

Portfolio

OF

Guillermo

ABOUT

ORIGINALLY FROM SEVILLE, SPAIN. I DID MY STUDIES IN PRODUCT AND INDUSTRIAL DESIGN TO LATER SPECIALISE IN BRANDING AND VISUAL COMMUNICATION. I PROVIDE SERVICES INCLUDING ART DIRECTION, BRAND AND VISUAL IDENTITY, PRINT AND EDITORIAL DESIGN, AS WELL AS WEB AND DIGITAL DESIGN. WITH A PARTICULAR FOCUS IN TYPOGRAPHY, I SEE BRANDS AS FLEXIBLE SYSTEMS AND BELIEVE IN THE IMPORTANCE OF CONSISTENCY AND STRONG CONCEPTUAL THINKING.

SERVICES

- BRAND IDENTITY

VISUAL IDENTITY

ART DIRECTION

PACKAGING DESIGN
- GRAPHIC DESIGN

WEB & DIGITAL

MOTION GRAPHIC

CONCEPT & STRATEGY
- PRINT & EDITORIAL

CONSULTANCY

VISUAL ARTS

SOCIAL MEDIA

TOOLS

- ILLUSTRATOR

PHOTOSHOP

INDESIGN
- AFTER EFFECTS

PREMIERE

FIGMA
- RHINOCEROS 3D

KEYSHOT

MIDJOURNEY

LANGUAGES

- SPANISH (NATIVE)

GERMAN (C1 LEVEL)
- ENGLISH (C1 LEVEL)

ITALIAN (B2 LEVEL)
- FRENCH (A2 LEVEL)

CLIENTS

- MAGGI

NESPRESSO

WAGNER

SURIG

BINDER

MASTERGOOD

COSNOVA
- CATRICE

SAUDIA

ALMARAI

NORDINARY

KITKAT

ZOTT

HERO
- ECOLAB

DELFI

DM

HARRY'S

KUMPF

SILVERQUEEN

SAKA

EDUCATION

- 2021 – 2022

MASTER'S DEGREE PACKAGING & VISUAL IDENTITY / ESCUELA SUPERIOR DE DISEÑO BARCELONA (BARCELONA, SPAIN)
- 2018 – 2019

INDUSTRIAL DESIGN / UNIVERSITAT POLITÈCNICA DE VALÈNCIA (VALENCIA, SPAIN)
- 2015 – 2016

PRODUCT DESIGN / HTW DRESDEN (DRESDEN, GERMANY)
- 2014 – 2019

INDUSTRIAL DESIGN / UNIVERSIDAD DE SEVILLA (SEVILLA, SPAIN)

EXPERIENCE

- 2026 – CURRENTLY

SENIOR BRAND DESIGNER / LANDOR & FITCH (PARIS, FRANCE)
- 2023 – 2026

ART DIRECTOR / ROMAN KLIS DESIGN (BERLIN, GERMANY)
- 2021 – 2023

BRAND & PACKAGING DESIGNER / ROMAN KLIS DESIGN (STUTTGART, GERMANY)
- 2020 – CURRENTLY

FREELANCE DESIGNER
- 2018

PRODUCT DESIGNER / KURZ KURZ DESIGN (SOLINGEN, GERMANY)

ABOUT

BORN IN

1995 IN SEVILLE,
SPAIN

BASED IN

PARIS, FRANCE

FIELDS

ART DIRECTION
BRAND DESIGN
COMMUNICATION

APPROACH

MULTIDISCIPLINARY
TYPOGRAPHIC
BOLD

MY NAME IS GUILLERMO, AND I AM AN ART DIRECTOR AND GRAPHIC DESIGNER BORN IN SEVILLE, SPAIN, AND CURRENTLY BASED IN PARIS.

I STUDIED INDUSTRIAL AND PRODUCT DESIGN BEFORE SPECIALIZING IN VISUAL COMMUNICATION, BRAND AND VISUAL IDENTITY DESIGN.

I HAVE MORE THAN 5 YEARS OF EXPERIENCE WORKING IN AGENCIES AND AS A FREELANCER ON PROJECTS RANGING FROM BRAND DESIGN, PACKAGING, ADVERTISING, OR WEB DESIGN, TO NAME A FEW.

MY MULTIDISCIPLINARY APPROACH ALLOWS ME TO TACKLE EACH PROJECT FROM A COMPREHENSIVE, HOLISTIC AND 360° PERSPECTIVE.

I AIM TO CREATE EMOTIONAL CONNECTIONS THROUGH CREATIVE IDEAS, BASED ON STRONG CONCEPTUAL THINKING, AND EXECUTED WITH CARE AND ATTENTION TO DETAIL.

SEE MORE ON WEBSITE ↗



Art Director & Graphic Designer based in Paris

PROJECTS

SEE MORE ON WEBSITE ↗

Guillermo

01. COLORAO

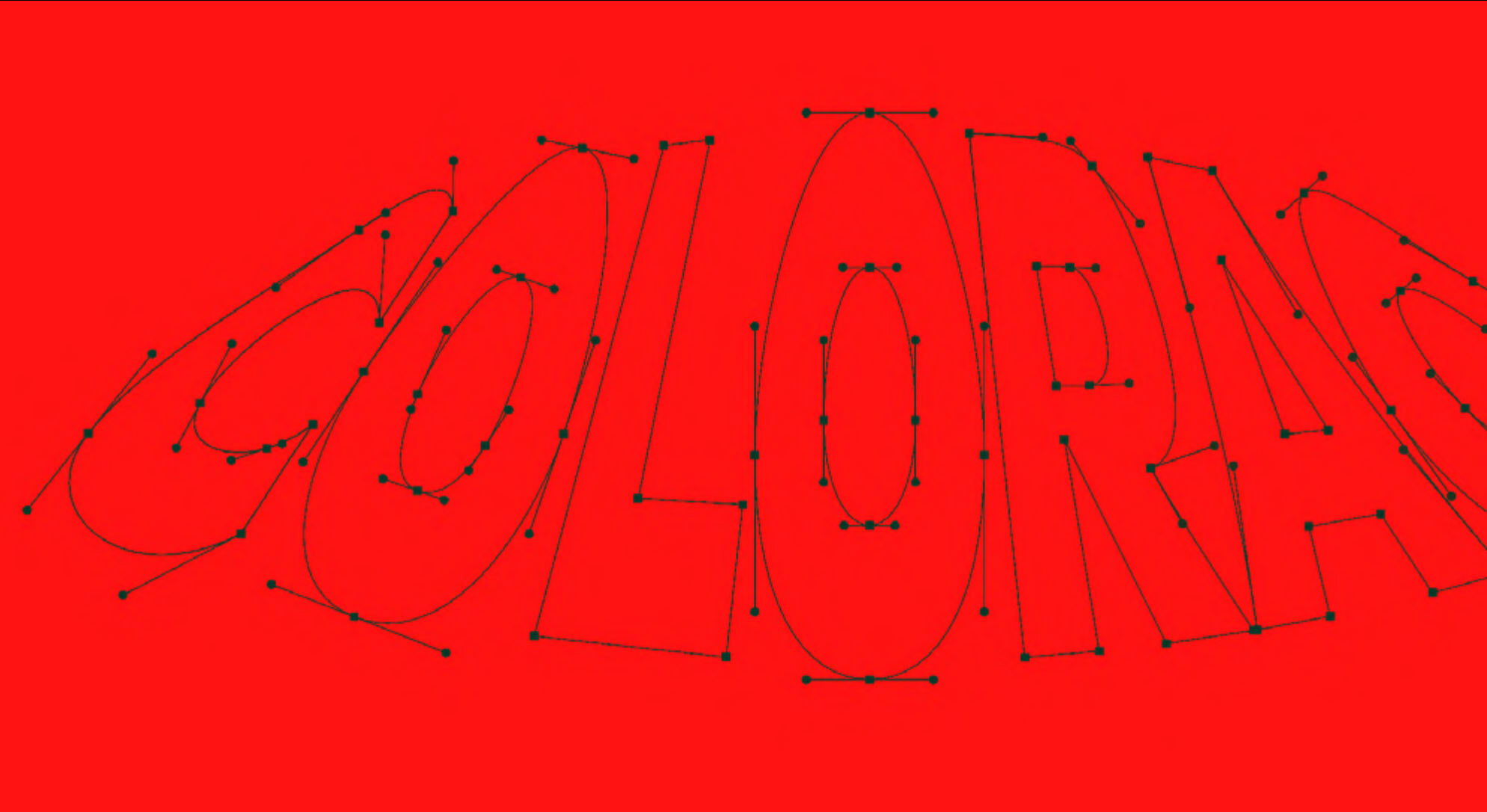
SCOPE OF WORK	YEAR
BRAND STRATEGY BRAND IDENTITY PACKAGING DESIGN COMMUNICATION	2023

BEHIND COLORAO THERE IS A GUY CALLED SEBAS, A YOUNG FARMER FROM LEBRIJA, WITH A FAMILY LEGACY DEEPLY ROOTED IN AGRICULTURE.

AFTER MANY YEARS OF SELLING TOMATOES TO LARGE COMPANIES, HE DECIDED TO TAKE A BOLD STEP BY CREATING HIS OWN BRAND, OFFERING PRODUCTS MADE FROM HIS FRESHLY GROWN TOMATOES.

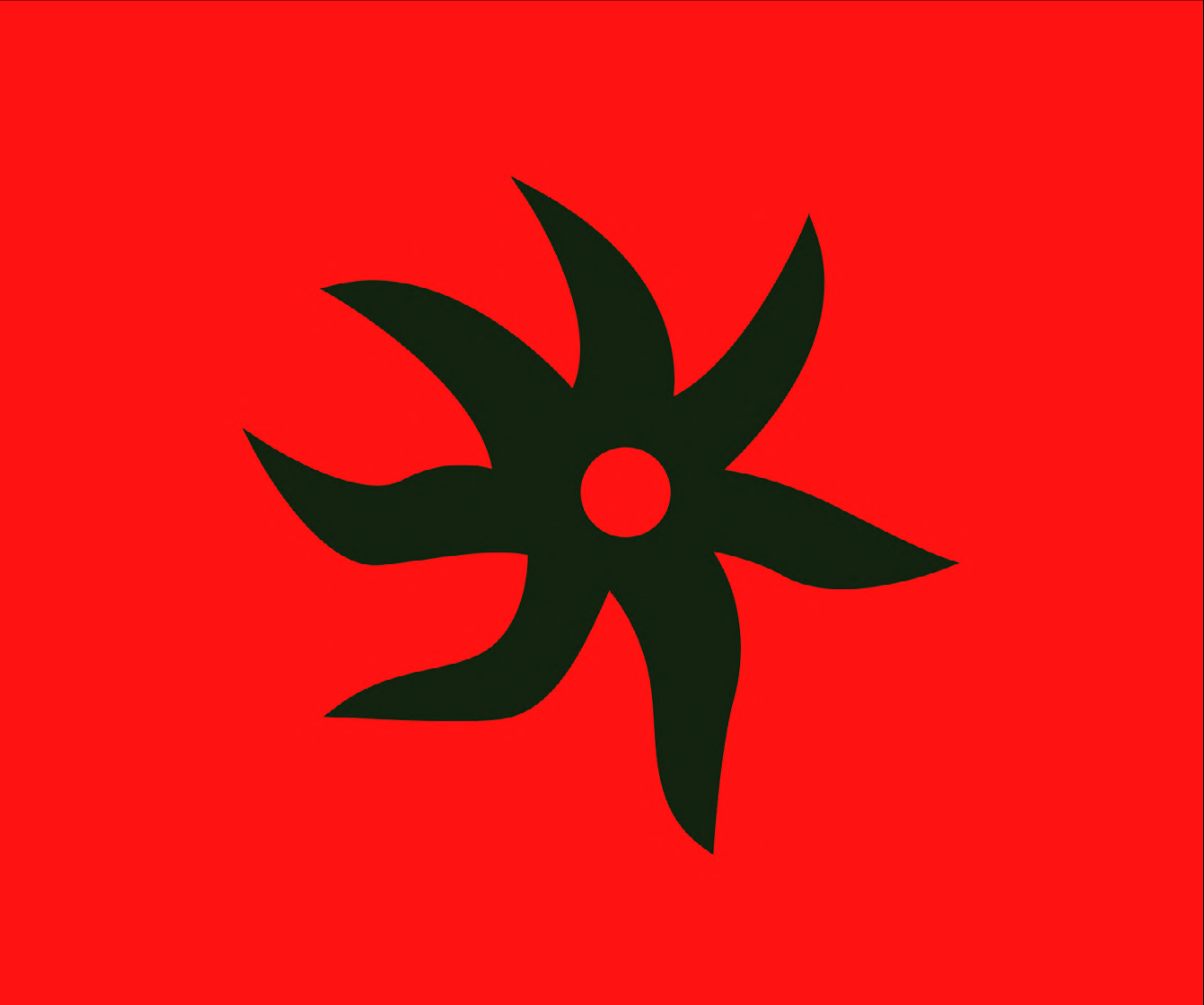
THE RESULT IS AN IRREVERENT, HONEST, AND PROUD BRAND THAT CELEBRATES ITS HERITAGE. I DESIGNED THE WHOLE BRAND IDENTITY, INCLUDING NAMING, POSITIONING STRATEGY, VISUAL IDENTITY, PACKAGING DESIGN AND ITS VISUAL COMMUNICATION SYSTEM.





GINTO NORD BOLD

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnÑñOoPpQq
RrSsTtUuVvWwXxYyZz
0123456789











02. NORDINARY

SCOPE OF WORK	YEAR
BRAND IDENTITY	2024
WEB DESIGN	
MOTION DESIGN	
COMMUNICATION	

ORIGINALLY FROM DENMARK AND DRIVEN BY THE PASSION OF ITS FOUNDERS, NORDINARY IS A CAREFULLY CURATED ONLINE MARKETPLACE THAT CONNECTS EMERGING BRANDS, DESIGNERS, AND ARTISTS, OFFERING A SELECTION OF UNIQUE AND DISTINCTIVE PIECES.

I HAD THE CHANCE OF DESIGNING ITS BRAND IDENTITY, INCLUDING WEB DESIGN AND MOBILE APPLICATION.

