



VALERIA MORENO

Diseño y Estrategia 360°
de Experiencias que
Conectan y Emocionan

Portfolio
2025



Hey, I'm Valeria!

Graphic and web designer focused on creating visual and strategic experiences that connect with people beyond the screen.

I believe design is not just about how things look, but about how they make people feel. That's why I integrate brand strategy, UX/UI, and visual creativity to create smart, functional solutions that drive your goals and leave a lasting impression.

El diseño no es solo cómo se ven las cosas, sino cómo hacen sentir a la gente. Es por ello que combino la estrategia y el UX con la creatividad visual para crear soluciones inteligentes y funcionales que generen experiencias que entiendan las necesidades de la gente y conecten con ellos.

Actualmente, mi objetivo es continuar formándome en marketing para ofrecer soluciones de diseño 360° que garanticen una experiencia de marca coherente en todos los canales y que, sobre todo, impulsen el crecimiento y los objetivos de negocio de mis clientes.



Descubre mis
proyectos

TAKE A LOOK AT
MY PROJECTS

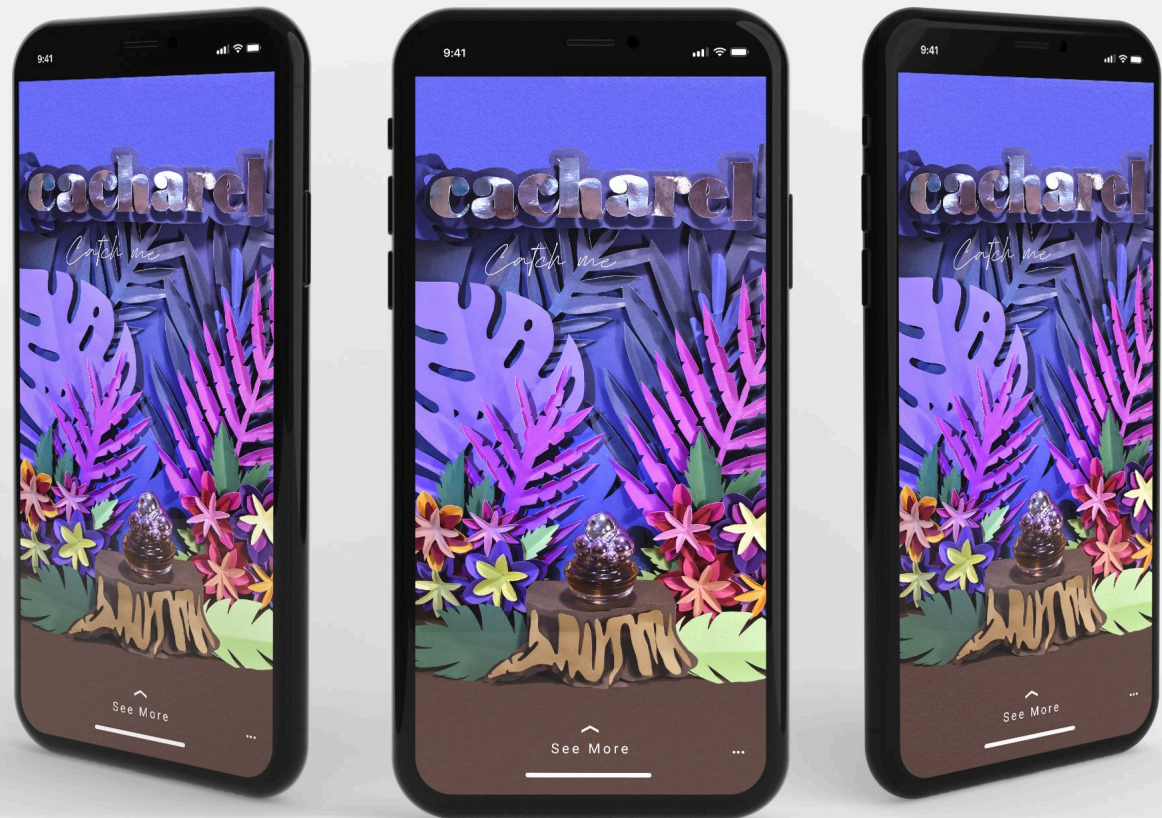
CACHAREL

PAPERCRAFT, CAMPAIGN

Briefing

Diseño de un poster para la colonia Catch me de Cacharel. Quieren transmitir misterio, sensualidad y elegancia .

Poster design for the cologne Catch me by Cacharel. They want to get a feeling of mystery, sensuality and elegance.



ENCHANTÉ

PACKAGING

Briefing

Rediseño del packaging de la nueva colonia del Cirque du Soleil.

Redesign of the packaging of the new Cirque du Soleil cologne.



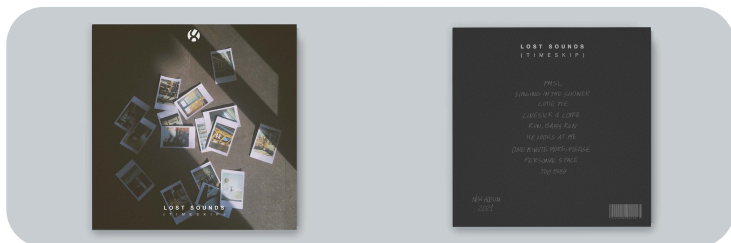
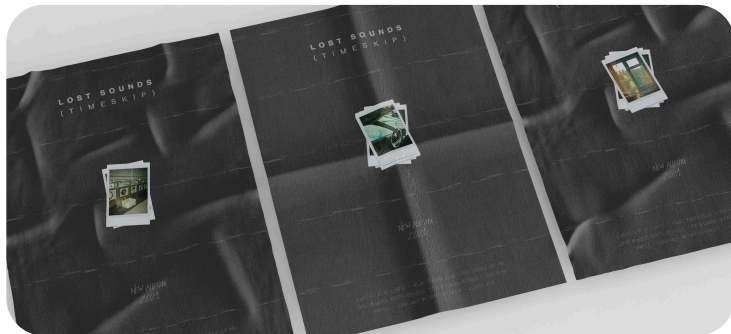
ALBUM DESIGN

BRANDING & PACKAGING

Briefing

Diseño del nuevo álbum LOST SOUNDS inspirado en: "Los sonidos que nos llevan a los buenos momentos del pasado".

Design of the new LOST SOUNDS album inspired by: "The sounds that take us to the good times of the past."



