



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

Is a high-tech skincare brand combining dermatologist-approved formulas with advanced Korean hydrogel mask technology.

The Approach

I developed the art direction to balance clinical credibility with a modern, lifestyle-driven aesthetic. The visual language emphasizes the product experience through clean compositions, bold typography, tactile imagery, and a contemporary editorial feel.

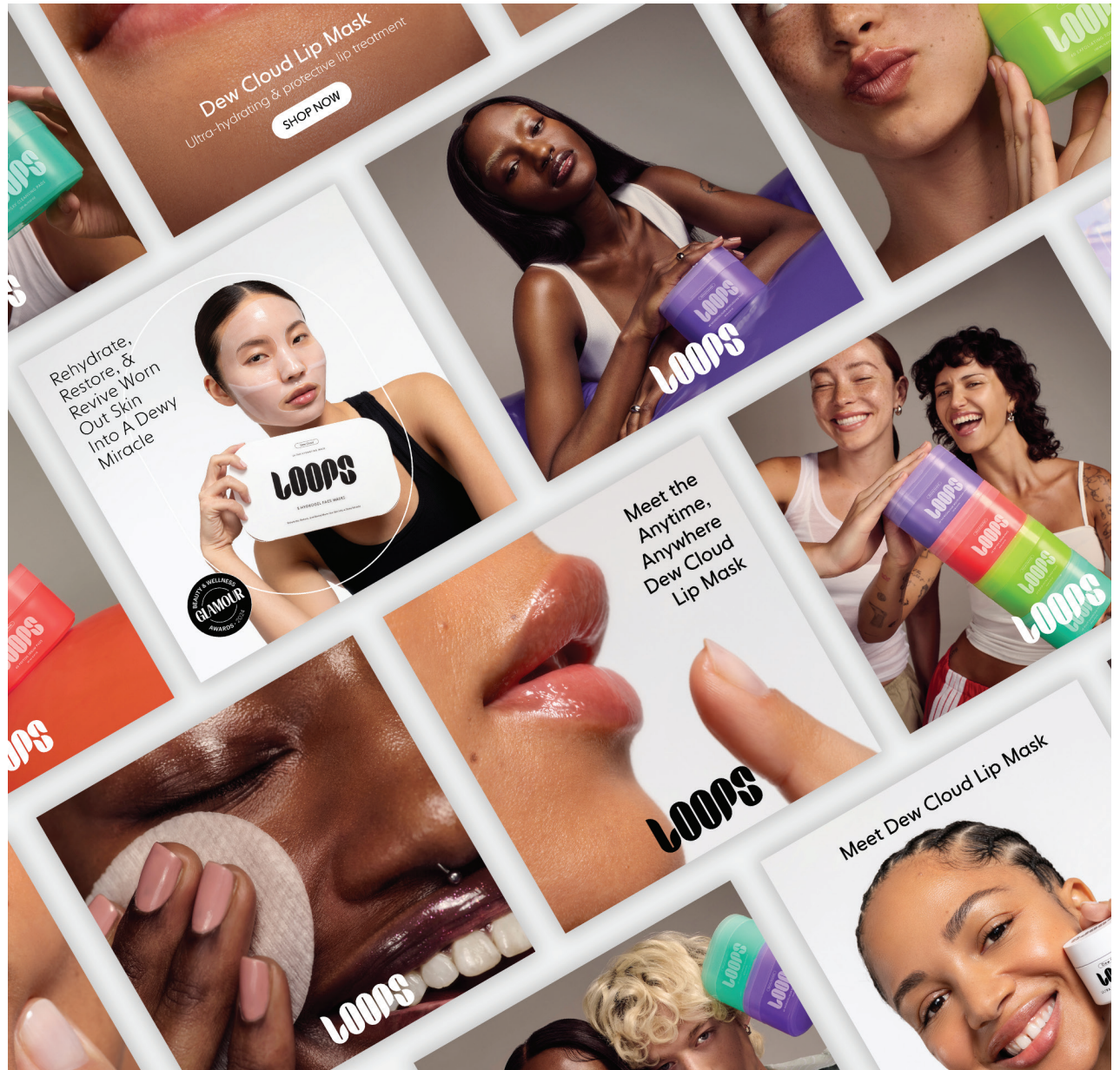
The assets were designed to translate seamlessly across digital campaigns, e-commerce, social media, and product communications, creating a cohesive and recognizable brand experience.

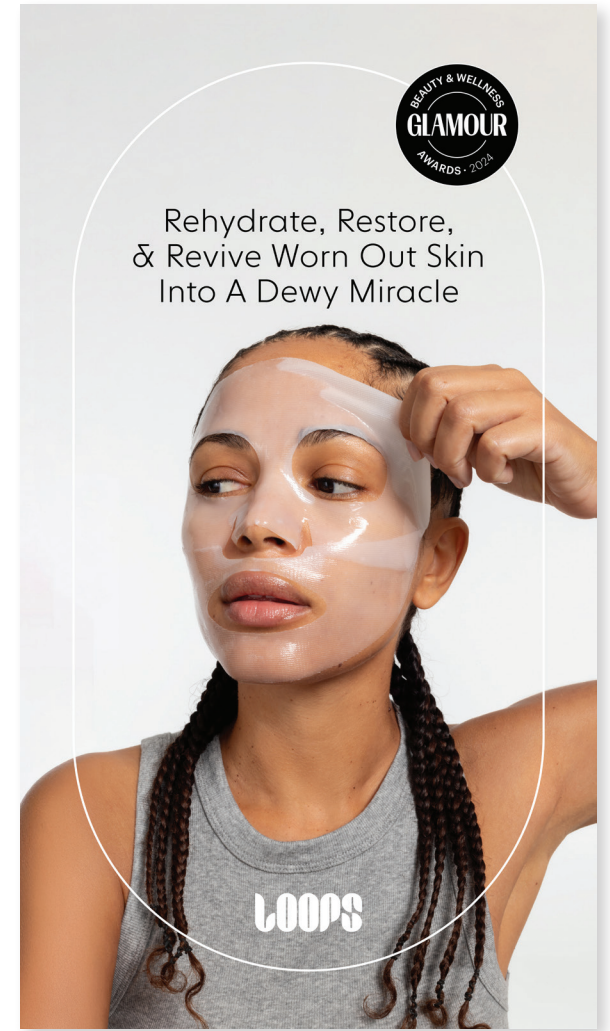
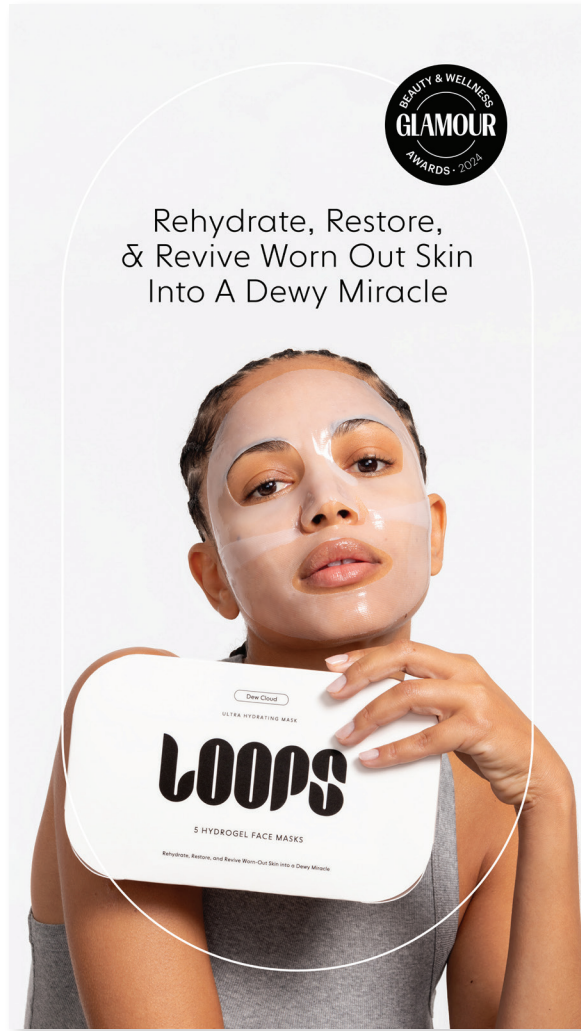
CLIENT: Loops Beauty

