

Emmanuel

Digital Graphic Designer

LET'S WORK!

WELCOME!

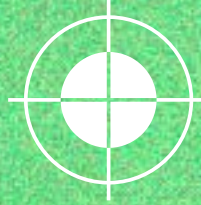
To my visual journey ●

Over the years, I've had the privilege of applying my expertise across various industries, including law, social initiatives, and corporate environments, always betting on a human approach to **support from what I am passionate about: art and design.**

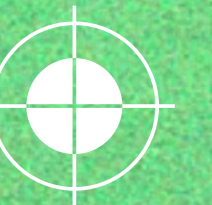
Crafting visually impactful designs that amplify brand identities and drive **meaningful** engagement. Here, you'll find a collection of my work, showcasing my **commitment** to **innovative** design solutions and their impact on brand narratives. . .

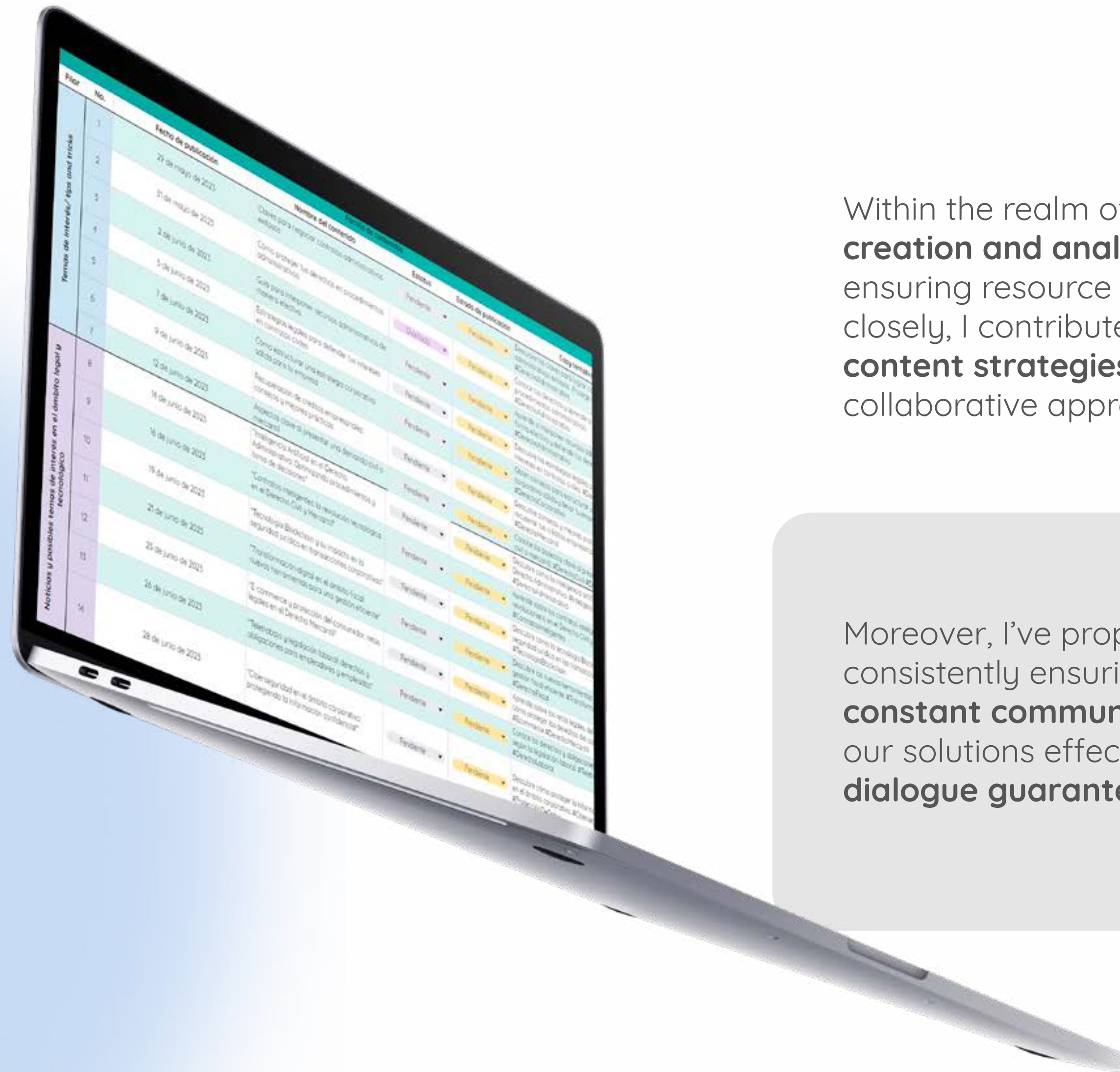


2023/24



SOCIAL MEDIA





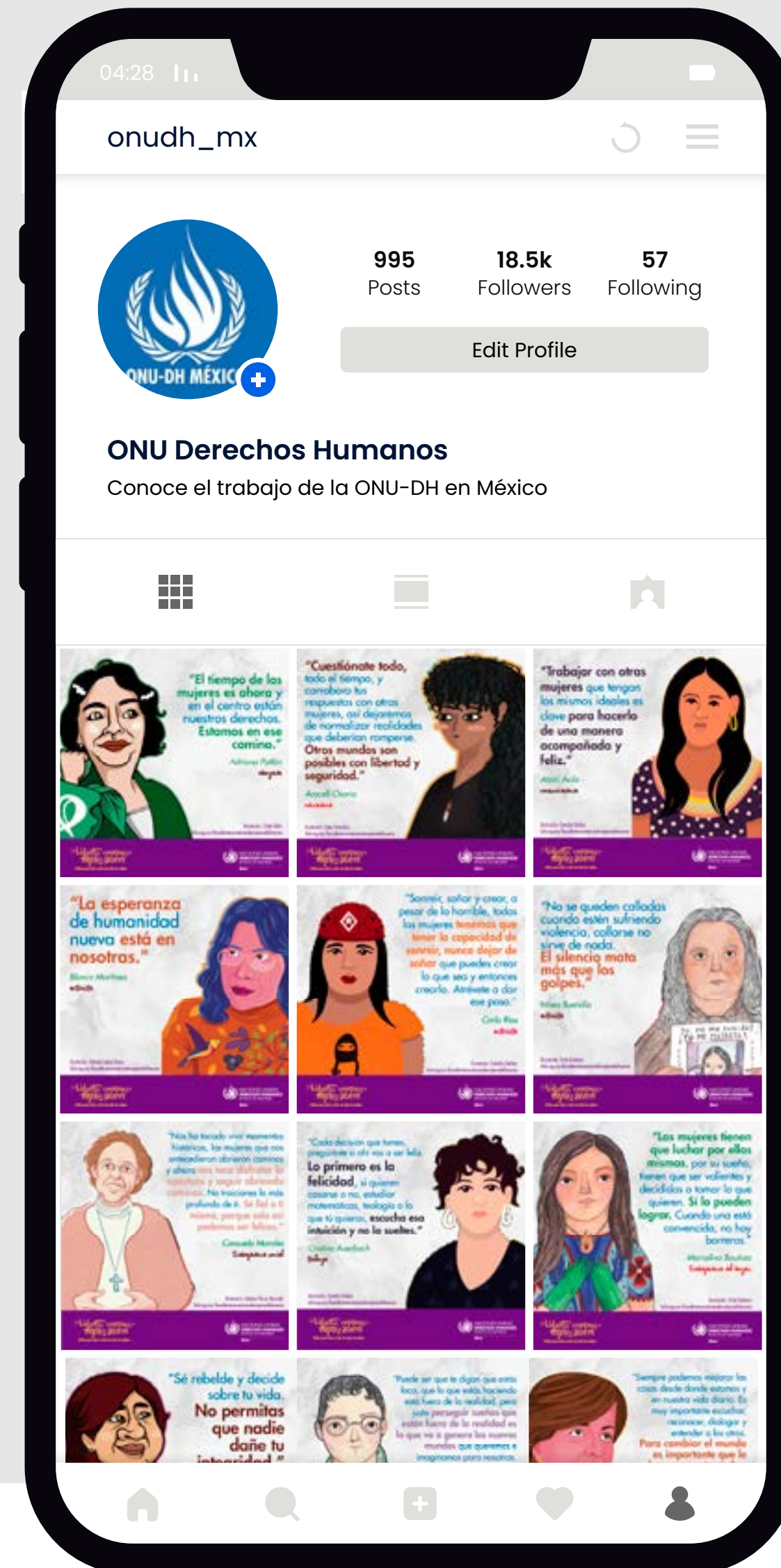
Within the realm of social media, my expertise extends beyond **content creation and analysis**. I seamlessly **coordinate with marketing teams**, ensuring resource provision and **meeting critical deadlines**. Collaborating closely, I contribute to **asset creation** and aid in devising **comprehensive content strategies** that align with overarching marketing goals. This collaborative approach ensures cohesive and impactful social media initiatives.

