



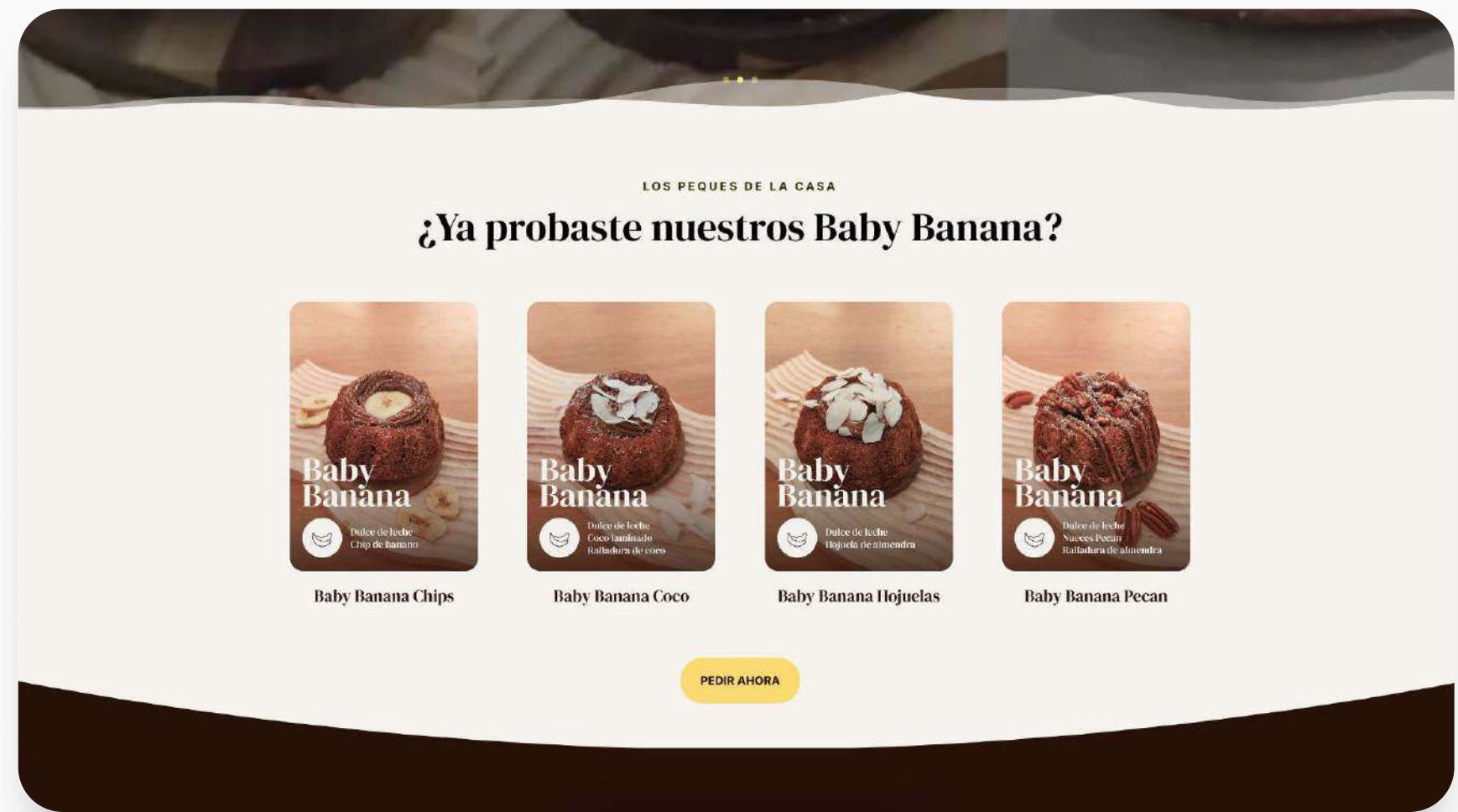
**DAVID RODRÍGUEZ GUILLÉN B.**

DESIGNER/PHOTOGRAPHER

20  
24

ENTREPRENEURIAL PROJECT

**FOUNDER/  
CREATIVE STRATEGY  
AND ART DIRECTION /  
BRAND DESIGN / CRM  
STRATEGY DESIGN /  
BAKER**



CLIENT

- Mamá Banana

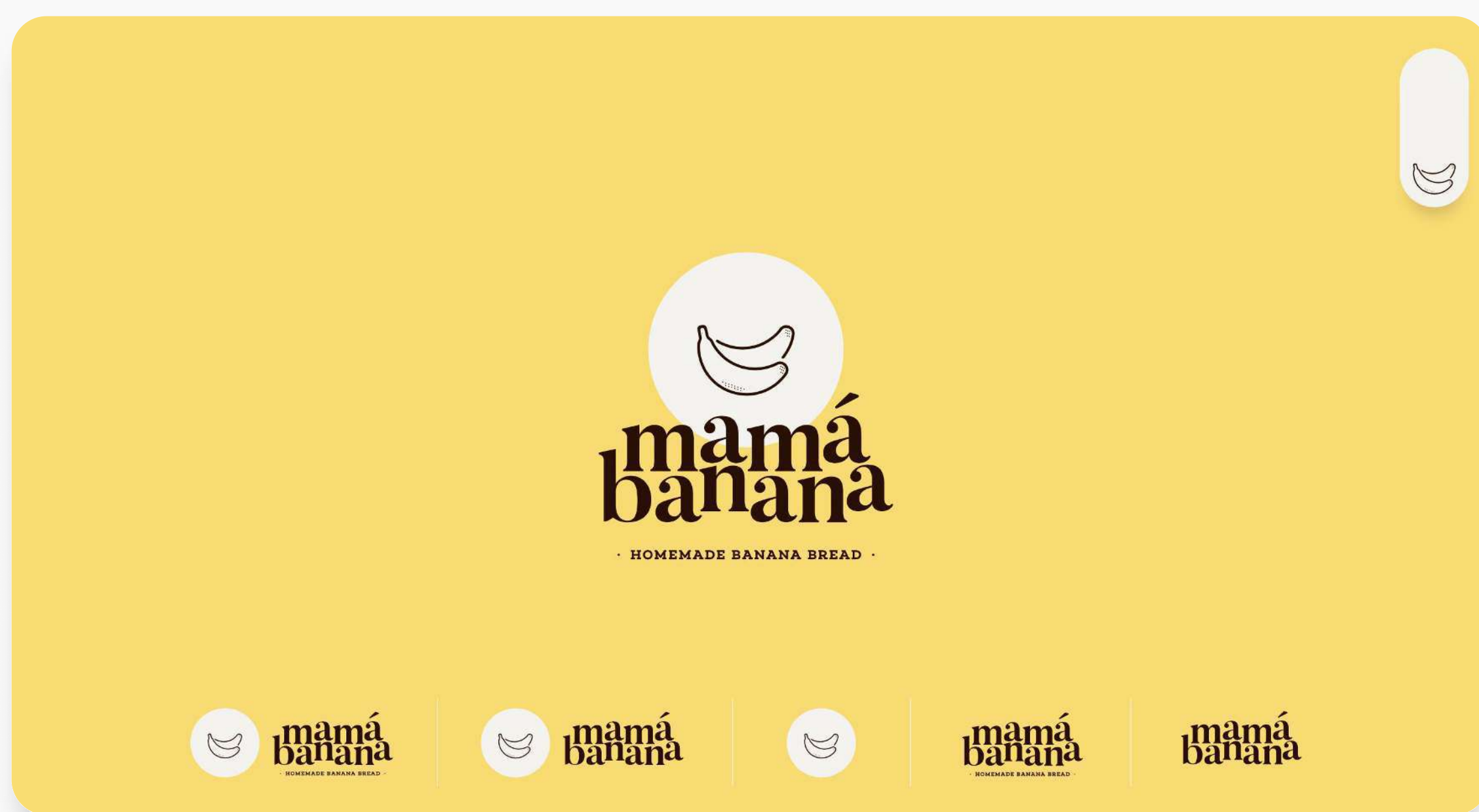
OBJECTIVE

- Create and develop a new brand strategy for the relaunch of the brand redesign.
- Re-design and structure Mamá Banana communication channels (website, RRSS, CRM, print and digital marketing, among others).
- Develop and design the social media planning strategy for the next 6 months.
- Design and develop the marketplace across all possible selling channels.
- Structure and maintain all SEO best practices through out all media communications.
- Design engagement strategies in order to improve social media communities.
- Define the route of the brand financial, commercial, legal and marketing duties.
- Define the user journey when interacting with the brand services.
- Design and develop a packaging strategy for all products.
- Maintain a coherent brand storytelling using transmedia best practices.

