

# César

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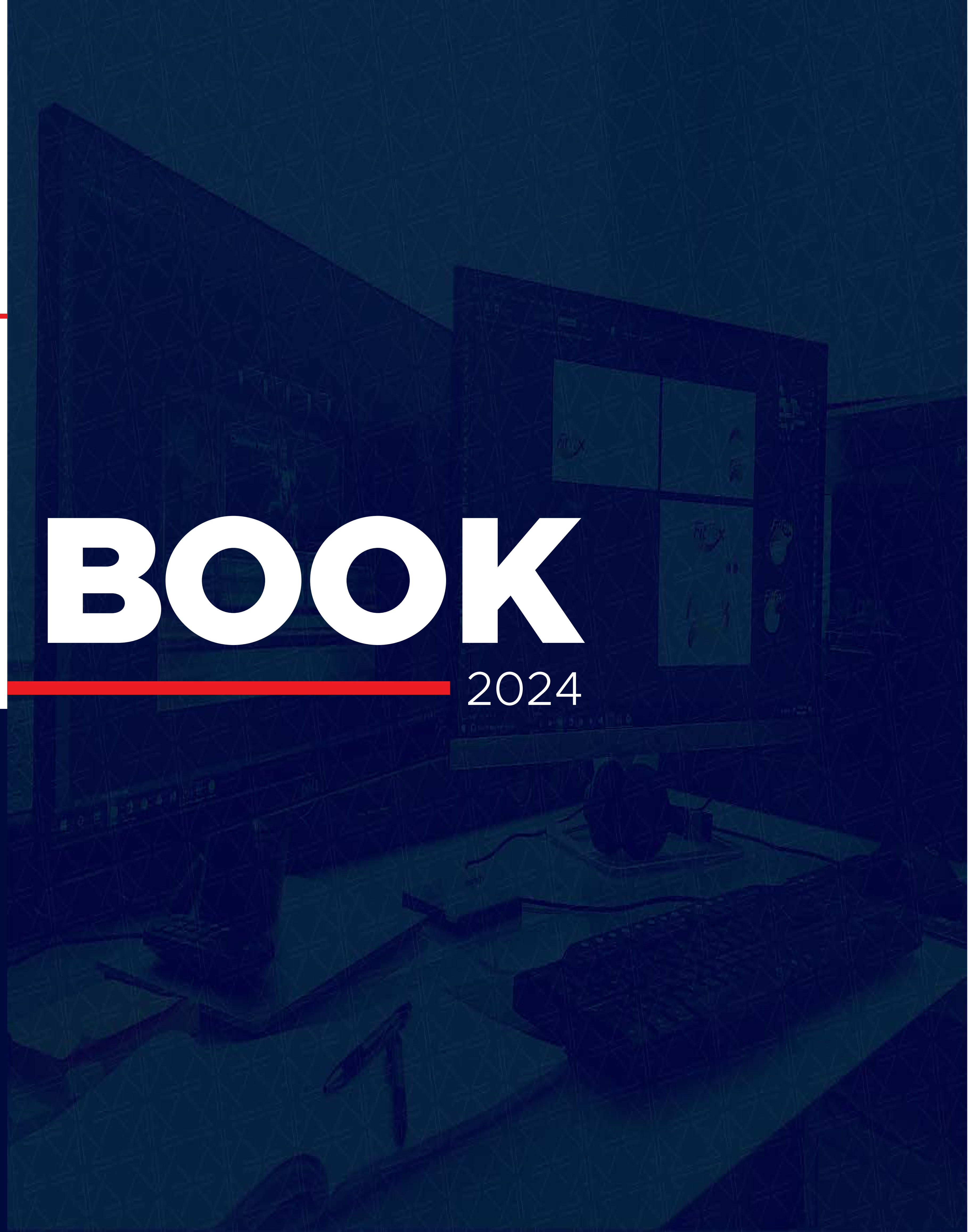
## Digital Designer

# BOOK

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2024

*10 Years learning to design visuals  
& mold visions into reality.*



# CONTENTS

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## Web Design

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Ankara .....	3
Termocam .....	4
NAV Productions .....	5

## Brand Design

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Ankara .....	6
Manos justas .....	7
Buzz Worthy .....	8
A. Perrusquia .....	9
Bishop Fox .....	10

## Motion Graphics

Commercial projects .....	11
Educational projects .....	12

# WEB DESIGN

## Ankara

### Scope:

A new urban development company that require the development of its brand identity & website.

### Direct contribution:

- Layout design
- Web Design
- Website implementation (Wix)

### Design rationale:

For Ankara's website, it was essential to meet three requirements given the target audience the company was aiming for:

- Create a high-end luxurious yet accessible website
- Keep the whole site as a single page to prevent potential clients from losing interest
- Make the site very visual & easy to follow

The result is a single-page website where potential clients have access to all the relevant information to them & a quick way to get in touch with a realtor.



# WEB DESIGN

## Termo Cam

### Scope:

Security systems company that required a new site for their line of products.

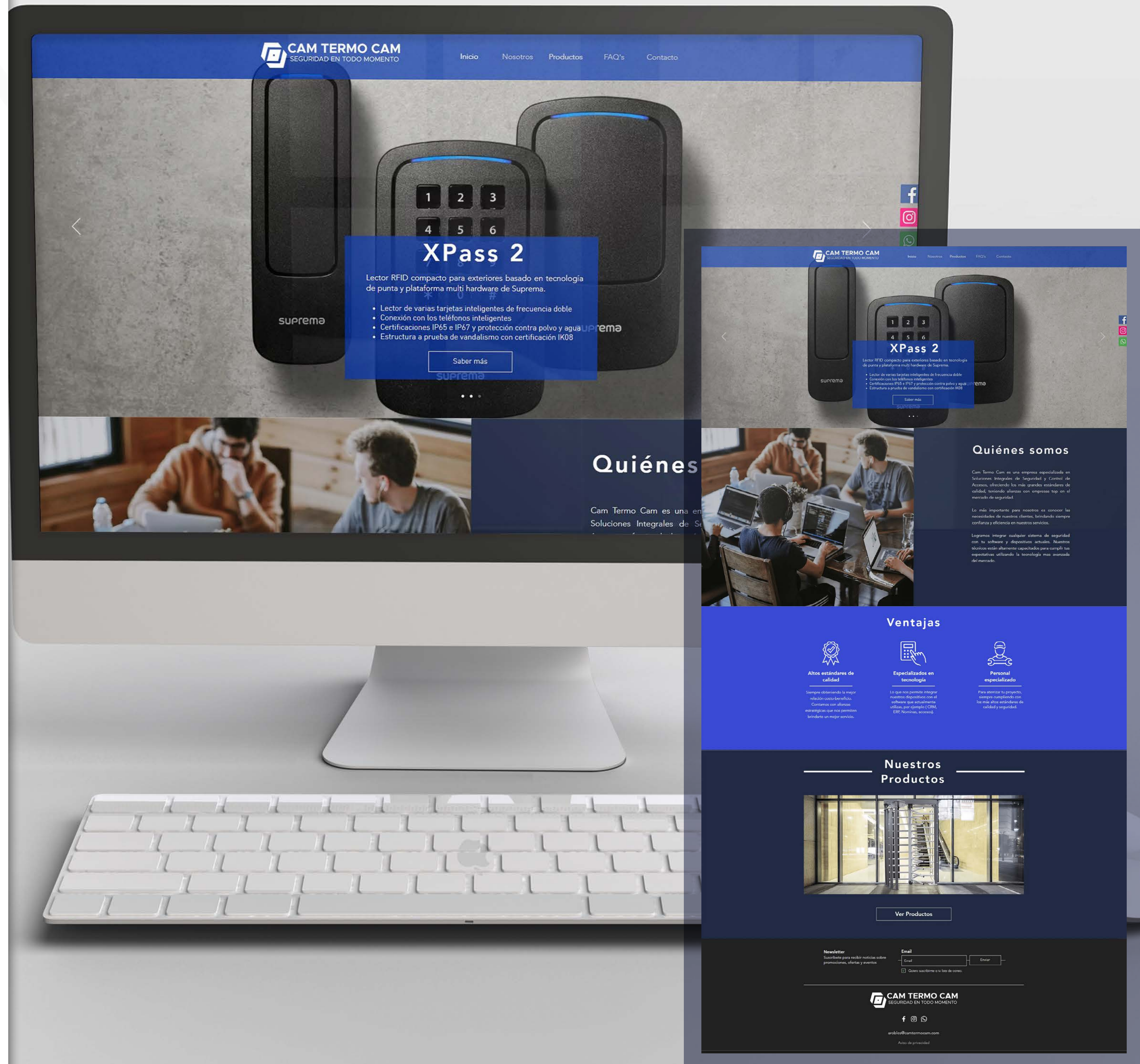
### Direct contribution:

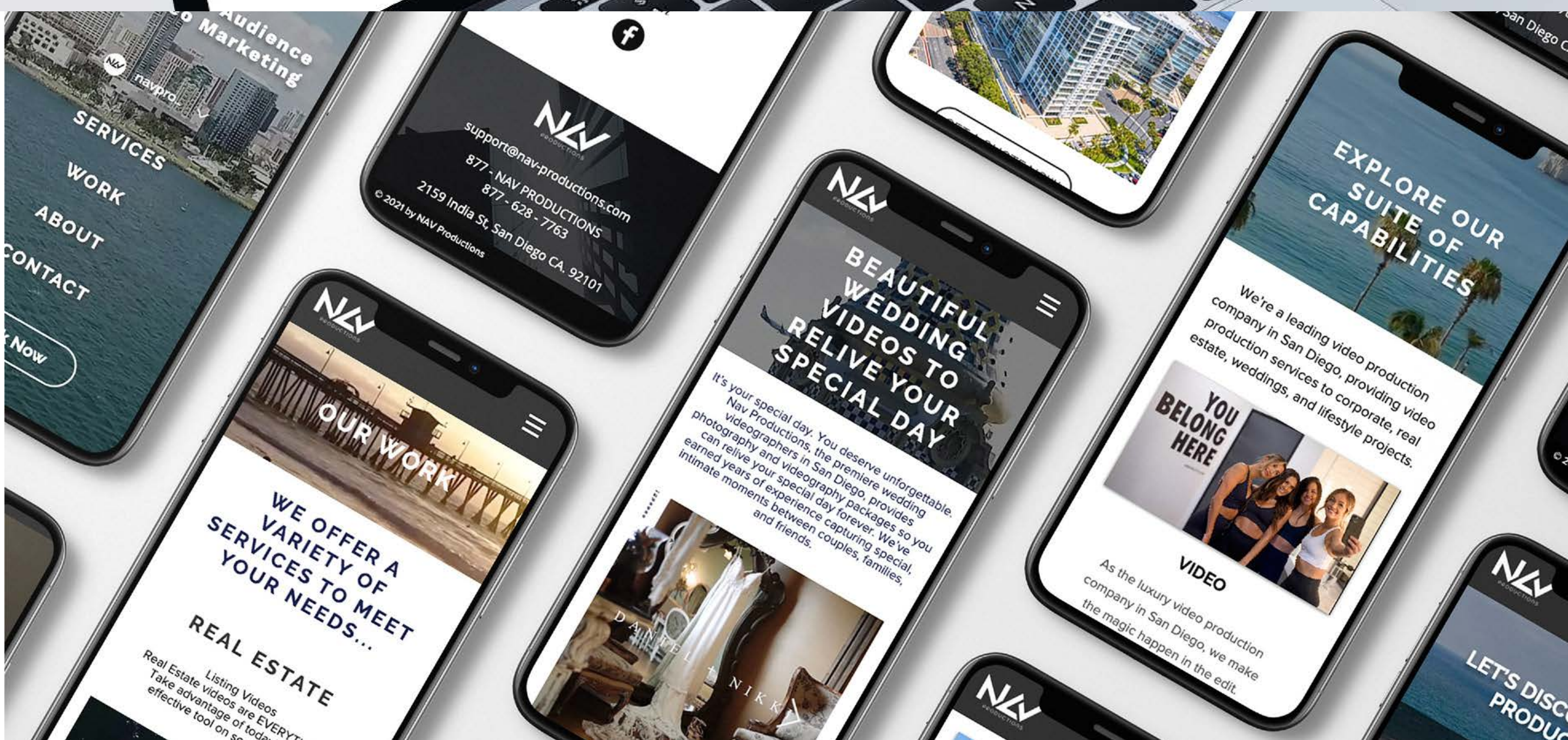
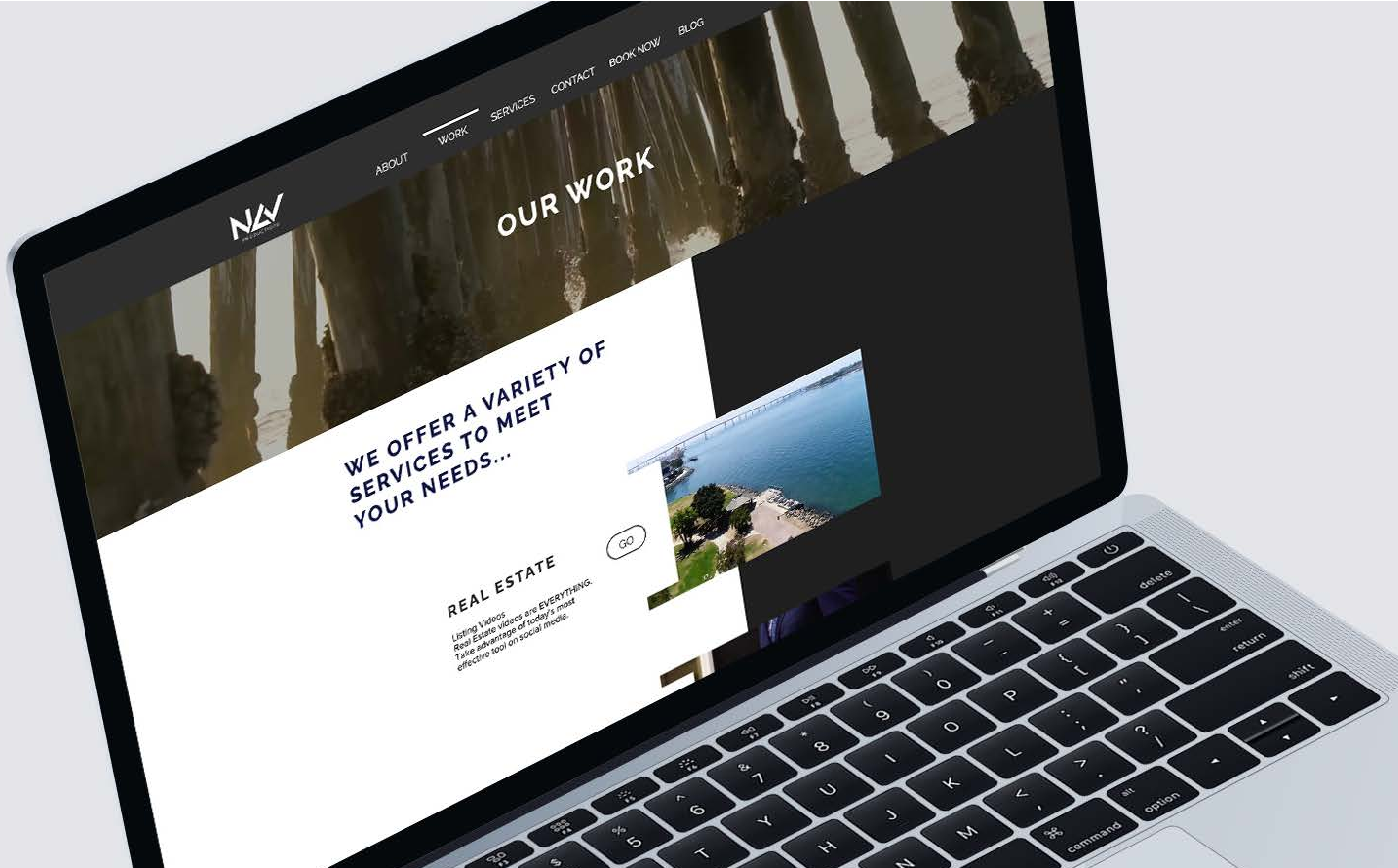
- Layout design
- Web Design
- Website implementation (Wix)