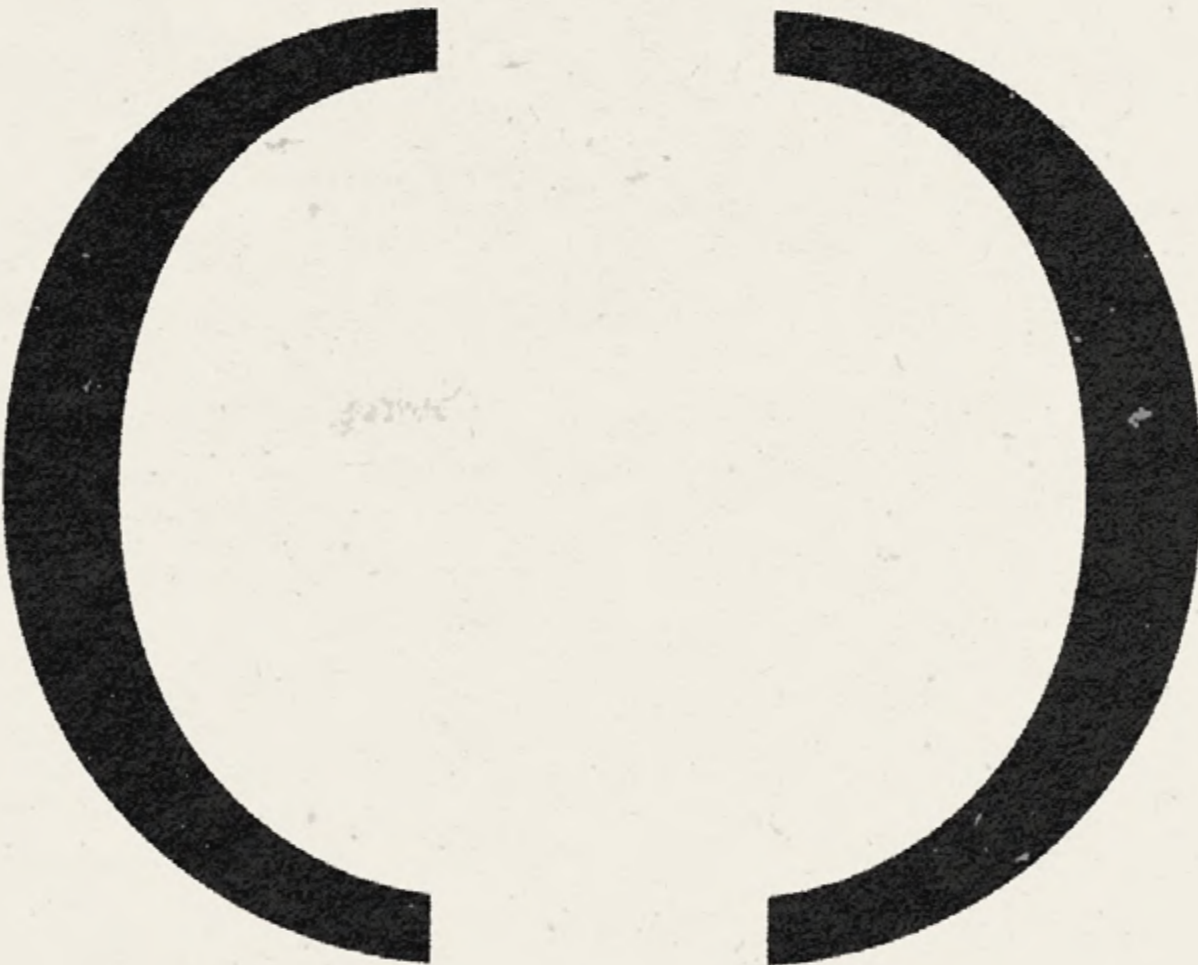
THE BRAND EVOKES ASSOCIATIONS WITH THE NORDIC LIFESTYLE AND PIQUES CURIOSITY ABOUT WHAT CONTAINS THE EXTRAORDINARY. IT IS A PORTAL TO A WORLD OF DELICACY AND BEAUTY IN ITS PUREST ESSENCE.

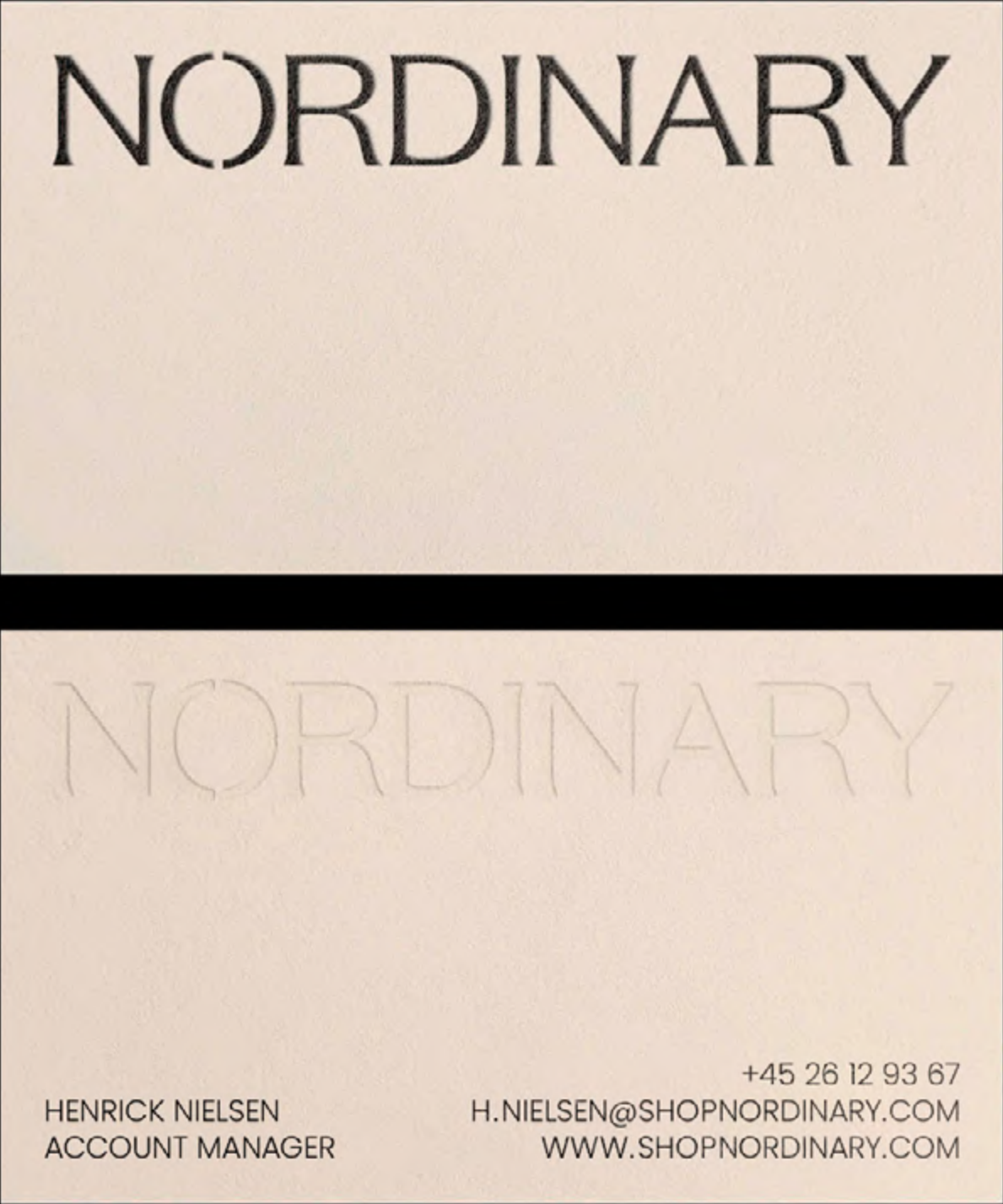


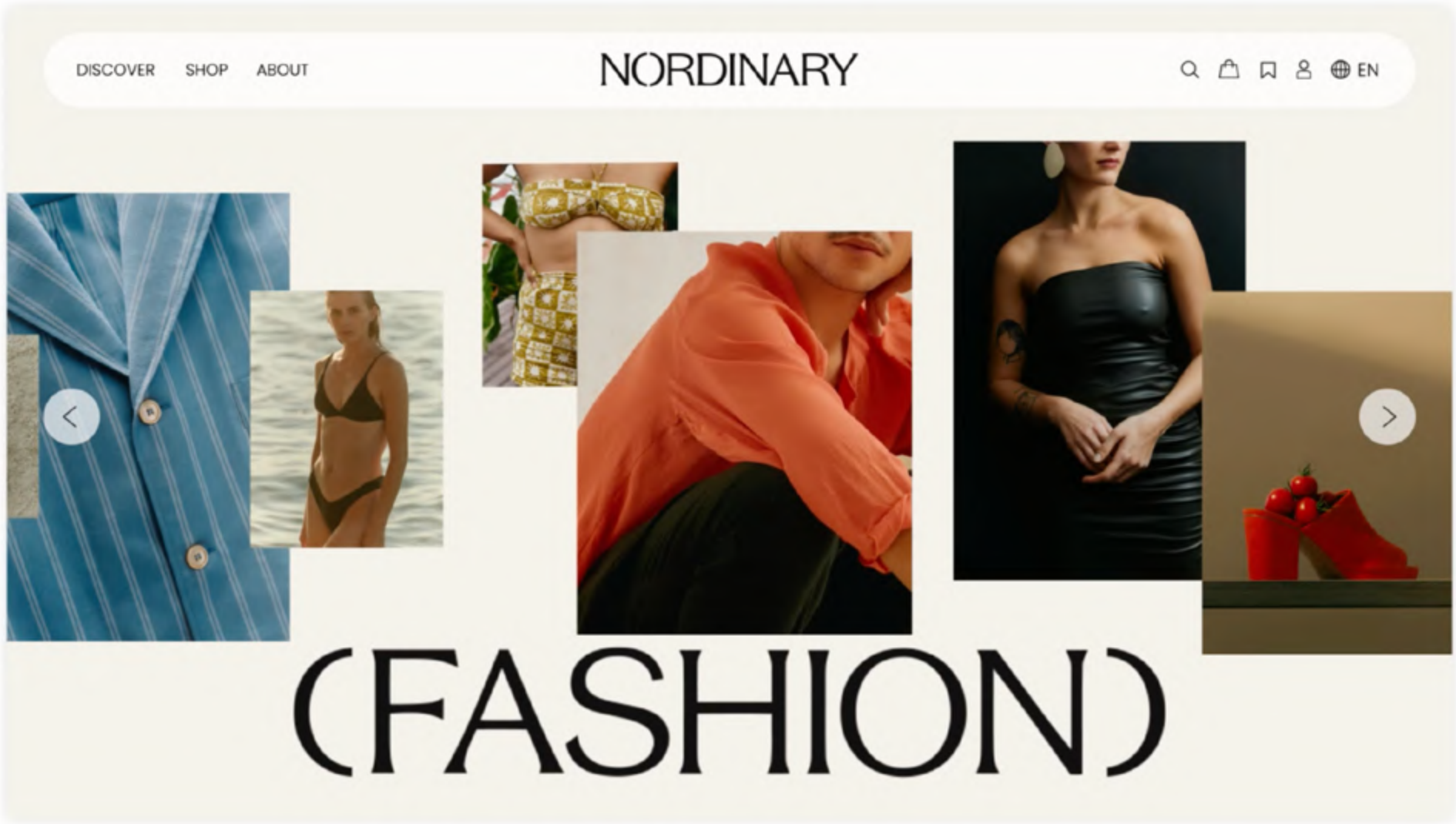
HAVENBROOK DEMIBOLD

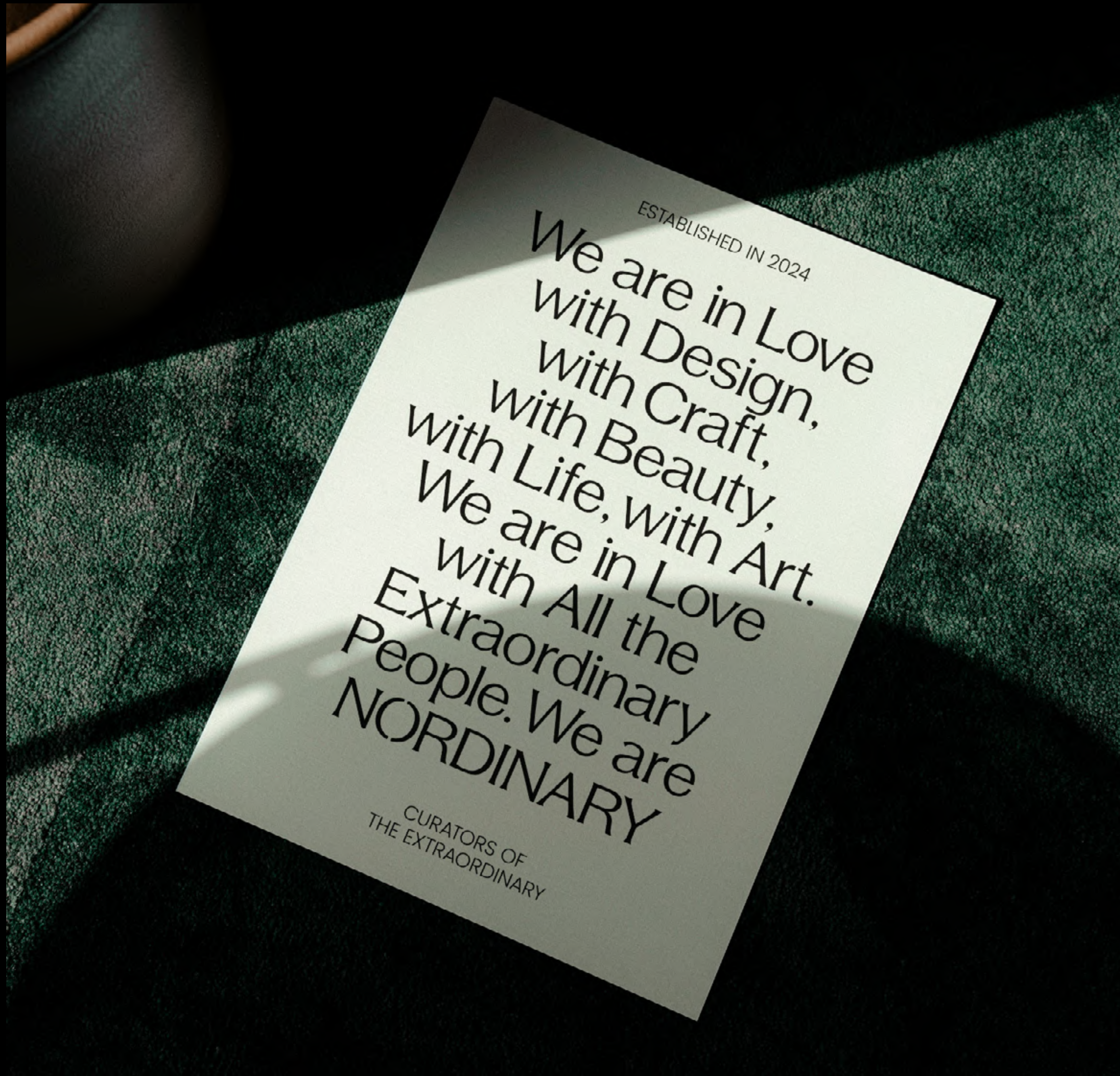
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IiJjKkLlMmNnOoPpQq
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NORDINARY