ROLE: Art Director / Visual designer

TYPE: Branding / Digital

LANGUAGE: English









Dew Cloud Lip Mask
Ultra-hydrating & protective lip treatment

SHOP NOW

LOOPS



Dew Cloud Lip Mask
Ultra-hydrating & protective lip treatment

SHOP NOW

LOOPS



Dew Cloud Lip Mask
Ultra-hydrating & protective lip treatment

SHOP NOW

LOOPS

Lucyd

Is a modern eyewear brand combining innovative technology with contemporary design, creating stylish frames for a connected lifestyle.

The Approach

Led the design and production of Lucyd's visual campaign, translating the brand's combination of prescription eyewear and smart technology into a cohesive visual system. Developed campaign graphics, layouts, digital assets, and marketing materials across multiple formats, ensuring strong visual consistency, typography, hierarchy, and production quality. Managed designs from concept through final production, adapting creative for different digital touchpoints while maintaining brand standards and a polished, consumer-focused aesthetic.

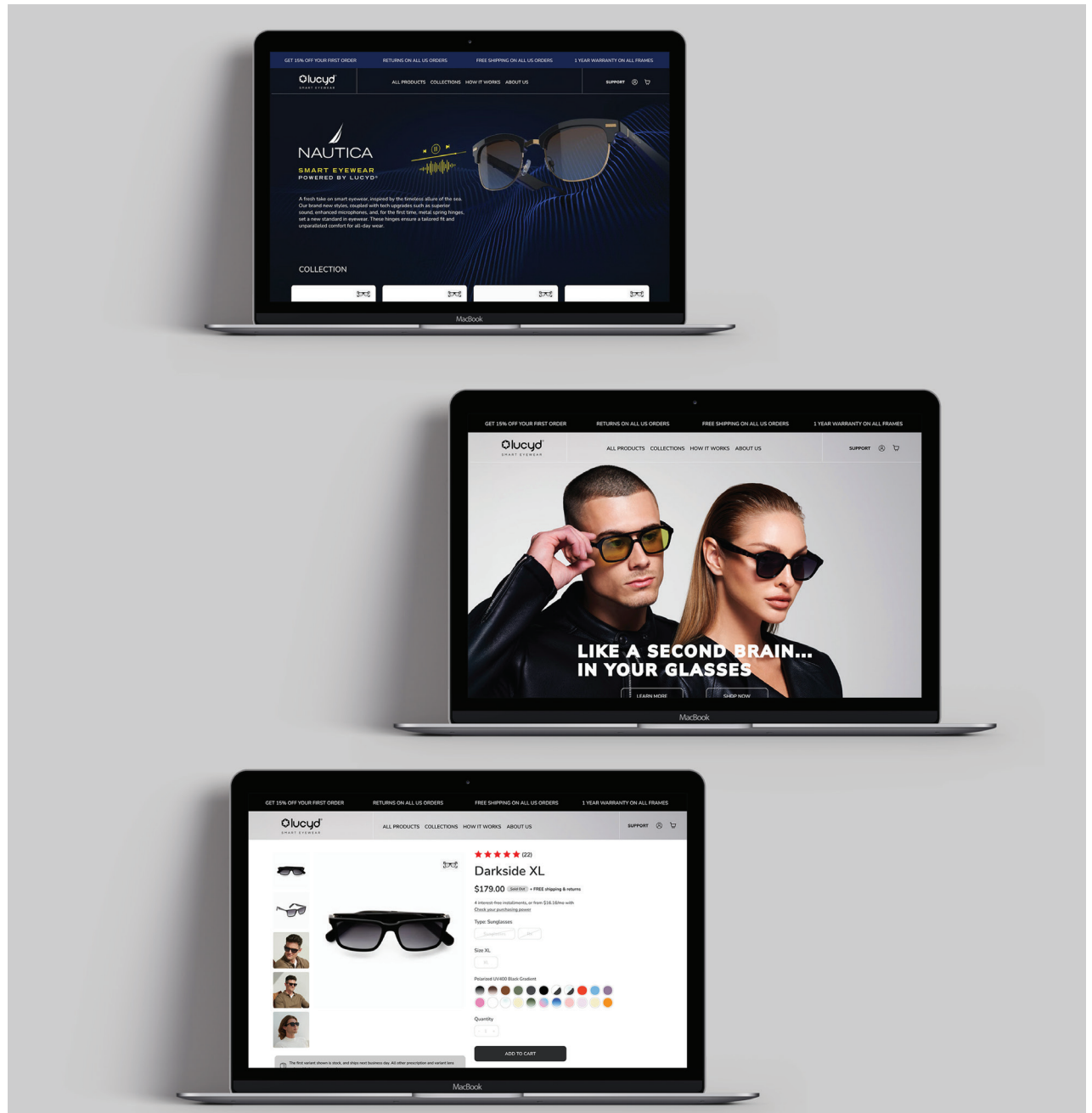
Technology meets beauty, designed around the moments that matter.

