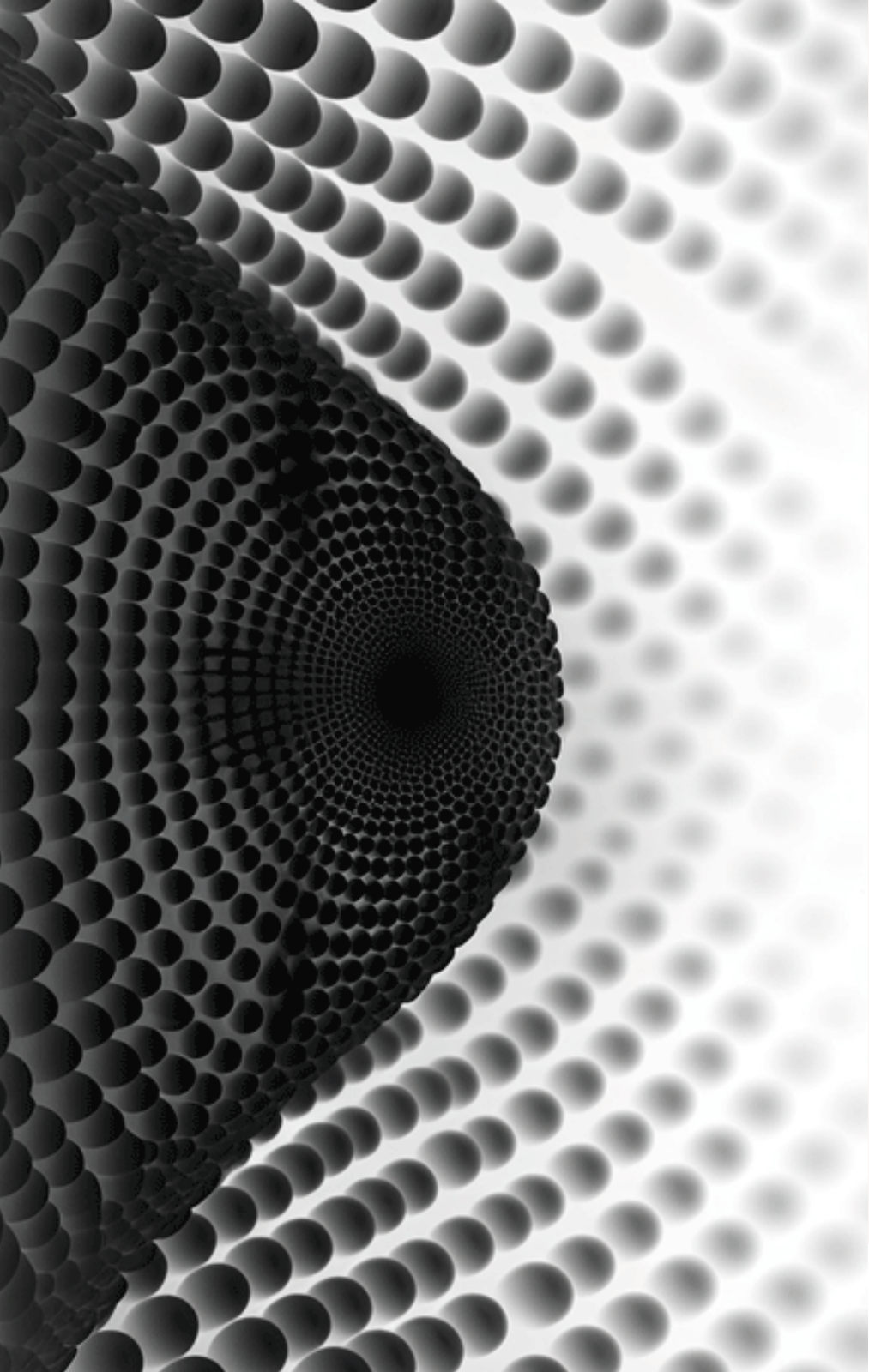




U-DISEÑO Portfolio



Héctor Aldebrando Ungurean is a Visual Communication Designer (UNLP) and holds a Master's degree in Typeface Design (UBA). He specializes in corporate identity, editorial design, signage, and typography. He has been teaching at UNLP since 2000 and currently holds the Chair of Typography at UCALP.

His professional career has been recognized with several awards, including the Argentine Seal of Good Design (2019). He has worked on research, outreach, and consulting projects for public institutions, consolidating a practice focused on design as a strategic communication tool. He currently directs the u-diseño studio.



Lisa Graciela Altamore is a Visual Communication Designer (UNLP) and a researcher specializing in bookbinding.

She currently coordinates projects at the u-diseño studio and provides technical assistance in digitalization, promoting initiatives that link design with innovation and accessibility.



María Victoria Ungurean Altamore is a student of Visual Communication Design (UNLP). She collaborates with u-diseño, drawing on her experience in the areas of illustration, digital media, typography, and photography.



Franco Ungurean is an advanced student in the Bachelor of Audiovisual Arts (UNLP). He collaborates with u-diseño on audiovisual projects as a cameraman and director.



BRANDS

2024 | Alcorta Group

**Naming development, brand
design, and labeling for a family
of products**

**WIN
LAV**

**WIN
LAV**

**WIN
LAV**

**WIN
LAV**

**WIN
LAV**

BRAND FOR LINES OF PRODUCTS FOR DOMESTIC CLEANING



BRANDS

2024 | Alcorta Group



Winlav
Graphic system
Line of household cleaners

2023 | Faculty of Architecture and Urban Planning, UNLP

Naming study* and graphic brand design

Graphic brand / Color version



Graphic Branding / Social Media



* Naming is the study carried out to find the best name for a brand, in this case, it is a brand for a project.