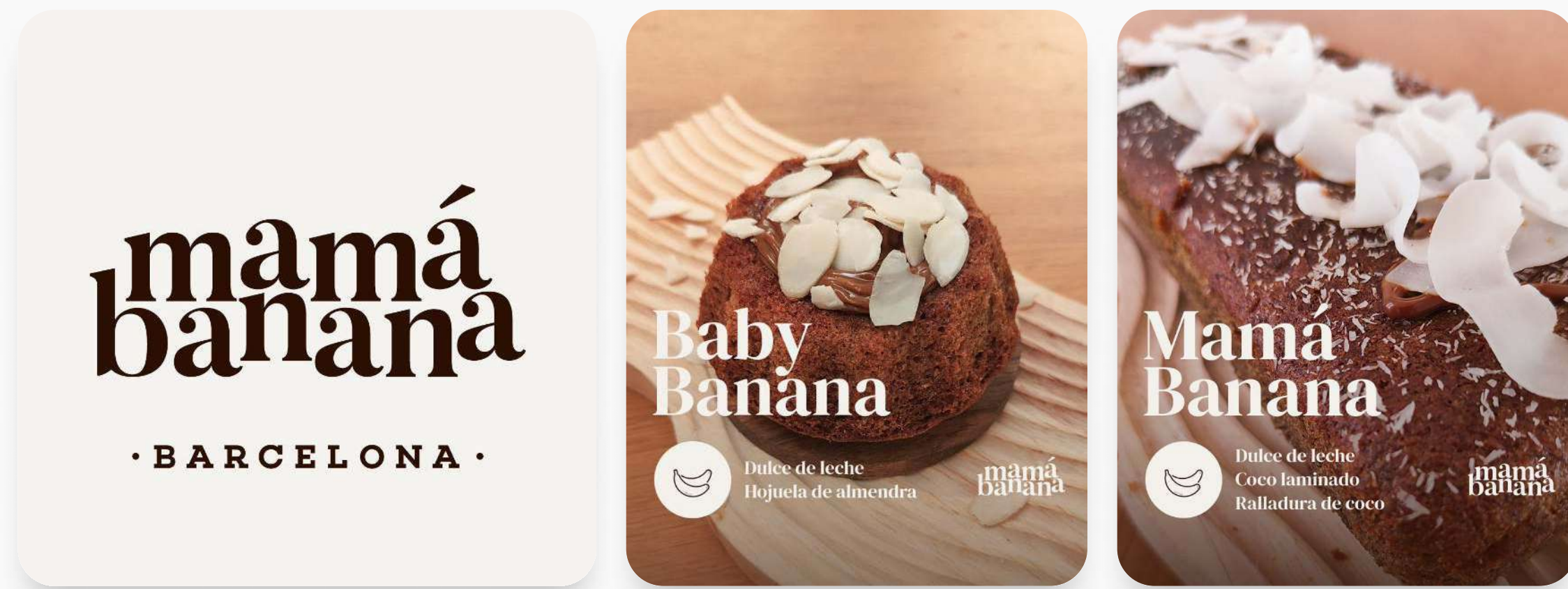
RESULTS

- New brand communication strategy
- New logo and branding guidelines
- Development of marketing digital and print assets across multiple media channels and social networks
- Responsive web design / Onboarding
- Email marketing campaign design / CRM
- Improvement of social media profiles
- New Website for multiple countries
- Product and lifestyle photography
- Social media planning design / strategy
- Own image and video resources (photoshooting of images and videos for the brand)