03. ELENA

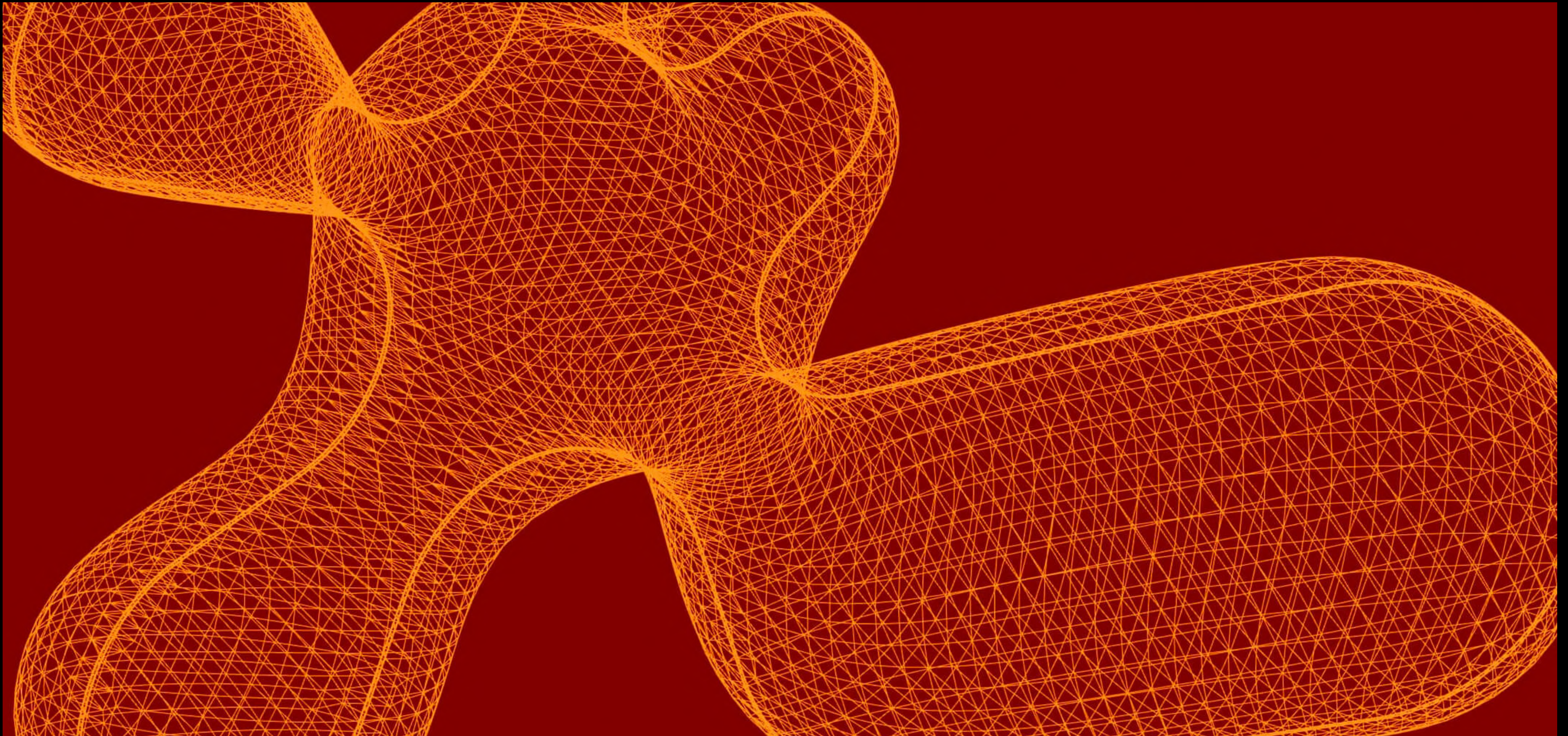
SCOPE OF WORK	YEAR
VISUAL IDENTITY	2023
MOTION DESIGN	
3D DESIGN	

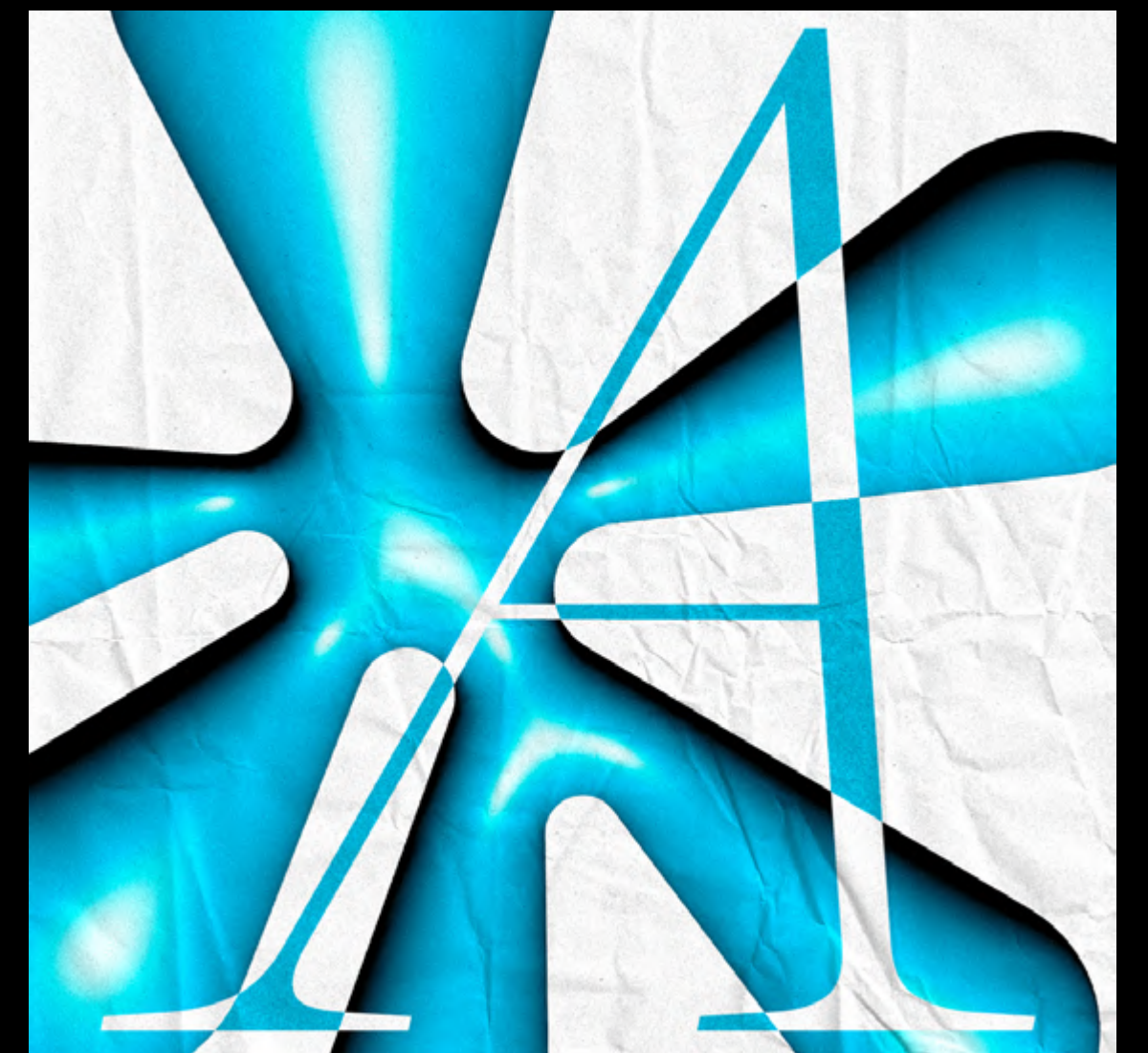
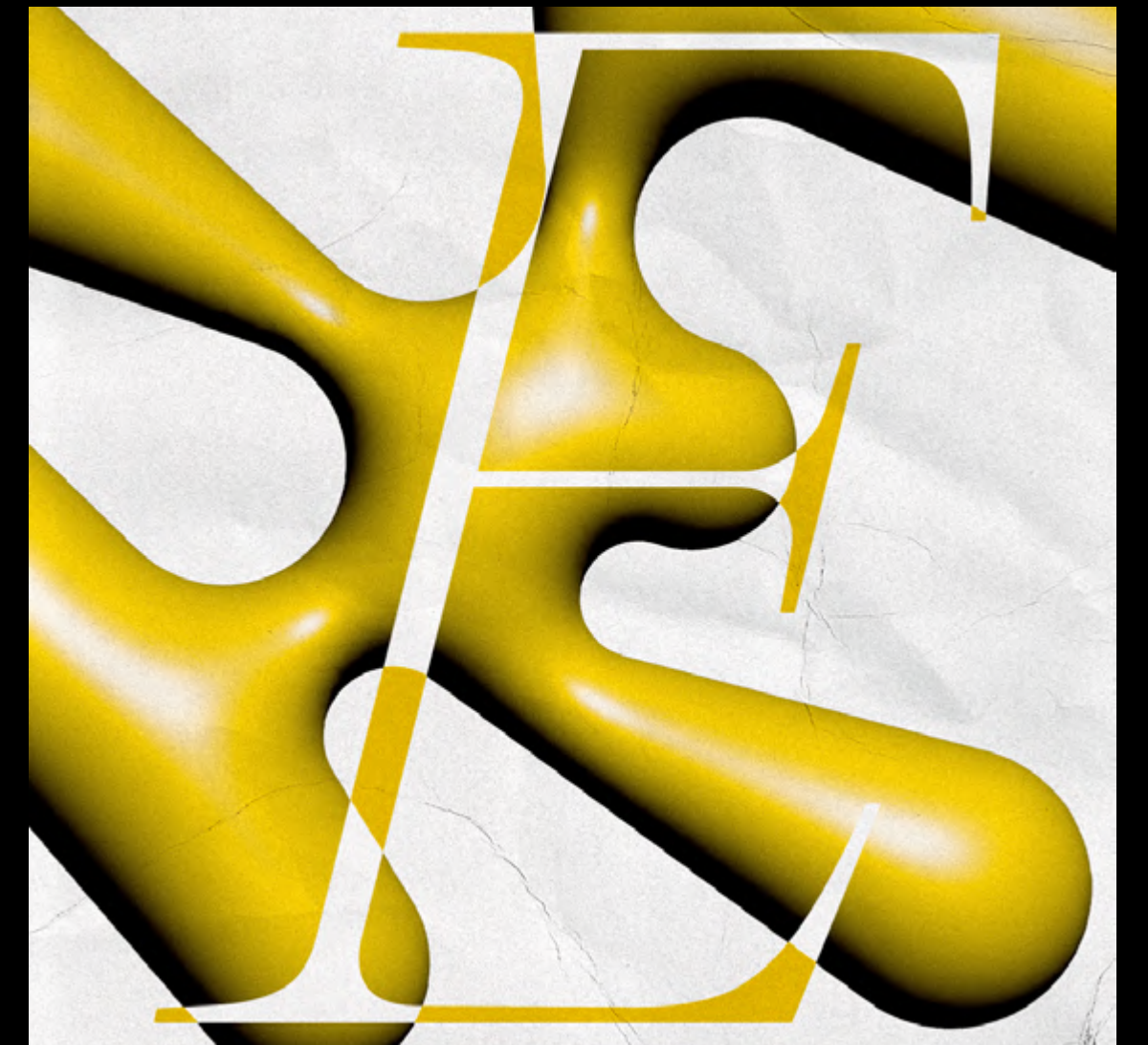
THIS IS A PERSONAL PROJECT I CREATED TO CELEBRATE THE BIRTHDAY OF MY GOOD FRIEND ELENA.

THE HEADLINE "IMMER EIN JAHR JÜNGER", WHICH TRANSLATES TO ALWAYS ONE YEAR YOUNGER, REFERS TO AN INSIDE JOKE BETWEEN US (I ALWAYS FEEL LIKE SHE IS A YEAR YOUNGER THAN SHE ACTUALLY IS, SINCE WE ARE THE SAME AGE).

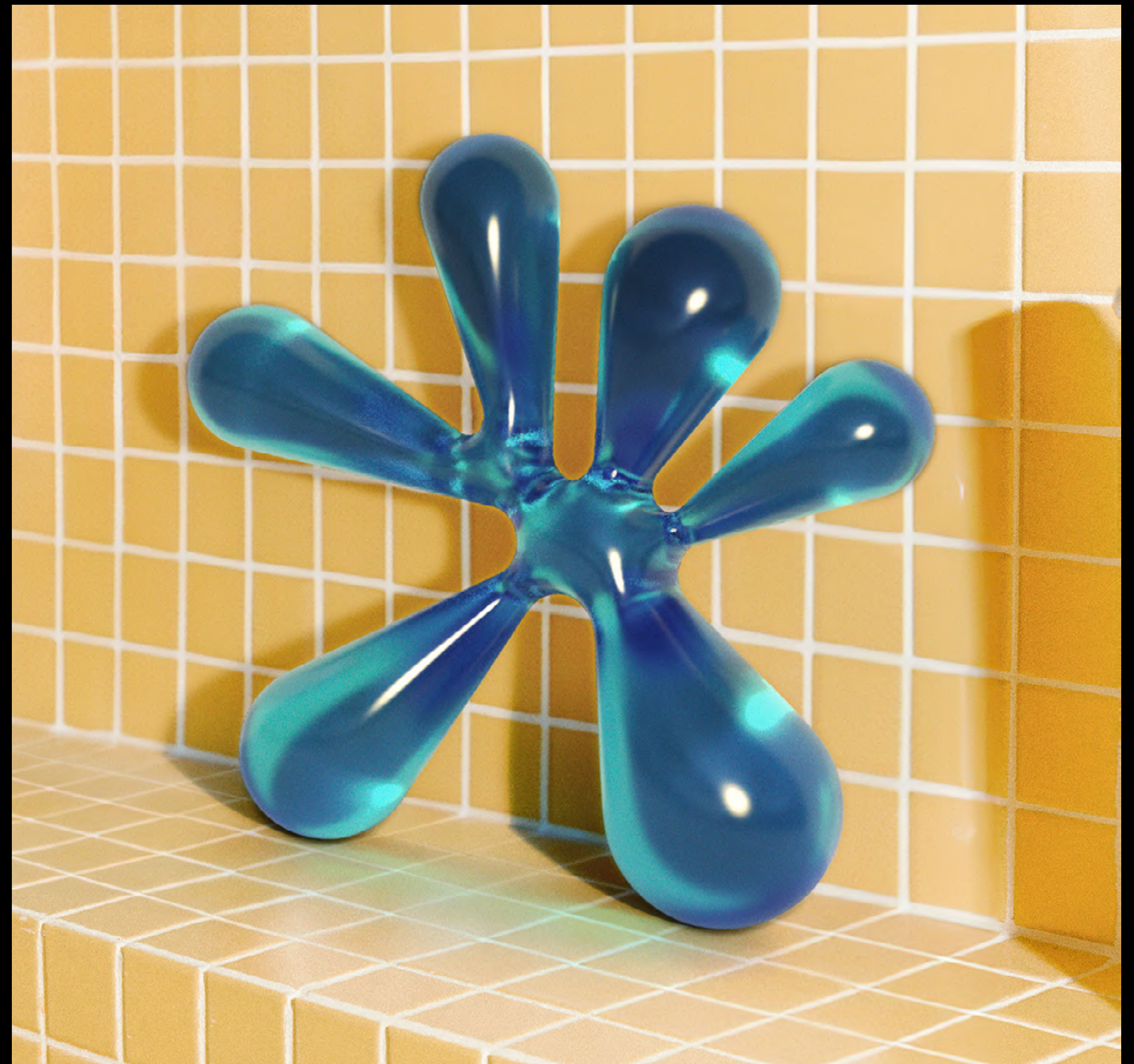
I DESIGNED A SERIES OF POSTERS FEATURING ORGANIC-SHAPED BALLOONS, INSPIRED BY THE WORK OF SWISS DESIGNER ARMIN HOFMANN.