LINK Website



WEB & SOCIAL MEDIA

2023 | Faculty of Architecture and Urban Planning, UNLP

Web design for project



LINK Website



EDITORIAL

2023 | Faculty of Architecture and Urban Planning, UNLP

Manual system design



LINK Manuals

MANUALS FOR SELF-CONSTRUCTION



AUDIOVISUAL

2023 | Faculty of Architecture and Urban Planning, UNLP

Audiovisuals to disseminate the project

- LINK [Alternative Thermal Insulation](#)
- LINK [Solar Heater](#)
- LINK [Sanitary Module](#)
- LINK [Modular Housing Solution](#)
- LINK [Domiciliary Effluent Treatment](#)
- LINK [Sanitary Partition](#)



PROMOTIONAL VIDEOS

2019 | Typographic project

Typographic program for public transport in La Plata

It consists of the design of a typographic family composed of three variables for exclusive use in signage.



- ★ Argentine Seal of Good Design ([LINK](#))
- ★ Pize INNDESA - INTI





- ★ Argentine Seal of Good Design ([LINK](#))
- ★ Pize INNDESA - INTI



2019 | Typographic project



- ★ Argentine Seal of Good Design ([LINK](#))
- ★ Pize INNDESA - INTI



BRANDS

2019 | Econor S. A.

**Naming development, graphic
brand design, and labeling system
for a family of products**



BRAND CLEANING PRODUCT LINES



BRANDS

2018 | Econor S. A.



SHAMPY

Graphic system

Liquid soap line

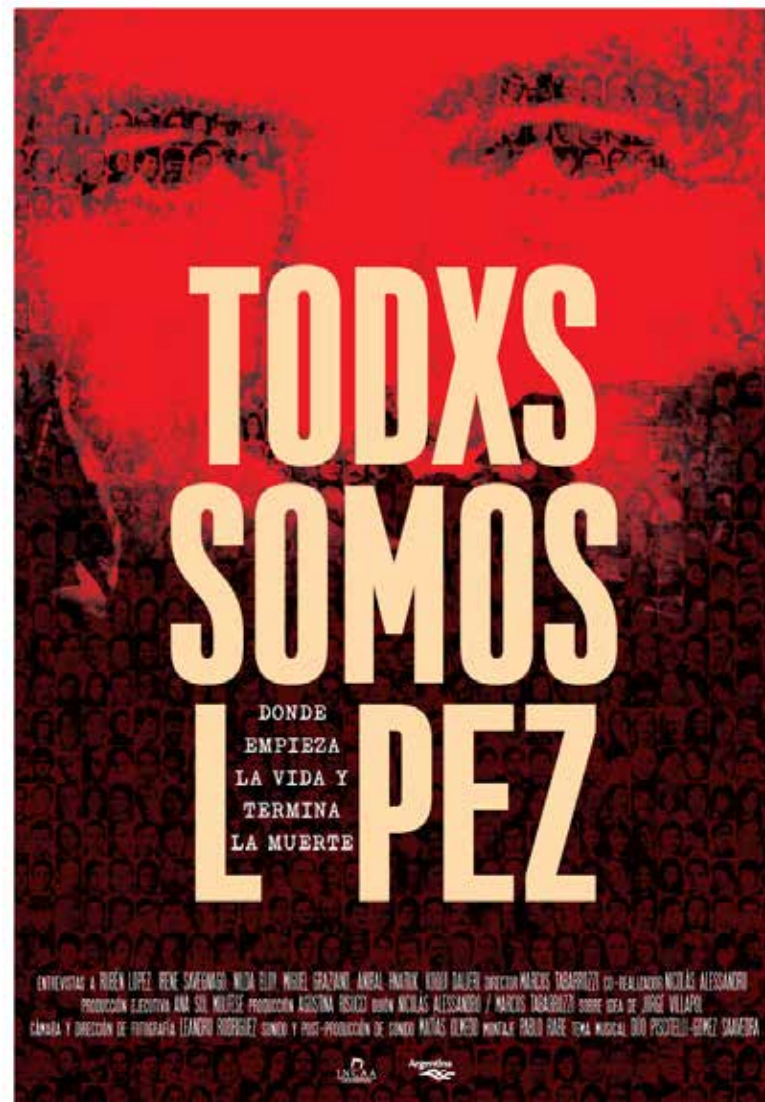


MOVIE CREDITS

2018 | Documentary film

Design of film credits, promotional poster, identity typography design, and social media ads

LINK Movie
LINK Post Avant Premiere
LINK Stories



MOVIE POSTER



TYPOGRAPHY

2018 | Documentary film

TSL Extra-Condensed Demi-Bold

ABCDEFGH abcdefg 0123456789

TSL Extra-Condensed Thin

ABCDEFGH abcdefg 0123456789

TSL Regular

ABCDEFGH abcdefg 0123456789

TSL Extra Bold

ABCDEFGH 0123456789

Study and design of visual identification for sporting events and applications





BRANDING

2018 | International Tennis Tournament



ID CARD / PIN / LANYARD



BRANDING

2018 | International Tennis Tournament



PROMOTIONAL POSTER



BRANDING

2018 | International Tennis Tournament



PROMOTIONAL T-SHIRTS



WEB & SOCIAL MEDIA

2018 | International Tennis Tournament



LINK Stories 1

LINK Stories 2

LINK Post

PROMOTION ON SOCIAL NETWORKS



BRANDS

2016 | Econor S. A.

Naming development, brand design, and labeling for a family of products



BRAND FOR LINES OF PRODUCTS FOR DOMESTIC CLEANING



BRANDS

2016 | Econor S. A.



GLINT
Graphic system
Line of household cleaners



BRANDS

2016 | Econor S. A.



GLINT

Graphic system

Line of household cleaners



BRANDS

2016 | Econor S. A.



GLINT

Graphic system

Line of economical cleaners



BRANDS

2016 | Econor S. A.



GLINT
Graphic system
Special-purpose cleaner line



BRANDS

2016 | Econor S. A.