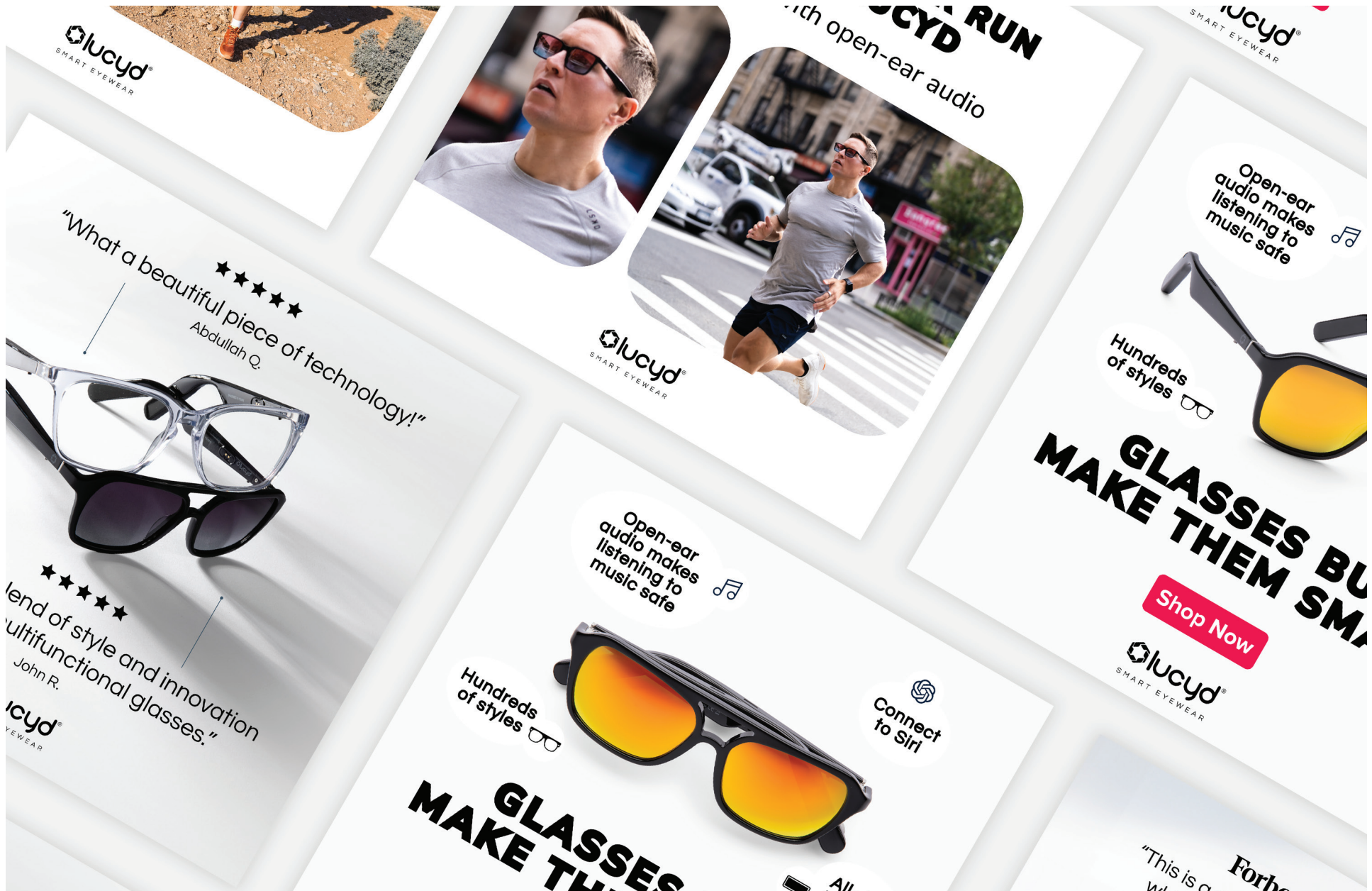
CLIENT: Lucyd Eyewear

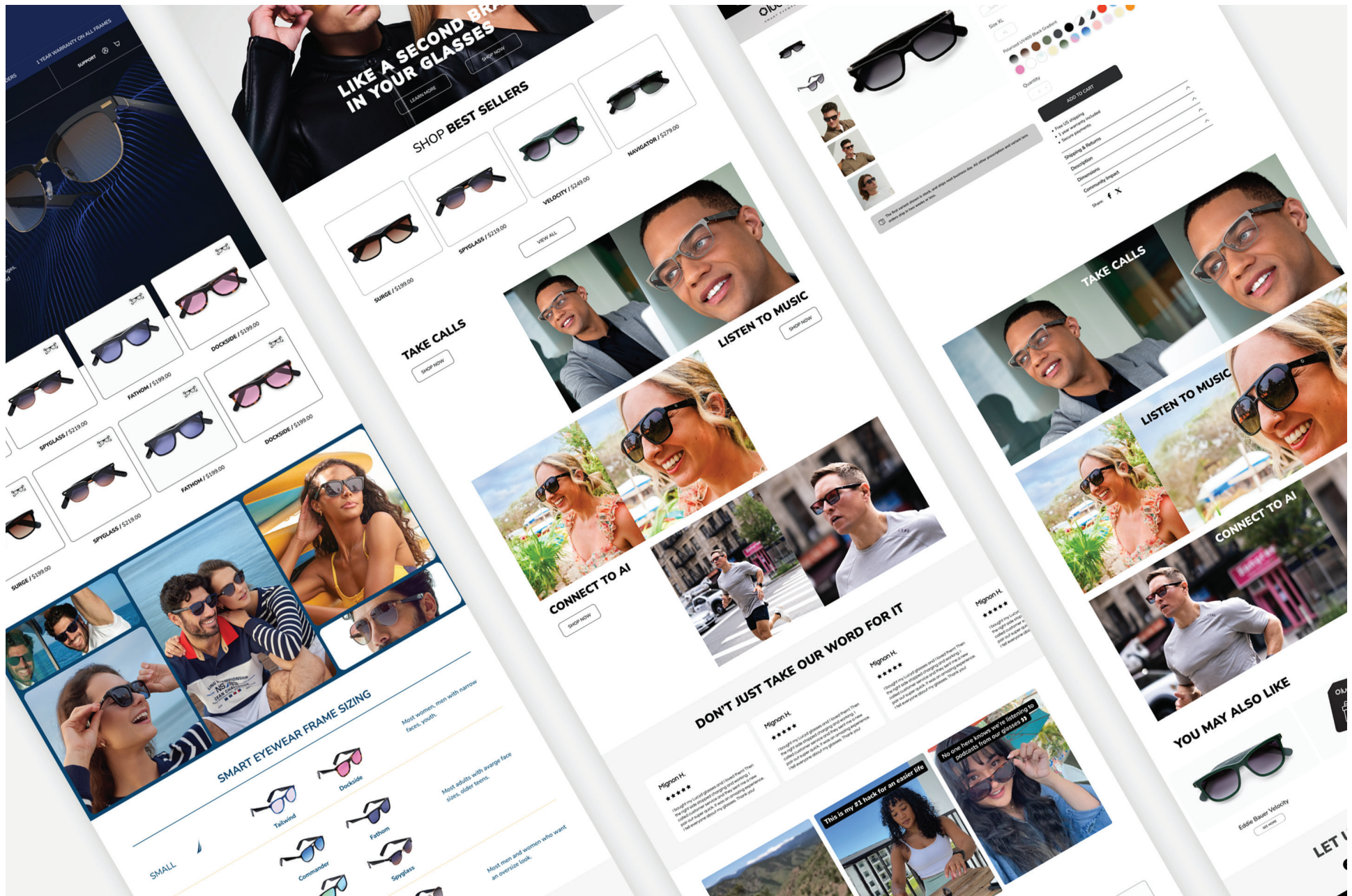
ROLE: Visual designer

TYPE: Branding / Digital

LANGUAGE: English







Bauer

Is a leading hockey brand known for high-performance equipment and gear. The campaign translated its performance-driven identity into bold, conversion-focused digital creative.

The Approach

Led the creative development of a multi-channel Black Friday campaign focused on increasing ROAS by 20% and driving brand engagement during a highly competitive retail period. I combined performance-driven design, strategic storytelling, and audience insights across paid social, email, landing pages, and digital advertising.

CLIENT: Bauer

ROLE: Visual designer

TYPE: Branding / Digital

LANGUAGE: English





25% OFF*
NEXUS SYNC

NEXUS SYNC / **BAUER**

*While supplies last. All current BAUER mapped products excluded.



ER-SPINE

ADVANCED FEEL

LIGHTWEIGHT

25% OFF* NEXUS SYNC

NEXUS SYNC / **BAUER**

*While supplies last. All current BAUER mapped products excluded.



25% OFF*
NEXUS SYNC

NEXUS SYNC / **BAUER**

*While supplies last. All current BAUER mapped products excluded.



Ambito Pinturerias

Is a paint and home-improvement retailer offering a wide range of paints, coatings, tools, and complementary products for residential, commercial, and professional projects. The brand combines product expertise with practical solutions to help customers transform, protect, and enhance their spaces.

The Approach

Developed digital campaigns, email marketing, A/B testing, and digital assets across multiple channels, using performance insights to optimize creative effectiveness. Ensured brand consistency across all assets and customer touchpoints, from email and social media to digital campaigns and marketing communications.

CLIENT: Ambito Pinturerias

ROLE: Visual designer

TYPE: Branding / Digital

LANGUAGE: Spanish



¿Necesitás ayuda para renovar tus espacios?

¡CONOCÉ TODO LO QUE OFRECEMOS!

MÁS DE 8.000 COLORES para que sigas las últimas tendencias de decoración.

TÉCNICAS Y ACABADOS Te asesoramos sobre las técnicas de pintura y acabados para darle un toque distinto a tus espacios.

