

PORTFOLIO



Rafael Eduardo
DESIGNER

PORTFOLIO

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Rafael Eduardo Torres

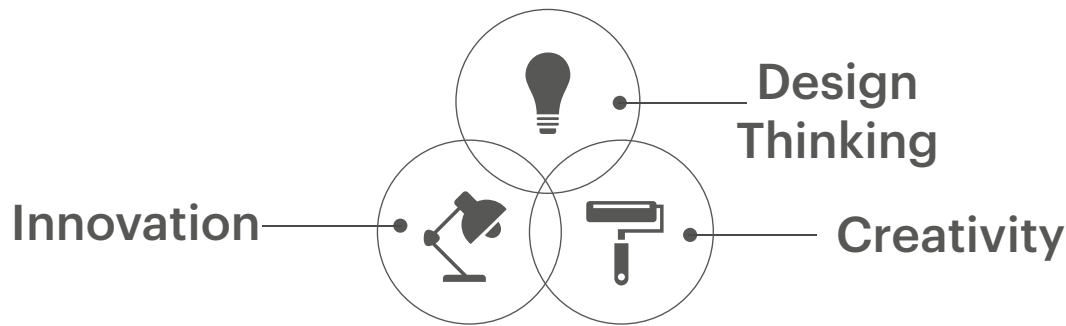
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OBJECTIVES / INTERESTS

Keen to continue developing my experience and knowledge as a designer in a new company where creativity and innovation are required.
My appetite for a challenge and a jump outside of my comfort zone is one of my greatest assets – main goal is to join a company with shared passion for growth.

SKILLS / EXPERTISE

Key strengths include being entrepreneurial and taking the initiative to present feasible ideas that help the continuous improvement of the company.
Empathetic, a good communicator and work well in a team.



TECHNICAL SKILLS

Adobe Illustrator	●●●●●●●●●●●●
Adobe Photoshop	●●●●●●●●●●●●
Adobe InDesign	●●●●●●●●●●●●
Power Director	●●●●●●●●●●●●
Rhinoceros	●●●●●●●●●●●●
KeyShot	●●●●●●●●●●●●

HOBBIES / INTERESTS



EDUCATION

 **ILSC Gresytone College. Montréal, Canada.**
Digital Marketing.
March 2022 - May 2023.
 **ITESM. Chihuahua, Mexico.**
Industrial Design.
August 2010 - December 2015.

PROFESSIONAL EXPERIENCE

 **Smolarz Design**
Montréal, QC. Canada. June 2022 - To Date.
Graphic Designer.
Packaging design for several brands. Creation of effective packaging (dielines and mock-ups), logos, designs on print and digital media.
Pure Health (Natural Supplements Brand)
Chihuahua, CUU. Mexico. January 2018 - April 2022.
Creative Director.
Responsible for managing the brand image. Designer of the brand packaging, websites, flyers, catalogs, marketing campaigns and advertising for social media.
 **Freelancer**
Chihuahua, CUU. Mexico. January 2015 - January 2018.
Designer.
Freelance works involving basic branding for companies in development, interior design and product rendering, and furniture design.
Activa tu Publicidad (Marketing Agency)
Chihuahua, CUU. Mexico. November 2016 - April 2017.
Designer/Administrator.
Management of social networks, advertising. Also, created a variety of graphic and industrial designs for clients.

LANGUAGES



AWARDS / ACHIEVEMENTS

 **Winner of the "110 Anniversary Logo" contest.**
February 2017.
YMCA, Chihuahua, Mexico.
Honorific Mention in Excellence.
December 2015.
ITESM, Chihuahua, Mexico.
 **Award of Excellence in the Integral Education.**
November 2015.
ITESM, Chihuahua, Mexico.
Best Project of the Semester.
December 2014 / 2015. Design Showroom.
ITESM, Chihuahua, Mexico.
Startup Business Weekend Chihuahua.
August 2014. First Place with the project "Cine 20".
ITESM, Chihuahua, Mexico.