04. TAMIA

SCOPE OF WORK

BRAND IDENTITY
ART DIRECTION
WEB DESIGN

YEAR

2025

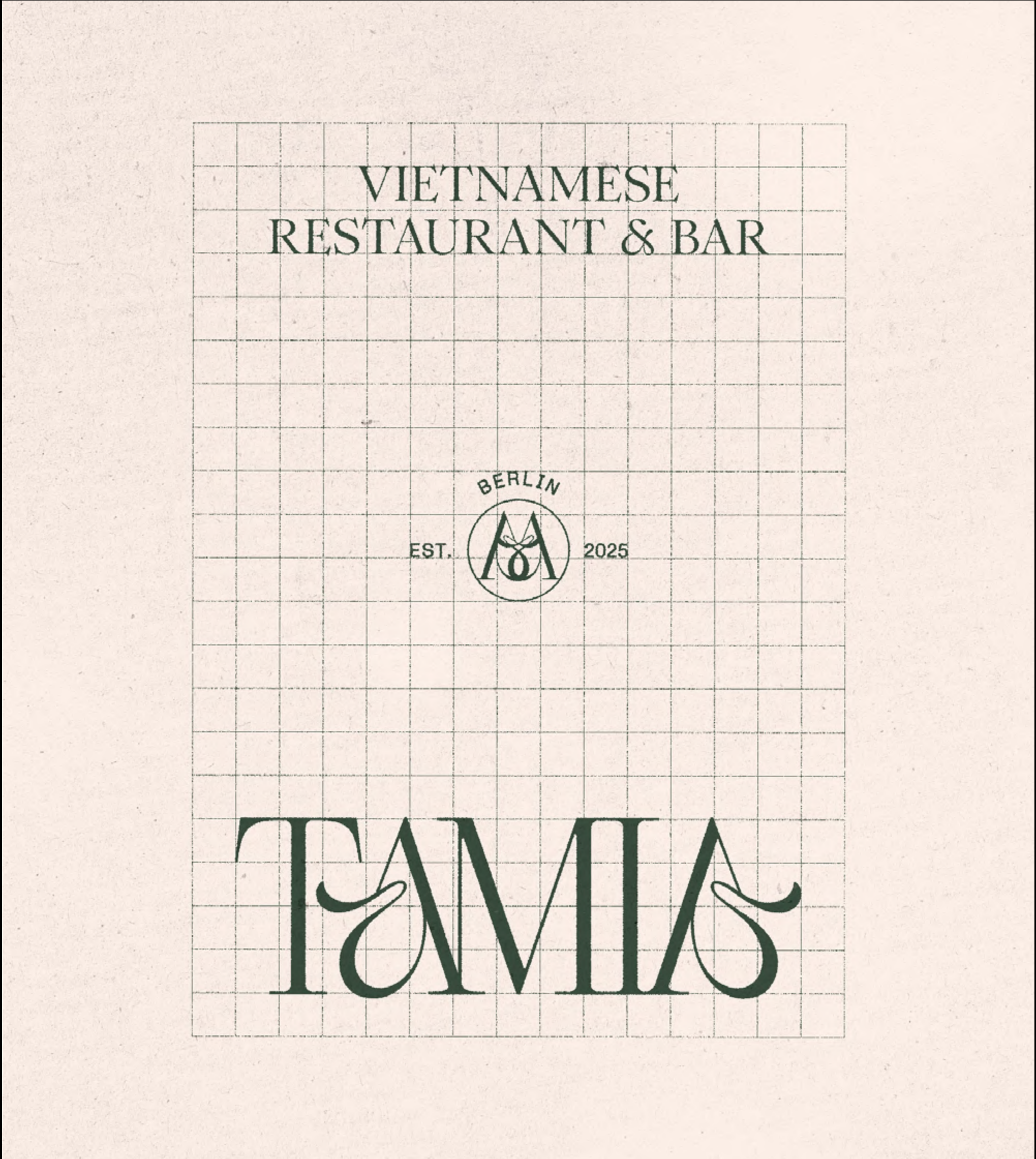
TAM IS THE OWNER OF THE VIETNAMESE RESTAURANT THAT CARRIES HER NAME IN BERLIN, WHICH SHE OPENED AFTER MANY YEARS OF EXPERIENCE AS HEAD OF SERVICE IN MICHELIN-STARRED RESTAURANTS.

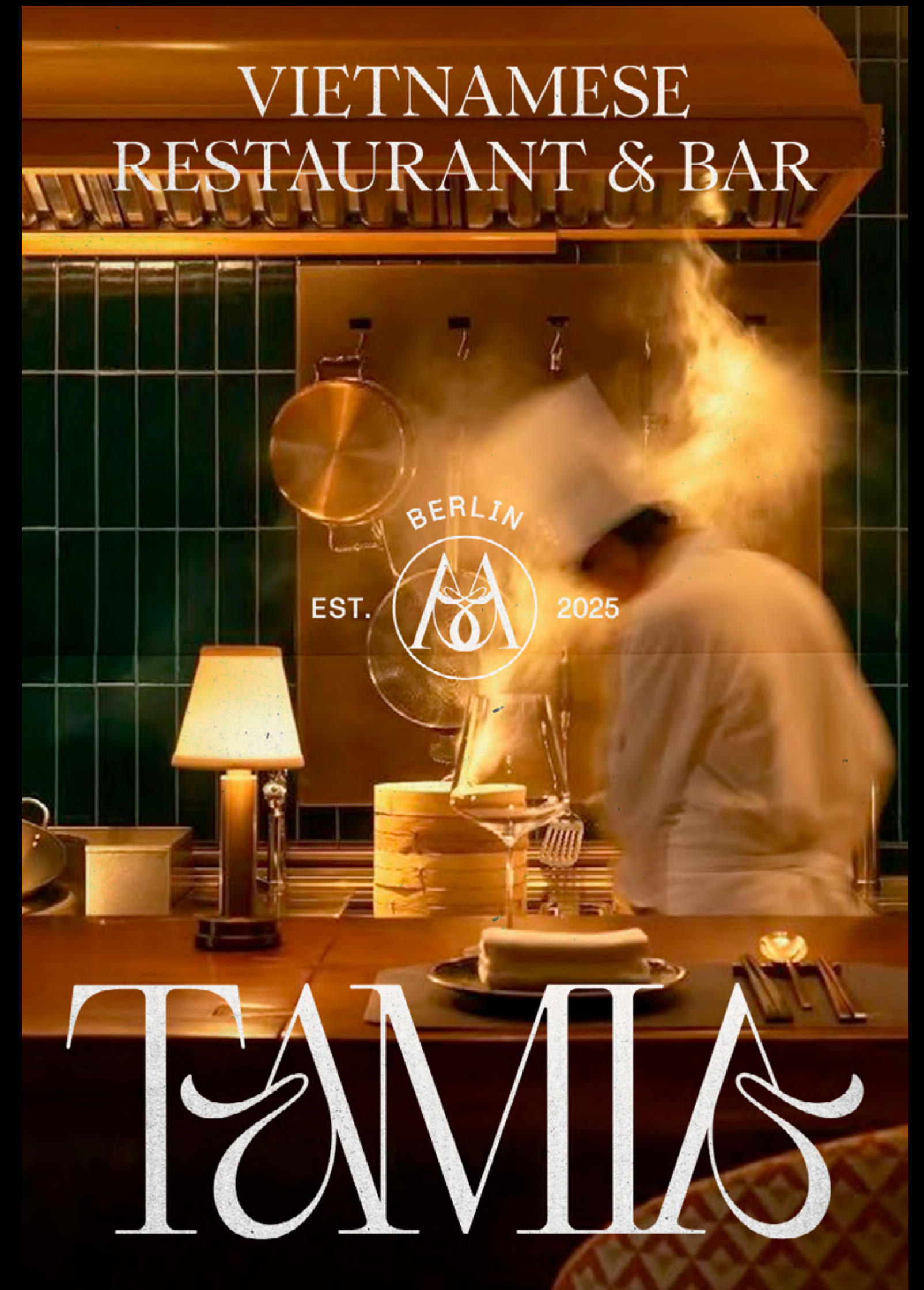
I DEVELOPED THE PROJECT IN ITS ENTIRETY, FROM THE INITIAL BRAND CONCEPT TO THE DESIGN OF THE VISUAL IDENTITY AND ART DIRECTION FOR ITS COMMUNICATION.

THE CONCEPT WAS ROOTED IN A CHILDHOOD MEMORY SHE SHARED WITH ME: THE FIREFLIES SHE USED TO WATCH IN THE FORESTS OF VIETNAM. THOSE "FIRE" TRAILS BECAME A CENTRAL NARRATIVE ELEMENT, A SYMBOL OF HER KITCHEN, BUT ALSO OF HER JOURNEY AND PASSION. THE RESULTING IDENTITY IS REFINED AND EVOCATIVE, SUGGESTING THE AROMAS, TEXTURES, AND RICHNESS OF HER KITCHEN.



TAMIA





Primary
Color

RGB
26/48/32

CMYK
82/51/81/69

HEX
#102E1C

Green
Forest

Secondary
Color

RGB
79/18/23

CMYK
41/88/75/64

HEX
#4F1217

Red
Merlot

Highlight
Color

RGB
242/109/94

CMYK
0/72/61/0

HEX
#F26D5E

Ember
Glow

Neutral
Color

RGB
255/242/235

CMYK
0/5/5/0

HEX
#FFF2EB

Pearl
White









VIETNAMESE RESTAURANT & BAR

Voßstraße 10
10117 Berlin

Tam Le Bach
Geschäftsführerin

info@tamia.berlin
www.tamia.berlin
+49 30 40392398

TAMIA





05. FÜRGEGEN

SCOPE OF WORK

YEAR

VISUAL IDENTITY

2024

MOTION DESIGN

FÜRGEGEN IS A PERSONAL PROJECT BORN OUT OF MY DEEP INDIGNATION AT THE ISRAELI-PALESTINIAN CONFLICT.

NOTICING THE ABSENCE OF MORE VOICES SPEAKING OUT AGAINST THIS, I DESIGNED A SERIES OF POSTERS WITH VERY CLEAR MESSAGES AND STANDING AGAINST GENOCIDE AND MASSACRE, AND IN FAVOR OF HUMANITY AND JUSTICE.

THE USE OF BLACK AND WHITE, ALONG WITH THE INTERPLAY BETWEEN SHAPES AND TEXT, SEEK TO EVOKE REFLECTION ON INCOHERENCE, HYPOCRISY, THE ABSURD, AND THE INJUSTICE.











06. BINDER

SCOPE OF WORK

YEAR

BRAND REDESIGN
ART DIRECTION

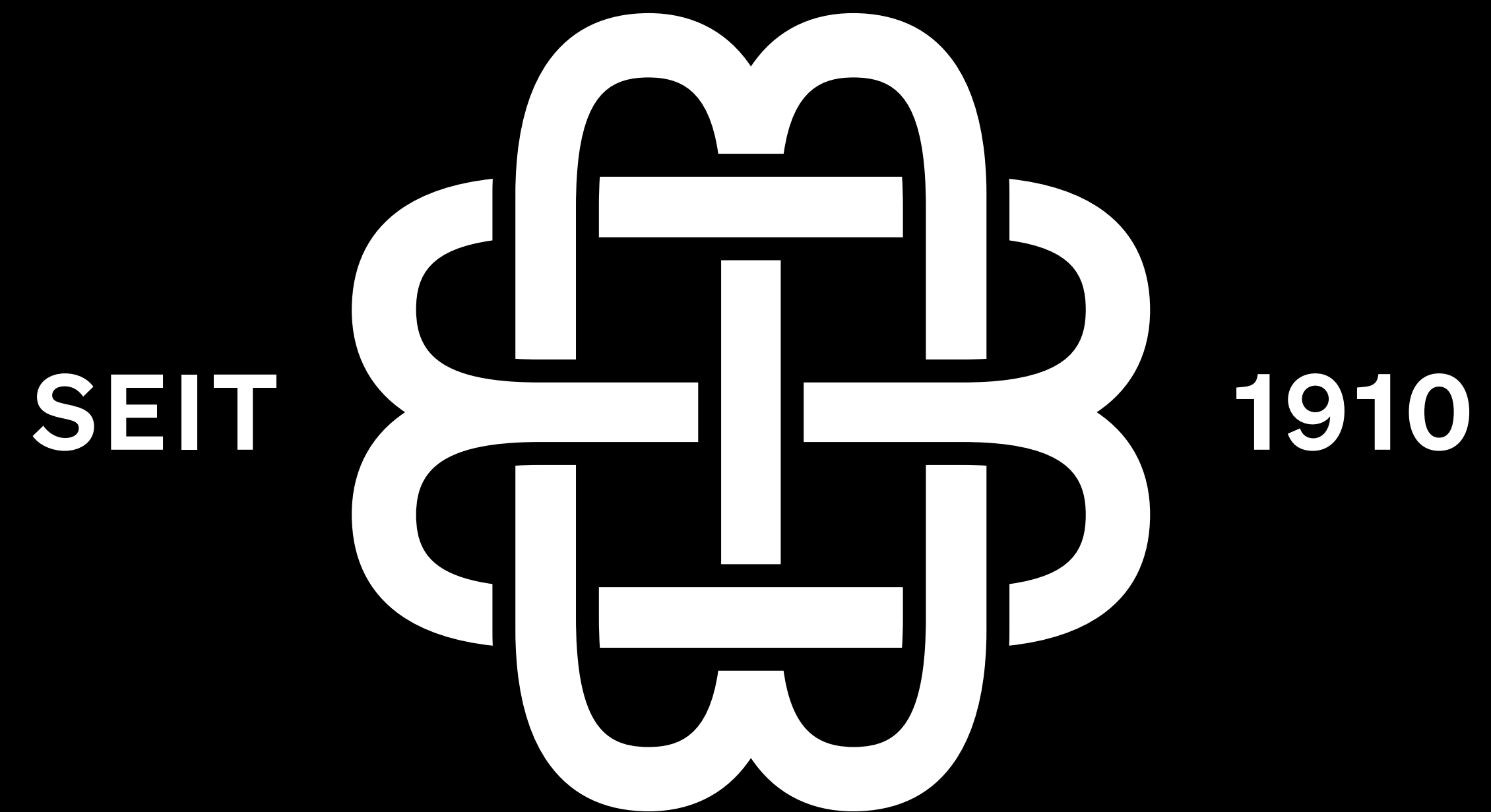
2025

BINDER IS A CENTURY-OLD FINE JEWELLERY BRAND FROM THE BLACK FOREST IN SOUTHERN GERMANY.

