

ELENA ORDOÑEZ
MARKETING & DESIGN

Creative
PORTFOLIO

ABOUT ME

Elena Ondóñez

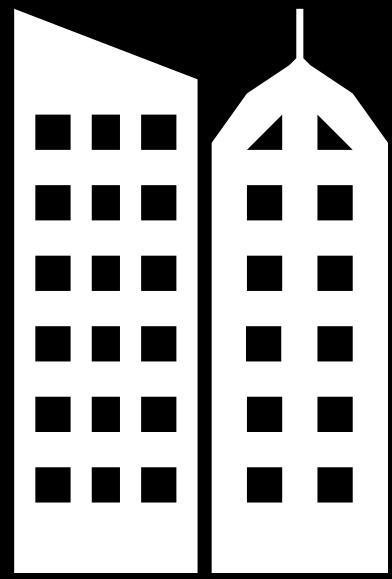
Currently leading Communications, Marketing, and the CarteCulture Project at Caritas Fribourg (Switzerland), I design and execute multi-channel strategies in French and German, manage social media growth, and oversee graphic design, events, and visual content. I also build strategic partnerships to strengthen visibility and social impact.

With over 14 years of experience in agile project management, digital marketing, and visual arts, I operate at the crossroads of creativity and performance.

I specialize in visual identity, Marketing 360 strategies, and data-driven decision-making to generate engagement and measurable impact. I am also the Founder of BarretBlau, an international creative and marketing agency delivering bold, innovative solutions beyond expectations.



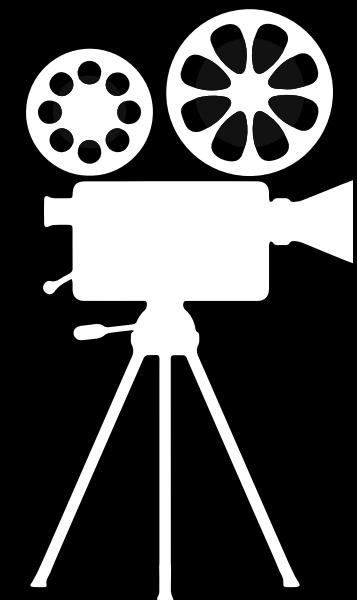
CREATIVE SERVICES



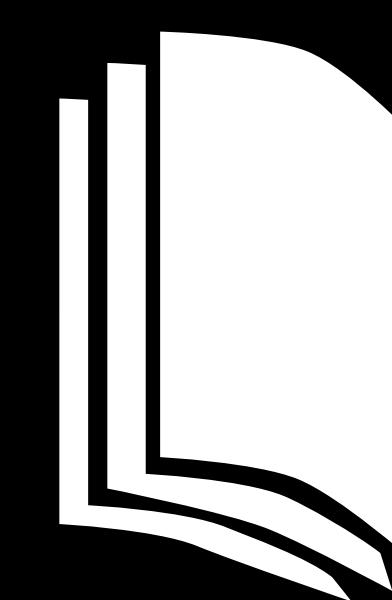
Corporate
Identity



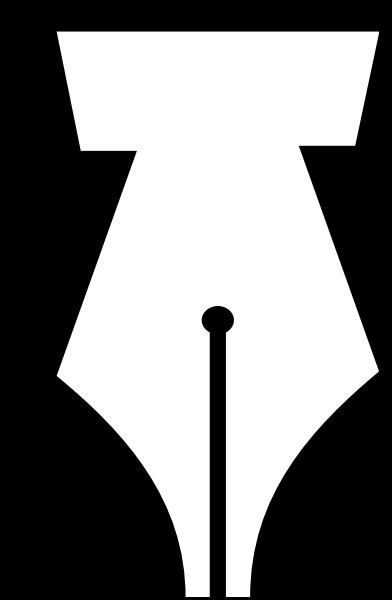
Logo
Design



Video
Editing &
Motion
Graphics



Graphic &
Content
Design for
Magazines



Multilingual
copywriting
(Spanish,
English,
French,
German)



