

call nine-juan-juan :)

digital
experience
branding
art direction

linkedin @urreajuan

urrea

instagram @eljuanu

hola@juanurrea.com

juanurrea.com

hola!



hola :) I'm Juan Urrea,

designer & art director

currently based in

Barcelona via Melbourne

Wellington I specialise in

creating brands from

its visual identity to its

digital presence ;)

hola! soy Juan Urrea :) diseñador y director de arte, radicado actualmente en Barcelona via Melbourne – Wellington.
Me especializo en creación de marcas, desde el desarrollo de su identidad visual hasta su presencia digital ;)

specialties

branding & design

- _ Art Direction
- _ Branding
- _ Brand Identity
- _ Brand Guidelines
- _ Brand Strategy
- _ Naming
- _ Logo Design
- _ Visual Identity
- _ Design Thinking
- _ Editorial Design
- _ Packaging
- _ Wayfinding
- _ Graphic Design
- _ Consulting

digital & experience

- _ User Interface Design
- _ User Experience Design
- _ Website & Digital Design
- _ E-commerce
- _ Multimedia Design
- _ Interactive Design
- _ Mobile Apps
- _ Information Architecture
- _ Content Creation
- _ Film & Video Direction
- _ Video Editing

experience

- _ AKQA
- _ Wunderman Thompson
- _ Leo Burnet
- _ The Australian Ballet
- _ Parque Explora Museum
- _ Fabio Ongarato Design
- _ Casa de la Memoria Museum
- _ Wouf Barcelona
- _ Grupo Imasd
- _ Tuckshop
- _ JTB Studios
- _ Loud & Clear
- _ Yoke Design
- _ Caramelo Escaso
- _ Andina University
- _ Plasma Nodo

brands & institutions I’ve worked with

- _ Wellington City Council
- _ MOBI
- _ Bond University,
- _ Grapeco Australia
- _ Collete Paris
- _ Desktop Magazine
- _ Eafit University
- _ Empresa de Desarrollo Urbano Medellín
- _ Public Transport Victoria
- _ Swatch
- _ Victoria State Goverment
- _ Wouf Barcelona
- _ Museu de la Música de Barcelona
- _ Marithé et François Girbaud

Originally from Colombia's coffee region and currently based in Barcelona, creating world-class branding and digital experiences through strategic research, design thinking and a coherent visual execution.

I've been working for a wide range of clients, from governmental and cultural institutions to global commercial brands, backed by 10+ years experience in the design industry. I'm keen on best practices, tools and techniques to realise all stages of the design process either for analog or digital outcomes. I work closely with content specialist, strategist, UX designers and developers to make sure the designs I implement are usable, meaningful and perform well across supported devices, platforms and even printed formats.

I've graduated from Elisava School of Design and Engineering in Barcelona, with an MA in Design & Art Direction. In my spare time you will probably find me catching waves and falling off them too!

Originario de la región cafetera de Colombia y actualmente radicado en Barcelona, creando marcas y experiencias digitales de clase mundial a través de investigación estratégica, conceptualización y una coherente ejecución visual.

He trabajado para una diversa variedad de clientes, desde instituciones gubernamentales y culturales hasta marcas comerciales globales, respaldada por 10+ años en la industria del diseño. Me interesa la implementación de óptimas prácticas, herramientas y técnicas para realizar todas las etapas del proceso de diseño visual, ya sea para resultados análogos o digitales. También trabajo en estrecha colaboración con especialistas en contenido, estrategias, diseñadores UX, desarrolladores para asegurarme que los diseños que implemento sean utilizables, significativos y cumplan su objetivo en cualquier dispositivo, plataforma e incluso en formatos impresos.

Graduado de la Escuela de Diseño e Ingeniería Elisava en Barcelona, con una maestría en Diseño y Dirección de Arte. En mi tiempo libre quizás me encuentres atrapando olas y cayéndome de ellas también!

digital design

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- _ Wellington City Council
- _ Mobi
- _ Wunderman Thompson
- _ Partner's Life, Evince
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- _ True Fruit
- _ For Bloggers Only
- _ Hello by Grapeco
- _ Unnati
- _ Create Awards Design
- _ Eafit University

brand identity

124

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- _ Historia Apié
- _ The Green Colombian Soup
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- _ The Puffy Company
- _ Foxley
- _ Unnati
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- _ Gemini Docklands
- _ Monarch

digital design

_ Wellington City Council

_ Mobi

_ Wunderman Thompson

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_ Medellín Memorial Museum

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_ Unnati

_ Create Awards Design

_ Eafit University

A people-centred site for Wellington

Wellington City Council



The Wellington City Council website is a key touchpoint for locals and visitors looking to get the most out of New Zealand's capital city. Aiming to integrate Māori's language — Te Reo and its identity to be in line with the council vision to be a bilingual city by 2040.

El sitio web del Ayuntamiento de Wellington es un punto de contacto clave para los locales y turistas que buscan aprovechar al máximo la ciudad capital de Nueva Zelanda. Apuntando a la integración del idioma Māori — Te Reo y su identidad para estar en línea con la visión del Ayuntamiento de ser una ciudad bilingüe para 2040.

Deliverables
UI Design, Design Guidelines

Design Credits
Juan Urrea
Wunderman Thompson

Creative director
Woody Hey

Development
Wellington City Council

Photography Credits
WCC
Komkrit Yensirikul
Havana Coffee
Roland Spiegler

Origen
Wellington, New Zealand



Pōneke

Wellington

Kia ora What can we help you with?

Search 

[Contact us](#) [Report a problem](#)

Popular links

- [Covid-19](#)
[Property search](#)
[Maps](#)
[Cemetery records](#)
- [Parking](#)
[Dog re-registration](#)
[Rates](#)
[Landfill](#)



Cable Car Wellington by [Vincent Duncan](#)



Toi me te ahurea

Arts and culture

Discover the city's public art, heritage sites and libraries, and how we support arts and culture in Wellington.



Kuri me te kararehe

Dogs and animals

Register your dog, find a dog exercise area, report a dog attack and learn about keeping other animals in Wellington.



Te taunga, rori me te kawē

Parking, roads and transport

Find out where to park, pay a parking ticket, apply for a parking permit or buy a parking coupon.



He ruru, tuuruhi me te waikura

Rubbish, recycling and waste

Find out about rubbish and recycling collections, landfill services, and dealing with hazardous waste.



He urupā

Cemeteries

Search cemetery records and find information about our cemeteries in Karori, Makara and Tawa.



Te Taiao me te whakapūmautanga

Environment and sustainability

Find out about our tree and plant services, and how we're supporting Wellington to be an eco-city.



Nga utu me nga whare

Rates, property and building

Search for property information and find out about rates, building and resource consents, and earthquake-strengthening.



Tō Kaunihera

Your Council

Learn about the Mayor and Councillors, meetings, plans, policies and bylaws, and working at the Council.



Tautoko hāpori me nga rauemi

Community support and resources

Learn about our community services and programmes, apply for funding, and find a community centre near you.



Te Pānui me nga huihuinga

News and events

Stay up to date with the latest news and events from Wellington City Council.



He whakangahau

Recreation

Get active in the capital at our parks and sportsgrounds, walkways, playgrounds, recreation centres and pools.



Te Whanga-nui-a-Tara Taone

Wellington City

Find maps, learn about New Zealand's seat of government, and explore things to do in the country's cultural capital.



Kia ora What
can we help
you with?

Search



[Contact us](#)

[Report a problem](#)

Popular links

[Covid-19](#)

[Parking](#)

[Property search](#)

[Dog re-registration](#)

[Maps](#)

[Rates](#)

[Cemetery records](#)

[Landfill](#)





[Back: How can I?](#)

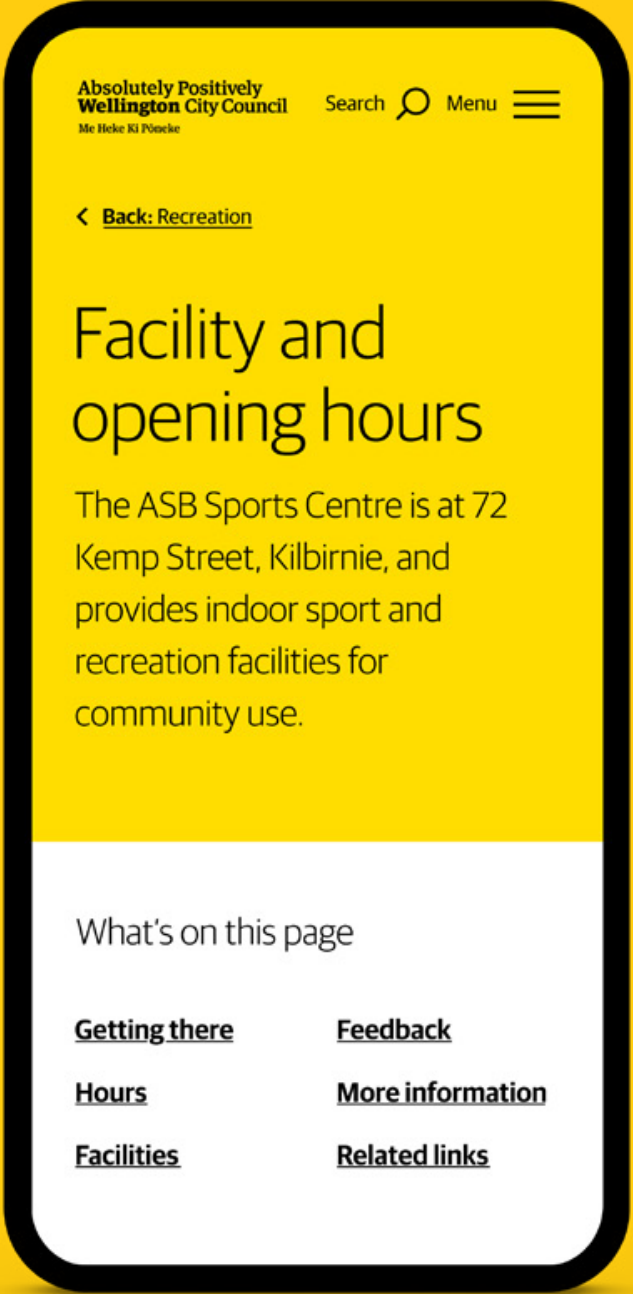
Open a cafe, restaurant or food business

Find out which Council
permissions you might need to
open a cafe, restaurant or other
food business.

In this application

1. Registration
2. Consent
3. License
4. District plan
5. Premises
6. Trade waste
7. Alcohol
8. Food Act







This week in Our Wellington

Discover the city to sea walkway

The walk starts in the heart of central Wellington and ends at the south coast.

[Sign up for our enewsletter](#)





< **Back:** Dealing with the council

Toi me Te Ahurea

Arts and culture

Discover the city's public art, heritage sites and libraries, and find out how we support arts and culture in Wellington.



Arts

Find about artwork that's on display, our art programmes, getting advice and



Libraries

Our libraries are community focal points, providing knowledge facilities and



Archives

City Archives has records dating back to 1840, including heritage information and

Arts and culture



Cemeteries



Community support and resources

Dogs and animals



Environment and sustainability



News & events



Parking, Roads and Transport



Rates, Property and Building



Recreation



Rubbish, recycling and waste



Wellington city



Your council



[Citizenship ceremonies](#)

[Communities](#)

[Community support](#)

[Community and accessibility awards](#)

[Resources & facilities](#)

[Safety](#)

[Volunteering](#)

[Youth Council & Support](#)

Contact us

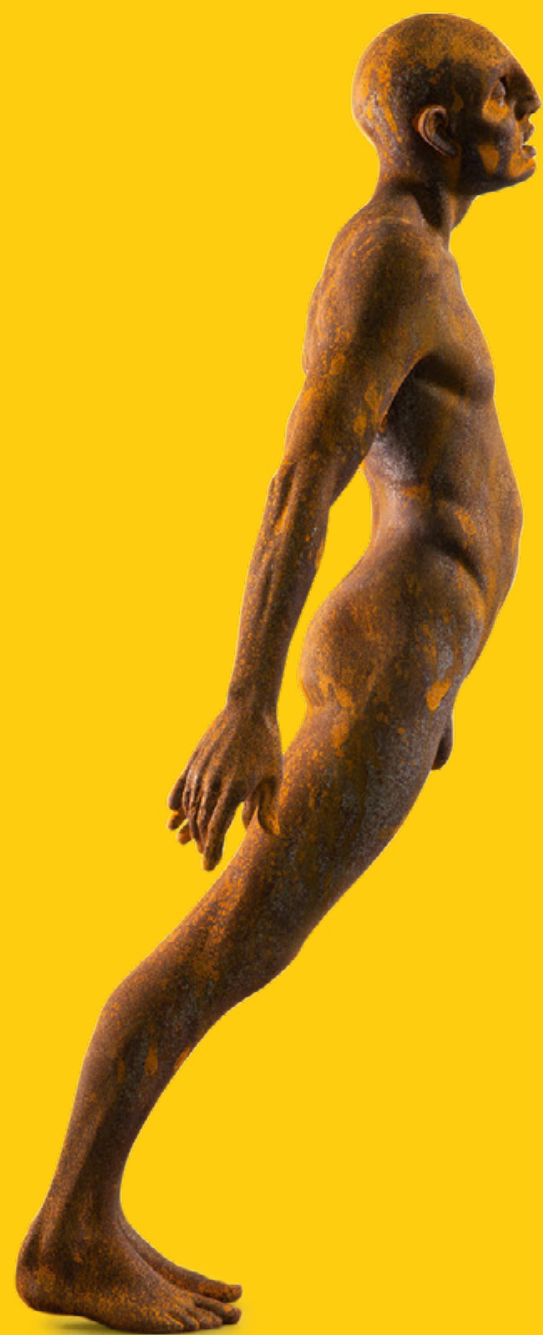
info@wcc.govt.nz

04 499 444

12 Manners Street

PO BOX 2199

[Report a problem/Fix it form](#)



Your food our platform

MOBI



MOBI provides end-to-end digital solutions for the hospitality industry, the pandemic has forced the company to comply with new requirements and adapt to a more enterprise level. A new website has been created reflecting the improved company ability to perform at a global enterprise level.

MOBI brinda soluciones end-to-end para la industria culinaria, la pandemia ha obligado a la empresa a cumplir con los nuevos requisitos y adaptarse a un nivel más empresarial. Se ha creado un nuevo sitio web que refleja la capacidad mejorada de la empresa para desempeñarse a nivel empresarial global.

- Deliverables**
UI Design, UX Design, Branding Guidelines
- Design Credits**
Strategy Creative
Mike Peters
Juan Urrea
- Creative director**
Oliver Ward
- Development**
Strategy Creative
- Photography Credits**
Toaki Okano
Telefonica
Schnitz
- Origen**
Wellington, New Zealand

