

DG Graciela Castro

PORTFOLIO

I'm Grace, a Graphic Designer graduated from the University of Buenos Aires. I am www.fenomena.biz!

Since I was a child, I have been inclined toward the visual arts and have had a passion for photography. After finishing college, I bought my first DSLR and made photography my hobby.

I have extensive experience in print and web design, corporate identity, and institutional and commercial branding. Above all, I am always eager to work, with a focus on quality, joy, and responsibility.

Since 2003, I have designed for printing companies, businesses, and individuals. The common thread throughout these 20 years of experience is the enjoyment I find in providing creative solutions.



BlackBox GPS & Deluo GPS



Embrace Telecom Inc. (for their product Blackbox GPS) is one of the companies for which I've handled the complete corporate identity, working on both their printed and web materials. I have designed, among other pieces: packaging, installation guides, mailings, brochures, the website, and technical support sites.



Like Embrace Telecom Inc., at DeluoGPS I was responsible for the company's identity, overseeing all printed and web graphics.

Ultrafarma Salud



FARMACIA
María del Rosario

María del Rosario



FARMACIA
San José

San José



FARMACIA
Santa Teresa

Santa Teresa



FARMACIA
San Marco de León

San Marco de León

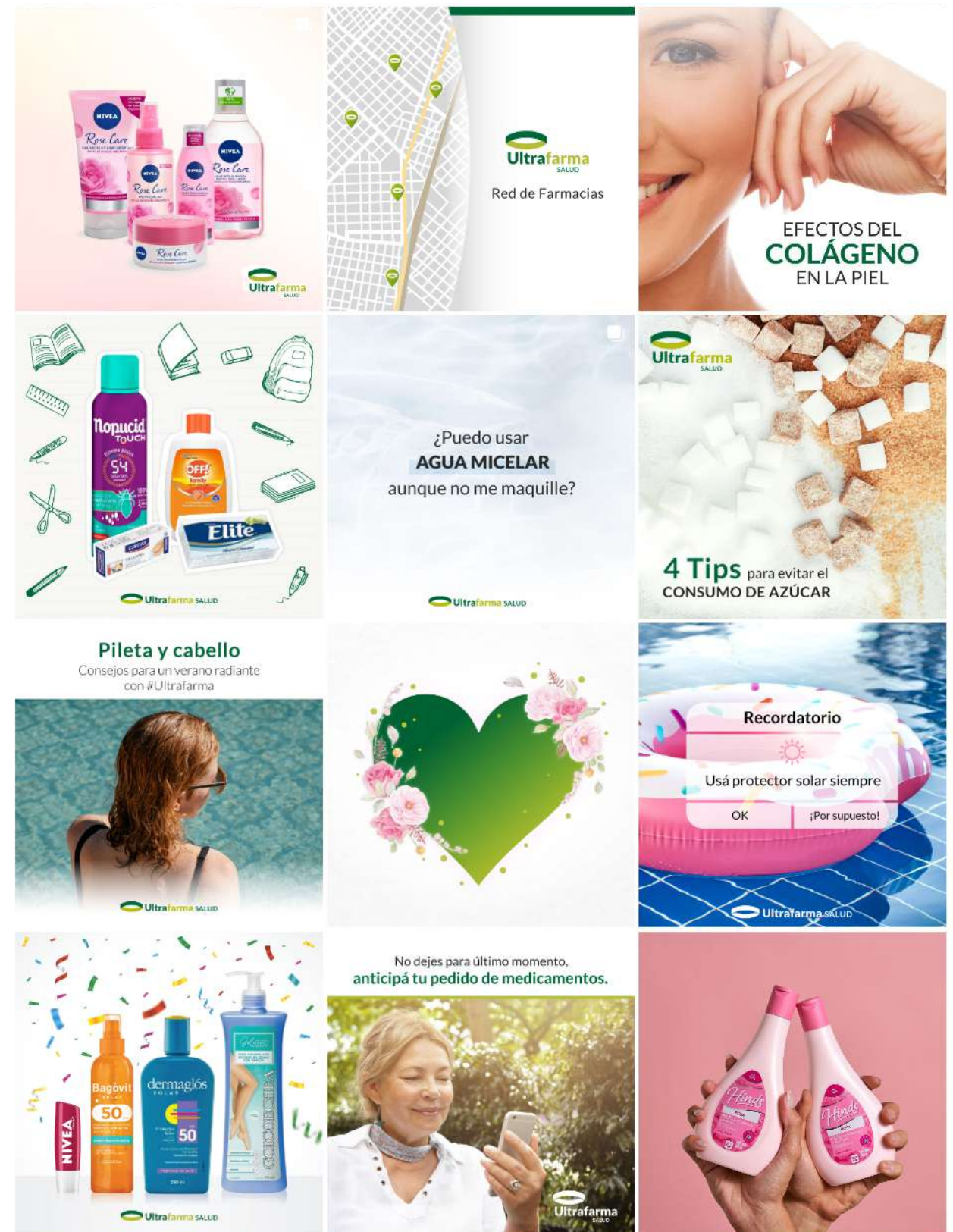


FARMACIA
San Luis de Montfort

San Luis de Montfort







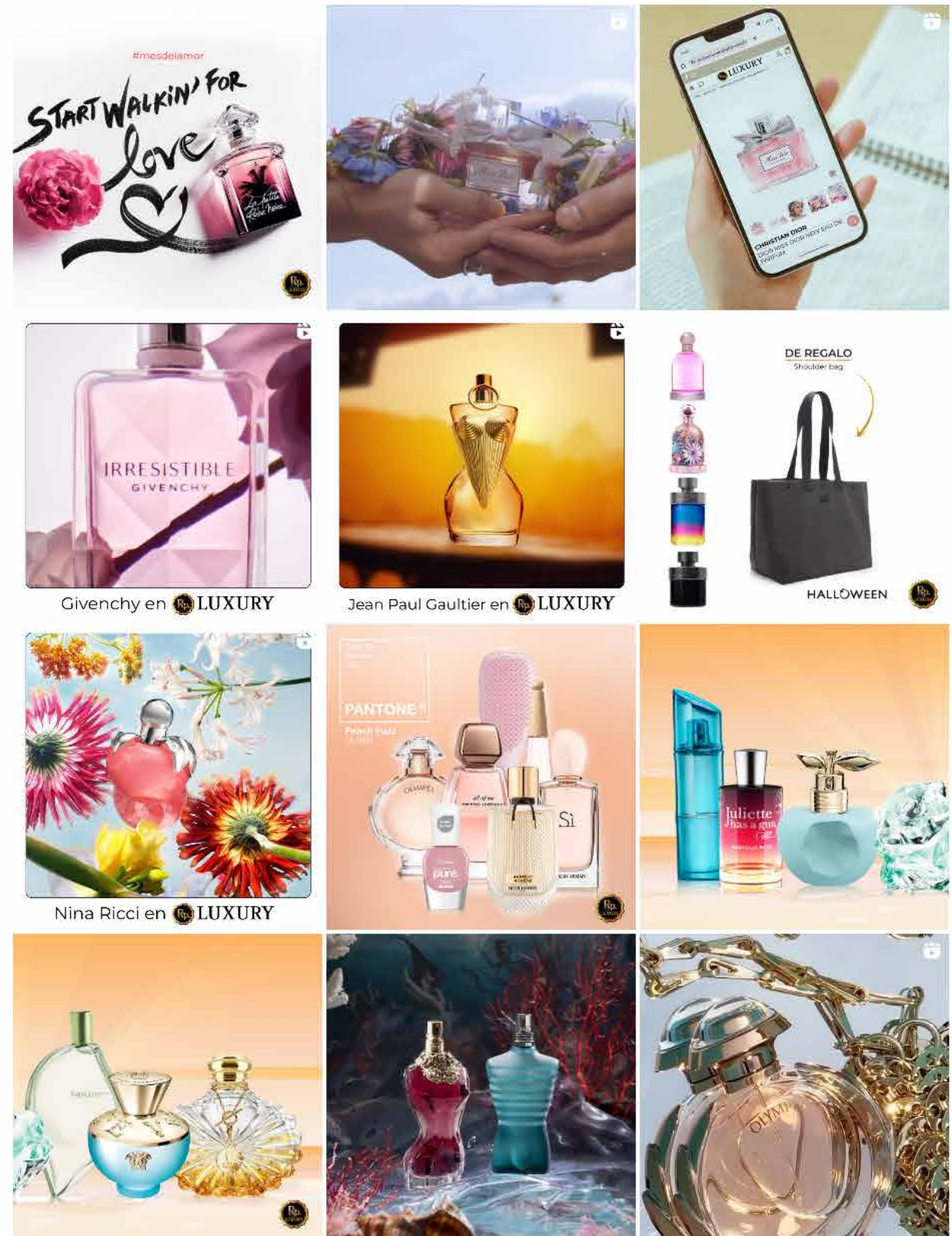
@ultrafarmasalud is a pharmacy network for which I've created their isologo (main logo and branch logos) and Brand Manual in November 2021, as well as the design of its website, printed graphics, and design of static posts and videos for social media. I continue to work with them to this day.