The image displays a three-page product catalog for Glint Institutional Cleaners. The left page features a large green background with the Glint logo and the text "LIMPIADORES INSTITUCIONALES". The middle and right pages are white with green accents and feature images of various Glint product bottles. The middle page lists four products: Glint Limpiadores Concentrados Plus, Glint Limpiadores, Glint Desinfectante, and Glint Desinfectante. The right page lists three products: Glint Desinfectante, Glint Desinfectante, and Glint Desinfectante. Each product is accompanied by a brief description in Spanish.

NUEVO

Glint

LIMPIADORES INSTITUCIONALES

GLINT LIMPIADORES CONCENTRADOS PLUS
La familia Glint Plus ofrece una amplia gama de productos para la limpieza institucional, diseñados para eliminar manchas, olores y suciedad. Estos productos son ideales para uso en hospitales, escuelas, oficinas y otros entornos institucionales. Glint Plus ofrece una amplia gama de productos para la limpieza institucional, diseñados para eliminar manchas, olores y suciedad. Estos productos son ideales para uso en hospitales, escuelas, oficinas y otros entornos institucionales.

GLINT LIMPIADORES
Glint ofrece una amplia gama de productos para la limpieza institucional, diseñados para eliminar manchas, olores y suciedad. Estos productos son ideales para uso en hospitales, escuelas, oficinas y otros entornos institucionales. Glint ofrece una amplia gama de productos para la limpieza institucional, diseñados para eliminar manchas, olores y suciedad. Estos productos son ideales para uso en hospitales, escuelas, oficinas y otros entornos institucionales.

GLINT DESINFECTANTE
Glint ofrece una amplia gama de productos para la limpieza institucional, diseñados para eliminar manchas, olores y suciedad. Estos productos son ideales para uso en hospitales, escuelas, oficinas y otros entornos institucionales. Glint ofrece una amplia gama de productos para la limpieza institucional, diseñados para eliminar manchas, olores y suciedad. Estos productos son ideales para uso en hospitales, escuelas, oficinas y otros entornos institucionales.

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GLINT
Product catalog



BRANDING

2014 | ECONOR S. A.

Strategic positioning and brand identity optimization for a professional cleaning chemical factory



VISUAL IDENTITY
ECONOR S. A.



BRANDING

2014 | ECONOR S. A.



COMMERCIAL STATIONERY
ECONOR S. A.



BRANDING

2014 | ECONOR S. A.

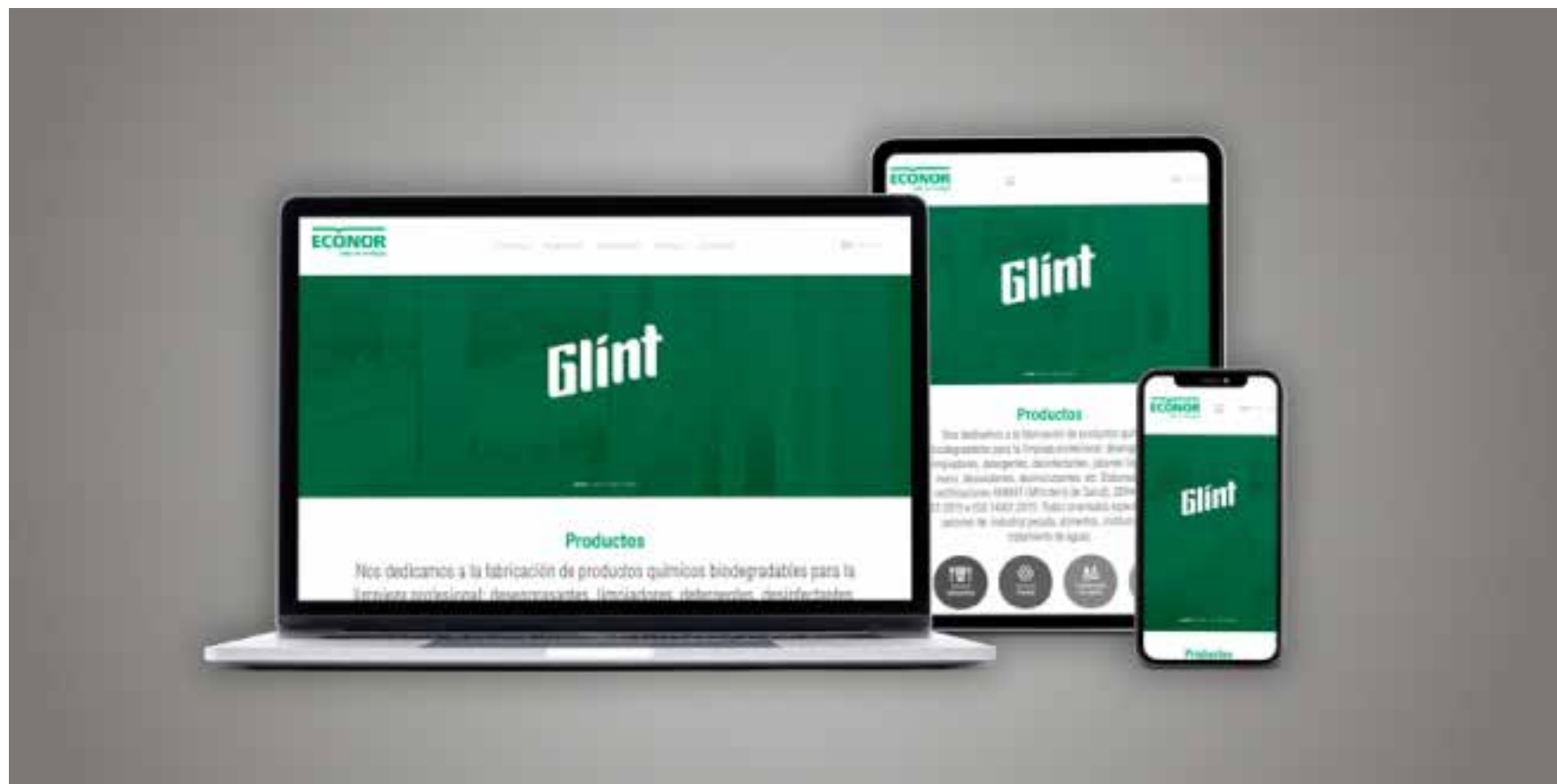


BRAND APPLICATIONS
ECONOR S. A.