MOBI



MOBI

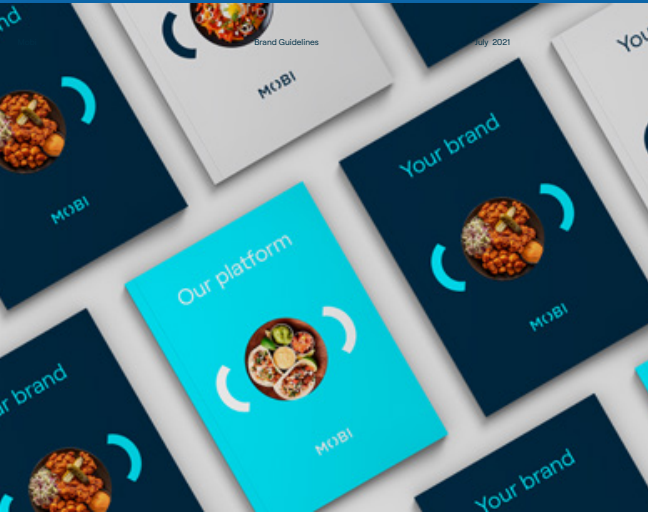
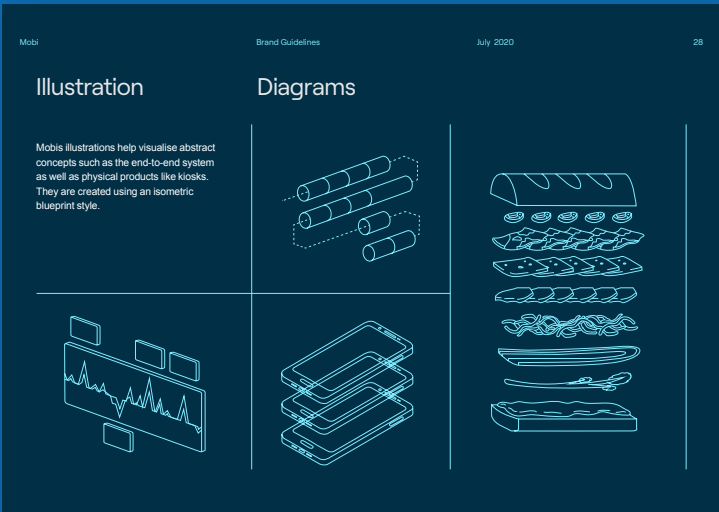
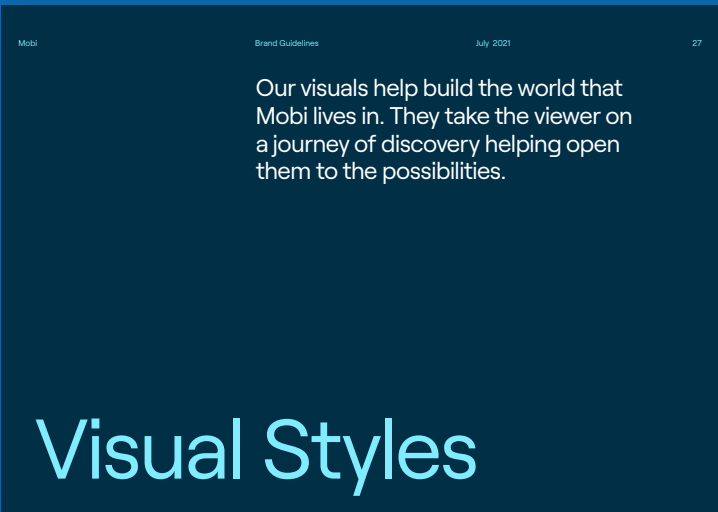
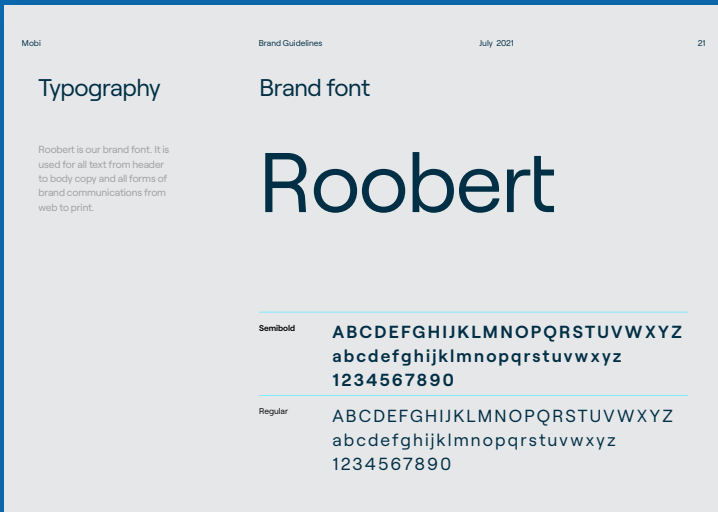
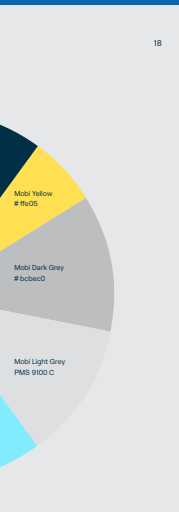
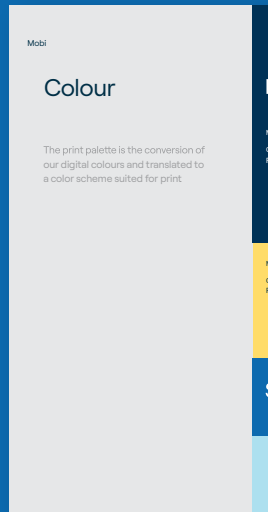
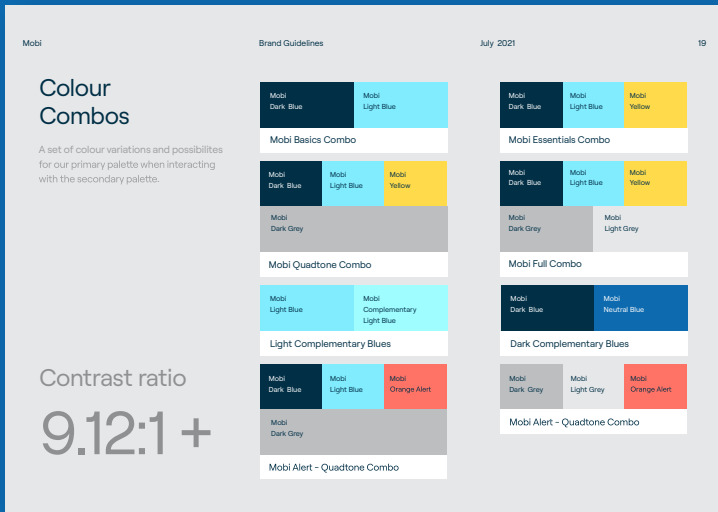
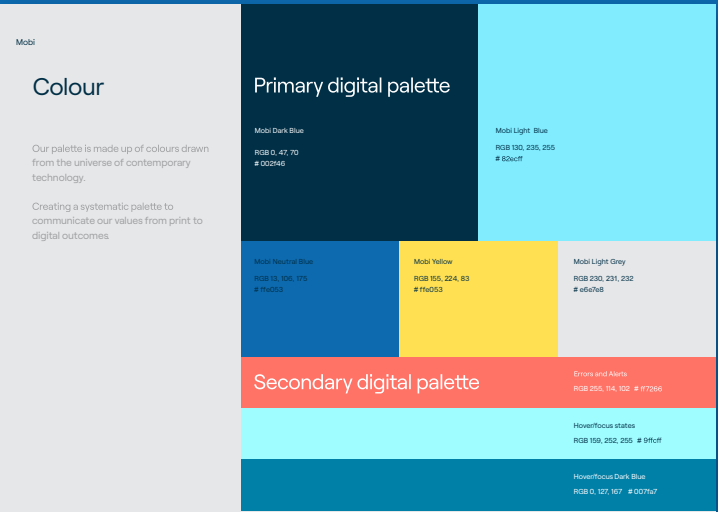
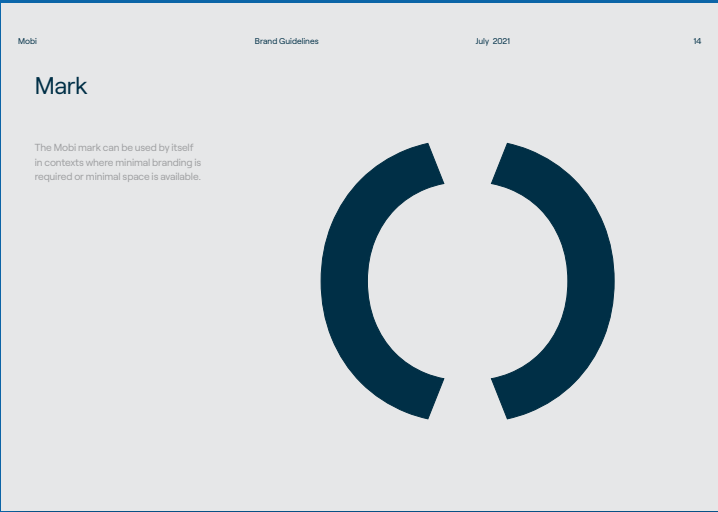
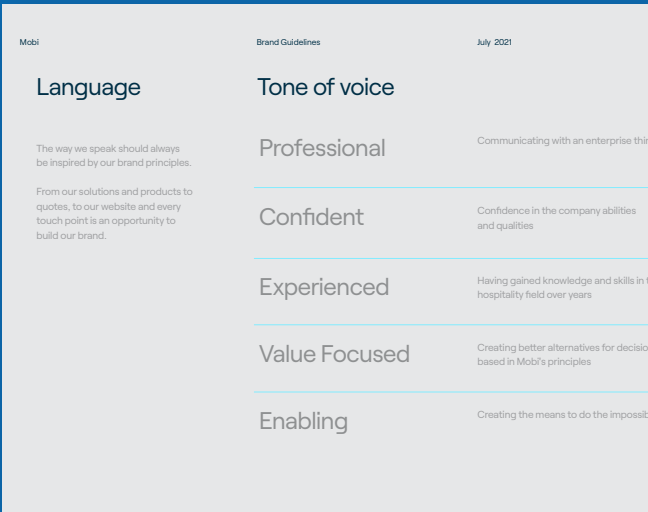
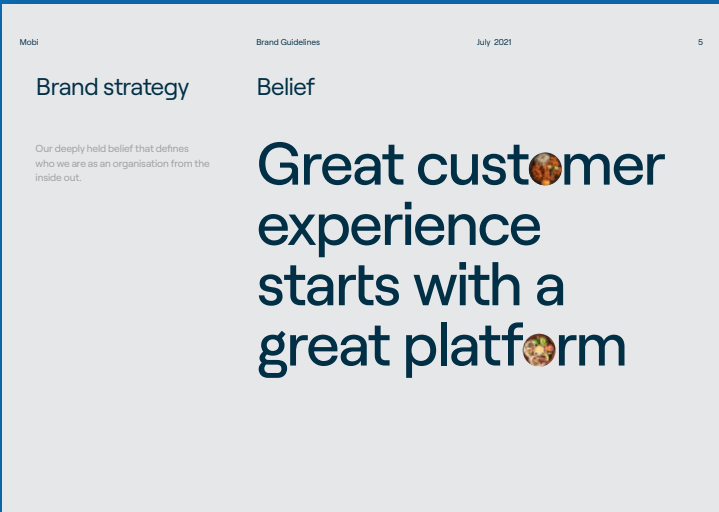
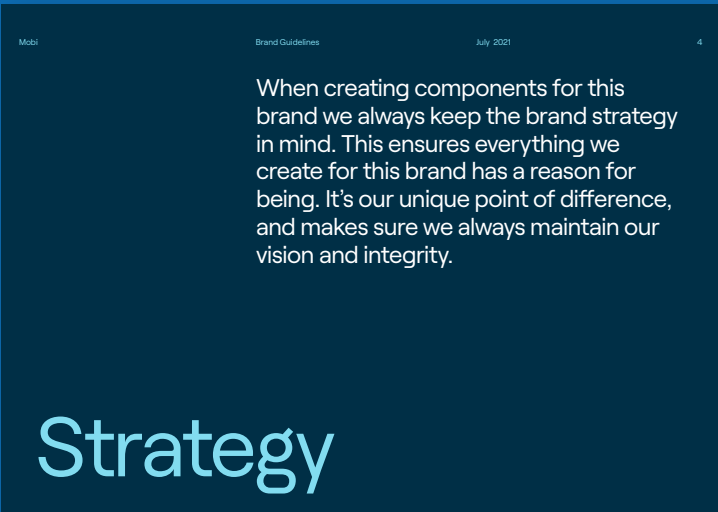
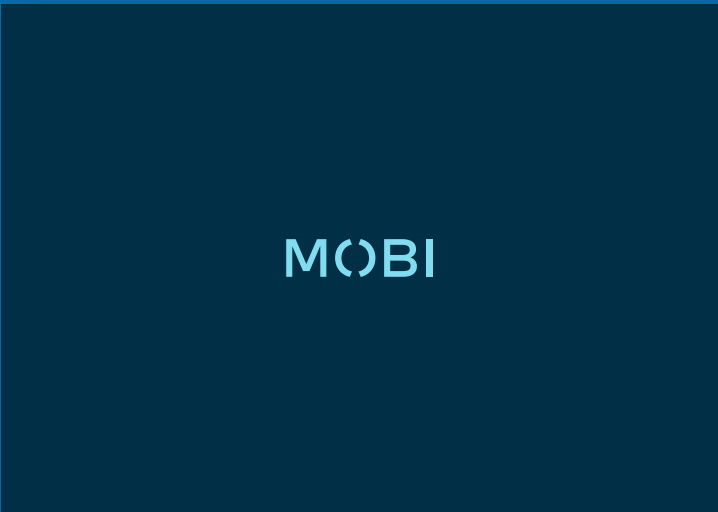
Your food
Your brand
Your data
Our platform

MOBI

Your food
Your brand
Your data
Our platform

MOBI

Your food
Your brand
Your data
Our platform



brand



MOBI



MOBI



Your brand

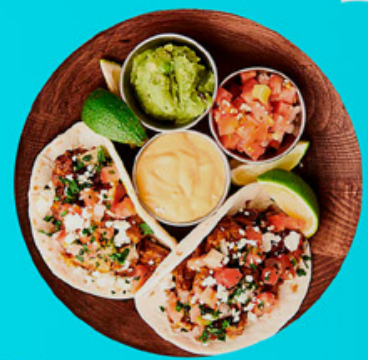
Your brand



MOBI

our brand

Our platform



MOBI



_Mobi

juanurrea.com

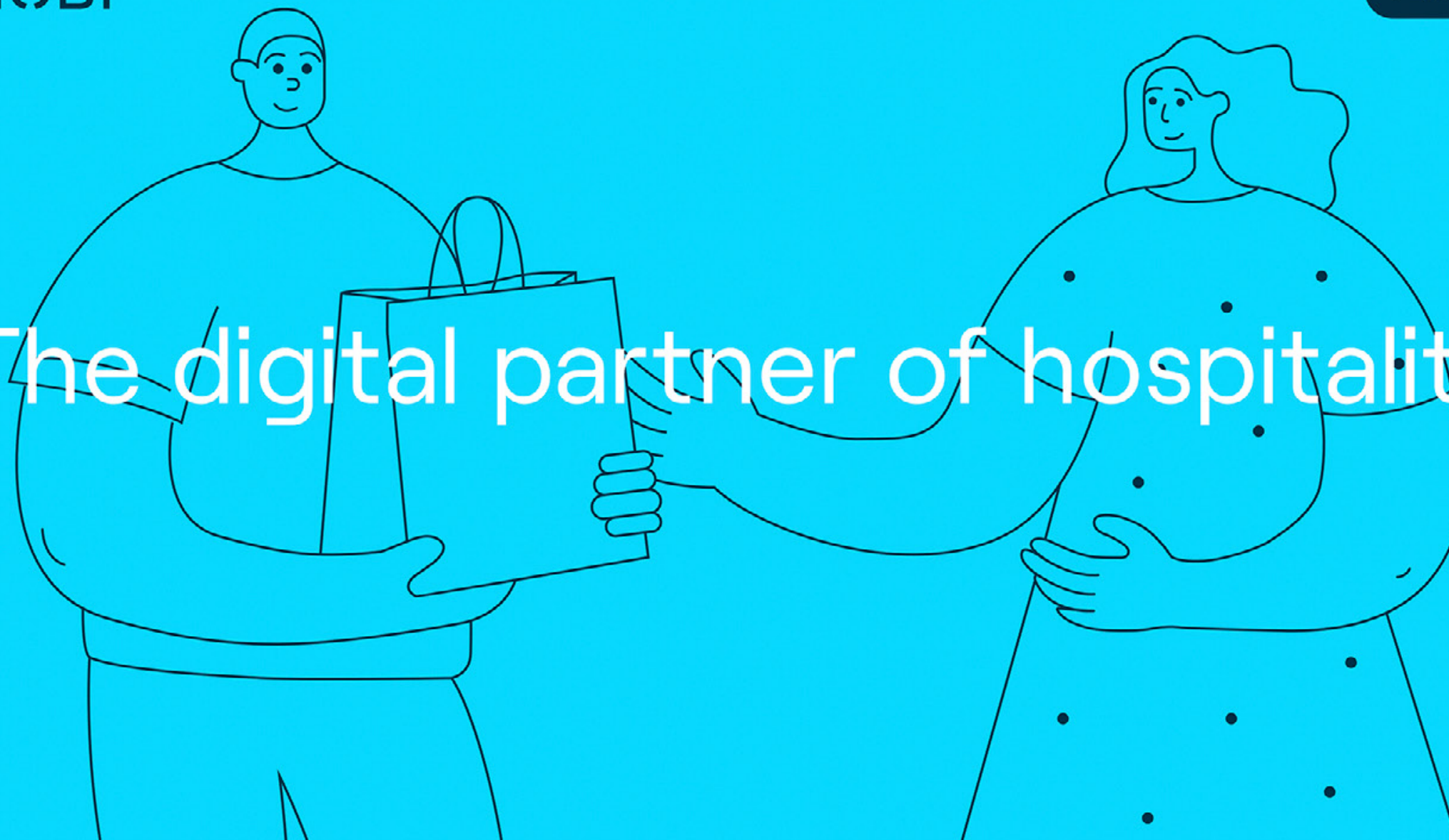
Our platform

our brand

MOBI

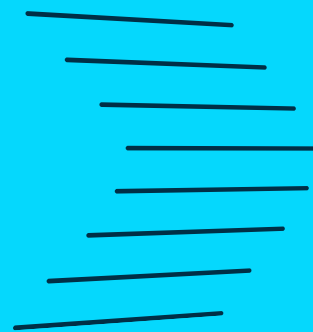
≡ MENU

The digital partner of hospitality





Ordering



Delivery



Growth



Insights

MOBI

≡ MENU

Schnitz case study

Ordering, payments, delivery

Client

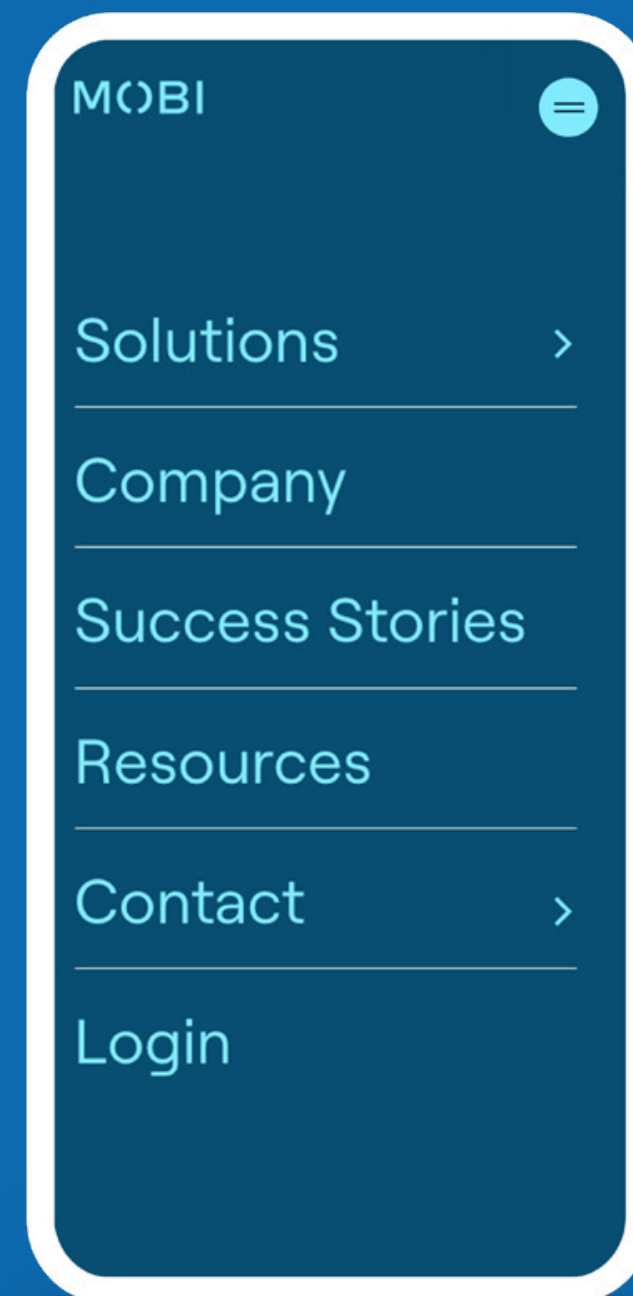
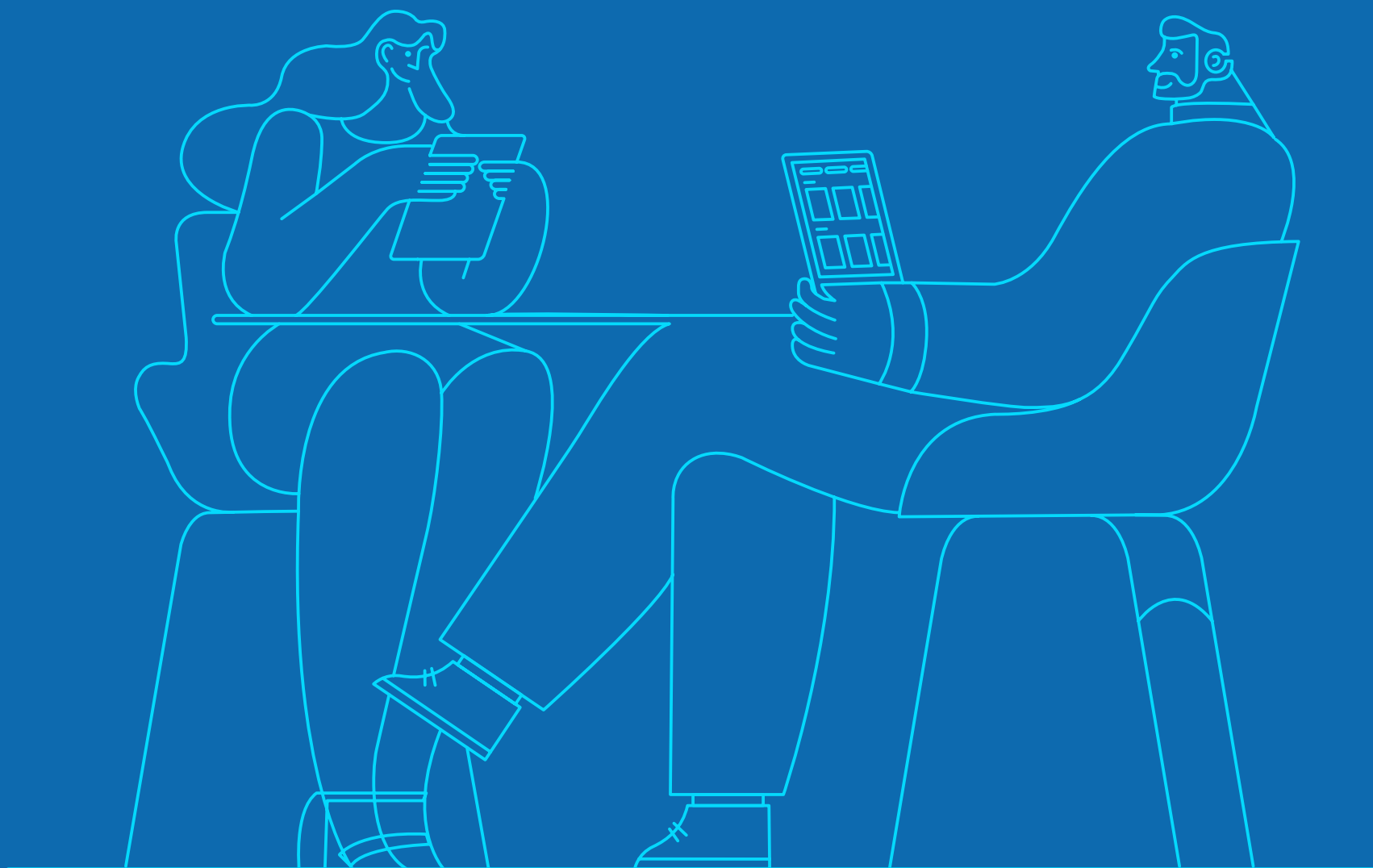
Schnitz

Site

Schnitz.com.au

Location

New Zealand



MOBI

≡ MENU

Run your own delivery service

Last Mile Delivery

Aggregator Middleware

Middleware technology

MOBI

Helping
businesses
to stay
connected with
their customers

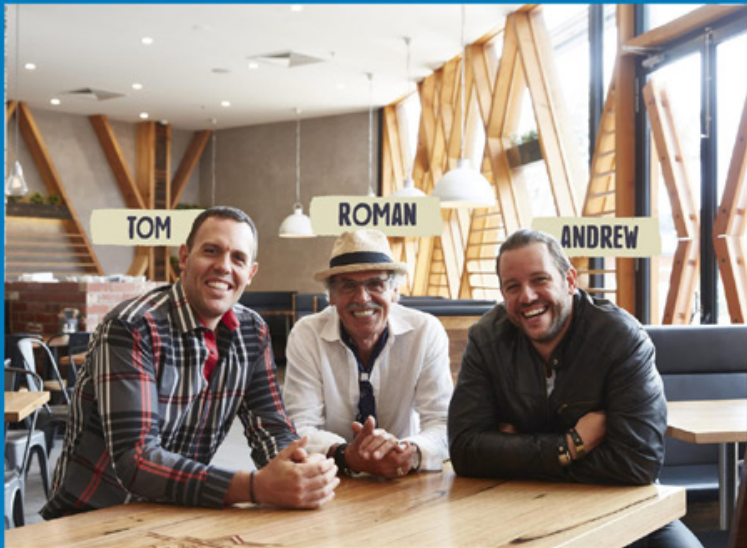
900+ Global users

35+ Countries serviced

15+ Years of experience



Stories of success

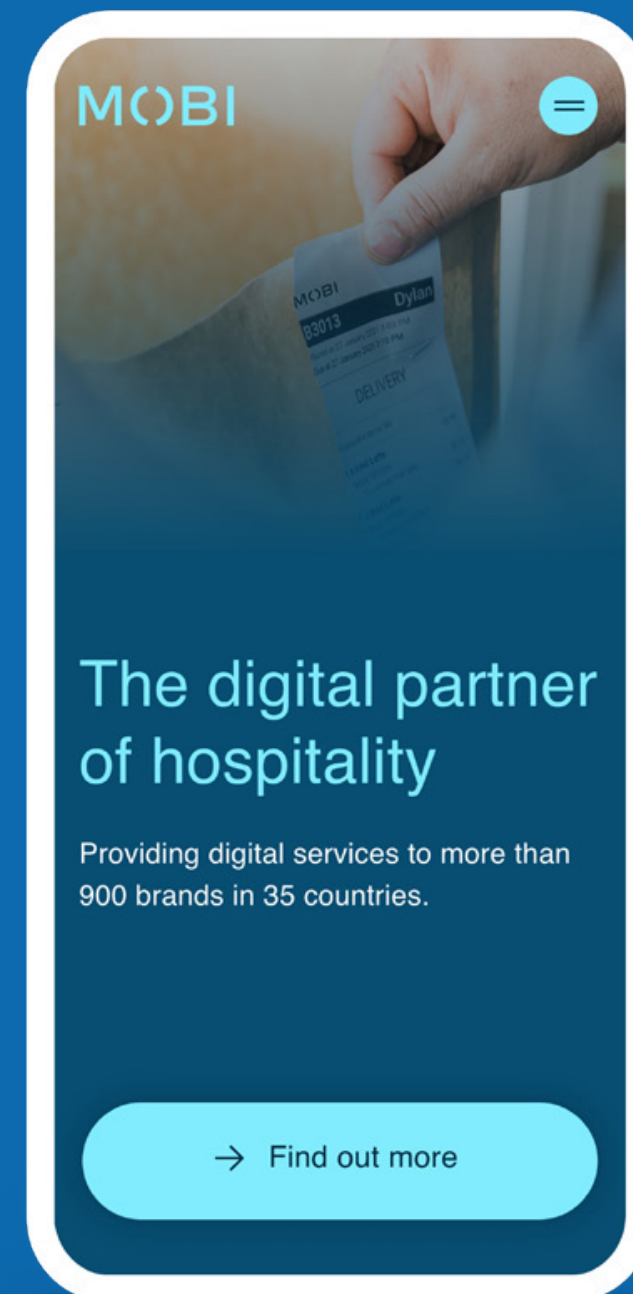


“It’s clear to see that digital ordering is the future of QSRs”

Roman Parma, Schnitz

Schnitz is a Melbourne born, Australian food franchise operating in the fast-casual dining space, specialising in traditional Schnitzel dishes such as chicken, pork and beef schnitzel, and also offering a vegetarian patty, crumbed and cooked as a schnitzel. Schnitz offers schnitzels in a variety of formats and sizes, options which can be combined with a drink and their chips in a combo meal.