Rp. Luxury



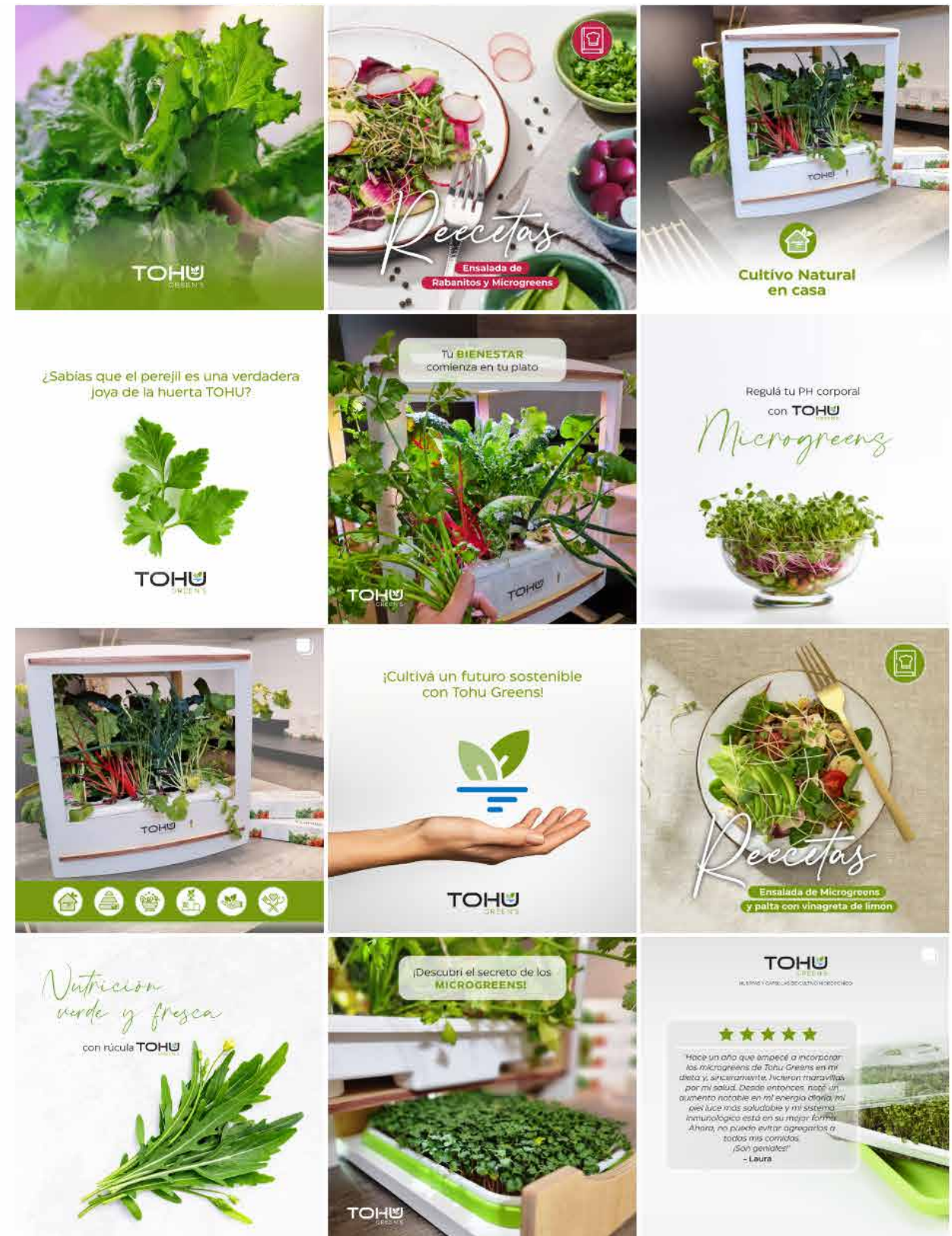
www.rp-luxury.com





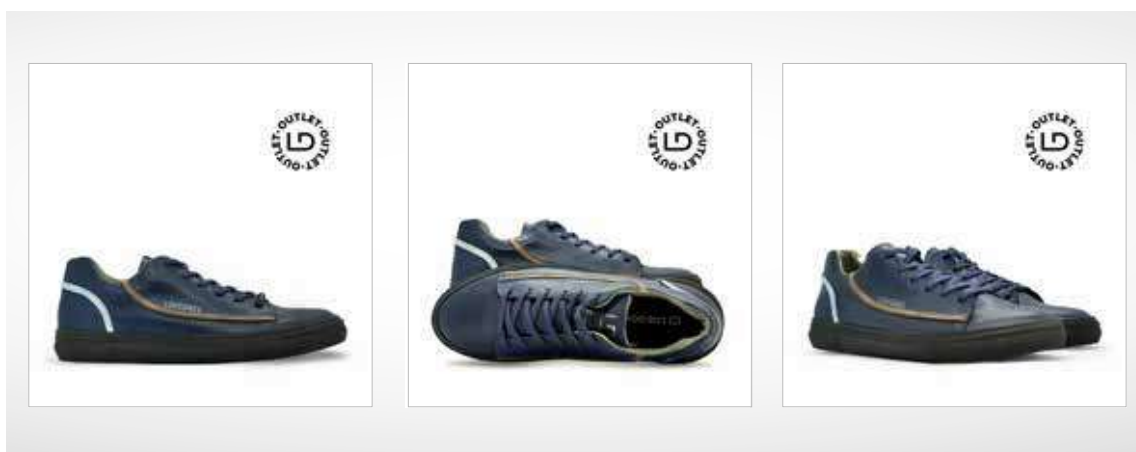
@rp.luxury is an e-commerce website owned by Went S.R.L for which I've done a rebranding and website redesign, and for whom I have been designing digital materials for their website and social media since December 2019 to the present.

Tohu Greens



For @tohugreens, I've designed static posts and videos for their social media, iconography, and banners for their e-commerce from July to November 2023.

Los Dones



For @losdonescalzado, I've created static posts and videos for Instagram, as well as banners and digital retouching of product images for their e-commerce website.