Moreover, I've proposed content pillars that align with client strategies, consistently ensuring our approach resonates with their vision. I maintain **constant communication** with clients, seeking feedback and insights to ensure our solutions effectively meet their needs and objectives. **This collaborative dialogue guarantees the delivery of solutions that truly serve their goals.**

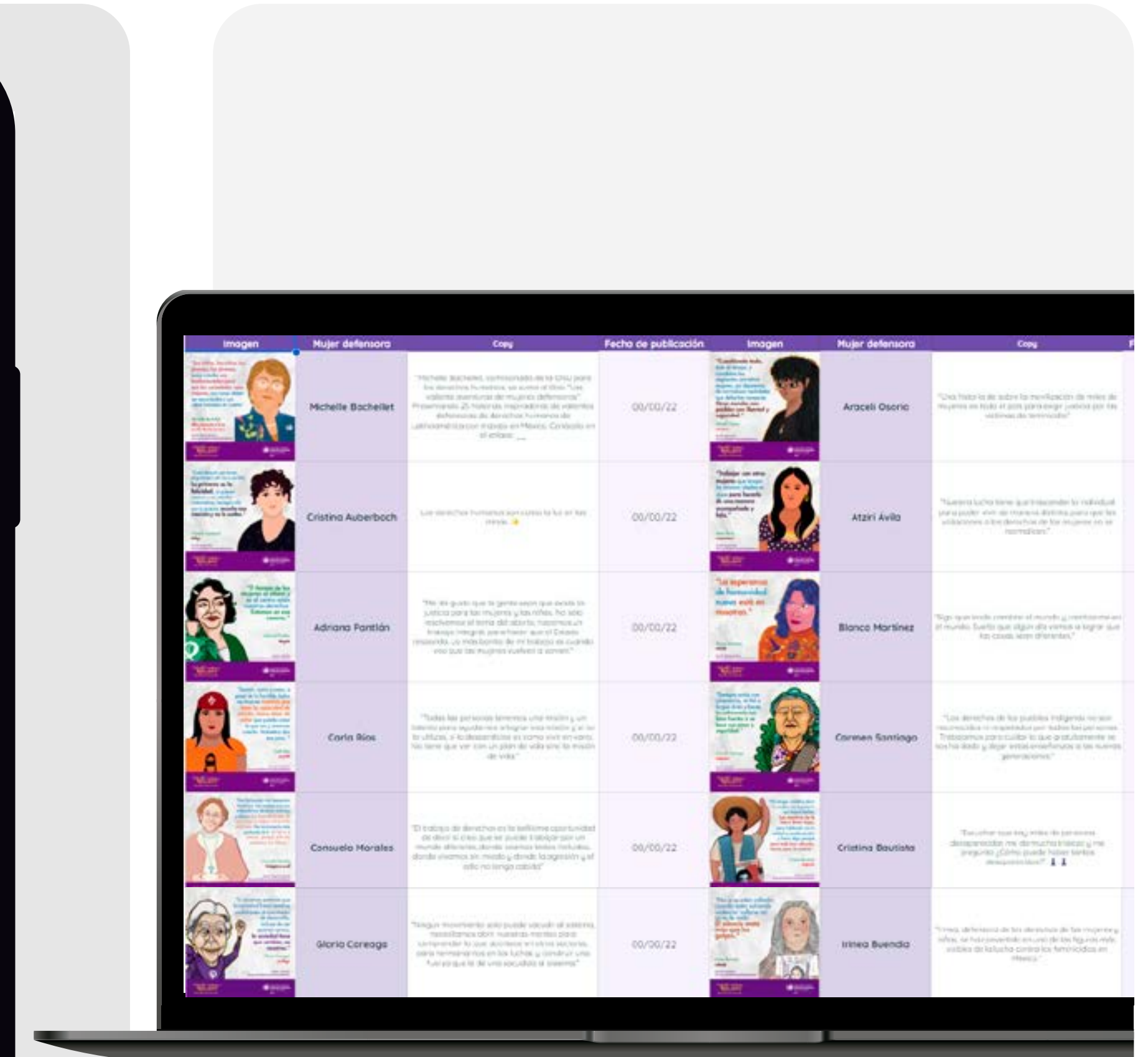
Asset design



Programming and feed adjustment



Content grid planning



Event-derived metrics analysis

Recurso	Pilar de contenido	Enlace	Status	Fechas		Redes Sociales				Tendencia
				Recibido	Publicado (tras aprobación)	Instagram	LinkedIn	Facebook	Twitter	
	Eventos	18	Publicado	14/04	14/04	19	53	12	23	
	Eventos	17	Publicado	17/04	17/04	12	96	8	258	
	Eventos	16	Publicado	17/04	18/04	7	108	7	42	
	Eventos	8	Publicado	18/04	19/04	8	149	7	46	
	Eventos	10	Publicado	18/04	21/04	7	104	8	83	
	Eventos	3	Publicado	18/04	24/04	9	127	8	53	

After generating resources and graphics for an event, I oversaw **social media monitoring and engagement**, tracking activities and workshops. This facilitated the **assessment of impact and identified improvement opportunities** for future editions. Additionally, it laid the groundwork for structuring upcoming content creation based on insights gathered.



mr.jingless
Metepéc



255 likes
mr.jingless The improved cometodo, come and try our new releases!

[View all comments](#)

Commercial Content Creation



I spearheaded content creation initiatives for a restaurant/bar, crafting **promotional materials** for seasonal products, launching new items, and implementing enhancements for existing food and beverage offerings. **The revamped imagery significantly bolstered customer engagement**, increasing footfall and improving customer attendance.

