

# V I V I A N A U G A L D E

Port Coquitlam, BC | 604-910-2597 | [viugalde@icloud.com](mailto:viugalde@icloud.com) | [www.linkedin.com/in/vivianaugalde](https://www.linkedin.com/in/vivianaugalde)

H O M E C H E F & G A R D E N



## P R O D U C T P O R T F O L I O

CULINARY PRODUCTS, HOME DECOR, AND GARDEN

"A collection of innovative products designed for retail and digital markets,  
focusing on sustainability, culinary enjoyment, and home decor"

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# VIVIANA UGALDE

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## CHIPOTLE SEASONING LINE



### Product Description:

A gourmet seasoning product line developed under the Home Chef brand, featuring smoky and spicy chipotle flavors perfect for pizzas, grills, and other savory dishes.



### Key Features:

- Chipotle Marinade: Smoky flavor with a hint of spice.
- Versatile for meats, pizzas, soups, and more.
- 100% natural ingredients.

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### Achievements:

- Distributed via Amazon Mexico.
- Sold in gourmet markets with high turnover.
- Used in various culinary demonstrations and cooking shows.

# TORTILLA WARMERS (HOME DECOR)



### Product Description:

A line of traditionally designed tortilla warmers made with eco-friendly, locally sourced materials. These warmers are both functional and stylish, suitable for modern kitchens and dining settings.



### Key Features:

- Made with natural materials such as woven palm.
- Retains heat for extended periods.
- Available in various sizes and finishes.



### Achievements:

- Sold through Amazon and in local retail markets.
- Designed for eco-conscious consumers, focusing on aesthetics and functionality.



# FOGUITO FIRE STARTER LINE

### Product Description:

An eco-friendly fire starter line designed to quickly ignite fires in grills, fireplaces, and campfires. Non-toxic, safe, and easy to use, Foguito is made from a natural blend of wood shavings and wax.



### Key Features:

- Lights fires quickly and naturally.
- Suitable for grills, fireplaces, chimeneas, and more.
- Made from eco-friendly, non-toxic materials.



### Achievements:

- Sold on Amazon Mexico.
- Achieved high customer ratings for ease of use and effectiveness.
- Designed eco-friendly packaging for retail shelves.



## HIT SEMILLAS RETAIL SEED LINE (GARDEN PRODUCTS)



### Product Description:

A seed line designed for the home gardener, featuring high-quality, locally sourced seeds for vegetables, flowers, and herbs. Hit Semillas caters to amateur and professional gardeners alike.

### Key Features:

- Seeds for various vegetables, herbs, and flowers.
- Eco-friendly packaging.
- Available through Walmart Mexico and online.



### Achievements:

- Exponential increase Likes & engagement on Facebook & Instagram marketing campaigns.
- Distributed through Walmart Mexico and mayor retail stores.
- Popular among eco-conscious gardeners.



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## H O M E C H E F & G A R D E N

## HOME CHEF & GARDEN BRAND

The umbrella brand for all gourmet, home decor, and garden products, Home Chef & Garden offers eco-friendly and innovative kitchenware and gardening products for the modern home.

### Key Products:

- Chipotle Seasonings (for grilling, pizzas, tacos).
- Foguito Fire Starters.
- Hit Semillas seed line.
- Tortilla Warmers for home decor.

### Achievements:

- Successfully launched multiple product lines.
- Partnered with large retailers like Walmart Mexico.
- Generated high online sales via Amazon Mexico and retail channels.

### Conclusion

These products reflect a commitment to sustainability, innovation, and high-quality design. I have taken concepts from initial sketches to final product launches, overseeing all stages of development, marketing, and distribution.

Sincerely,

*Viviana Ugalde*