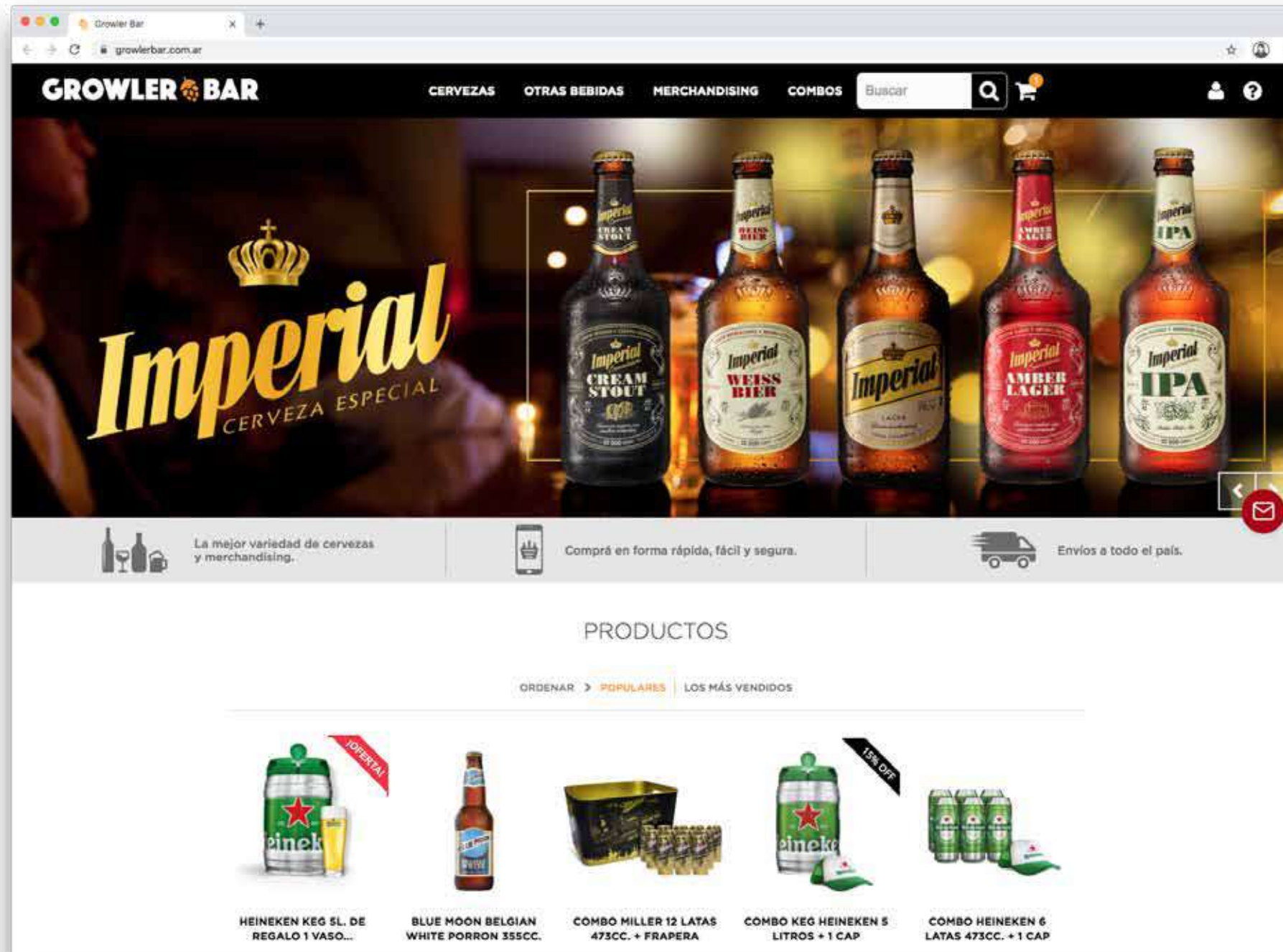
Branca Store



Branca Store. Design of banners for the web and mailings.



Growler Bar

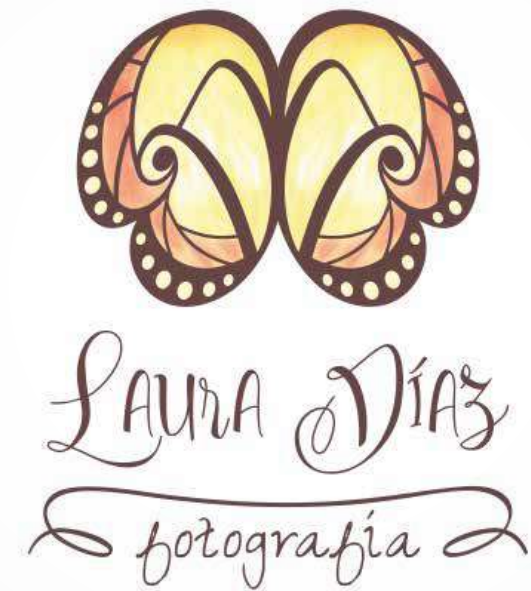


Growler Store. Design of banners for the web, mailings, posts for social media, and digital retouching of product images for their e-commerce.

Logos



For **@jaguarcf** I've designed their isologo and Brand Manual, based on which, the company has implemented various applications (equipment, clothing, merchandising items, designs for Instagram, etc.). This implementation has demonstrated how versatile is this brand and the effectiveness in the graphic design projected.