EXTRACURRICULAR ACTIVITIES

Sports and Exercise.
2009 - To Date. YMCA, Éconofitness. Chihuahua/Montréal.
Weightlifting, Calisthenics and Swimming.
Dancing.
October 2021 - February 2022. D'Ansa, Chihuahua.
Jazz dance class student.
Music.
August 2002 - May 2005. May 2017 - Jun 2018.
Conservatory of Music of Chihuahua.
Student of piano and violin.
Acting.
January 2016 - June 2016. XK Acting Room.
Acting student.
Student Groups.
January 2015 - December 2015. ITESM, Chihuahua.
President of the Student Committee of Industrial Design.

Publishing.
January 2012. ITESM, Chihuahua.
Editor of "Biblioteca", an internal student publication.
Student Development.
August 2010 - May 2011. ITESM, Chihuahua.
Radio broadcaster, focused on cinema topics, in the radio show "Flickster".

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.



PureHealth
CUIDADO NATURAL



Brand catalog and advertising merchandise.





Redesign of product bag labels.



PURE HEALTH

Packaging Design

Design and redesign of brand packaging, while making its prototype in 3D modeling for its easy implementation in advertising.



Product real photo



Packaging design for the Fitness Line of Pure Health.

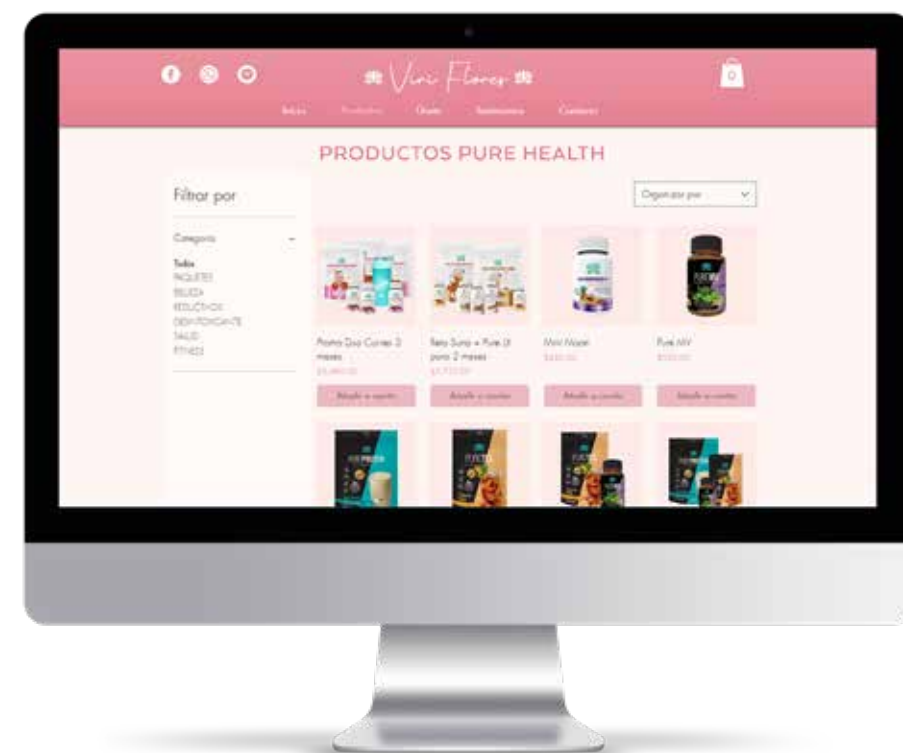
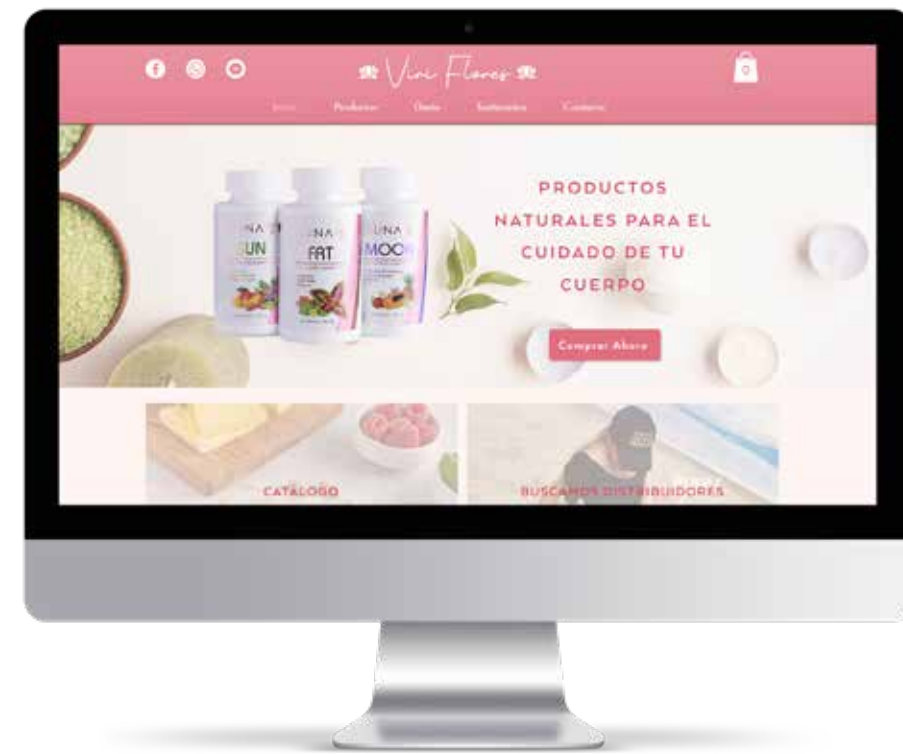
3d modeling



