



# Portfolio 2025

CESAR ALEJANDRO VALLARTA LOPEZ

# César Alejandro Vallarta Lopez

Designer and Visual Communicator  
Hypermedia and Audiovisual

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I am a creative, versatile, and approachable person who easily adapts to new environments, always looking to both learn and share my knowledge with those around me. My professional background leans towards hypermedia and audiovisual content, nonetheless, I am in constant growth, always learning new tools and skills to enrich my perspective and boost my personal and professional development.

My ultimate goal is to make a positive impact through my work by offering fresh perspectives and contributing to the development of every kind of project.

## Contact



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## Languages

Spanish  
(Mother language)

English  
(Advanced - C1)

French  
(Basic - DELF A1)

## Soft Skills

Curious  
Leadership  
Fast Learner  
Team Worker  
Analytical  
Communicative  
Works under pressure

## Software

Adobe After Effects  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Premiere Pro  
Figma  
Blender

# Content



1. Branding



2. Web design and development



4. 3D Animation and modeling



5. Audiovisual production







# 1. Branding





**Creating and conceptualizing a canned soda brand.**

Fizzia is a conceptual canned soda brand that combines freshness, energy, and modernity, targeting a young audience that loves vibrant and exotic flavors. This project includes branding design, packaging, and promotional materials to position the brand as an attractive and distinctive option in the beverage market.

## **Objective**

Create a memorable and cohesive visual identity that stands out on shelves, emotionally connects with consumers, and reflects the values of freshness and dynamism associated with the brand.

The name Fizzia is derived from the word “fizz,” which refers to the effervescent sound of bubbles in carbonated drinks. It is a short, catchy, and energetic name that evokes freshness, dynamism, and the key characteristic of a soda: the bubbly and refreshing sensation.

## **Fascinate inline    Abril Fatface**

The logo mainly features the Fascinate Inline typeface, chosen for its bold, dynamic character and distinctive retro flair. Its details create a sense of movement and energy. The typeface was strategically modified to enhance its dynamism and uniqueness, creating a more expressive composition.

The Abril Fatface typeface is used exclusively for the flavours of the soda; it was also modified to create a more expressive and dynamic composition.

The Fizzia Tropical color palette seeks to convey energy, freshness, and the vibrant essence of tropical flavors. Also evoking the natural colors of exotic fruits like pineapple and passion fruit.



Additionally, the use of white for typography ensures readability and balance.





The label design showcases the Fizzia logo along with a leaf-patterned background that evokes the essence of tropical environments where pineapple and passion fruit thrive. At the top, a graphic representation of effervescent bubbles enhances the soda's refreshing appeal, accompanied by the written fruit flavors to reinforce the product's identity.

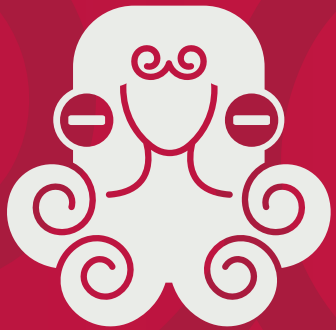
All these elements combine to create a vibrant, dynamic, and refreshing visual identity, perfectly capturing the essence of Fizzia Tropical.







Design applications in promotional material



# Opus AI

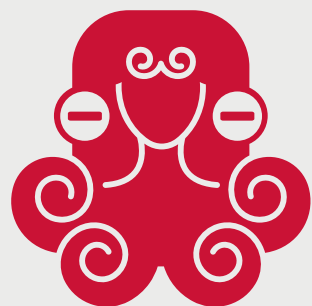
**Inspiration. Powered by Intelligence.**

**Designing a conceptual AI-driven inspiration platform.**

Opus AI is a conceptual digital platform that uses artificial intelligence to provide personalized inspiration based on the user's creative challenges. The project explores the intersection of technology and creativity through visual storytelling and branding, including logo design, brand identity, and narrative development.

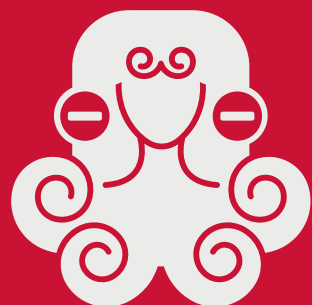
## Objective

Create a symbolic and memorable visual identity that positions AI as a modern source of inspiration, combining elements of logic, adaptability, and divine creativity.



# Opus AI

Inspiration. Powered by Intelligence.



# Opus AI

Inspiration. Powered by Intelligence.

The logo for Opus AI is a fusion between an octopus and a muse, symbolizing a versatile and adaptable intelligence that offers inspiration that feels almost divine. The octopus, representing logic, technology, and adaptability, takes on the appearance of a muse; a classic figure of spiritual and artistic inspiration.

The result is a modern interpretation of inspiration itself: an algorithm that imitates a deity, blurring the lines between artificial intelligence and mythical creativity.

The name Opus; Latin for “work” or “masterpiece”, was chosen to reflect the idea of a creative product generated by AI. It also subtly references “octopus,” reinforcing the connection with the logo and the concept of intelligence with many “arms” or facets.



## The Sora Typeface.

The Sora typeface was chosen for its contemporary and versatile feel, reflecting the fusion of human creativity and technological precision. With its geometric structure and subtle warmth, Sora strikes a balance between modern digital aesthetics and a sense of approachability; perfectly aligning with the brand's vision of AI as an inspiring and intelligent presence.