### Design rationale:

For Termo Cam's website the challenge was to make a simple, easy to follow website (since the clients age range was 45-60) that offer the products and showcase a lot of information regarding them. All of this while achieving to convey the key concepts of professionalism, experience and reliability.

To achieve the objective, creating a clear website structure as well as a navigation as easy as possible was paramount, meanwhile the choice of color was made to achieve the key concepts while making the site easy on the eyes.





# WEB DESIGN

## NAV Productions

### Scope:

Videography company that required a site redesign that aligns with their brand values.

### Direct contribution:

- Layout design
- Web Design
- Website implementation (Wix)

### Design rationale:

NAV Productions required a redesign of their old website. Since this is one of their primary sources of clients, it was of the utmost importance that their website conveyed the innovative, stylish & professional services they offer.

The main challenge of this project was to convey their key concepts while at the same time being able to attract the plethora of client profiles they fork for, from realtors to business people to soon-to-be brides.

# BRAND DESIGN

## Ankara

### Scope:

A new urban development company that require the development of its brand identity & website.

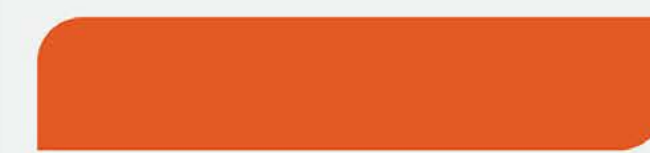
### Direct contribution:

- Logo design
- Brand identity design
- Web design
- Brand colateral

### Design rationale:

Ankara is a new urban development company located in Puebla México; what was most interesting for me about this project was the Turkish heritage the owners have, which poses an exciting angle to tackle the project.

The result was a logo that used traditional Turkish symbols as inspirations & a colour palette that differentiated the brand from competitors as well as making it stand out.



C 2% M80% Y 98% K0%  
R 236 G 90 B 36  
#EC5A24

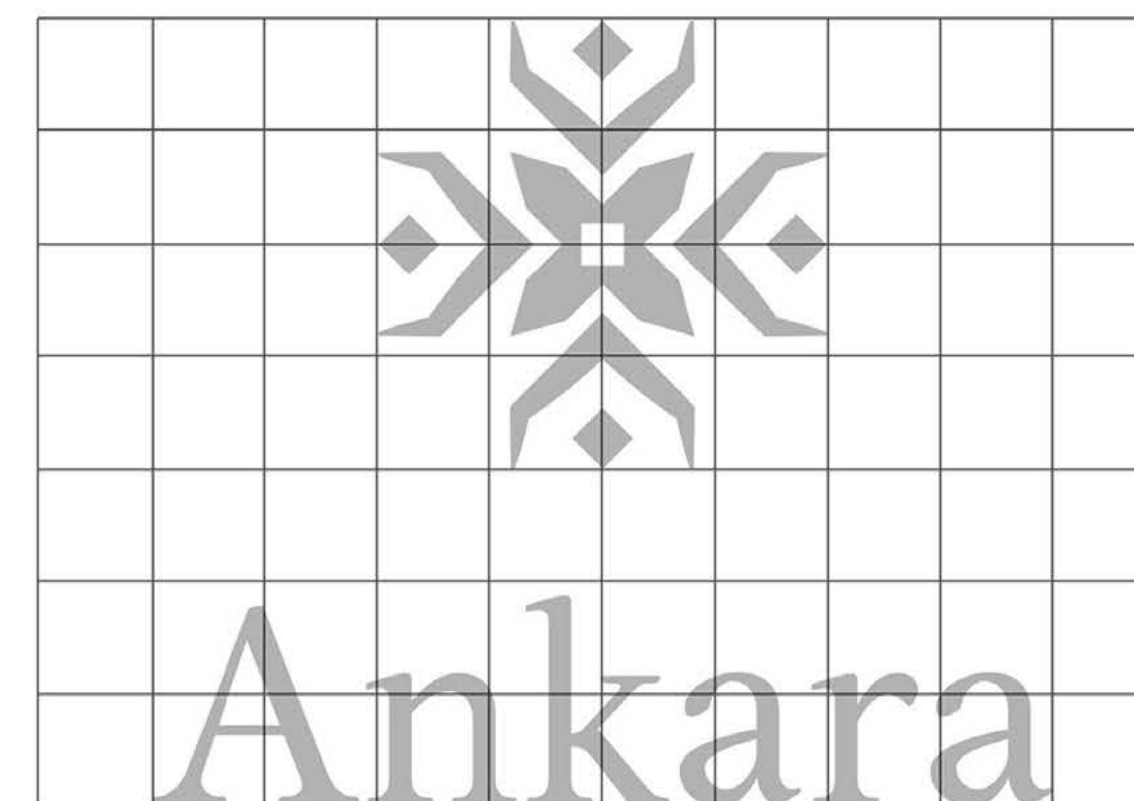
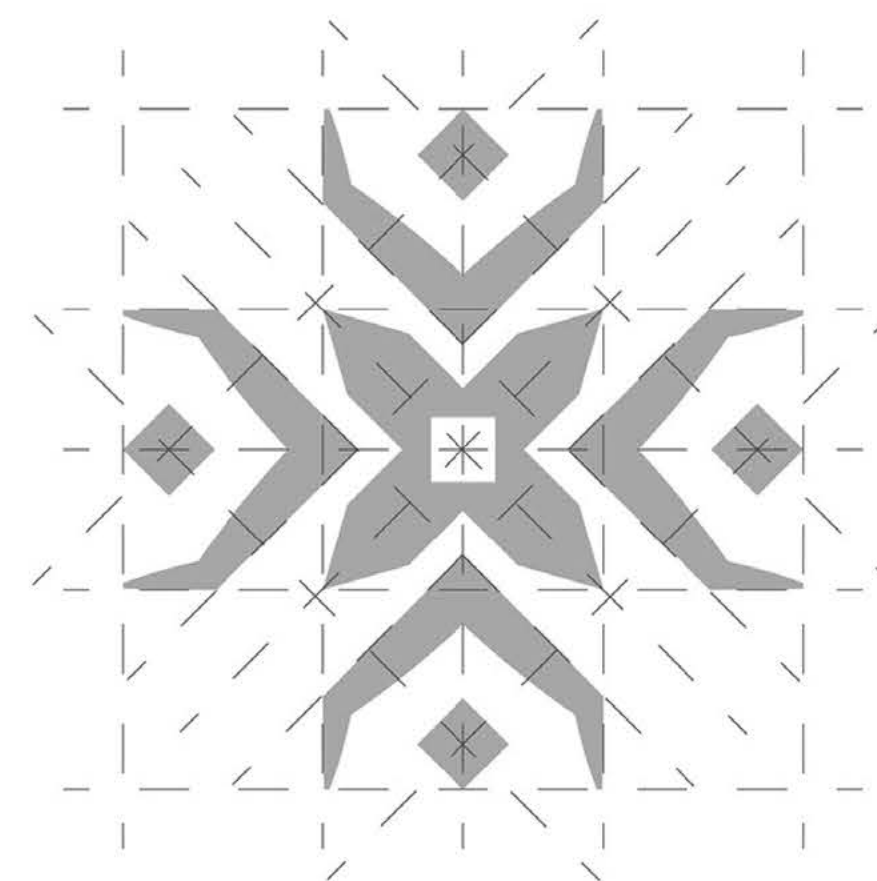