BRAND DESIGN

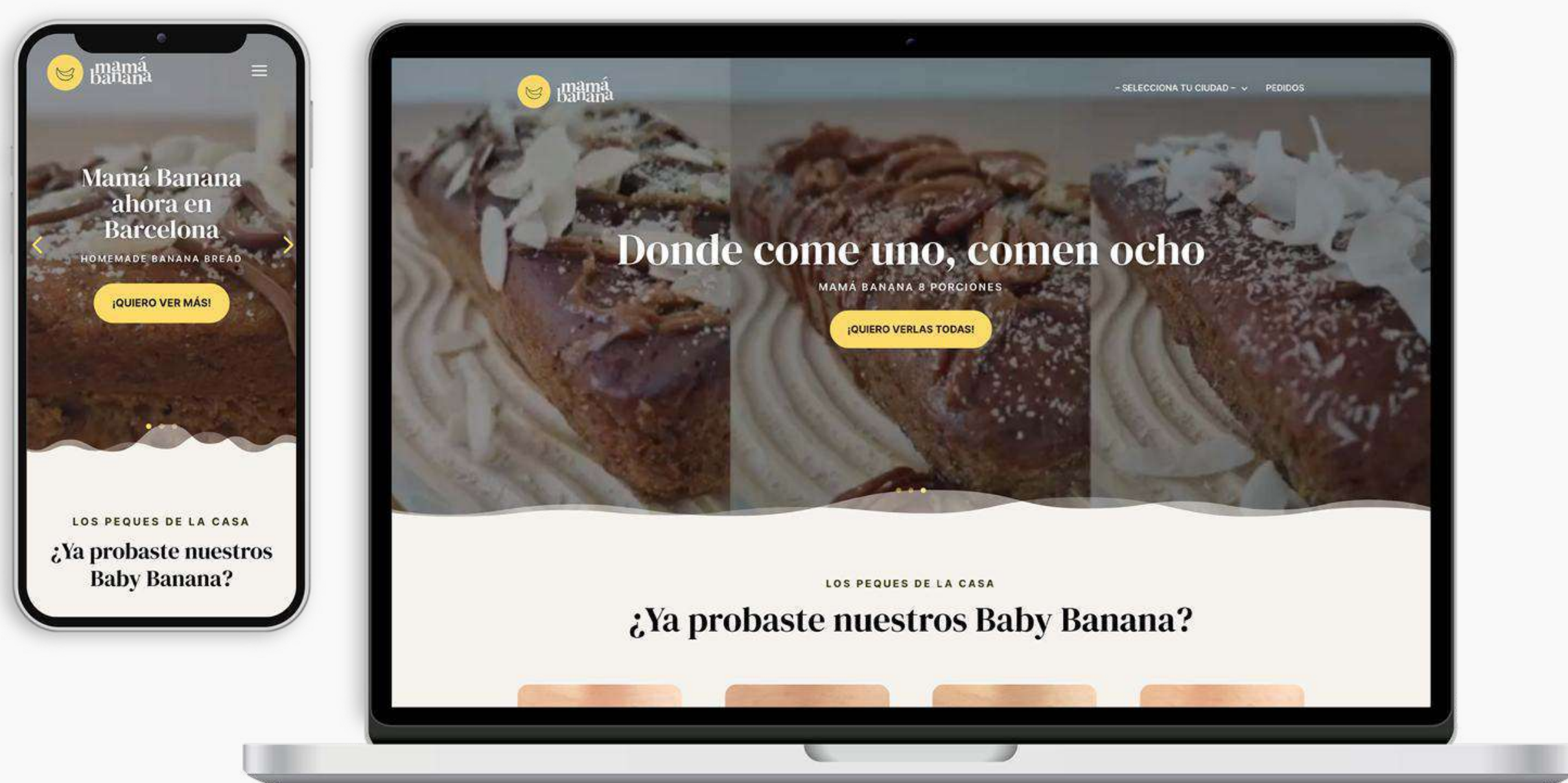


SOCIAL MEDIA



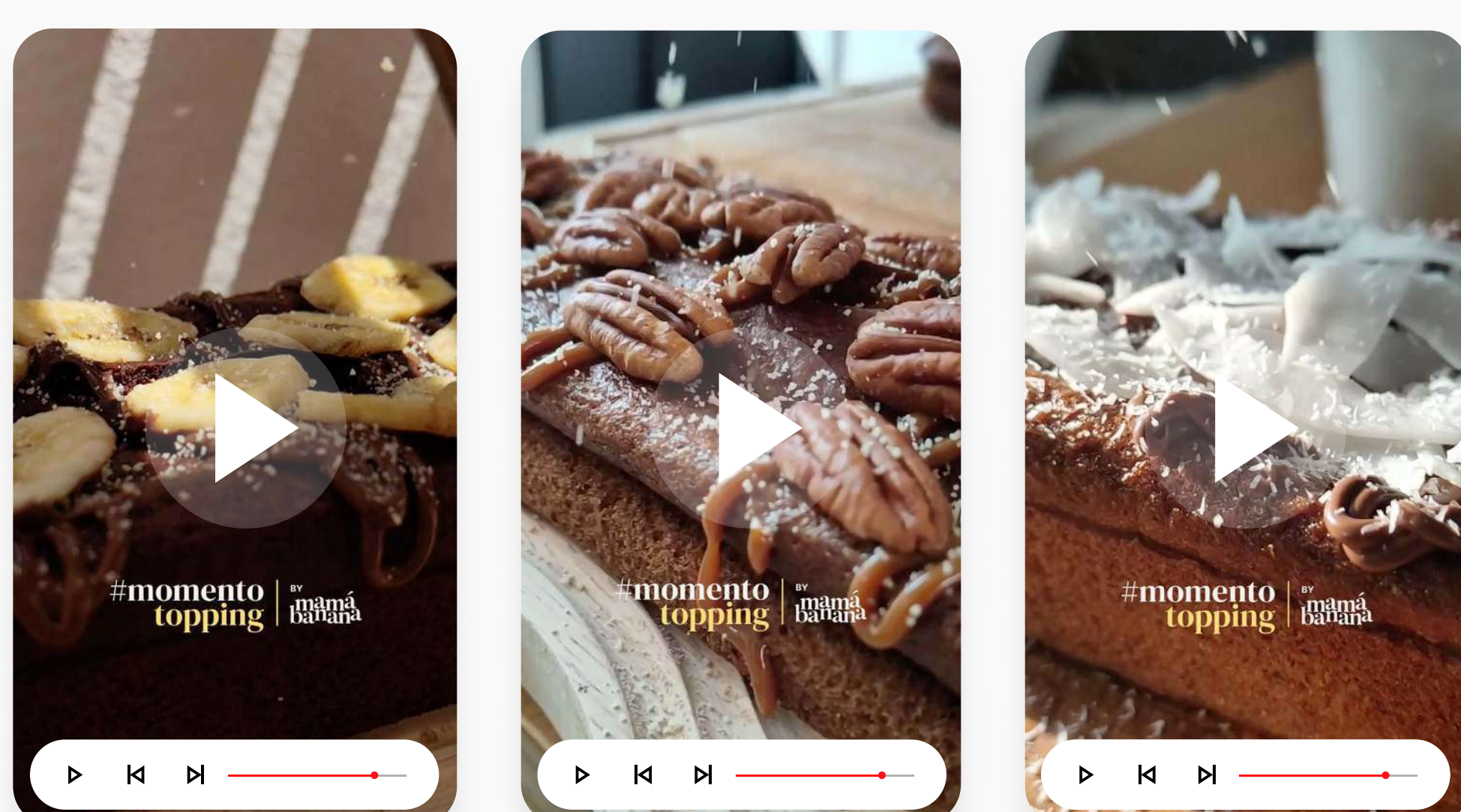
VISIT INSTAGRAM PROFILE

WEB DESIGN & DEVELOPMENT



VISIT WEBSITE