MICHI

BRANDING & PACKAGING

Briefing

Rediseño de marca y de los nuevos envases de comida especialmente formulados por expertos de la tienda de mascotas Michi.

Redesign of the brand and the new food packaging specially formulated by experts from the Michi pet store.



MUSIC FESTIVAL

POSTERS

Briefing

Diseño del personaje y los posters para un festival hippie de música electrónica.

Character and poster design for a hippie electronic music festival.



COORSLIGHT

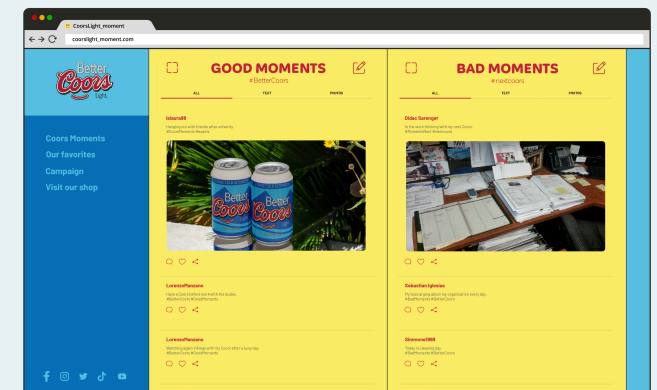
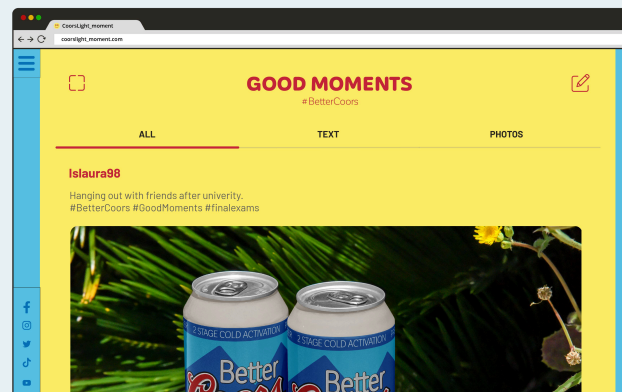
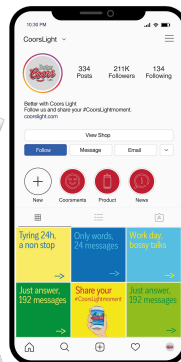
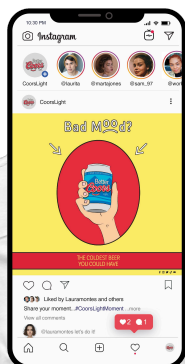
BRANDING, WEB,
SOCIAL MEDIA

Briefing

CoorsLight va a sacar una campaña para recordar los buenos momentos bebiendo una cerveza.

CoorsLight launches a campaign to remember the good times having a beer either with friends or alone.

VÍDEO PROMOCIONAL



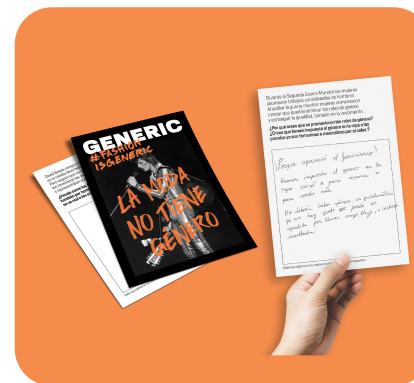
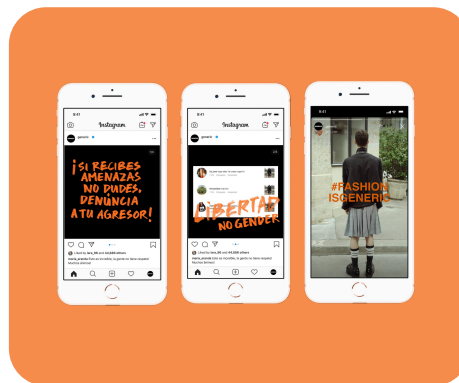
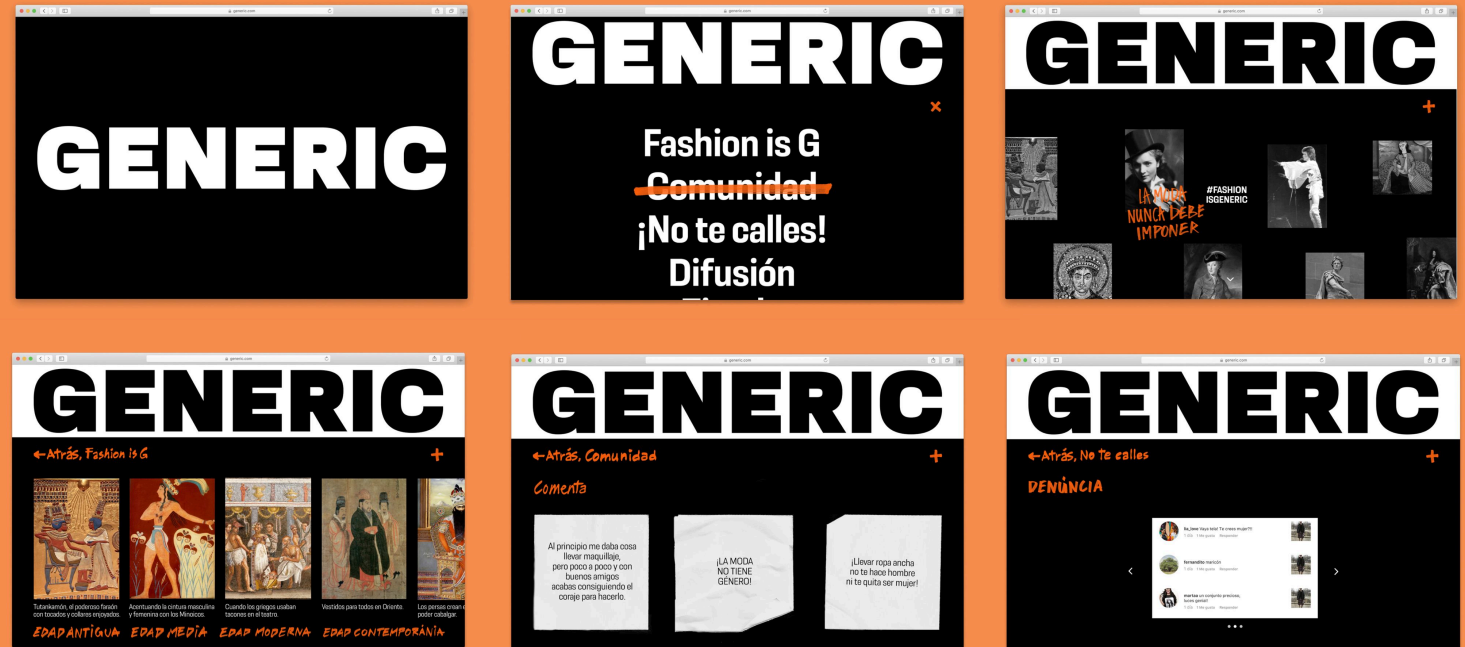
GENERIC

BRANDING, WEB,
SOCIAL MEDIA

Briefing

GENERIC desea concienciar y de apoyo a aquellos que sufren bullying por vestir de una forma no acorde a su género según lo estipulado socialmente.