C 100% M85% Y 41% K40%  
R 8 G 42 B 77  
#082A4D



C 75% M67% Y 67% K990%  
R 0 G 0 B 0  
#000000

### Structure



Ankara  
— Residencia —

Anko Regular

Aa | Aa Bb Cc Dd Ee  
1 2 3 4 5 6 7 8 9 0  
"!.\$%&/()?€£fÆ

Anko is a mixed style of Old Style Roman serif. The glyphs formed in extend width, smooth strokes, moderate stem contrast, and soft edges to pursue clarity, quick recognizable text and warm personality.

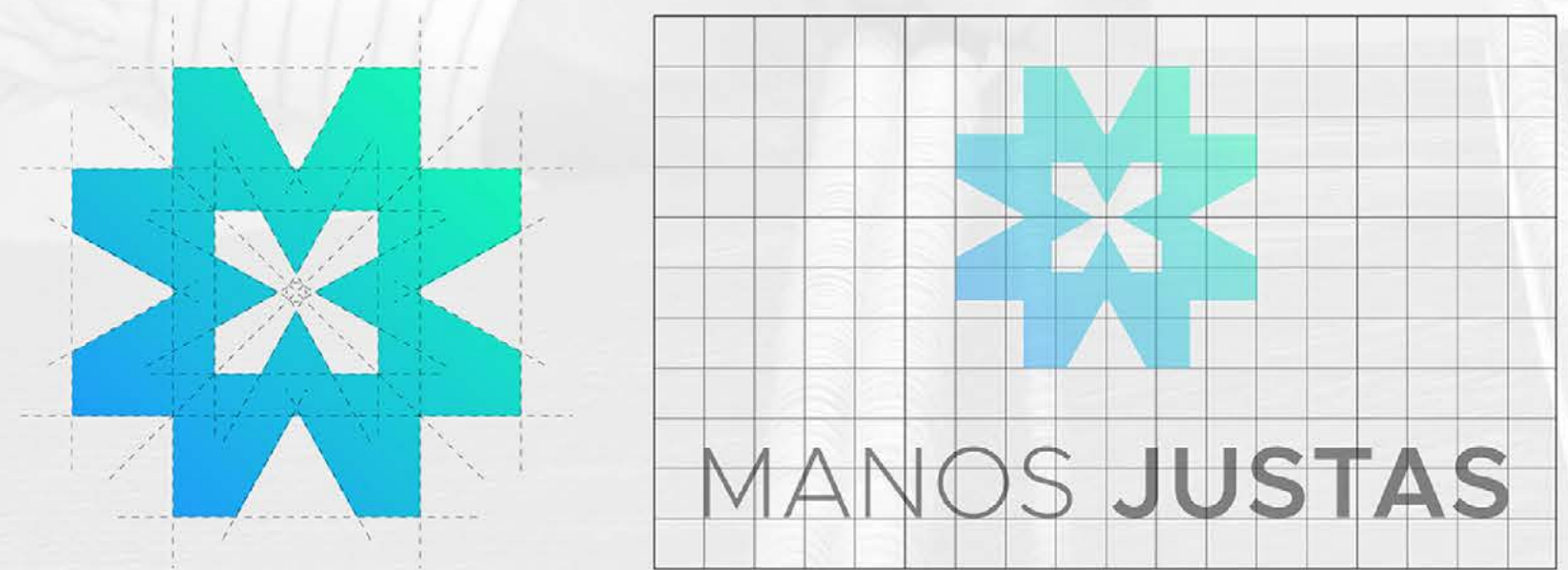
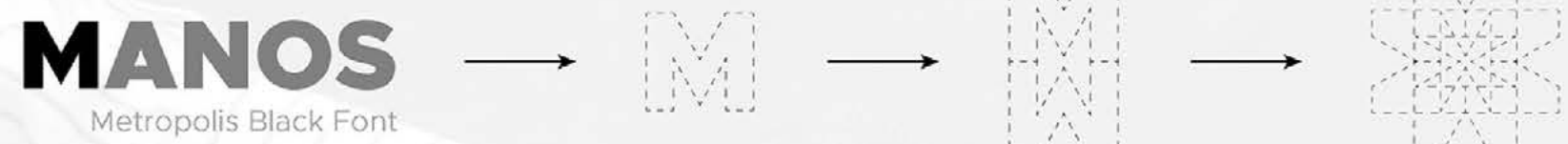
Anko Regular