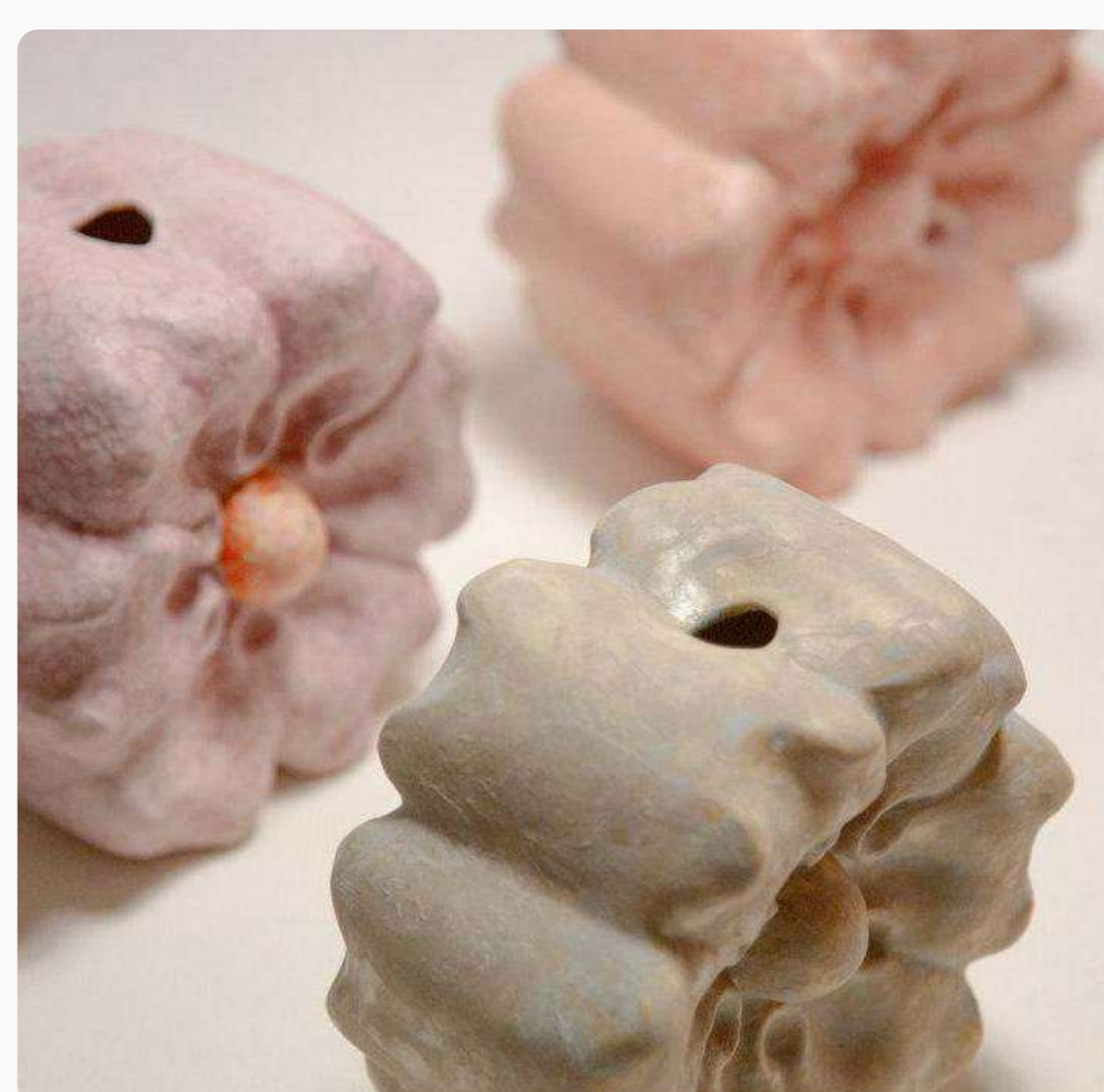
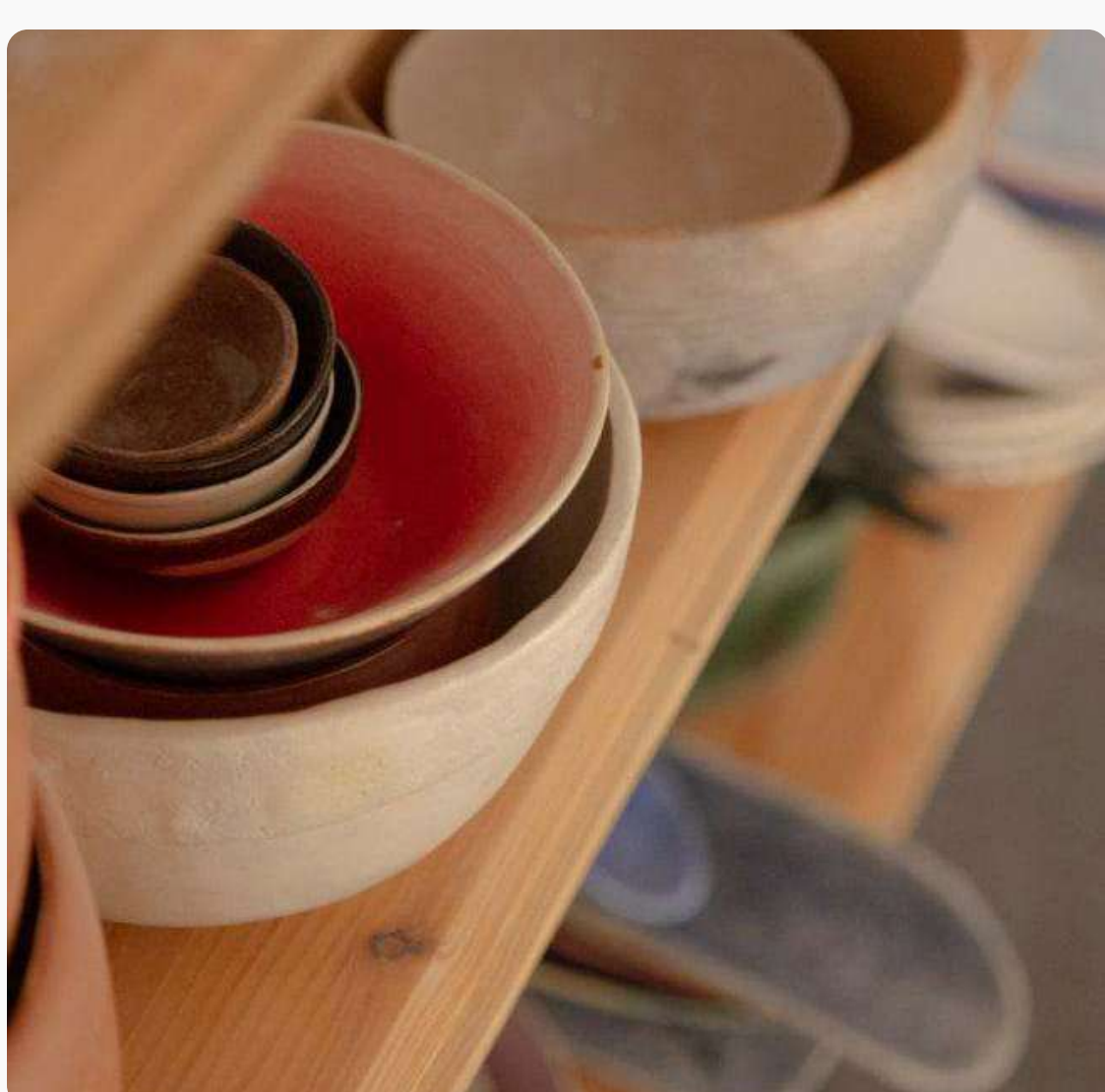
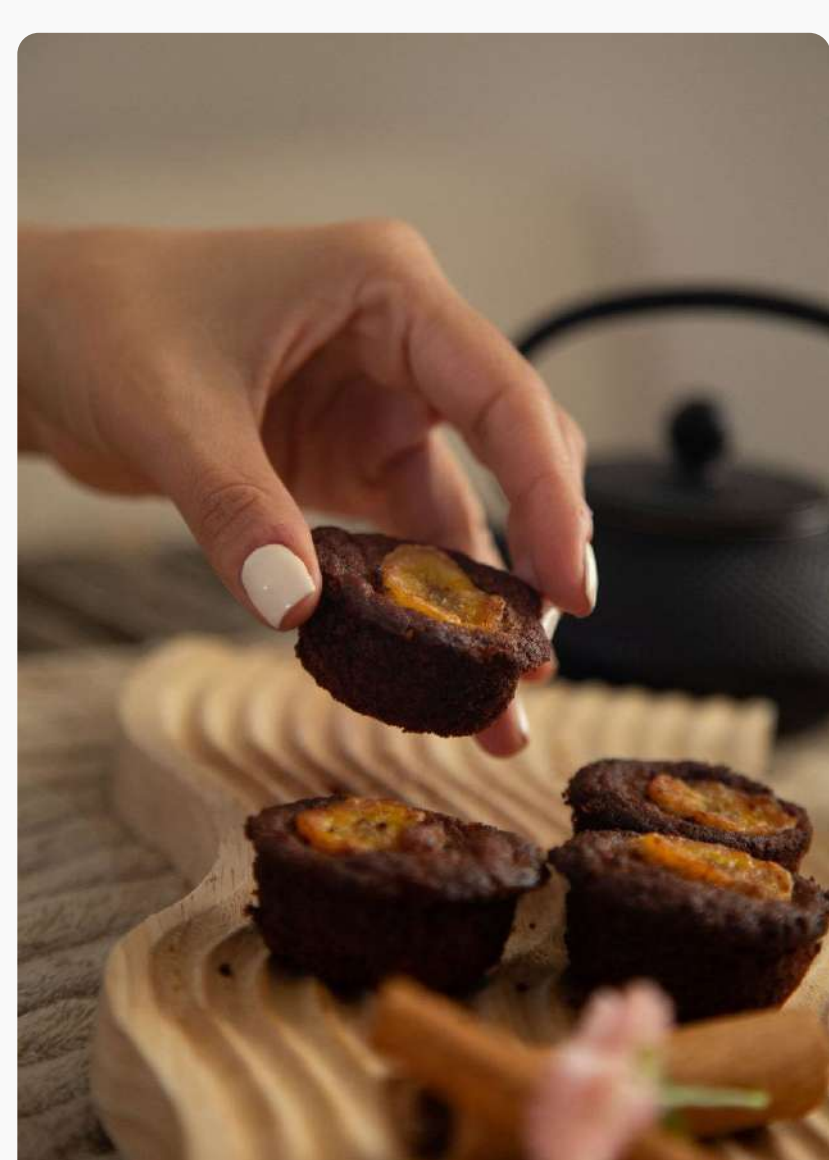
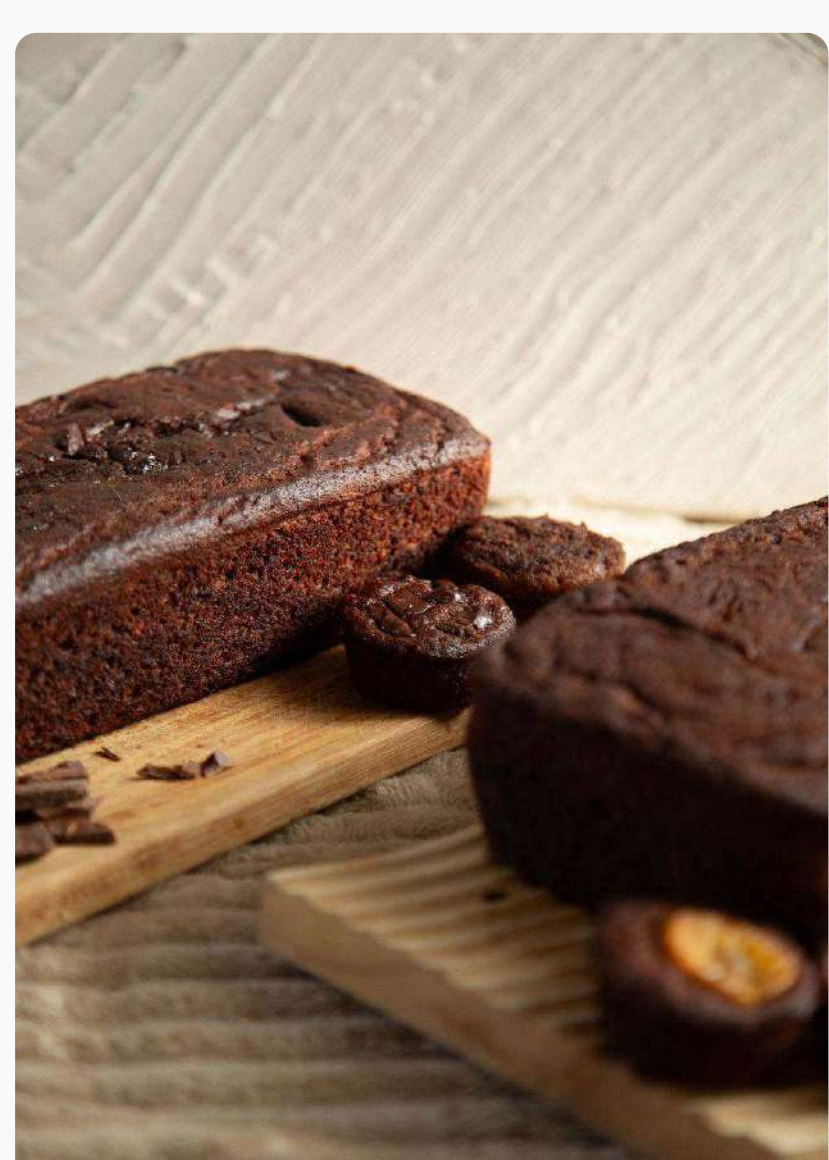
AUDIOVISUAL CAMPAIGN