I HAD THE OPPORTUNITY TO WORK ON ITS REBRANDING, CREATING A NEW LOGO AND SIGNET, ALONG WITH A COMPLETELY RENEWED VISUAL IDENTITY.

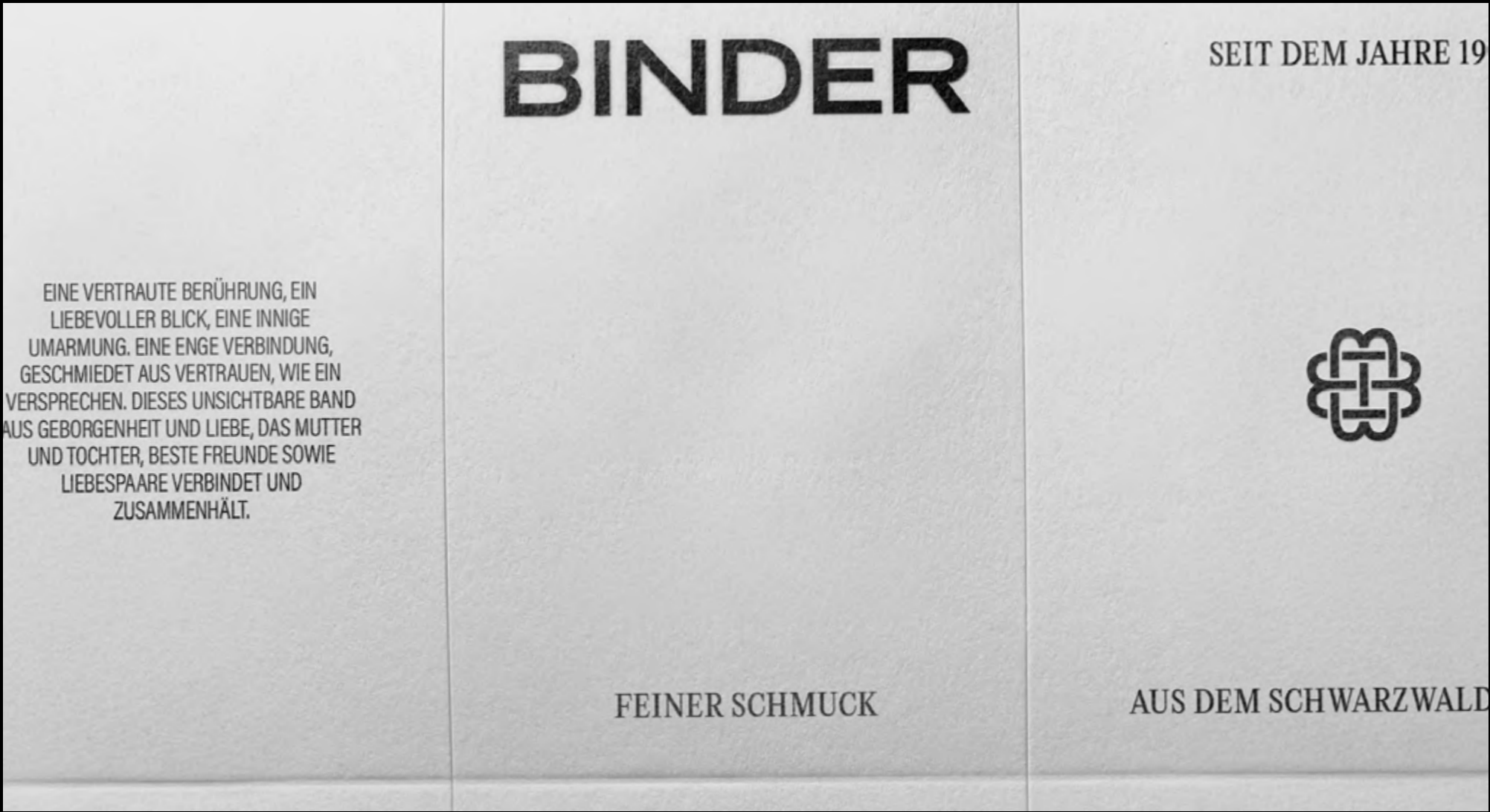


BINDER









07. ZOTT

SCOPE OF WORK

YEAR

COMMUNICATION
MOTION DESIGN
SOCIAL MEDIA

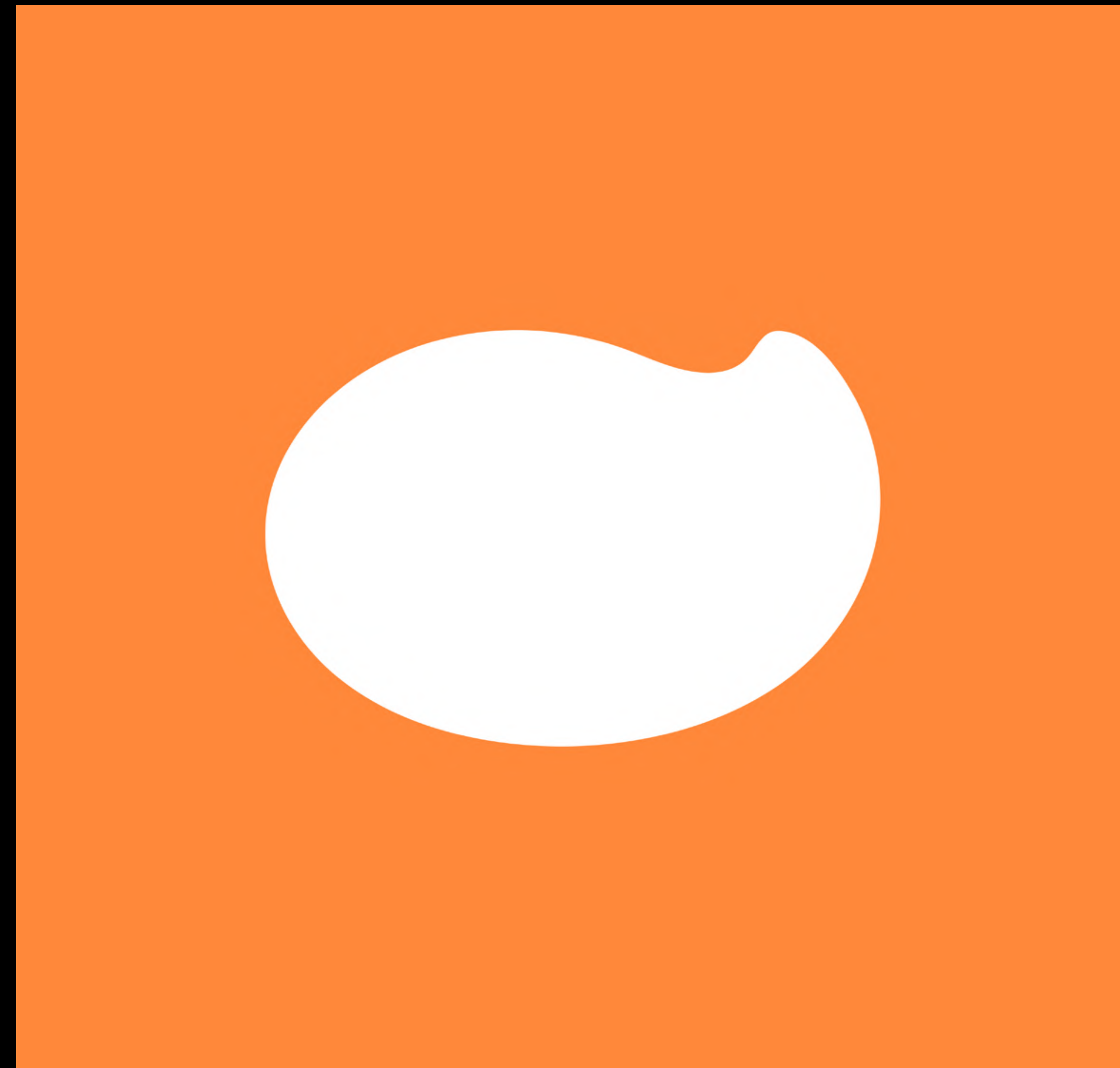
2024

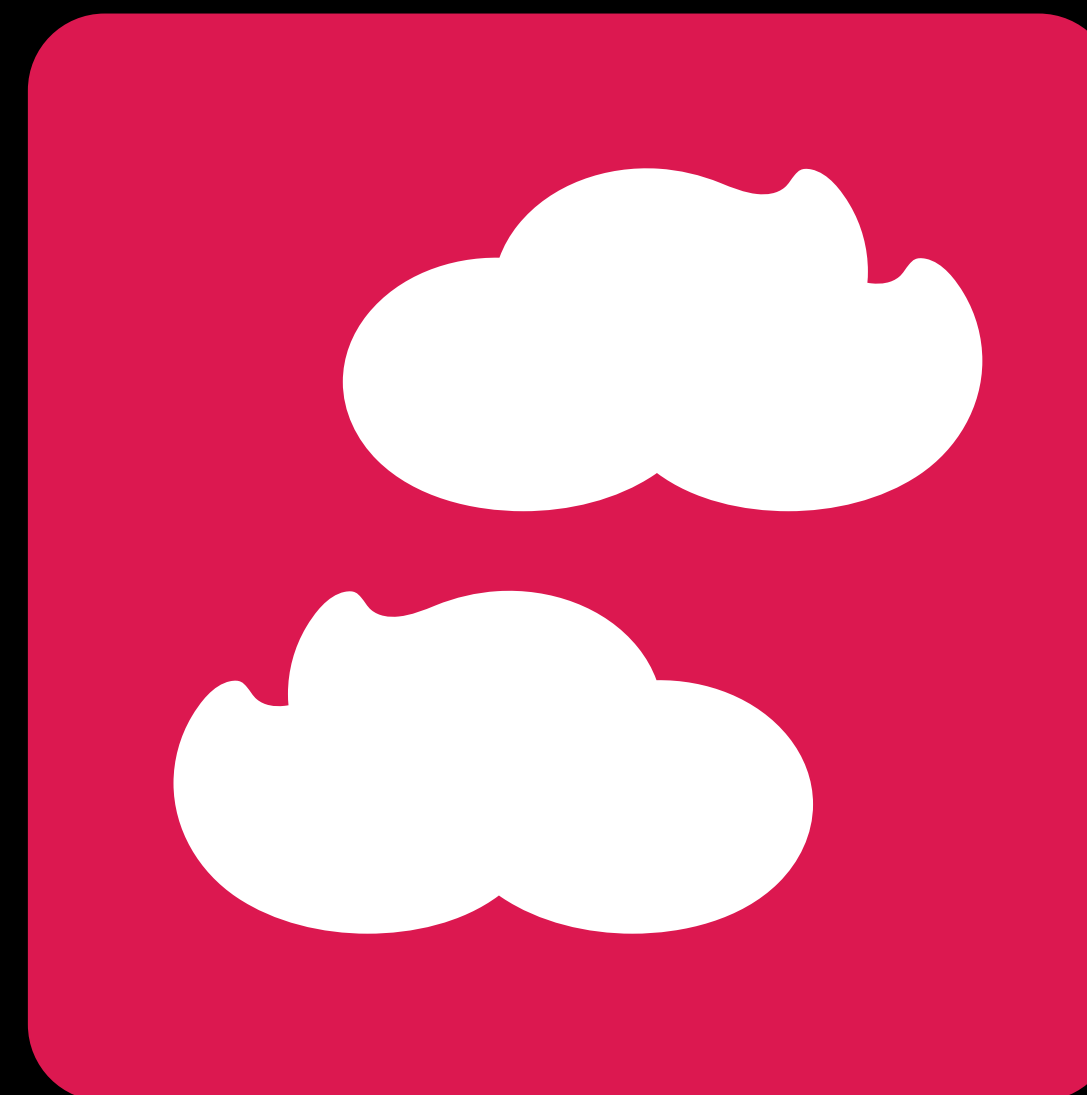
ZOTT IS ONE OF THE MOST ESTABLISHED DAIRY BRANDS IN GERMANY AND ITS PRODUCTS ARE RECOGNISED BY ALL GERMANS SINCE THE LAST CENTURY. ITS SAHNE JOGHURT PRODUCT WAS STRUGGLING TO CONNECT WITH YOUNGER GENERATIONS AND REQUIRED AN UPDATE OF ITS DIGITAL COMMUNICATION STRATEGY.

I HAD THE OPPORTUNITY TO LEAD THE DESIGN OF ITS NEW PLATFORM, FOCUSING ON AN OVERLOOKED BRAND ASSET UNTIL THEN: THE WHIPPED CREAM SHAPE IN ITS LOGO.

ITS CHARACTERISTIC SWIRL WOULD NOW BE USED TO STRENGTHEN THE BRAND'S PRESENCE IN THE DIGITAL MEDIA, COMMUNICATING WITH A MORE FUN AND BOLDER APPROACH.