TacosBurritosBowlsSaladsNachosSidesSaucesD

Best sellers



AI Pastor Taco

\$12.00



Spicy Bean Taco

\$12.00



Soy Chorizo Taco

\$12.00



Easy Chicken Taco

\$12.00



Roasted Carrot Taco

\$12.00

Veggie tacos



Halloumi Taco

\$12.00



Pumpking Taco

\$12.00



Fishless Filets Taco

\$12.00



Raw Veggie Taco

\$12.00



Pesto Tofu Taco

\$12.00

_Mobi

juanurrea.com

Joining forces

Wunderman Thompson + Heyday



Digital experience company Heyday has merged with J. Walter Thompson to form Wunderman Thompson New Zealand, a creative, data and technology agency. A straightforward landing page has been created for the companies transition process.

La compañía de experiencias digitales Heyday se ha fusionado con J. Walter Thompson para formar Wunderman Thompson New Zealand, una agencia creativa, de datos y tecnología. Se ha creado una página aterrizaje simple y directa para el proceso de transición de ambas empresas.

Deliverables

UI Design

Design Credits

Juan Urrea

Creative Director

Aaron McMinn

Development

Wunderman Thompson

Photography Credits

WPP

Heyday Digital

Origen

Wellington, New Zealand

Welcome to

**Wunderman
Thompson**

NW1 LDN

⁺WT

heyday![™]

IS NOW

Wunderman Thompson

Thanks for stopping by. In case you missed it, we're now
Wunderman Thompson – a global creative consultancy with
over 20,000 people in 90 markets across the globe.



_WT + Heyday

OUR SERVICES INCLUDE:

Brand
communications

eCommerce

Strategic
consulting

Customer
experience design

CRM

Data

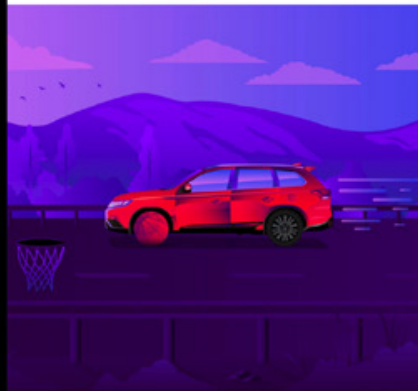
Mobile

Content
production

We've inspired growth for some of
the world most ambitious brands:



THE UNIVERSITY OF AUCKLAND



HEY!
WUNDERMAN THOMPSON & HEYDAY
HAVE JOINED
FORCES :)



Life insurance simplified

Partner's Life | Evince



Combining smart technology and data science, Evince delivers a compelling experience that simplifies the process for both advisers and clients. This interface showcases a summary of key life events and its impact, helping clients to understand the importance of life insurance.

Combinando tecnología inteligente y ciencia de datos, Evince ofrece una experiencia solida que simplifica el proceso tanto para asesores como para clientes. Esta interfaz muestra un resumen de eventos claves de la vida y su impacto, lo que ayuda a los clientes a comprender la importancia del seguro de vida.