BRANDING

2014 | ECONOR S. A.



LINK www.econorsa.com.ar

WEBSITE
ECONOR S. A.



WEB & SOCIAL MEDIA

2014 | ECONOR S. A.

Social media videos made during the Covid-19 pandemic

- LINK Shoe disinfection
- LINK Carpet disinfection
- LINK Bag disinfection
- LINK Exercise table disinfection
- LINK Gym equipment disinfection
- LINK Handrail disinfection
- LINK Elevator button disinfection
- LINK Door handle disinfection
- LINK Utensil disinfection
- LINK Tool disinfection
- LINK Chair disinfection
- LINK Floor disinfection
- LINK Keyboard disinfection
- LINK Desk disinfection
- LINK Tire disinfection
- LINK Vehicle interior disinfection



WHATSAPP STORIES

2011 | BRIPAM

Institutional visual identity for an international organization linked to Mercosur



BRIPAM

**BLOQUE REGIONAL DE INTENDENTES,
PREFEITOS Y ALCALDES DEL MERCOSUR**



BRANDS

2011 | BRIPAM



FOUNDING ACT



BRANDS

2011 | BRIPAM



MAGAZINE APPLICATION

2010/11/12 | Telephone directory of the town of Merlo, San Luis

Design and production of three editions of the telephone directory with interactive DVD



★ FePI Mention 2010
Efficient Communication

Format: 20 x 28 cm, closed
272 pages + covers
Four-color covers and interior
Offset printing



EDITORIAL

2010/11/12 | Telephone directory of the town of Merlo, San Luis



★ FePI Mention 2010
Efficient Communication

Format: 20 x 28 cm, closed
272 pages + covers
Four-color covers and interior
Offset printing

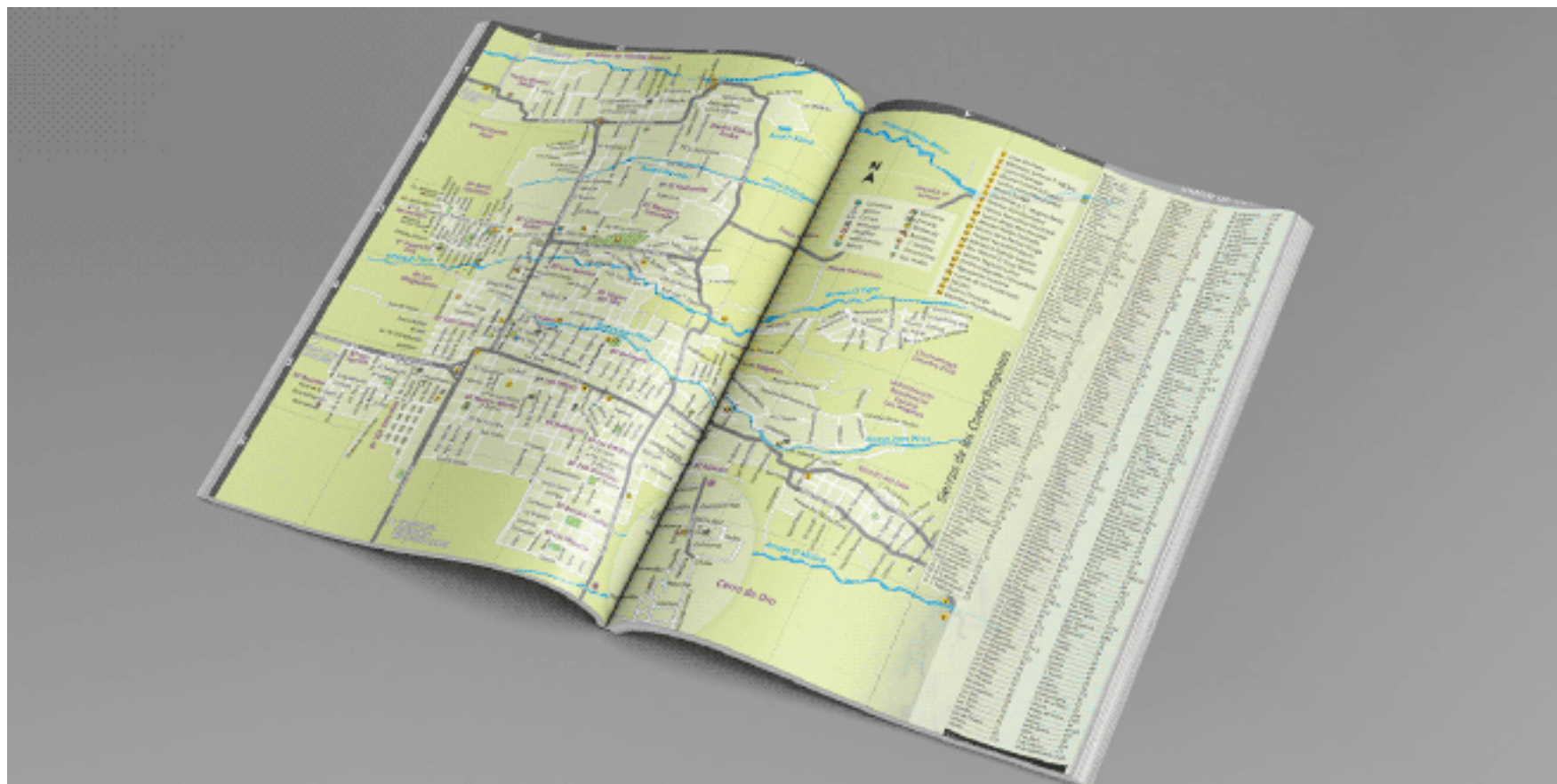
2010/11/12 | Telephone directory of the town of Merlo, San Luis