PRESUPUESTOS DETALLADOS Te brindamos un presupuesto claro y detallado para que puedas planificar tu proyecto sin sorpresas.

¿CÓMO FUNCIONA?

- 1. COMUNICÁNOS** vía llamada o mensaje con nuestros asesores.
- 2. SEGUIMIENTO CONTINUO** Te acompañamos durante todo el proceso.

COMUNICARME CON UN ASESOR

CONSTRUCCIÓN EN SECO

¿Sabés que es?

La construcción en seco es un sistema de edificación que permite realizar cualquier tipo de construcción con elementos prefabricados sin el uso de mezclas húmedas, en plazos más cortos y que se fijan con anclajes mecánicos o químicos.

(Mira TODAS las opciones que tenemos para VOS!)

CONSEGUIAS CON HASTA 30% OFF

INTERIOR	EXTERIOR
SOLERA 35 cm x 2,4 m x 10 mm \$4.057,73 \$2.840,41 COMPRAR	MASILLA DURLOCK EN POLVO PARA PLACAS DE YESO 10 kg \$27.074,58 \$18.952,21 COMPRAR
PLACA DURLOCK ACUSTICA 120x240 m 12,5 mm \$20.569,65 \$20.007,16 COMPRAR	PLACA DURLOCK ESTANDAR 12,5 mm reforzada 120 x 2,40 m \$23.818,07 \$16.672,65 COMPRAR
PLACA DURLOCK ESTANDAR 120 x 2,40 m 9,5mm \$21.597,50 \$15.118,25 COMPRAR	PLACA SUPERBOARD EXTERIOR RECTO 1,2 m x 2,4 m x 10 mm \$84.241,29 \$65.968,97 COMPRAR

Aprovechá y renová cualquier producto CFTOI o BRIKOL con un:

35% OFF + 3 Cuotas SIN INTERÉS

\$10 MIL PESOS

de COMITACIÓN en el chevo

o ENVÍO GRATIS

PINTURA PARA MADERA CETOL SATINADO AL AGUARRAS

30% OFF
\$169.591,92
COMPRAR

DURACIÓN EXTREMA BALANCE SATINADO

30% OFF
\$15.925,38
COMPRAR

IMPREGNANTE PARA DECK SATINADO AL AGUA CETOL

30% OFF
\$61.209,38
COMPRAR

ámbito

¡EMPEZÓ!

SEMANA! PARA PINTAR

DEL 8 AL 15
DE ABRIL

6 CUOTAS SIN INTERÉS

+35% de Descuento

*no incluye Construcción en Seco.

Consiguió tus **MARCAS FAVORITAS** al **MEJOR PRECIO**

¡No te lo Pierdas!

Nos acompañan...

Alba **Cetol** **Tersuave**

Y Muchas más!...

Promoción válida desde el 08/04/2024 hasta el 15/04/2024 (ver fechas). Consultar bases y condiciones en <https://www.pintureriasambito.com/>

COMBOS
LISTOS

Todo lo que necesitás en un
SOLO CLICK

ELEGÍ
TU COMBO IDEAL

ámbito

Protección para terrazas y balcones

Impermeabilización con
los mejores productos

Supercapa
Membrana Impermea
Tersuave

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!