SELECTED

WORK

Art Director & Graphic Designer based in Paris

SELECTED WORK

SEE MORE ON WEBSITE ↗

Guillermo



PURE FLAVORS CRAFTED BY NATURE

VAN HOUTEN
SINCE 1828



Guillermo

SELECTED

WORK

Art Director & Graphic Designer based in Paris

feria ornaments



peineta 1

feria ornaments



peineta 2

feria ornaments



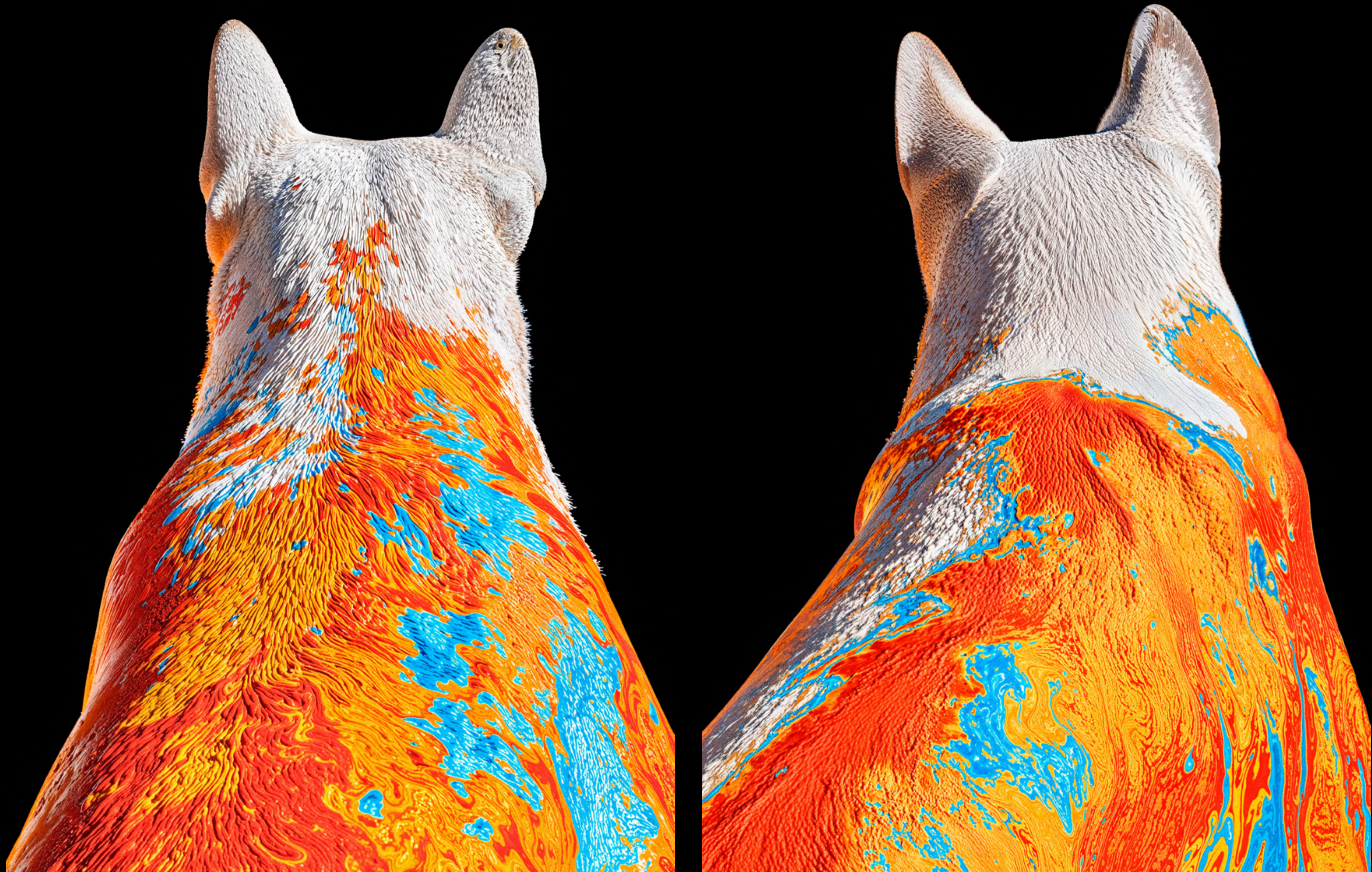
peineta 3

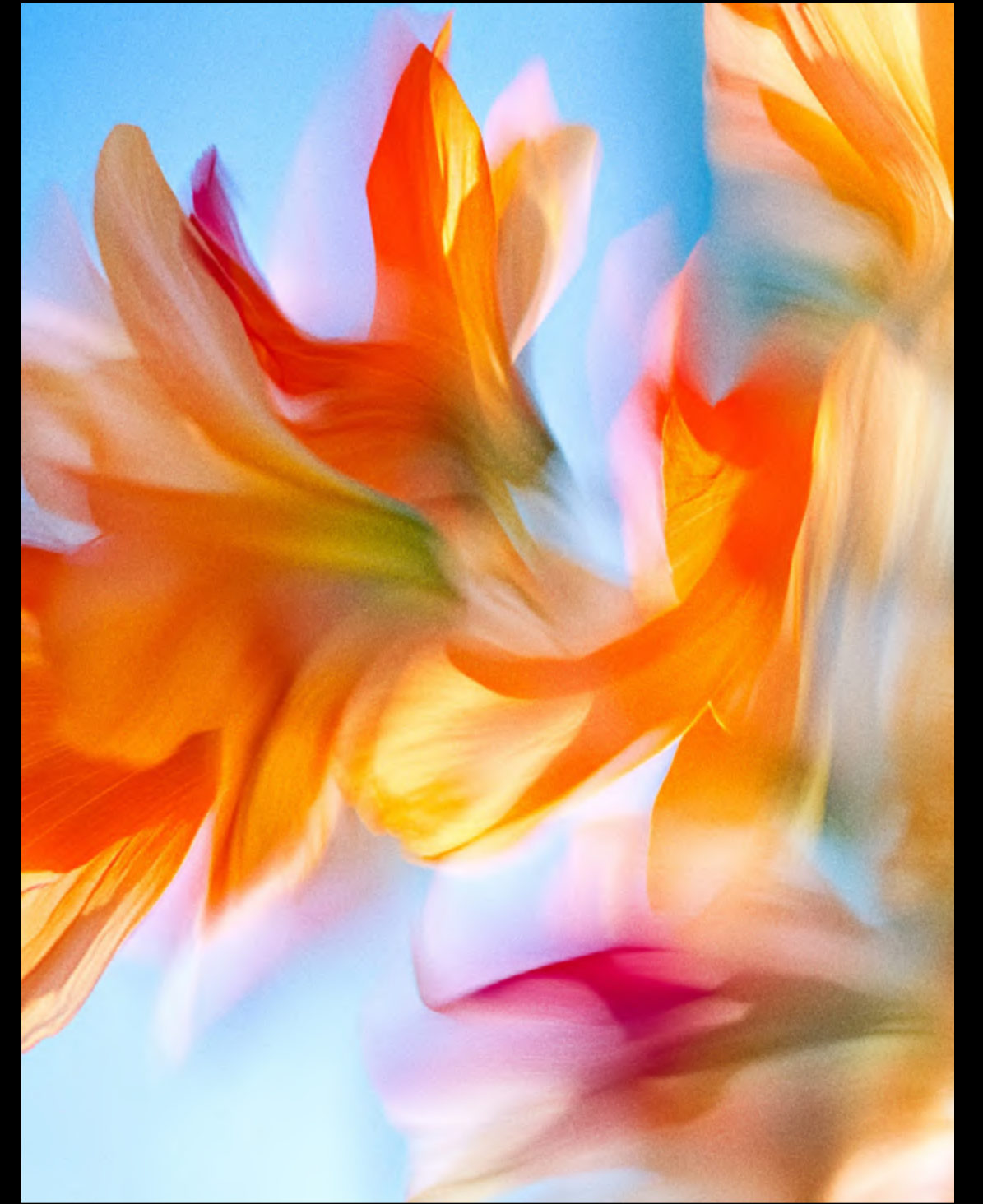
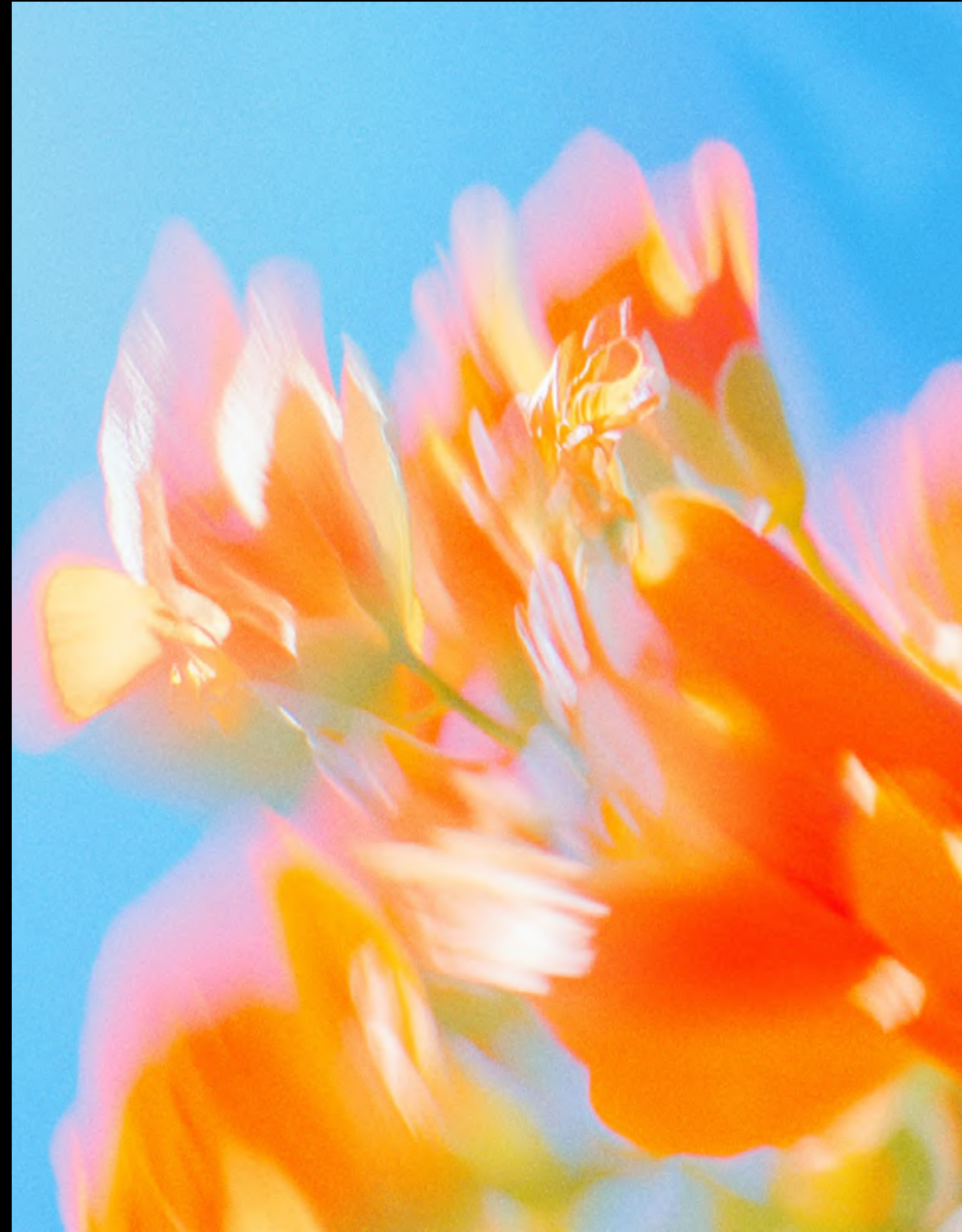
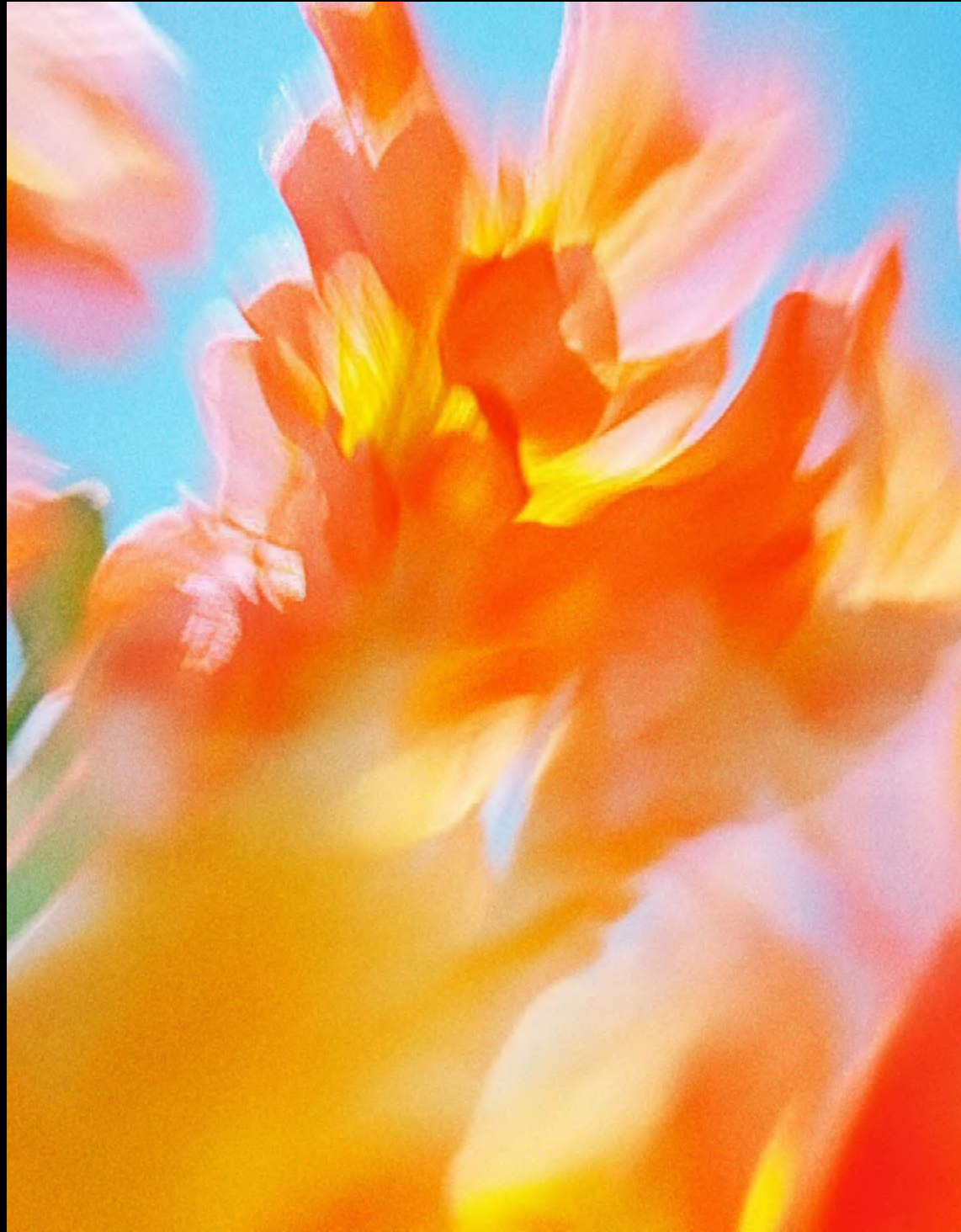
feria ornaments