GENERIC wants to raise awareness and support those who suffer bullying for dressing in a way that does not correspond to their gender as stipulated socially.



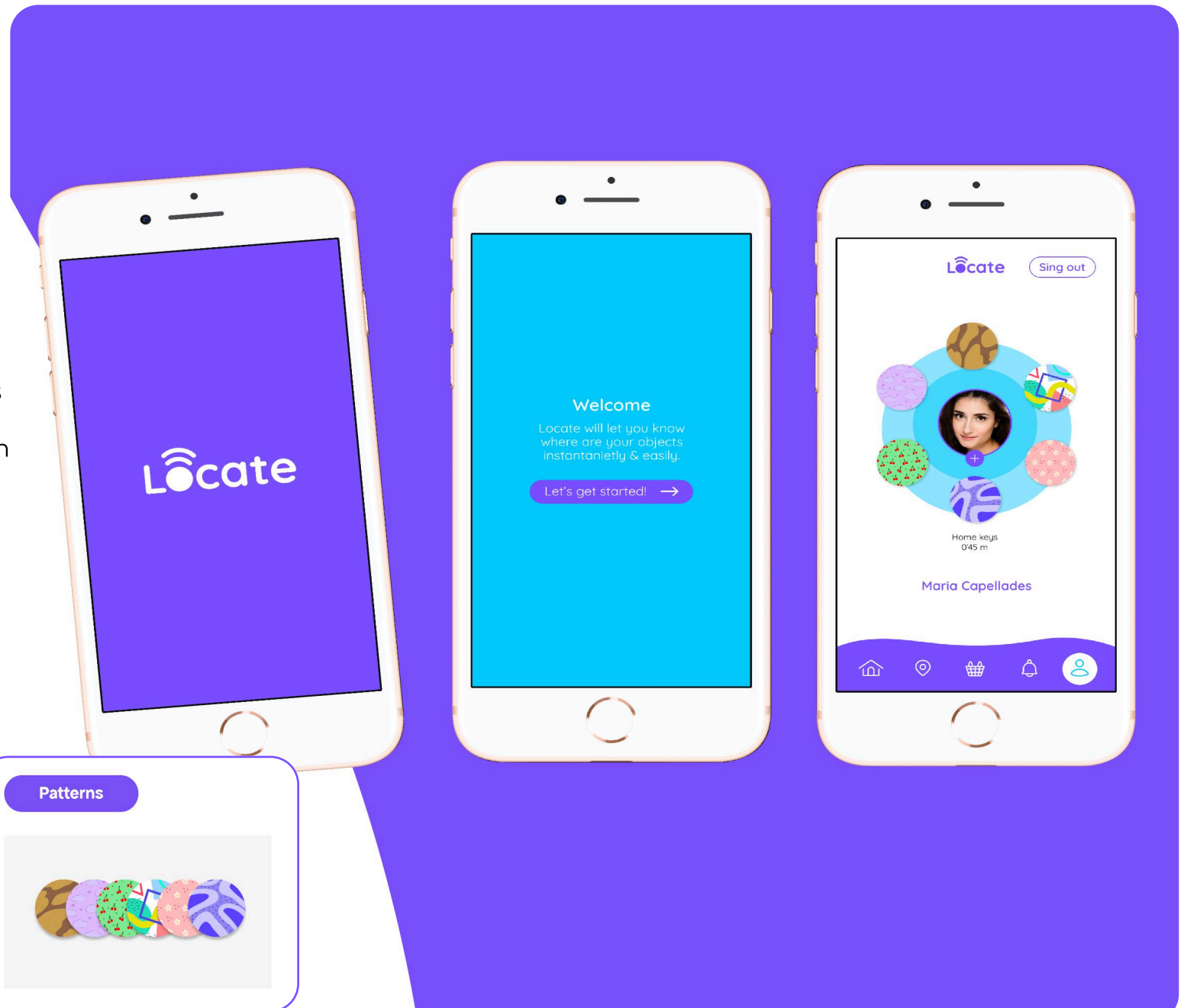
LOCATE

UX/UI DESIGN

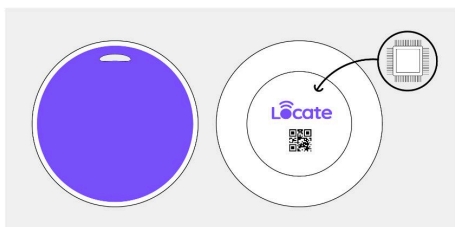
Briefing

Rediseño de la App Locate, con la cual puedes tener los dispositivos que quieras localizados en poco tiempo mediante su pegatina con chip de rastreo.

Redesign of the Locate App. Locate allows you to have your devices located in a short time using its sticker with tracking chip.



Dispositivo



Patterns



Typeface

Quicksand

Quicksand is a modern display sans serif with rounded terminals that offers an excellent reading experience. It's smooth shapes give a casual but close feeling to the audience.

