



MARIA FERNANDA CEREZO

# PORTFOLIO

# DESIGN PROCESS

**As a digital designer, every decision I make in terms of execution and design is deliberate, aimed at creating impactful, user-centered experiences.**

- **Research, references and inspiration**      Understand the client's needs, goals, target audience, and preferences.  
Analyze competitors and current market trends to identify opportunities and inspiration.
- **Empathize**      Their pain points have to be truly understood, their needs, goals, and challenges to craft a solution that aligns with their vision.
- **Define**      Generate a wide range of ideas and concepts.  
Create rough sketches to explore different directions and compositions.  
Share initial ideas with the project manager and client to gather feedback and refine the direction.
- **Ideate**      Develop initial drafts using tools like Adobe Creative Suite or Figma.  
Use brand guidelines, if there is one, or elect appropriate typography and color schemes that align with the brand and project goals. If there is not, incorporate relevant images, icons, and graphics to enhance the design.
- **Prototype, design desitions**      a. Choose the right typography as it carries the tone of the project.  
b. Focus on colors that evoke specific emotions or align with the brand's identity. Contrast is critical for accessibility.

# DESIGN PROCESS

[CASE STUDY >](#)

- Prototype, design decisions
  - c. Layouts emphasize what users should notice first (e.g., headlines, call-to-action buttons) through size, contrast, and spacing.
  - d. High-quality visuals are non-negotiable. I often lean on custom illustrations, relevant photography, or abstract visuals that align with the brand's essence.
  - e. Use brand guidelines, if there is one, or incorporate relevant images, icons, and graphics to enhance the design.
- Test

Testing ensures the design doesn't just look good but also works seamlessly for the end user. I can mention A/B Testing: Compare two design variations to see which performs better.

## Work Highlights

### **User-Centric Mindset:**

I constantly ask, "How does this serve the user?"  
This perspective drives problem-solving and creativity?

### **Collaboration:**

Design is rarely done in isolation. I value feedback from stakeholders, developers, and, most importantly, users.

### **Attention to Detail:**

From pixel-perfect alignments to polished animations, every detail adds up to a cohesive experience.

## Key Aspects I Value

By stepping into the client's shoes, understanding their fears and aspirations, and tailoring my communication and process to their needs, I ensure they not only get a product they love but also enjoy the journey of creating it.