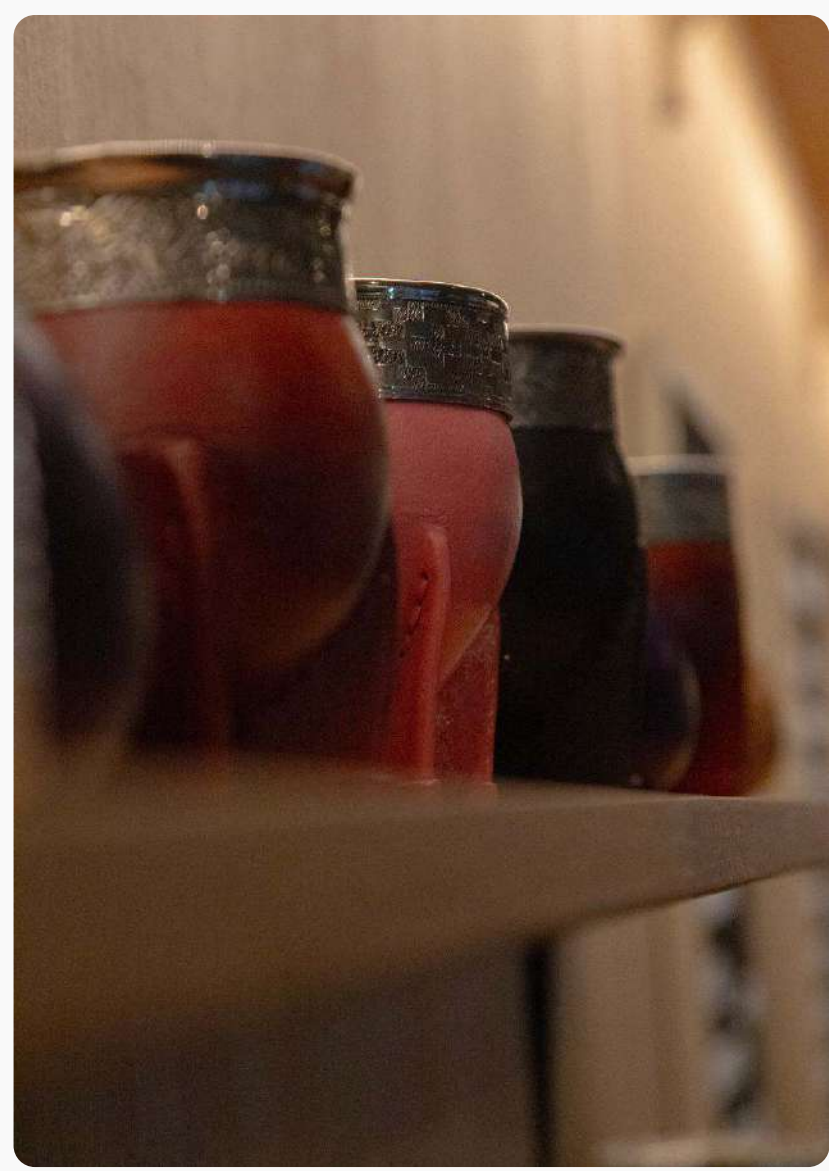
ART DIRECTION /  
PHOTOGRAPHY / VIDEO  
& PHOTO EDITING /



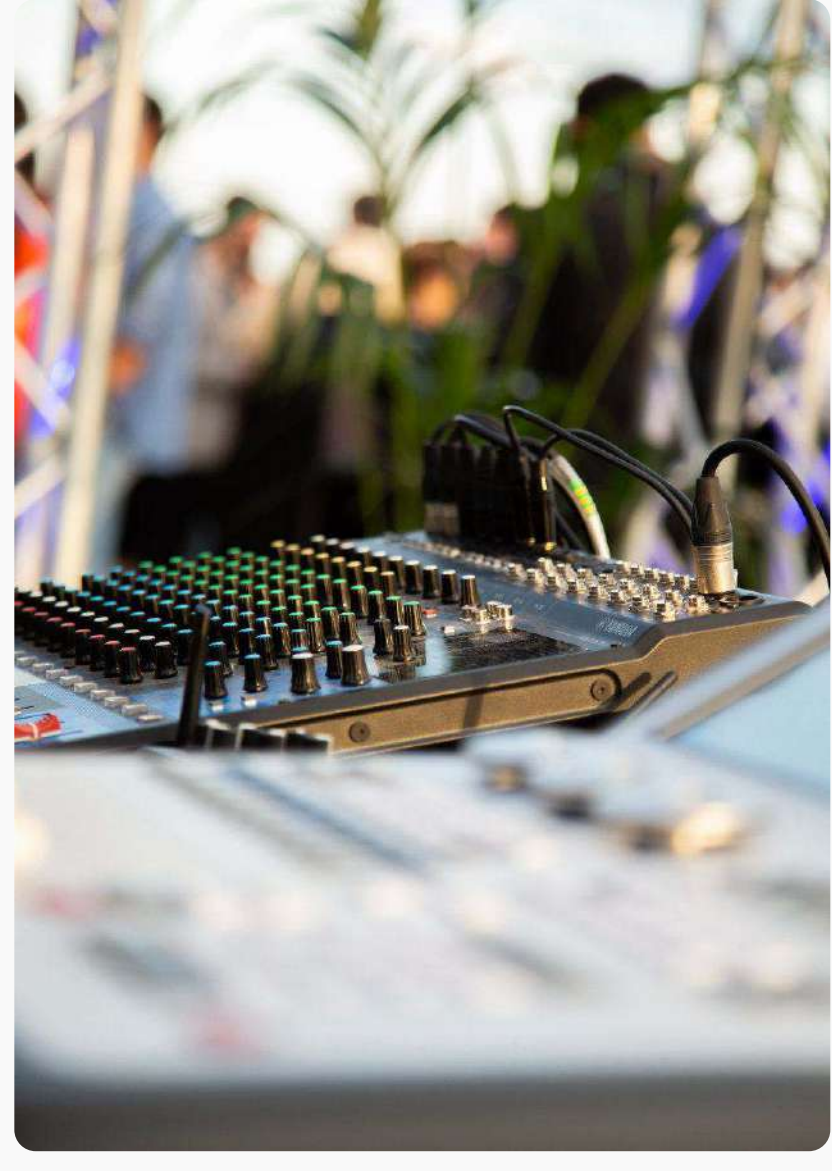
PRODUCT  
PHOTOGRAPHY



CORPORATE  
PHOTOGRAPHY



EVENTS  
PHOTOGRAPHY



**BRAND DESIGN /  
WEB DESIGN (UX/UI)/  
VIDEO AD**



**CLIENT**

- Cobramus

**OBJECTIVE**

- Improvement and maintenance of the new brand's conceptual and visual identity, based in marketing data analysis and KPI's, in order to increase the number of leads, through a more personalized, friendly and professional corporate brand identity.

