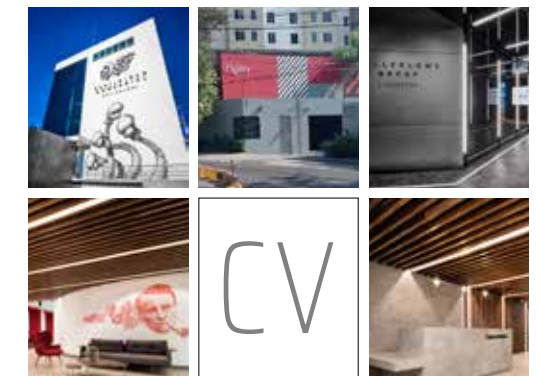
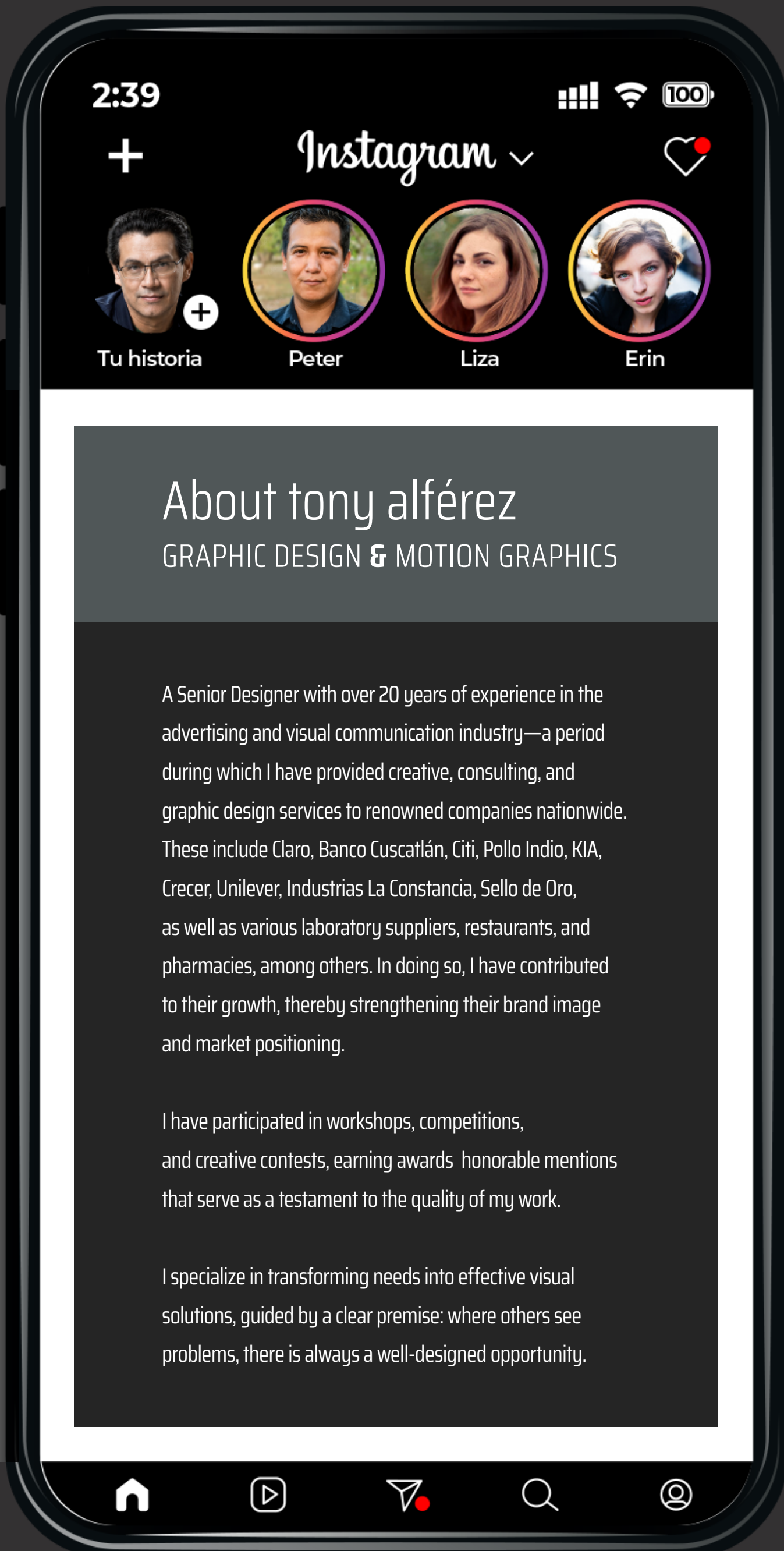