#CA1235

The core brand color is red, chosen to break away from the conventional use of blue in tech branding. Red symbolizes intensity, energy, and power. Unlike typical AI visuals, Opus AI introduces a bold and unconventional identity; a red AI that stands out and makes a lasting impression.





## 2. Web design and development

# Professional Web Portfolio

Creating a multipage website using HTML5, CSS, and JavaScript.

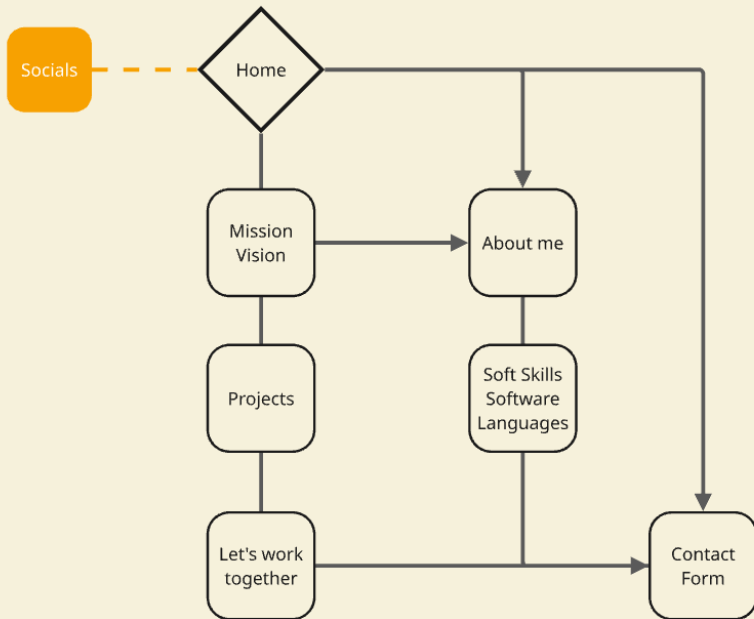
## Objective

Design and develop an intuitive, functional, and visually appealing website with a user experience-focused approach. This site will represent my vision as a designer, showcase a selection of my projects, provide information about me, and serve as the primary point of contact for potential clients, employers, and collaborators.