Deliverables

UI Design

Design Credits

Juan Urrea

UX & Director

Richie Veldrum

Development

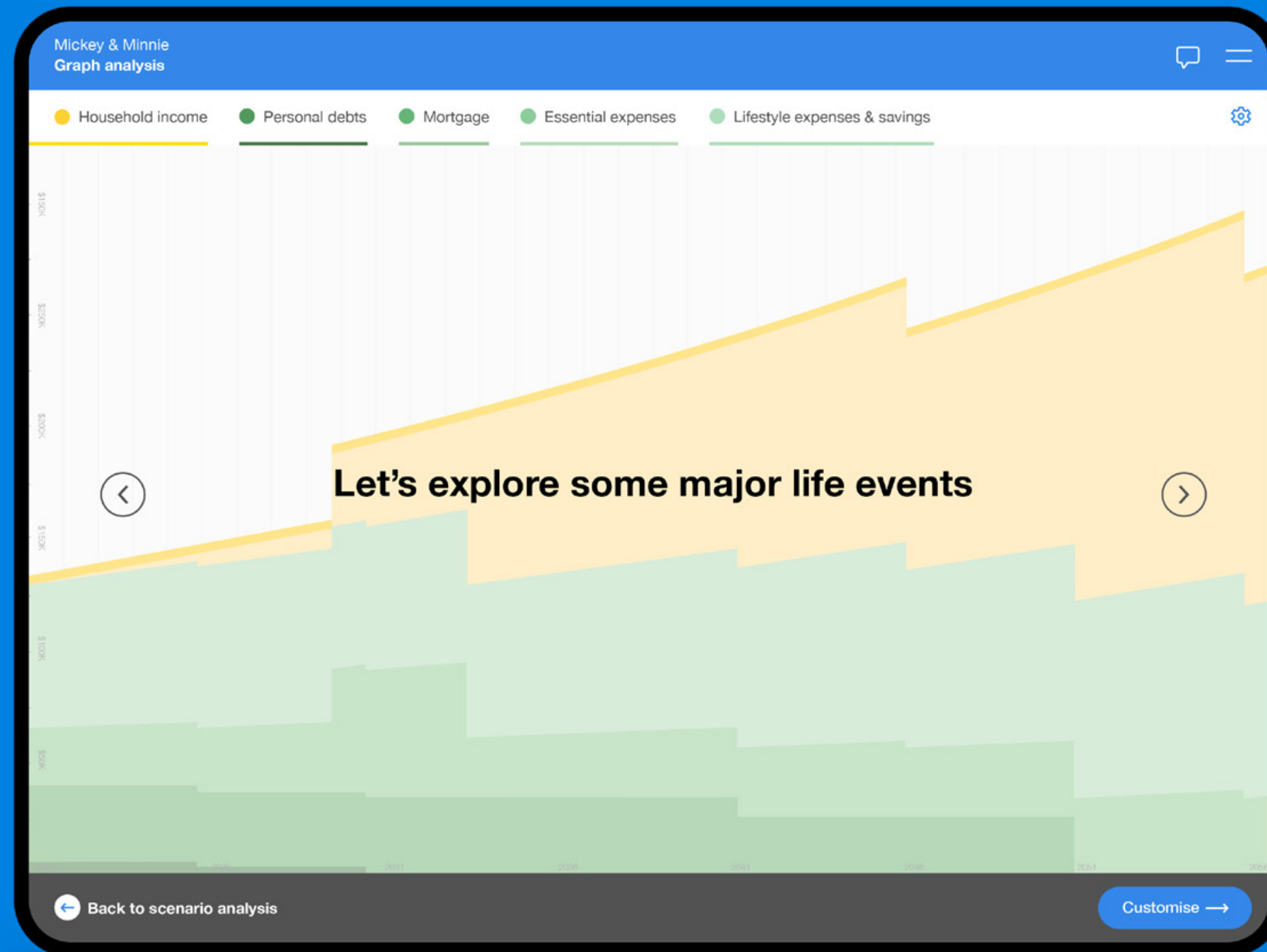
AKQA

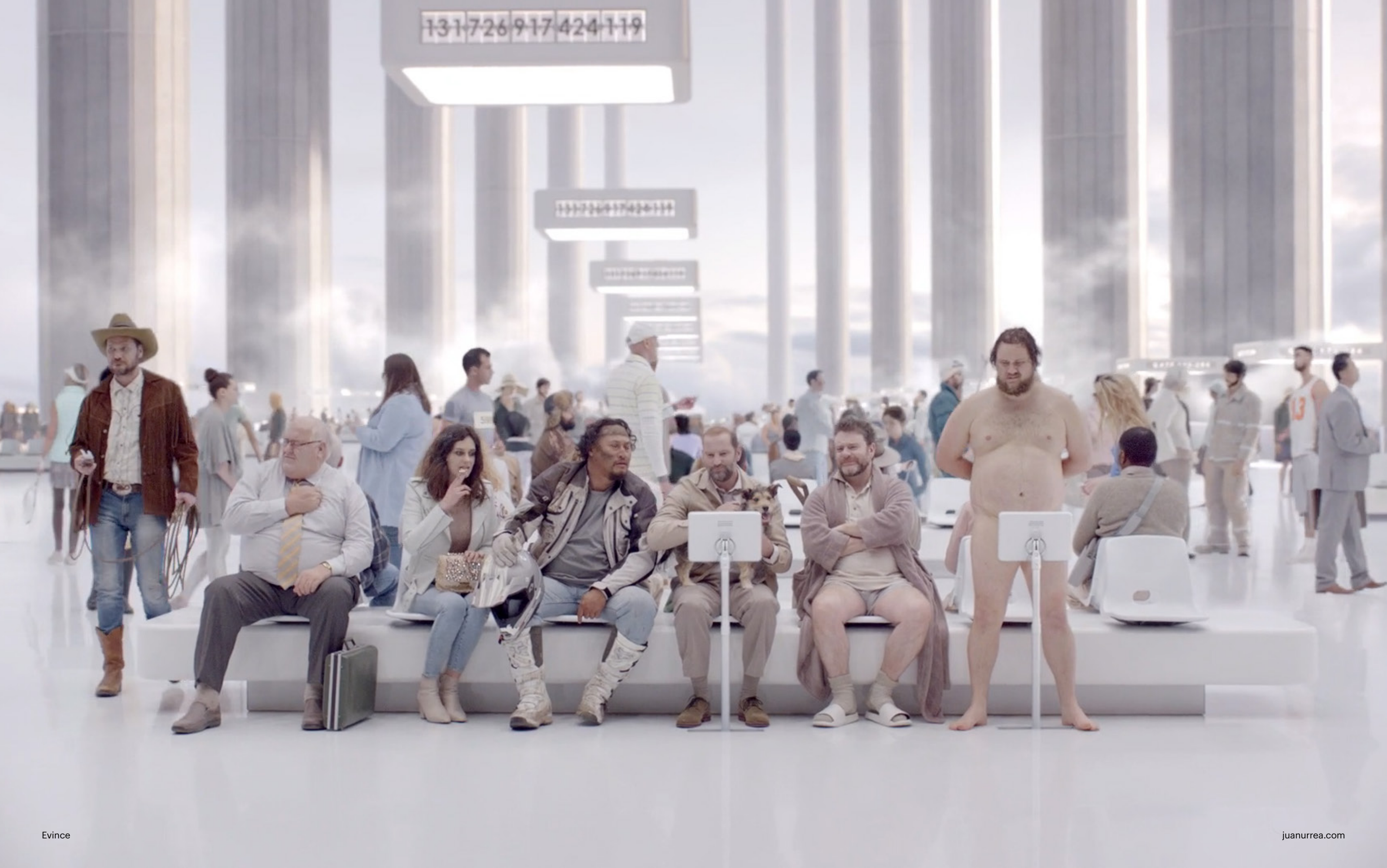
Photography Credits

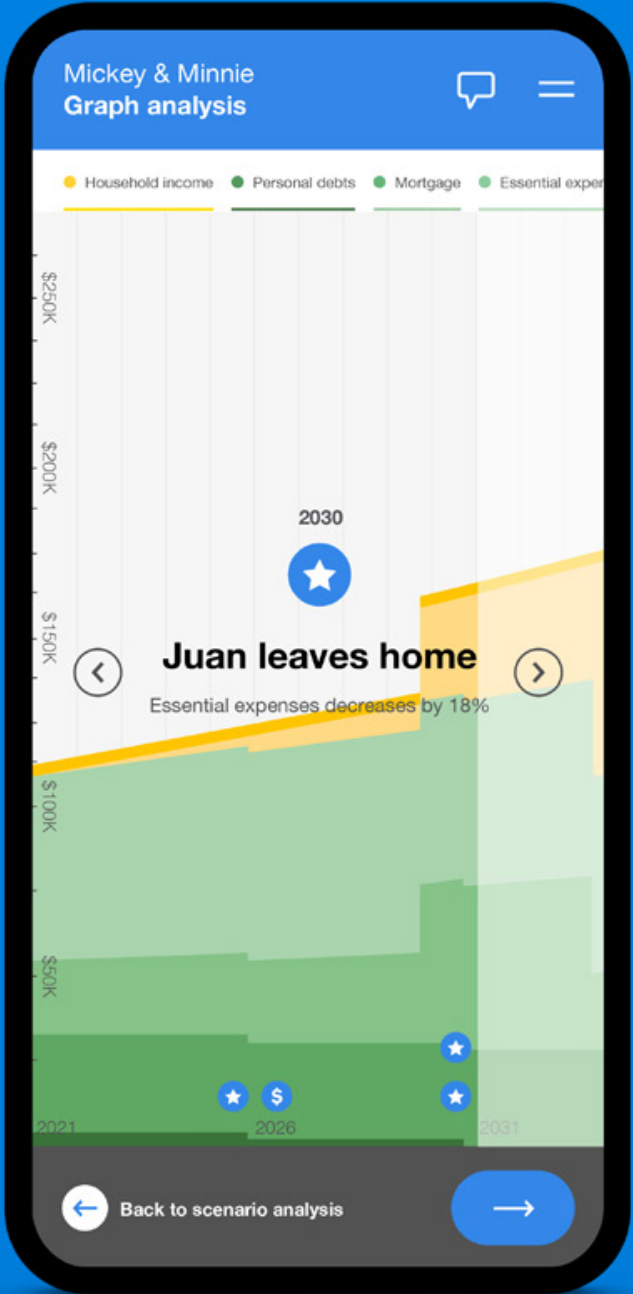
Partners Life

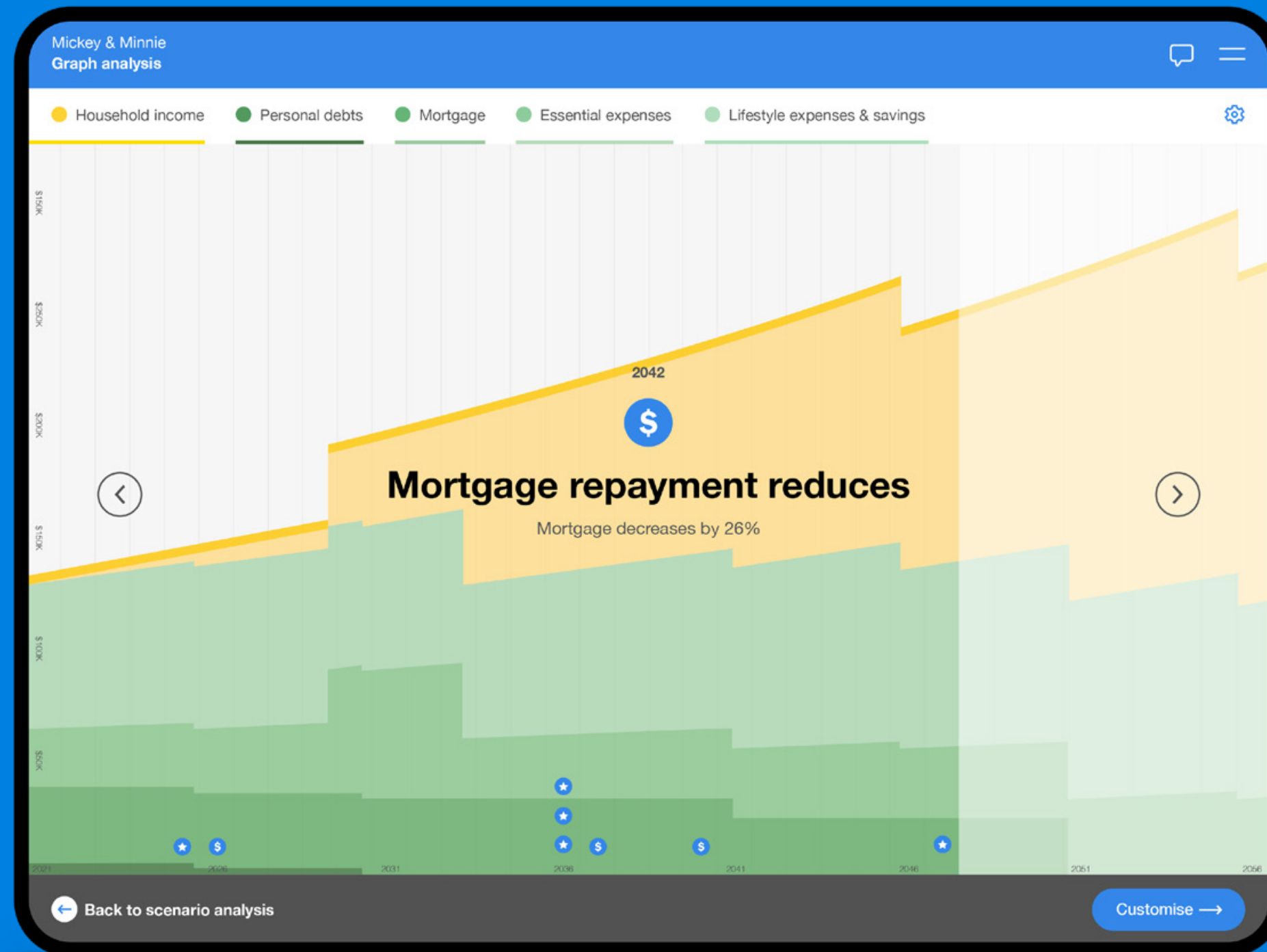
Origen

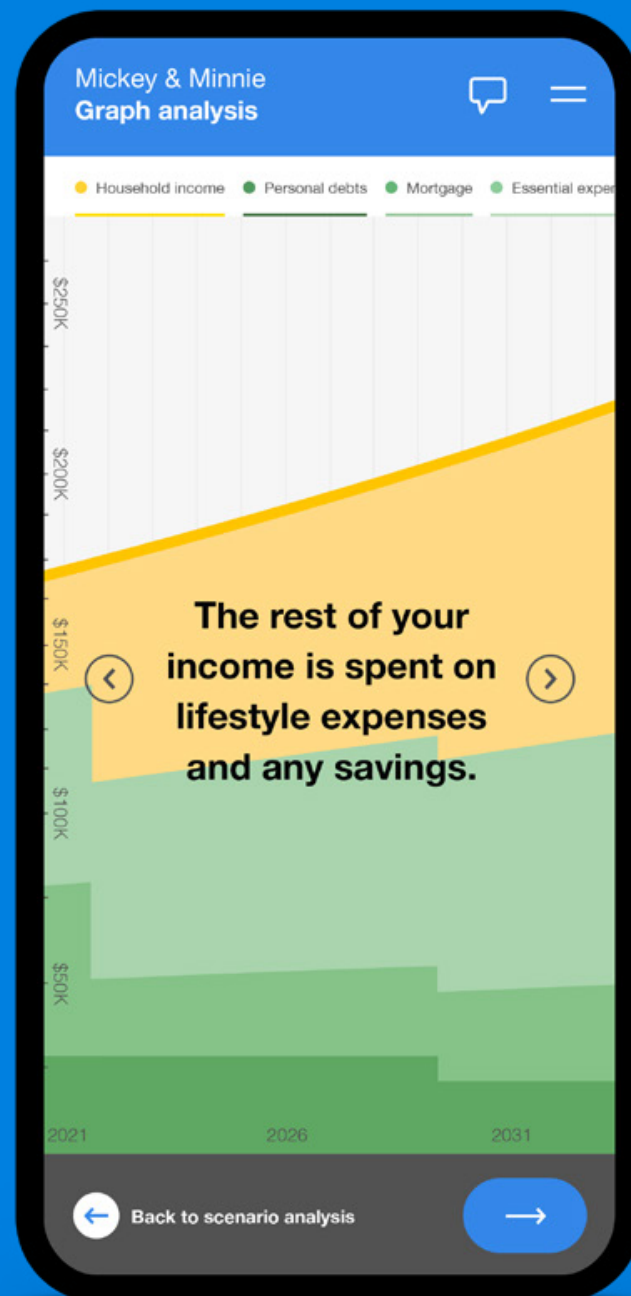
Wellington, New Zealand





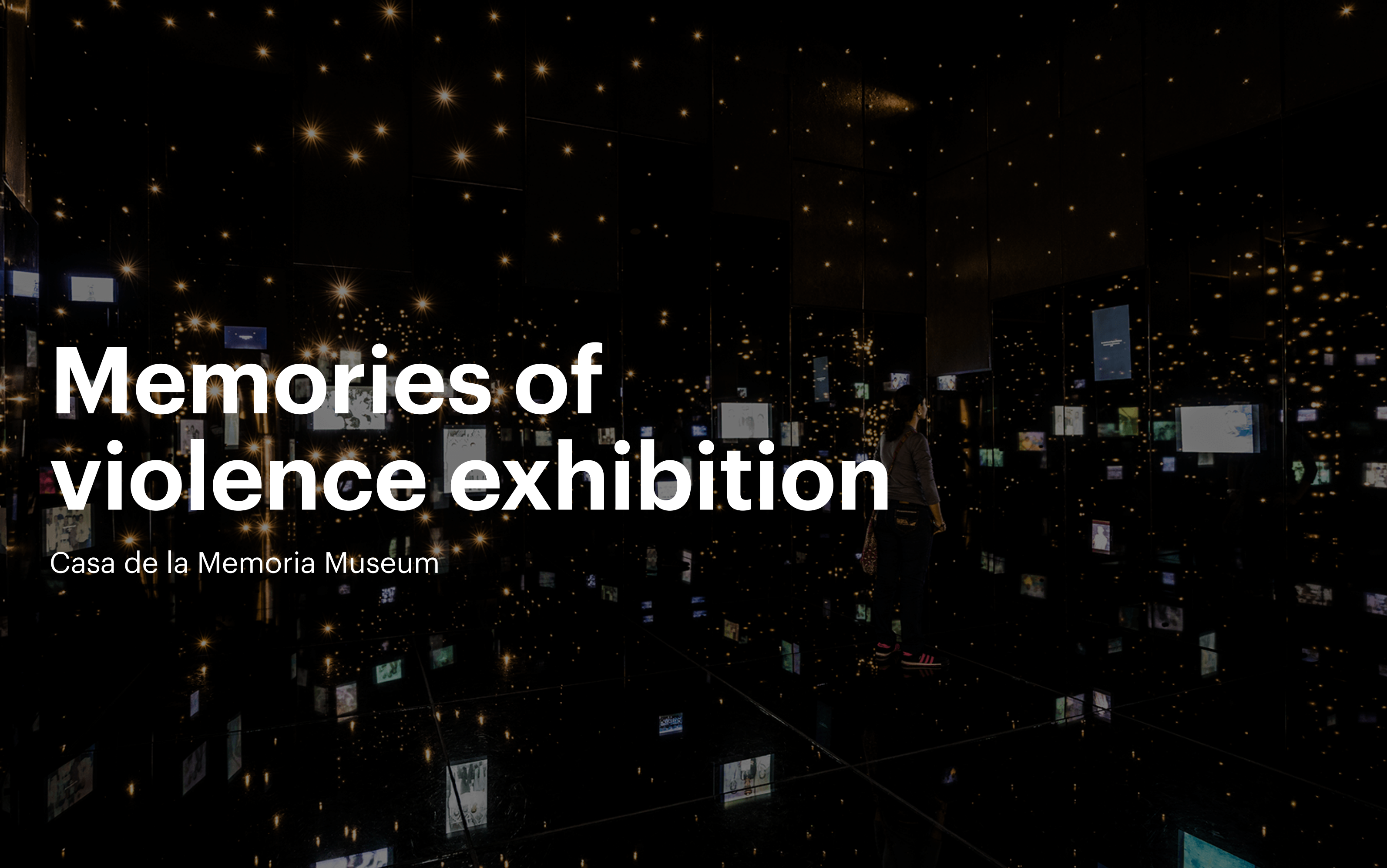






GATE 41-171





Memories of violence exhibition

Casa de la Memoria Museum

The Medellin's memorial museum is a space for the armed conflict victims and their family, to dignify and to collect their memories. An interactive exhibition has been designed, going through 58 years of conflict history using different comprehensive platforms and media.

El museo Casa de la Memoria de Medellín es un espacio para las víctimas del conflicto armado y sus familias, para dignificar y recoger sus memorias. Una exhibición interactiva ha sido desarrollada, atravesando 58 años de historia del conflicto usando diferentes plataformas y medios comprensivos.

Watch the trailer video [here](#)

Deliverables

UI design, UX Design,
Infographics, Graphic Design

Design Credits

Parque Explora
Juan Urrea

Development

Franco Oberti
Parque Explora

Photography Credits

Plasma-Nodo
Parque Explora
Prosperidad Social
Juan Urrea

Origen

Medellín, Colombia





1947	1948
La OEA designa la ciudad de La Paz la ciudad de la América Latina.	La OEA designa la ciudad de La Paz la ciudad de la América Latina.

1954	1955	1956	1957	1958	1959	1960	1961
Medellín Antioquia Colombia	Medellín Antioquia Colombia	Medellín Antioquia Colombia	Medellín Antioquia Colombia	Medellín Antioquia Colombia	Medellín Antioquia Colombia	Medellín Antioquia Colombia	Medellín Antioquia Colombia
Masacre de campesinos de la Unidad Nacional en Bogotá Septiembre 1954	Disputa de Rojas Clarauro los días 15 y 16 de mayo Mayo 15 y 16 1955	El Frente Nacional Clarauro los días 15 y 16 de mayo Mayo 15 y 16 1956	El asesinato de González Saldaña Octubre 1957	Se crea la Comisión Nacional de la Violencia Diciembre 1958	Libro político a Rojas Páez Enero 1959		
							
En medio de una penosa situación económica por la que muchos de los de sus compañeros, la élite caudillesca, se había ido del país.	La ANAC (Asamblea Nacional Constituyente) nombra como presidente a Rojas Páez para el período 1954-1958 Enero 1955	La Asamblea de Rojas Clarauro es una élite caudillesca de primera línea.	Tras el asesinato de González Saldaña, el Frente Nacional se disuelve.	El asesinato de Rojas Páez es el primer asesinato de la Comisión Nacional de la Violencia.	El asesinato de Rojas Páez es el primer asesinato de la Comisión Nacional de la Violencia.	El asesinato de Rojas Páez es el primer asesinato de la Comisión Nacional de la Violencia.	El asesinato de Rojas Páez es el primer asesinato de la Comisión Nacional de la Violencia.
	La operación militar contra los campesinos caudillescos en Villavieja, (Tolima) Enero 1955						
							
1954 Medellín Antioquia Colombia	1955 Medellín Antioquia Colombia	1956 Medellín Antioquia Colombia	1957 Medellín Antioquia Colombia	1958 Medellín Antioquia Colombia	1959 Medellín Antioquia Colombia	1960 Medellín Antioquia Colombia	1961 Medellín Antioquia Colombia

EL FRENTE NACIONAL Y LAS GUERRILLAS REVOLUCIONARIAS

1962	1963	1964	1965	1966	1967	1968	1969
Asesinato de Che Guevara El 9 de octubre de 1967, Che Guevara es asesinado por la fuerza armada cubana en la Sierra Maestra. Asesinato de Che Guevara El 9 de octubre de 1967, Che Guevara es asesinado por la fuerza armada cubana en la Sierra Maestra.	Asesinato de Che Guevara El 9 de octubre de 1967, Che Guevara es asesinado por la fuerza armada cubana en la Sierra Maestra. Asesinato de Che Guevara El 9 de octubre de 1967, Che Guevara es asesinado por la fuerza armada cubana en la Sierra Maestra.	Asesinato de Che Guevara El 9 de octubre de 1967, Che Guevara es asesinado por la fuerza armada cubana en la Sierra Maestra. Asesinato de Che Guevara El 9 de octubre de 1967, Che Guevara es asesinado por la fuerza armada cubana en la Sierra Maestra.	Asesinato de Che Guevara El 9 de octubre de 1967, Che Guevara es asesinado por la fuerza armada cubana en la Sierra Maestra. Asesinato de Che Guevara El 9 de octubre de 1967, Che Guevara es asesinado por la fuerza armada cubana en la Sierra Maestra.	Asesinato de Che Guevara El 9 de octubre de 1967, Che Guevara es asesinado por la fuerza armada cubana en la Sierra Maestra. Asesinato de Che Guevara El 9 de octubre de 1967, Che Guevara es asesinado por la fuerza armada cubana en la Sierra Maestra.	Asesinato de Che Guevara El 9 de octubre de 1967, Che Guevara es asesinado por la fuerza armada cubana en la Sierra Maestra. Asesinato de Che Guevara El 9 de octubre de 1967, Che Guevara es asesinado por la fuerza armada cubana en la Sierra Maestra.	Asesinato de Che Guevara El 9 de octubre de 1967, Che Guevara es asesinado por la fuerza armada cubana en la Sierra Maestra. Asesinato de Che Guevara El 9 de octubre de 1967, Che Guevara es asesinado por la fuerza armada cubana en la Sierra Maestra.	Asesinato de Che Guevara El 9 de octubre de 1967, Che Guevara es asesinado por la fuerza armada cubana en la Sierra Maestra. Asesinato de Che Guevara El 9 de octubre de 1967, Che Guevara es asesinado por la fuerza armada cubana en la Sierra Maestra.

1970 1971 1972 1973 1974 1975 1976 1977

1970: [Portrait of a man in a suit] [Text: After Thomas...]

1971: [Portrait of a man in a suit] [Text: ...]

1972: [Portrait of a man in a suit] [Text: ...]

1973: [Portrait of a man in a suit] [Text: ...]

1974: [Portrait of a man in a white cap] [Text: ...]

1975: [Portrait of a man in a suit] [Text: ...]

1976: [Portrait of a man in a suit] [Text: ...]

1977: [Portrait of a man in a suit] [Text: ...]

[illegible]

A large, dark, abstract sculpture resembling a flock of birds or a forest of thin poles topped with bird-like shapes, set against a light background. The sculpture is composed of numerous thin, vertical poles of varying heights, each topped with a dark, stylized bird-like figure. The figures are arranged in a way that suggests movement and flight. The background is a light, textured surface, possibly a wall or a large screen. The overall composition is minimalist and evocative.



DEGRADACION

1998

Medellín
Antioquia
Colombia

Las FARC se toman la ciudad de Mitú
Noviembre 1 de 1998

Mitú, sitiada por la FARC

Por setenta y dos horas la capital del Vaupés sufrió un asedio guerrillero

Se da inicio legal al proceso de paz con las FARC

Octubre 14 de 1998
Pero el diálogo...

1997

Medellín
Antioquia
Colombia

Masacres paramilitares
Julio 15 de 1997

La violencia paramilitar se expande a varios lugares de Colombia

Marcha por la Paz y la Vida
Octubre 26 de 1997

Una multitudinaria manifestación ciudadana se realiza en todo el país

Creación de las Autodefensas Unidas de Colombia
1997

1996

Medellín
Antioquia
Colombia

Toma de las FARC a la base militar Las Delicias
Agosto 30 de 1996

Macabro panorama en la Base Militar Las Delicias

Más de un centenar de militares afectados por la acción guerrillera

1995

Medellín
Antioquia
Colombia

Asesinato de Álvaro Gómez Hurtado
Noviembre 2 de 1995

Atacan al dirigente conservador en el norte de Bogotá

Movilización campesina contra las fumigaciones de cultivos de coca
Enero 5 de 1996

Otra porción de paz para el país

1994

Medellín
Antioquia
Colombia

Diálogo de paz con el ELN
Julio 1994

Gobierno y ELN se acercan al diálogo

Creación de las Comisarías

La ley promueve la creación de grupos de civiles armados

Diálogo con la Corriente de Renovación Socialista

REGIMEN MILITAR

1953

Medellín
Antioquia
Colombia

Pinilla

Junio 13 de 1953



El general Gustavo Rojas Pinilla asume el poder tras un golpe de estado y se convierte en la única dictadura del siglo XX en Colombia

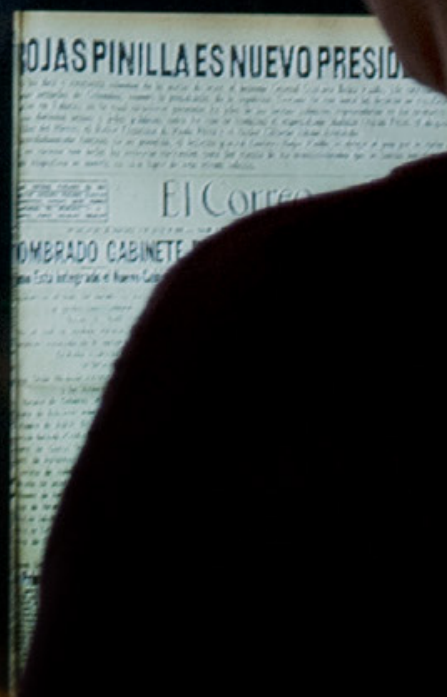
Desmovilización de las guerrillas liberales durante el gobierno de Rojas Pinilla

1953

LA DICTADURA DE ROJAS PINILLA

Junio 13 de 1953

La guerra civil que vivió Colombia durante el periodo presidencial de Laureano Gómez, hizo que la crisis política y las dificultades de gobernabilidad fueran inevitables, debido a que en la mayor parte del territorio nacional se enfrentaban violentamente entre sí los militantes de los partidos tradicionales. Además, el propio presidente, ausente del cargo por enfermedad, cada día era más incapaz de manejar la situación. Esta crisis condujo al golpe de estado de junio de 1953 y a la ascensión al poder de Gustavo Rojas Pinilla, en medio de una aceptación muy generalizada. Esto permitió que fuera un golpe sin derramamiento de sangre, llamado por sectores de la prensa y del establecimiento político como 'golpe de opinión'.



4

1954

Medellín
Antioquia
Colombia

Masacre de estudiantes de la Universidad Nacional en Bogotá

Junio 8 y 9 de 1954



1955

Medellín
Antioquia
Colombia

Dictadura de Rojas clausura los diarios El Tiempo y El Espectador

Agosto 3 de 1955



1956

Medellín
Antioquia
Colombia

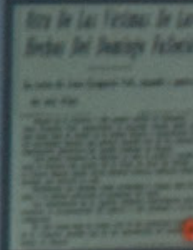
El Frente Nacional

Julio 24 de 1956

Los líderes de los partidos tradicionales se unen en contra de la dictadura de Rojas Pinilla y crean el Frente Nacional

Masacre en la plaza de toros de Bogotá

Febrero 5 de 1956



1957

Medellín
Antioquia
Colombia

El asesinato de Guadalupe Salcedo

Junio 6 de 1957

De 3 tiros, muerta Guadalupe Salcedo



Surgimiento del Movimiento Revolucionario Liberal (MRL)

1957



1956

Movimiento de Palenque

1957

La ORO lanza primer satélite artificial al espacio



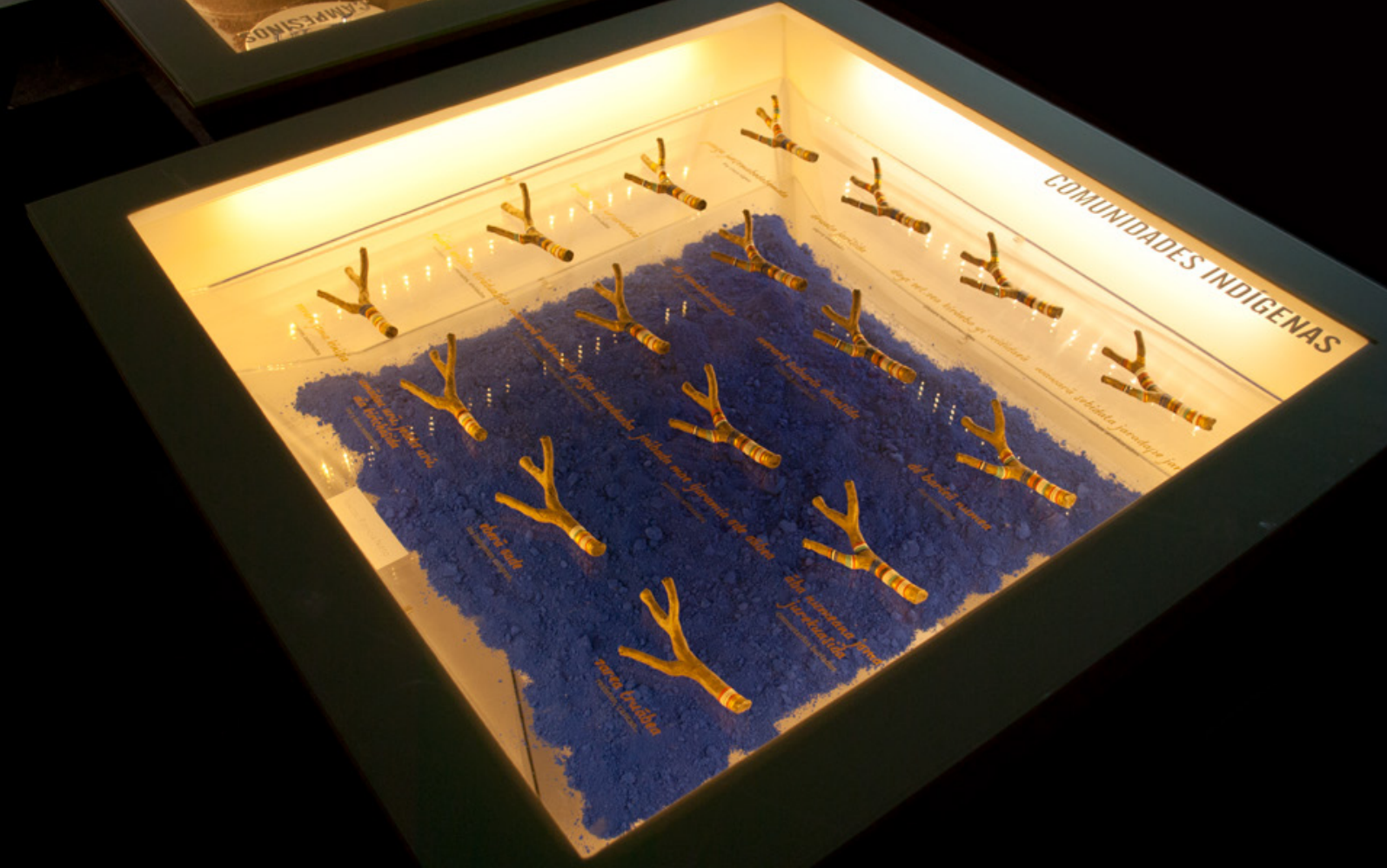
_Casa de la Memoria Museum



juanurrea.com

ABUSOS DEL EJÉRCITO Y LAS MILICIAS







Aussie fruity experience

True Fruit



True Fruit is one of the most popular and iconic products at schools in Australia, the 100% fruity stripes needed an e-commerce website able to reach new distributors, along with that True Fruit wholesome vibrant attitude a lively platform has been designed.

True fruit es una de los más reconocidos e icónicos productos en Australia, los rollos de 100% fruta necesitaban una plataforma e-commerce que permitiera alcanzar nuevos distribuidores interesados en el producto, a partir de esa actitud vibrante y saludable que promueve el producto se ha creado una plataforma muy energética.