Previous design



Actual design

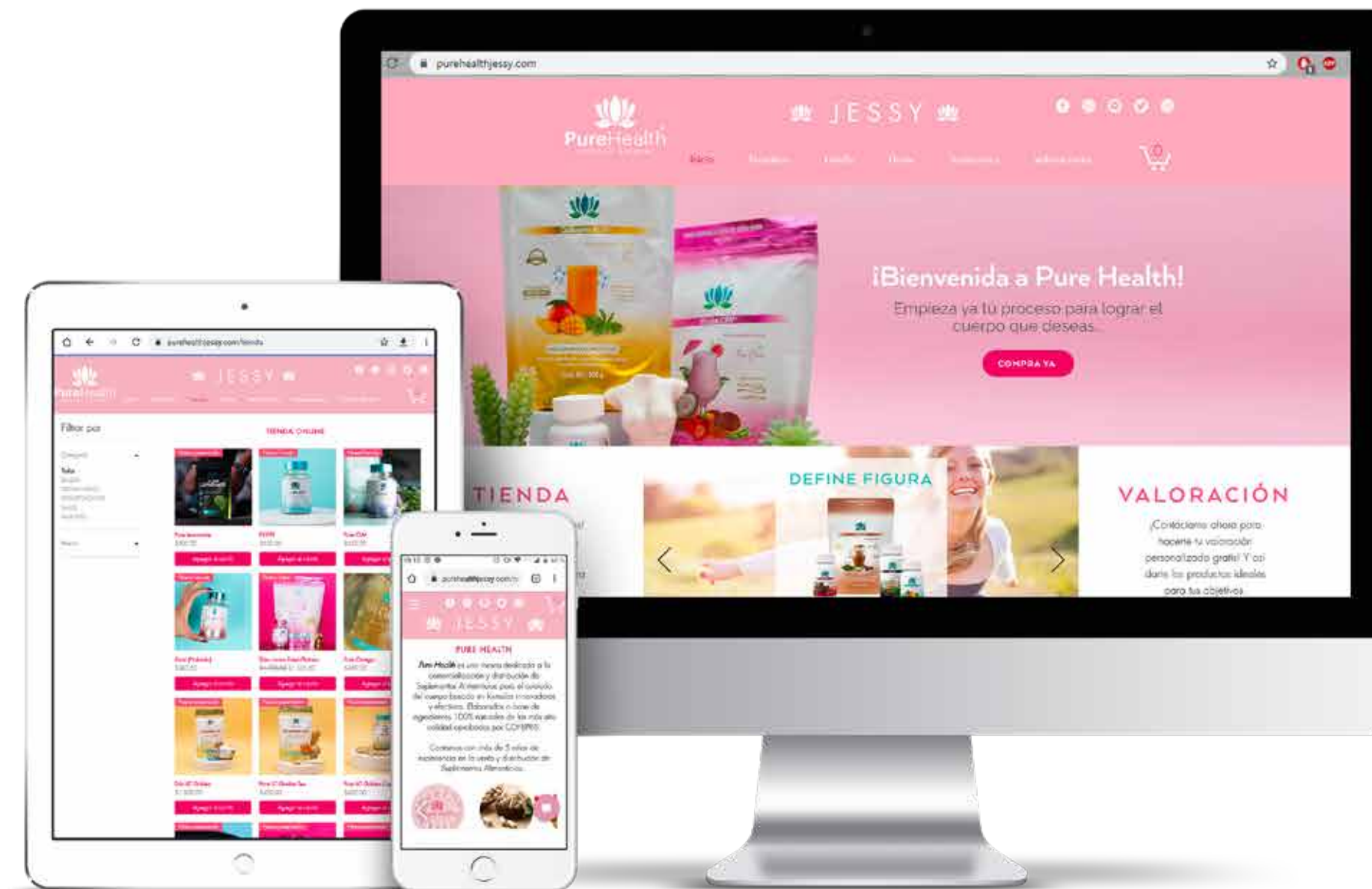


Design for Pure Health Viri site

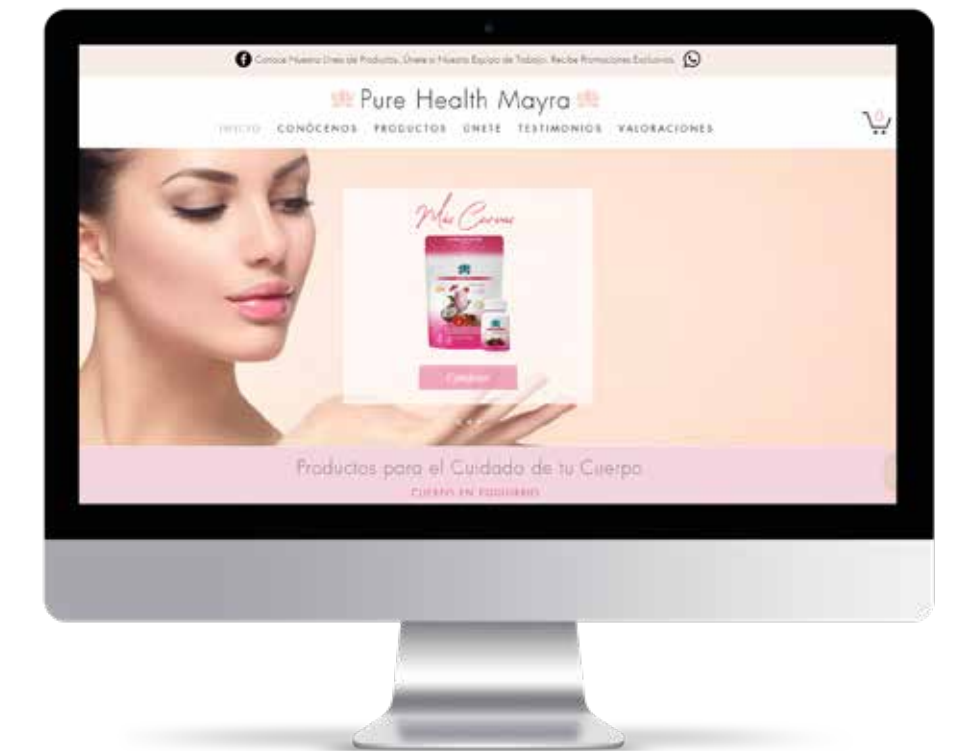
PURE HEALTH

Web Design

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



Design for Pure Health Jessy site

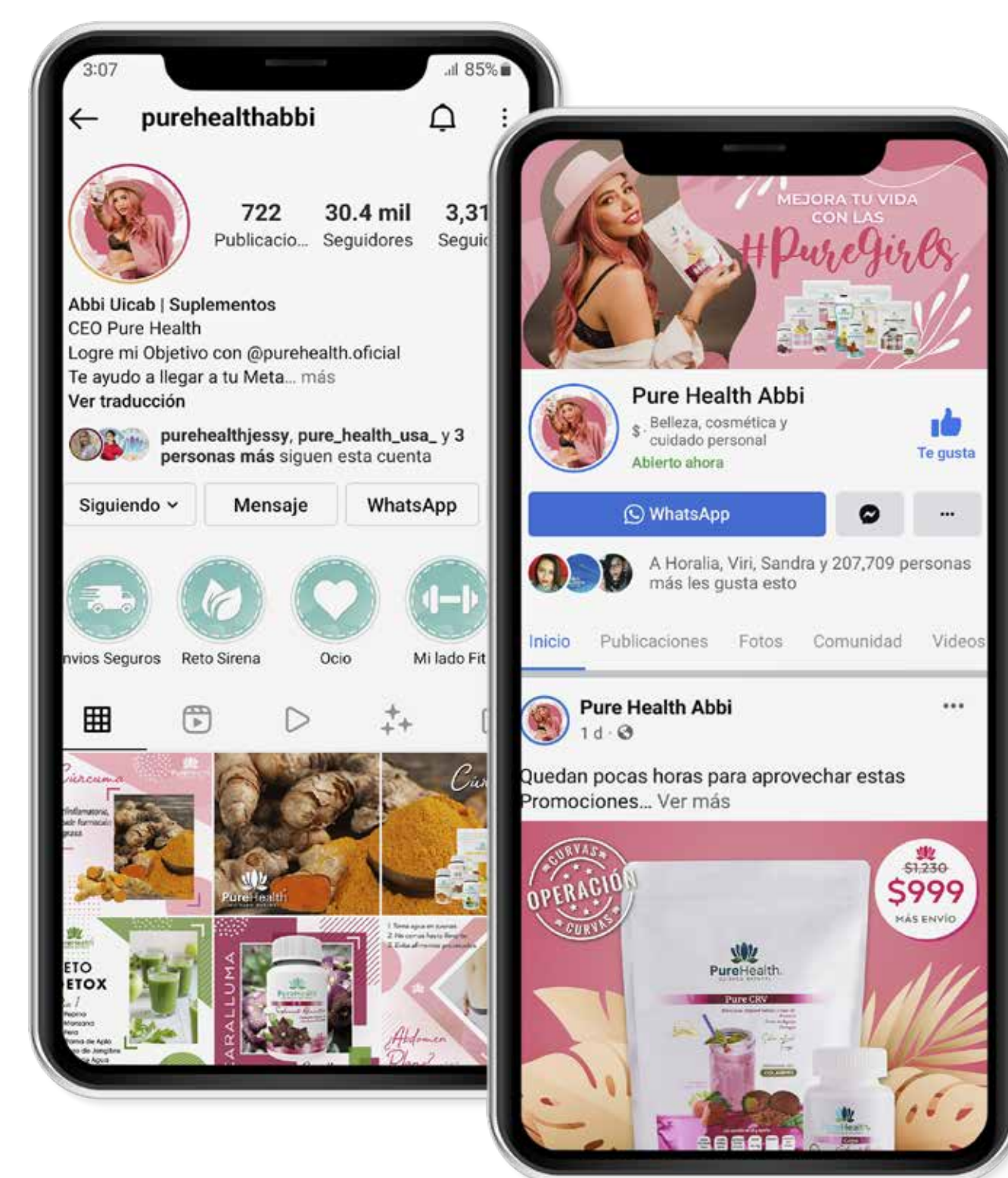


Design for Pure Health Mayra site

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

Redesign of the brand logo and labeling of the brand's capsule bottles, creation of 3D prototypes for advertising and creation of their website.

Label
redesign



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



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.

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



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

CIDER BOTTLE

Product Design

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

01



02



03



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

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

Award for
Contests



Best Writer
Award



Best Book
Award





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