

PORTFOLIO



Rafael Eduardo
DESIGNER

PORTFOLIO

INDEX

CV	3
Pure Health	4
Bios Fit	9
TRES Shworrom	10
Product Design	11



Corporate image and advertising merchandise.

PURE HEALTH

Branding

Creation of the logo, corporate image, catalog and advertising merchandise for the brand "Pure Health", which is a company dedicated to the sale of natural supplements.



Brand catalog and advertising merchandise.



PURE HEALTH

Packaging Design



Redesign of product bag labels.



Previous design



Actual design



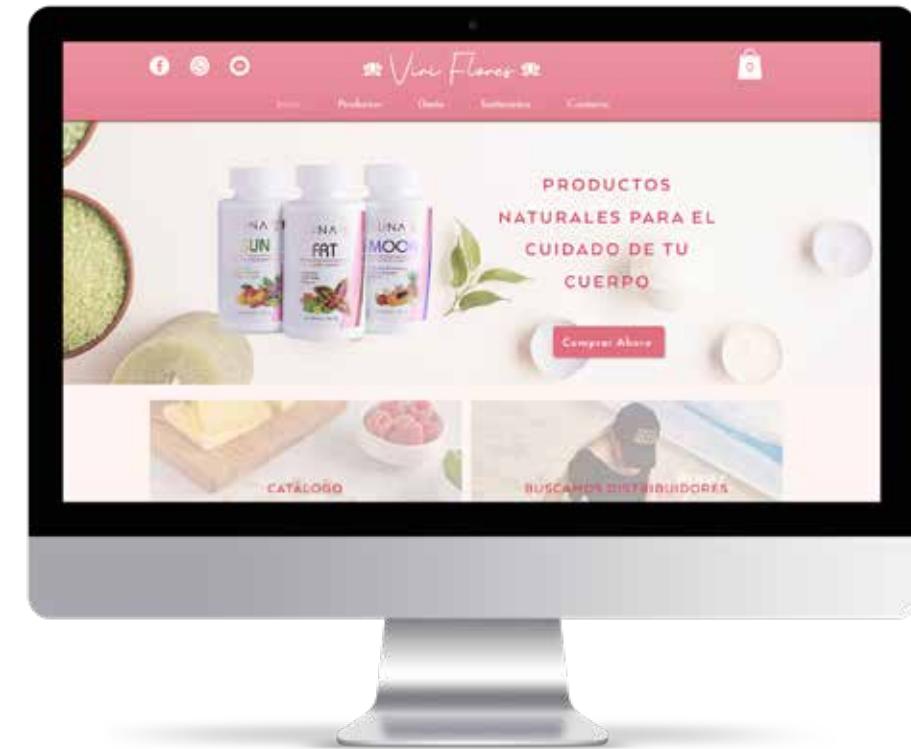
Product real photo



Packaging design for the Fitness Line of Pure Health.