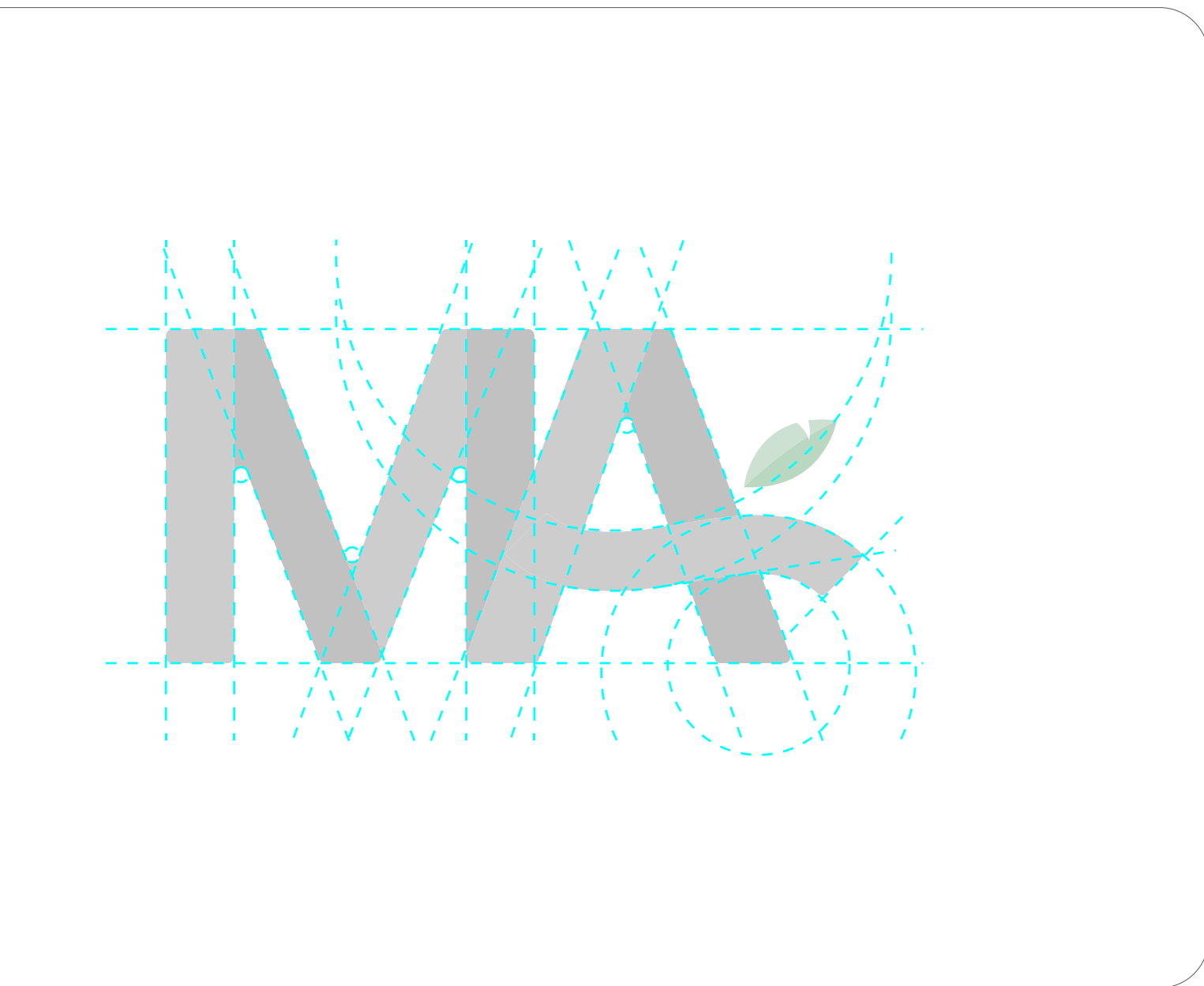


BRANDING



México Abordo





USING TINTS

The use of tints from the main palette gives a great variety of contrasts that can create dynamism in the implementation of the brand on different substrates, however, its use is recommended as a suggestion, more colors can be implemented according to the need of the project.

COLOUR 1	#000000 RGB: 0, 0, 0 CMYK: 91, 79, 62, 97
COLOUR 2	#383838 RGB: 56, 56, 56 CMYK: 68, 58, 55, 63
COLOUR 3	#468C49 RGB: 70, 140, 73 CMYK: 75, 23, 87, 7
COLOUR 4	#085E08 RGB: 8, 94, 8 CMYK: 89, 35, 100, 33



PRIMARY TYPEFACE

Here is your primary typeface. Used for headings, and to emphasize short texts. This is the font used in the logo, reused in texts to coordinate with the rest of the elements.

ROOBERT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%*?*

Aa

Segoe UI

Regular
Medium
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%*?*

Aa

COLOUR	COLOUR
100%	100%
80%	80%
60%	60%
40%	40%
20%	20%



Laboralista *de Confianza*





Laboralista
de Confianza.

Calendario 2023



DULCE GUSTO

**EXPO
EMPRENDE CU 2022**

30 | **31**
Miércoles | Jueves

9:00 a 15:00 horas

Ven y prueba nuestros postres(:
 Conoce emprendimientos locales
 Disfruta de las actividades

Aceptamos pagos con tarjeta

¡Te esperamos!




DULCE GUSTO

DULCE GUSTO | REPOSTERÍA

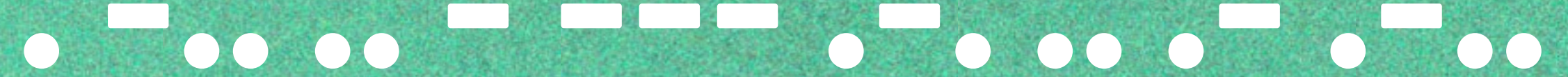
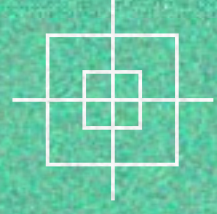
06/04/2022 21:00 7228434453
 TOLUCA DE LERDO, CP 50260

CANTIDAD	DESCRIPCIÓN	PRECIO
1PZ	TARTELETA LIMÓN COE	\$75
TOTAL		\$75 MEX

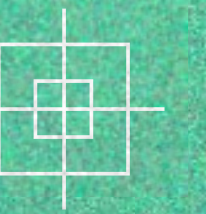
NÚMERO DE ARTÍCULOS 1



GRACIAS POR SU COMPRA
 ESPERAMOS QUE DISFRUTE DE NUESTROS POSTRES!



EDITORIAL DESIGN



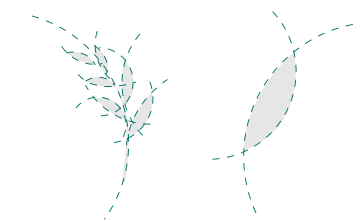
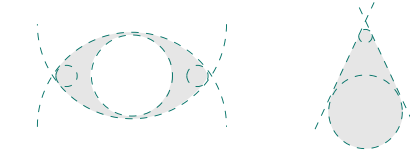
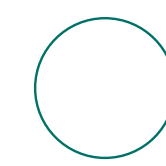
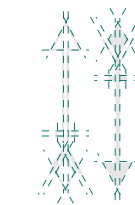
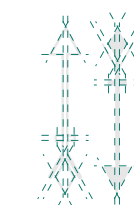
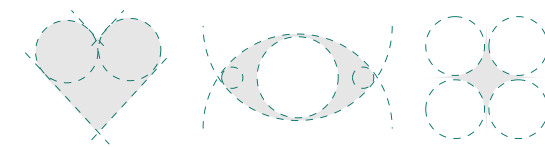
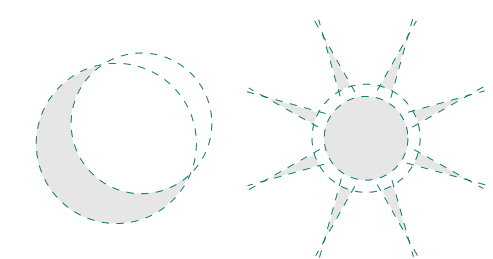
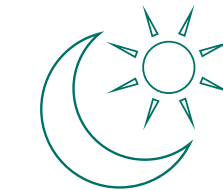
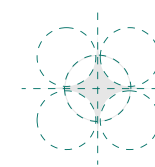
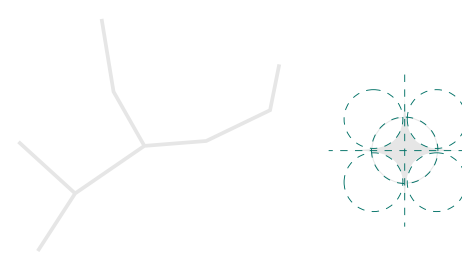
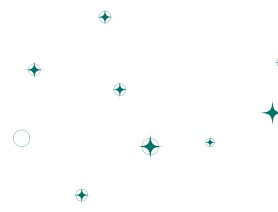
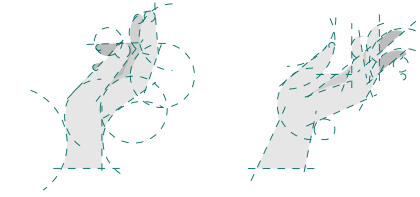
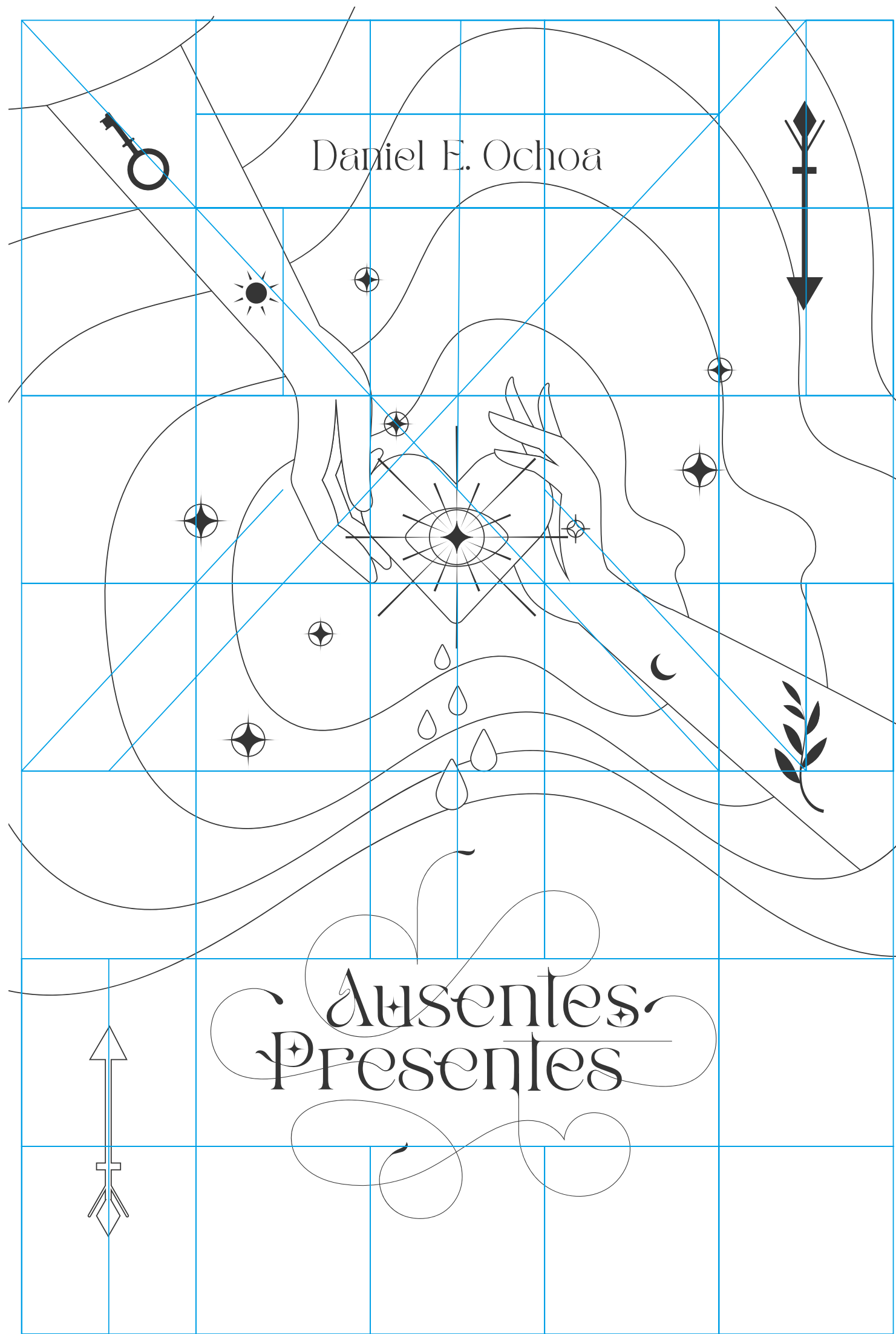
Ausentes Presentes

