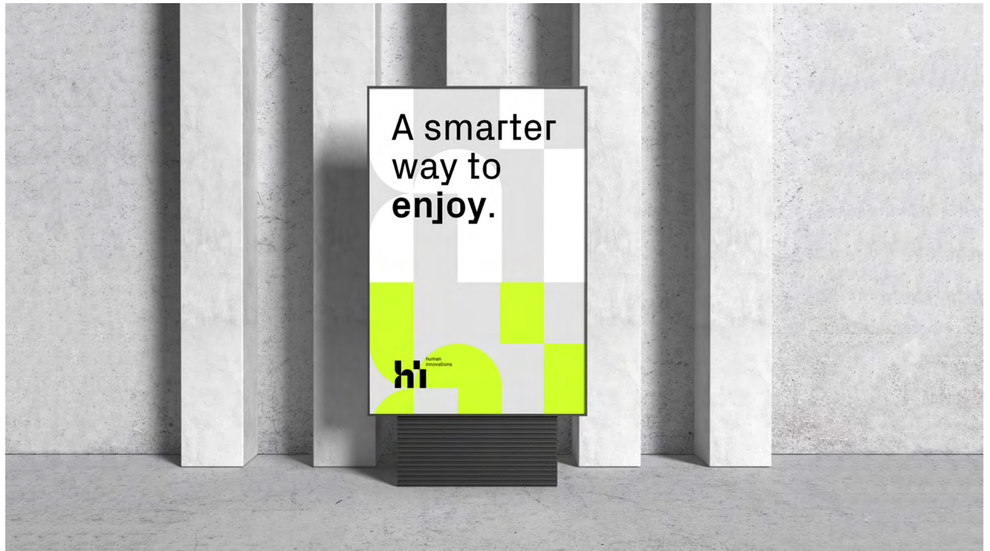
ART DIRECTION

BRANDING

EDITORIAL DESIGN

TYPOGRAPHY



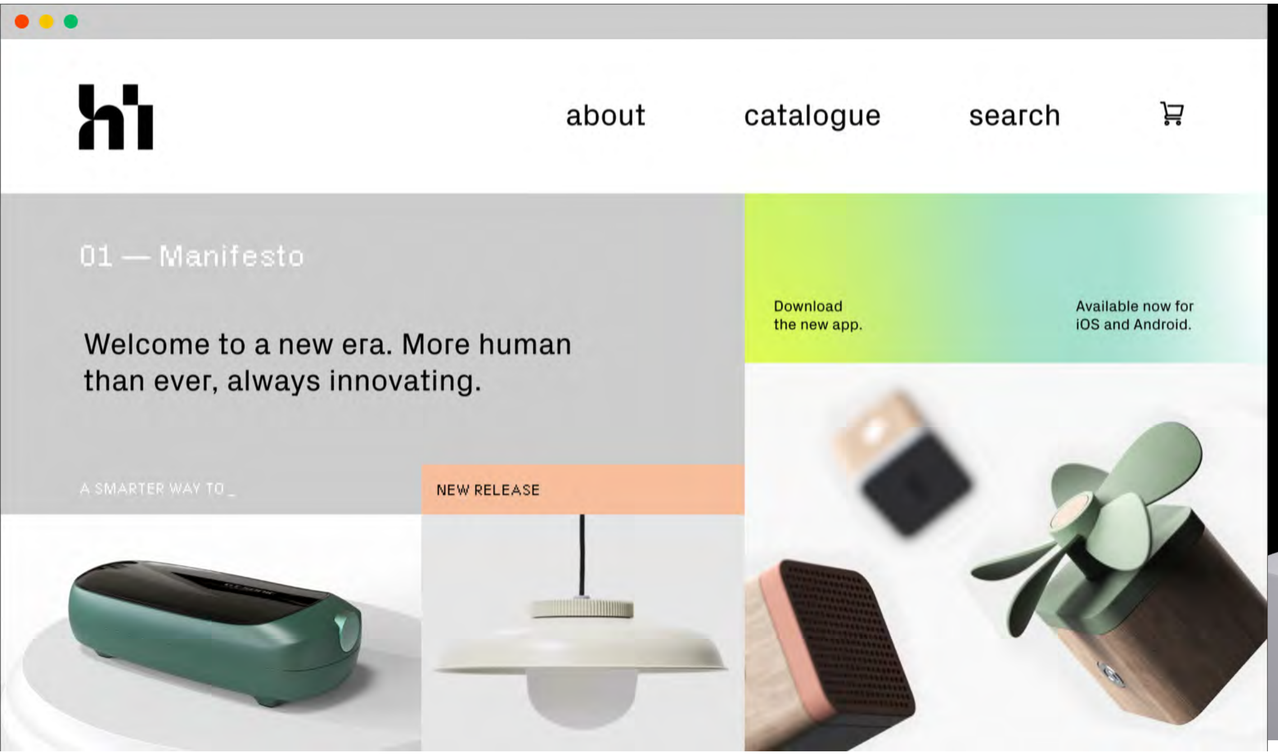
# HUMAN INNOVATIONS

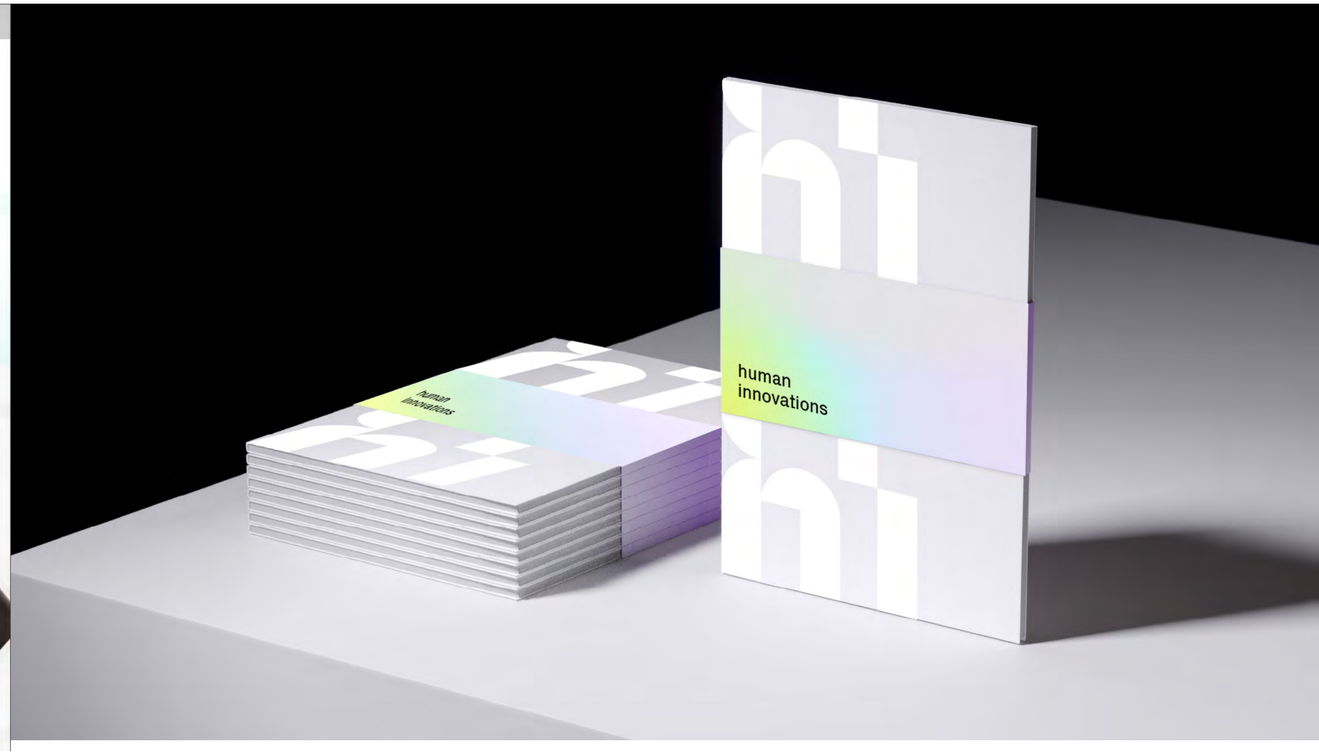
ART DIRECTION

BRANDING

EDITORIAL DESIGN

TYPOGRAPHY



# FILMS + TV

ART DIRECTION | BRANDING | EDITORIAL DESIGN | TYPOGRAPHY

ALLENDE
NETFLIX

SÚBETE A MI MOTO
AMAZON PRIME

TELEHIT REBRANDING
TELEHIT

SEXO, SUDOR Y LÁGRIMAS 2
VIDEOCINE

JEZABEL
INDEPENDENT FILM

¿WHO KILLED SARA?
NETFLIX

EL COLAPSO
NETFLIX

ALL OR NOTHING
AMAZON PRIME

† These images are styleframes from winning and non-winning projects.

† Because of confindential reasons, more information can not be shared. If you want to know more about them please contact me.

GINA+

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