# Digital Communication and Visibility Solutions

SOCIAL MEDIA / ECOMMERCE CAMPAIGNS AND ACTIVATIONS

# Loops

**CLIENT:** Lucyd Eyewear

**ROLE:** Visual designer

**TYPE:** Branding / Digital

**LANGUAGE:** English













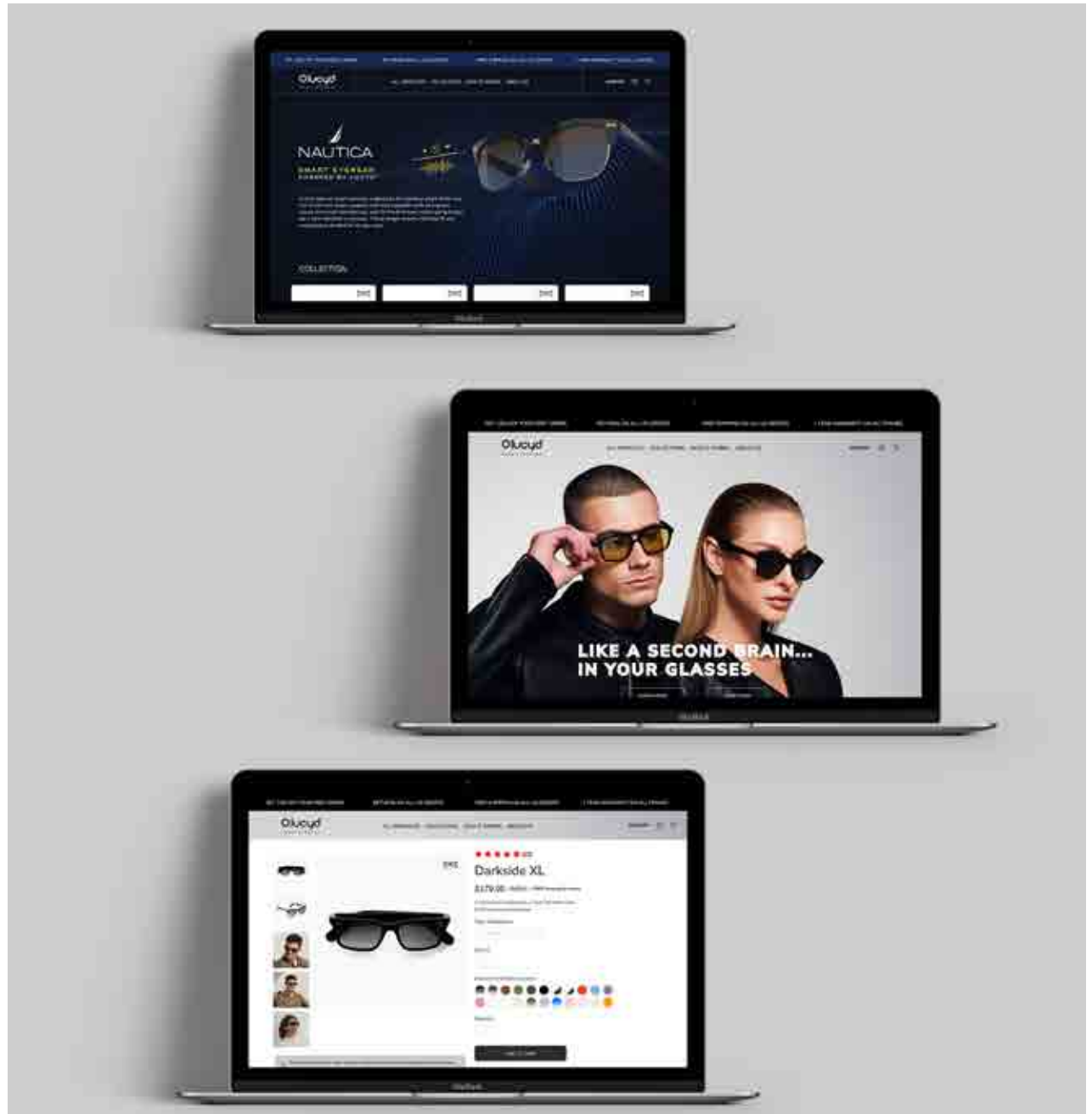
# Lucyd

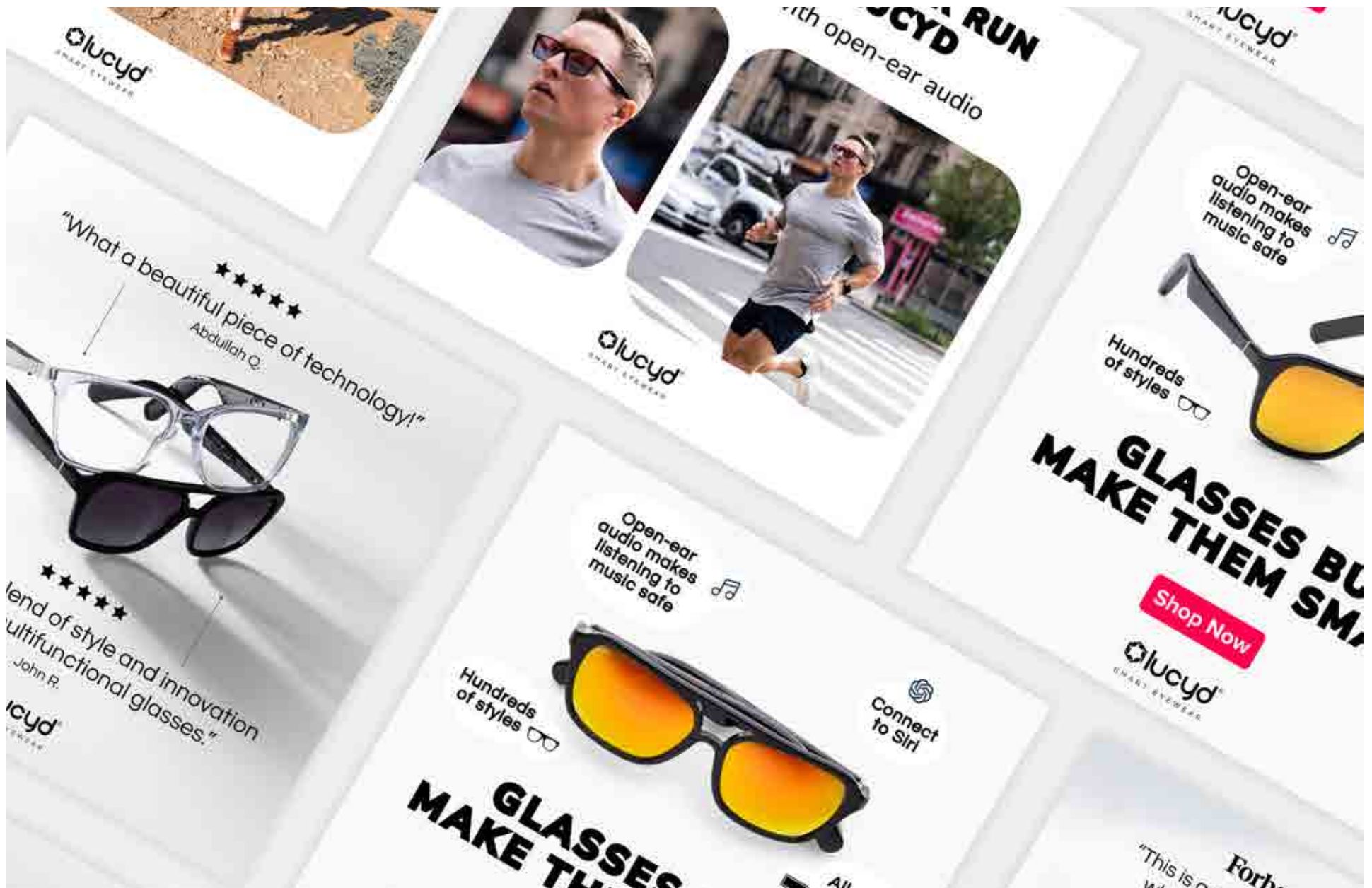
**CLIENT:** Lucyd Eyewear

**ROLE:** Visual designer

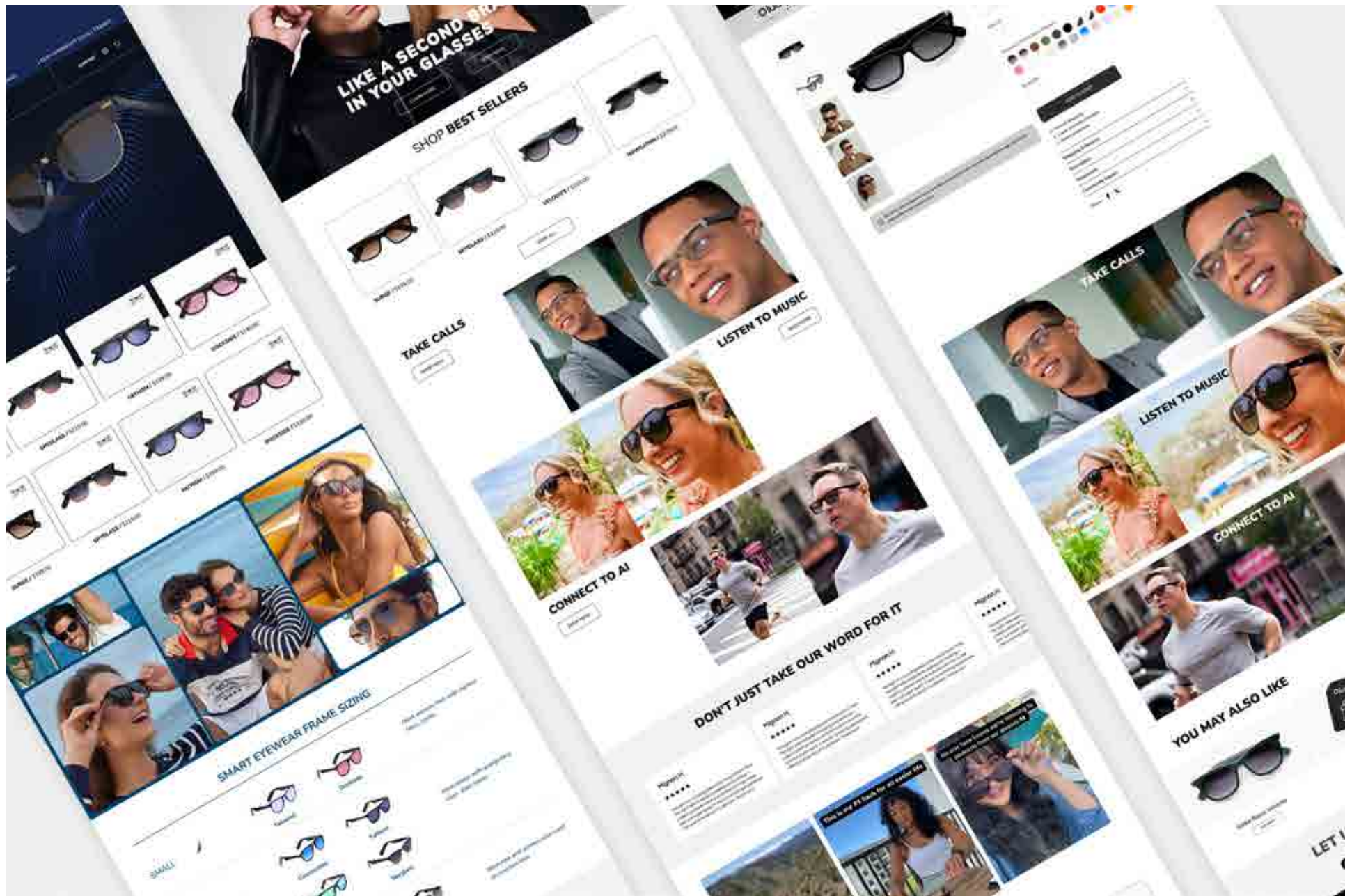
**TYPE:** Branding / Digital

**LANGUAGE:** English









# Bauer

**CLIENT:** Bauer

**ROLE:** Visual designer

**TYPE:** Branding / Digital

**LANGUAGE:** English











# Digital Communication and Visibility Solutions

BRANDING, WEB, SOCIAL MEDIA