All
Chicken
— Food —



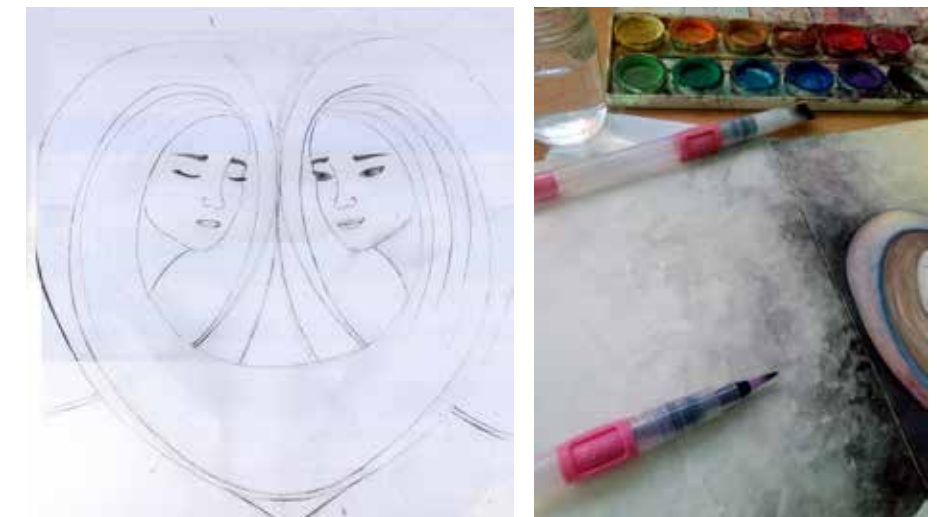
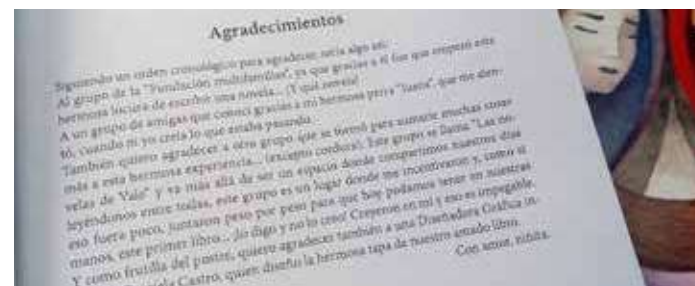