FePI Mention 2010
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272 pages + covers
Four-color covers and interior
Offset printing

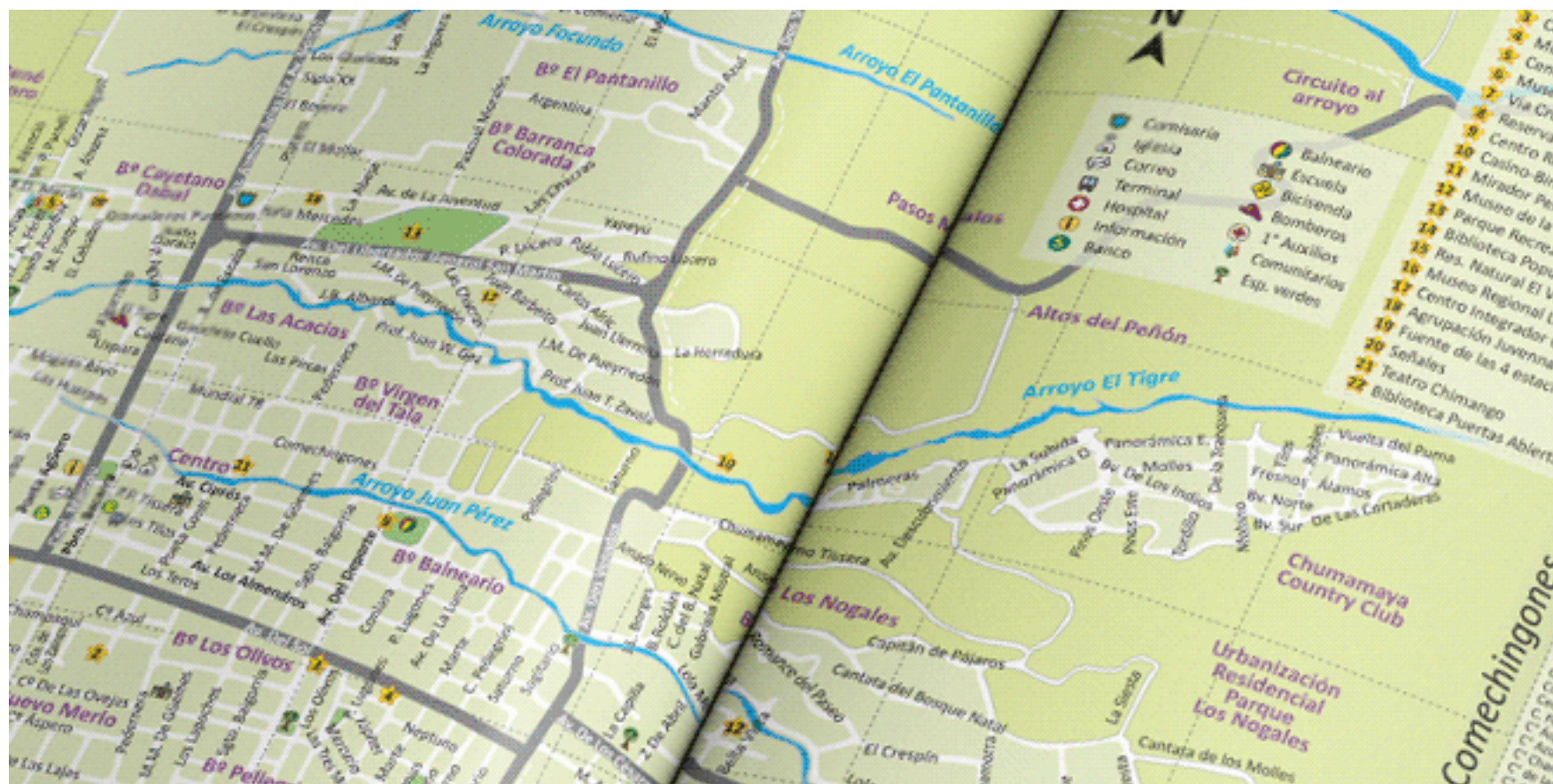
2010/11/12 | Telephone directory of the town of Merlo, San Luis