3d modeling

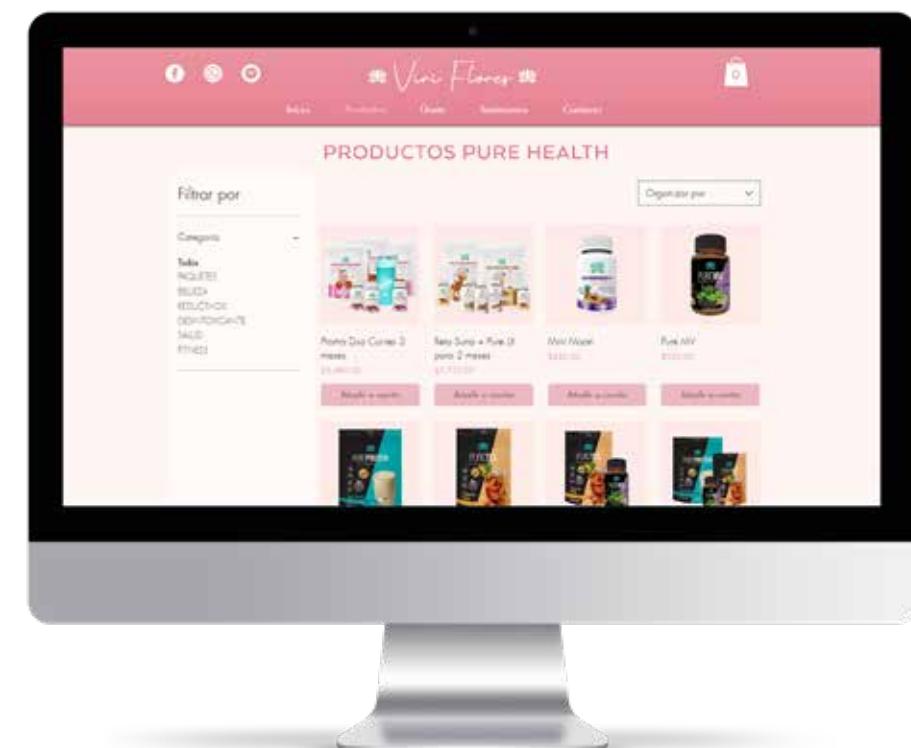
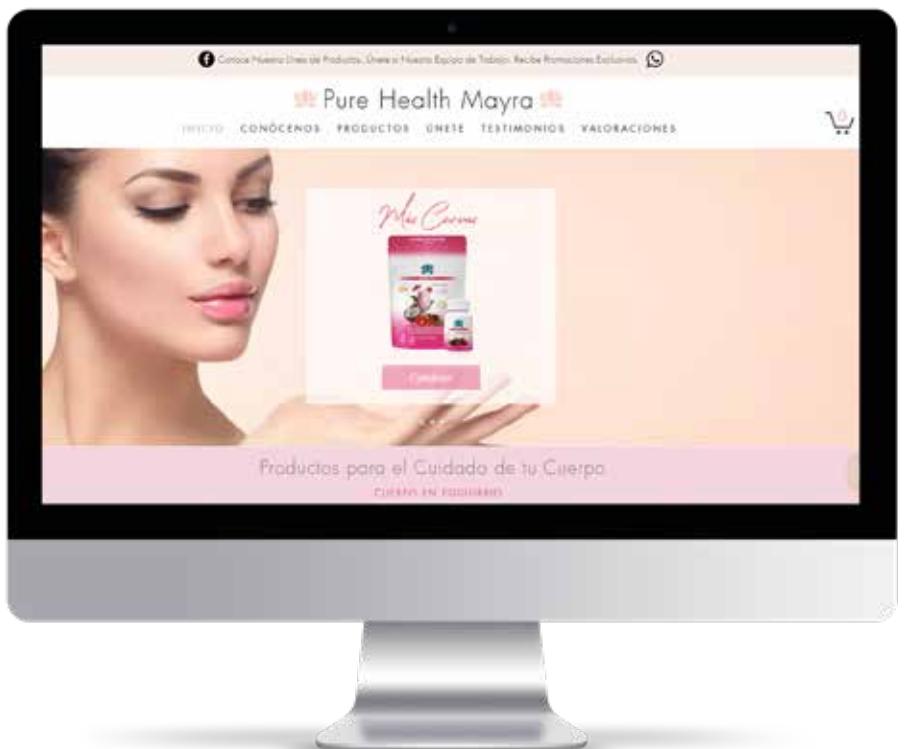