The Approach

Led the brand transformation and strategic development of Forecasteam, an AI-powered predictive analytics platform. Developed the brand name, positioning, messaging, and visual direction, translating complex data and machine-learning technology into a clear and compelling business proposition. Built the brand system and marketing assets across digital touchpoints, establishing a consistent identity that positioned Forecasteam as a strategic business intelligence solution.

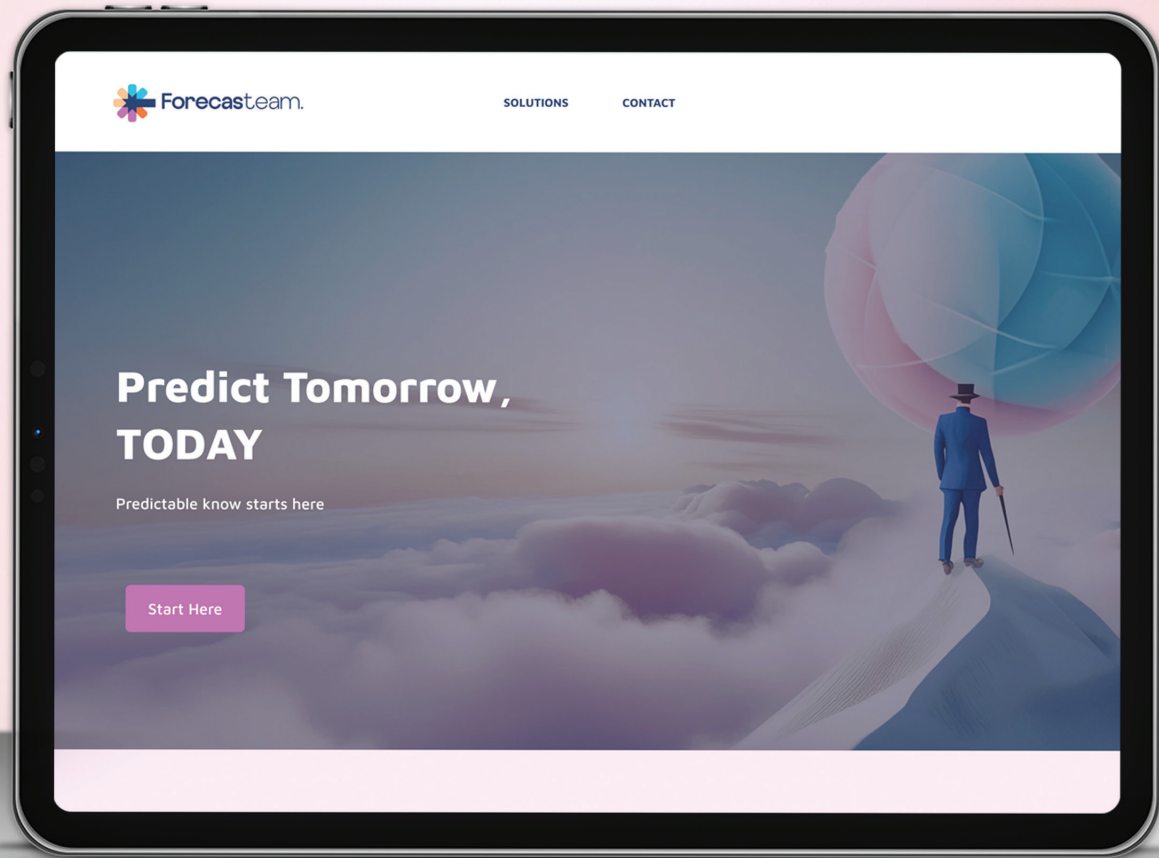
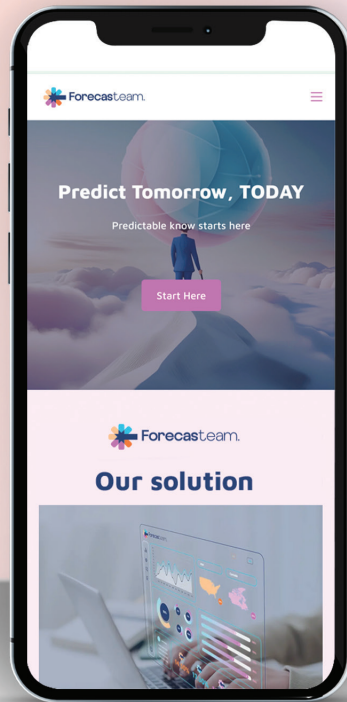
CLIENT: Forecasteam

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



DefaultH



over



Pressed



Disabled





We Plan

Is a financial planning and insurance brand built around the idea of taking control of the future through informed decisions. The visual identity uses the tree as a symbol of growth, stability, protection, and prosperity, reflecting the brand's purpose of helping people build a secure foundation while planning for what comes next