## Forecasteam is your AI-powered business oracle.

Leveraging advanced data analytics and machine learning, Forecasteam delivers precise forecasts for sales, product demand, and beyond. Uncovering hidden patterns and trends empowers businesses to make data-driven decisions, optimize operations, and outpace the competition.

With real-time insights accessible to everyone from executives to frontline teams, Forecasteam becomes your organization's strategic advantage. Stay ahead of market shifts, allocate resources effectively, and drive sustainable growth.

**Forecast your future today!**

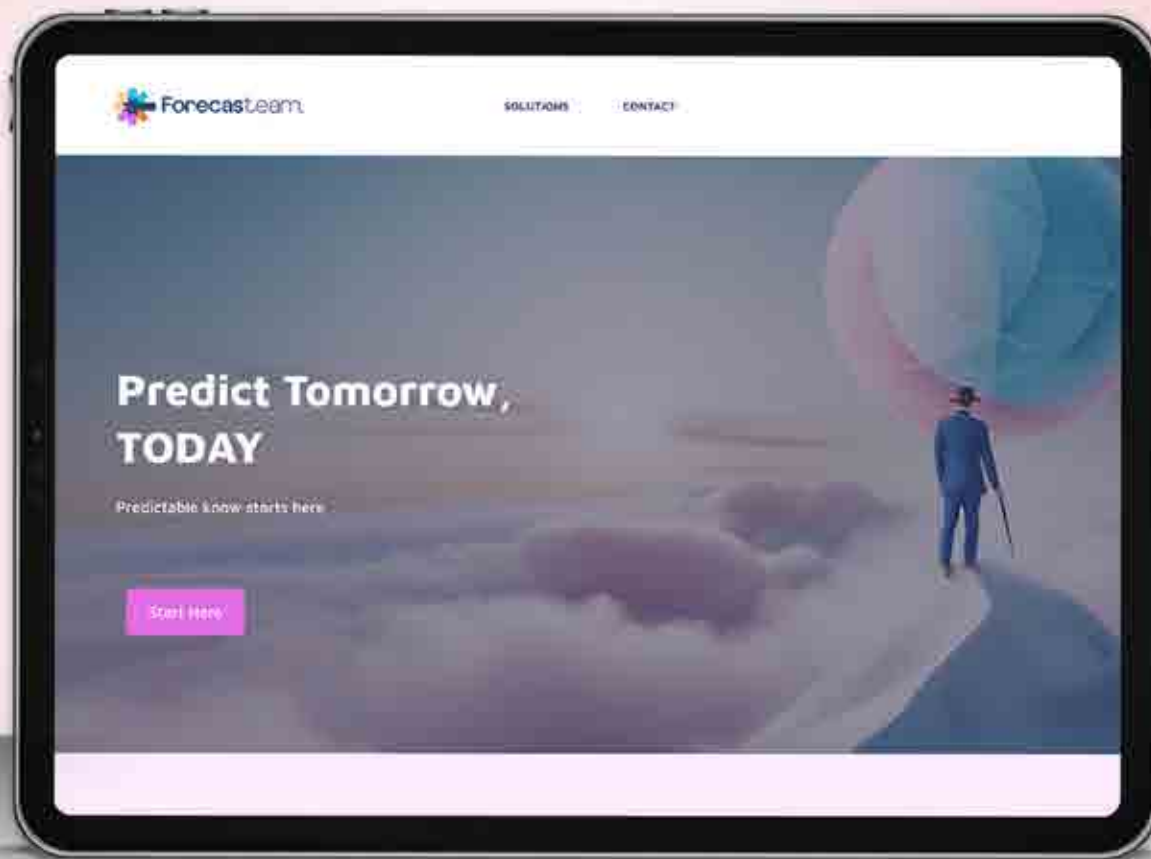
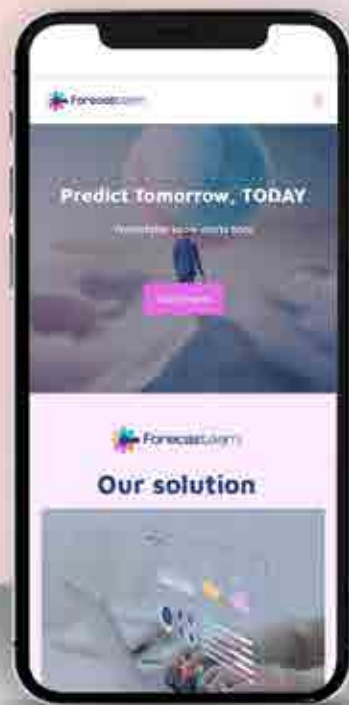
**CLIENT:** Forecasteam

