

Welcome to my portfolio!

I'm Luis Alonso and I work as an Illustrator and a Graphic Designer. Say hello.

ABOUT ME

Barcelona (Spain), 1987. Luis graduated in Art and Design in Massana School of Arts. Then, moved to Berlin in 2011. After learning German and web programming, he got his first job as a designer. His work spans from digital marketing and creative processes to analog techniques like, screen-printing and woodcarving. He is also a talented illustrator.



SKILLS & EXPERIENCE

Animation
Process Designer
Branding
Layout
Doodle Addict
Creative Strategy
Presentations
Print and Digital
Web Design





touch points.

2015 - 2017

Foodpanda. Before I started providing all creative material to the whole Marketing team, we had to set up a process: some rules, priorities and communication standards. Once that was in place, I could focus on creating campaigns, teaching teams abroad and interviewing new co-workers.

WORK

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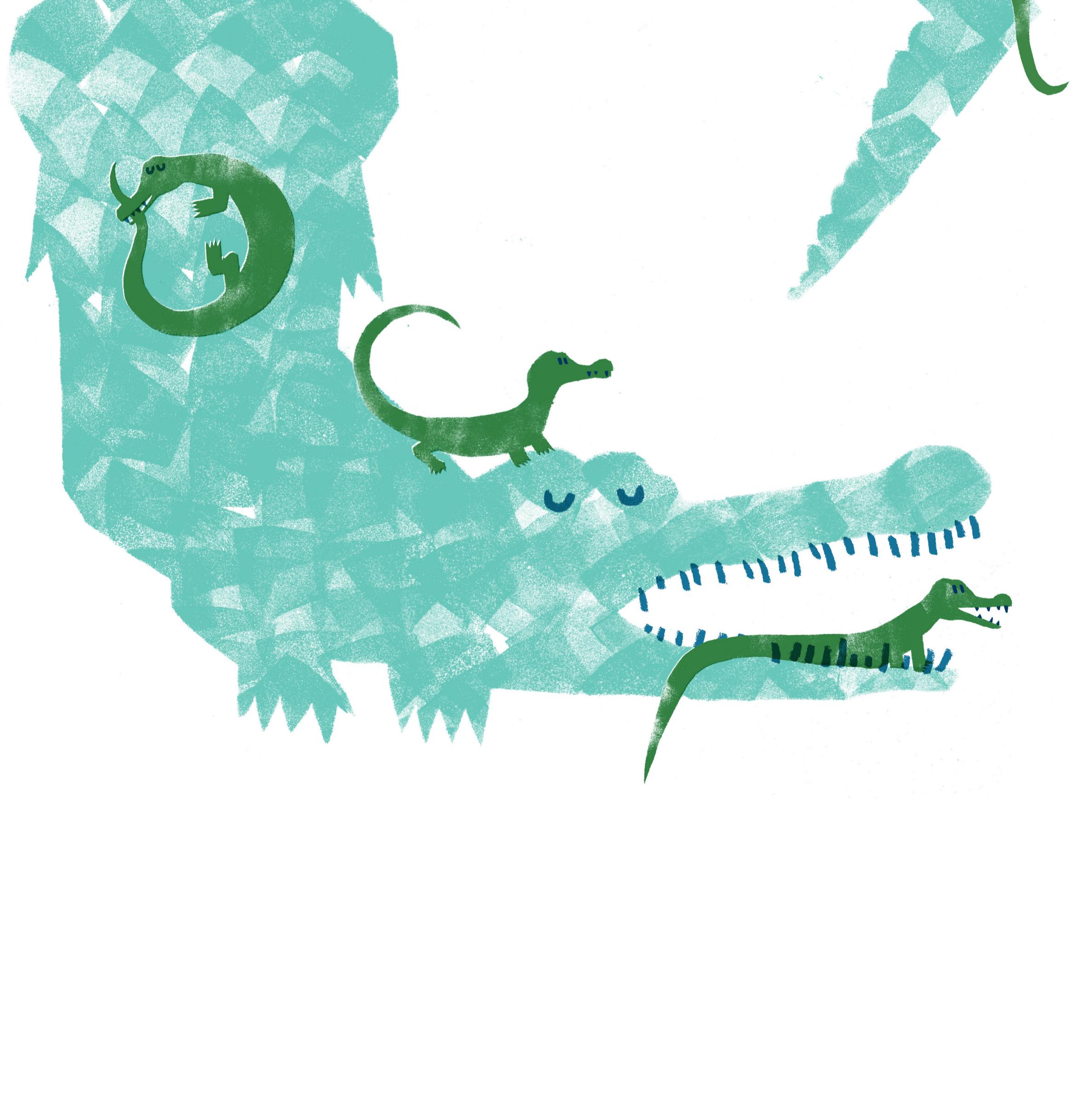
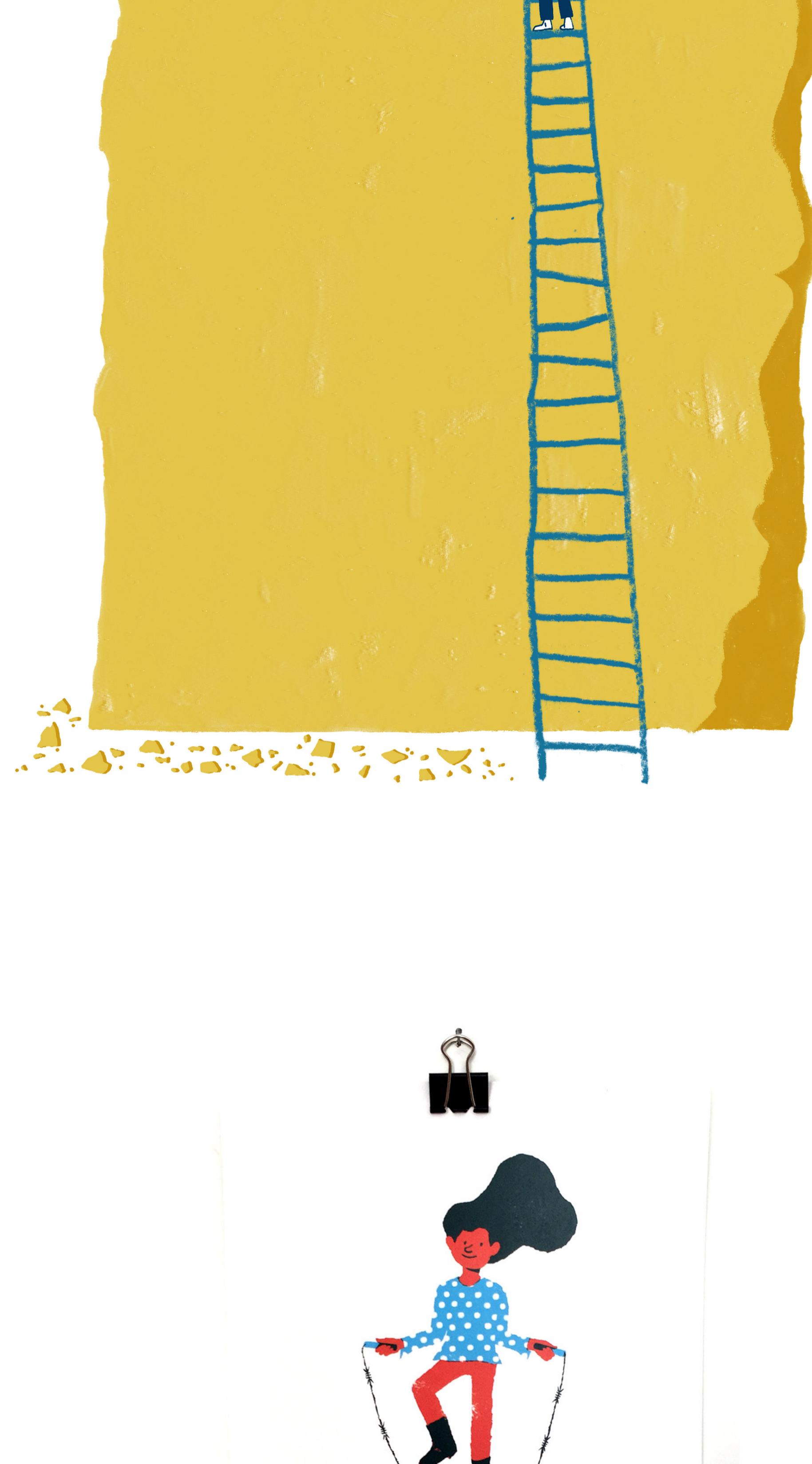
ed as an alter
presents for