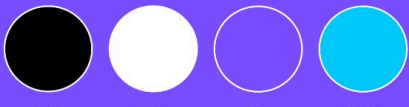
Aa

regular

Aa

semibold

Colors



#000000

#FFFFFF

#7799BB

#40C0FF

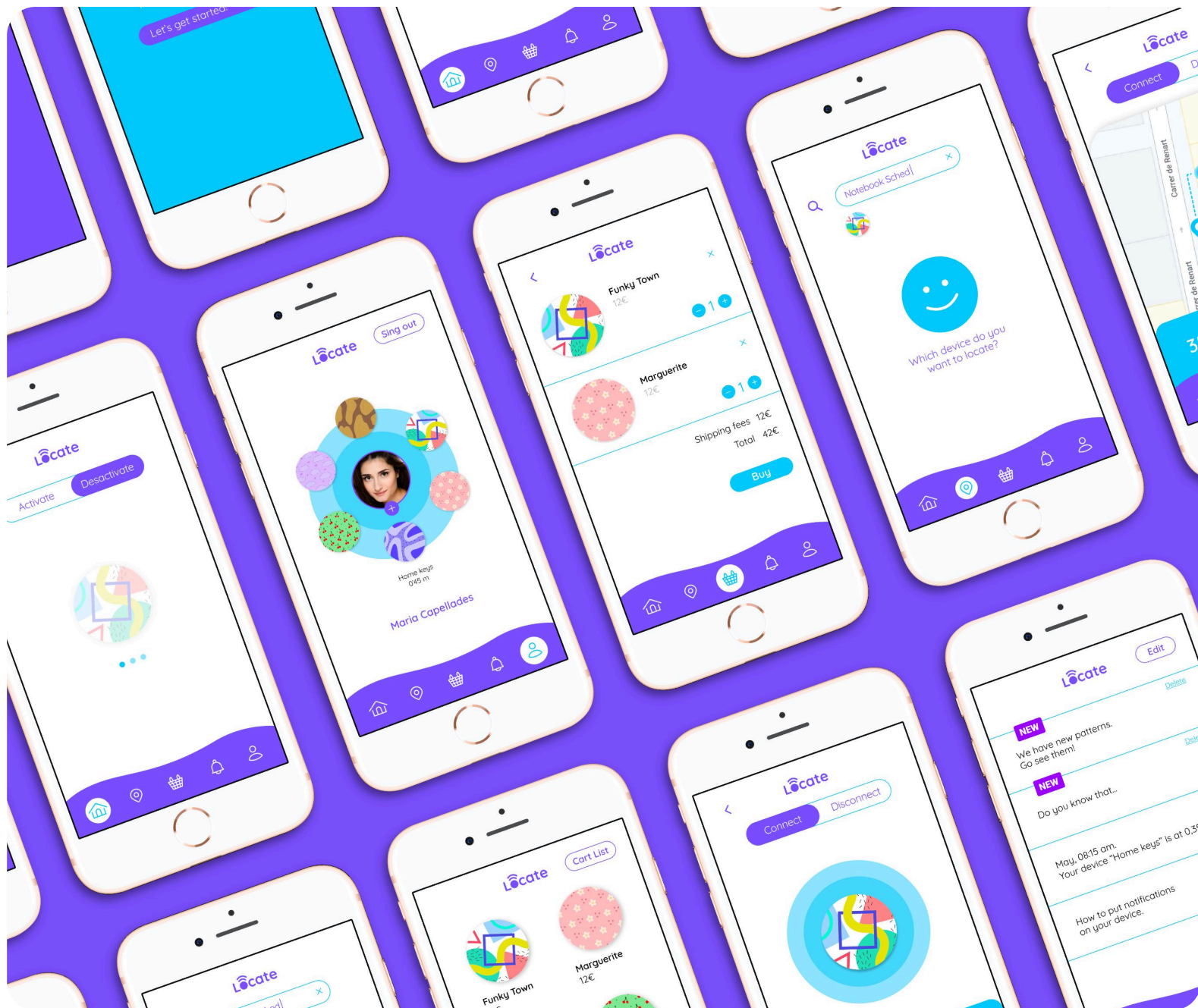
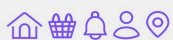
App icon



Logo

Locate

Icons



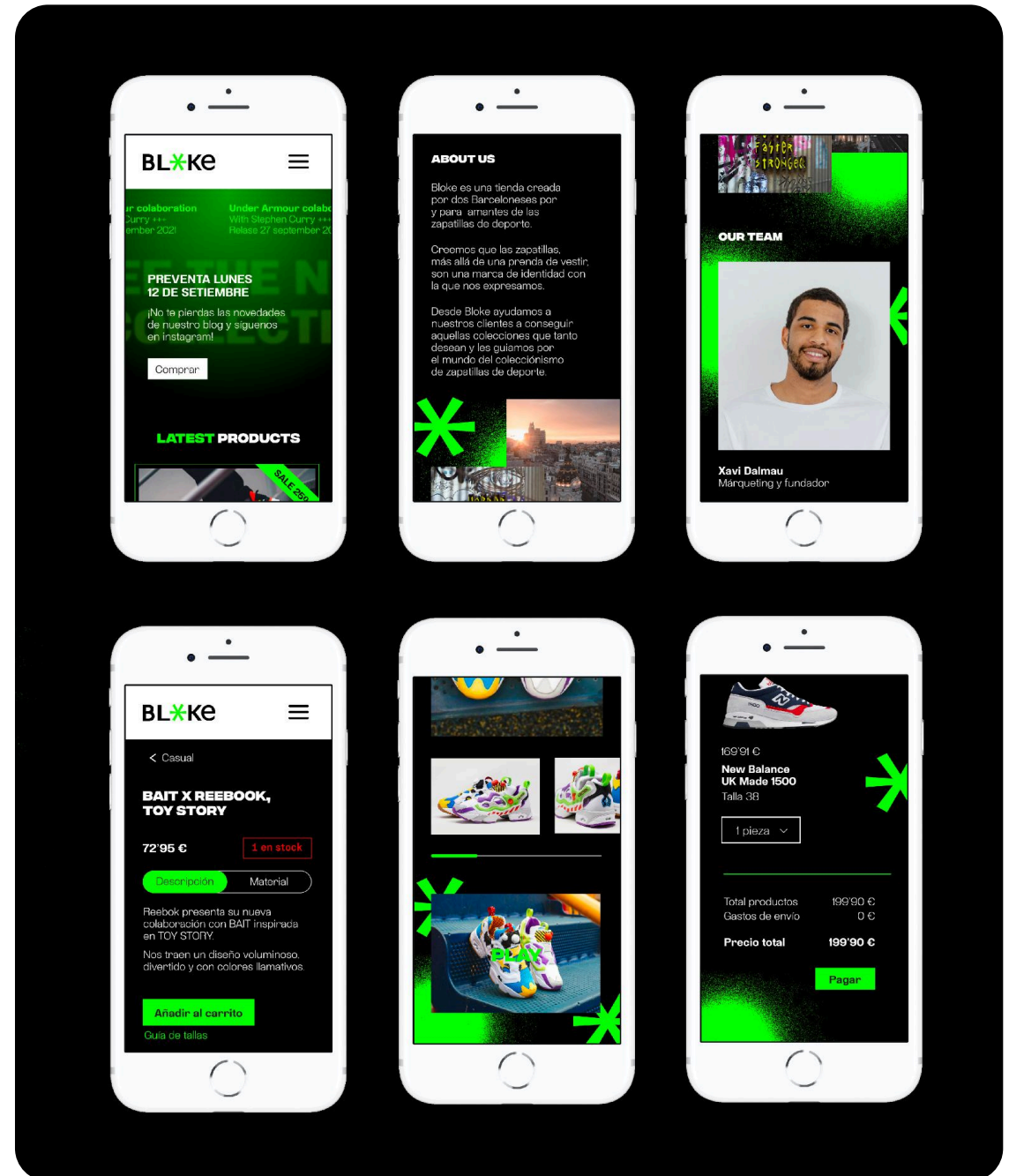
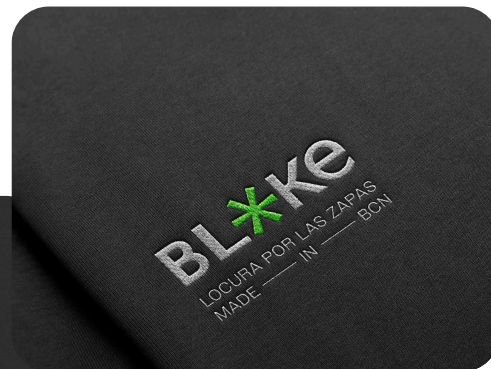
BLOKE