**ROLE:** Visual designer

**TYPE:** Branding / Web

**LANGUAGE:** English







### Default

### Focused

### Success

### Danger

Phone number

+54 (000) 000 000

Password

.....



Your name

Text

Your name

Text



Default

over

Pressed

Disabled







## WePlan

Is planning together, it is decision, it is evolution, it is expansion. It is planning and analyzing how to protect what is most important to us and not leaving what is important to chance, it is being able to choose what we want to do, and that is nothing more than being leaders of our own lives.

In addition to being advisors, consultants and insurance representatives, we work daily for our purpose. We are activists who dream big, work towards goals and maintain coherent action until we achieve them.

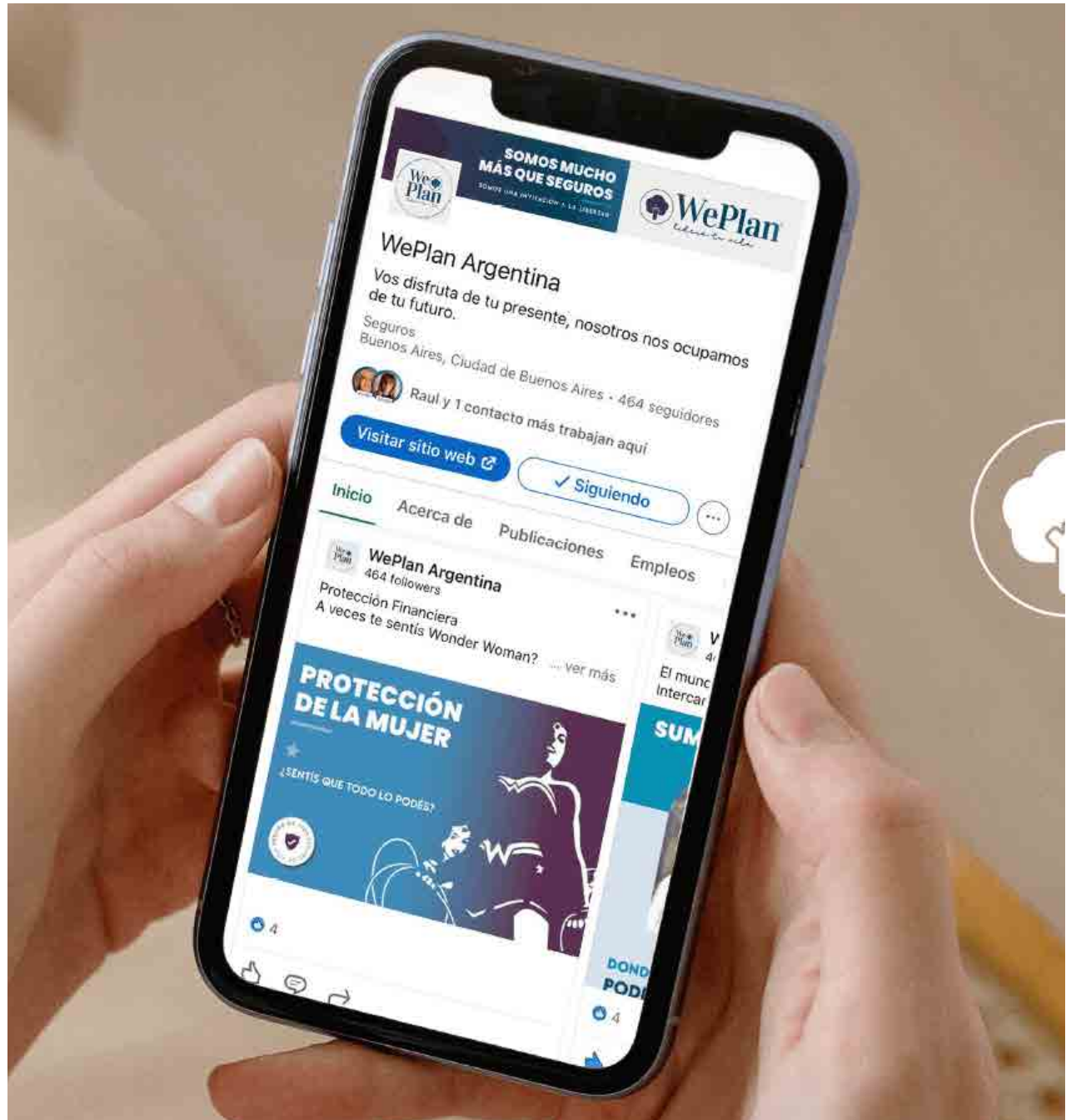
The symbol that represents us is no coincidence. The tree is the icon of life, growth and prosperity. In addition to being able to provide protection with its canopy, the tree has roots that make it grow strong and stable.