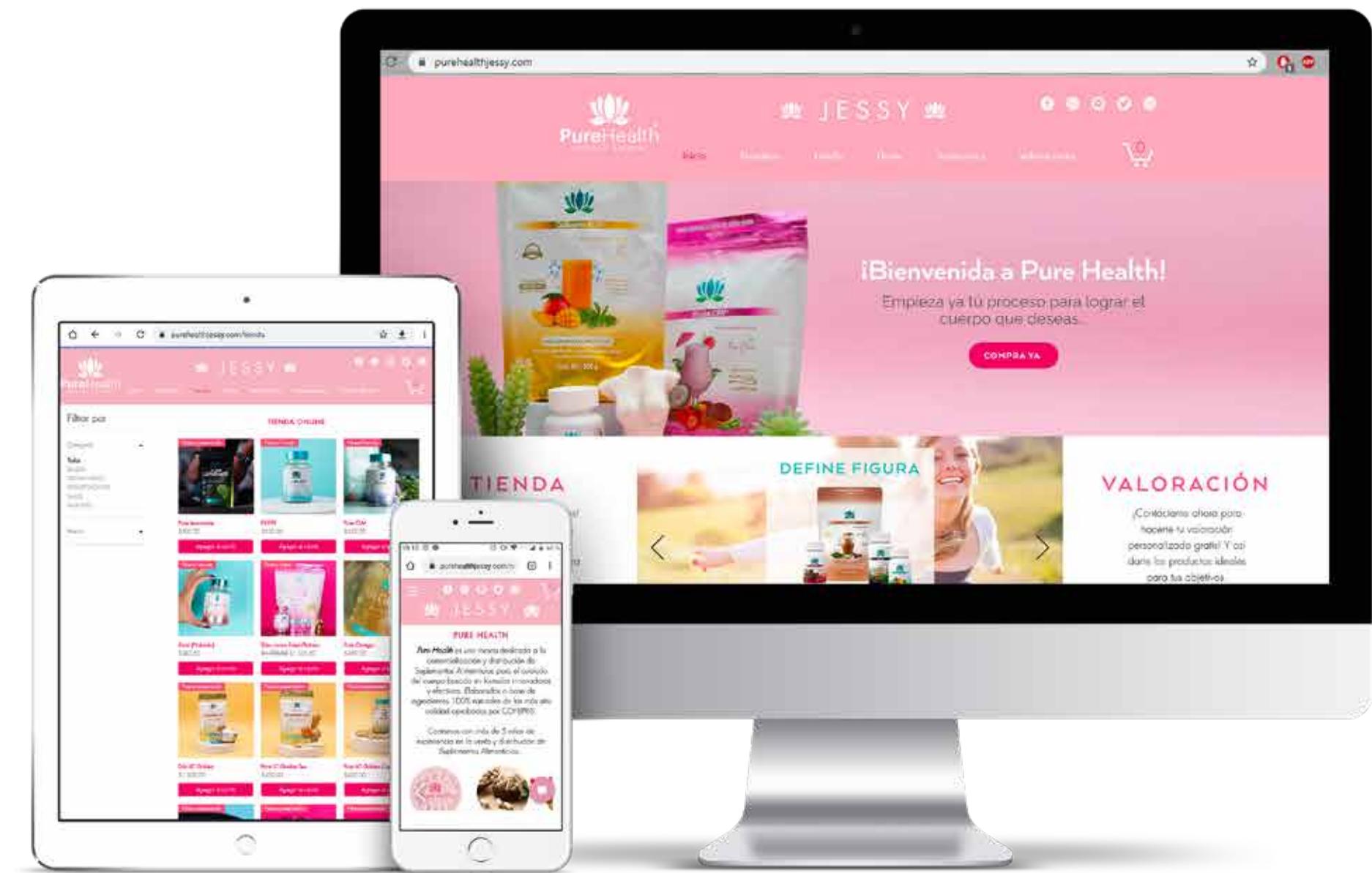
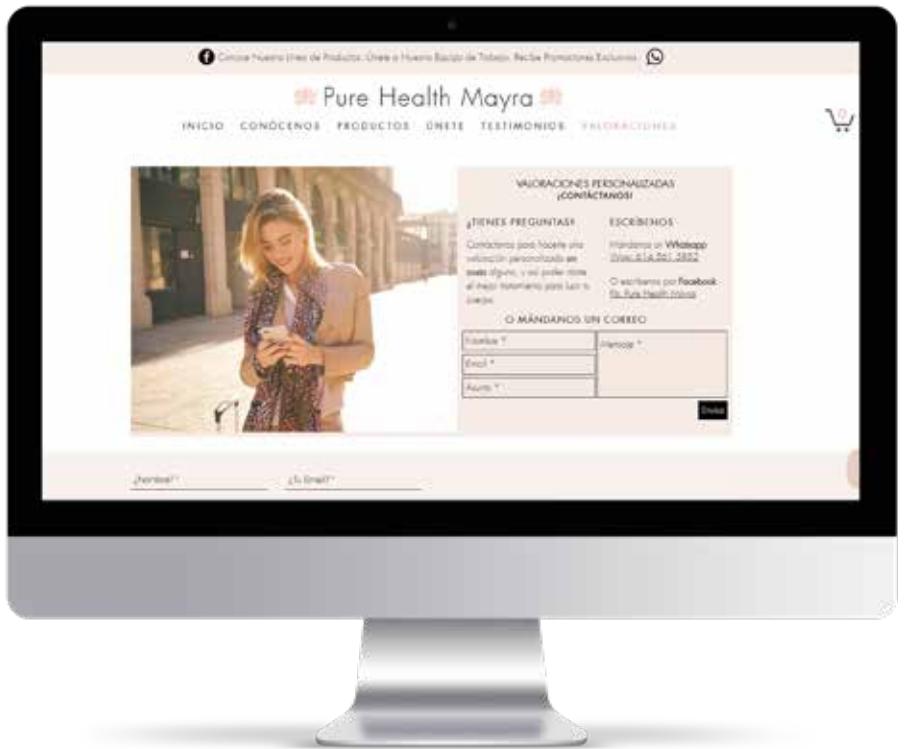