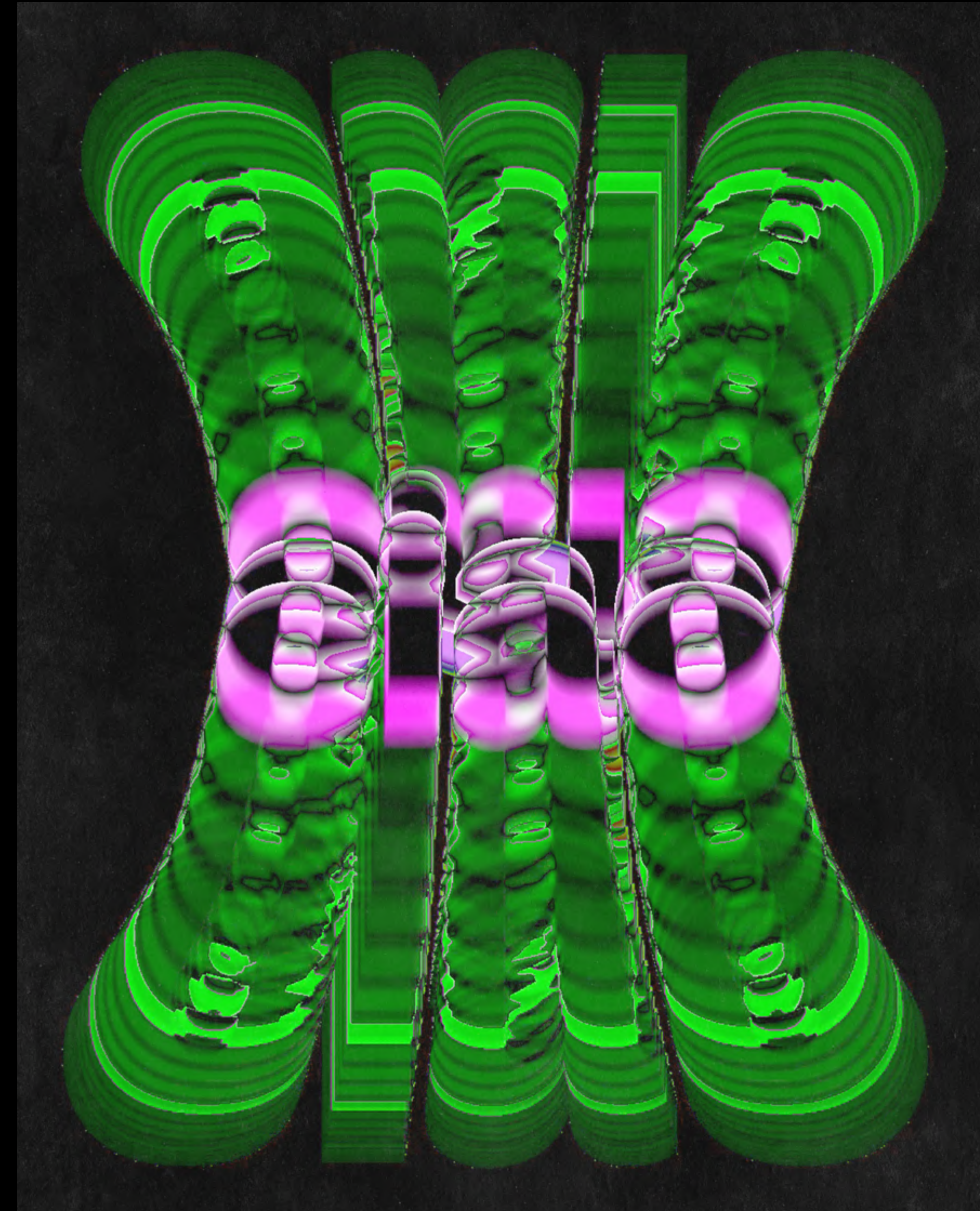
peineta 4

Guillermo



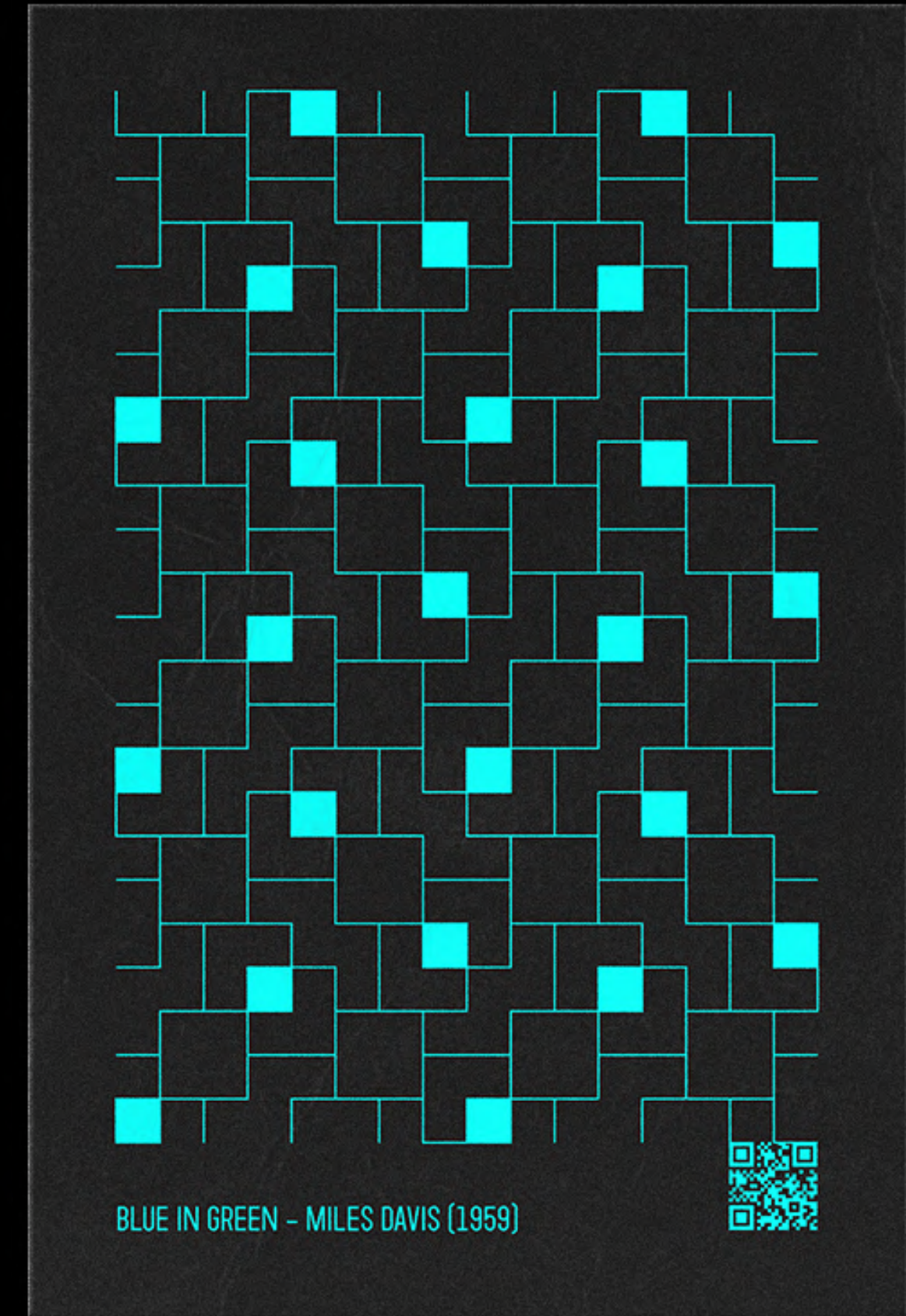
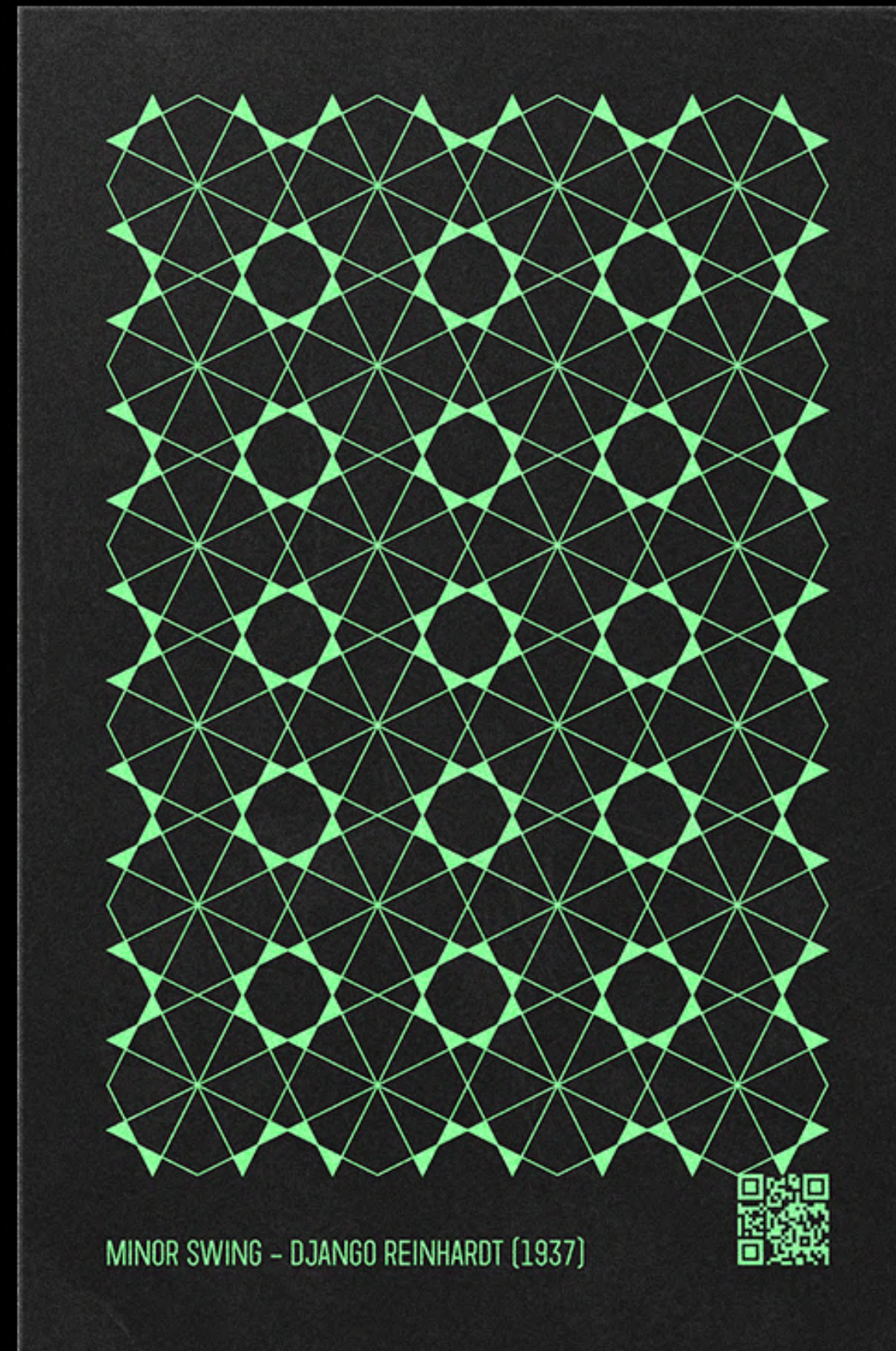
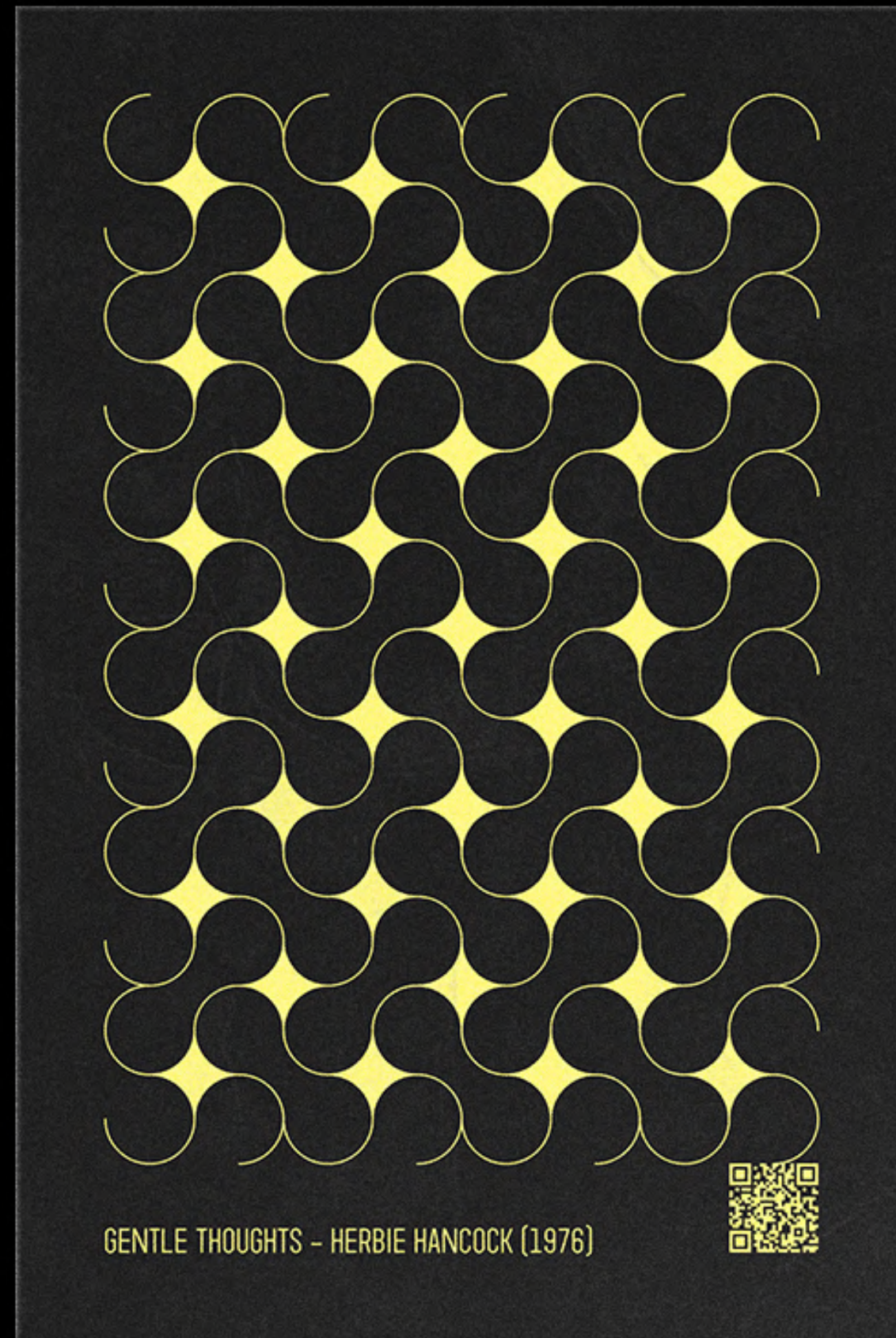