Event Design &
Concept
Development



Other Projects

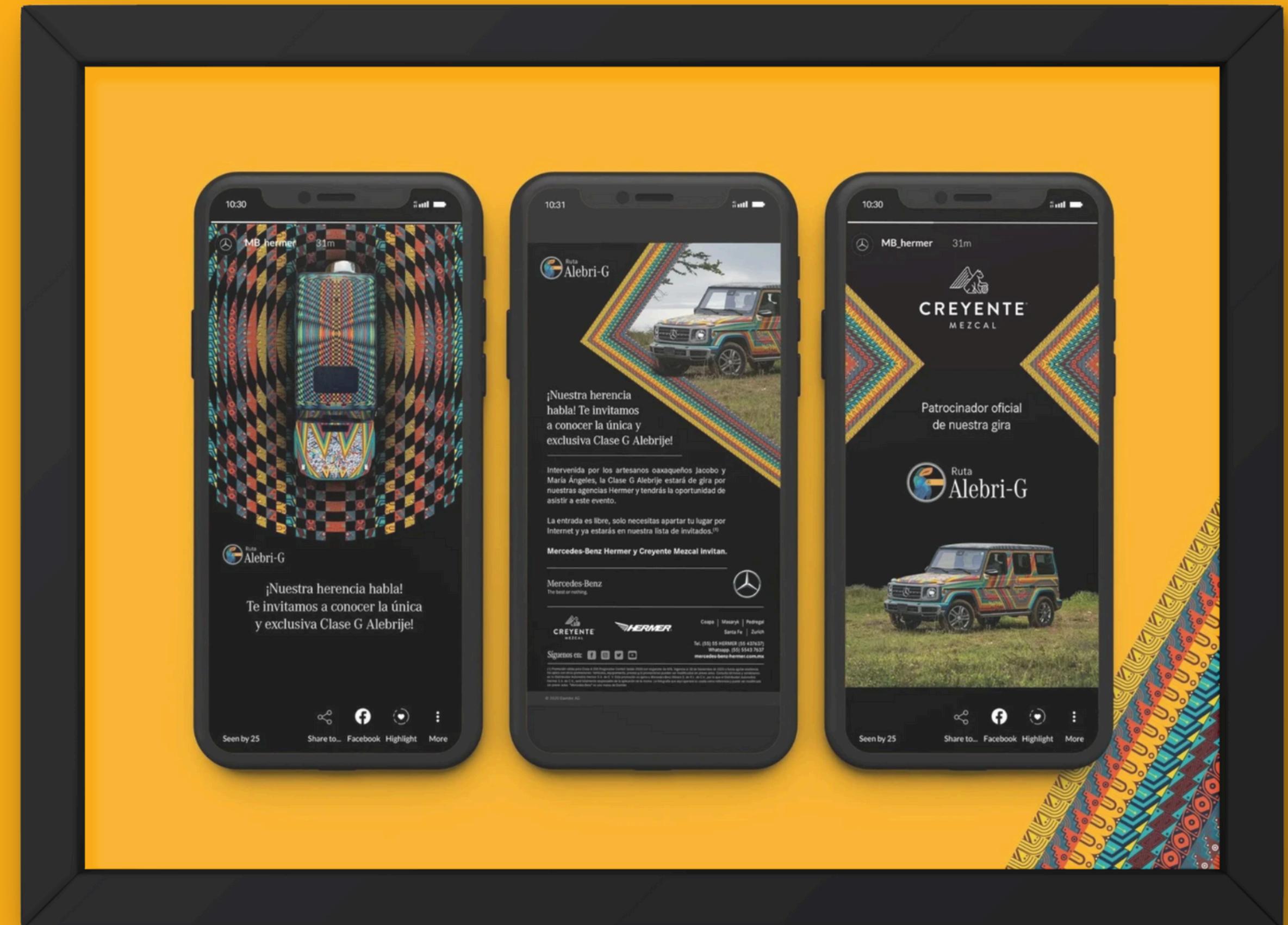
Hermer

Mercedez-Benz dealer (Mexico City)

Hermer is a Mercedes-Benz dealer in Mexico City that had the honor of presenting an exclusive G-Class edition customized by **Mexican artisans** across its agencies.