Anthology project where I delved into comprehensive market research, conceptualized, and crafted designs from cover to content.

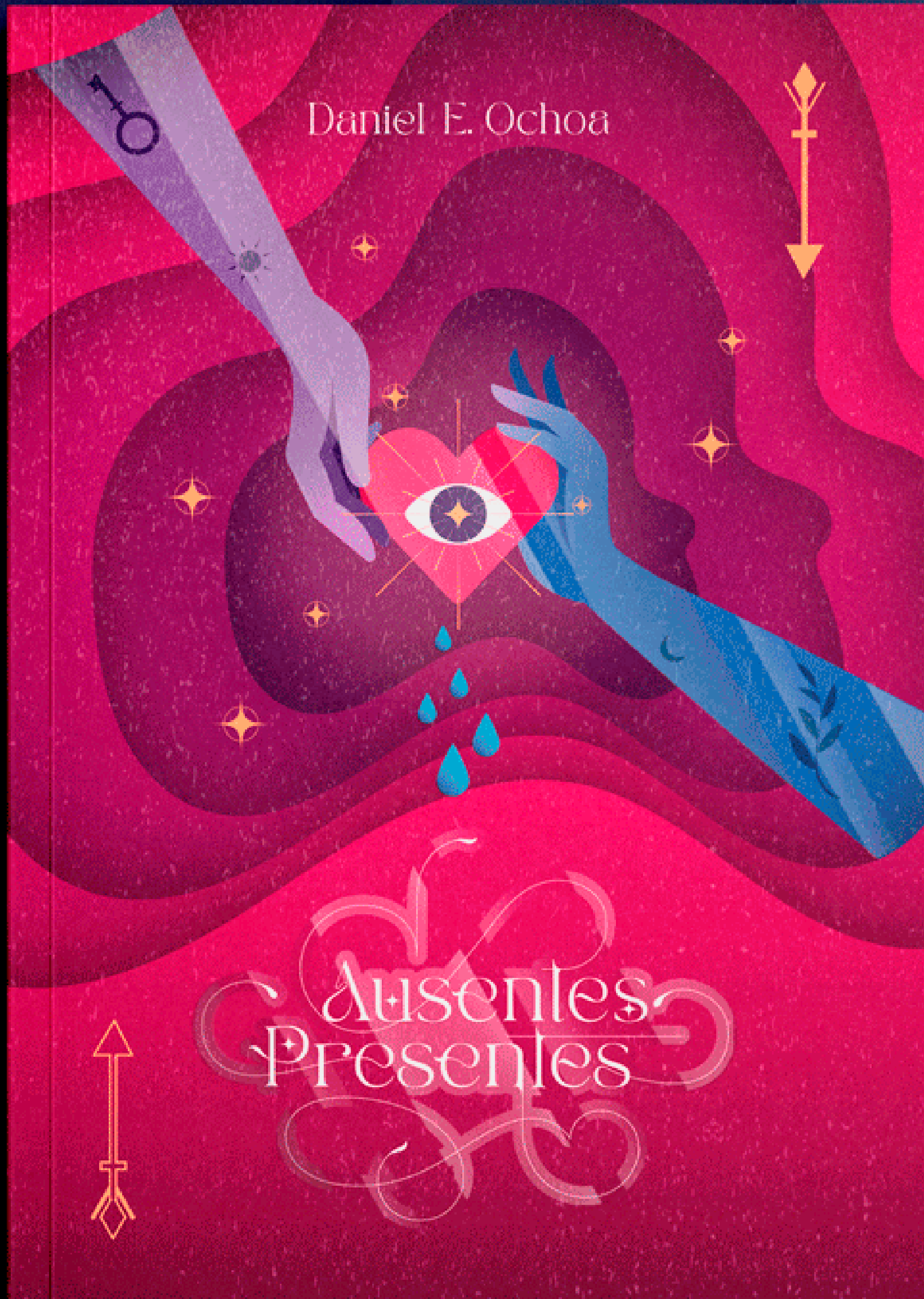
From the initial stages of ideation to the final presentation to the client, I meticulously developed the concept, proposed vibrant color palettes, and designed intricate icons, the goal was to create a cohesive visual narrative that resonated with the intended audience and the contents of the book.

This project was designed with scalability in mind, aiming for future translations into various languages to broaden its reach. The culmination of this effort is set for the book launch in 2024.