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Offset printing

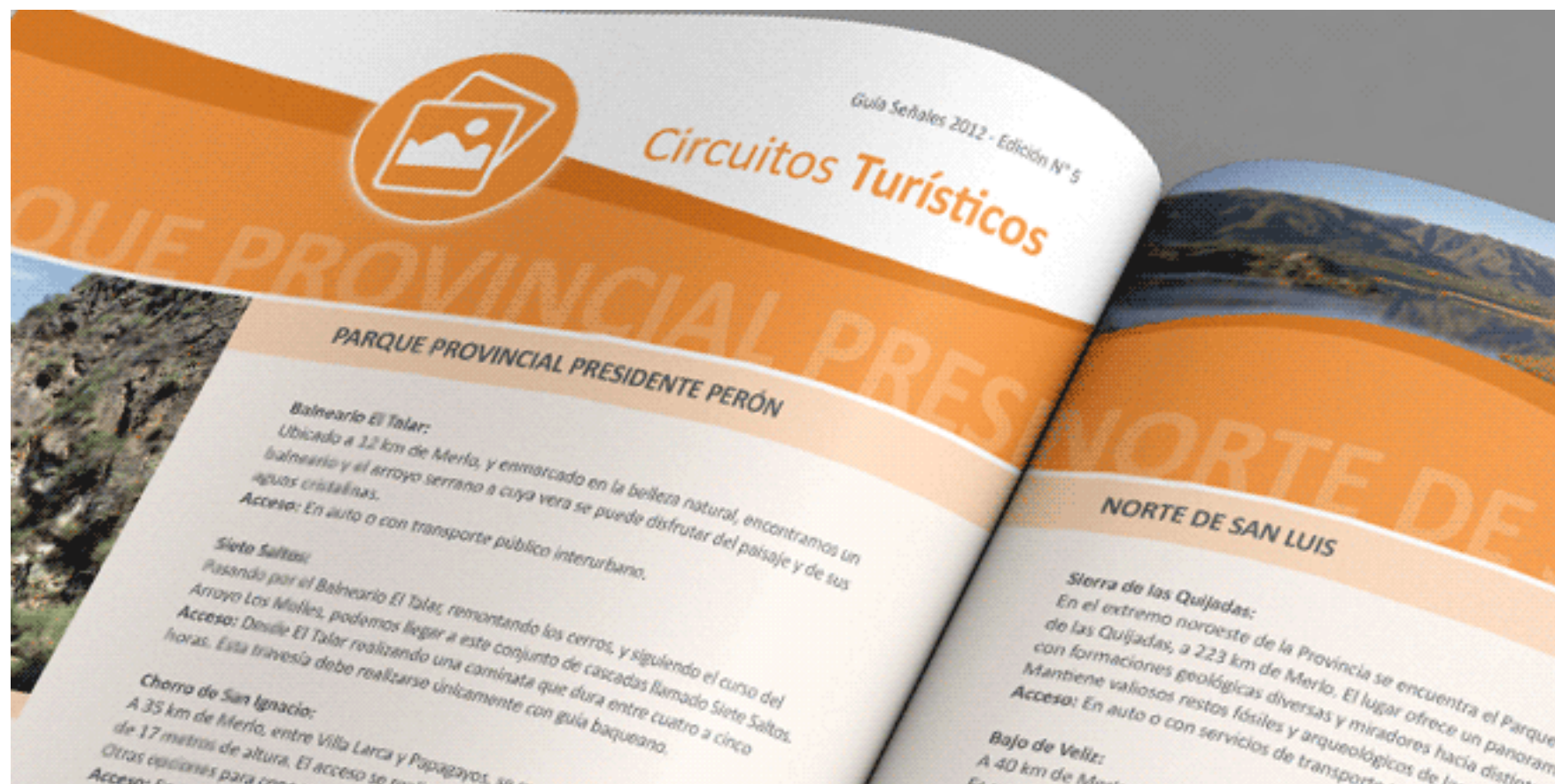
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FePI Mention 2010
Efficient Communication

Format: 20 x 28 cm, closed
272 pages + covers
Four-color covers and interior
Offset printing



EDITORIAL

2008 | Faculty of Architecture and Urban Planning, UNLP

Book design compiling university research and extension projects



Format: 20 x 20 cm, sealed
216 pages + covers
4-color covers, 1-color interior
Digital offset printing