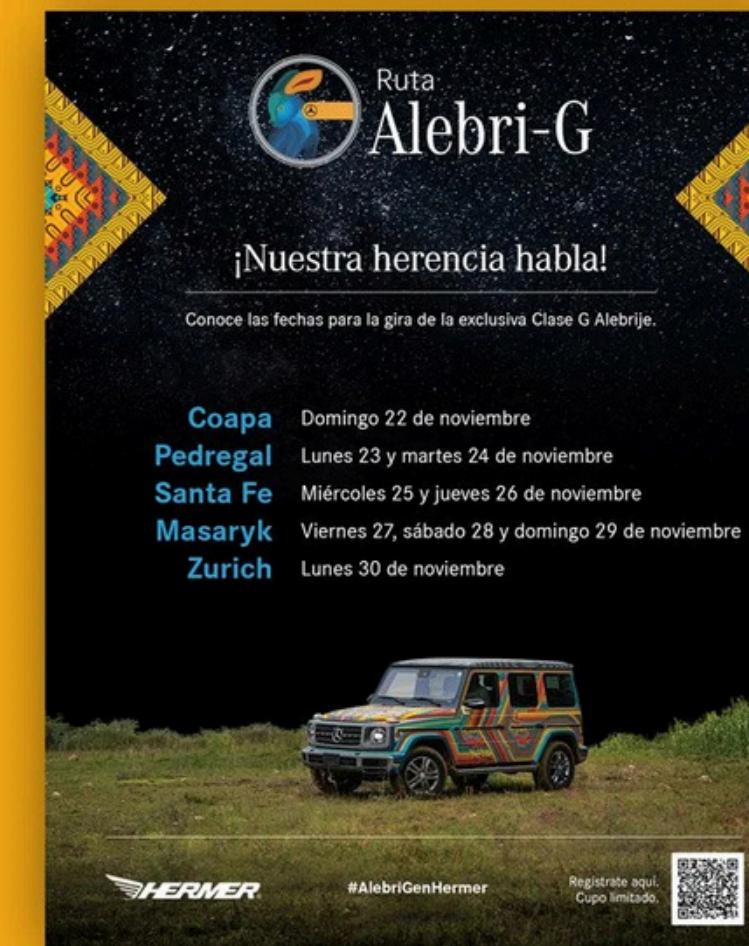
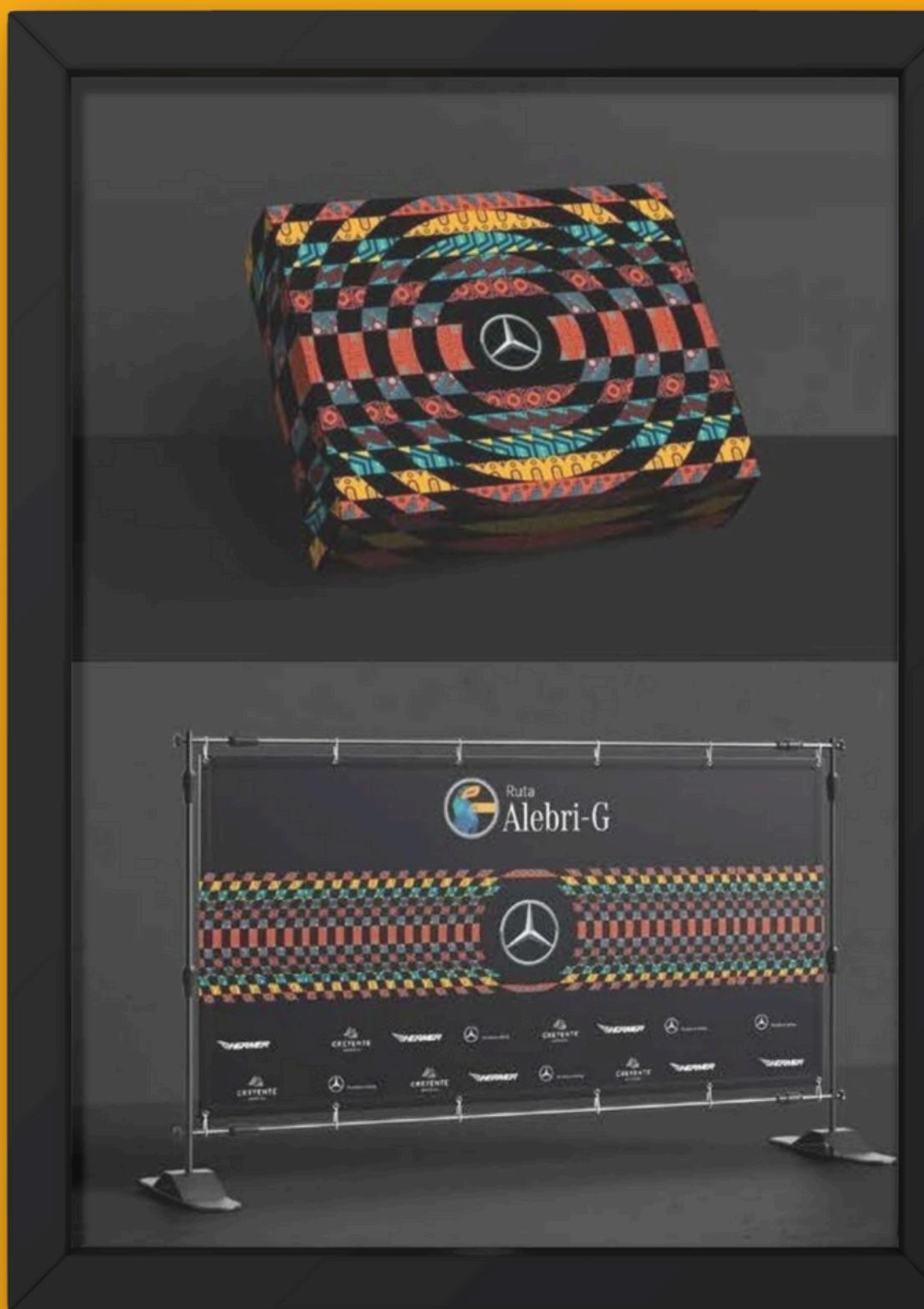
I was **responsible for the creative concept and design of all promotional materials**, including email campaigns, social media content (banners, images, videos, and infographics), and branded merchandise.