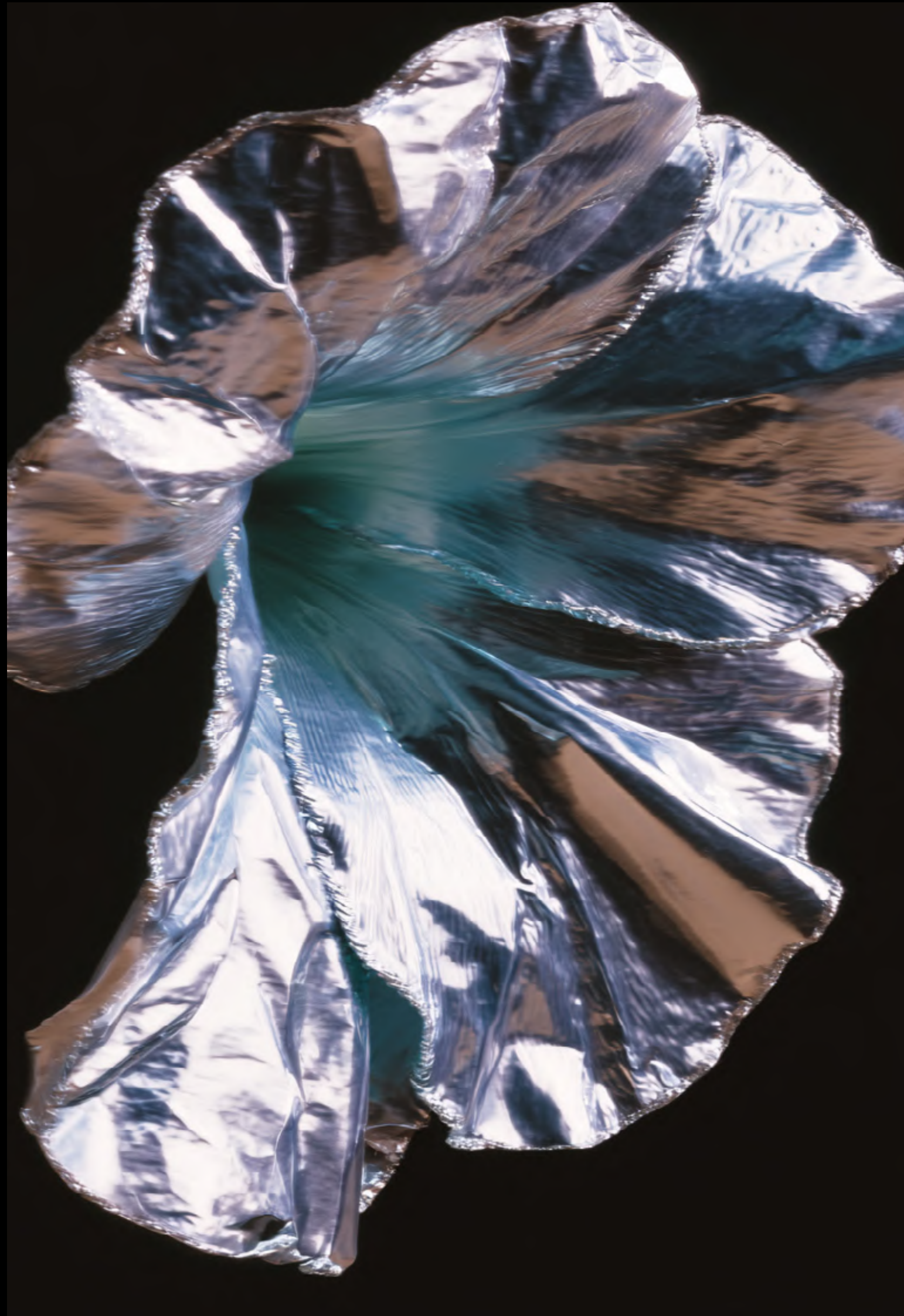


Guillermo



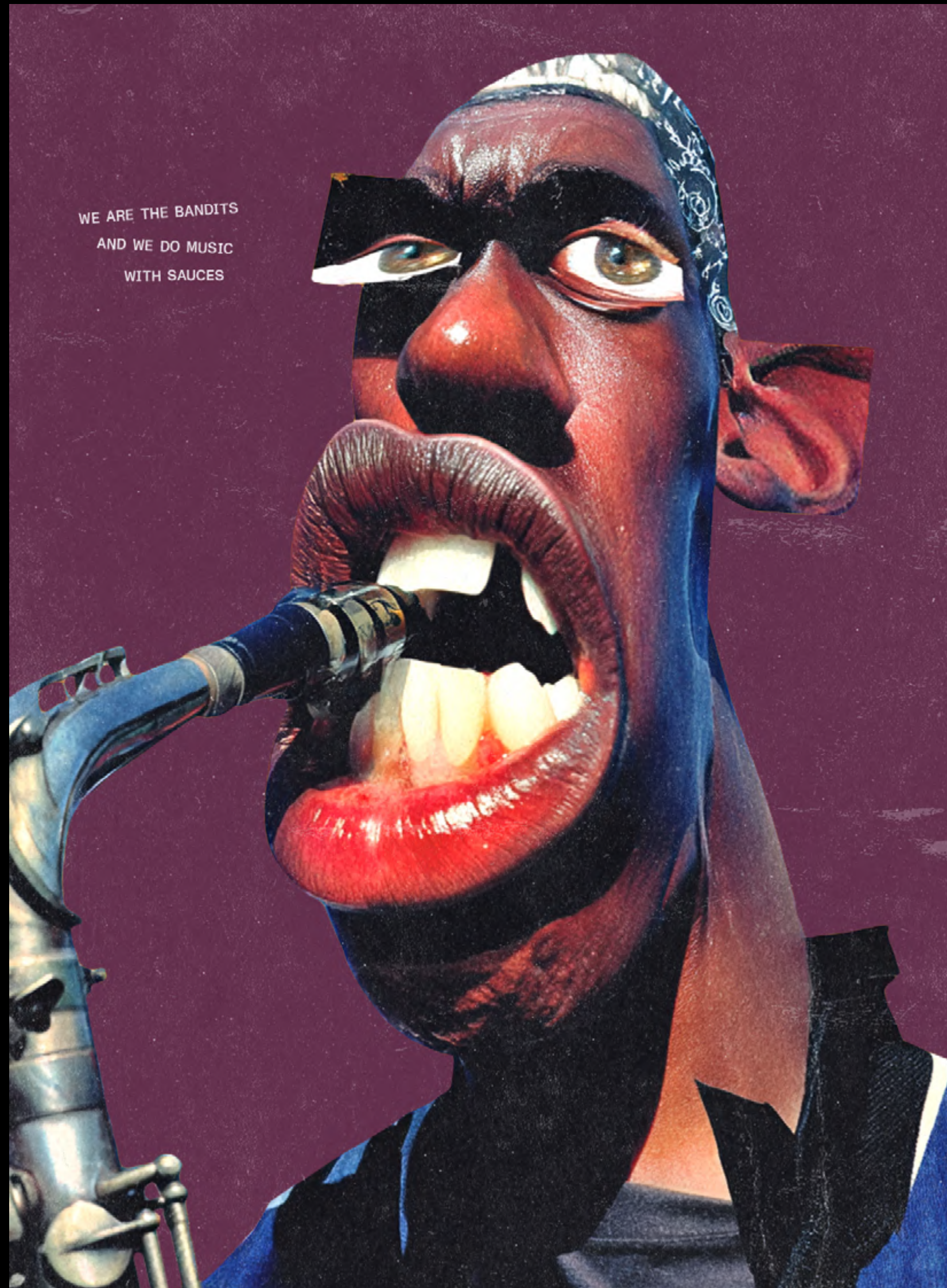


Guillermo



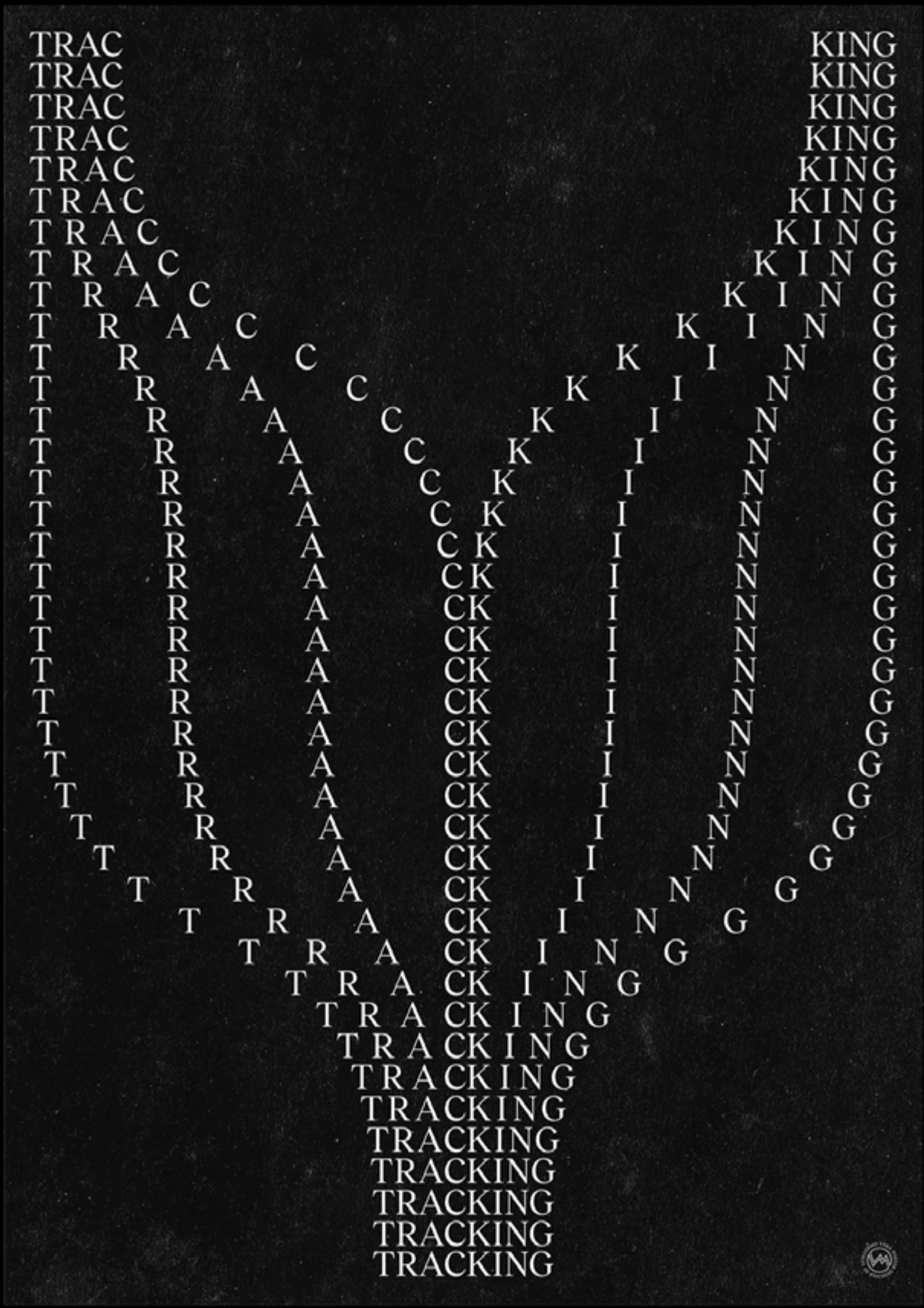
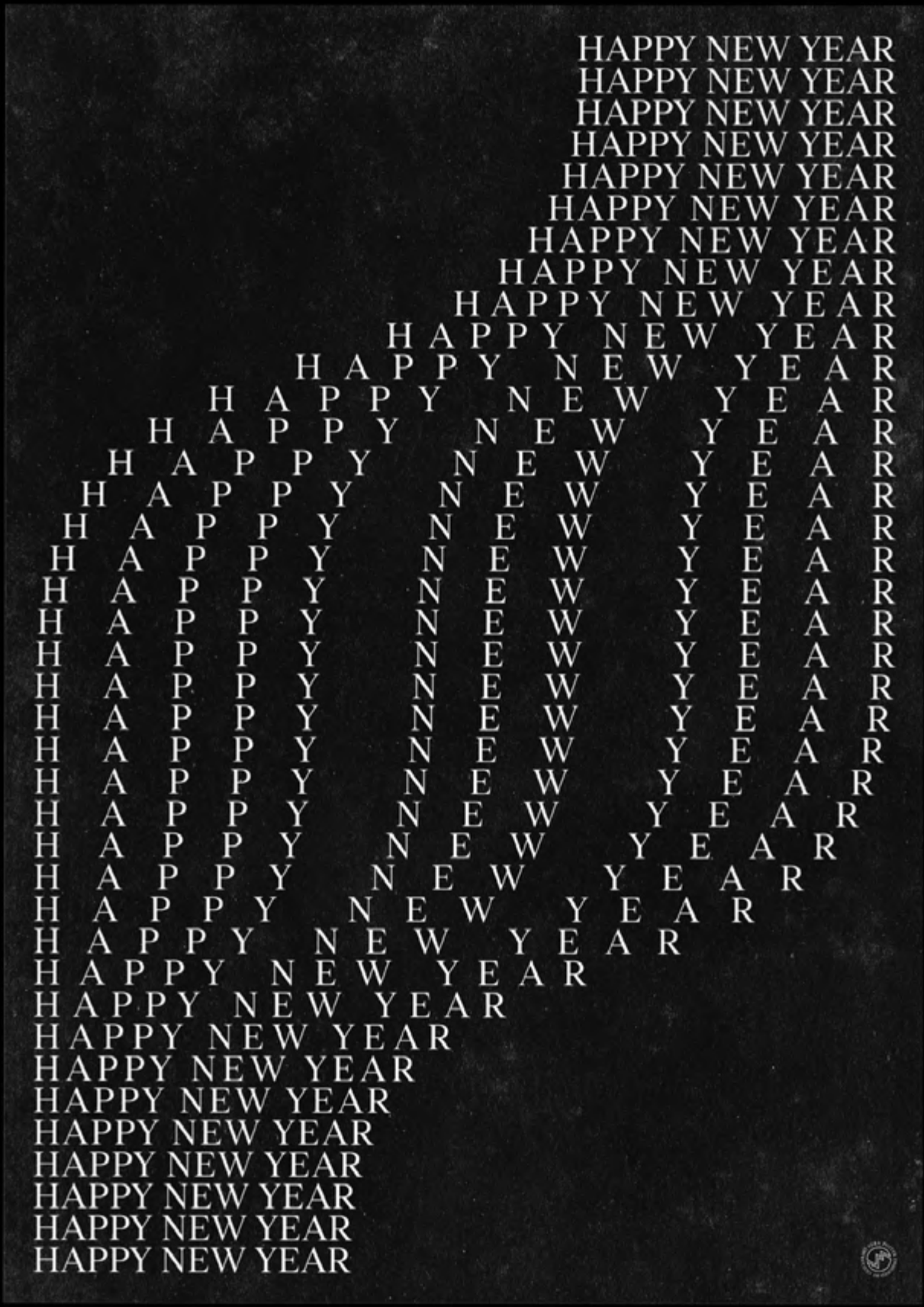


Guillermo





Guillermo





Guillermo

Danke.
Grazie
Thanks.
Gracias

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