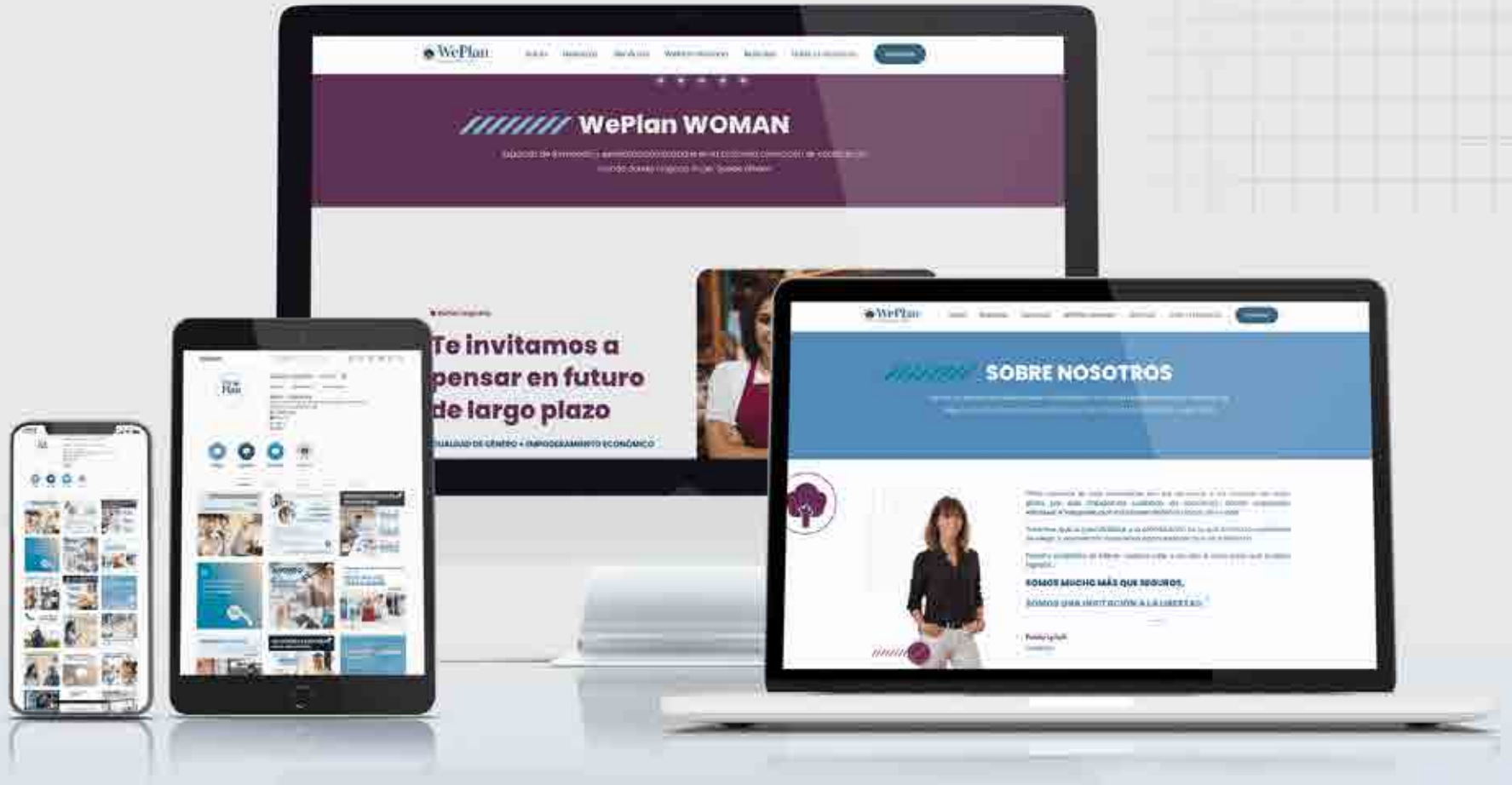
**CLIENT:** WePlan

**ROLE:** Visual designer

**TYPE:** Branding / Digital

**LANGUAGE:** Spanish













## Aquayar

We specialize in the application and polishing of continuous cementitious marble coatings for the interior of swimming pools.