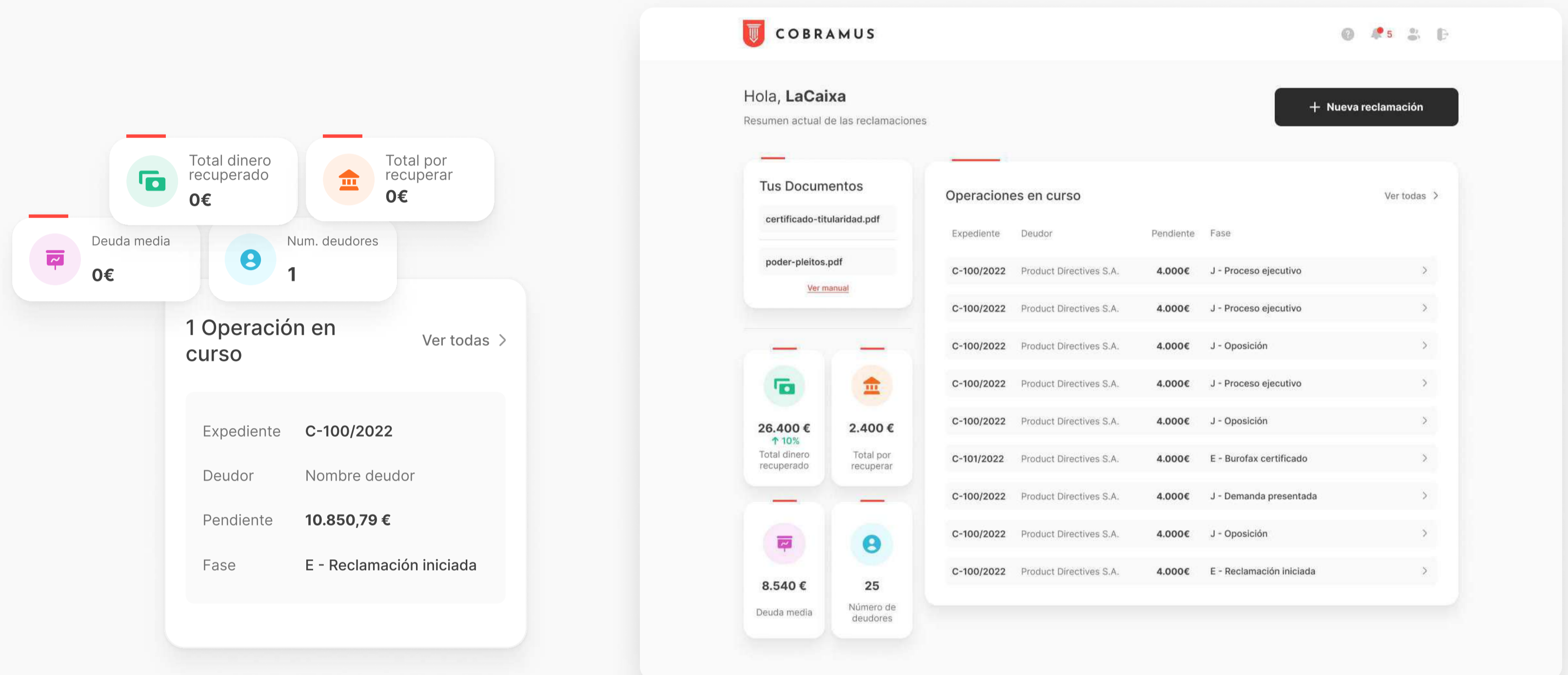
**RESULTS**

- Brand strategy 2.0
- New logo and branding guidelines.
- Development of marketing digital and print assets across multiple media channels and social networks.
- Responsive web design / Onboarding
- Email marketing campaign design
- Performance campaign design
- Improvement of social media profiles
- Marketing campaign "All included" (Audiovisual assets)

**BRAND DESIGN**



**WEB DESIGN (UX/UI)**



**BRANDING GUIDELINES DESIGN**



**AUDIOVISUAL  
CAMPAIGN**

**CONCEPT CREATION / ART  
DIRECTION / BRAND DESIGN /  
PACKAGING DESIGN /  
AUDIOVISUAL****CLIENT**

- Greenmed

**OBJECTIVE**

- Create a concept that could place CBD-based brand in a different set of mind regarding CBD products, using storytelling tools to connect mindfulness and wellbeing actions with the daily use of natural health products.
- Design Greenmed brand and brand guidelines.

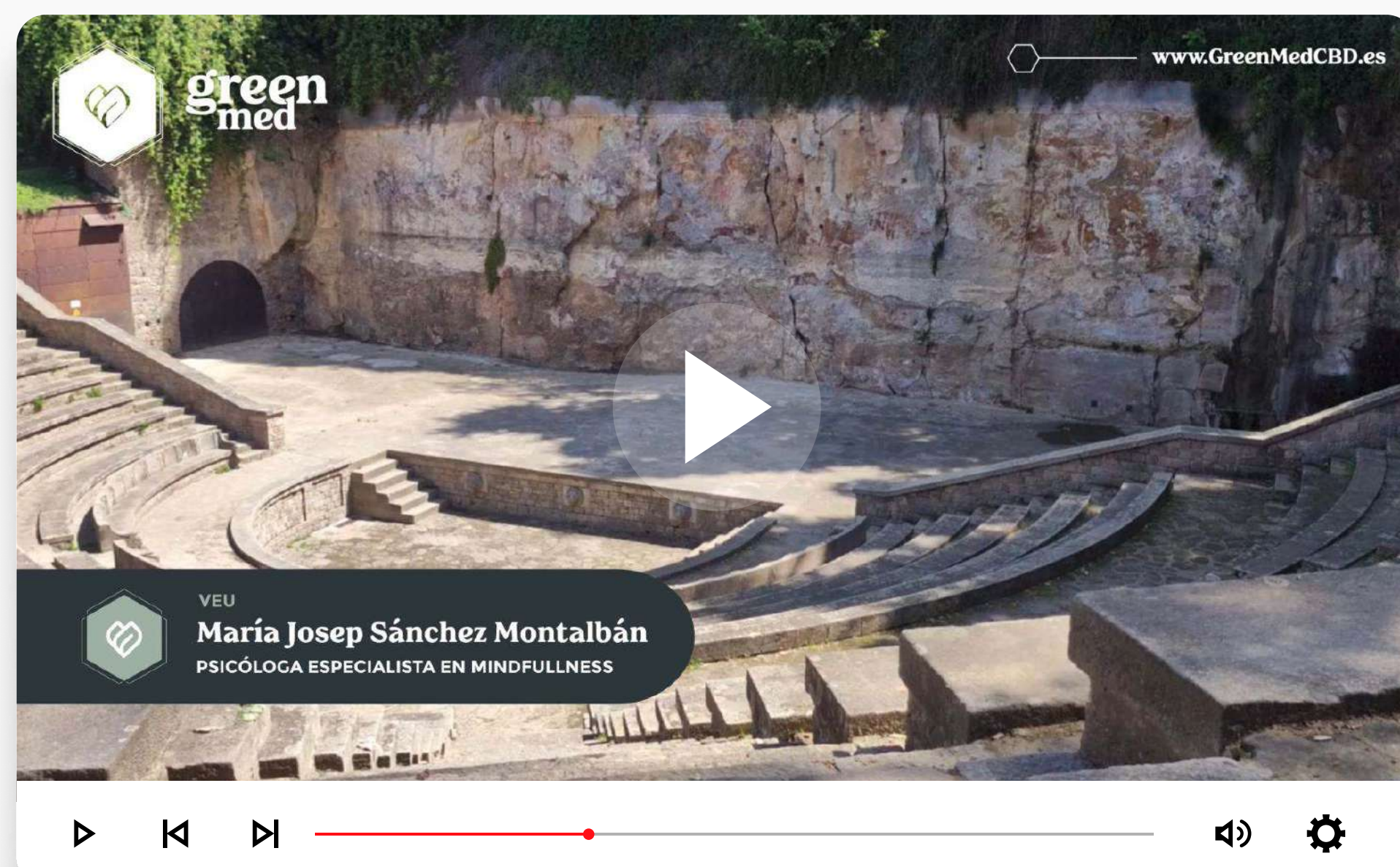
**RESULTS**

- Communication strategy
- Logo and branding guidelines.
- Drops and pomade packaging design.
- Audiovisual campaign (video assets / packaging - Youtube)

**BRAND DESIGN**

**green  
med**

ANCESTRALMAGICPLANTS

**PACKAGING DESIGN****AUDIOVISUAL CAMPAIGN**

## STAND DESIGN / CONTENT CREATION / PROMOTIONAL MERCHANDISE



### CLIENT

- SyntheticMR

### OBJECTIVE

- Maintain visual consistency across all communication brand channels and deliver all kind of promotional merchandise for events and brand exposure.