Deliverables

UI design, Art Direction

Design Credits

Juan Urrea
Saltree

Development

Giraffe studios

Photography Credits

Ana Suntay-Tanedo
Hannah Roche

Origen

Melbourne, Australia

Website

truefruit.com.au



Aussie



Natural



Fresh



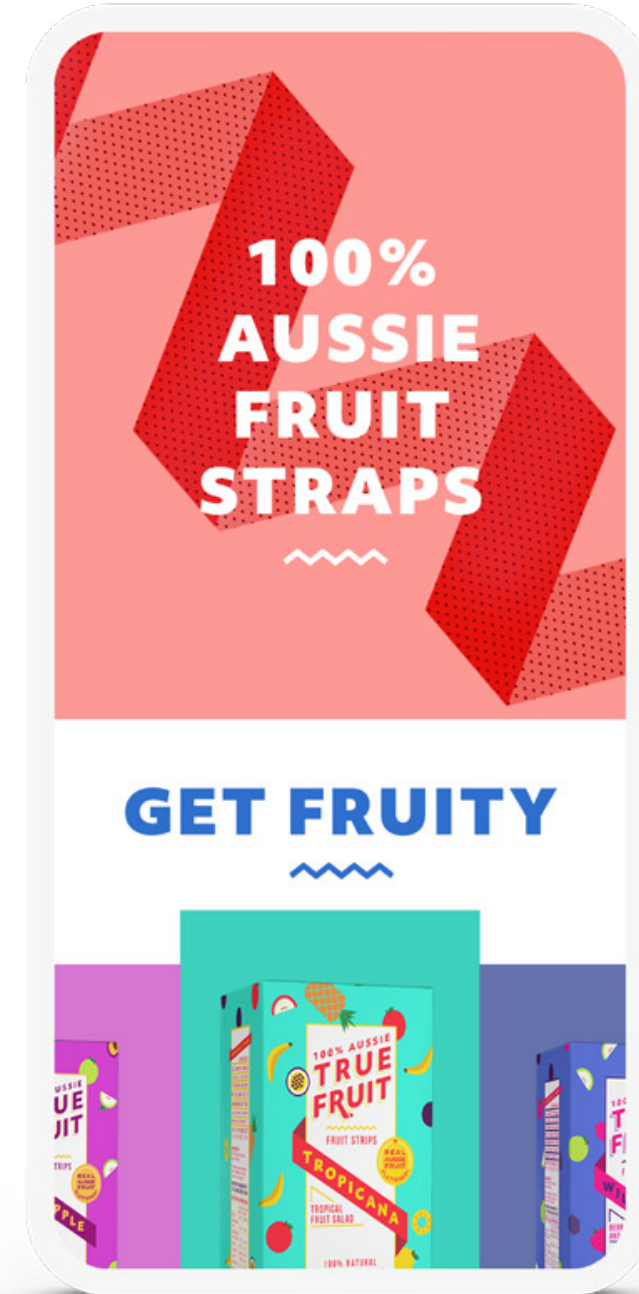
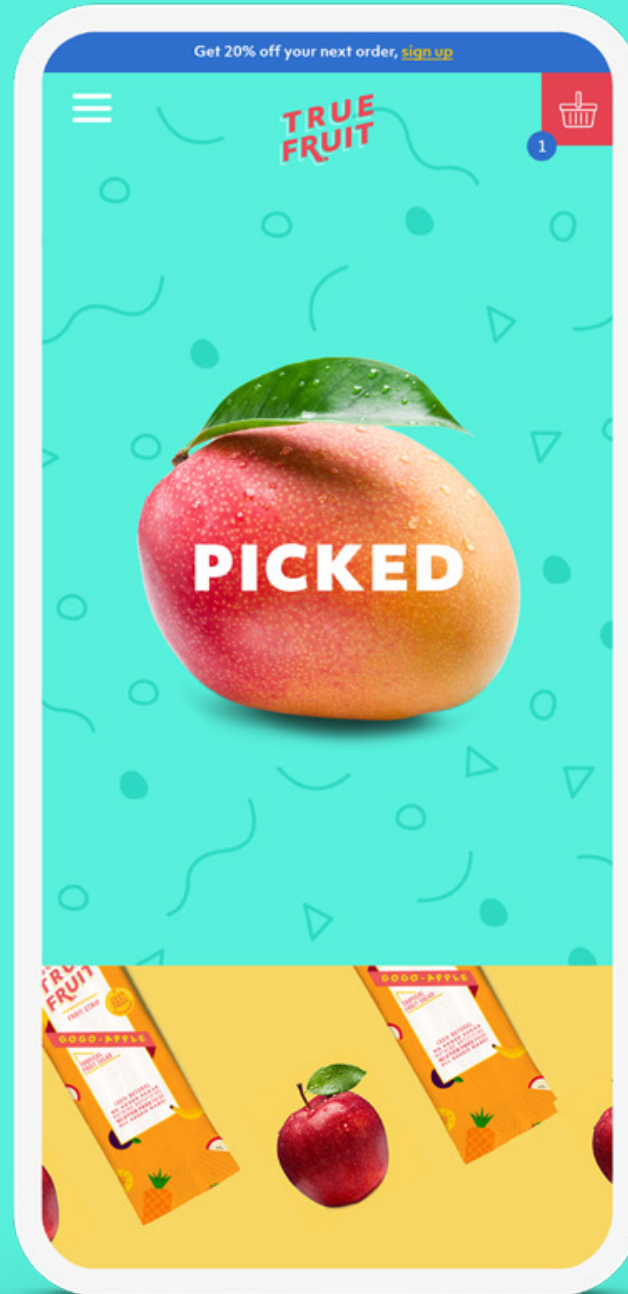
Fresh



Local



Natural





[ABOUT US](#)

[BUY NOW](#)



[FIND US](#)

[STOCK US](#)



THE HARVEST

100% AUSSIE FRUIT STRAPS





Mango and Apple 6 x 10g bars

\$6.00 (\$0.6 per bar)

ADD TO CART



Mango and Apple 6 x 10g bars

\$6.00 (\$0.6 per bar)

ADD TO CART



Mango and Apple 6 x 10g bars

\$6.00 (\$0.6 per bar)

ADD TO CART



Mango and Apple 6 x 10g bars

\$6.00 (\$0.6 per bar)

ADD TO CART



Mango and Apple 6 x 10g bars

\$6.00 (\$0.6 per bar)

ADD TO CART



Mango and Apple 6 x 10g bars

\$6.00 (\$0.6 per bar)

ADD TO CART

Mango and Apple 6 x 10g bars

\$6.00 (\$0.6 per bar)

Something about the benefits of our bars her
and then here and here as well 30 something
about product.

QTY (6) 

ADD TO BASKET

INGREDIENTS

NUTRIONALS

100% Dried Fruit Paste. Apple, Pineapple,
Banana, Mango, Passionfruit. No added sugar,
preservatives, additives or colourings. No fat &
low GI. [Read more](#)

STOCKIST



GRAB SOME NEAR YOU!

PRODUCT NAME

Available at **Coles and Woolworths** stores
nationwide and good independents.

PRODUCT NAME

Available at **Coles** stores nationwide and
good independents.

Get 20% off your next order, [sign up](#)



TRUE
FRUIT



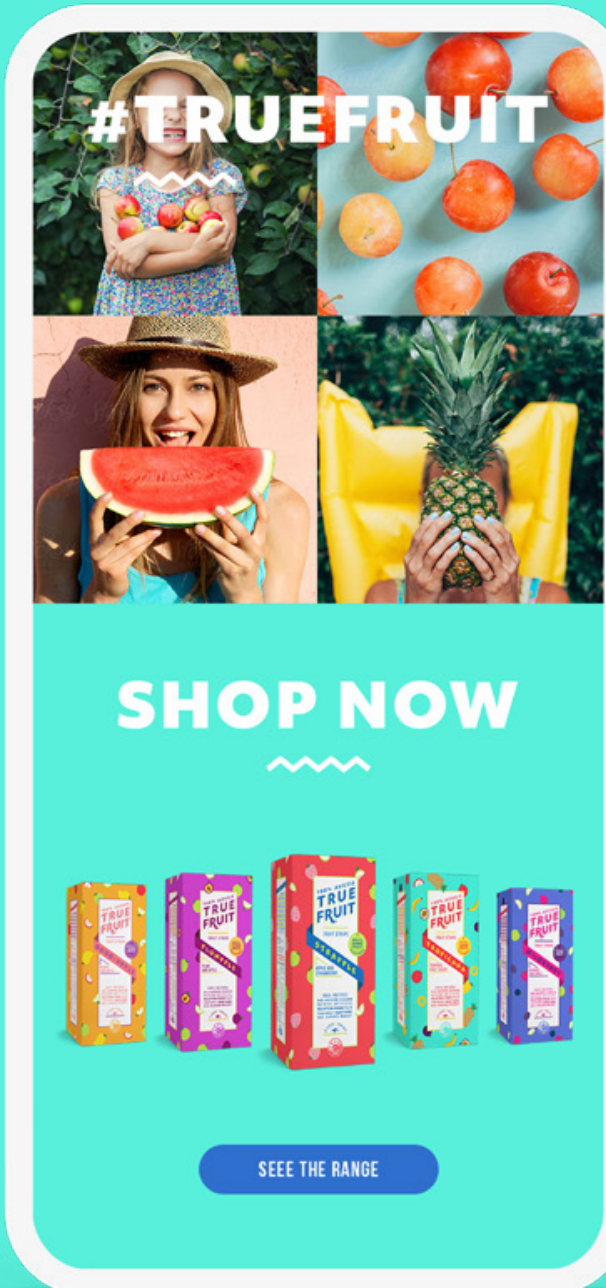
Mango and Apple 6 x 10g bars

\$6.00 (\$0.6 per bar)

Something about the benefits of our bars her
and then here and here as well 30 something
about product.

QTY (6) 

ADD TO BASKET



Connecting fashion bloggers

For Bloggers Only



For Bloggers Only is a fashion marketplace platform connecting bloggers and brands to collaborate, with a wide range of products and content to be featured. A responsive interface were designed thinking on product display best practices.

For Bloggers Only es una plataforma del mercado de la moda conectando bloggers y marcas para colaborar, con una variada linea de productos y contenidos para ser presentados. Una interfaz adaptable fue diseñada pensando en las mejores practicas de visualización de productos.

Deliverables

UI Design, UX Design

Design Credits

Juan Urrea

Yulia Connor

Development

JTB Studios

Photography Credits

Ana Suntay-Tanedo

Hannah Roche

Origen

Melbourne, Australia



DAVID JONES
SHINE ON DRESS
\$123.08



NET A PORTER
STUDDED SUEDE
\$100.08



DION LEE
LEE ECLIPSE
\$170.06



ADIDAS
STAN SMITH
\$82.08



DAVID JONES
SHINE ON DRESS
\$123.08



NET A PORTER
STUDDED SUEDE
\$100.08



DAVID JONES
SHINE ON DRESS
\$123.08



NET A PORTER
STUDDED SUEDE
\$100.08



DION LEE
LEE ECLIPSE
\$170.06



ADIDAS
STAN SMITH
\$82.08



DAVID JONES
SHINE ON DRESS
\$123.08



NET A PORTER
STUDDED SUEDE
\$100.08



DAVID JONES



NET A PORTER



DION LEE



ADIDAS



DAVID JONES



NET A PORTER

Brands for Influencers

For Bloggers Only is a unique marketplace for bloggers and brands to collaborate and create stunning content. Bloggers can purchase premium product at a discounted price from a range of top-tier brands, providing huge content potential with high quality brand exposure.

REGISTER AS A BRAND

BECOME AN INFLUENCER

LEARN MORE
v

NEW MISCHA COLLECTION RESORT 16/17

SHOP THIS BRAND

Shop

NEW ARRIVALS EXCLUSIVES DESIGNERS

Shopping Options

- SHOES
- BEAUTY
- DESIGNER

Filter

- SIZE
- DESIGNER
- COLOUR



ADIDAS
STAN SMITH
\$82.08



DAVID JONES
SHINE ON DRESS
\$123.08



NET A PORTER
STUDDED SUEDE
\$100.08



DION LEE
LEE ECLIPSE
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ADIDAS
STAN SMITH
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DAVID JONES
SHINE ON DRESS
\$123.08



NET A PORTER
STUDDED SUEDE
\$100.08



DION LEE
LEE ECLIPSE
\$170.06





ADIDAS
STAN SMITH

\$82.08

COLOUR

SIZE

XS

S

M

L

XL

QTY

1

ADD TO CART

ADD TO WISH LIST

1 item

Cart Subtotal

\$98.00

GO TO CHECKOUT

Adidas-Stan Smith

See Details

\$98.00

Qty 1

View and edit cart

DETAILS MORE INFORMATION REVIEW

Fleet of foot or slow and steady, you'll be in complete comfort with the Apollo Running Short. Lightweight polyester material lets you move with ease, and mesh side panels promise plenty of ventilation as you work up a sweat.

- Black shorts with green accents.
- Side pockets.
- 4" inseam.
- Machine wash/dry.

FOR BLOGGERS ONLY



[SHOP](#) [INFLUENCERS](#) [HOW IT WORKS](#) [EDITOR'S PICKS](#) [CONTACT](#) [REGISTER](#) [LOGIN](#)

1

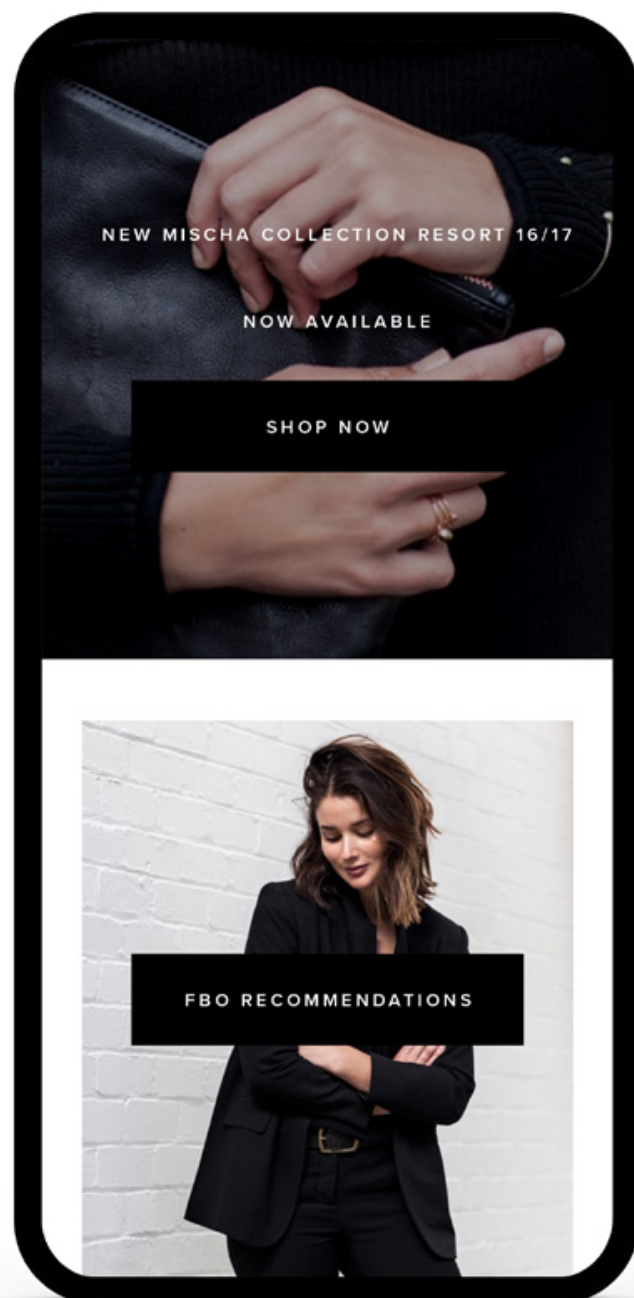
Sign Up

Once your membership is approved, you're ready to start browsing!
We know you love to shop. So we let you do exactly that.

We source the most beautiful labels. And connect you with the coolest brands.
We spend countless hours curating the best of the best so you don't have to.
You simply purchase the items you love, at highly discounted prices.

Influencers with an audience of 100,000 + receive unprecedented
access to designer items free of charge.





The sweetest side of life

Helloo by Grapeco



Hello by Grapeco are single origin grapes hand-selected in Australia and distributed along South Africa and China. A high-end and functional orientated web portal showcasing a wide range of products by seasons and categories were created.

Hello By Grapeco son las uvas de origen único seleccionadas a mano en Australia y distribuidas en Sur África y China. Se ha creado un refinado y funcional portal web en donde se exhibe una gran variedad de productos filtrados por temporadas y categorías.

Deliverables
UI Design, UX Design, Web Design, Packaging, Art Direction

Design Credits
Juan Urrea
Saltree

Development
JTB Studios

Photography Credits
Ana Suntay-Tanedo
Hannah Roche

Origen
Melbourne, Australia

Website
grapecoaustralia.com.au



hello

LOGIN AS [BUYER](#) OR A [GROWER](#)

MENU



FROM THE SWEETER SIDE OF LIFE



by
GrapeCo.



[FACEBOOK](#) [INSTAGRAM](#)

DELUXE COLLECTION

*Every single one of our deluxe
grapes has been personally
hand-selected*

Adrian & Frank Caia ADRIAN & FRANK CAIA

Explore the range



LOGIN AS [BUYER](#) OR A [GROWER](#)



FACEBOOK

INSTAGRAM

INSIDE NEWSROOM

*Get the latest news from
the sweeter side of life*

by
GrapeCo



hello%

LOGIN AS [BUYER](#) OR A [GROWER](#)

MENU



DELUXE THOMPSON SEEDLESS GRAPES

by
GrapeCo.



[FACEBOOK](#) [INSTAGRAM](#)

THOMPSON SEEDLESS

A sweet crunchy hand-picked grape.

Jan

Feb

Mar

Apr

May



LET'S GET IN TOUCH

For enquiries about Hellooo by GrapeCo or to contact the team

***Name**
John Citizen

***Email**
your@email.here

***Phone**
(00) 000 000 000

***Country** ▾

***Enquiry type** ▾

***Your message**
Start typing.....

Send



LOGIN AS [BUYER](#) OR A [GROWER](#)

MENU 

PUMPKIN COUS COUS
AND QUINOA SALAD

DESCRIPTION	INGREDIENTS	METHOD
-------------	-------------	--------

DIFFICULT RATING ● ○ ○
TIME 15 MINS
SERVES 4

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim ala veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

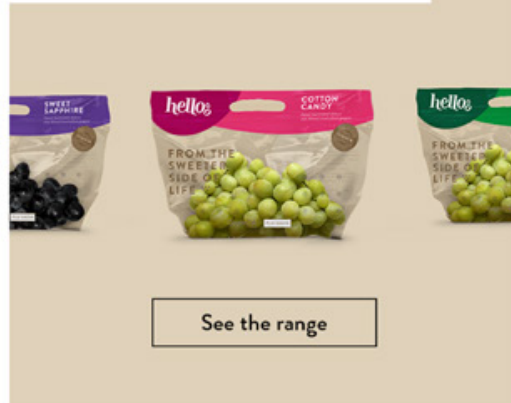
Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed le met dolor tul perspiciatis un lemento tu apreso.



FACEBOOK | [INSTAGRAM](#)

DELUXE COLLECTION

*Explore our range of grapes
from the sweeter side of life*



[See the range](#)

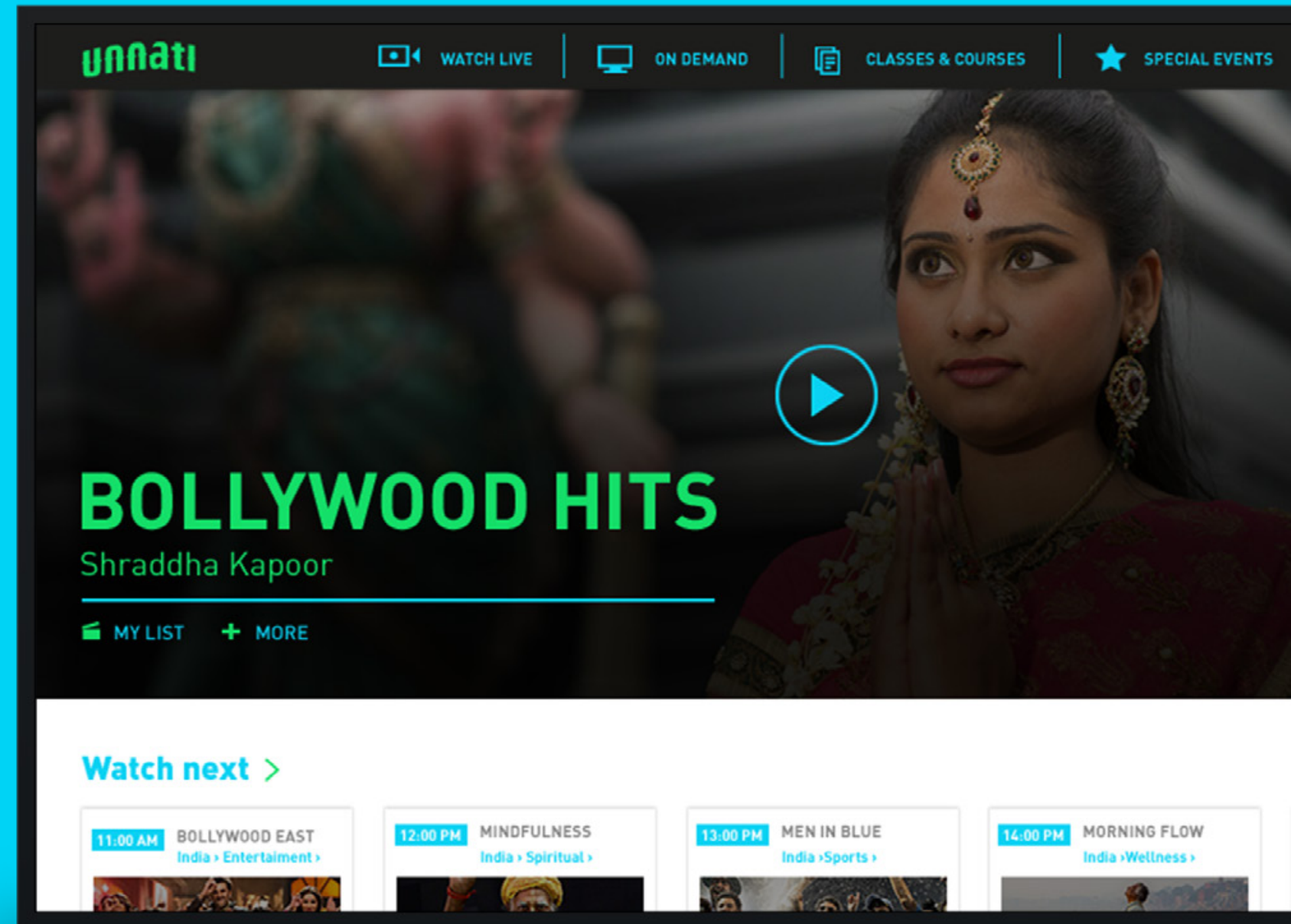
RECIPE COLLECTION

*Delicious recipes from the
sweeter side of life*



Delicious content

Unnati



Unnati is an online streaming platform for Indian cultural content, aiming to create a brand where users feel connected and proud of Indian idiosyncrasy. An interactive interface and a vibrant branding came out inpired by Indian pop culture.