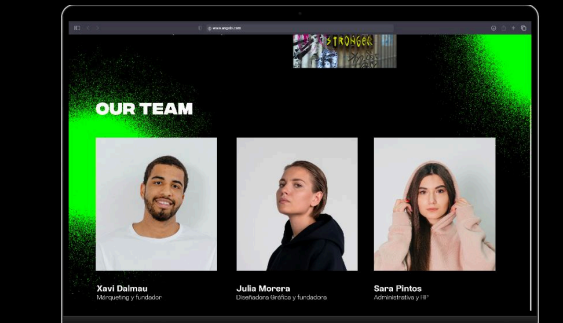
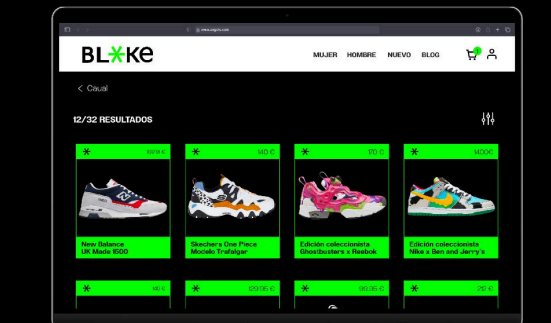
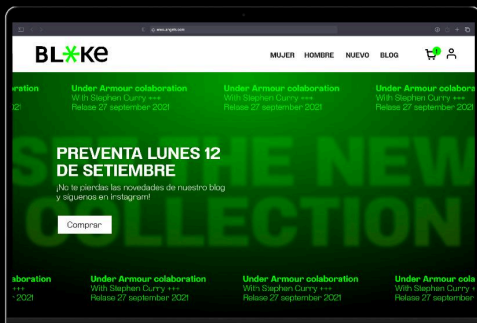
BRANDING, UX/UI DESIGN

Briefing

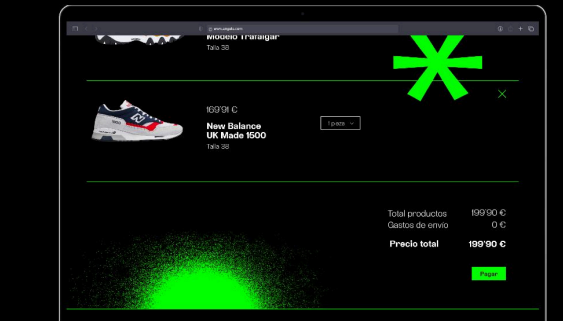
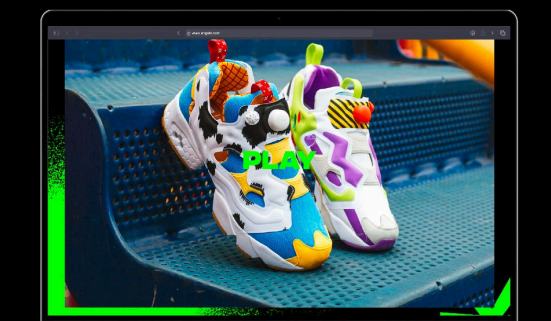
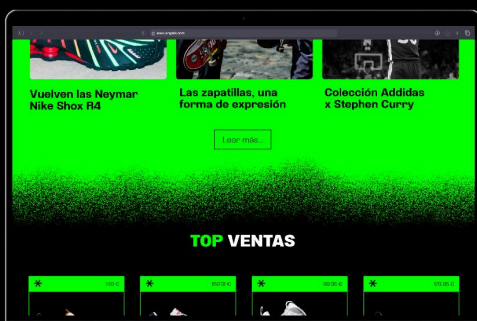
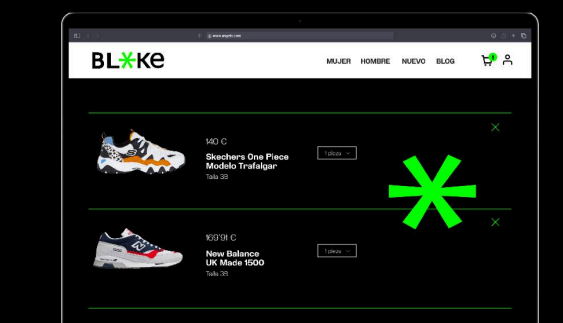
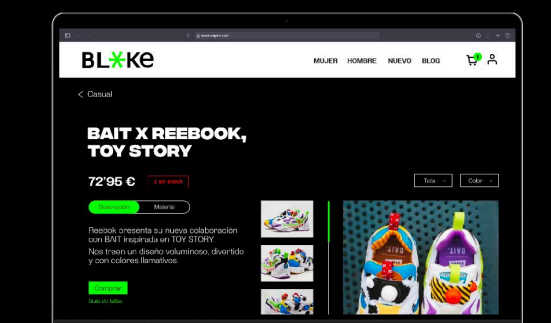
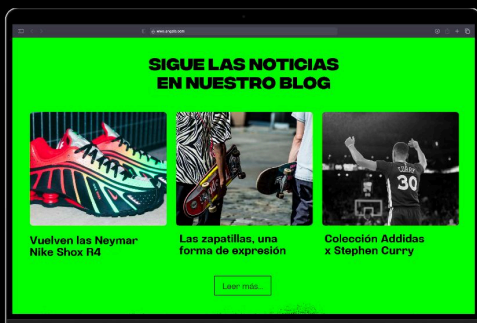
BLOKE, fundada por Xavi y Júlia, es una marca fuerte y atrevida movida por su pasión de llevar las últimas tendencias de sneakers a su comunidad.