The Approach

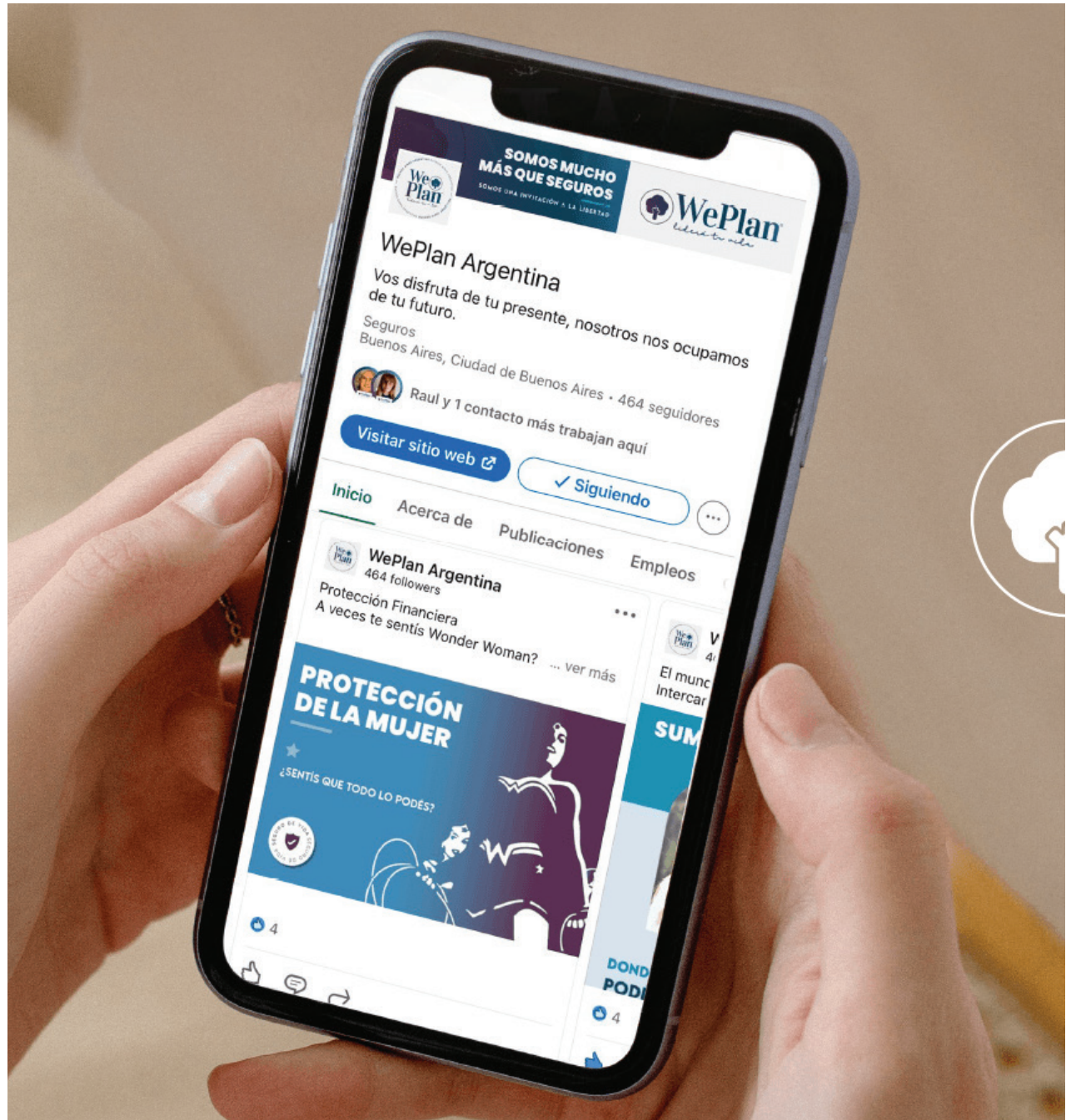
Led the development and application of WePlan's visual identity, translating its positioning around financial planning, protection, and growth into a cohesive brand system. Developed marketing campaigns and visual assets across digital and print, including social media, presentations, marketing communications, and branded materials. Managed projects from concept through production, ensuring consistency, clarity, and strong visual hierarchy across every touchpoint.

CLIENT: WePlan

ROLE: Visual designer

TYPE: Branding / Digital / Web

LANGUAGE: Spanish









Aquayar

Specializes in premium continuous cementitious marble coatings for swimming pools, combining a modern aesthetic with durability and long-lasting performance. The brand focuses on delivering exclusive, refined finishes for high-end residential and commercial pool environments.

The Approach

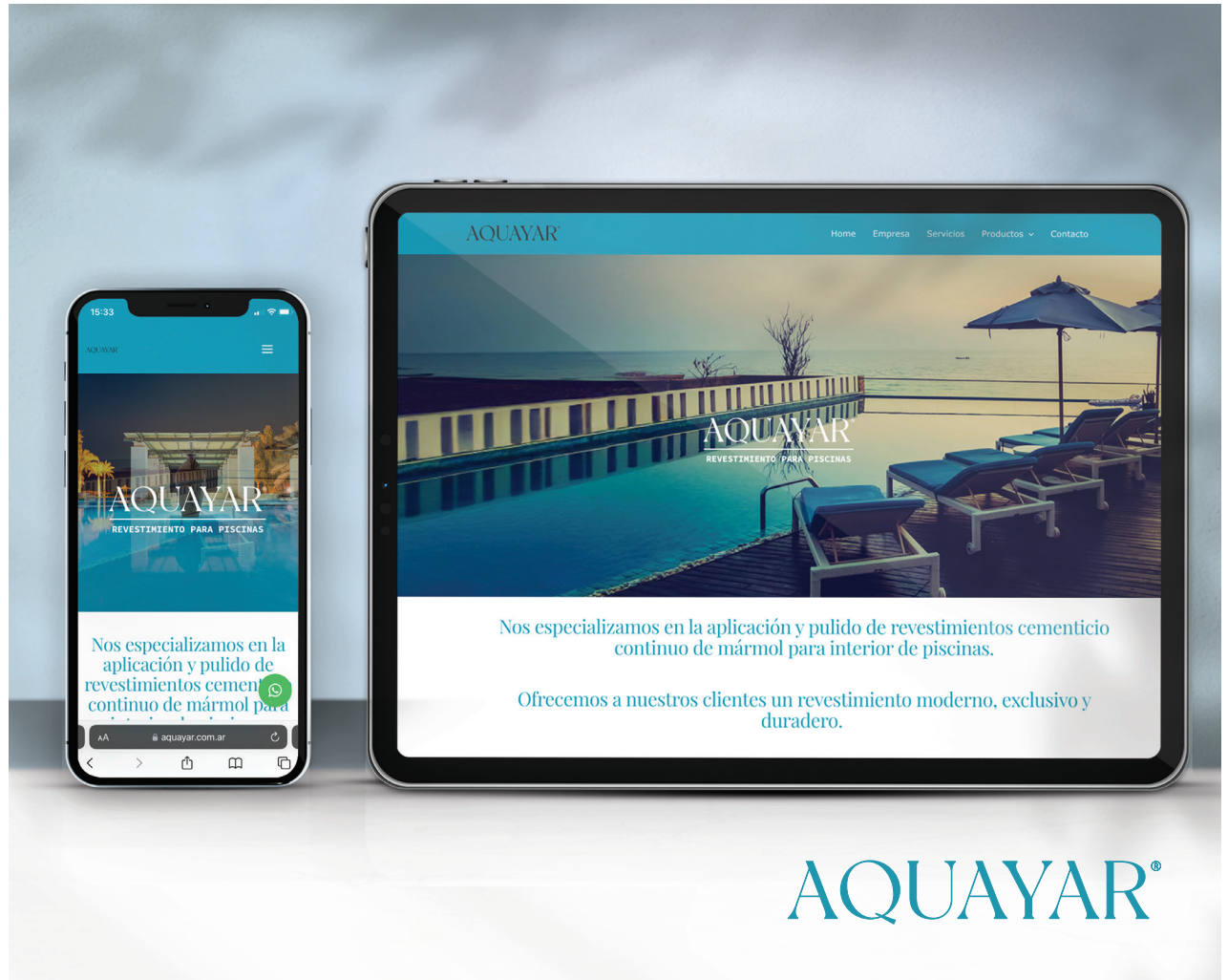
Led naming, branding, and digital design across web, social media, email, advertising, presentations, and marketing campaigns. Developed visual concepts and scalable brand systems, managing projects from concept through production while ensuring consistency, strong visual communication, and high-quality execution across digital touchpoints.