Unnati es una plataforma de transmisión en línea de contenido cultural de la India, con el objetivo de crear una marca donde los usuarios se sienten conectados y orgullosos de la idiosincrasia India. Una interfaz interactiva y una marca vibrante surgieron inspiradas por la cultura popular India.

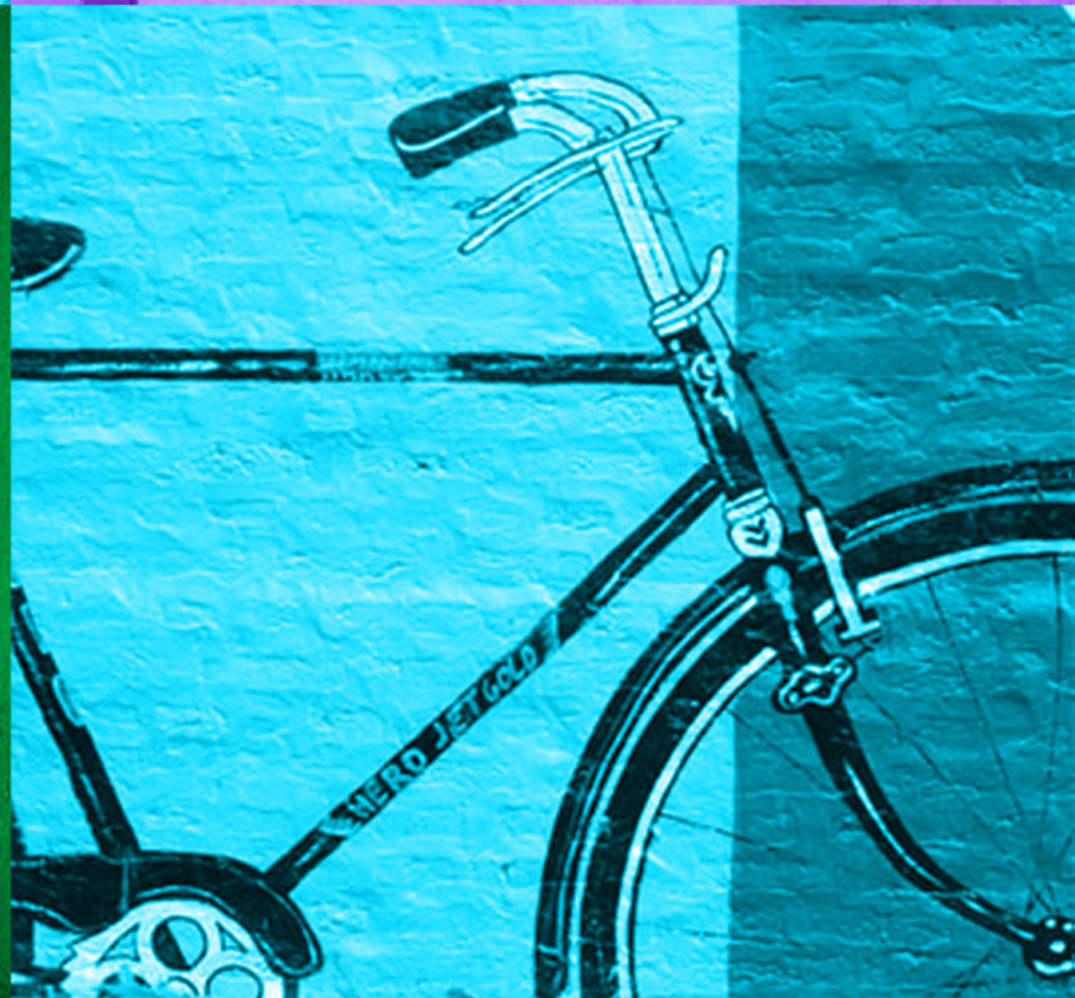
Deliverables
UI design, Logotype Design

Design Credits
Juan Urrea
Loud & Clear

Development
Loud & Clear

Photography Credits
Debashis Biswas

Origen
Melbourne, Australia



unnati



WATCH LIVE



ON DEMAND



CLASSES & COURSES



SPECIAL EVENTS

Sign In

MEN IN BLUE

Virat Kohly



MY LIST



MORE

Watch next >

11:00 AM

BOLLYWOOD EAST
India > Entertainment >



12:00 PM

MINDFULNESS
India > Spiritual >



13:00 PM

MEN IN BLUE
India > Sports >



14:00 PM

MORNING FLOW
India > Wellness >



15:00 PM

SITAR SESSIONS
India > Music >



Popular Channels >



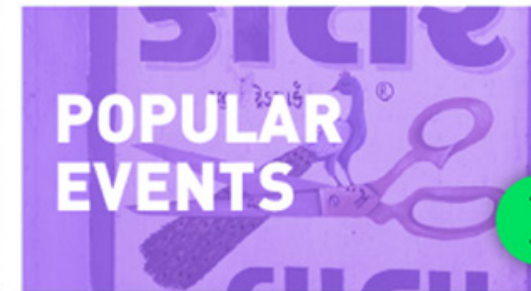
ON DEMAND

Allows you to watch selected movies or TV content whenever suits you best.



BUILD NEW SKILLS

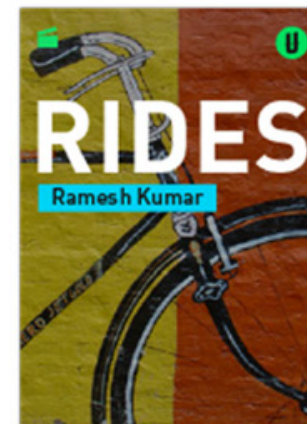
Explore a wide range of courses, from learning delicious cooking recipes to coding.



DON'T MISS OUT

Be up to date about main events that are happening around the world.

Popular Courses >



unnati

WATCH LIVE

ON DEMAND

CLASSES & COURSES

SPECIAL EVENTS

Sign In

Adib Majhi Channel

5.75M Subscribers

NOW LIVE

SUNRISE FLOW

Adib Majhi

MY LIST + MORE

Watch next >

11:00 AM

BOLLYWOOD EAST
India > Entertainment >



12:00 PM

MINDFULNESS
India > Spiritual >



13:00 PM

MEN IN BLUE
India > Sports >



14:00 PM

MORNING FLOW
India > Wellness >



15:00 PM

SITAR SESSIONS
India > Music >



Schedule >

TODAY

01 January, Sydney (GMT)

11:00 AM



INDIAN TEMPLES

India > Theatre > 60 mins

On: Culture & Tradition

12:00 PM



CRICKET WINNERS

India > Sports > 60 mins

On: Culture & Tradition

13:00 PM



INDIAN CELEBRATIONS

India > Culture > 60 mins

On: Culture & Tradition

14:00 PM



TOP BOLLYWOOD

Country > Dance > 60 mins

On: Culture & Tradition

TOMORROW

02 January, Sydney (GMT)

11:00 AM



TOP BOLLYWOOD

Country > Dance > 60 mins

On: Culture & Tradition

12:00 PM



INDIAN CELEBRATIONS

India > Culture > 60 mins

On: Culture & Tradition

13:00 PM



MEN IN BLUE

India > Sports > 60 mins

On: Culture & Tradition

14:00 PM



INDIAN TEMPLES

India > Theatre > 60 mins

On: Culture & Tradition



Popular Channels >





Celebrating Australian design

Create Design Awards | Desktop



Create Design Awards celebrates Australia’s world-class creative industry, awarding exceptional talent over a vast array of creative fields. As a memoir an interactive eBook has been designed showcasing the best of Australian design.

Create Design Awards es una celebración a la industria creativa de clase mundial en Australia, premiando al talento excepcional de una amplia gama creativa. Como memoria del evento se ha creado un eBook interactivo que muestra lo mejor del diseño en Australia.

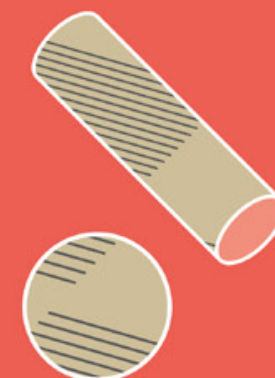
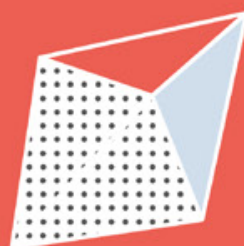
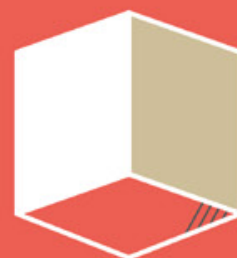
Deliverables
Ebook Design

Design Credits
Juan Urrea
Desktop Magazine
Tin&Ed (Cover design)

Development
Desktop Magazine

Photography Credits
CDA Shortlisted Projects

Origen
Melbourne, Australia



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Homecamp Identity

• Studio: The Company You Keep

• Client: Homecamp

Homecamp is an online retailer and manufacturer of quality outdoor products.

The brand aims to inspire Australians to explore the great outdoors one weekend at a time, in stylish comfort. The brand response connects nostalgic cues, resulting in a monogram that instantly ties the brand to

the outdoors in an inviting manner, and easily applies to a variety of disparate materials. The use of Souvenir as a secondary font touches on the caravan era of the 70s to spark a new revival of weekend escapes. The modern, user-focused website pairs the e-commerce experience with the stories that the brand enables.



040 Create Design Awards 2015



Identity // Sponsored by

The Shortlist

411



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Fonda Hawthorn

Studio: Wildhen Design

Client: Fonda

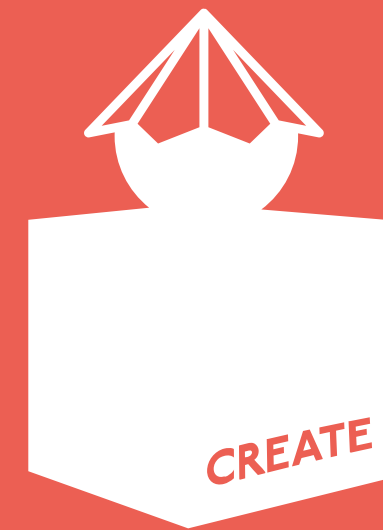
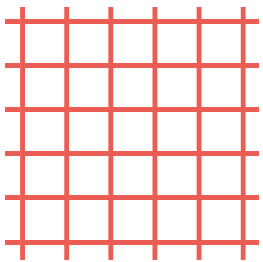
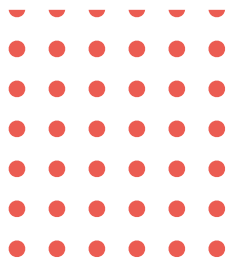
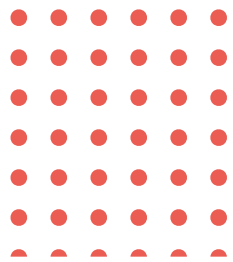
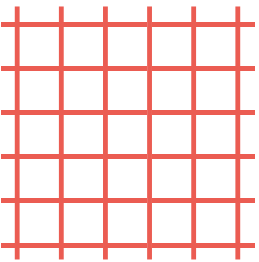
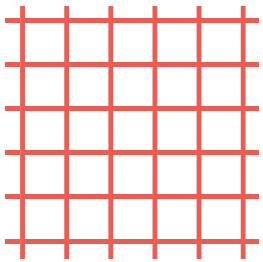
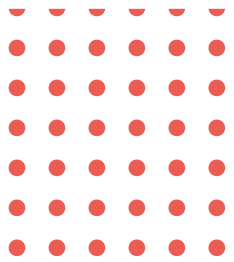
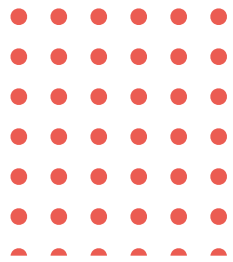
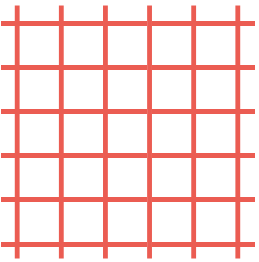
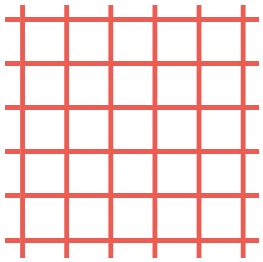
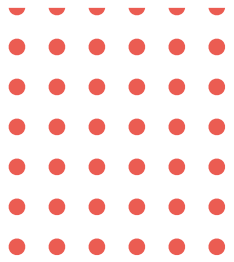
As Fonda continues to grow, we continue to help the brand evolve. The food has always been able to speak for itself, which is why we've always steered clear of clichés in our design. The fourth Fonda on the scene – Hawthorn, on busy Glenferrie Road – is no different.

Working intensively with Fonda, we created unique signage, as well as the interior profile: wall and floor murals, above bar shelving installation, and hanging artwork, giving this new Fonda a personality all of its own.



Signage & Display // Sponsored by

139



Academic synthesis

Eafit University



Eafit is a prestigious and competitive university in Colombia, with a wide range of academic programs, specialisations and master's degrees, an iconographic system has been designed to link all the academic offer and use it across its social media and internal digital platforms

Eafit es una prestigiosa y competitiva universidad en Colombia, con una gran variedad de programas académicos, especializaciones y maestrías, un sistema iconográfico ha sido desarrollado para enlazar toda la oferta académica y usarlo a través de sus redes sociales y plataformas digitales internas.

Deliverables

Iconography, Graphic Design

Design Credits

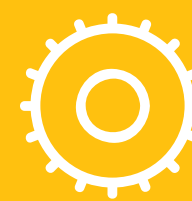
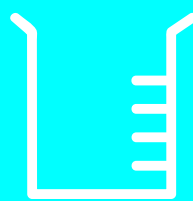
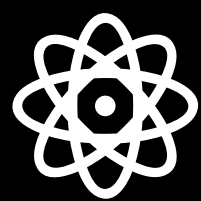
Juan Urrea

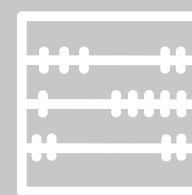
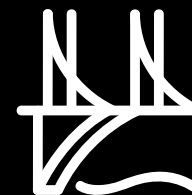
Development

Eafit

Origen

Medellín, Colombia





brand identity

_ Tuckshop

_ Kintaro

_ Historia Apié

_ The Green Colombian Soup

_ The Puffy Company

_ Foxley

_ Going Down Swingwing

_ Gardin Residences

Studio to an agency

Tuckshop



tuckshop

Tuckshop agency is the rebranding result arriving from the previous Saltree, a design studio with over a decade of experience in Australian food, natural lifestyle, organics, gourmet health, fresh and grocery.

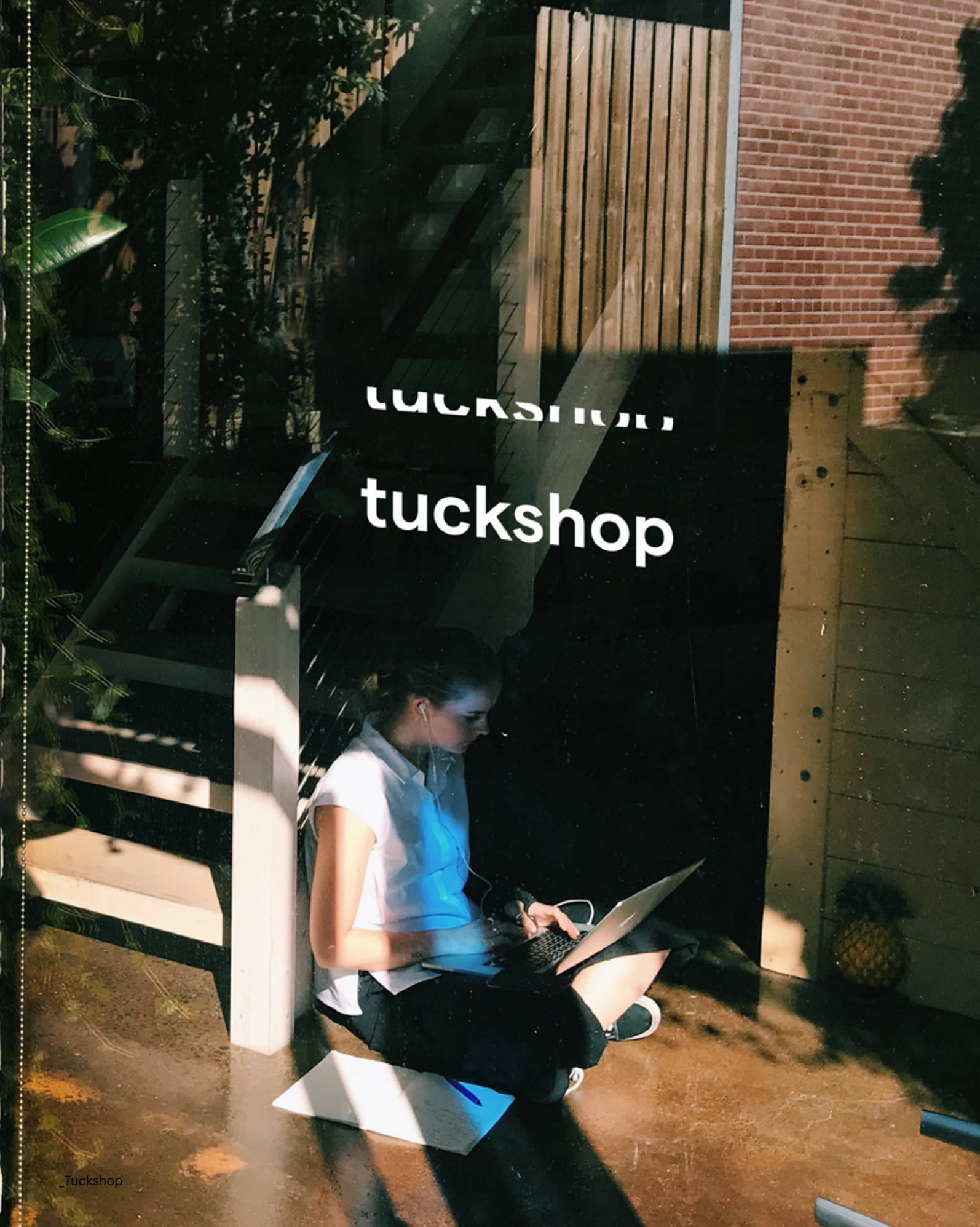
Tuckshop agency es el resultado del proceso de rebranding viniendo de el previo Saltree, un estudio de diseño con más de una década de experiencia en en la industria de la comida en Australia, estilo de vida natural, comida orgánica, salud gourmet y productos frescos y comestibles.