The final art consists in paper, ink, stamped textures and paper cuts. We scan, compose and color them all digitally. The last step is to organize the printing and distribution.

over hundred units, some are gifts, others are orders from people around the world

Role:

In this project we illustrate, edit and distribute the calendar. We also have rules about on style and palette so all illustrations feel like they belong together, so there is a bit of Art Direction there too.



Foodpanda

Description:

This is a selection of creatives I did during my time in Foodpanda. Some of these campaigns improved performance up to 30%. Most of them are ads showing up in Social Media channels, Apps or Websites. Please be aware of the surrounding contexts.

Role:

My task was to provide all creatives materials for the Marketing Team (including: Display, Mobile, SEO, CRM and Social Media).

For that, we came up with a creative process and some communication standards. Educating coworkers about this new rules took some time but at some point we got a strong flow.

The company had offices all around the world, that's why I had to come out with a naming convention so we could manage all files for all the different teams. To make it a bit more fun, we also had different brands and guidelines, which made communication between teams a daily thing.

At some point I went to our office in New Dehli, India. There, me and the Design Team had some learning sessions about branding and the designer's role. Was a great opportunity to know better some colleagues and learn about other cultures. While there, O also had the chance to do some interviews on my own.

Back in Berlin, we had to find another designer and I helped with the selection, interviewing and onboarding process.