PORTFOLIO



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talferez22@gmail.com



AWARENESS CAMPAIGN



Si “te fuleás”
con este
combustible
para conducir

este puede ser
el final
de tus fiestas

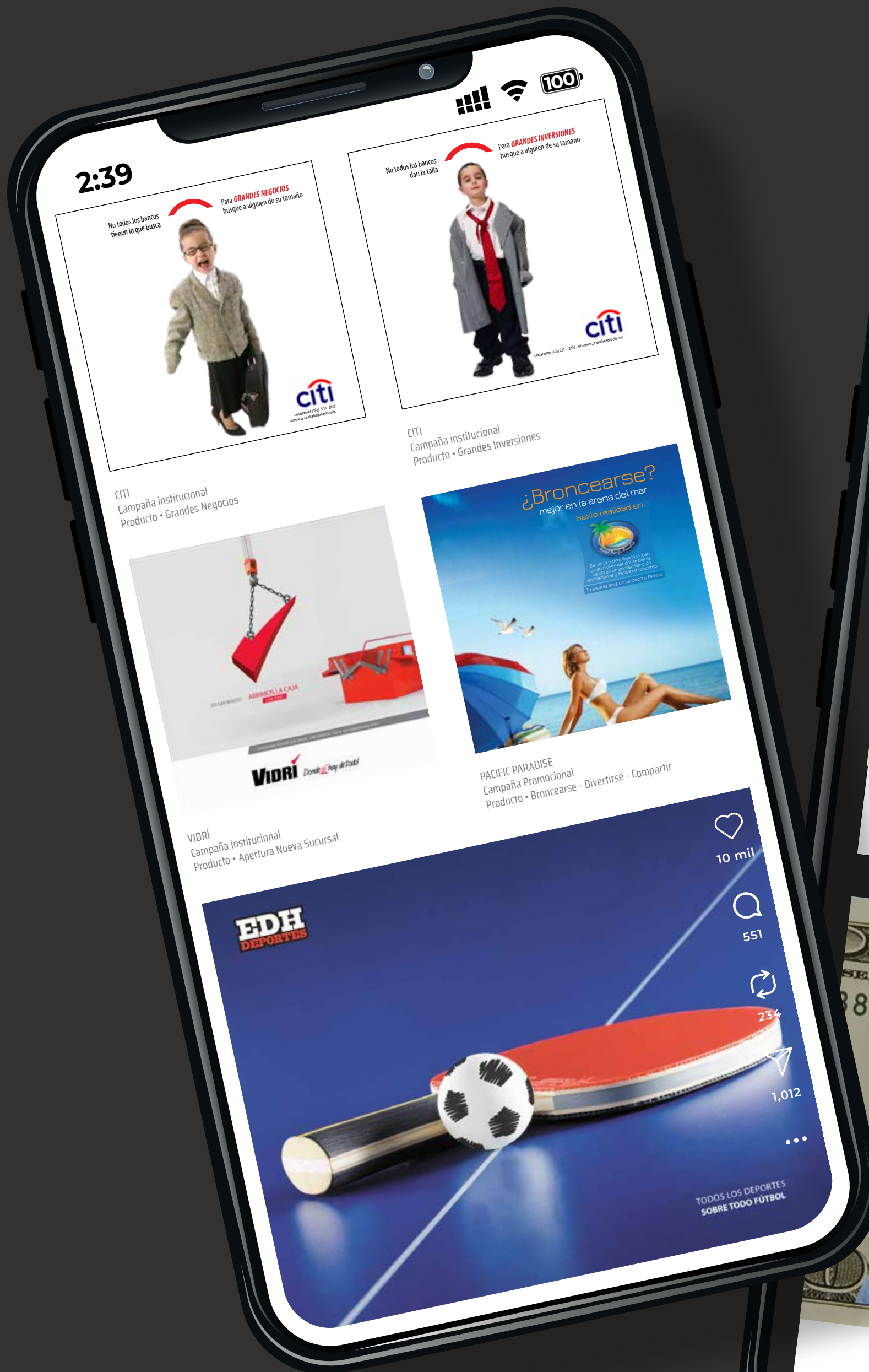


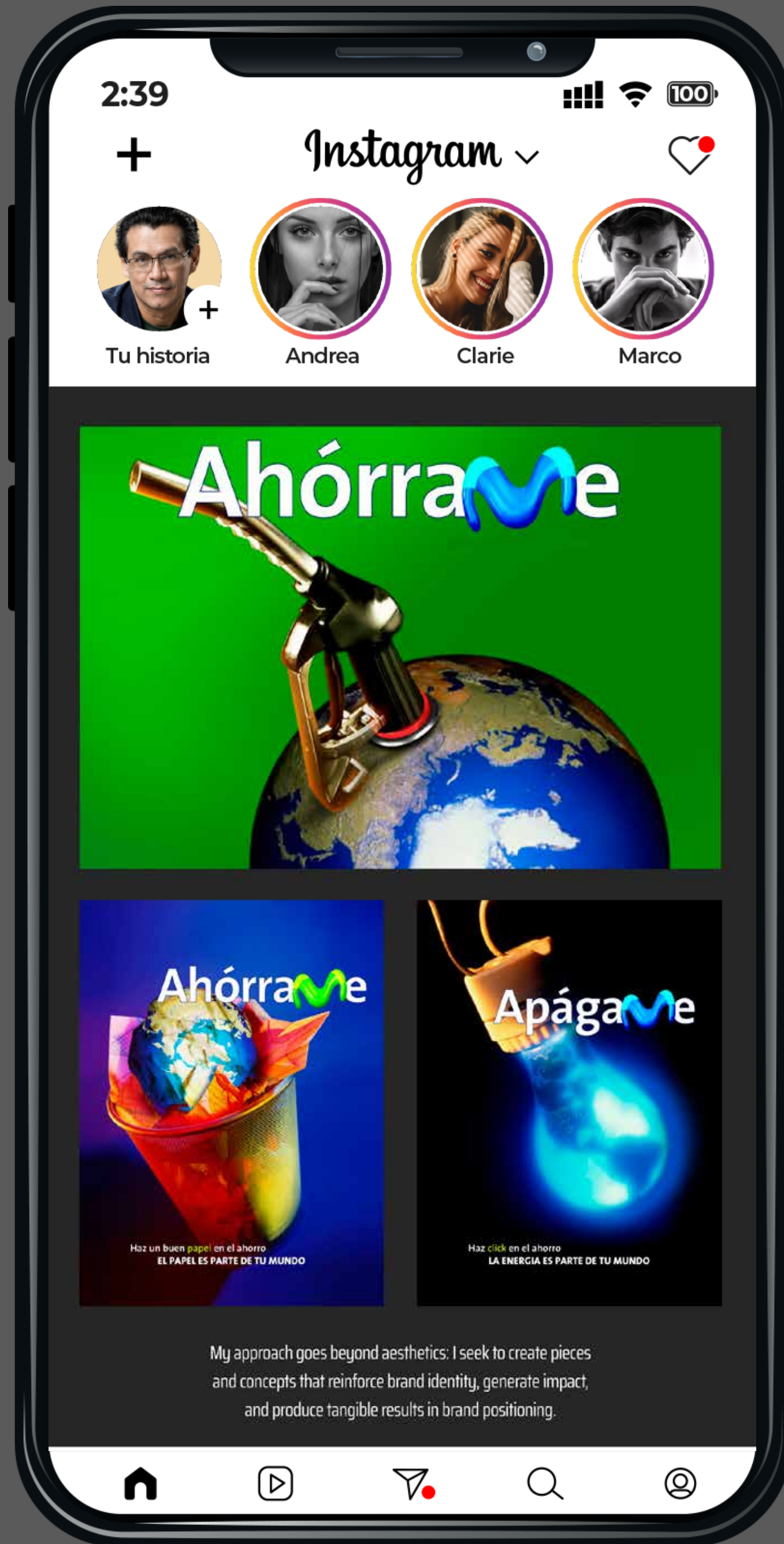
MINISTERIO
DE SALUD



PUBLICITY

Advertising is a mass communication technique designed to disseminate or convey to the public a specific message—related to products, services, ideas, or other matters—through media channels, with the aim of motivating its target audience toward a specific action.







My approach goes beyond mere aesthetics: I seek to craft pieces and concepts that strengthen brand identity, make an impact, and generate tangible results in brand positioning.





COLOR PALETTE



ENCANTO, rendered in a fluid, consistent, and robust typeface ("redrawn" for this purpose)— features a 14-degree incline that conveys momentum: the act of rising up to move forward. It