Aa | Aa Bb Cc Dd Ee  
1 2 3 4 5 6 7 8 9 0  
"!.\$%&/()?€£fÆ

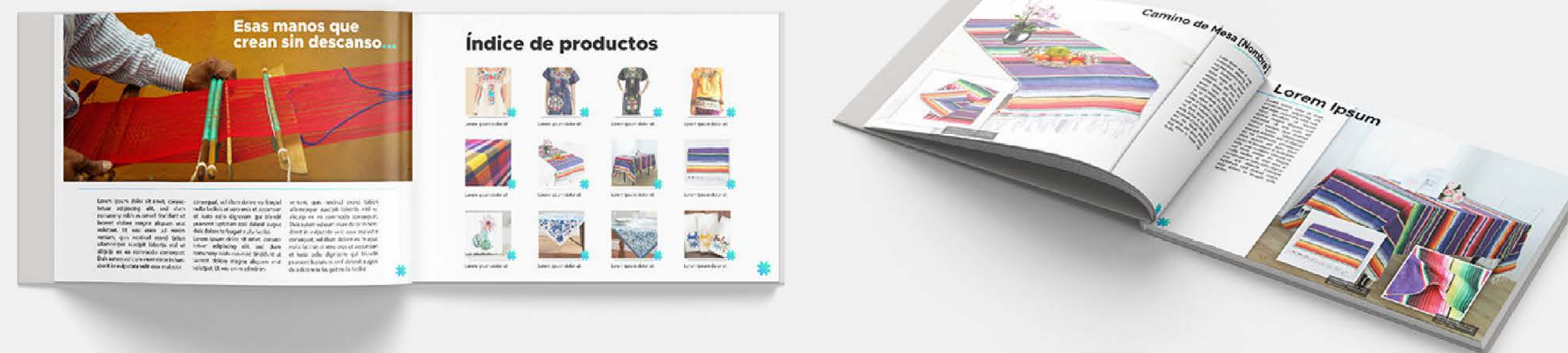
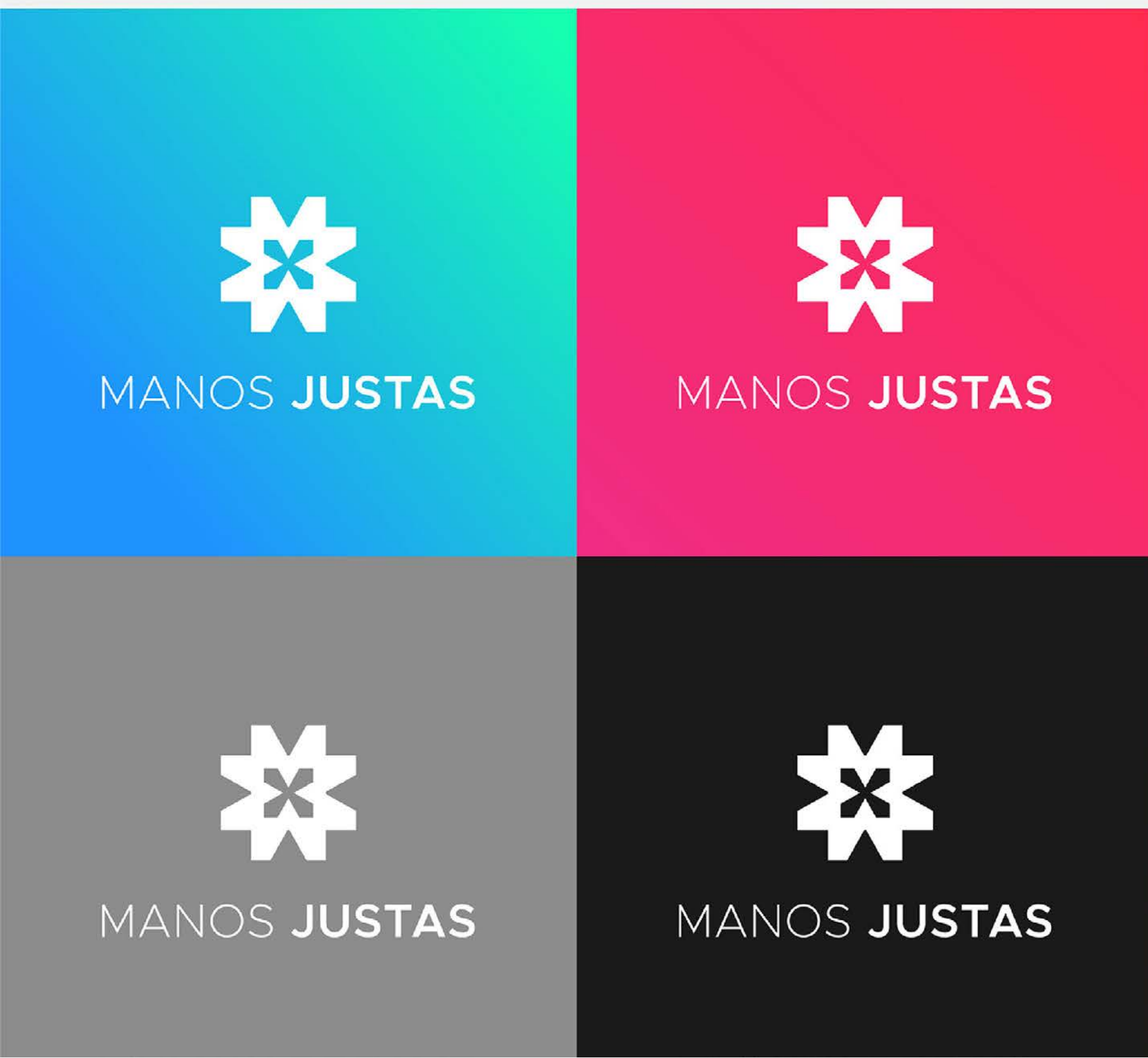
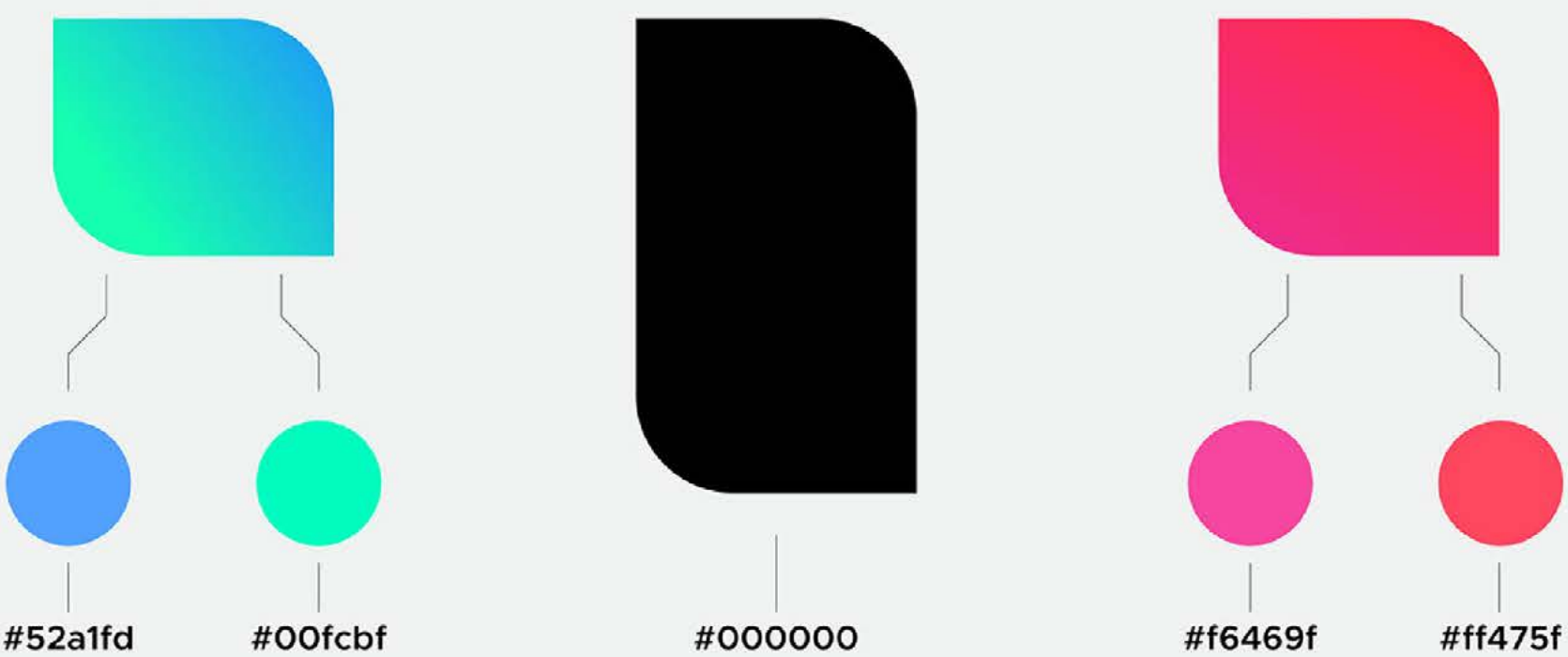
Metropolis Font is elegant and versatile serif typeface captures the essence of classic and modern city, the dualism between the working class and the city planners. Through the elegant lines and sinuous curves this font works perfectly for a display reading or beautifully as a headline or as body copy.