The visual approach was inspired by traditional craftsmanship, blending artisanal detail with the premium identity of Mercedes-Benz.

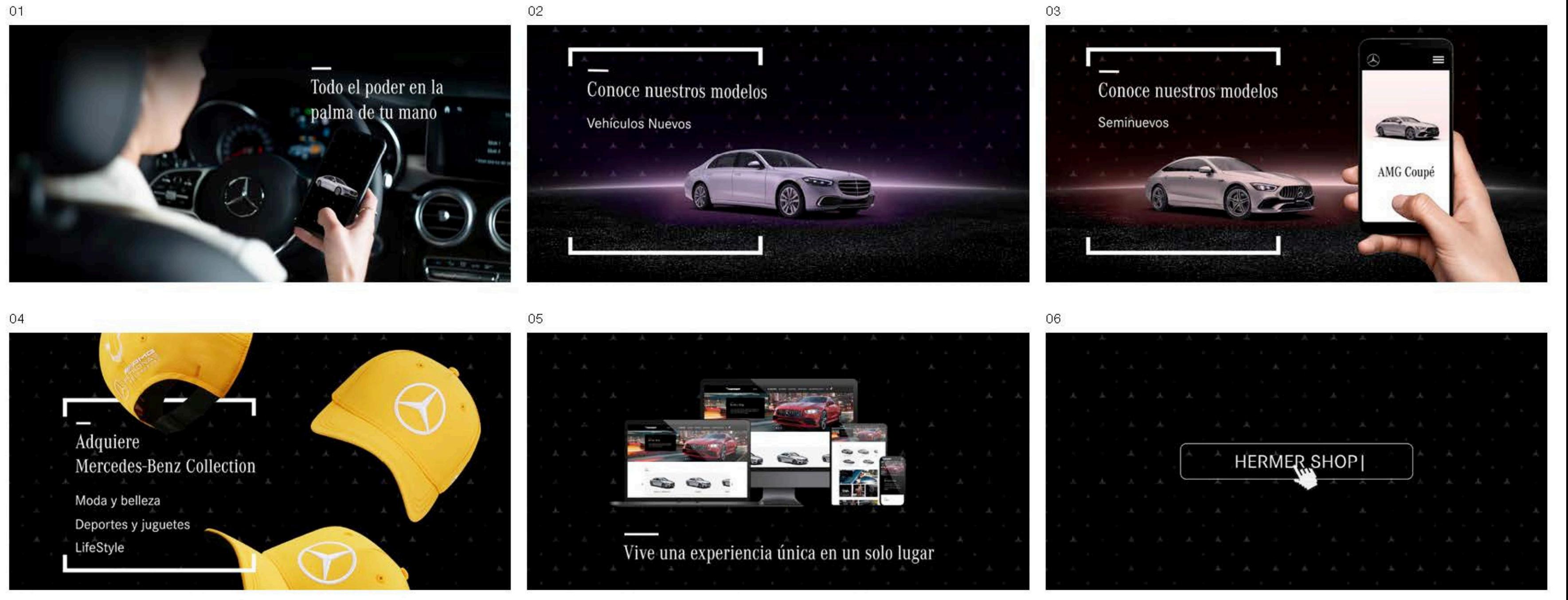


Hermer

Mercedez-Benz dealer



Hermer Mercedes-Benz dealer



Creation of a promotional video for the **new e-commerce platform, Hermer Shop**, using a combination of motion graphics techniques, animated typography, and 3D environments with dynamic camera movements.

Learn more at: mercedes-benz-hermer.com.mx

Tu Deseo (Mexico City)

Tu Deseo is a Mexican ice cream brand offering authentic Michoacán-style recipes elevated with a refined, gourmet approach. The brand's identity draws inspiration from traditional craftsmanship, celebrating artisanal processes, texture, and cultural heritage.

I led the full development of the corporate identity, including brand strategy and visual direction. This encompassed the design of the logotype, menus, signage, banners, iconography, flyers, social media content, business cards, packaging (cups), and additional branded assets, ensuring a cohesive and recognizable brand experience across all touchpoints.

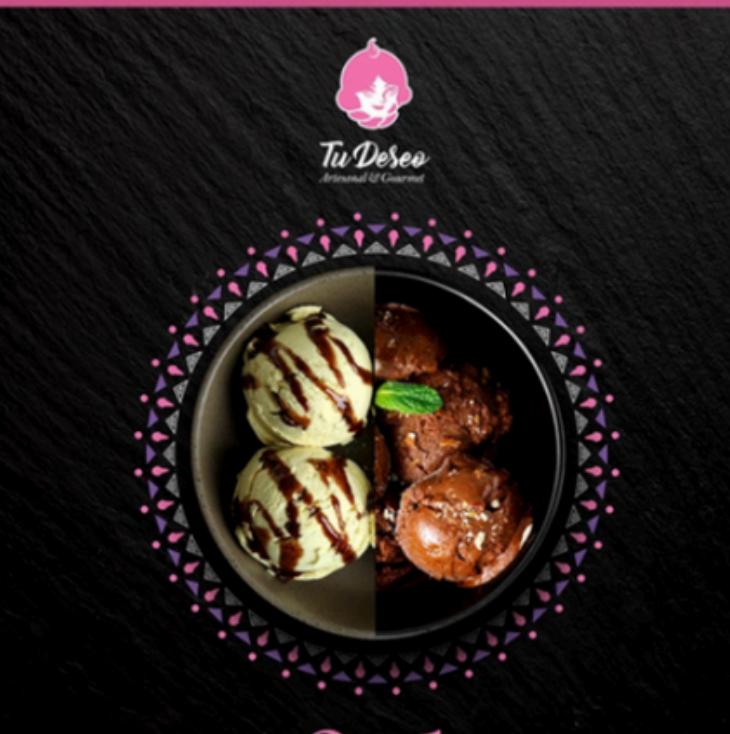


Tu Deseo

The image shows a black smartphone with a pink background, displaying three promotional cards for the brand "Tu Deseo".