concludes with the letter "O," which traces the distinctive shape of a loose roll of toilet paper. ENCANTO represents, describes, and communicates the product's characteristics—specifically, what it offers. This element is complemented by the symbol (a butterfly), creating a balance between strength and softness, performance and delicacy.



Redesign of Encanto's Packaging

Will enhance its market positioning and strengthen consumer trust in our brand. The creation of a unified graphic identity lends cohesion and consistency to the various product formats within our family across different market segments, thereby further deepening the relationship between our products and the homemaker.



REFRESHING THE BRAND

A light rebrand helped create a more cohesive and professional look across the website and social media channels while maintaining the company's exiting identity

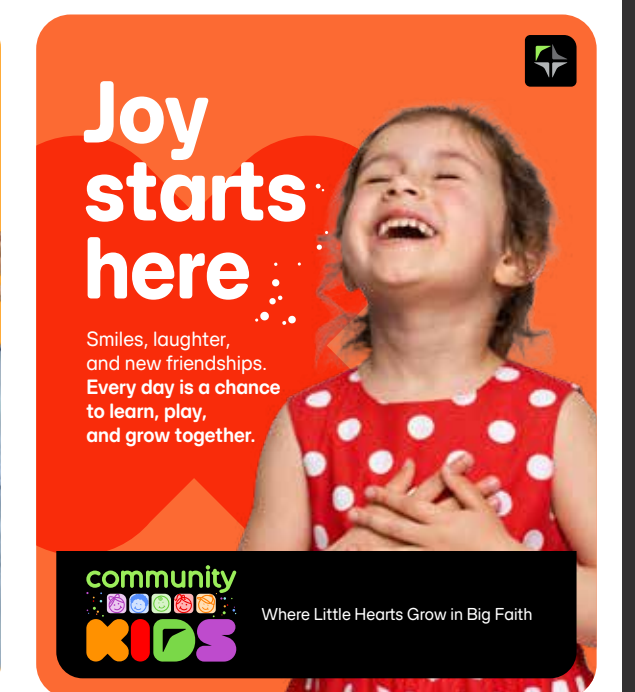
- ✓ Updated Visual Style
- ✓ Improved Color Consistency
- ✓ Stronger Brand Recognition
- ✓ More Professional Presentation
- ✓ Consistent across All Platforms

Iconic sketches of happy, playful children.

They can be used integrated into the paintings or separately.



by faith community



To strengthen the bond with our community, we have implemented a child-centered design strategy. By incorporating children into our visuals —interacting with the graphic elements of our logo— we will convey a more approachable, cheerful, and warm image, thereby reinforcing communication within our community.



What a PORTFOLIO!

Tell me how I can help you,
and let's work together
on your next project.

PROVISION

I am ready to support you whenever you wish, joining forces
to meet your specific requirements. Allow me to contribute
to your new project; you will achieve excellent results,
and your expectations will be fully met.

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Or, write to: talferez22@gmail.com