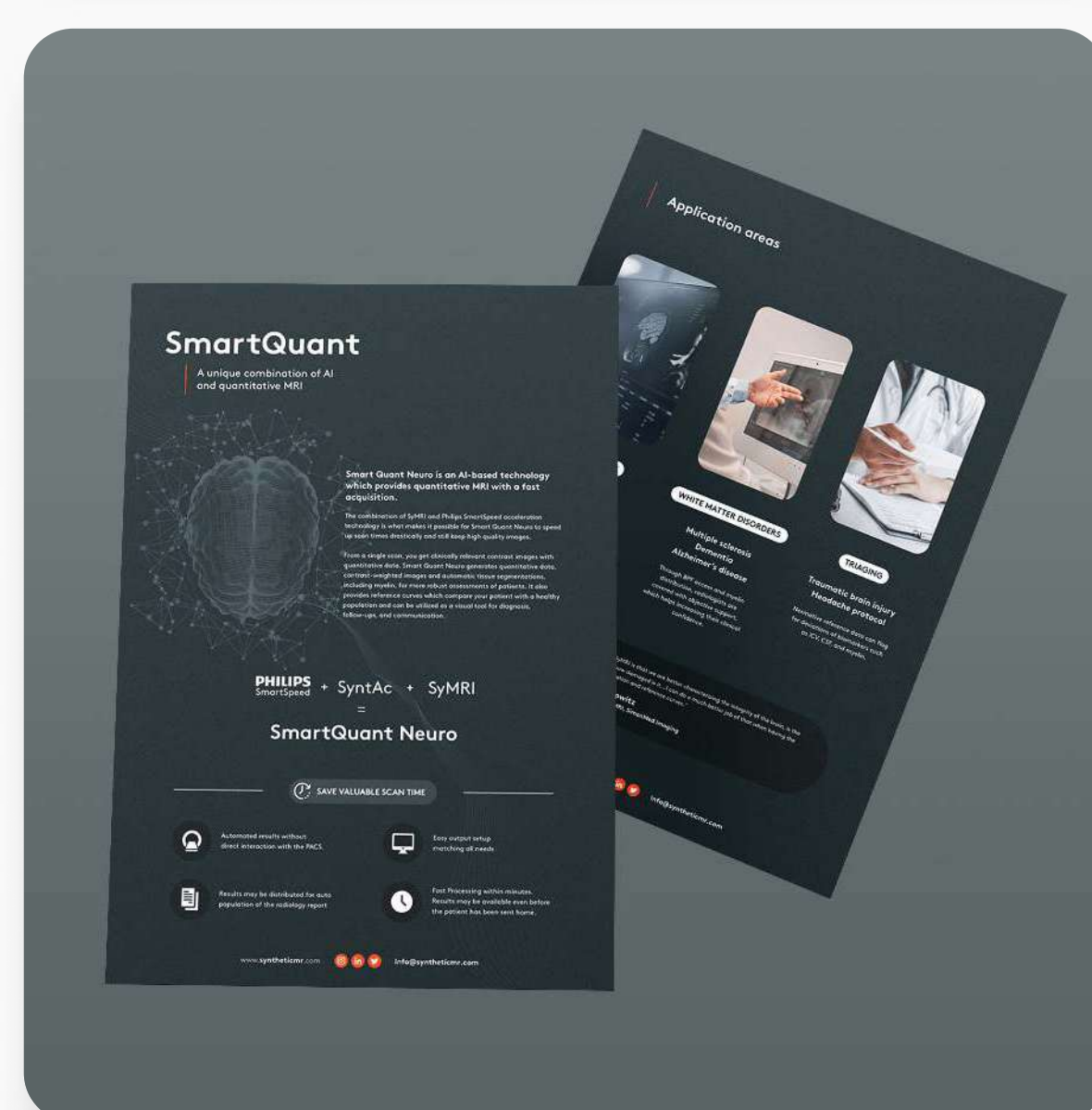
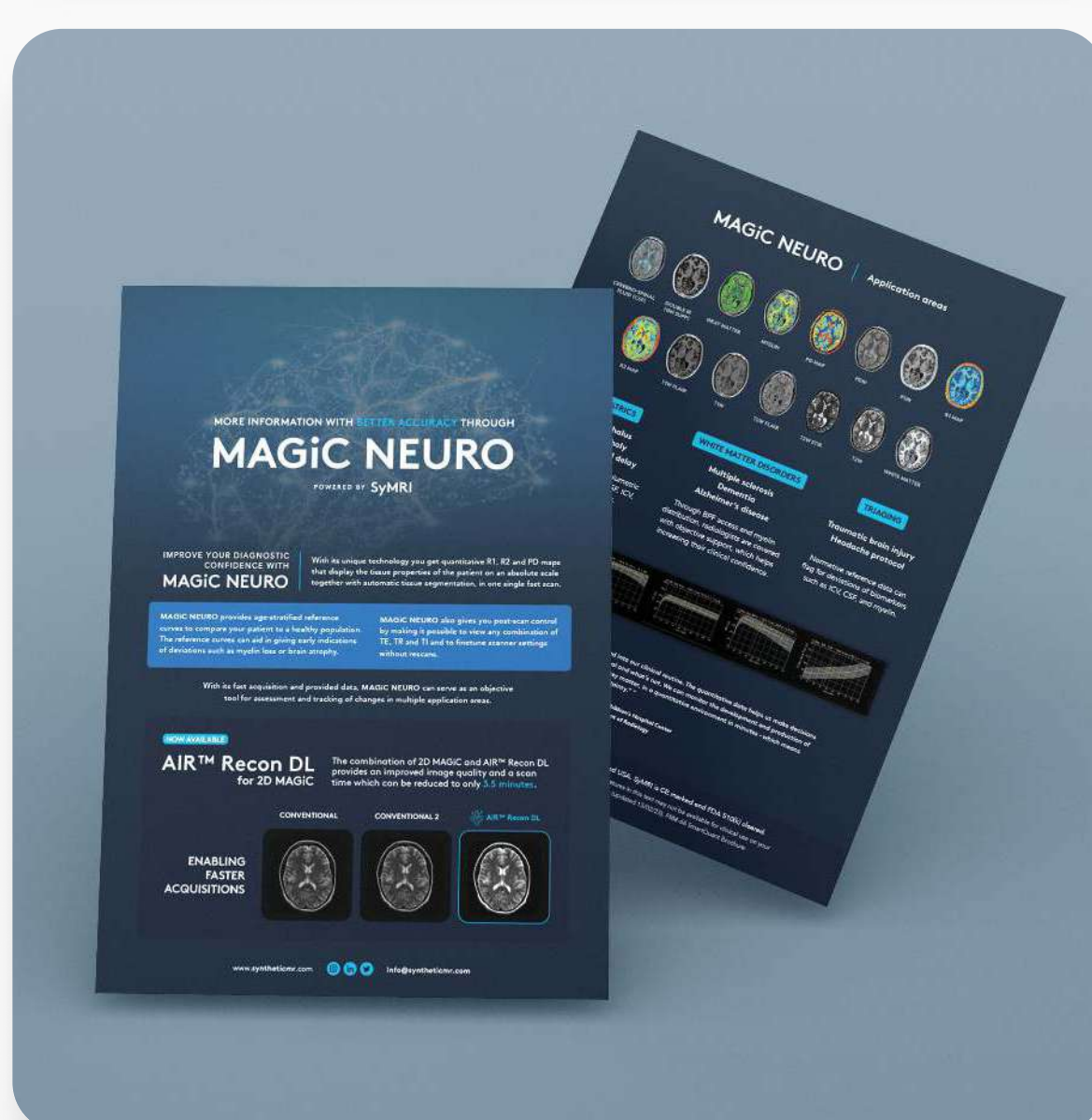
### RESULTS

- Stand designs for multiple events during the year.
- Promotional merchandise content creation and design