Deliverables
Branding, Visual Identity, Website, Collateral Material, Art Direction

Design Credits
Juan Urrea
Marina Rolfe

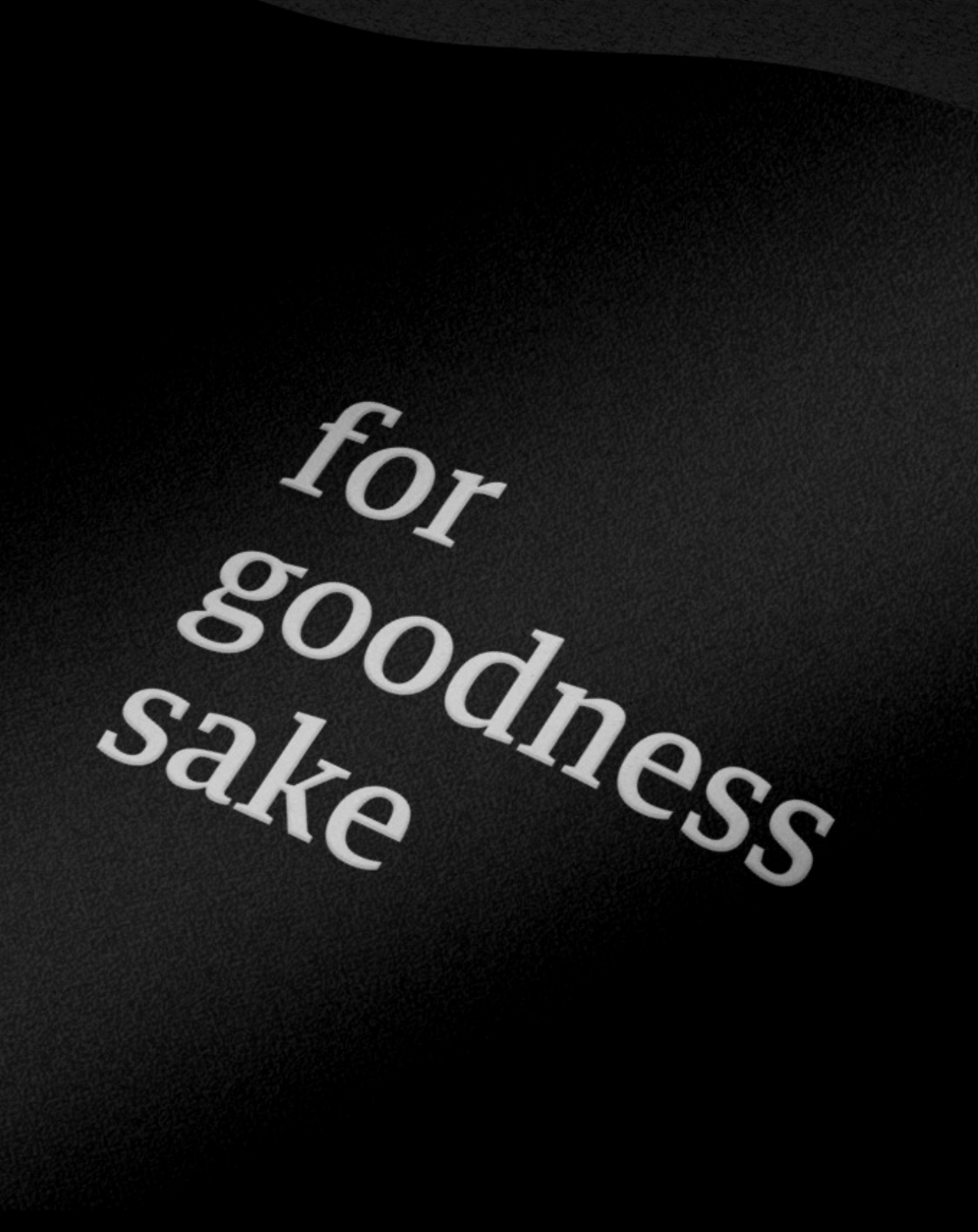
Photography Credits
Marina Rolfe
Jason Leung

Origen
Melbourne, Australia



tuckshop

AGENCY TUCKSHOP A GOOD FOR PROFIT BRANDING







ADVERTISING · TUCKSHOP · STRATEGY · CREATIVE · SOCIAL



Coast to coast

Kintaro Clothing



Kintaro is an Australian clothing brand inspired in the mediterranean coastal lifestyle, it need a flexible identity that can behave in different contexts. A brand identity has been created based on that classy mediterranean tranquility.

Kintaro es una marca de ropa Australiana inspirada en el estilo de vida de la costa Mediterránea, necesitando una identidad flexible que se pueda comportar en diferentes contextos. Una identidad de marca ha sido creada basada en esa refinada tranquilidad mediterránea.

Deliverables

Branding, Logotype Design, Brand Guidelines, Print, Illustration, Collateral Material, Iconography, Art Direction

Design Credits

Juan Urrea

Photography Credits

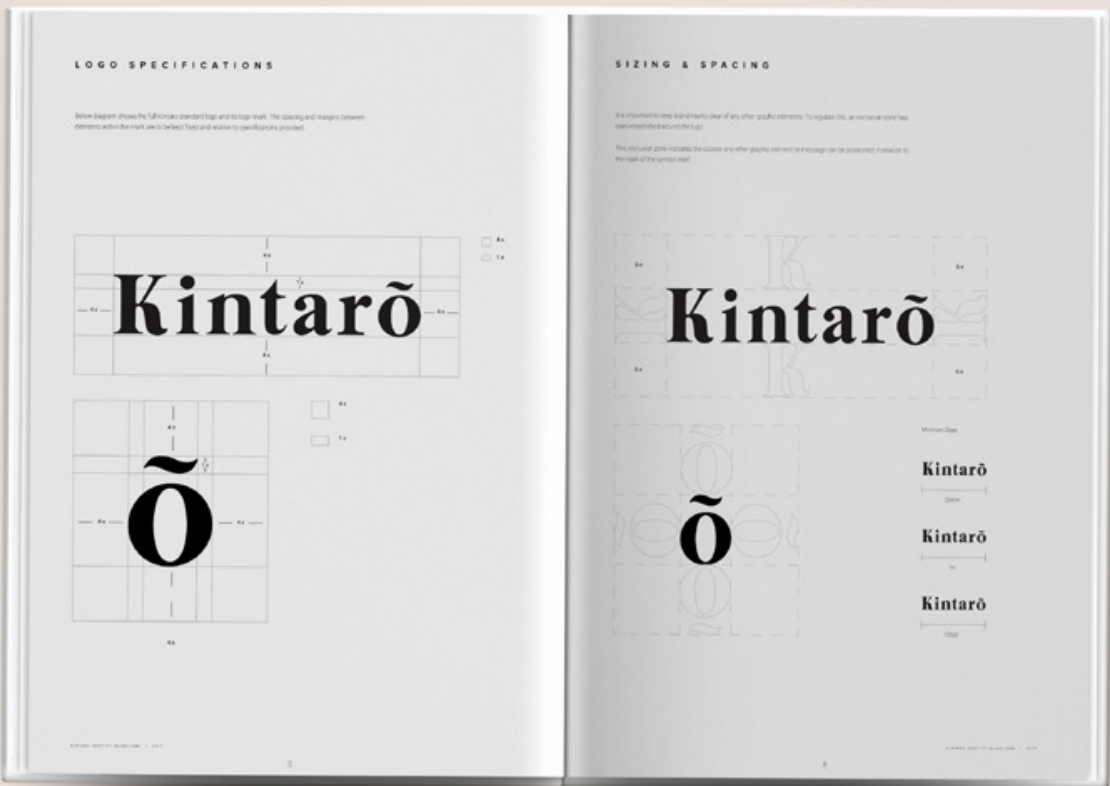
Laurence Tooley, Christine Montone, The Cardboard America Archives

Origen

Melbourne, Australia



Kintarō











Kintarō



Shoes with stories to tell

Historia Apié



Historia Apié is an awarded handmade shoe company that employs shoemaking family-run workshops in Colombia, they needed a branding that reclaims the country's history. A nostalgic branding coming from the colonial period of Colombia has been created.

Historia Apié, es una premiada marca de zapatos hechos a mano que emplea talleres familiares de zapateros en Colombia, necesitaba una marca que recupere la historia del país. Una marca nostálgica renacida del periodo colonial de Colombia ha sido desarrollada.

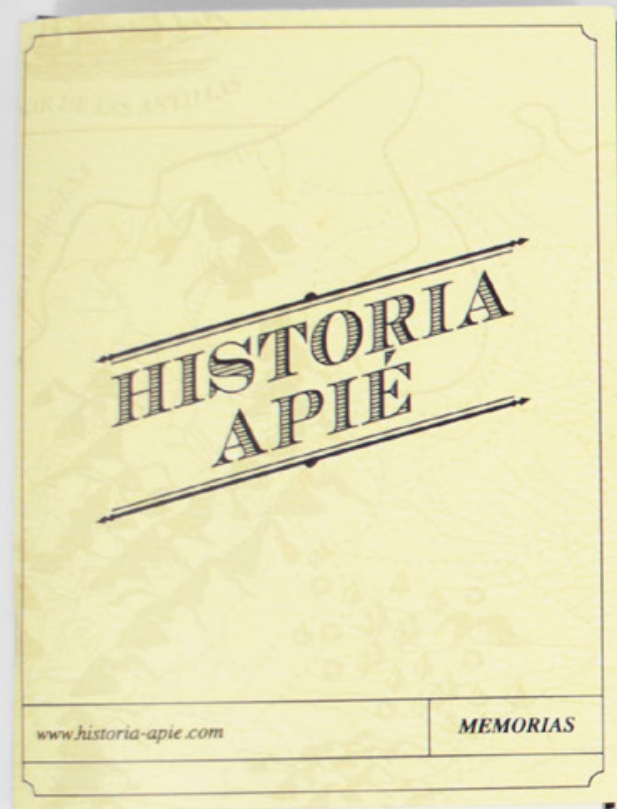
Deliverables
Branding, Print, Graphic Design, Illustration, Art Direction, Photography

Design Credits
Juan Urrea

Photography Credits
Juan Urrea, Tatiana Vera, Dustin Cohen

Origen
Medellín, Colombia

















Into the mountains

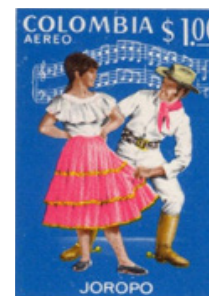
The Green Colombian Soup



The Green Colombian Soup is an expedition through the Coffee Region in Colombia, revealing places and its people to promote regional ecotourism and contribute to the local identity. 80s retro national parks emblems became the inspiration.

The Green Colombian Soup es una expedición a través de la Región Cafetera de Colombia, revelando lugares y su gente para promover el ecoturismo regional y contribuir a la identidad local. Los emblemas de los parques nacionales en los 80s se convierten en la inspiración.

- Deliverables**
Branding, Logo Design, Photography, Collateral Material
- Design Credits**
Juan Urrea
- Photography Credits**
Alberto Sierra, Cass Gilbert, Daniel Romero, Juan Urrea, Joaquin Sarmiento, Rebecca P
- Origen**
Melbourne, Australia







BUENAVISTA QUINDIO

4°21'35"N 75°44'21"W



BALBOA RISARALDA

4°55'0.01"N 75°57'0"W



MARSELLA RISARALDA

4°55'N 75°45'W



NEIRA CALDAS

5°9'59"N 75°31'8"W



ARANZAZU CALDAS

5°18'N 75°27'W



SALENTO QUINDIO

4°38'14.55"N 75°34'14.8"W



FILANDIA QUINDIO

4°40'32.74"N 75°39'33.69"W



AGUADAS CALDAS

5°37'0"N 75°28'0"W

Only for kidults

The Puffy Company



The Puffy Company is a textile studio that design and produce graphic products for kids and kidults, requiring a branding system that shows a visual respect for the artist artworks. A playfull branding in a clear atmosphere has been created.

The Puffy Company es un estudio textil que diseña y produce productos gráficos para niños y niños grandes, requiriendo un sistema de marca en el que se muestre un respeto visual por el trabajo de los artistas. Se ha desarrollado un lúdico sistema de identidad en un entorno despejado.

Deliverables

Branding, Print, Illustration, Art Direction, Graphic Design, Photography

Design Credits

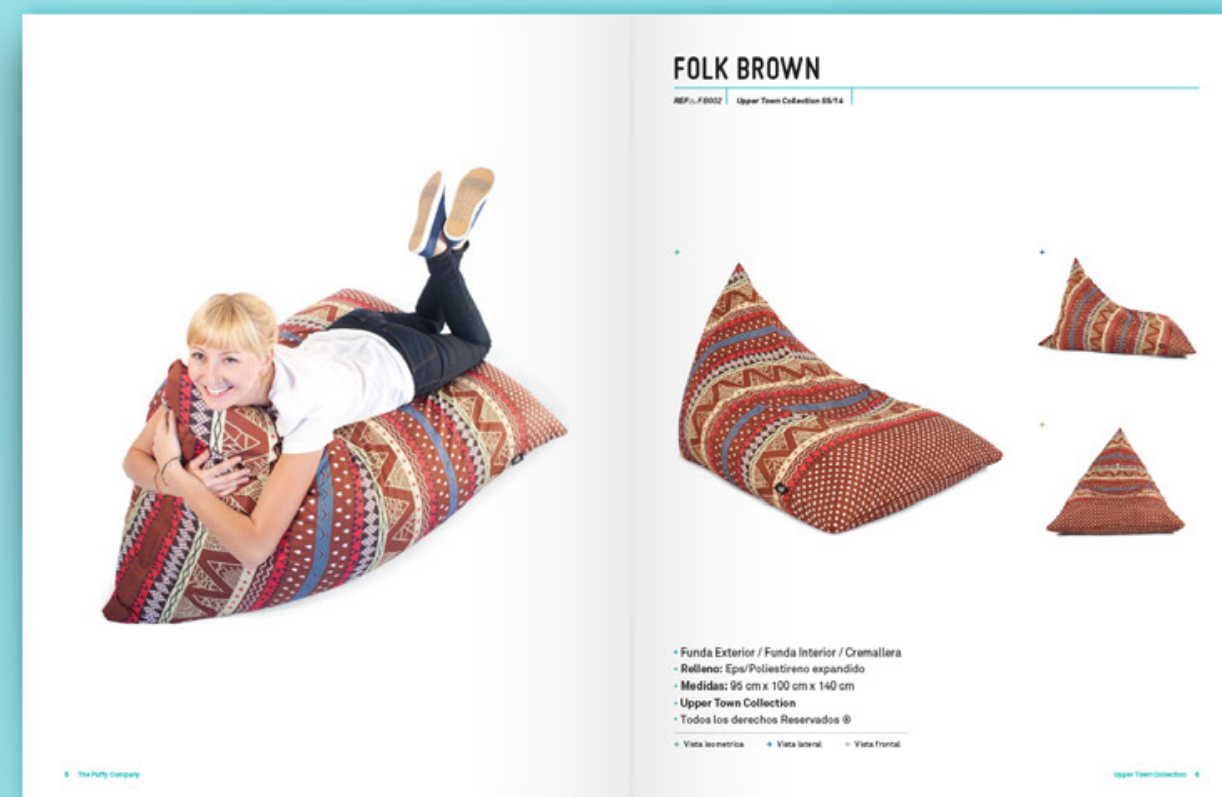
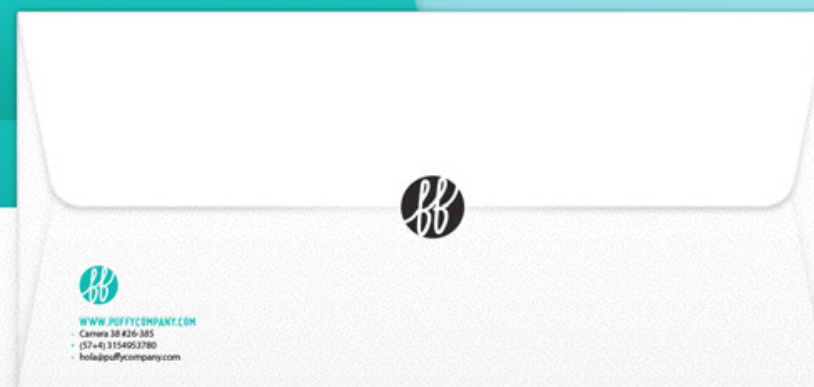
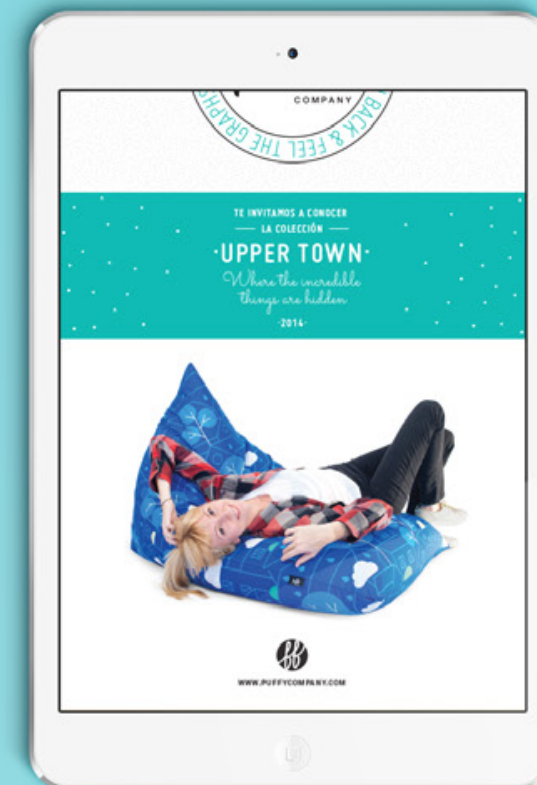
Juan Urrea

Photography Credits

Juan Urrea

Origen

Medellín, Colombia









Where the
things are hidden
FOR COOL KIDS & CHILL KIDULTS



• Funda Exterior / Funda Interior / Cremallera
• Relleno: Espuma poliuretano expandido
• Medidas: 95 cm x 100 cm x 140 cm
• Upper Town Collection
• Todos los derechos Reservados ©
• Ver tamaño
• Ver tinte



• Funda Exterior / Funda Interior / Cremallera
• Relleno: Espuma poliuretano expandido
• Medidas: 95 cm x 100 cm x 140 cm
• Upper Town Collection
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• Ver tamaño
• Ver tinte



• Funda Exterior / Cremallera / 2 estibas
• Relleno: Espuma poliuretano compacto
• Medidas: 110 cm x 47 cm x 70 cm
• Upper Town Collection
• Todos los derechos Reservados ©



• Funda Exterior / Cremallera / 2 estibas
• Relleno: Espuma poliuretano compacto
• Medidas: 110 cm x 47 cm x 70 cm
• Upper Town Collection
• Todos los derechos Reservados ©



NEW ONLINE SHOP



Rocking up a startup

Foxley



Foxley is the world’s first startup that builds platforms and tools for digital designers, a rebranding is necessary to appeal and reach junior designers. The new Foxley branding aim to be vibrant, risky and spontaneous.

Foxley es la primera startup a nivel mundial que crea plataformas y herramientas para diseñadores digitales, un rediseño de marca se hace necesario para atraer y alcanzar diseñadores jóvenes. La nueva imagen de Foxley tiene como objetivo ser vibrante, arriesgada y espontánea.

Deliverables
Branding, Logo Design,
Print, Art Direction

Design Credits
Juan Urrea

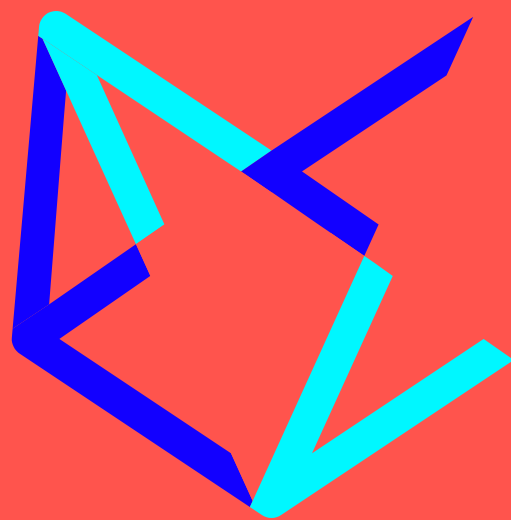
Photography Credits
Justin W Demarco

Origen
Melbourne, Australia

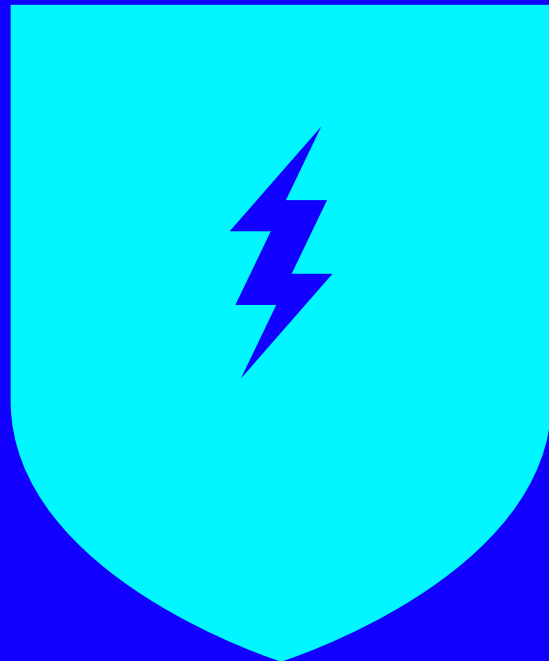


FX Y





FOXLEY



Designing a Business You Love

For young designers who want to start their own design studio one day, lets talk about business. I'll answer questions and let you know what I know.



Become a master leader



GET
SMART

How To Create Modern Day Systems

As designers we don't need to only make other peoples brands look great. We can develop our own content & ideas and use design as a tool.



GET
READY
TO ROCK







Night takes the word

Going Down Swinging

One Night Wonders are a series of spoken word events around Australia, requiring a new identity that has to work for digital and print formats. The new image for this eerie shows got inspired by the nocturnal intimate atmosphere in which these events takes place.