LOGO STRUCTURE



COLOR



# BRAND DESIGN

## Mano Justas

**Scope:**

New urban development company that require the development of its brand identity & website.

**Direct contribution:**

- Logo design
- Brand identity design
- Editorial design
- Brand colateral

**Design rationale:**

This project had the particular challenge of having the word "hands" on its name, which may prompt the use of related iconography, which can be a very easy pitfall for a designer, as hands are one of the most exploited iconographies in the world.

After playing around with different approaches, I took the decision to take a more corporate approach with a minimalist logo that facilitates recognizability.

# BRAND DESIGN

## Buzz Worthy Podcast

### Scope:

To create the visual identity of the new podcast to be launched by the main brand.

### Direct contribution:

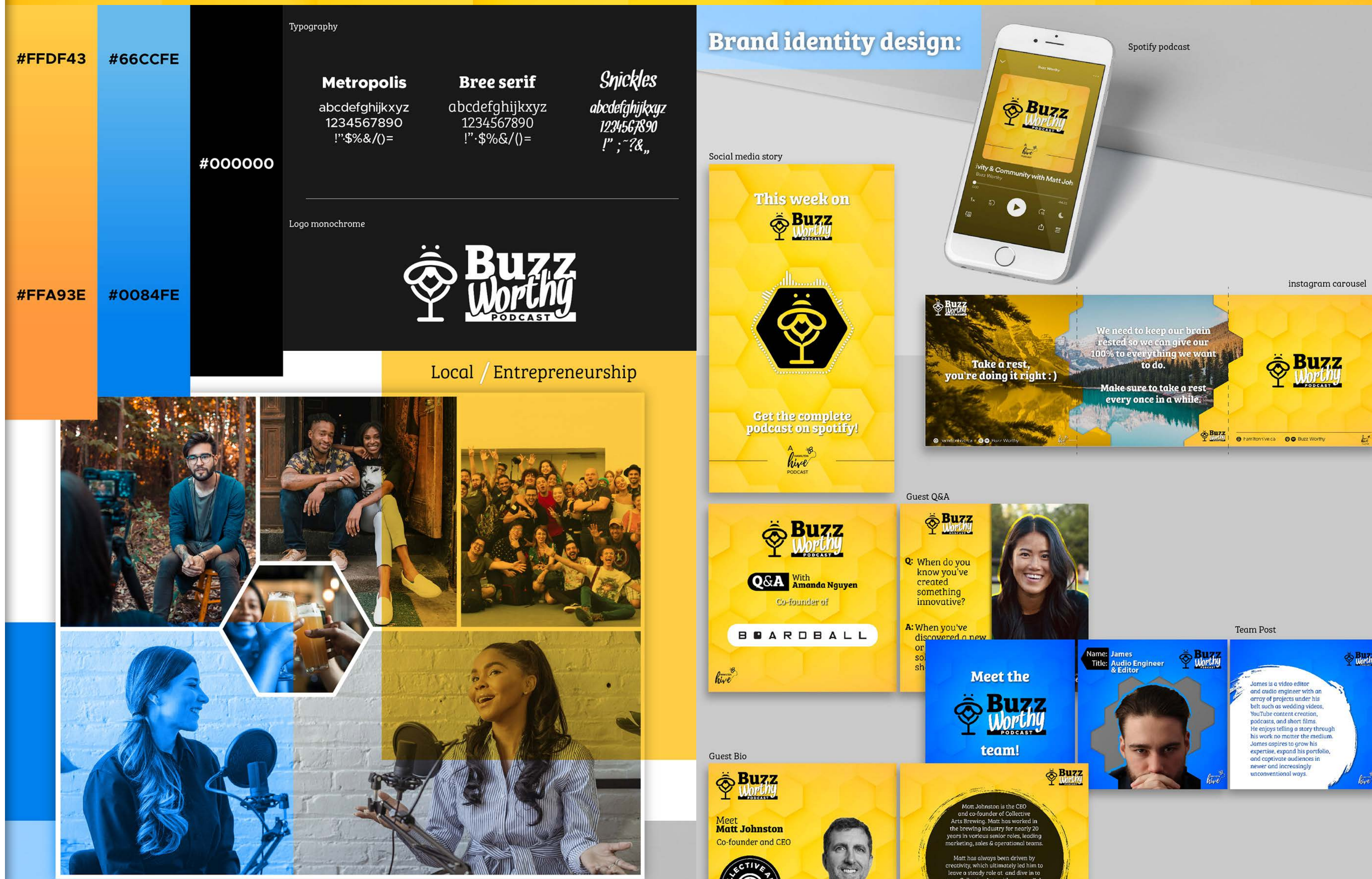
- Logo design
- Brand identity design
- Layout design
- Social media content
- Motion graphics

### Design rationale:

It was important for Buzz Worthy podcast to maintain the core fundamentals of Hamilton Hive's main brand but, at the same time, differentiate itself from it to be able to compete and grow in the entrepreneurial podcasting market.