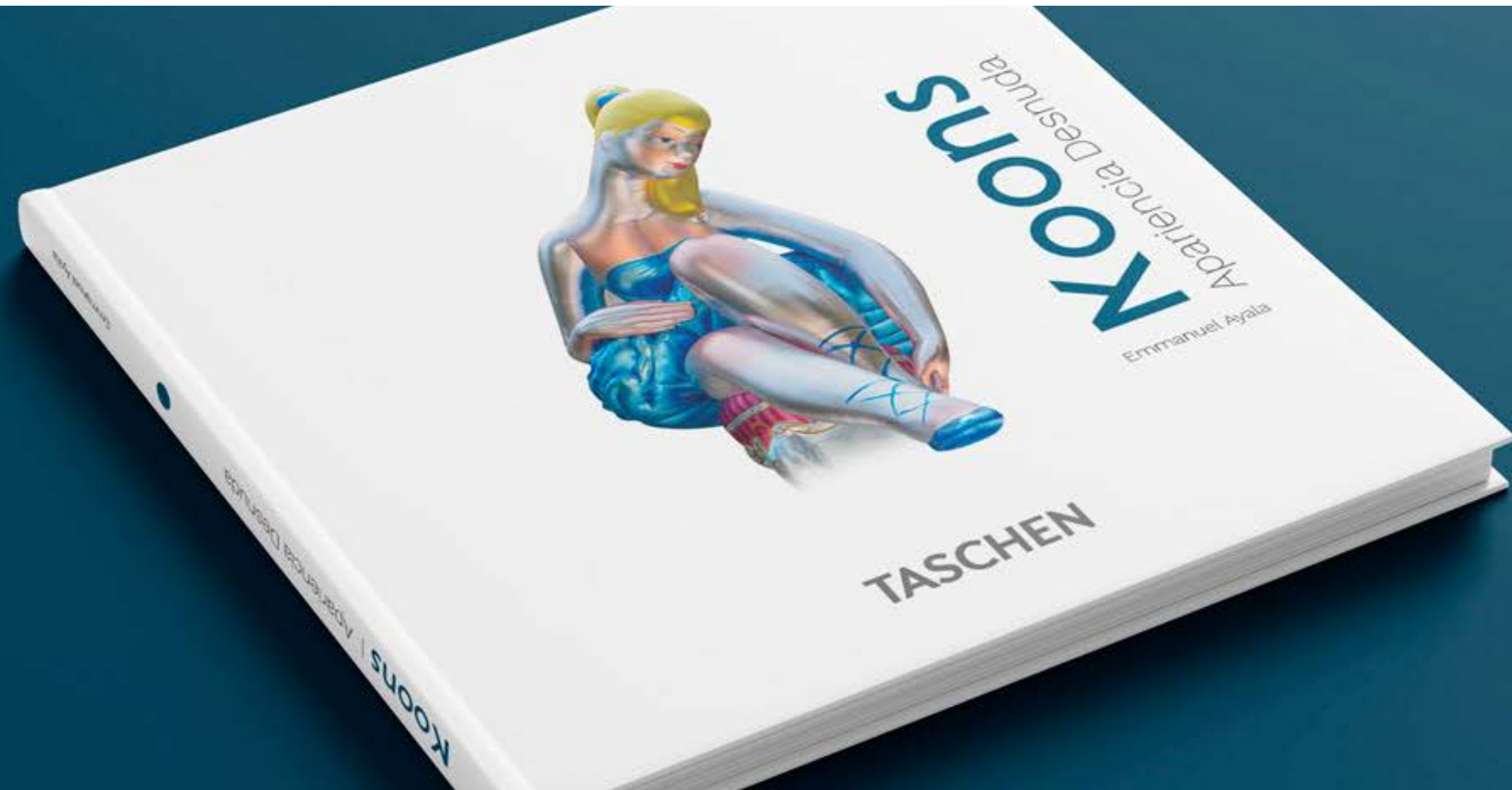
Daniel E. Ochoa



Ausentes
Presentes

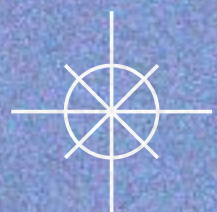


Conceptualization of vinyl cover design for mexican pop artist Ximena Giovanna



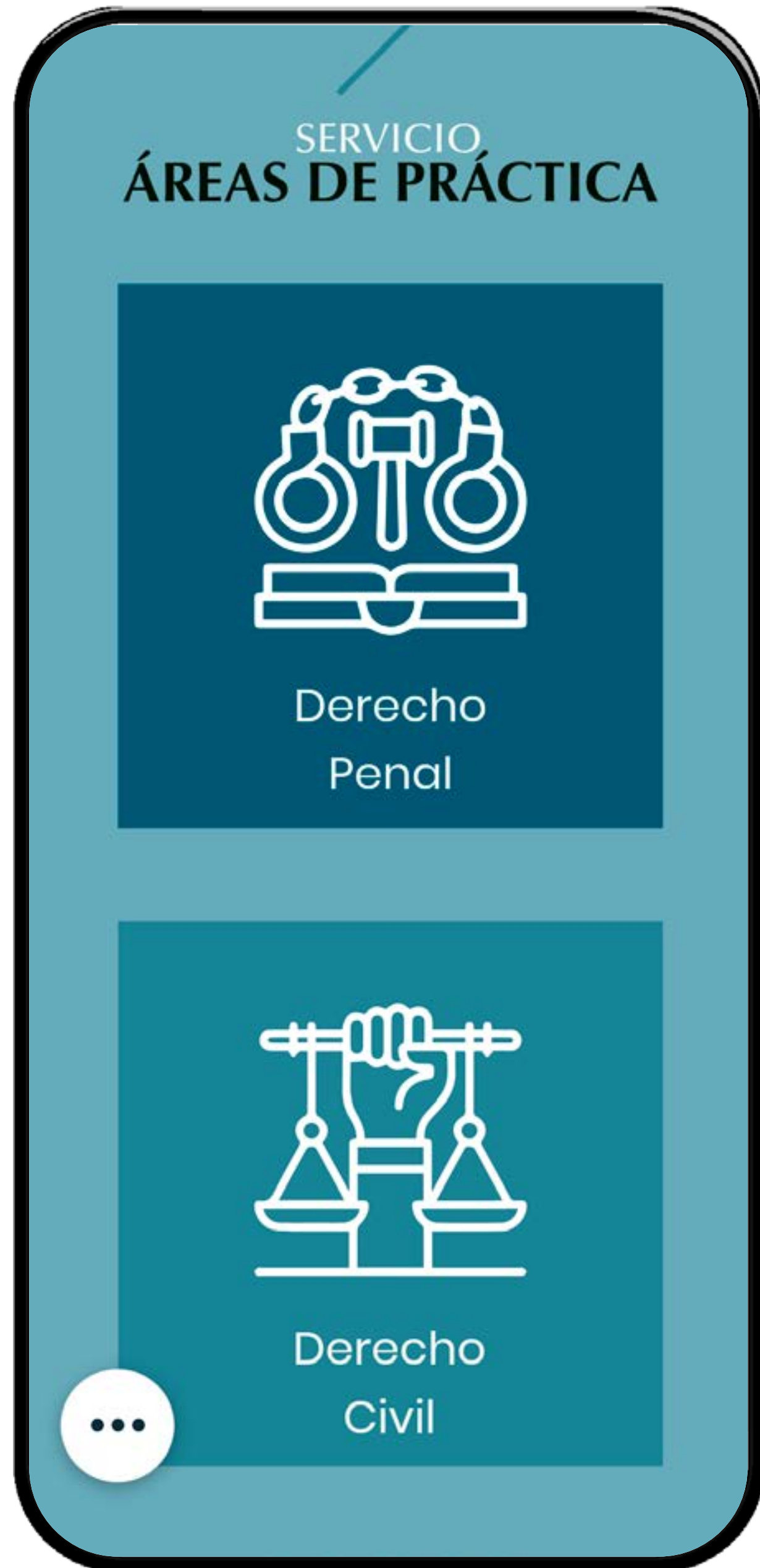
Concept proposal for an art book about the exhibition "Naked Appearance".

Editorial and photographic design for the promotion of the material exhibited at Museo Jumex Mexico.



WEB DESIGN





Webpage redesign

Through a strategic redesign, I elevated a client's website to attract more clients and enhance user experience.

The revamped site achieved a remarkable 14% improvement in usability and engagement among both existing and potential clients. The optimization ensured the website's responsiveness and improved performance across various devices. Leveraging an understanding of marketing strategies, including CRO principles, I fine-tuned the platform for better visibility and functionality, resulting in increased traffic and an enriched user journey

Desktop Performance Diagnose



Mobile Performance Diagnose



Responsive design and analytics

The desktop view of the website features a navigation bar with links for Home, About Us, Practice Areas, Resources, and a Contact Us button. A dark blue banner at the top contains the phone number 310.935.4045. The main hero section has a large illustration of a red semi-truck with the text 'BIG RIG ACCIDENT' and a 'GET FREE CONSULTATION' button. Below this, there is a text block about the severity of big rig accidents, a section titled 'Causes of accidents involving Big Rigs' with a bulleted list of factors, a section on 'Legal disputes against a company not only disrupt its operations but also pose a financial risk', and a 'Why You Should Hire Us' section. A contact form is positioned on the right side of the page, with fields for Name (First and Last), Phone, Email (Email and Confirm Email), and a Message field. A small inset image shows a heatmap overlaid on the desktop page, highlighting high user engagement areas in yellow and red.