Card 1: 2x1 Offer

Tu Deseo
Artesanal & Gourmet



2x1
Todos los martes en helados sabor tradicional.*

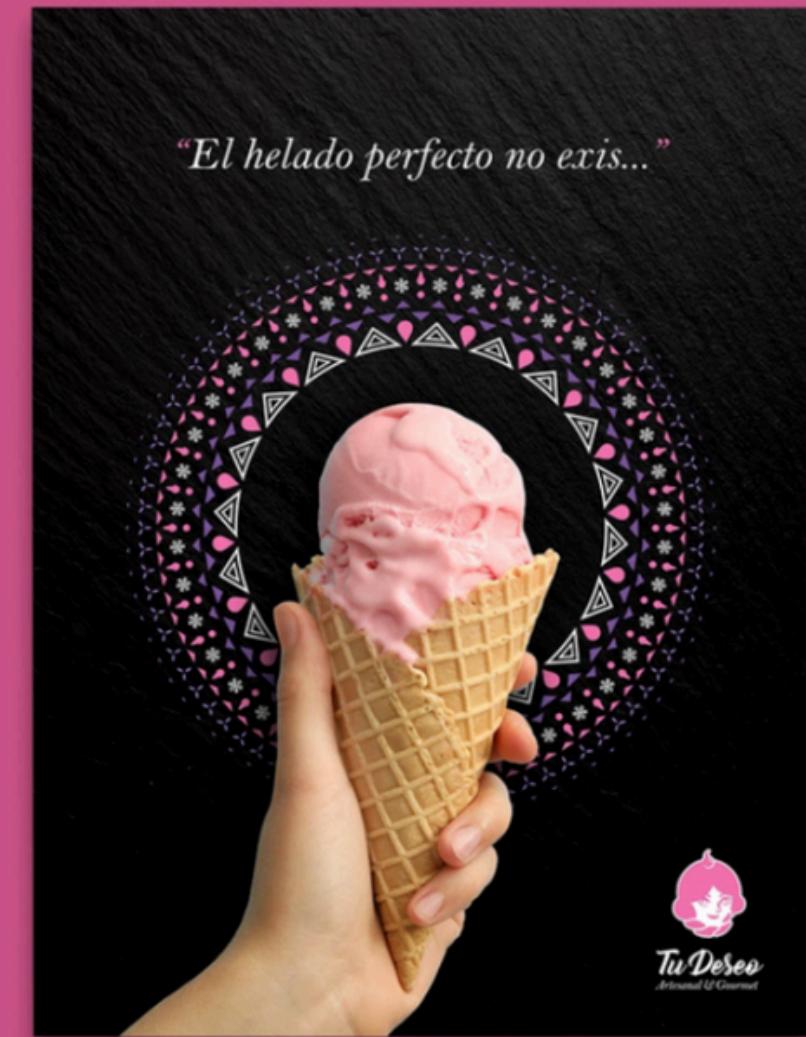
Productos libres de azúcar, 100% natural, sin conservadores.

*Aplican restricciones.

Card 2: Perfect Ice Cream

Tu Deseo
Artesanal & Gourmet

"El helado perfecto no existe..."



Card 3: Milkshakes

Tu Deseo
Artesanal & Gourmet

Malteadas



A precio especial* todos los viernes.

Productos libres de azúcar, 100% natural, sin conservadores.

*Aplican restricciones.

Tu Deseo





Tu Deseo



Purepecha

Native from Michoacan Mexico. Reflects the tradition from *handcrafted* (artesanal) culture.



Tu Deseo

Is the combination of this two aspects: *artesanal* (handcrafted) and *gourmet*.



Ice-cream

Gourmet style, our personal brand.

Video Development and Production Iza Business Centers



[Watch the Video](#)

Production, Content,
and Creative Direction
for the **“20 Years in Iza
Business Centers”**
Video.

CONTACT



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