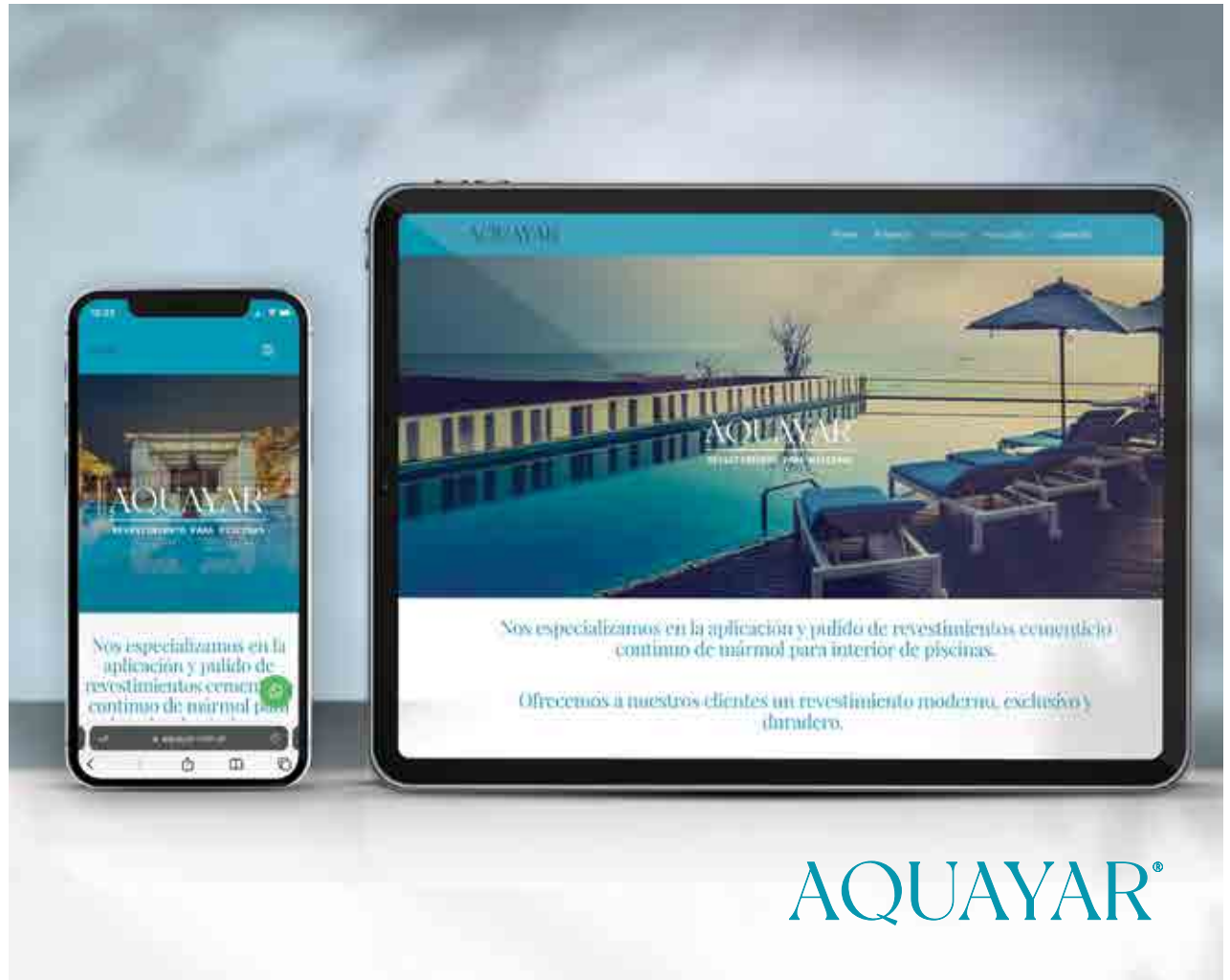
We offer our clients a modern, exclusive and long-lasting coating.