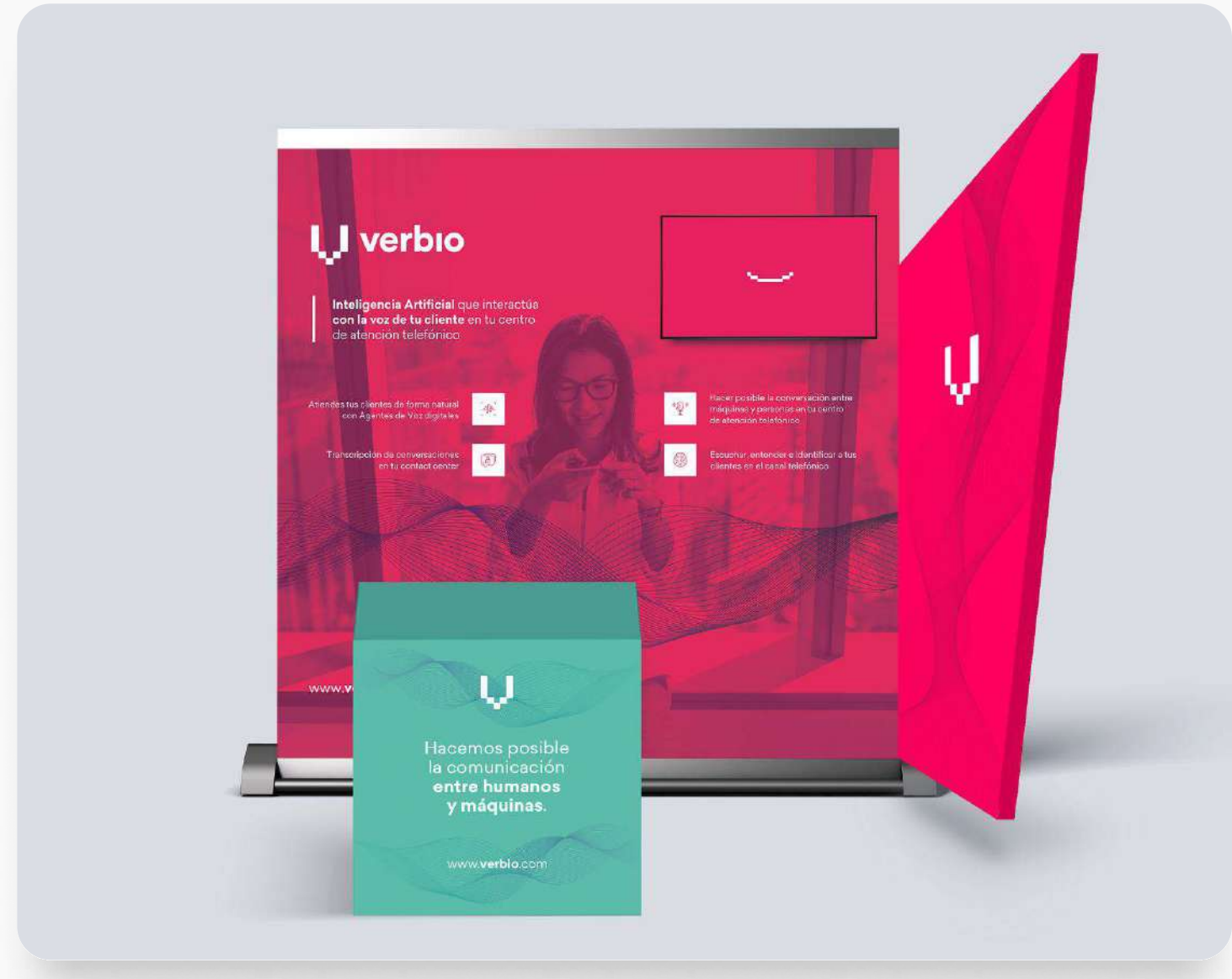
## STAND VISUAL DESIGN



## BRAND CROSSMEDIA DESIGN



**STAND DESIGN /  
CONTENT CREATION /  
PROMOTIONAL  
MERCHANDISE**



**CLIENT**  
• Verbio

**OBJECTIVE**  
• Improvement and design of all marketing assets required for events.

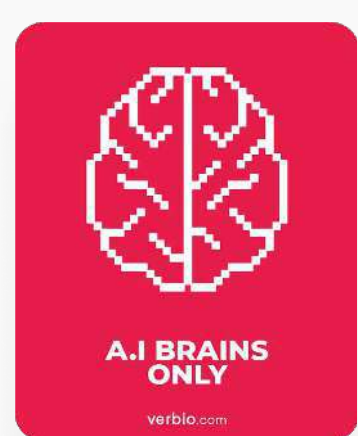
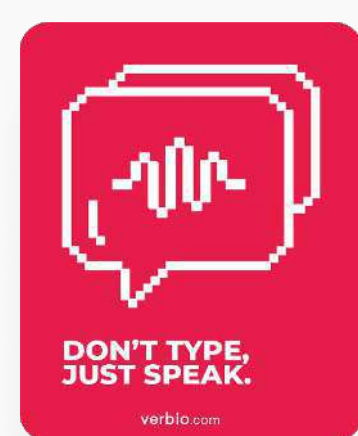
**RESULTS**  
• Stand designs for multiple events during the year.  
• Promotional merchandise content creation and design

**STAND VISUAL DESIGN**



**STAND VISUAL DESIGN**

COPY+DESIGN OF PROMOTIONAL MERCHANDISE



**360 MARKETING CAMPAIGNS / WEB & APP DESIGN / GRAPHIC DESIGN / MOTION GRAPHICS / SOCIAL MEDIA**



**CLIENT**

- Duplex Marketing

**OBJECTIVE**

- Adapt design processes to client's short timings between every sales season in order to deliver 360 marketing campaigns for every brand and/or group of brands.
- Define the artistic direction of Duplex's marketing projects.
- Design/adapt client's KeyVisual to every marketing asset (digital or printable).
- Responsible of photography and photoshooting specific campaigns.
- Define transversal methodologies that improves team work and the development, content creation and design process of every task.

**RESULTS**

- Art direction for 360 marketing campaigns (Danone, MARS, Ferrero, among others).
- Visual design of Duplex's new brand identity.
- From brief to implementation of marketing promotional websites for each campaign.
- Development of digital and printable assets for P.O.P and P.O.S marketing material.
- UX/UI Design Research and responsive web design.
- Improvement of processes between Design, Comms and IT departments.
- Creating and designing graphic and video assets for different media channels.

**WEB DESIGN**

KEYVISUAL DESIGN BASED



**FERRERO**

**MARKETING CAMPAIGN KEYVISUAL DESIGN**



granini



LAVAZZA  
TORINO, ITALIA, 1995

**RESPONSIVE WEB DESIGN**

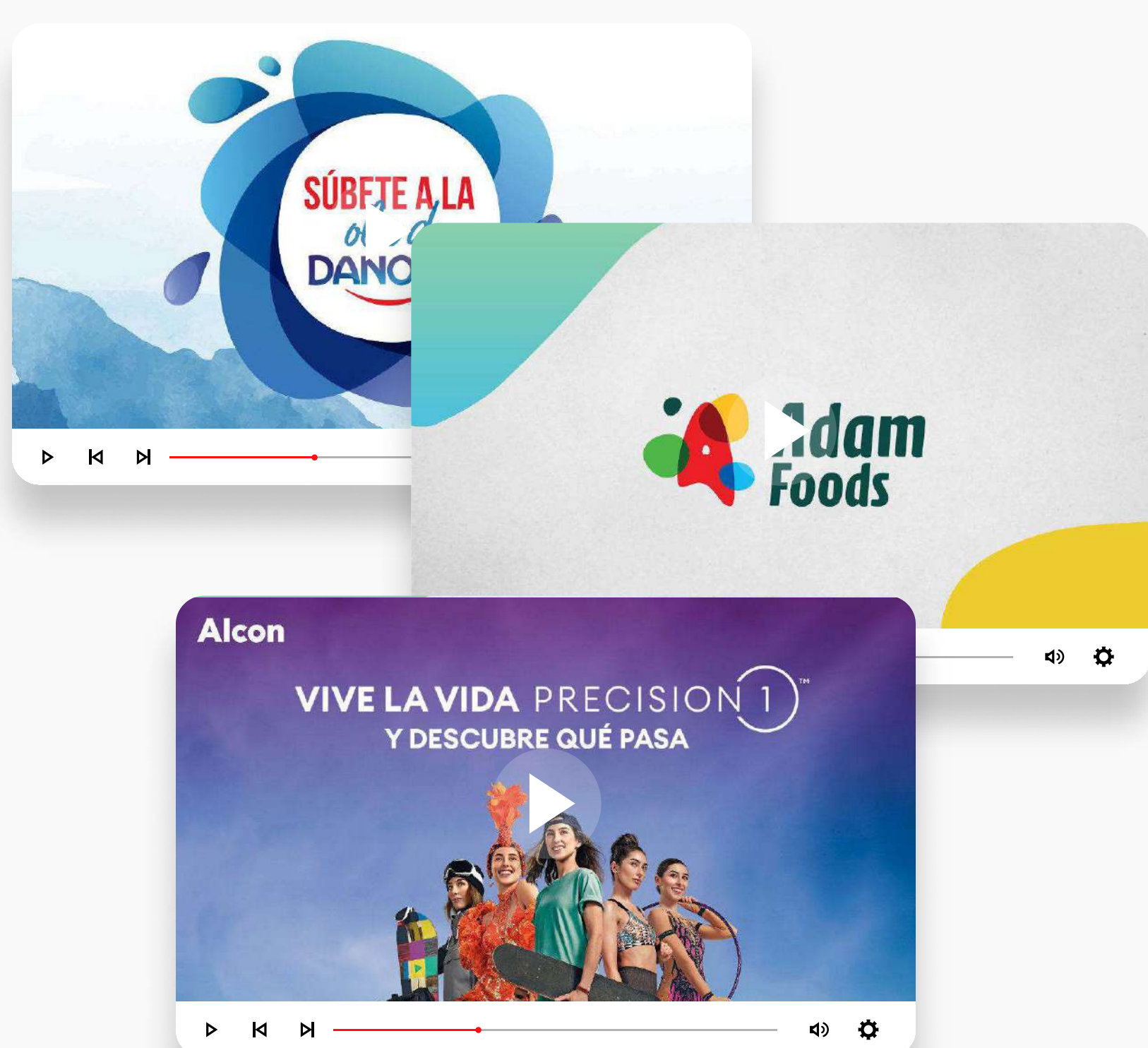
KEYVISUAL DESIGN BASED



DANONE

**MOTION GRAPHICS**

KEYVISUAL DESIGN BASED



**SOCIAL MEDIA FEED DESIGN**



Moulinex



OTHER BRANDS & WORKS

hona

Billy  
ORDER

ORSO  
HELADERIA

LOPEZ  
AVONDET

NEXX  
BOX

Criteriaus

SALDADOS

Gio's  
BAKE MY DAY

Magdalena  
y yo

Mon  
PICNIC  
BARCELONA

URANIA

VALTO  
SOLUCIONES AÉREAS

APÜSHI

goodlock  
SECURE  
LAST-MILE  
DELIVERY

AGUA DE LIMA  
FAST CASUAL CEVICHERÍA

MUTTER  
VENTURES