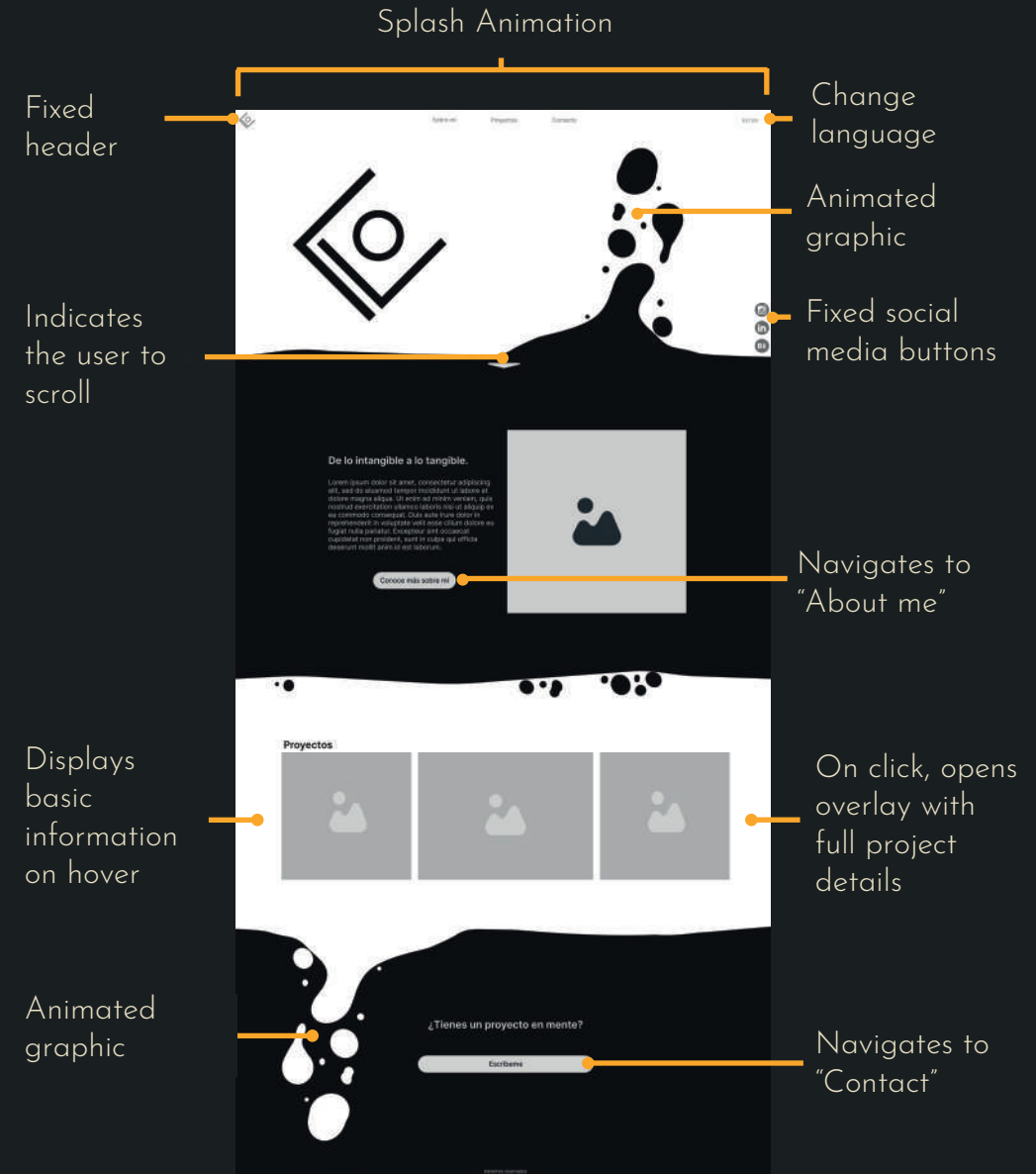
# Sitemap



It will feature a landing page-style homepage which showcases some of my projects; an “About Me” page and a “Contact” page.

From the homepage, users can access my social media, get a brief introduction about me, and explore my projects. The site also allows users to dive deeper into the content by clicking on a featured project or selecting a “Learn More” button, which will direct them to the corresponding page.