Format: 20 x 20 cm, sealed

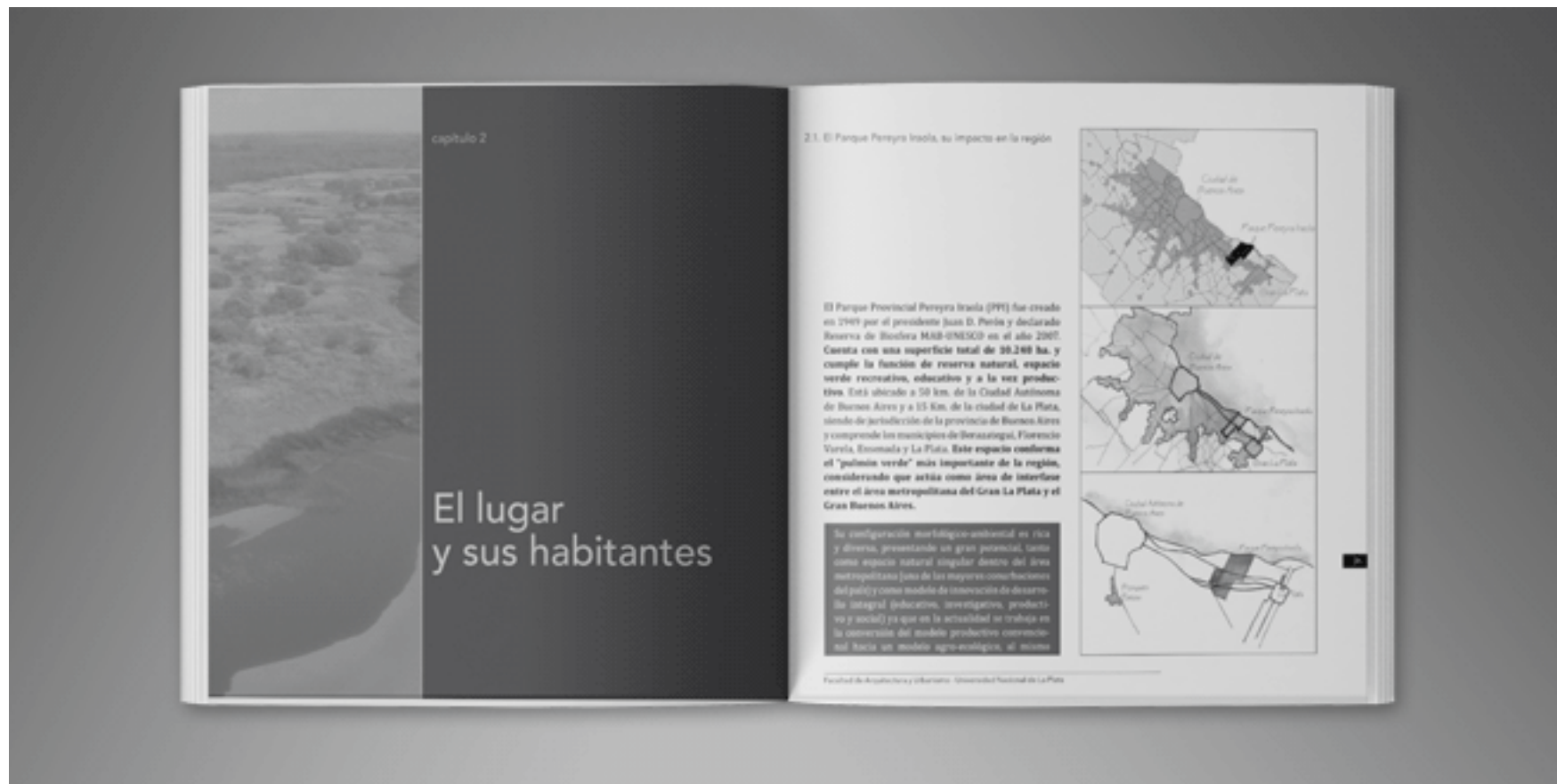
216 pages + covers

4-color covers, 1-color interior

Digital offset printing



Format: 20 x 20 cm, sealed
 216 pages + covers
 4-color covers, 1-color interior
 Digital offset printing

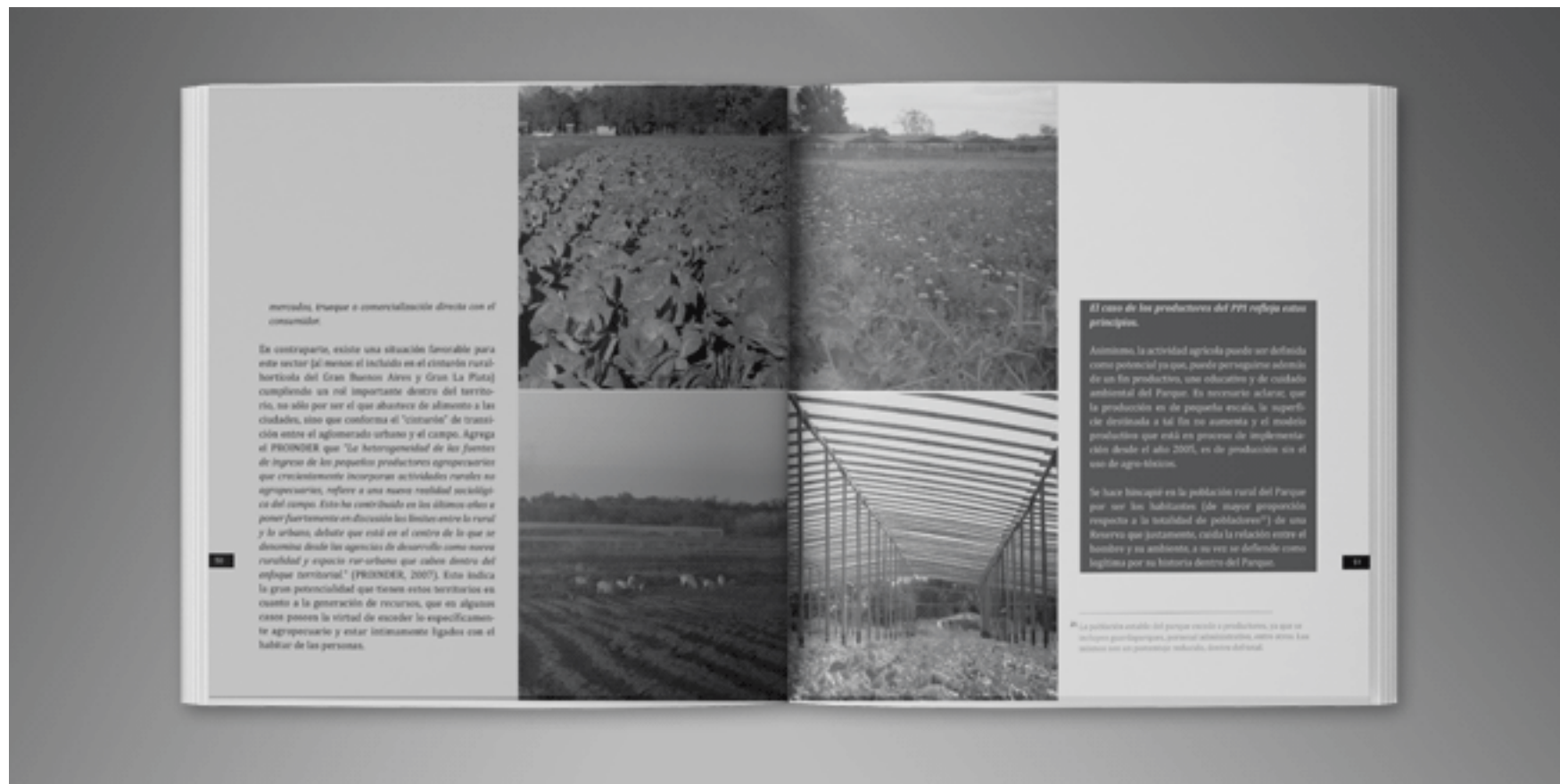


Format: 20 x 20 cm, sealed

216 pages + covers

4-color covers, 1-color interior

Digital offset printing



Format: 20 x 20 cm, sealed

216 pages + covers

4-color covers, 1-color interior

Digital offset printing



Format: 20 x 20 cm, sealed
 216 pages + covers
 4-color covers, 1-color interior
 Digital offset printing



Format: 20 x 20 cm, sealed
 216 pages + covers
 4-color covers, 1-color interior
 Digital offset printing

2008 | Faculty of Architecture and Urban Planning, UNLP

Design of a system of manuals for self-construction of housing for families in social emergencies



Format 20 x 20 cm, sealed
36 pages + covers
2-color cover, 1-color interior
Offset printing



Format 20 x 20 cm, sealed
36 pages + covers
2-color cover, 1-color interior
Offset printing



Format 20 x 20 cm, sealed
36 pages + covers
2-color cover, 1-color interior
Offset printingt