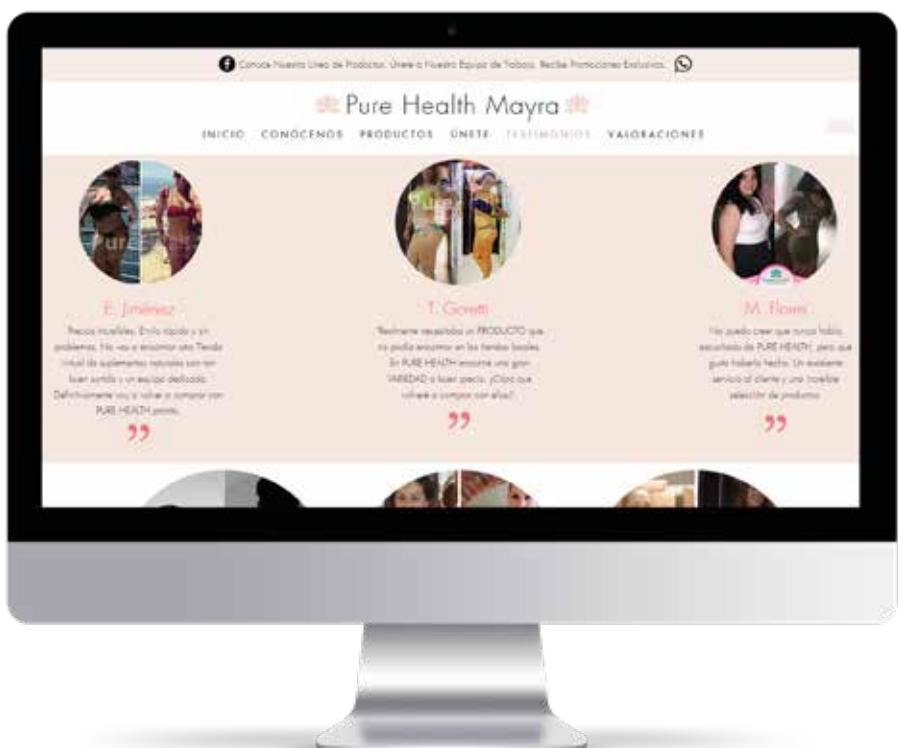
PURE HEALTH

Web Design

Website design to make purchases online for the different distributors of the brand.