Considering Buzz Worthy's main public, young people about to enter the labour market, it was essential to create an energetic, open, and approachable yet professional & reliable brand that sparked curiosity to know more.

[Visit project](#)





# BRAND DESIGN

## Alejandro Perrusquia Personal Brand

### Scope:

Personal brand for a young & upcoming accountant who is interested in a modern look that meshes well with his social media marketing.

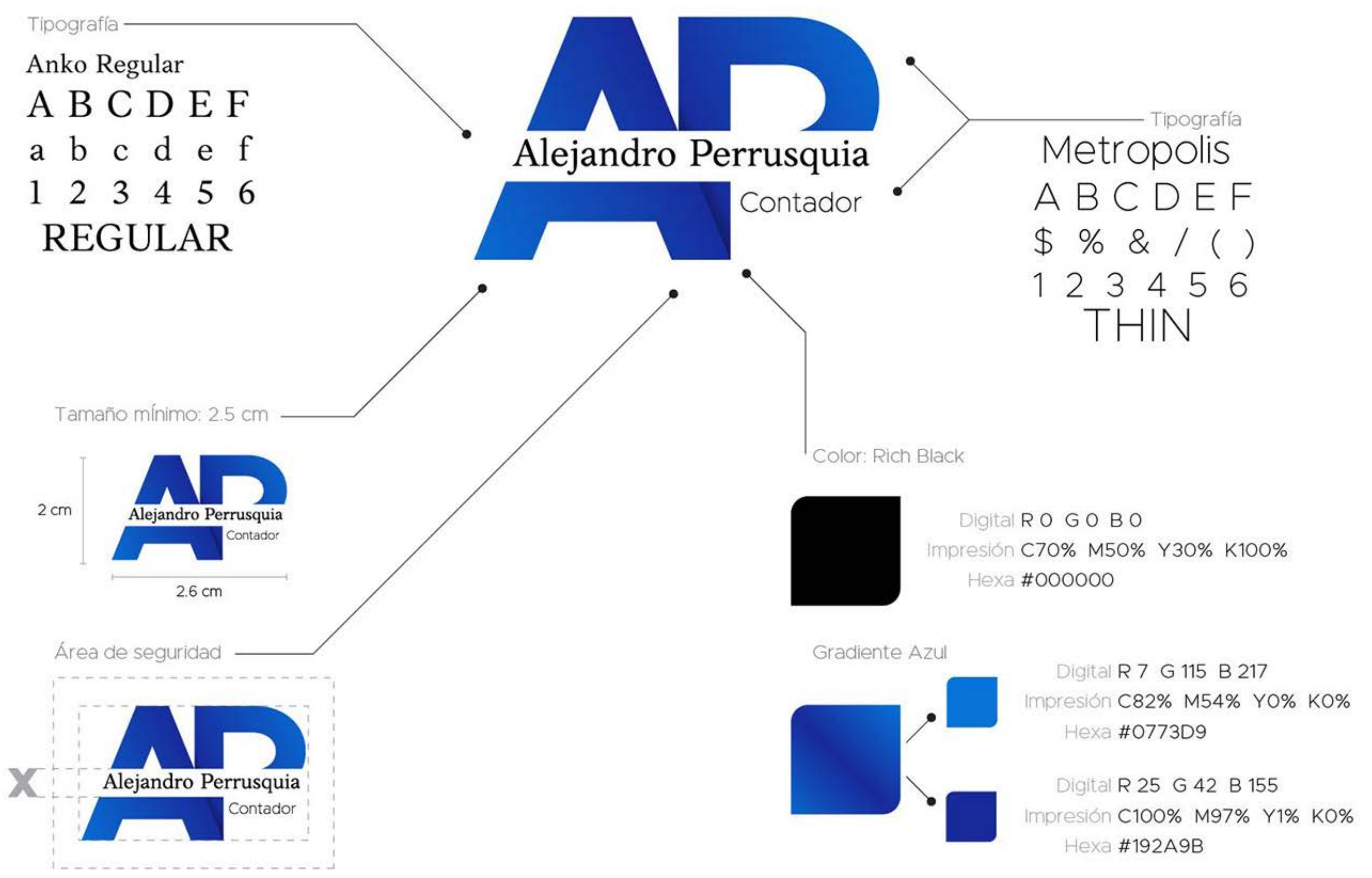
### Direct contribution:

- Logo design
- Brand identity design
- Editorial design
- Brand colateral

### Design rationale:

The concept devised for this project was to project professionalism with a modern style that was easy to identify.

The final product was a brand that can compete on social networks without losing presence outside of them.



# BRAND DESIGN

## Bishop Fox's FS-ISAC 2024 presentation

### Scope:

To create a deck for Bishop Fox's Speaker at the Financial Services Information Sharing and Analysis Center 2024 event.

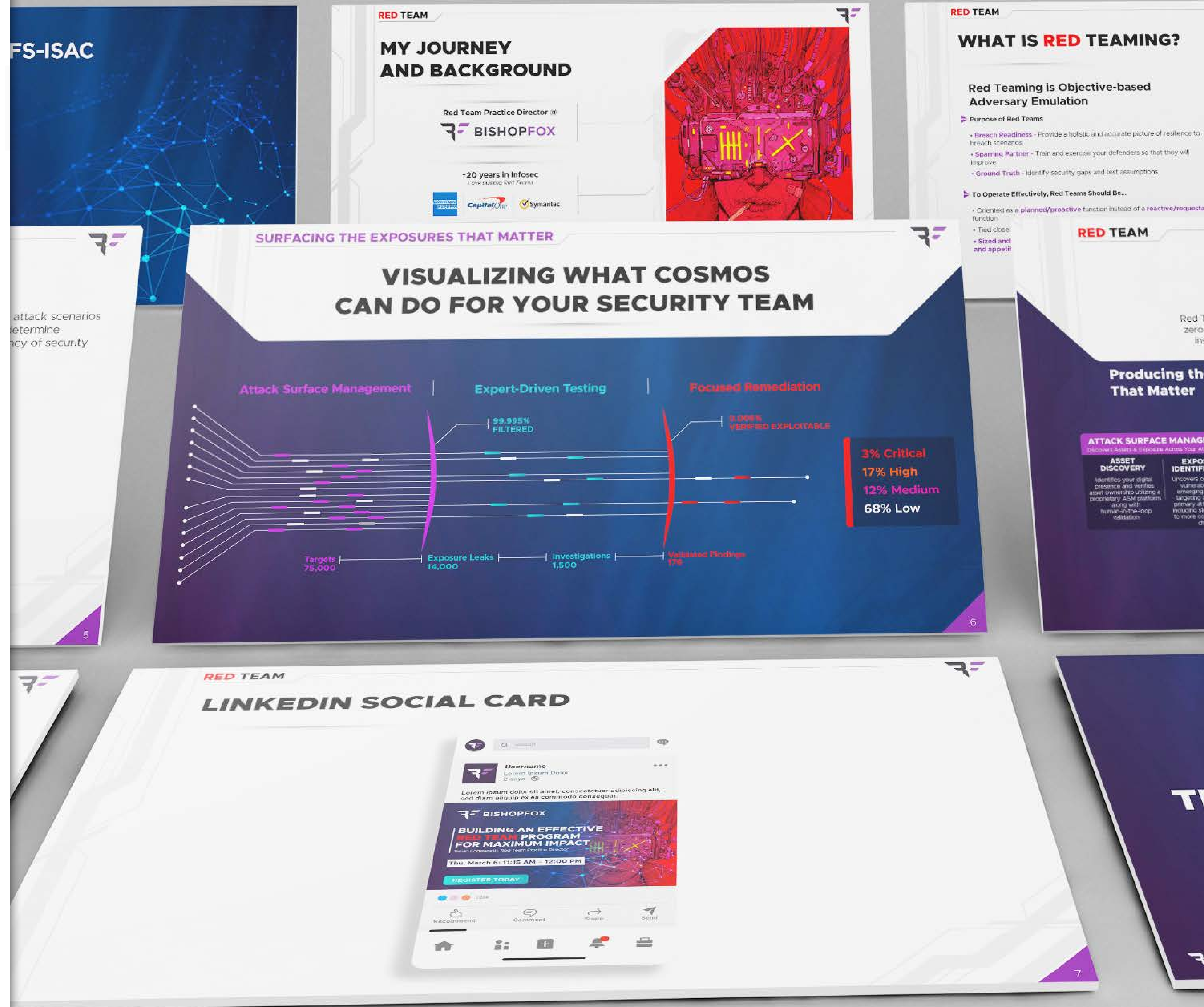
### Direct contribution:

- Presentation design
- Photo Editing

### Design rationale:

At an event where many brands from the same niche compete for attention, creating an eye-catching and easy to understand presentation was essential, to achieve this I created a design that would reflect the style and tone of the brand, which is innovative, expert, modern and accessible.

The result was a presentation that captures the essence of Bishop Fox without losing the message that this presentation should facilitate, generating unique slides and reinventing the design of graphics that project both the style of Bishop Fox and the data they wish to present.





# MOTION GRAPHICS

## Commercial Projects

### Scope:

To create motion graphics in line with the brand style and understanding the client's customers' expectations across multiple projects with very different visual identities and scopes.

### Direct contribution:

- Logo animation
- Text animations
- Compositing & layout
- Transition animation
- Audio and voice editing
- Review & proofread
- Motion graphics
- Storytelling

### Design rationale:

It was essential to understand the look and feel of each different brand to deliver coherent animations that speak to the client's customers as well as to prevent animation styles from looking similar between brands.

# MOTION GRAPHICS

## Educational projects

### Scope:

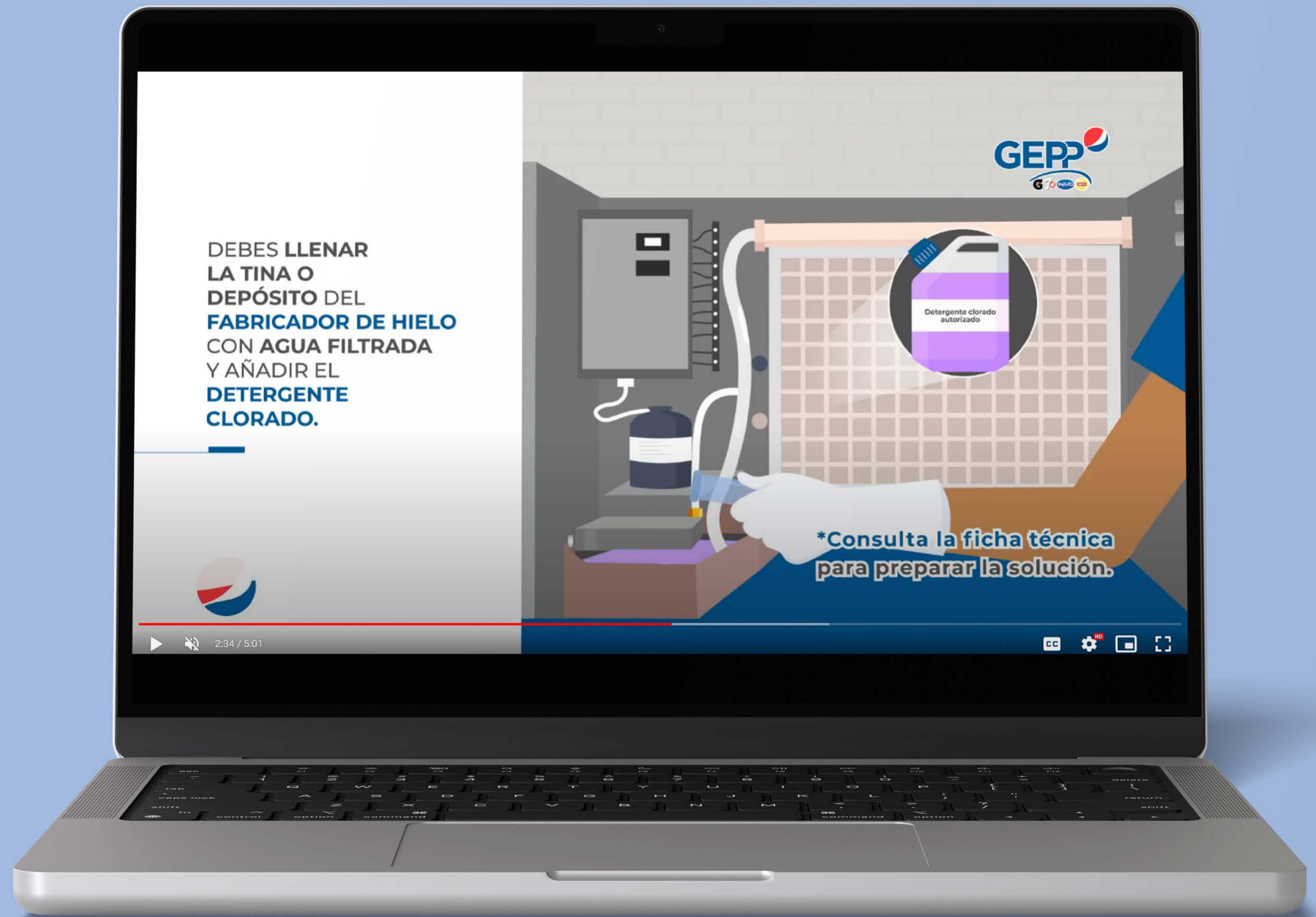
To create motion graphics in line with the brand's style, look & feel that help their customers better understand the school/educational service advantages.

### Direct contribution:

- Logo animation
- Text animations
- Compositing & layout
- Transition animation
- Audio and voice editing
- Motion graphics
- Storytelling

### Design rationale:

It was very important to know the customer these videos were aimed at, as well as understand their mindset, many of the videos I worked on were aimed at parents, not children, but the parents are often thinking of their children when looking at this type of promotional material so nailing down the animations to project professionalism but avoiding monotony was essential.



# Thank you

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People say “work smart not hard” but I like to work smart and hard,  
so I hope you find my work interesting.

Best regards.