# Wireframe (homepage)



# UI Style Guide

## Buttons

Normal

Hover

Normal

Hover



Image button - normal



Image button - hover

Close overlay



Carrusel left



Carrusel right



Menu



## Navigation Bar

Normal



Home

About

Projects

Contact

ES

Hover



Home

About

Projects

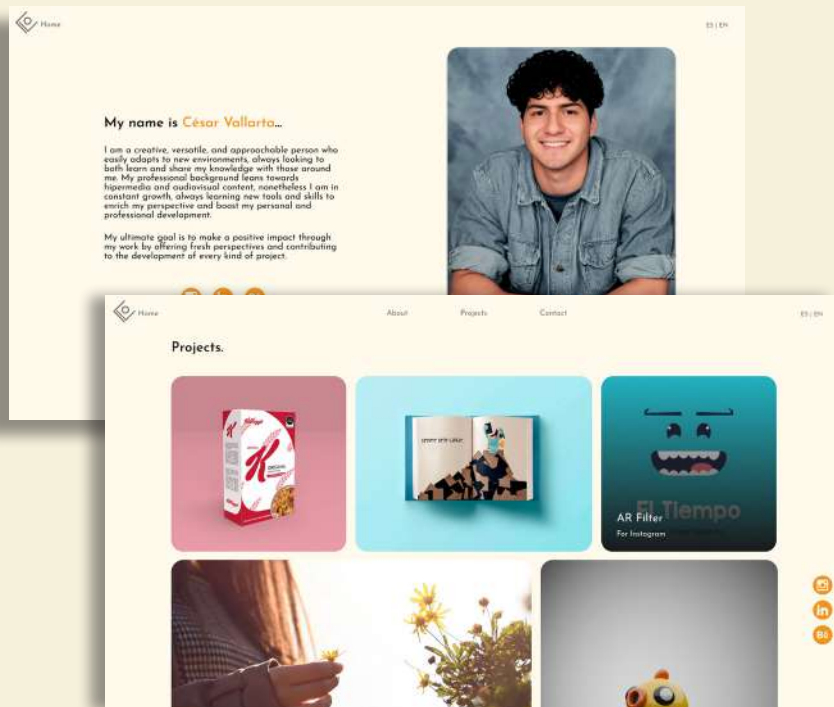
Contact

ES

Social media icons



# Responsive Design



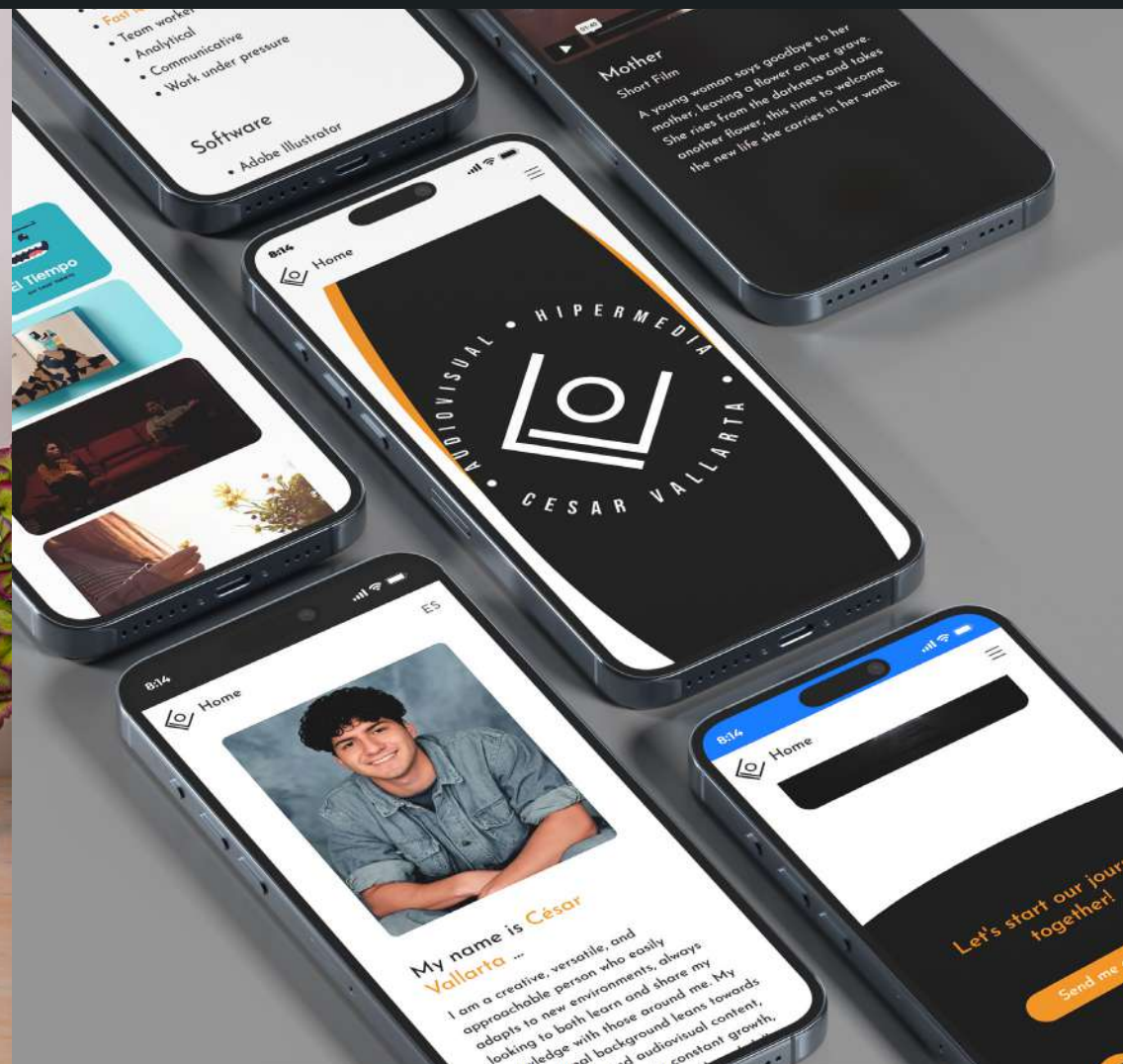
# Prototypes

Figma Mobile

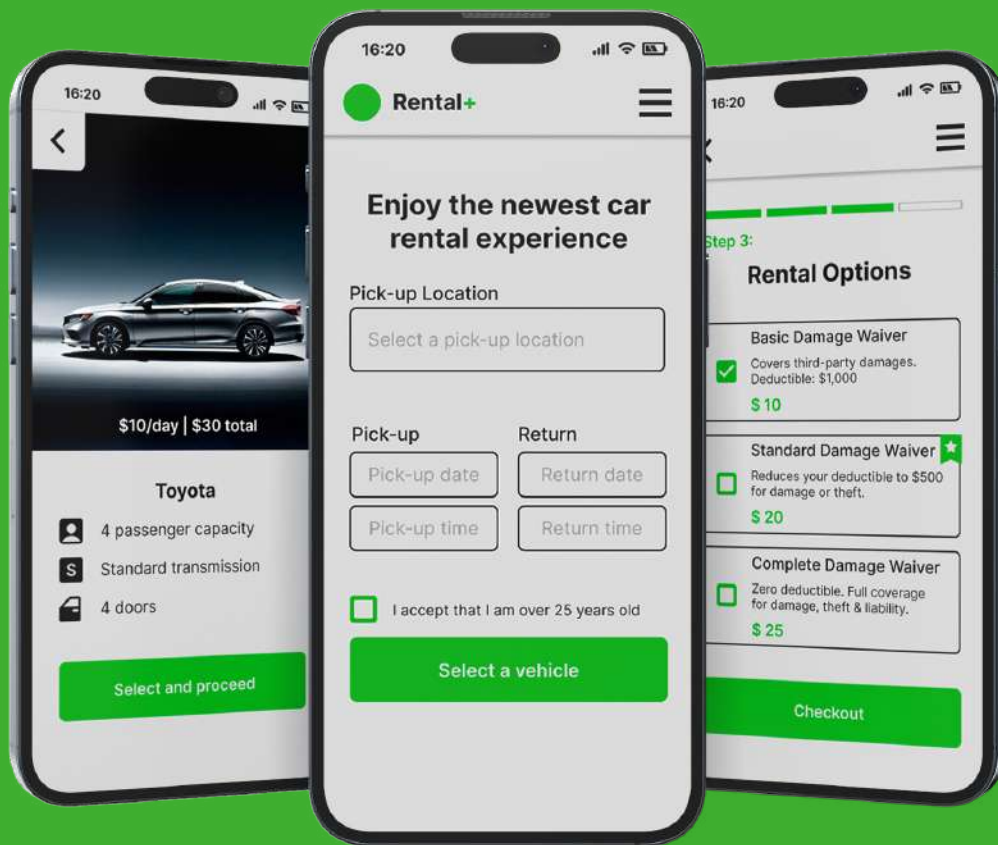
Figma Web







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Figma project

Figma prototype



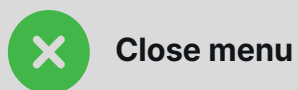
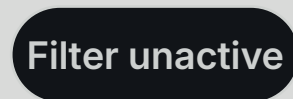
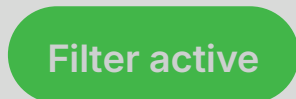
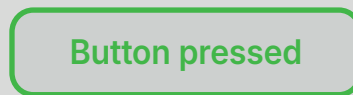
# UX Flow - Rental+

Designing a seamless UX flow for a conceptual car rental brand.