Design for Pure Health Jessy site

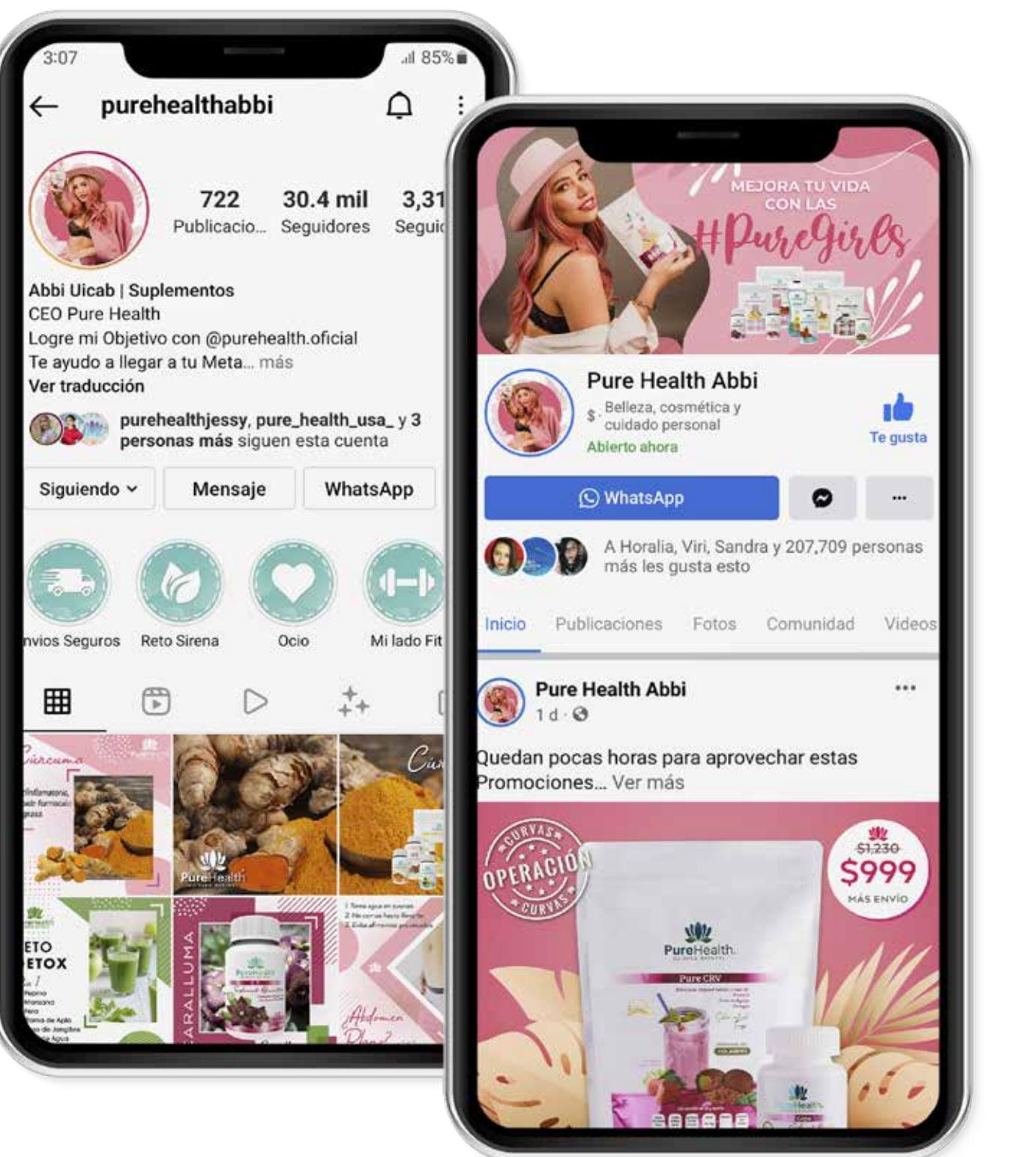


Design for Pure Health Viri site

PURE HEALTH

Advertising

Creation of digital content for advertising campaigns for social networks.



Convention 2020



PURE HEALTH

Event Image

Creation of the image of the events carried out by the brand (as is the case of the annual conventions), both in digital and printed material.



Convention 2022



Previous labeling
and logo

BIOS FIT

Packaging and Web Design



Label
redesign



Bios Fit®



Packaging design made for the brand
Joie (kitchen accessories).



SMOLARZ DESIGN

Packaging Design

Creative graphic design studio specialized in packaging design and branding. Creation of the packaging structure and adaptation of the graphic elements according to the client's needs.

Packaging design made for the
brand Melii (baby products).



Advertising material.



TRES SHOWROOM

Branding and Advertising

Brand dedicated to the sale of local brand products aimed at the female public. Creation of the logo and advertising material, both in digital and printed format.

TRES
SHOWROOM



Some of the logos designed for the brands that are presented at TRES Showroom.

L
S
A
LUXURY

ALAZ
STORE

SECRET

JEWEL
CUU



QUEEN
BY PAULINA LASH ARTIST

Bottles designed for a brand of cider from Chihuahua called "Másara".

