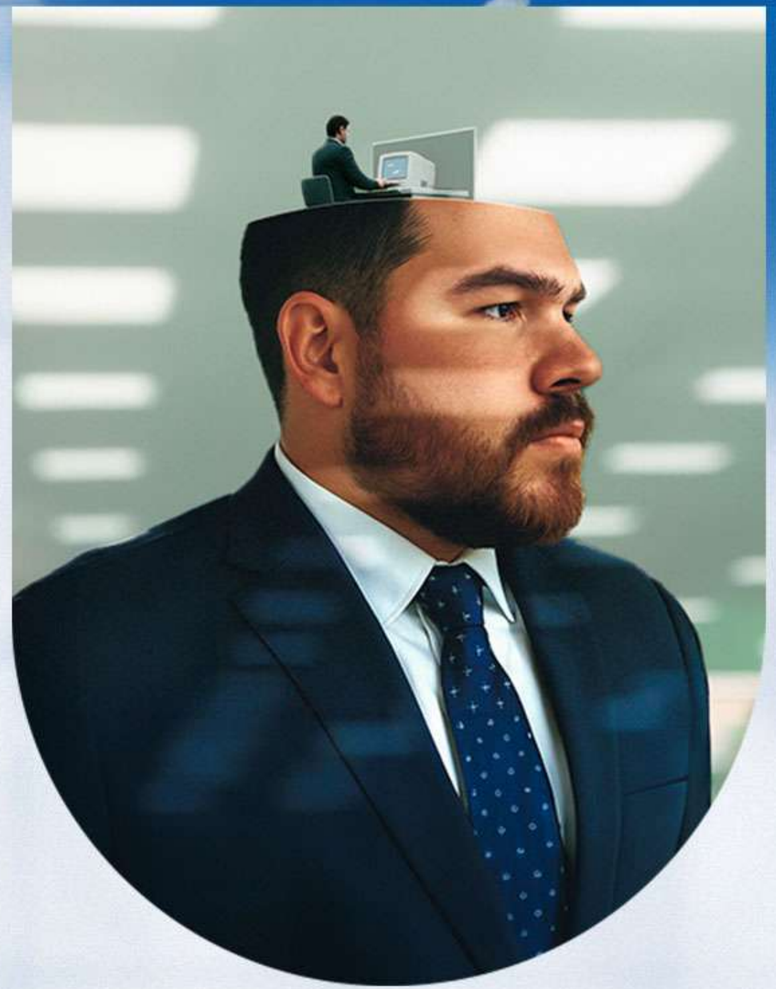
PORTFOLIO

Here, ideas take flight — and if you're lucky, sometimes they carry you along.

Hey. I'm Luis,

A CONTENT & BRAND DESIGNER

Transforming ideas into impactful stories—content and brand design that captivates, engages, and delivers results.



MEXICO
English level B1

6+
Years of Experience

100+
Projects Delivered

95%
Client Satisfaction

10
Clients Worldwide

Content Strategy & Storytelling
Crafting engaging narratives and content strategies that connect deeply with your audience.

Brand Identity & Positioning
Building powerful brand identities and positioning that make your business unforgettable.

Multi-Platform Content
Designing and optimizing content tailored for web, social media, and digital platforms.

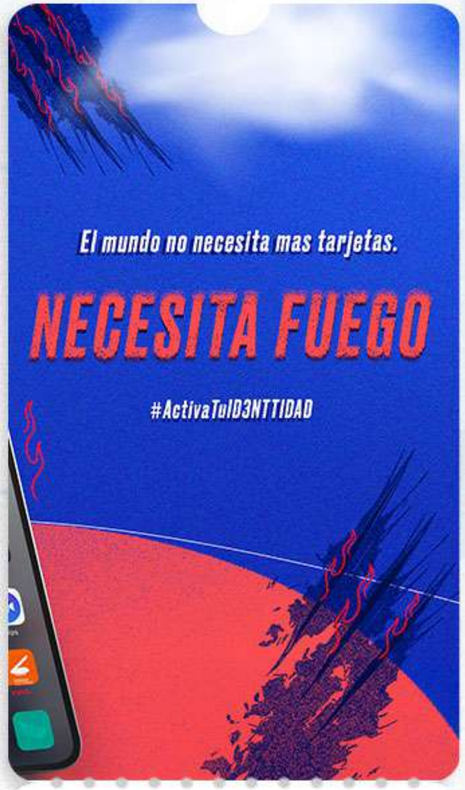
Creative Prototyping
Bringing ideas to life through creative mockups and prototypes before full-scale execution.

¿Esto es real?

01

LiLiA

02



TRISTES TIGRES...