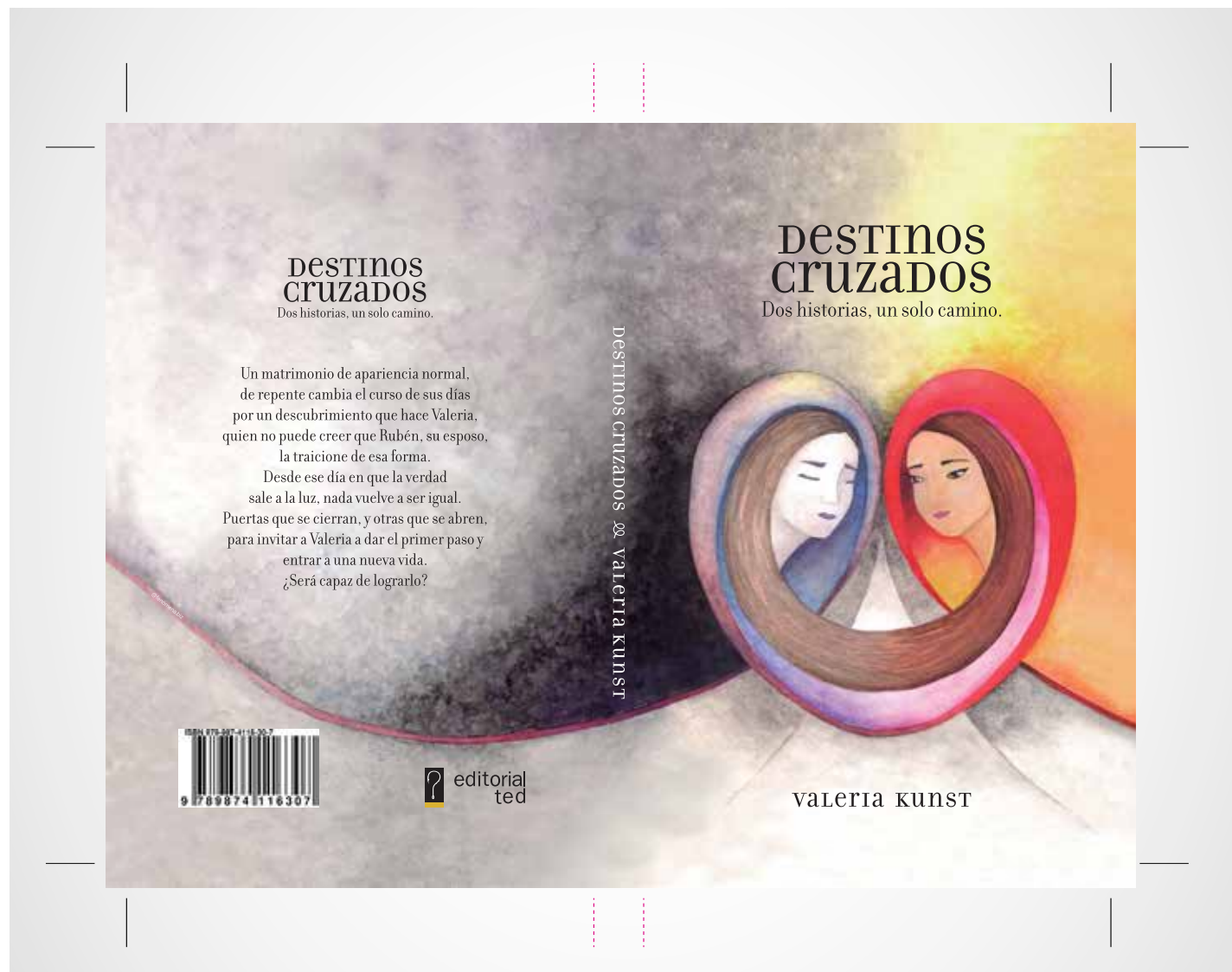
All
Chicken
— Food —