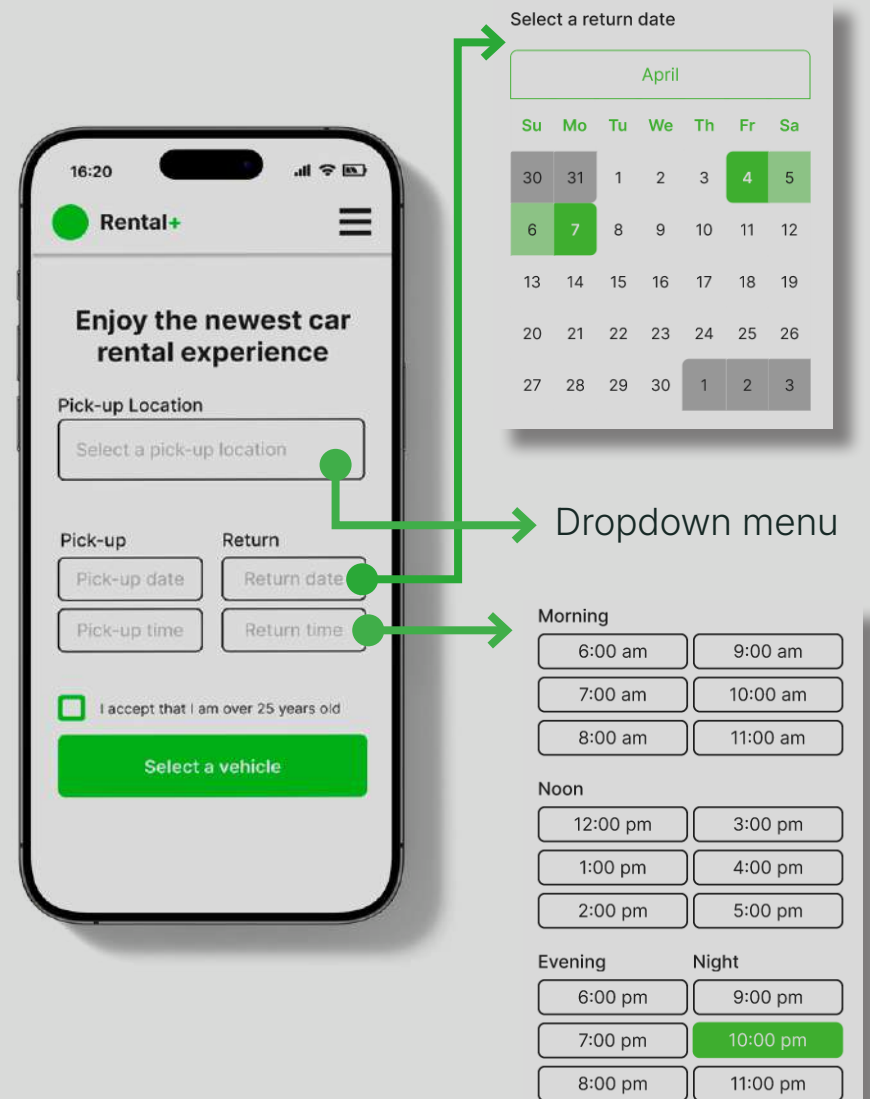
**Rental+** is a conceptual car rental brand developed as a UX-focused project. Rather than centering on branding or visual identity, this project explores the user experience flow, aiming to make the process of renting a car as smooth and effortless as possible.

The UX flow was designed as an intuitive and user-friendly customer journey. From browsing available vehicles, to confirming the reservation. Special attention was given to interaction patterns, mobile responsiveness, and minimizing cognitive load at every stage of the process. The goal was to create a seamless experience that anticipates the user's needs and eliminates unnecessary steps.