The mobile view of the website shows a navigation menu that has collapsed into a hamburger icon. The hero banner features an illustration of an elderly man with the text 'ELDER ABUSE' and a 'GET FREE CONSULTATION' button. The main content area is titled 'The Elder Abuse Definition' and includes a paragraph defining the term, a sub-section '1. Physical Abuse' with a detailed paragraph, and a concluding sentence: 'But there are additional indications of suspected physical abuse, such as:'. The layout is optimized for a vertical screen with clear, legible text and a prominent call-to-action button.

This image shows a mobile navigation menu overlay. It contains a close button (X) in the top right corner and a list of menu items: Home, About Us, Practice Areas, Resources, and a Contact Us button. Each menu item has a downward-pointing chevron icon, indicating a dropdown menu.

- Skilled in creating responsive designs that ensure optimal viewing across diverse devices through various platforms.
- I possess a general understanding of CRO marketing, integrating strategies into web design, HTML and CSS writing.
- Experience in crafting user-friendly interfaces and intuitive navigation for enhanced user experience.



MOTION GRAPHICS

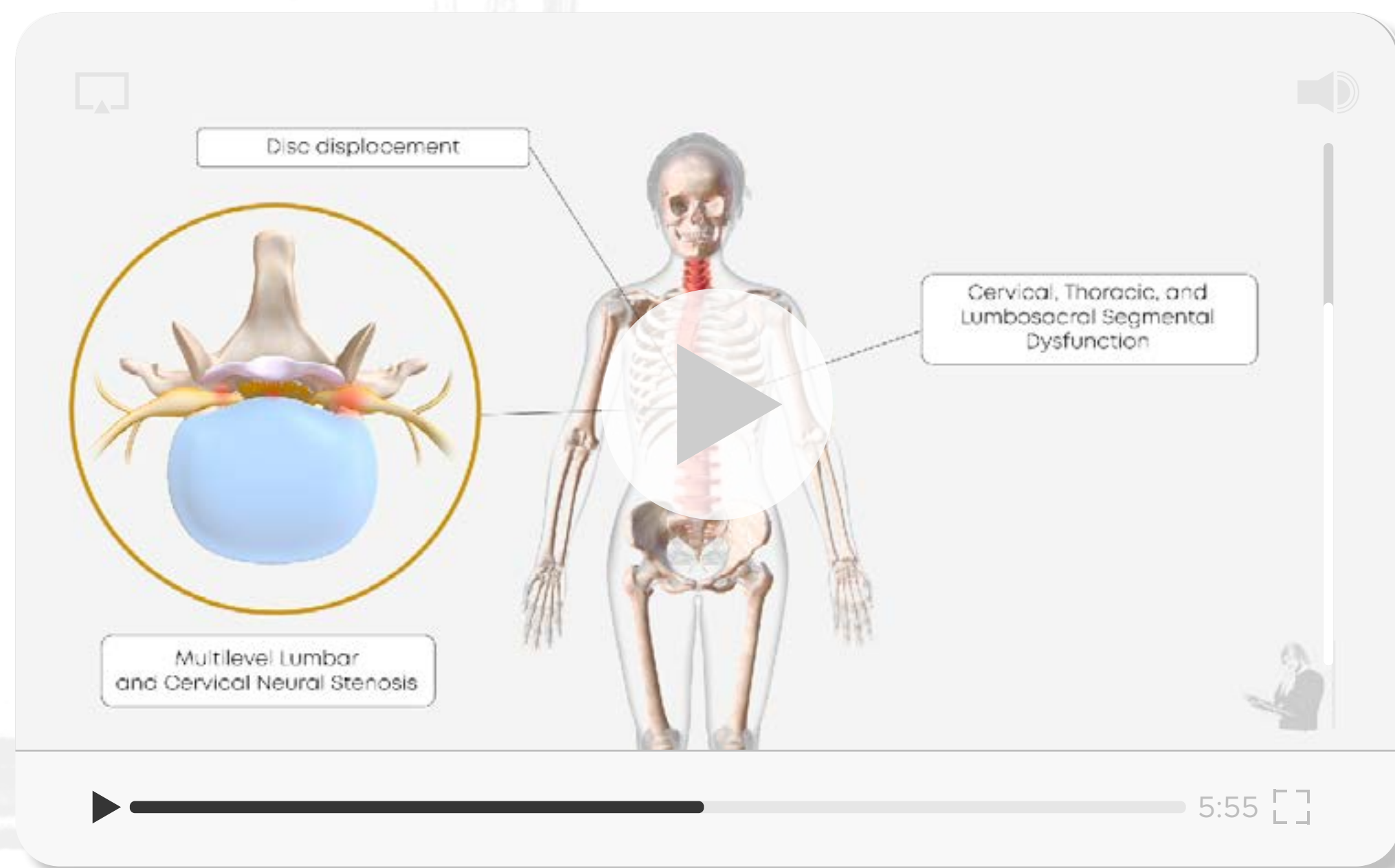


DISCAZOS NO BALAZOS

Using a team-generated storyboard, we created an animated project. We carefully tailored **character designs** to match each team member's personality, **crafted the narrative and set design**, resulting in an emotionally resonant final product. This animation explores how emotions influence daily interactions and was developed for a local competition



Case-Specific Animated Presentations for Legal Advocacy

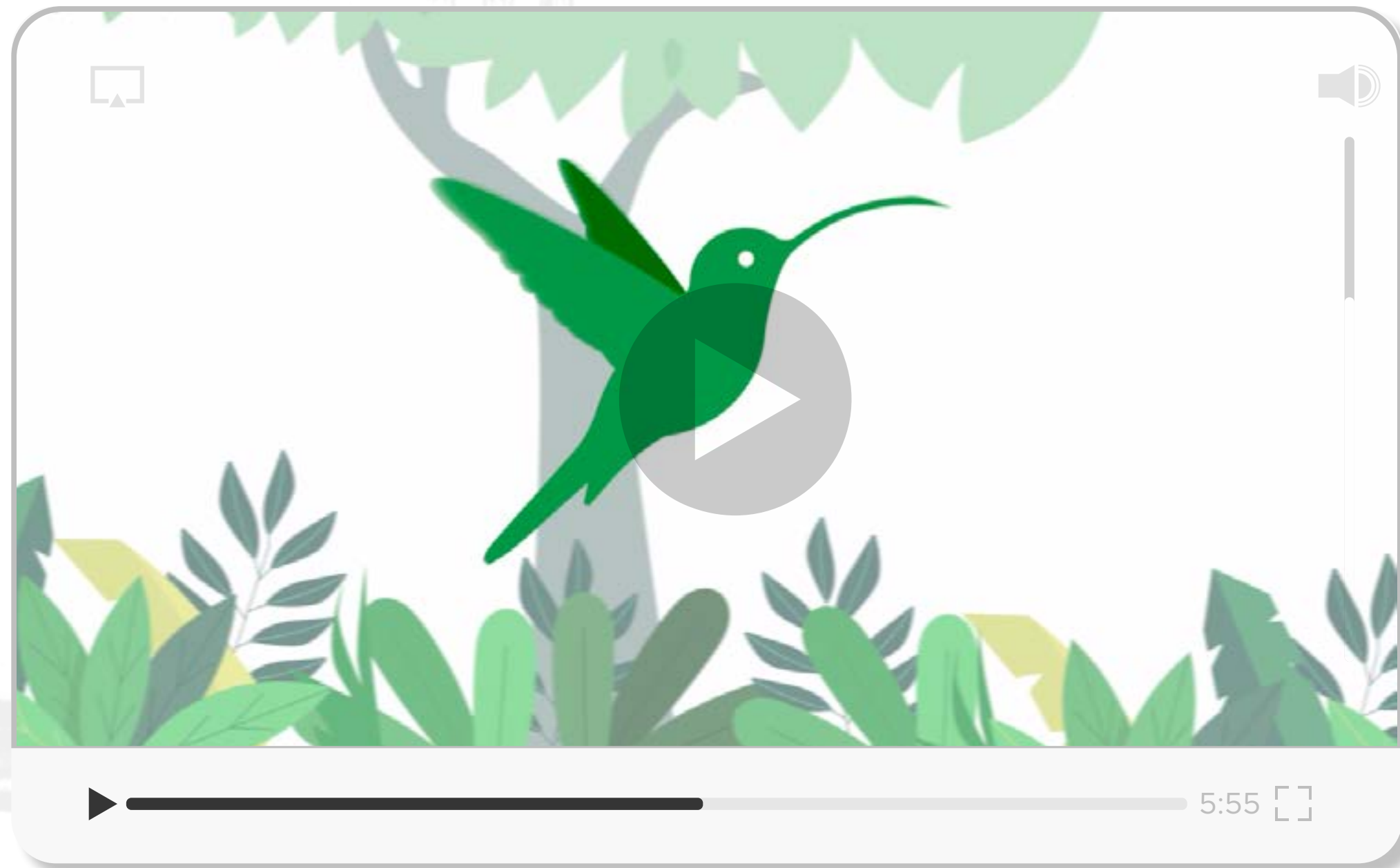


In my work for The Law Office of Jonathon Farahi, specializing in personal injury law, I created **animated visuals to support specific cases** during presentations to the jury. These animations were **designed to illustrate the overall conditions of clients post-accident, including their medical history.**