**CLIENT:** Aquayar S.A.

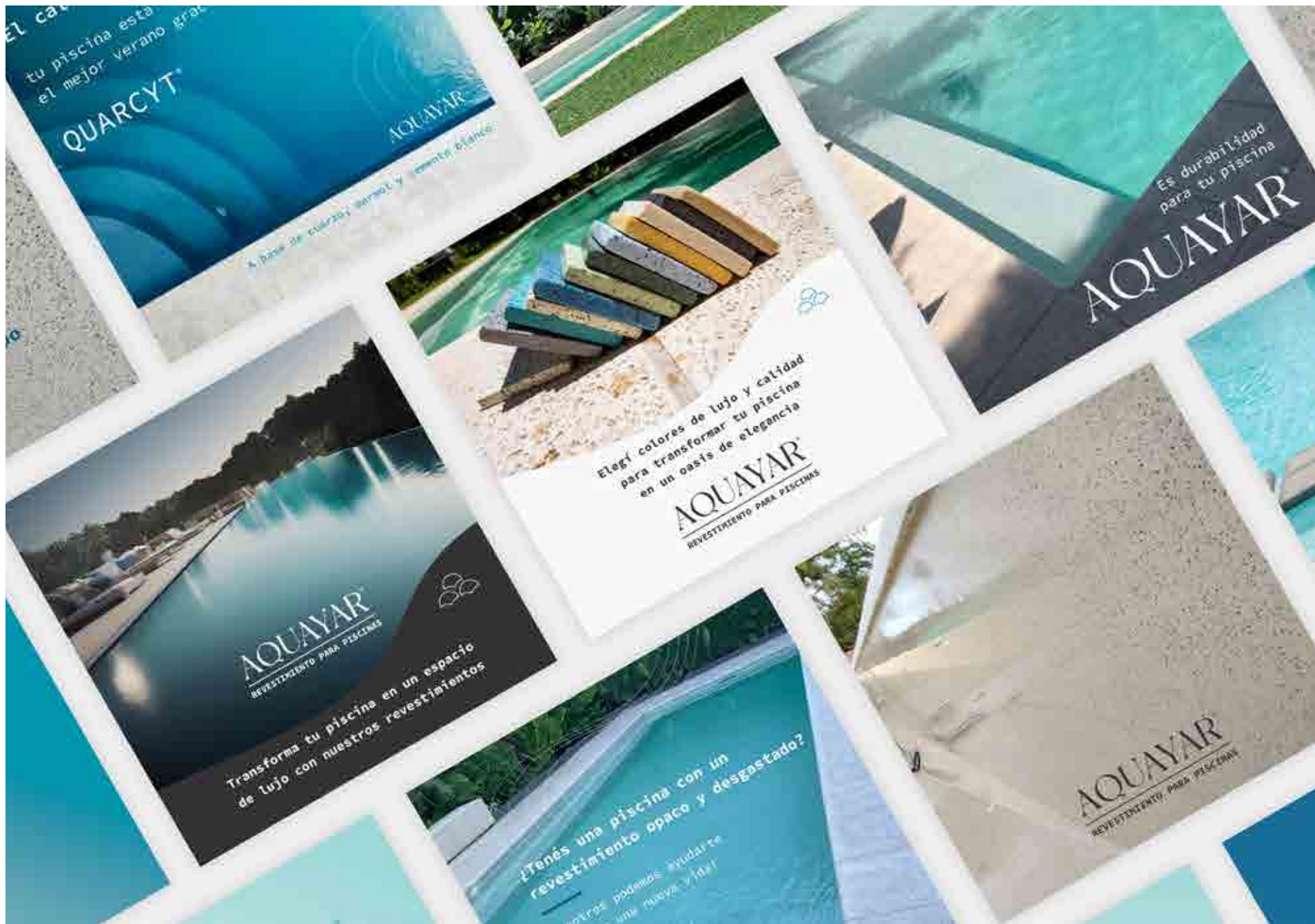
**ROLE:** Visual designer

**TYPE:** Branding / Web / Digital

**LANGUAGE:** Spanish



AQUAYAR®







# Print Institutional Materials



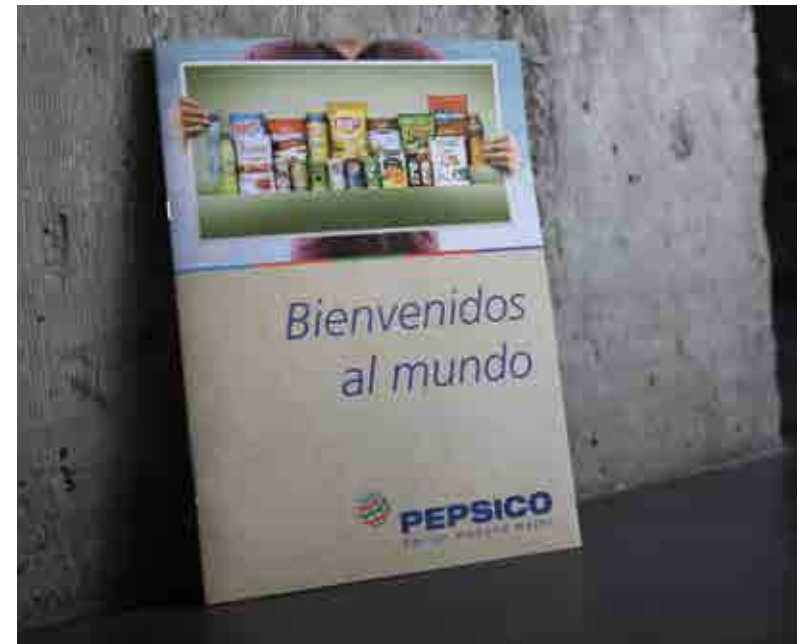




PRINT INSTITUTIONAL MATERIALS



MOTOROLA - BROSHURE



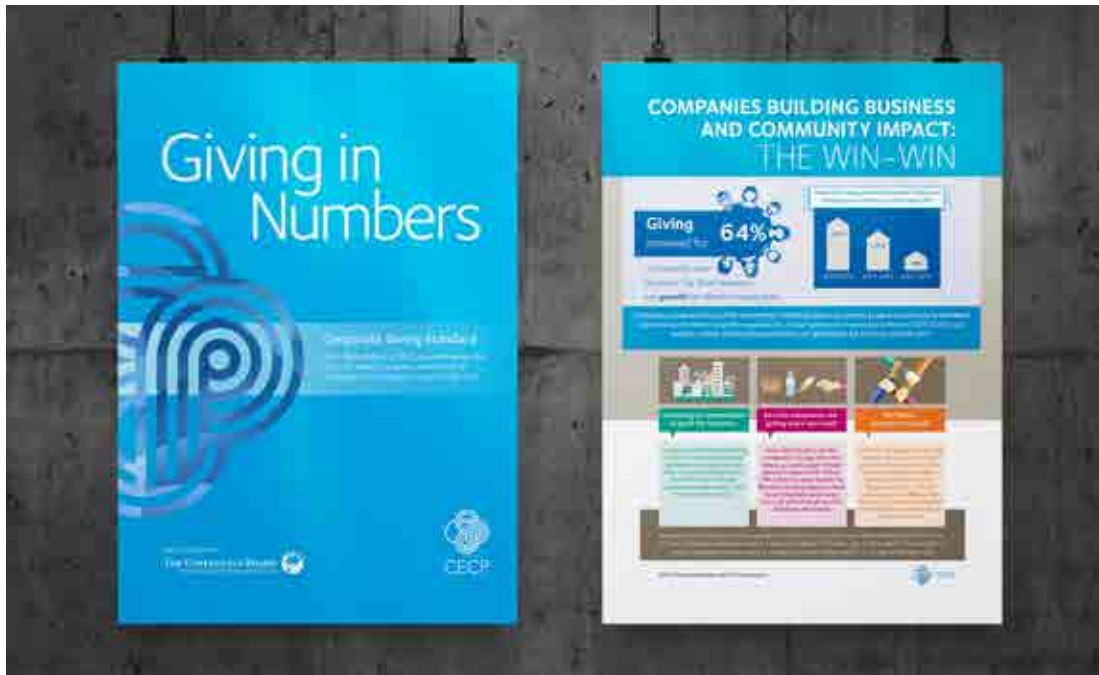




PRINT INSTITUTIONAL MATERIALS



PEPSICO - COLLATERAL MATERIAL





# Print Campaign and Outreach Materials

# Axionin

**CLIENT:** Laboratorio Raffo

**ROLE:** Branding, Key Visuals

**TYPE:** Branding, print and digital

**LANGUAGE:** Spanish

**YEAR:** 2023

## Multi-Channel Marketing Campaign

**Digital & Traditional Channels:** Leverage digital platforms (social media, healthcare websites), in-person detailing, and conferences to maximize reach.

**Patient & Caregiver Outreach:** Develop educational campaigns tailored to caregivers and patient associations to drive awareness and adherence.

**Benchmark:** Engagement metrics from multiple channels (clicks, inquiries, engagement at events).





# AXIONIN

## Damos esperanzas a tu calidad de vida

Nuevo producto para el Alzheimer.  
Línea Neurología.

AXIONIN



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## Damos esperanzas a tu calidad de vida

Nuevo producto para el Alzheimer.  
Línea Neurología.