03

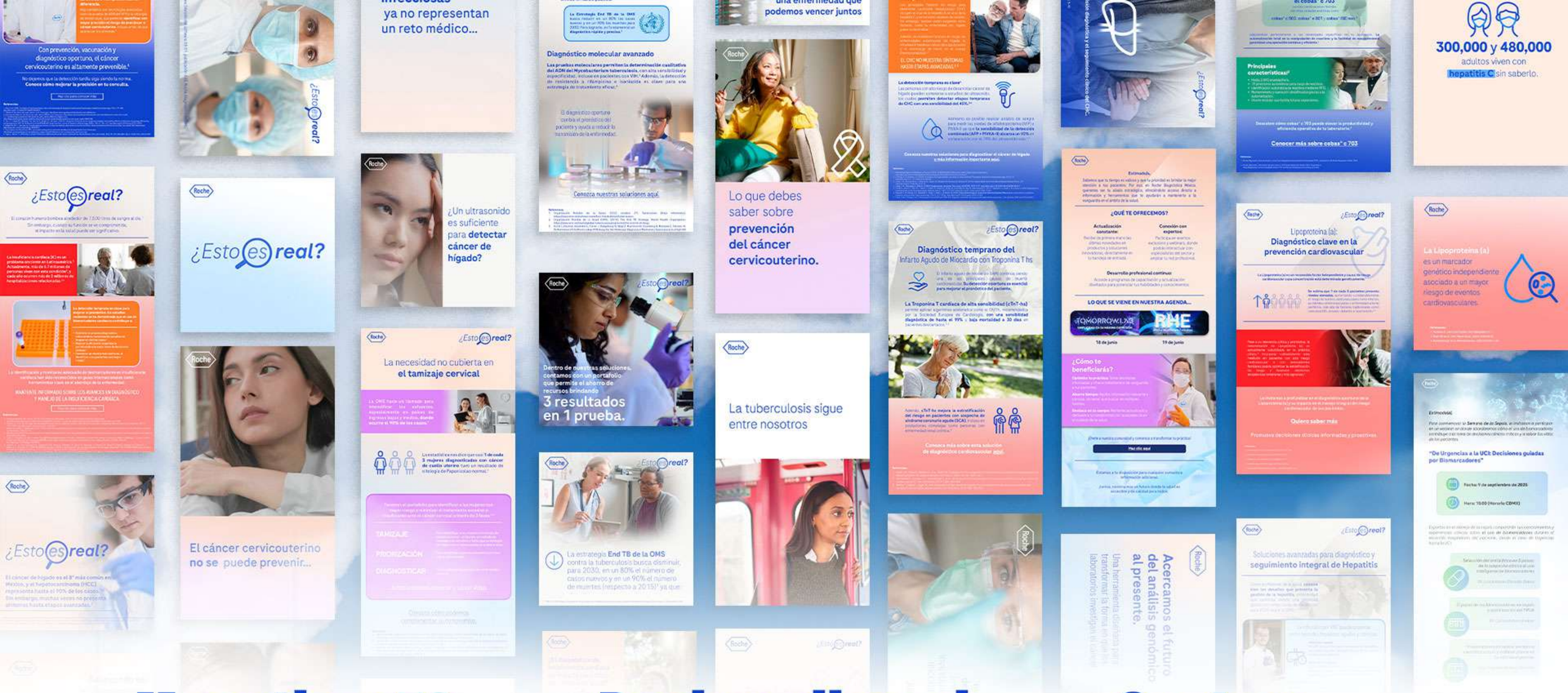
KICK OFF RDM 2025
UNIDOS EN ESTA MISIÓN ESPECIAL

04

01 | Roche

¿Esto es real?

"Is This Real?" began as a bold idea to celebrate reality itself—showcasing facts so extraordinary they seemed unbelievable, only to reveal the true numbers behind Roche Diagnostics Mexico's success. For this project, **I was responsible for proposing the creative concept and developing the visual identity,** which over the year evolved into a benchmark in the brand's communication and a recognized voice on social media, with LinkedIn as its main stage.



More than 70
Contents delivered

Design aligned
to brand guidelines

Custom
logo animation

02 | Lil.ia

Lil.ia was born from the essence of Liliana, transformed into an AI designed to support students pursuing certifications with the CONOCER Institute.

The character's illustrations were created with AI, then carefully refined through an artisanal design process—blending technology and creativity to bring Lil.ia to life.

Lil.ia: where AI meets human creativity to empower learning

LiLiA
La IA que va a cambiar
la manera de aprender

The Face of a Project

A well-crafted avatar can transform a project—turning ideas into something tangible, relatable, and human. Lil.ia became more than a tool: she became the face and voice of the initiative.

Tag IDENTIDAD

Por 3TT

3 Tristes Tigres is more than a brand—it's a legend brought to life. **For this project, I created the brand identity, aligning it with the founders' personal story and shaping its personality through bold graphic elements.**

From social media design and product development to the creative storytelling of the three tigers' myth, the result is a brand that radiates strength, daring spirit, and the inner flame of the tiger.

Presentarte nunca fue tan salvaje

The Spirit of the Tiger

The spirit of the tiger is present in every brand touchpoint—whether physical or digital—bold, fearless, and impossible to ignore.

Creation of a signature seal featuring three tigers—representing the three founders—united by a central flame that symbolizes their shared passion.

04 | KICK OFF RDM 2025

UNIDOS EN ESTA MISIÓN ESPECIAL

Kick Off RDM 2025 was more than a convention—it was a mission. Set against the beaches of Punta Cana, this project brought Roche Diagnostics Mexico together under the concept of "Mission Especial."

I was responsible for defining the graphic line and adapting it across multiple deliverables, from corporate presentations and printed materials to giveaways, ensuring a consistent and inspiring brand experience for over 300 participants.

I created large-format audiovisual pieces tailored for the event's main stage, designed to fit a 12-meter by 3-meter screen and deliver an impactful visual experience.

Words Shaped by the Mission

Key terms and language were localized and adapted to align with the event's theme, ensuring every word reinforced the spirit of the mission.

Promotional Materials with Purpose

A wide range of event promotional materials was designed, each crafted to reflect the visual identity and reinforce the concept of the mission.

GREAT IDEAS

can take us further than we ever dreamed.

THANK YOU :)

LUIS GALINDO
+52 55 5410 9524
luisenriqueggc@gmail.com