One Night Wonders son una serie de eventos de palabra hablada alrededor de Australia, necesitando una nueva identidad que funcione para formatos digitales e impresos. La nueva imagen de estos fantásticos espectáculos fue inspirada por el ambiente intimo nocturno en el que se llevan a cabo estos eventos.

Deliverables
Branding, Packaging Design,
Print, Art Direction

Design Credits
Juan Urrea

Origen
Melbourne, Australia







Luxury seclusion

Gardin Residences



Gardin Residences is an exclusive four-dwelling apartment development, requiring a brand identity that back up the building features. A cascade similitud was found in the building architechture and also how striking nature looks throughout the building gardens at night.

Gardin Residences es un exclusivo complejo de cuatro habitaciones que requiere una identidad de marca que respalde las cualidades del edificio. Se ha encontrado una forma de cascada en la arquitectura y una interesante vistosidad de la naturaleza en los jardines en la noche.

Deliverables
Branding, Logo Design,
Print, Collateral Material

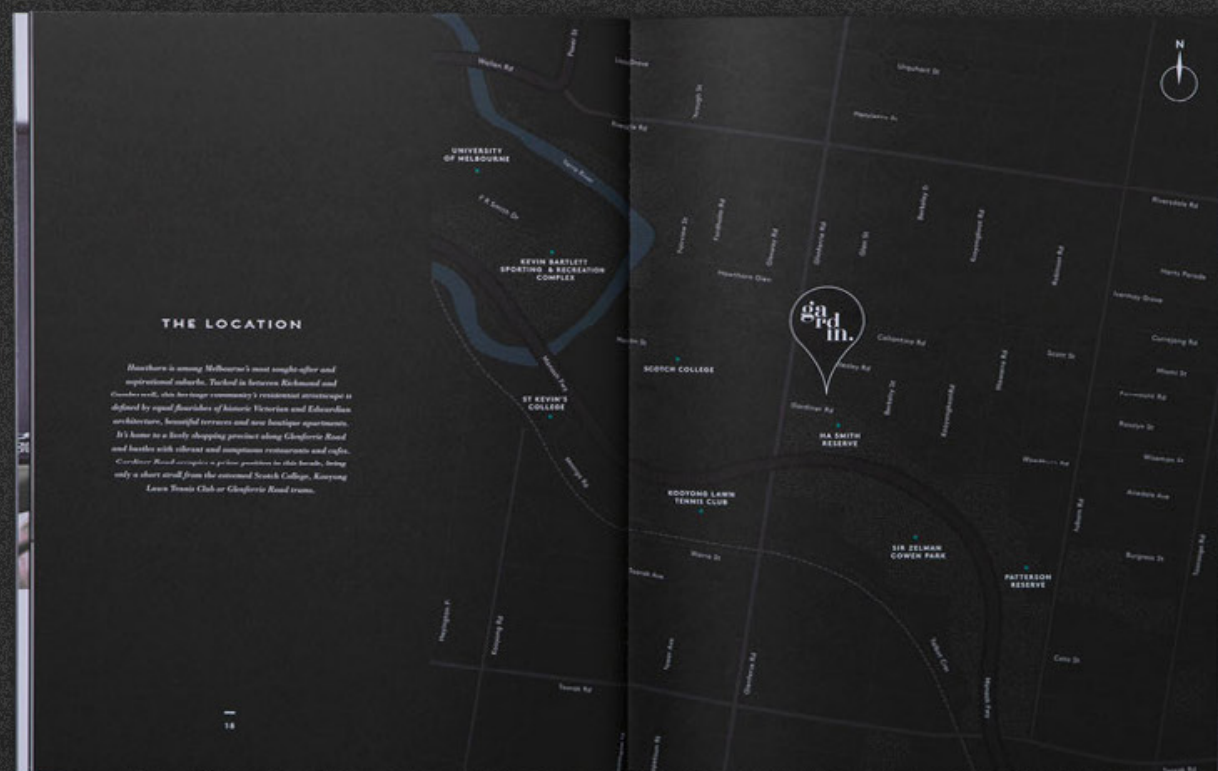
Design Credits
Juan Urrea
Yoke Design

Photography Credits
Yoke Design

Origen
Melbourne, Australia



IT WAS THE SWEETEST, MOST
MYSTERIOUS-LOOKING PLACE
ANYONE COULD IMAGINE.





garden.

LUXURIOUS SECLUSION

*Only four residences, each with luscious, private gardens
carefully cultivated by award-winning landscape artists.
7 Gardiner Road, Hawthorn.*

REGISTER YOUR INTEREST >

product design

_ Swatch

_ Espresso Yourself

Time as accessories

Swatch



The Swiss watch company hosted a design contest for the Elisava University students in Barcelona. Swatch wanted to explore about watches as accesories rather than timepieces. Sorry I’m late - is the concept for this design approach.

La compañía de relojes Suizos organizo un concurso de diseño para los estudiantes de diseño de la universidad Elisava de Barcelona. Swatch quería explorar la idea de relojes como accesorios en lugar de relojes como piezas de tiempo. Sorry I’m late – es el concepto para esta propuesta de diseño.

Deliverables
Concept Design, Illustration

Design Credits
Juan Urrea

Photography Credits
Juan Urrea

Origen
Barcelona, Spain



Alert for the coffee nerds

Espresso Yourself



Espresso Yourself explores coffee drinks types and how they change from place to place, a vast inconsistency was detected. So infographic coffee cups were designed as a tool to educate baristas and coffee drinkers along the world.

Espresso Yourself explora los tipos de bebidas de café y como cambian de lugar en lugar, una gran inconsistencia fue detectada. Asi es como copas de café con contenido infográfico fueron diseñados a manera de herramienta para educar baristas y consumidores alrededor del mundo.

Deliverables
Packaging Design, Infographics

Design Credits
Juan Urrea

Photography Credits
Juan Urrea

Origen
Melbourne, Australia



editorial design

_ Empresa de Desarrollo Urbano EDU

Maintaining accountability

Empresa de Desarrollo Urbano EDU



EDU is a governmental entity responsable for the urban and real estate management in Medellín Colombia, this issued publication is a summary of all completed projects to date. An informative book has been accomplished in collaboration with Masif Design studio.

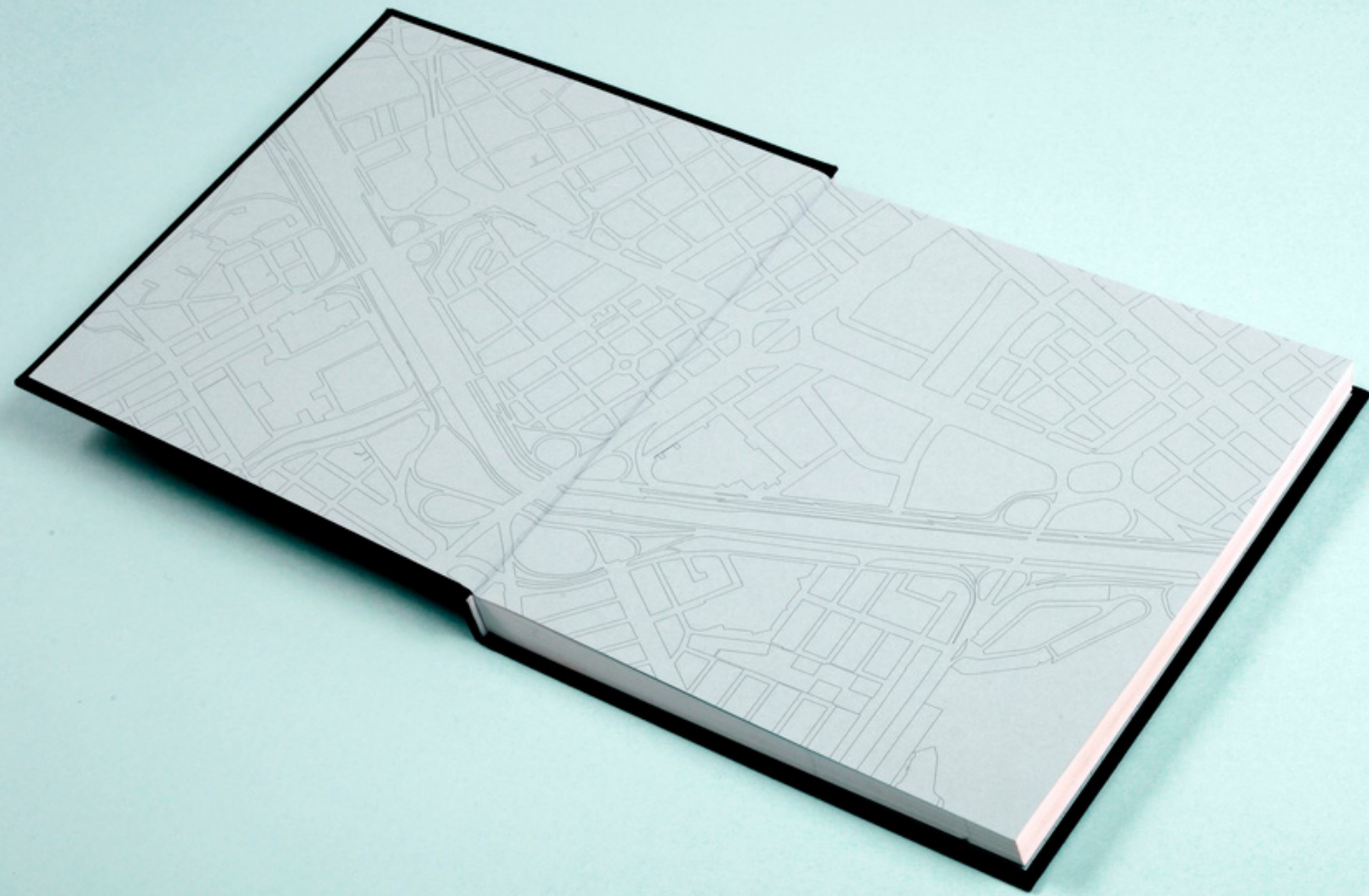
EDU es una entidad gubernamental responsable por la gestión urbana e inmobiliaria en Medellín Colombia, esta publicación es un resumen de todos los proyectos finalizados a la fecha. Se ha realizado un libro informativo en colaboración con Masif Design studio.

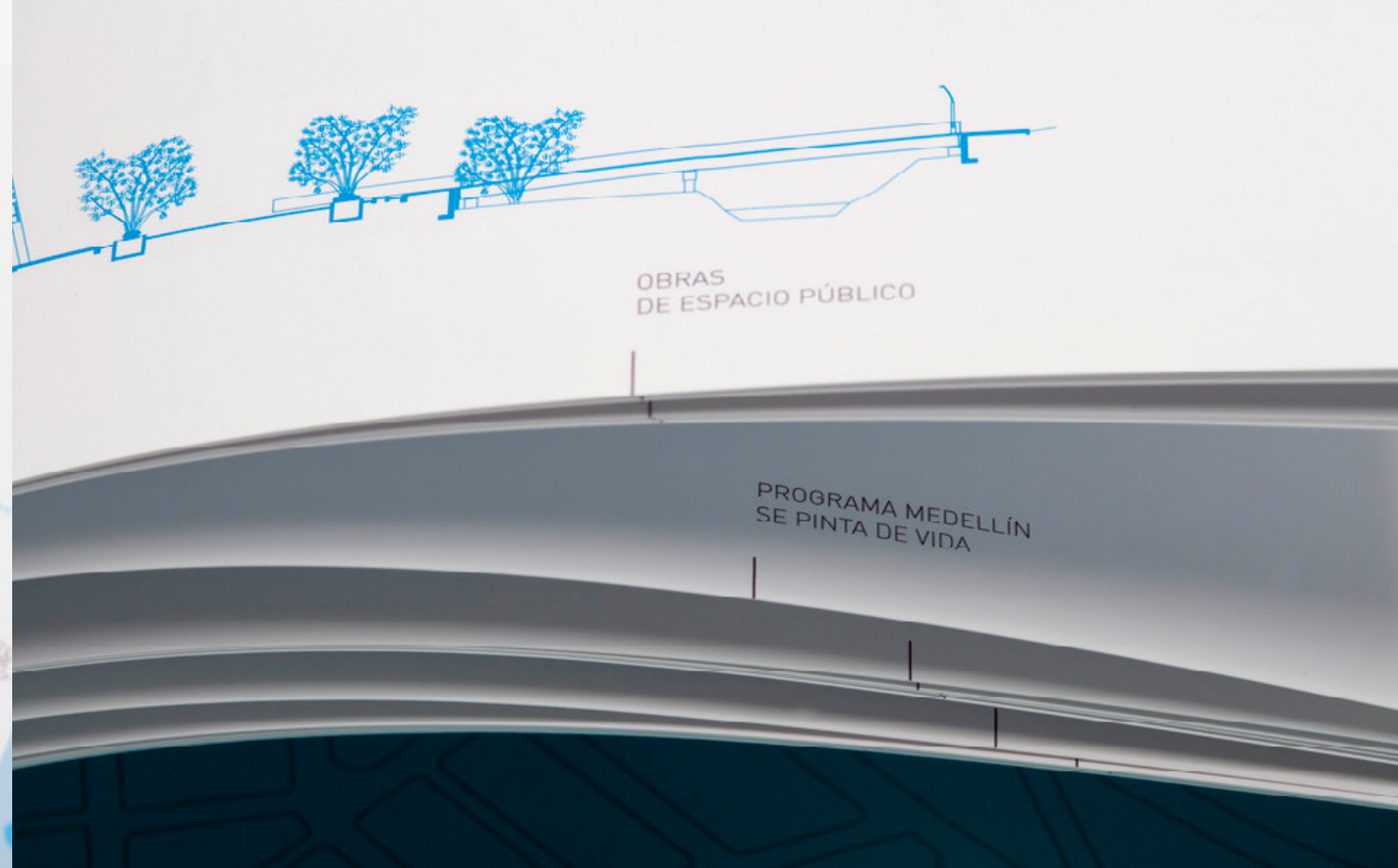
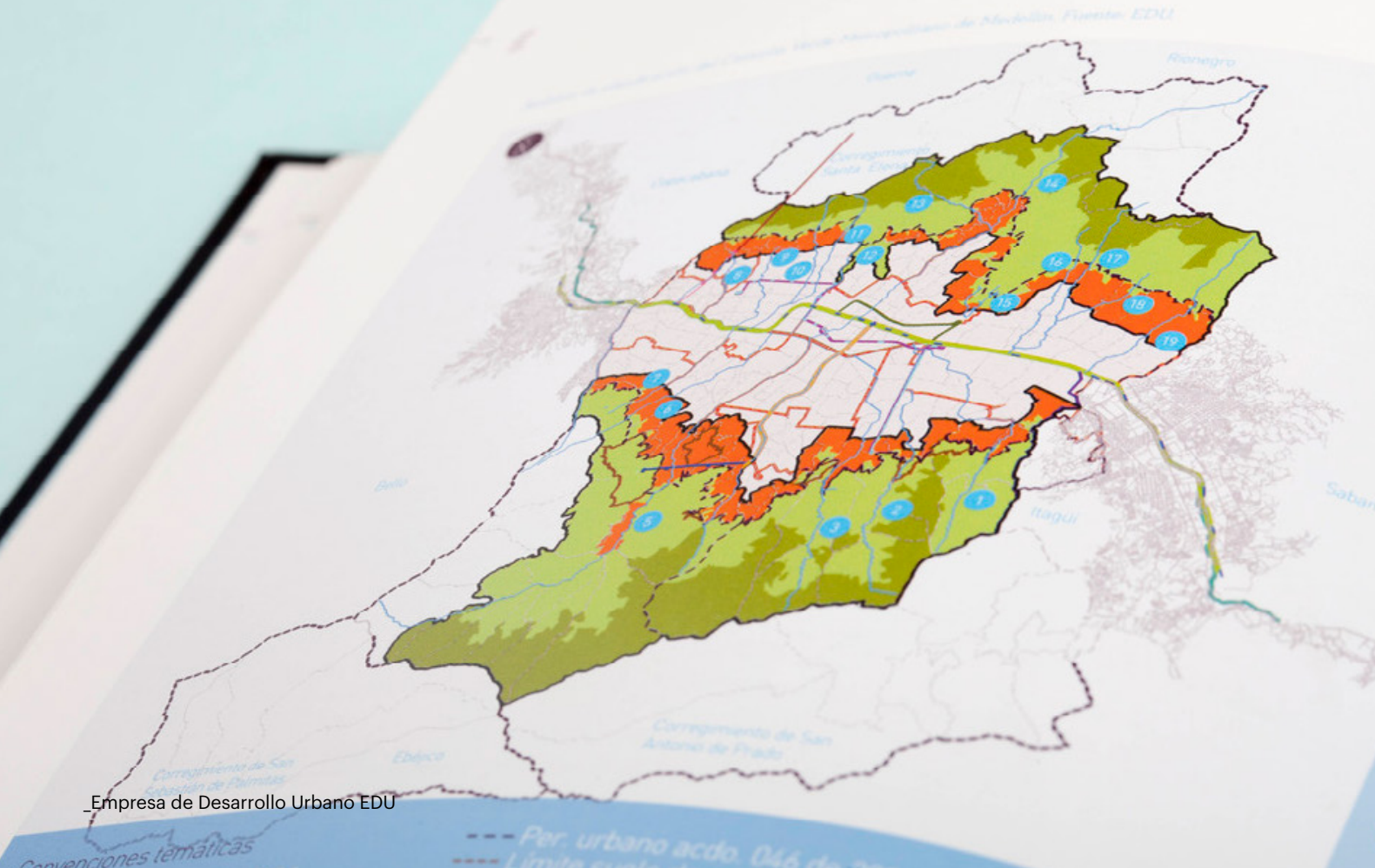
Deliverables
Infographics, Editorial Design

Design Credits
Masif Design, Rodrigo Toledo, Juan Urrea

Photography Credits
Alejandro Arango, Archivo fotográfico EDU, Julián Castro, Alfonso Posada

Origen
Medellín, Colombia







textile design

_ Upper Town Collection

_ Kintaro Coastal Collection

Kidults launging

Upper Town Collection



Upper Town is the very first collection created by The Puffy Company and it needed to reveal the brand attitude. The collection created is a ludic representation of the lively Colombian biodiversity and its important relation with water.

Upper Town es la primera colección creada por The Puffy Company y necesitaba revelar la actitud de la marca. La colección creada es una lúdica representación de la energética biodiversidad Colombiana y su importante relación con el agua.

Deliverables

Textile Design, Illustration, Pattern Design, Art Direction, Photography

Design Credits

Juan Urrea

Photography Credits

Juan Urrea

Origen

Medellín, Colombia













Diving for details

Kintaro Coastal Collection

The Kintaro Coastal Collection is inspired by the mediterranean lifestyle and their vibrant marine flora, the brand wanted to create detailed garments that could appeal an exigent audience. Here some textile designs for Kintaro’s brand launch.

La Colección Kintaro Coastal esta inspirada por el estilo de vida mediterráneo y su vibrante flora marina, la marca quiere crear prendas detalladas que puedan atraer a un público exigente. Aquí algunos diseños textiles para el lanzamiento de la marca.

Deliverables
Textile design, Illustration,
Pattern Design, Art Direction

Design Credits
Juan Urrea

Photography Credits
All Saints UK

Origen
Melbourne, Australia





_Kintaro Coastal Collection





logo design

_ Kintaro

_ The Elephant Initiative

_ The Green Colombian Soup

_ Historia Apié

_ The Puffy Company

_ Foxley

_ Unnati

_ Gardin

_ Gemini Docklands

_ Monarch

Logotypes and logomarks created for a wide range of industries, from art and cultural institutions, fashion brands, digital products, events, exclusive real state developments and more.

Logotipos y marcas creadas para una amplia gama de industrias, desde instituciones artísticas y culturales, marcas de moda, productos digitales, eventos, exclusivos desarrollos inmobiliarios y más.

Deliverables
Logotypes, Logomarks

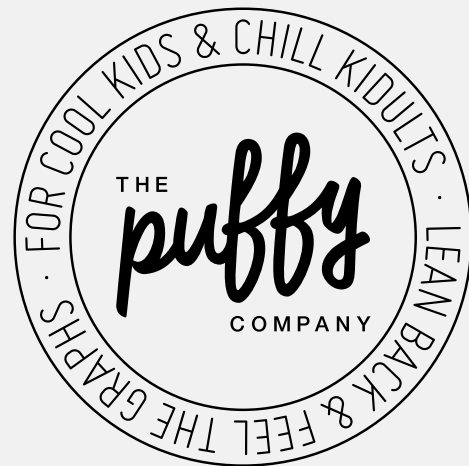
Design Credits
Juan Urrea

Origen
Melbourne, Australia
Barcelona, Spain
Los Angeles, USA
Medellín, Colombia

Kintarō

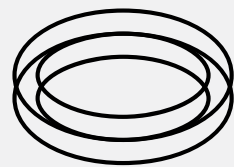






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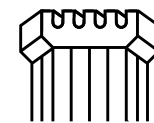
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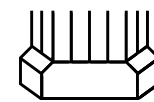
G E M I N I



DOCKLANDS



Monarch



Building Group

chao!



digital
experience
branding
art direction

urrea

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