AXIONIN

**Inhibidores de la colinesterasa**

Una manera en la que la enfermedad de Alzheimer daña al cerebro es reduciendo los niveles de un neurotransmisor (químico) que es importante para el estado de alerta, la memoria, el razonamiento y el juicio. Los inhibidores de la colinesterasa aumentan la cantidad de acetilcolina disponible para las células del cerebro y pueden ayudar a mejorar la memoria y el estado de alerta.

Los inhibidores de la colinesterasa no pueden revertir la enfermedad de Alzheimer ni detener la pérdida de las células nerviosas. Estos medicamentos, a su vez, pueden mejorar el estado de alerta y la memoria de las personas con Alzheimer. Debido a que la enfermedad de las neuronas cerebrales produce cambios químicos a medida que progresa la enfermedad.

Los efectos secundarios de los inhibidores de la colinesterasa pueden incluir náuseas, diarrea y vómitos. Consulte al médico si los síntomas persisten o si los efectos secundarios son graves. Los inhibidores de la colinesterasa pueden interactuar con otros medicamentos. Siempre consulte al médico si está tomando otros medicamentos. Los inhibidores de la colinesterasa pueden causar efectos secundarios graves.

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AXIONIN

Comience esperanzas a su calidad de vida.




# AXIONIN

## Damos esperanzas a tu calidad de vida

Nuevo producto para el Alzheimer.  
Línea Neurología.

AXIONIN

Damos esperanzas a tu calidad de vida.

- ✓ Asegura una mejor calidad de vida.
- ✓ Facilita la neurotransmisión colinérgica por ralentización de la degradación de acetilcolina liberada por neuronas colinérgicas funcionalmente intactas.

AXIONIN

Damos esperanzas a tu calidad de vida.

# AXIONIN

## Damos esperanzas a tu calidad de vida

# be International

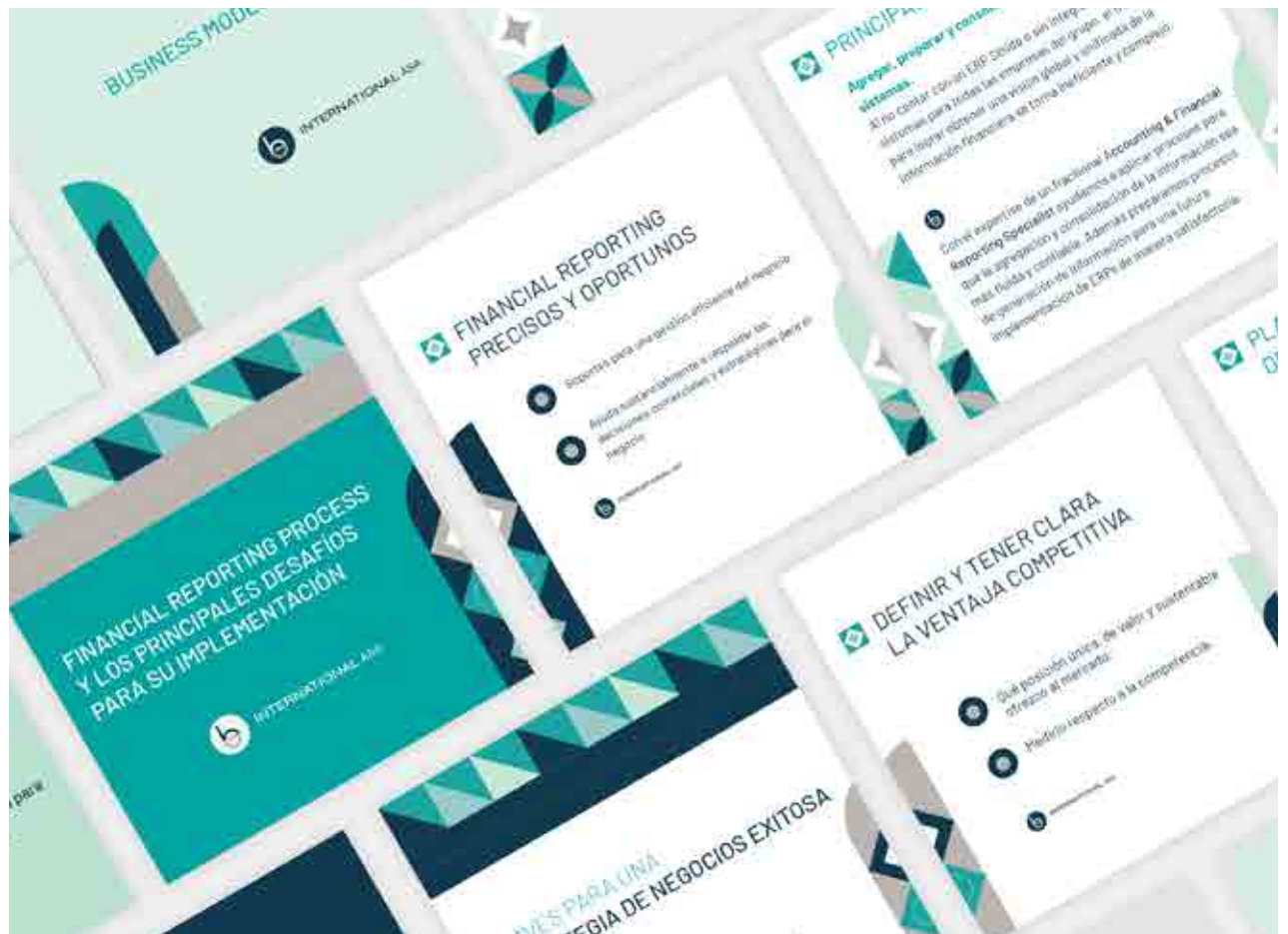
**CLIENT:** Be International

**ROLE:** Visual designer

**TYPE:** Branding / Digital

**LANGUAGE:** English and Spanish

**YEAR:** 2022 / 2023







## CONTACT

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fernanda@cerezo.ar

## SOCIAL

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LinkedIn: [maria-fernanda-cerezo-brand-strategist](#)