BLOKE, founded by Xavi and Júlia, is a strong and daring brand driven by its passion to bring the latest sneaker trends to its community.





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LOCAL RADIO

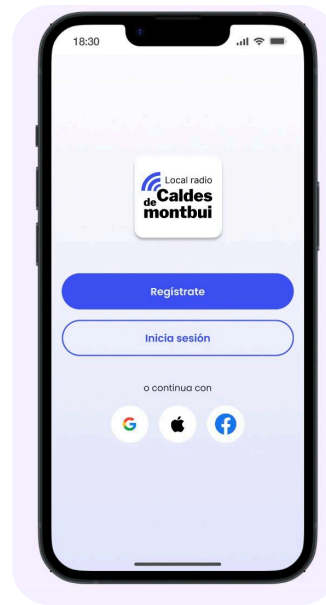
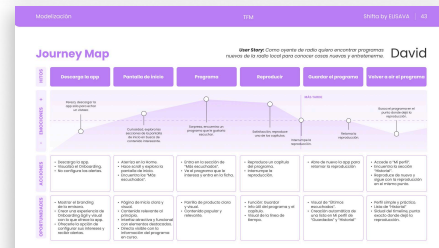
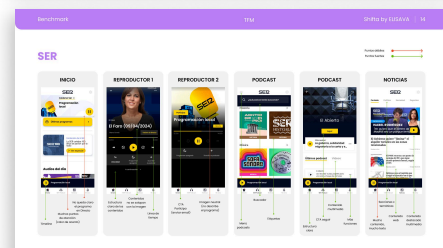
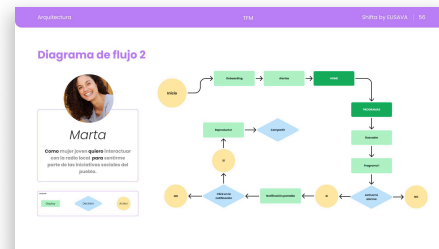
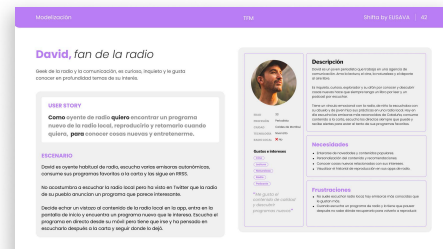
UX/UI DESIGN

Briefing

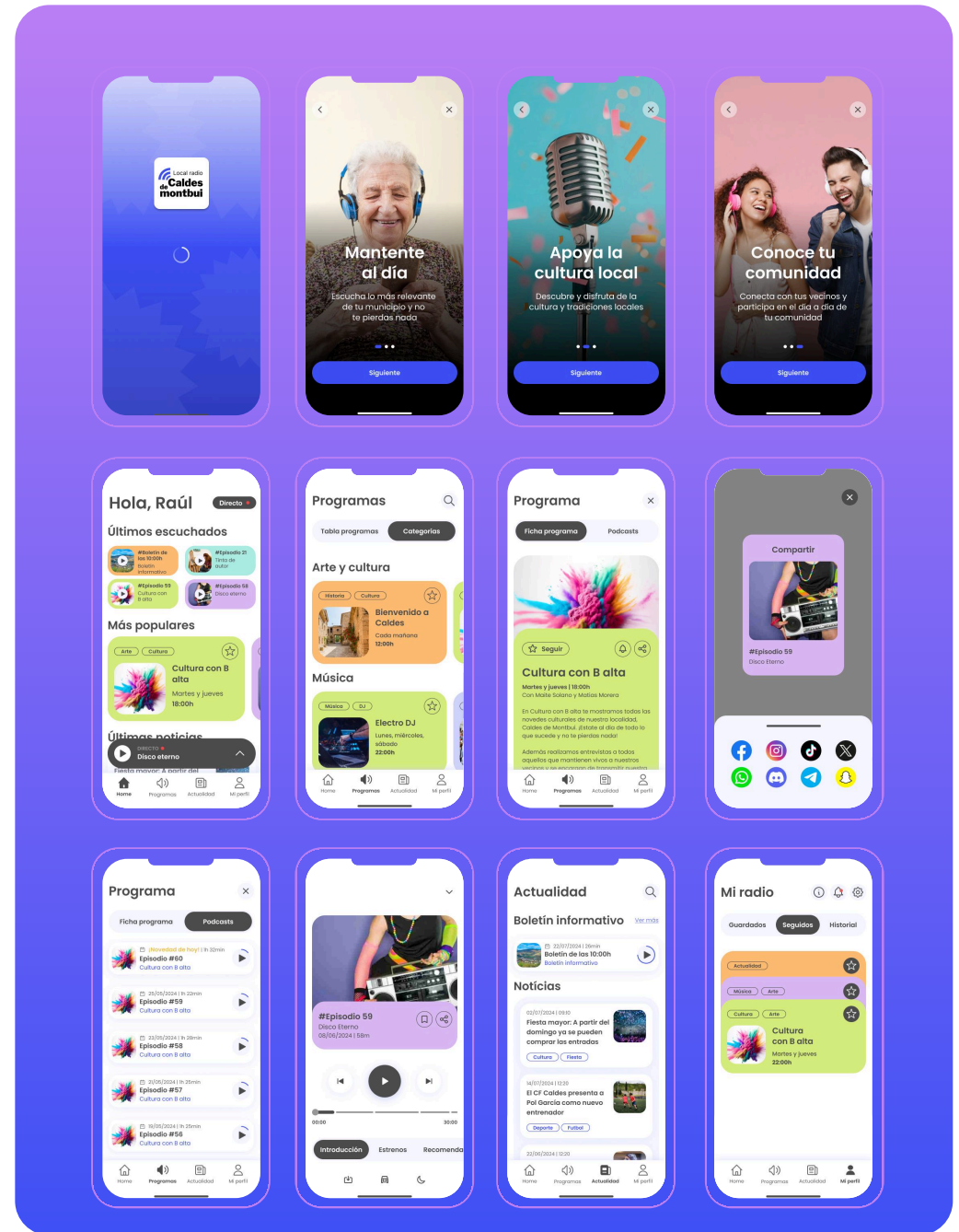
Rediseño de la app de la radio local de Caldes de Montbui para mejorar la experiencia de usuario.