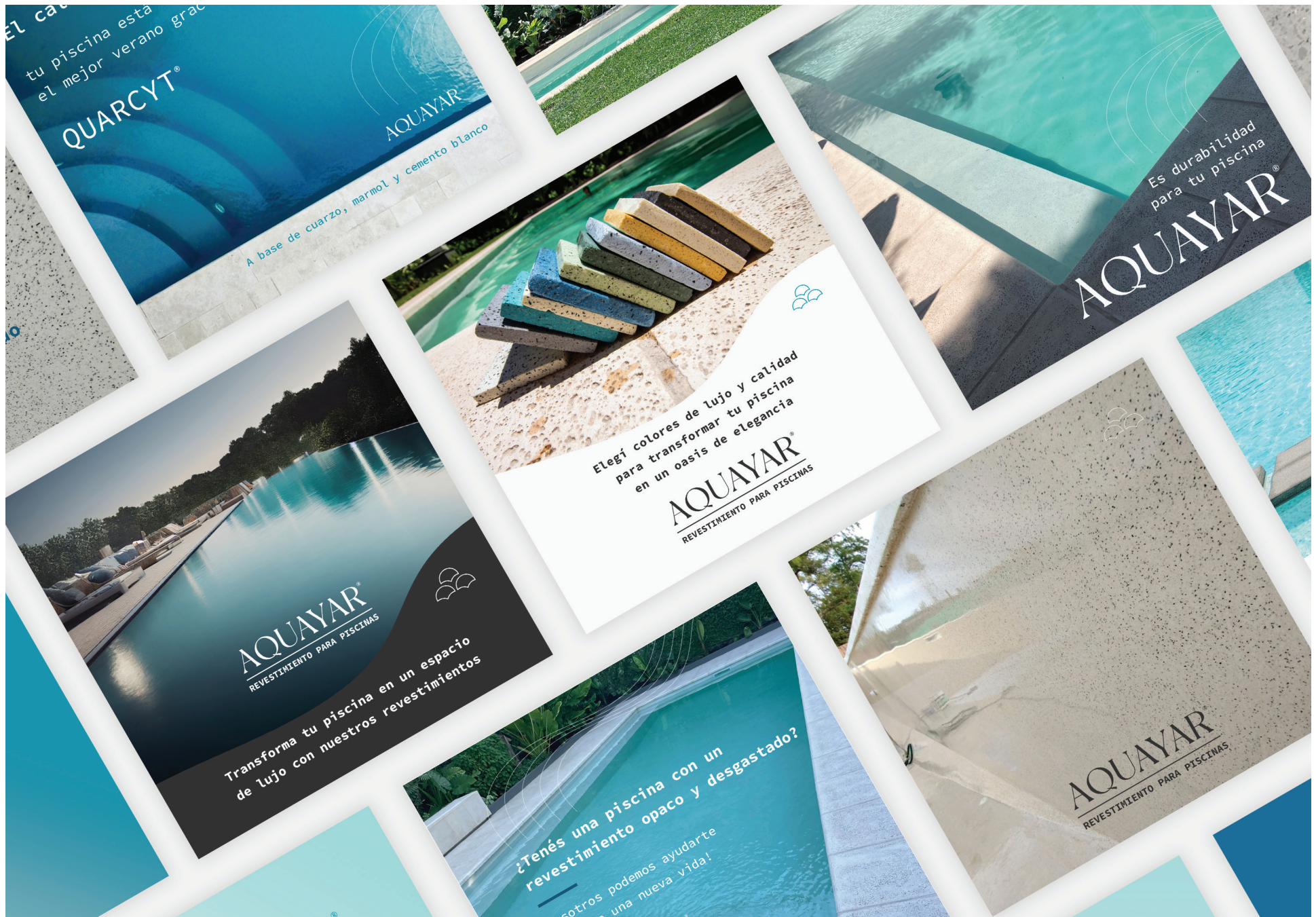
CLIENT: Aquayar S.A.