For **@alejandrancelada** I've designed isologo, brand manual, as well as plates and videos for their social networks.

Book cover illustration



Cover Art for “**Destinos Cruzados**” by Valeria Kunst

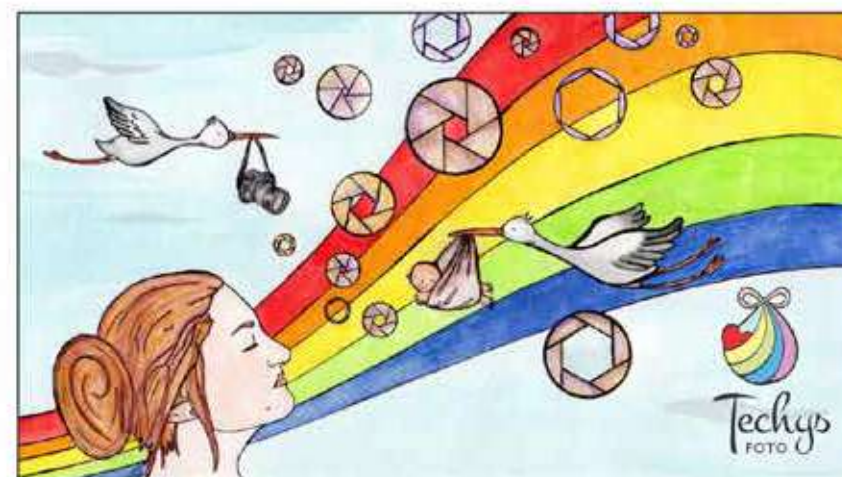
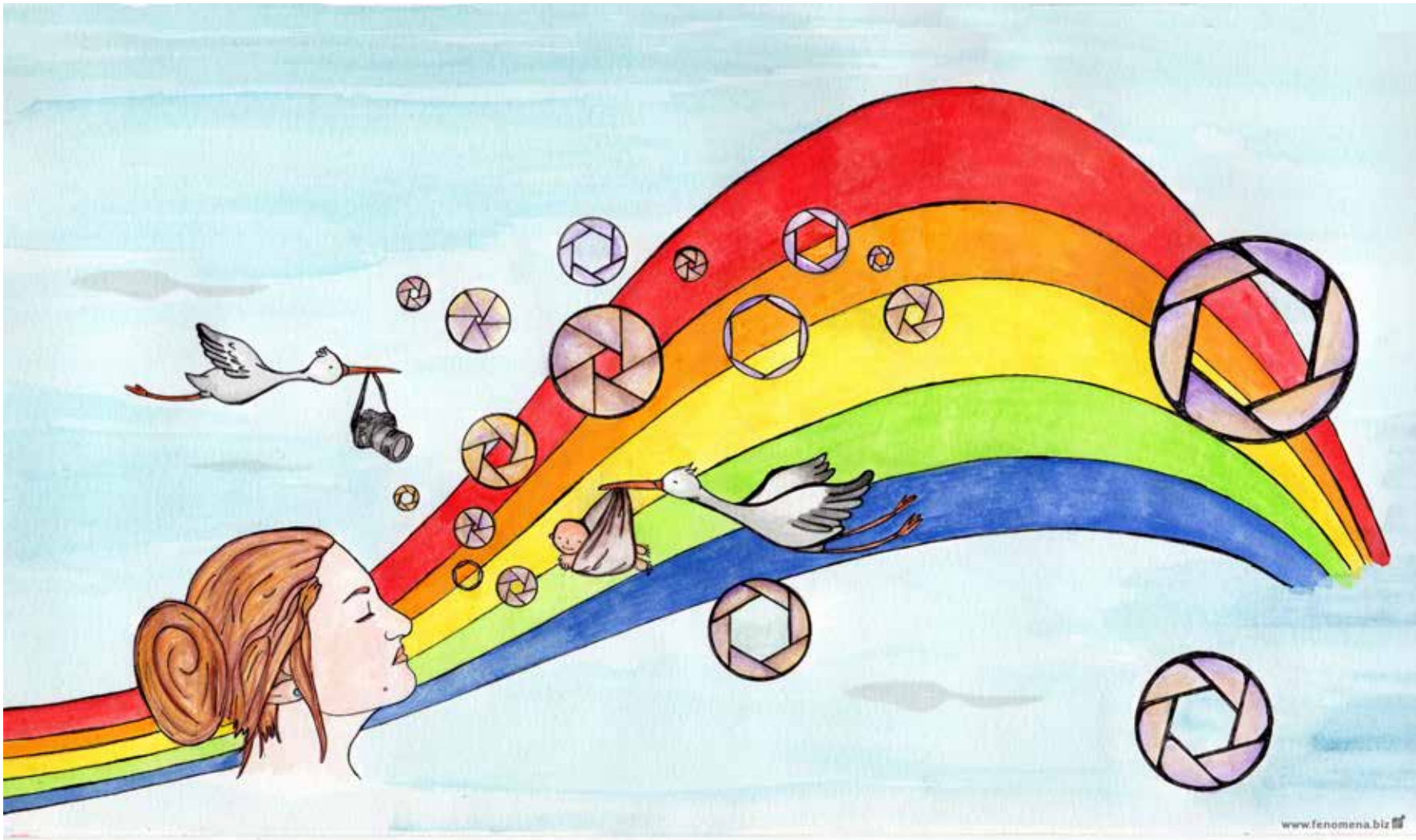
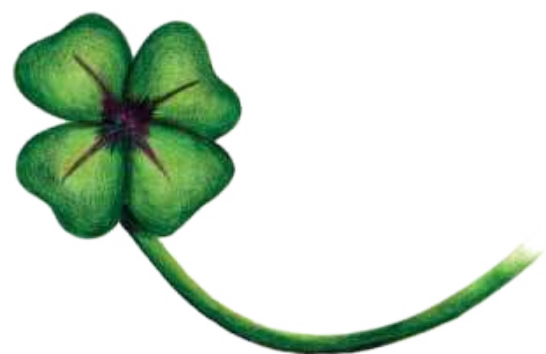


Illustration commissioned by [@techys.foto](https://www.techysfoto.com). It was applied to flyers, business cards, merchandising, etc.



¡Thanks a lot!



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