# UI Style Guide

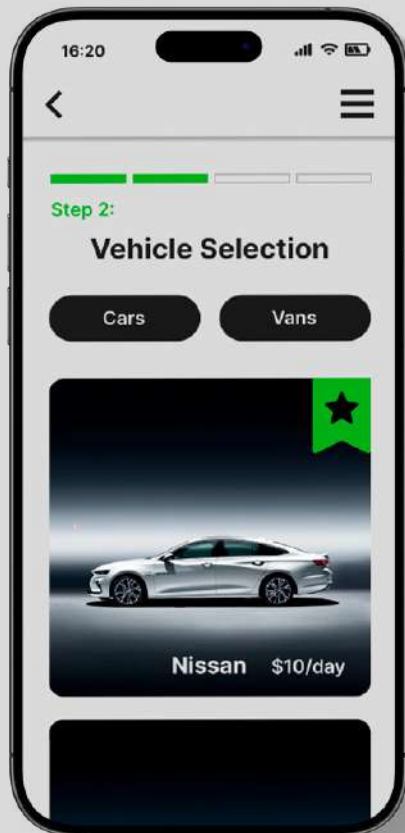


## 1. Home page

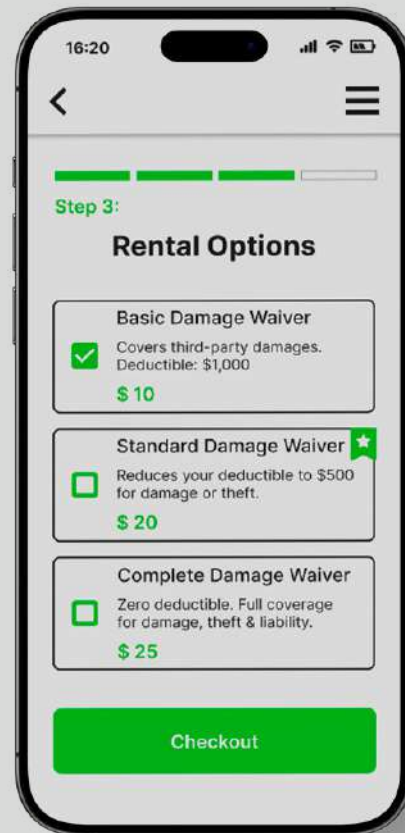




## 2. Vehicle selection



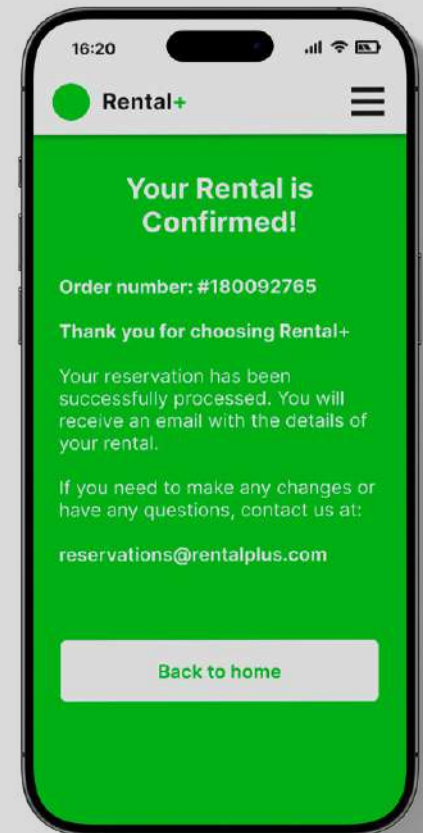
## 3. Rental options

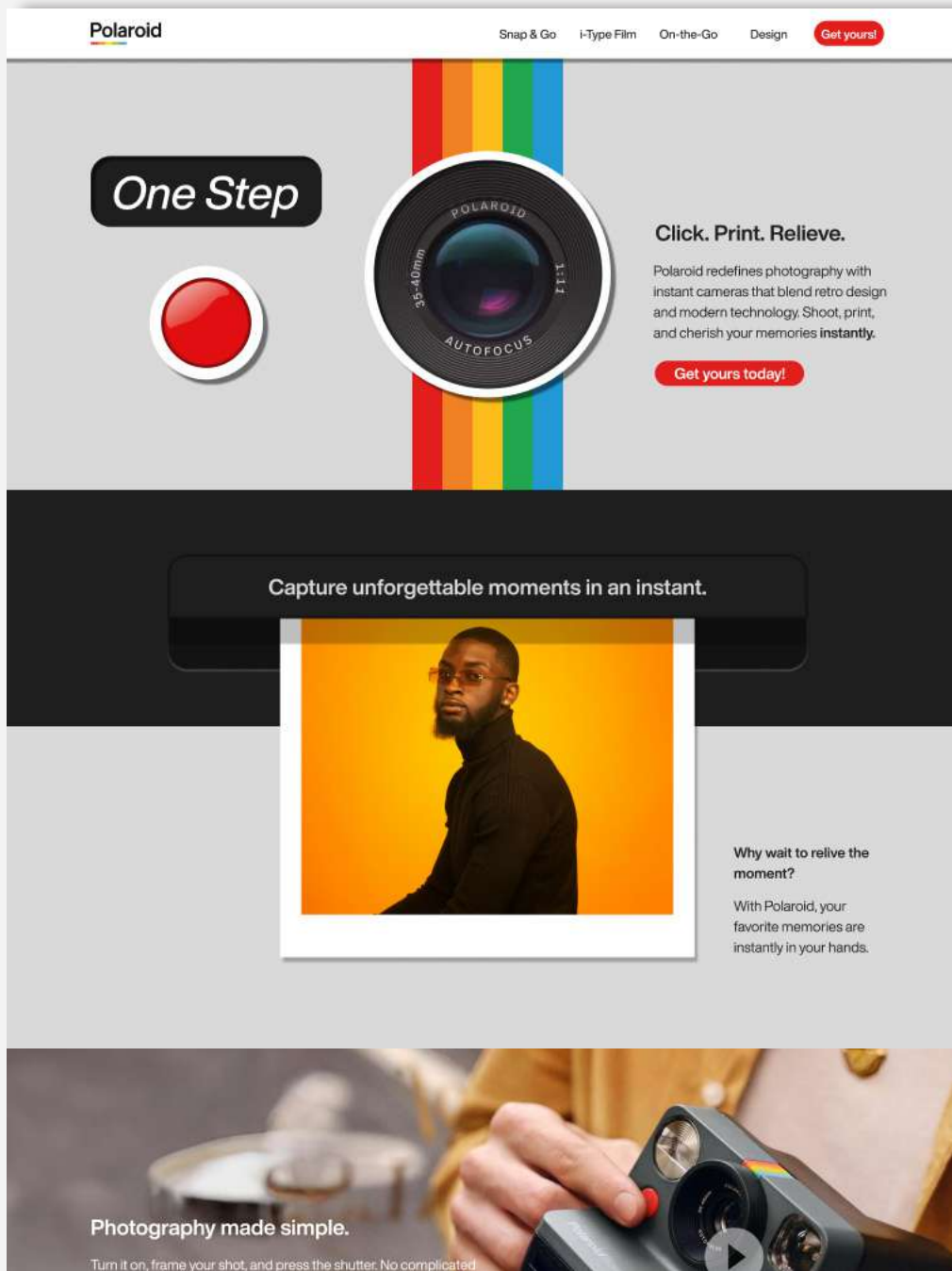


## 4. Payment information



## 5. Confirmation screen





# Polaroid



## Landing Page

Figma prototype

Figma project

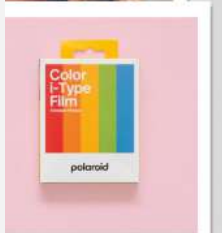


The main goal is to create an attractive and interactive landing page that highlights the most important features of the product in a clear and concise way.

All of the above while consistently aligning with the brand's visual identity, color palette, and overall style.

### Photography made simple.

Turn it on, frame your shot, and press the shutter. No complicated settings, no distractions—just you and the moment. The built-in flash automatically adjusts to lighting conditions, while the simple point-and-shoot design makes it perfect for capturing spontaneous memories.



### Timeless quality, modern innovation.

I-Type Film captures life with deep contrast, rich textures, and that nostalgic finish that makes every print unique. Designed for Polaroid cameras, it delivers **sharper details** and **improved color accuracy** while maintaining the classic instant photography charm.