This strategic approach aimed **to simplify the communication of complex information during the mediation process or trial**, enhancing the clarity and impact of the case.

For legal reasons I can not broadcast the full video, if you are interested please ask to show snippets.

Brand Diffusion Strategy: Crafting a Distinctive Introduction for NGO



After establishing the non-governmental organization's identity, I developed various **brand touchpoints** to promote its mission.

This involved crafting a concise yet impactful introduction for the organization's communications. This introductory piece aimed to encapsulate Mexico Abordo's **core values and simplify its overarching objective.**

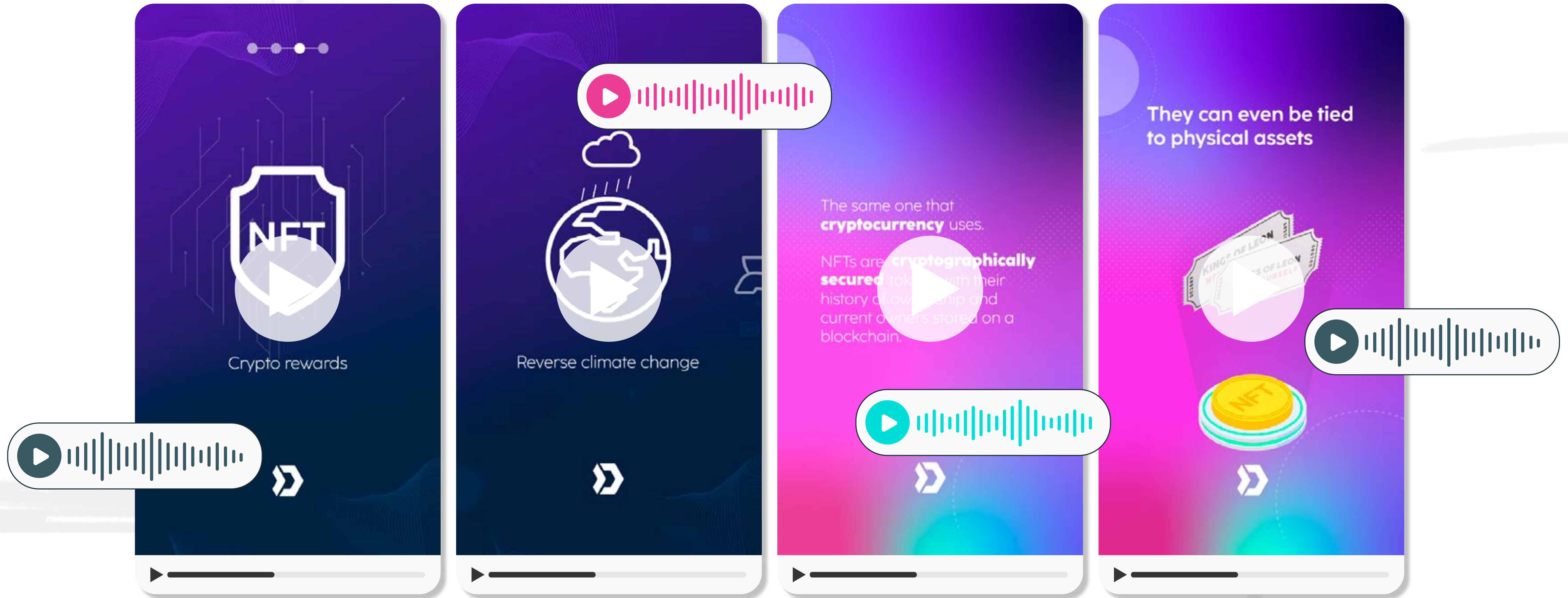
Project Presentation Video: Engaging Clients with a Compelling Proposal



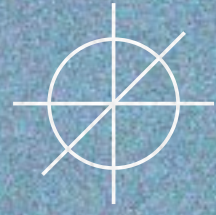
5:55

In this video, I guide the viewer through the entire design process that unfolded during the project's realization. From conceptualization to the final proposal and the physical prototype, I share a comprehensive overview of each stage, offering insights into the creative journey and decision-making behind the project's evolution.

NFT Campaign Launch: Bridging Humanitarian Goals with Visual Storytelling

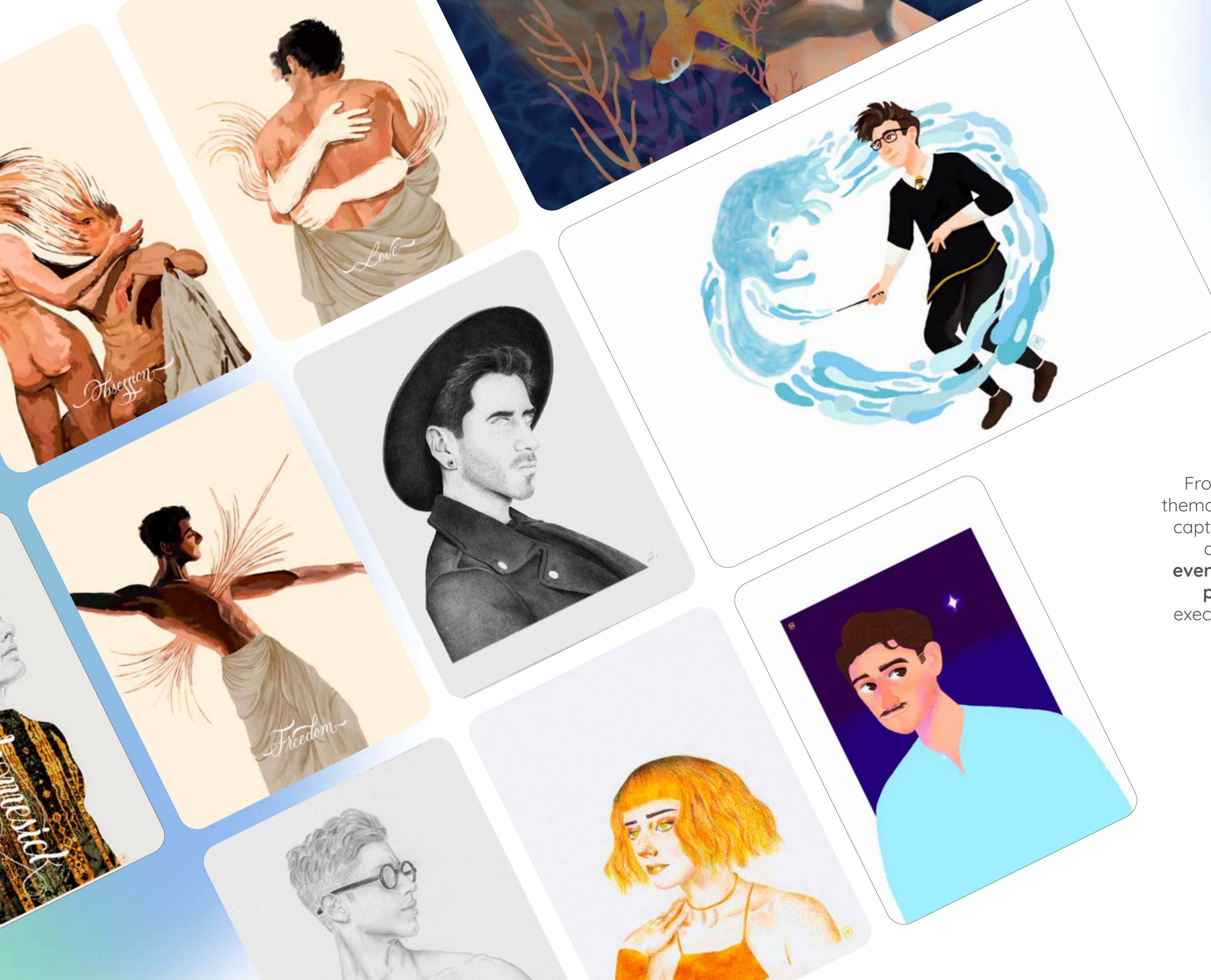


Videos aimed at preparing the campaign launch for a brand supporting humanitarian causes via NFT investment. These videos serve to explain the NFT purchasing process and functionality, addressing key FAQs. Additionally, voice work was integral, employing technological tools to find the perfect voice and personality for the project. The ultimate goal is to facilitate the product launch in partnership with civil associations.