ROLE: Visual designer

TYPE: Branding / Web / Digital

LANGUAGE: Spanish

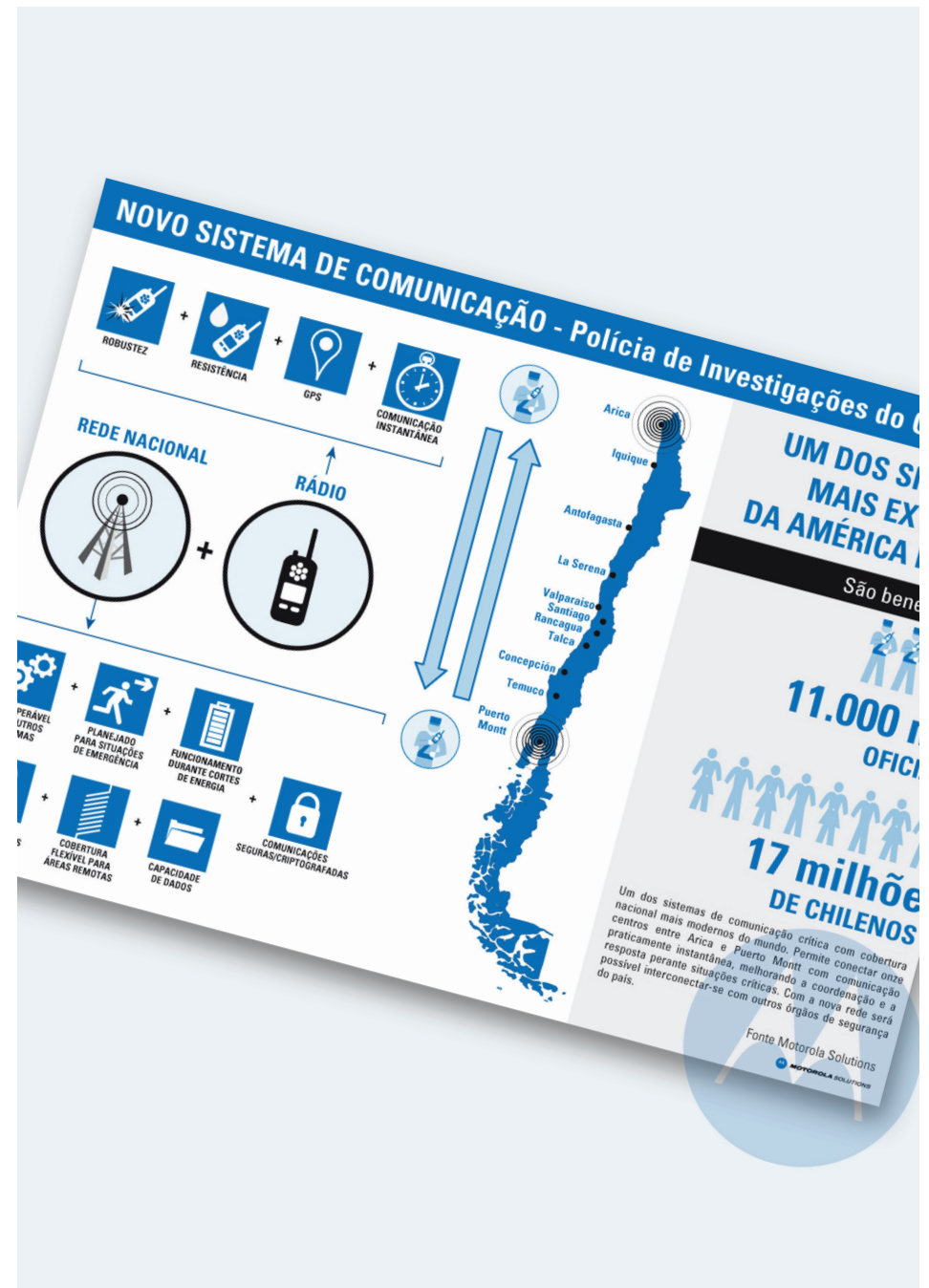
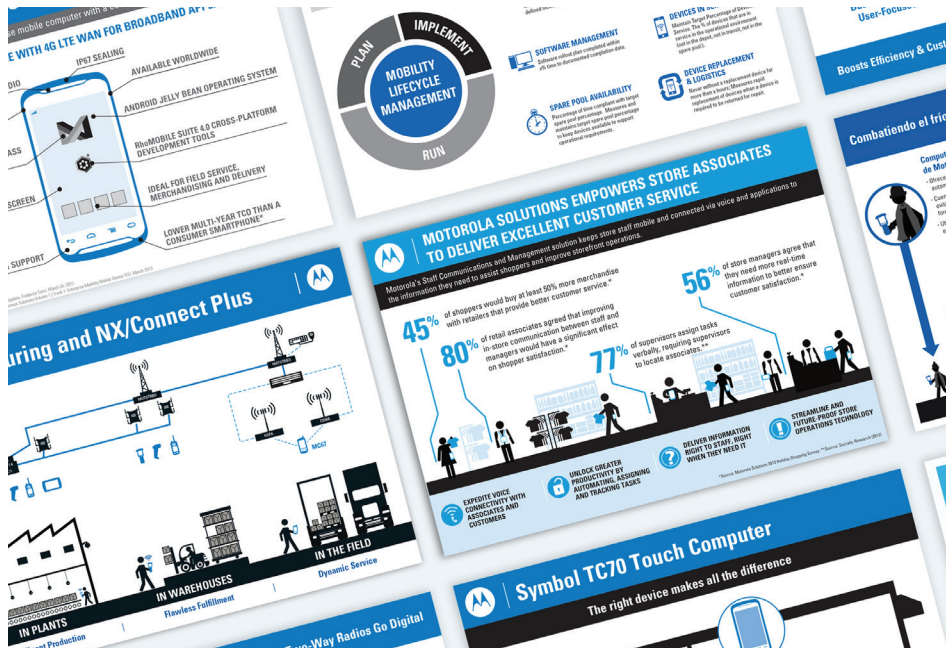




AQUAYAR®



Print Institutional Materials





PRINT INSTITUTIONAL MATERIALS



MOTOROLA - BROSHURE

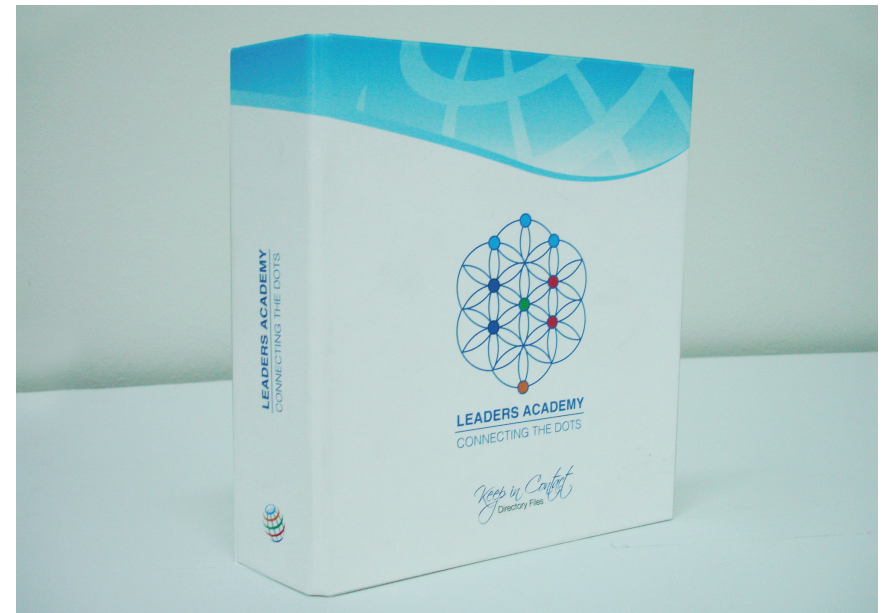


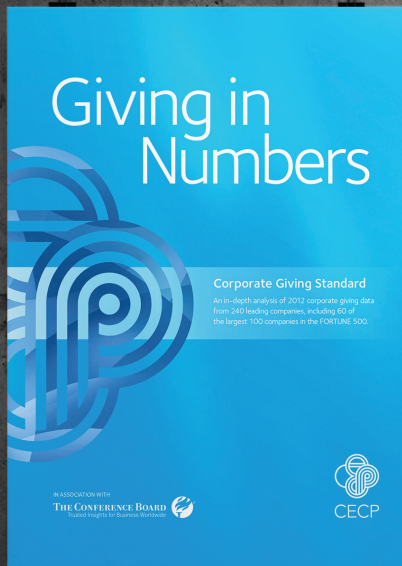


PRINT INSTITUTIONAL MATERIALS



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).



Damos esperanzas a tu calidad de vida



Damos esperanzas a tu calidad de vida



Damos esperanzas a tu calidad de vida

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





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