### Your creativity always with you.

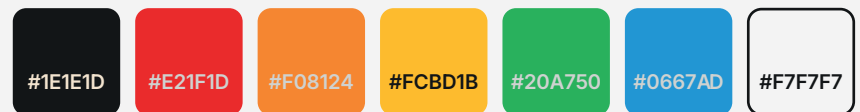
Lightweight, compact, and rechargeable, a Polaroid is ready for any adventure. The long-lasting battery lets you capture dozens of shots on a single charge, while the durable design ensures it's built to handle life on the go. Capture every moment wherever you go.



## Helvetica Now Display

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz

## Color Palette





Lightweight, compact, and rechargeable, a Polaroid is ready for any adventure. The long-lasting battery lets you capture dozens of shots on a single charge, while the durable design ensures it's built to handle life on the go. Capture every moment wherever you go.



### Iconic design, now even bolder.

Polaroid's timeless design is more than just aesthetics: it's crafted for **durability** and made for **effortless shooting**. The ergonomic shape feels natural in your hands, while its buttons and sturdy build ensure every shot is smooth and intuitive. Express yourself with vibrant new shades that match your **creativity**.



### Polaroid One Step

\$149.99

The iconic classic insta-camera. Now made with 40% recycled materials. Compatible with Polaroid i-Type film in the original Polaroid instant film format.