Format 20 x 20 cm, sealed
 36 pages + covers
 2-color cover, 1-color interior
 Offset printing

BRANDS

2006 | Rionegrino Publishing Fund

Institutional visual identity for a provincial publishing house



★ First Prize. 2006. Visual identity for the FER

GRAPHIC BRAND OF THE PUBLISHER

SIGNAGE

2005 | Government of the Autonomous City of Buenos Aires

Signal system for the Government Palace of the Autonomous City of Buenos Aires



Entrance Plates
Government Palace



SIGNAGE

2005 | Government of the Autonomous City of Buenos Aires



INTERIOR PLAQUES
Government Palace



SIGNAGE

2005 | Government of the Autonomous City of Buenos Aires

S-Bd



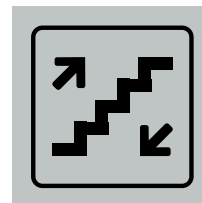
S-Bc



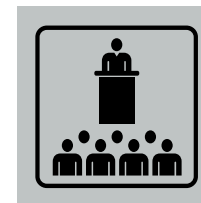
S-B



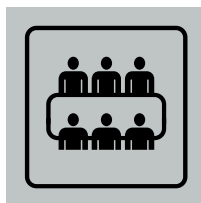
S-Es



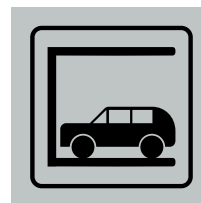
S-Sc



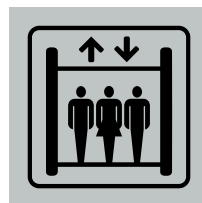
S-Sr



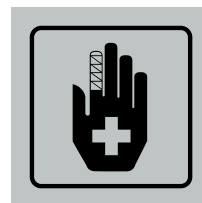
S-Ga



S-As



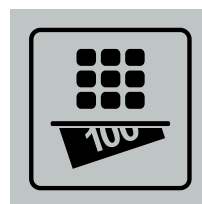
S-En



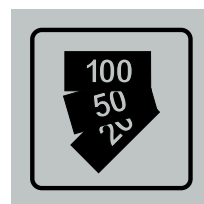
S-Re



S-Ca



S-Ba



S-Ca



S-As-F



SIGN SYSTEM
Government Palace



SIGNAGE

2005 | Government of the Autonomous City of Buenos Aires





SIGNAGE

2001 | Municipality of La Plata

Visual communication project for La Plata's new public transportation system



First Prize, 2000 Design Fair

Project declared "Of Municipal Interest"

VISUAL IDENTITY

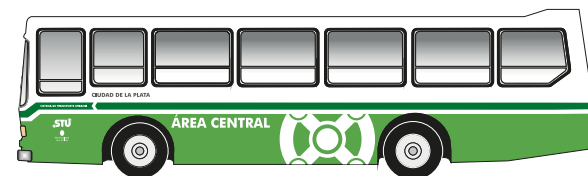
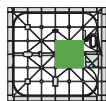
Urban Transportation System

SIGNAGE

2001 | Municipality of La Plata

Visual communication project for La Plata's new public transportation system

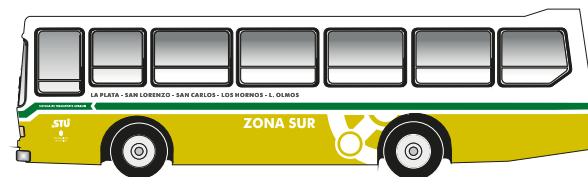
area central



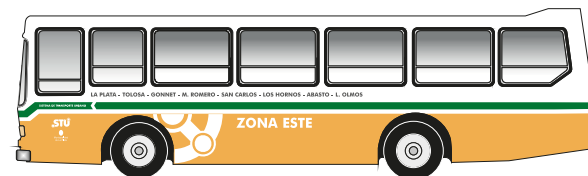
zona norte



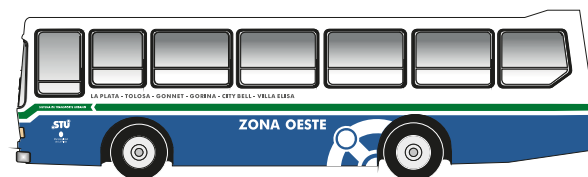
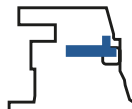
zona sur



zona este



zona oeste



First Prize, 2000 Design Fair

Project declared "Of Municipal Interest"

SIGNAGE

2001 | Municipality of La Plata



- ★ First Prize, 2000 Design Fair
- ★ Project declared "Of Municipal Interest"

PACKAGING POSICIONAMIENTO ESTRATÉGICO
PRODUCCIÓN GRÁFICA DISEÑO EDITORIAL CONSULTORÍA
IDENTIDAD CORPORATIVA DISEÑO EDITORIAL
PRODUCTOS DIGITALES PLANIFICACIÓN DESARROLLO
CONTROL DE CALIDAD PRODUCCIÓN GRÁFICA IDENTIDAD
CORPORATIVA ASESORAMIENTO CONSULTORÍA
SEÑALÉTICA BRANDING CONSULTORÍA IDENTIDAD
CORPORATIVA DISEÑO EDITORIAL PRODUCTOS
DIGITALES PACKAGING POSICIONAMIENTO ESTRATÉGICO
PRODUCCIÓN GRÁFICA DISEÑO EDITORIAL CONSULTORÍA
IDENTIDAD CORPORATIVA DISEÑO EDITORIAL
PRODUCTOS DIGITALES PLANIFICACIÓN DESARROLLO
CONTROL DE CALIDAD PRODUCCIÓN GRÁFICA IDENTIDAD

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PACKAGING POSICIONAMIENTO ESTRATÉGICO
PRODUCCIÓN GRÁFICA DISEÑO EDITORIAL CONSULTORÍA
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