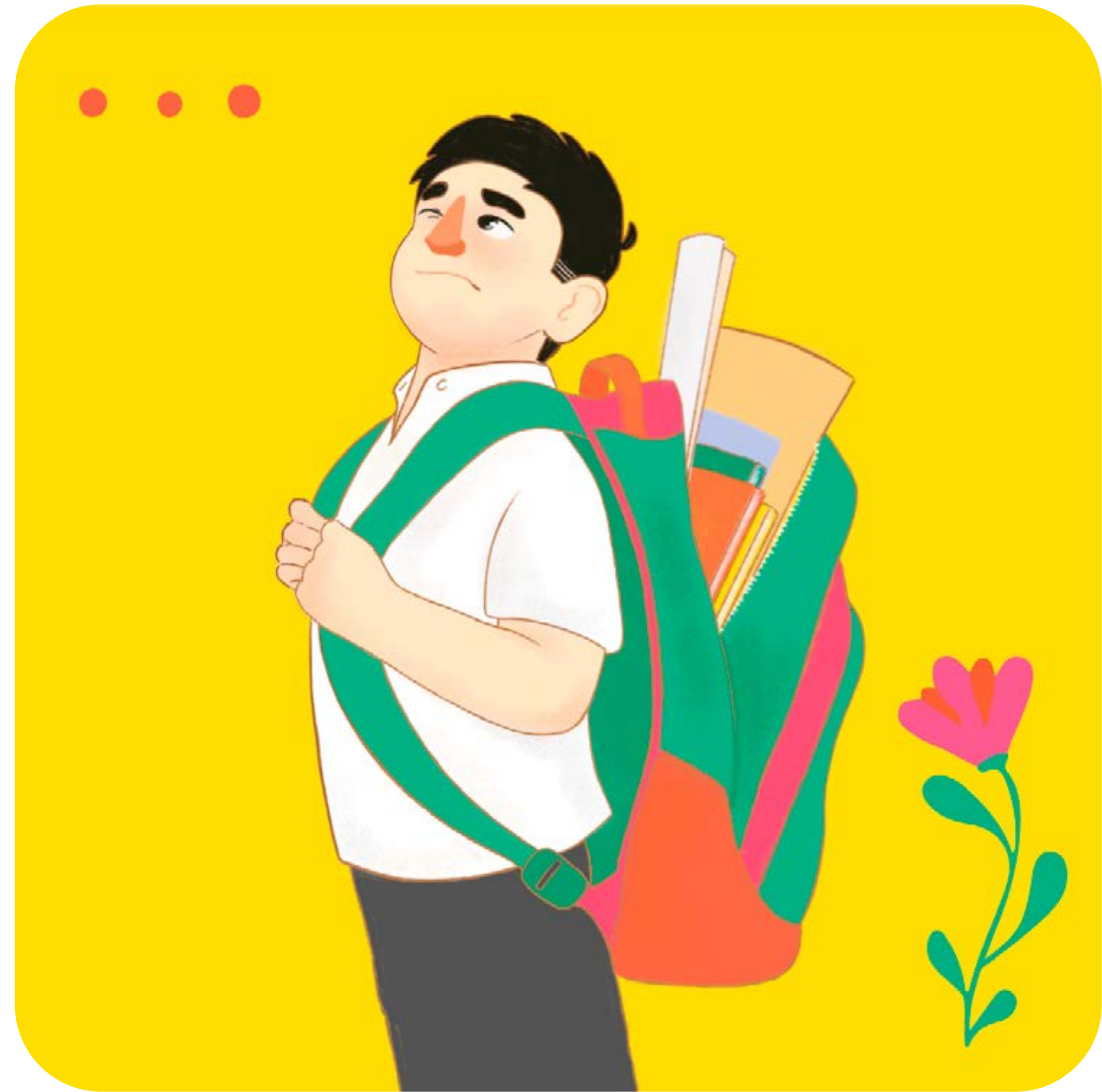
ILLUSTRATION





Visual Narratives: A Journey through Illustrations

From bespoke **commissions** to **personalized cards** and thematic or **editorial illustrations**, each piece unfolds as a captivating visual narrative. My diverse experiences span across various projects, including **branding mascots**, **event illustrations**, and **extending to board games and packaging**. At every stage, from conceptualization to execution, my illustrations are crafted to evoke emotions, convey powerful narratives, and engage audiences.



Series of illustrations created for “Carrilla” Board Game about Mexican children and their experiences growing up, launched in 2022.





Tecate Emblema
tecate_emblema



15.527 views

tecate_emblema Wear your merch! [#TecateEmblema2023](#)

[View all 528 comments](#)

5 DAYS AGO

TECATE EMBLEMA

Proposal for a merchandise design contest following the brand identity of the local Tecate Emblema festival.



Visualizing Impact: Crafting Graphics for LGBTQ+ Annual Report

I was commissioned to create graphics for the annual report on violence against the LGBTQ+ community in the State of Mexico. From conceptualization to crafting data visualizations and shaping the event's identity, I took on the task. This project was a meaningful exploration, aiming to visually represent crucial data and contribute to the overall identity of the event

ISRAFIL FILÓS REAL
 ACTIVISTA MEXICANO
 [1955 - 2019]

Activista político y defensor de la vulnerabilidad en la entidad.

FUERA del CLÓSET

FEDERICO GARCÍA LORCA
 [1898 - 1936]

Poeta, dramaturgo y prosista español

CONSIDERADO EL POETA DE MAYOR INFLUENCIA Y POPULARIDAD DE LA LITERATURA ESPAÑOLA DEL SIGLO XX. ASESINADO POR EL RÉGIMEN DEL DICTADOR FRANCISCO FRANCO POR SU OPISIÓN AL GOBIERNO Y SU ORIENTACIÓN SEXUAL.

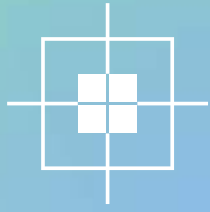
FUERA del CLÓSET

ARTE LGBT+

Artista, escritora, pintora de 18

SU OBRA ESTÁ LLENA DE REFERENCIAS CINEMATOGRÁFICAS QUE EXPLORAN ESTEREOTIPOS SOBRE LA MASCULINIDAD Y LAS CONSTRUCCIONES SOCIALES QUE GIRAN EN TORNO A ELLA MISMA. SUS PINTURAS SON PRINCIPALMENTE AUTORRETRATO, PONEN EN TENSIÓN LAS NOCIONES DE GÉNERO, SEXO, PRÁCTICA Y DESEO.

Series of postcards created to commemorate the cultural contributions of historical figures belonging to the LGBTQIA+ community.



CLIENTS I'VE COLABORATED WITH

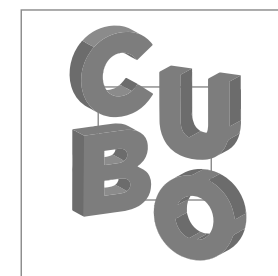


FUERA del CLÓSET



MIELGBT+

Laboralista
de Confianza.



Mr. Jingles

ESTUDIO CASA V
Creatividad Digital

México
Abordo



Peñúñuri
ABOGADOS