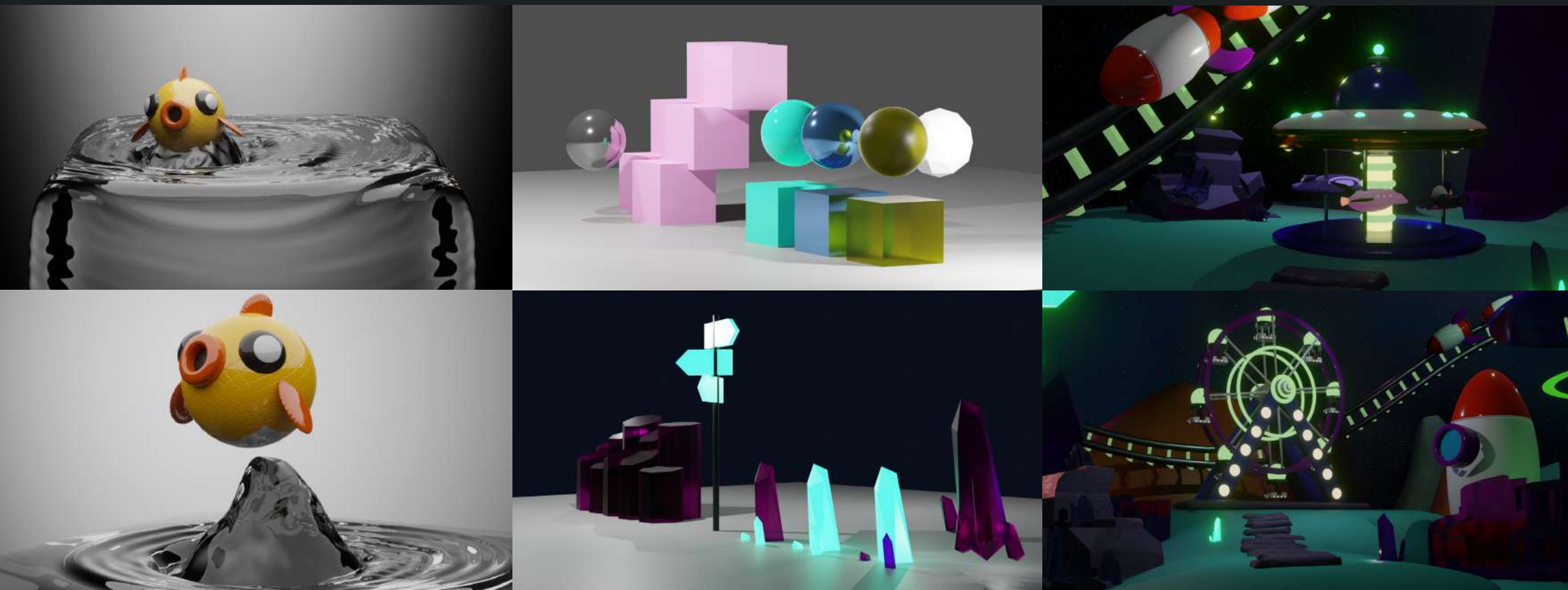


Add to cart





### 3. 3D Animation & modeling



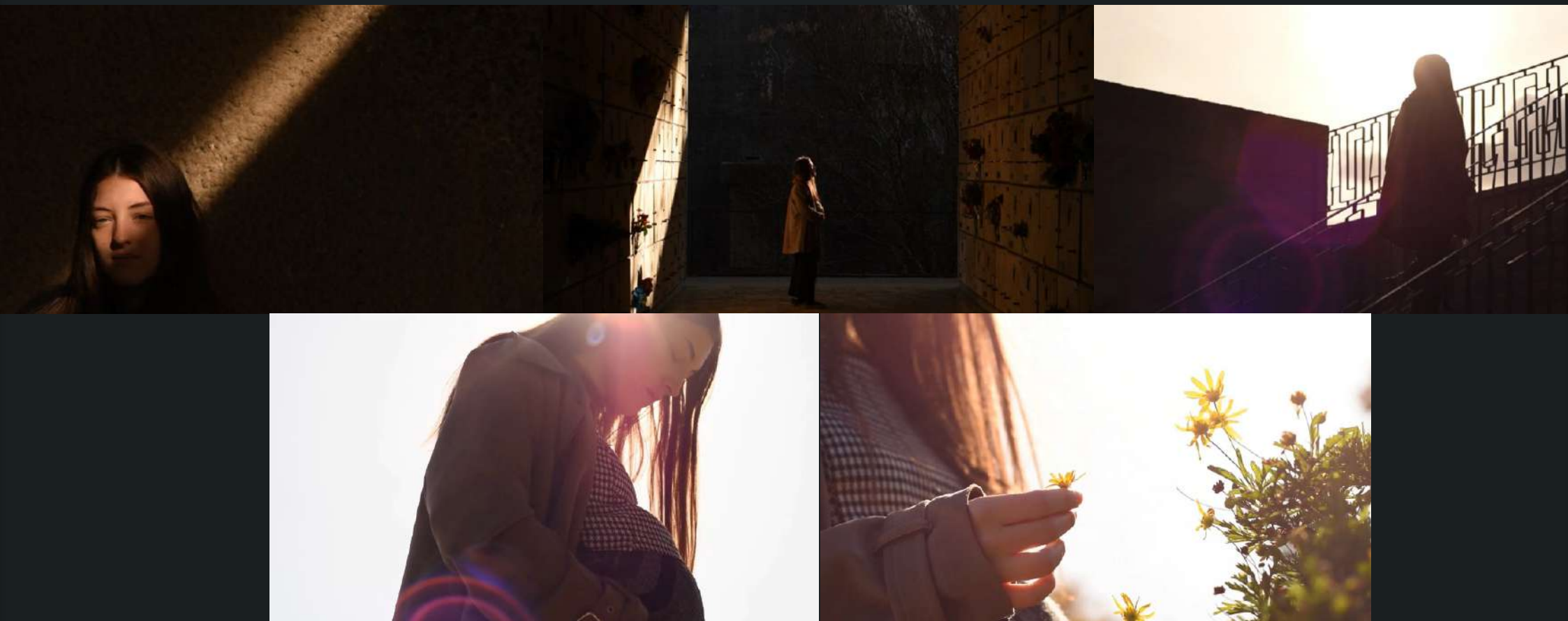
# Modeling and Animation

*Created using Blender*

Various projects exploring and experimenting with different techniques, textures and workflow. These section features three main projects; one dedicated to physics, one to understand different textures and properties, and one to learn camera movements and composition with multiple animated objects working together.



## 4. Audiovisual production



## Mother - Short film

*Director | Photography Assistant*

A young woman bids farewell to her mother, leaving a flower on her grave. She rises from the darkness and takes another flower—this time, to welcome the new life growing within her.

Created using natural light only. Filmed in Argentina, Buenos Aires.





## Our Looks - Short film

*Gaffer | Photography Assistant*

Two lovers say goodbye for the last time after ending their relationship.

Created using artificial lighting only. Filmed in Argentina, Buenos Aires.



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