Redesign of the local radio app of Caldes de Montbui to improve the user experience.

FINAL PRESENTATION



PROTOTYPE



GUGGENHEIM

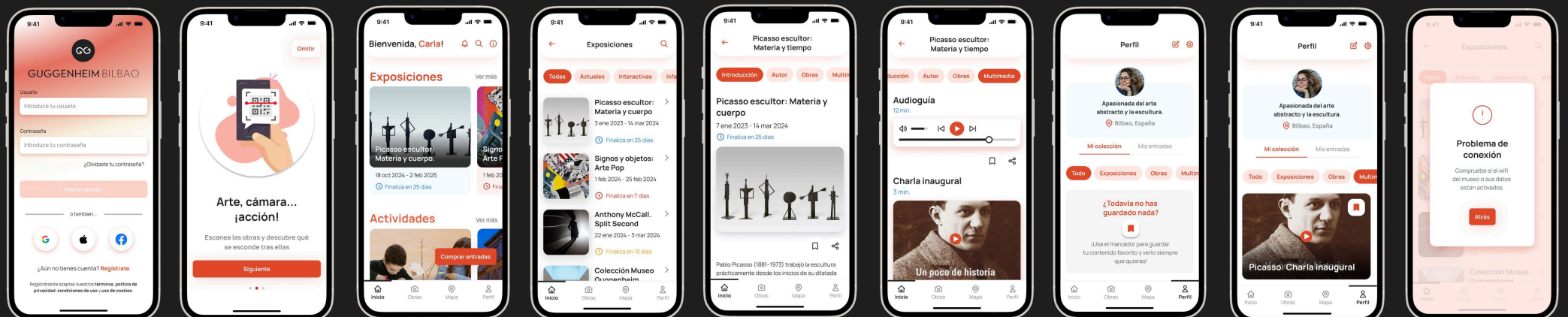
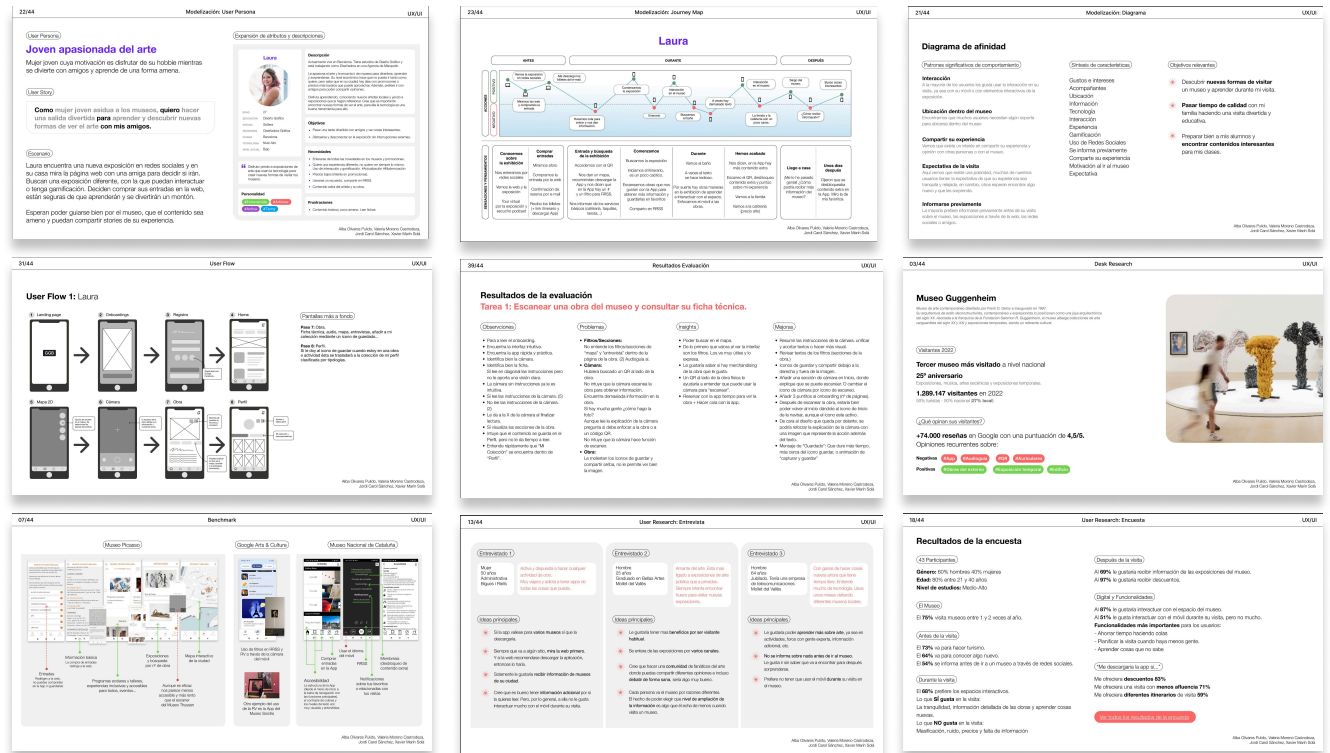
UX/UI DESIGN

Briefing

Rediseño de la App del museo Guggenheim para mejorar la experiencia de usuario.

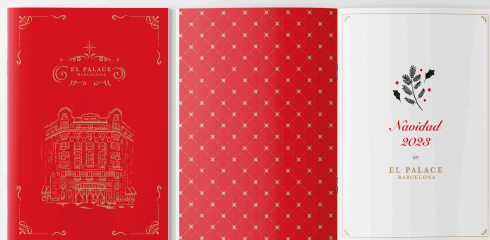
Redesign of the Guggenheim Museum app to improve the user experience.