CIDER BOTTLE

Product Design

01



02



03



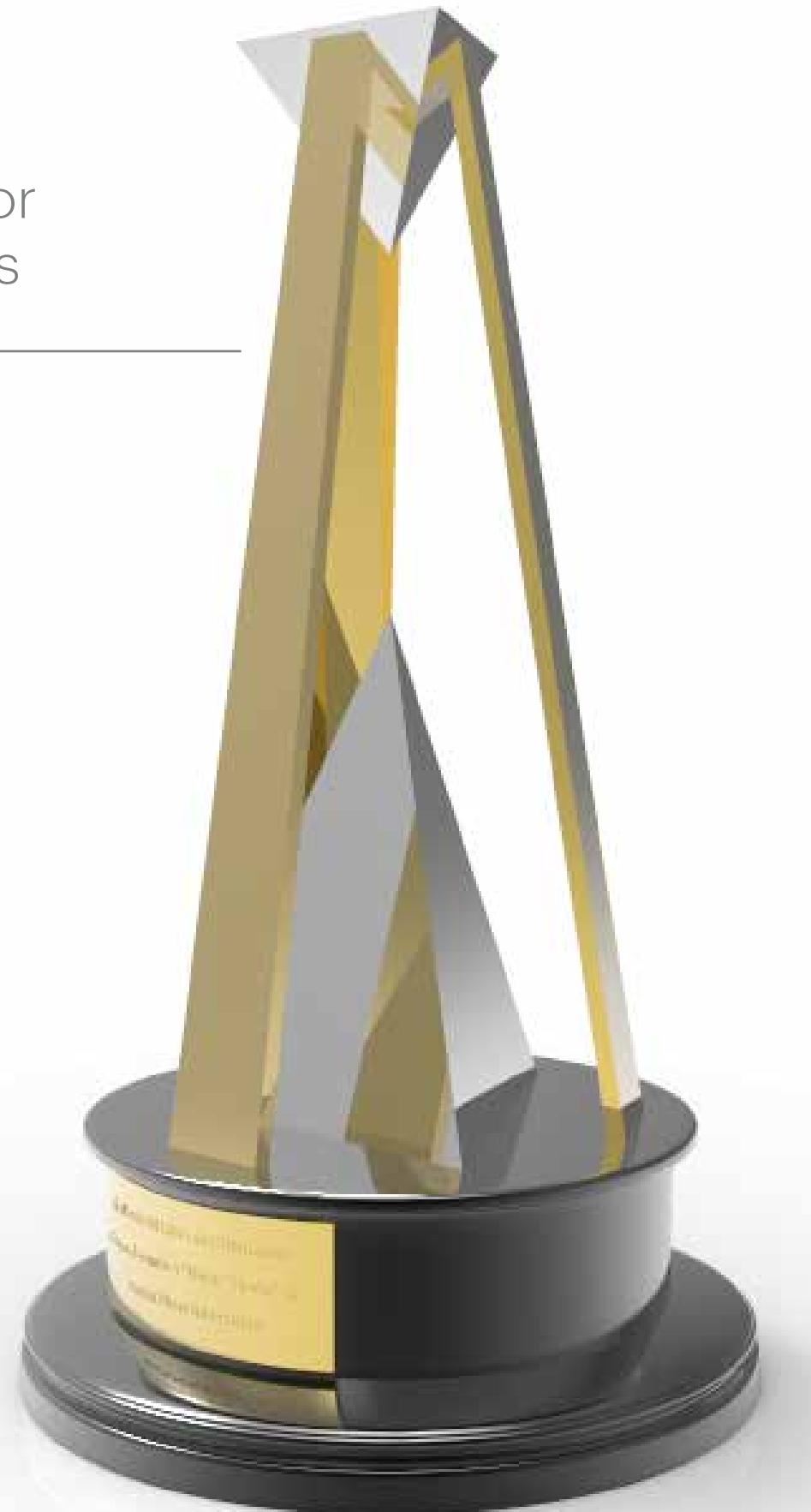
Másara seeks to boost regional products and show a new perspective of cider.

Trophies designed for the Book Fair of the City of Chihuahua. With the purpose of promoting the participation of the people in the event.

TROPHIES FOR LOCAL BOOK FAIR

Product Design

Award for Contests



Best Writer Award



Best Book Award



Because it is an event with a very limited capital, the trophies were designed to be made from inexpensive materials, from wood to resin.



Rafael Eduardo
DESIGNER