[PROTOTYPE](#) [FINAL PRESENTATION](#)



Hotel el Palace Barcelona

EDITORIAL, NL & RRSS



CAVA			
Jordi & Carpa Reserva de la Família, Gran Reserva Brut Nature - 100 Cava	14	14	
Jordi & Carpa Millenari Chardonnay, Gran Reserva Brut Nature - 100 Cava	14	14	
WHITE			
Miranda d'Espuny, Chardonnay - 100 Pinot	10	10	
Thomas, Xarel·lo, Viognier - 100 Pinot	10	10	
ROSÉ			
Paper D'Angels El Boudoir - 100 Blanc Del Duem	11	11	
RED			
Paper D'Angels Gran Reserva - 100 Blanc Del Duem	11	11	
Prado Lobo Paper D'Angels - 100 Blanc Del Duem	11	11	
NONE-ALCOHOLIC BEVERAGES			
Free Dishes	8	8	
Free Dishes Lemon	8	8	
Free Dishes Aloe	8	8	
Free Dishes Aloe & ginger	8	8	
Soft drinks	7	7	

CÒCTELES · COCKTAILS 18C	
BARCELONETA	COSTA BRAVA
Grey Goose Espresso Martini & lemon grass, Saint Germain, lime, rose	Grey Goose Espresso Martini & lemon grass, Saint Germain, lime, rose
Grey Goose Espresso Martini & lemon grass, Saint Germain, lime, rose	Grey Goose Espresso Martini & lemon grass, Saint Germain, lime, rose
CASA BATLLO	CATERAL
Assorted, passion, lemon, lime, rose, white, Assorted, passion, lemon, lime, rose, white	Assorted, passion, lemon, lime, rose, white, Assorted, passion, lemon, lime, rose, white
BOQUERIA	FEDEIRA
Grey Goose vodka, lime, Cucumber, egg white, Grey Goose vodka, lime, Cucumber, egg white	Grey Goose vodka, lime, Cucumber, egg white, Grey Goose vodka, lime, Cucumber, egg white
LICU	
Tropical Passion, lime, passion, sugar, Tropical Passion, lime, passion, sugar	

Afternoon Tea

ine selection of tea or coffee, champagne or cava, and assortment of sweet and salty treats, from €38

envío de te o café, selección de dulces y salados acompañado de champagne o cava, desde 38€

envío de te o café, selección de dulces y salados acompañado de champagne o cava, desde 38€

Rooftop Garden

ool, gastronomy, cocktails, 360° views, and much more!

Iscla, gastronomia, còctels, vistes 360°, i much més!

Iscla, gastronomia, còctels, vistes 360°, i much més!

Sant Jordi

Special menu and live music

Menú especial i música en directe

Menú especial i música en directe

Rooftop Garden & Hall: 23/04

AMAR BARCELONA

Don't miss out to try the restaurant by Chef Rafa Zafra & El Palace Barcelona!

No se pierda el restaurante de Rafa Zafra & El Palace Barcelona!

No es perdi el restaurant de Rafa Zafra & El Palace Barcelona!

reservas@amarbarcelona.com

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Hall · All day dining

Gastro-hall menu, from 65€

Menú Gastro-hall, desde 65€

Menú Gastro-hall, desde 65€

Don't miss...

Gerard Palermans ART EXHIBITION

Every day / Cada día / Cada día

Hall · (Free entrance)

BLUES! COCKTAIL

A unique speakeasy, cocktails, live music

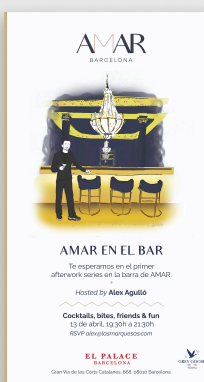
Un speakeasy único, cóctels de autor, m

Un speakeasy único, m

JAZZ LOVERS

Celebremos juntos! Let's celebrate the 100th Anniversary of the 1920s!

Celebremos juntos! Let's celebrate the 100th Anniversary of the 1920s!



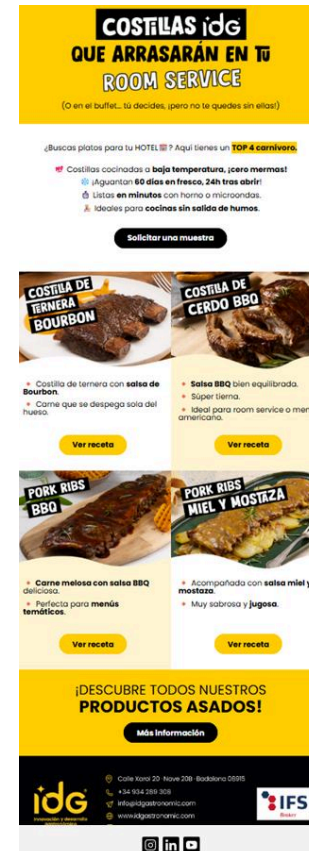
Innovación y desarrollo gastronómico

Benchmark, marketing strategy, copywriting, packaging, merch, corporate material, flyers, stands, roll ups, RRSS, newsletters, wordpress, translations, project managment, art direction for shootings, print production and final artwork, etc.

WORDPRESS



NEWSLETTER



WHATSHAPP







REDES SOCIALES

LINKEDIN

OPENETICS

Latiguillos Planos
Cat. 6 U/UTP FLAT Patch

Diseñados para armarios con alta densidad de cableado

0,25 m - 10 m



OPENETICS

23 de Junio

Día Internacional de la **Mujer en la Ingeniería**

#ImaginaElFuturo



OPENETICS

Programa de **Garantía 25 Años**

Fabricante especialista en soluciones VOZ y DATOS

25 AÑOS



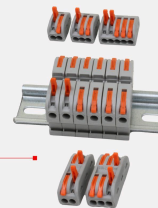
Ingesdata networks **salicru**

SAI
Serie SLC TWIN PRO2 4-20K
Modelo Torre / MONO-MONO



Ingesdata networks OPENETICS

Múltiples **aplicaciones**
para cualquier tipo de conductor, con palancas de accionamiento



Ingesdata networks

Soluciones en conectividad para puestos de trabajo

Configuramos a medida tus productos de entorno mobiliario

OPENETICS microconnecta BACH MANN



DAGARTECH

En **constante evolución** para ofrecerte la solución energética más inteligente

¿Hacemos realidad tu próximo proyecto?

info@dagartech.com +34 976 141 655 www.dagartech.com



DAGARTECH

Grabación de Masterchef Celebrity, en el Teatro Romano de Mérida

APLICACIÓN: Grabación de Masterchef Celebrity
EMPLAZAMIENTO: Teatro Romano de Mérida
UBICACIÓN: Mérida (Badajoz)
POTENCIA INSTALADA: 400 kW
AÑO: 2022



DAGARTECH

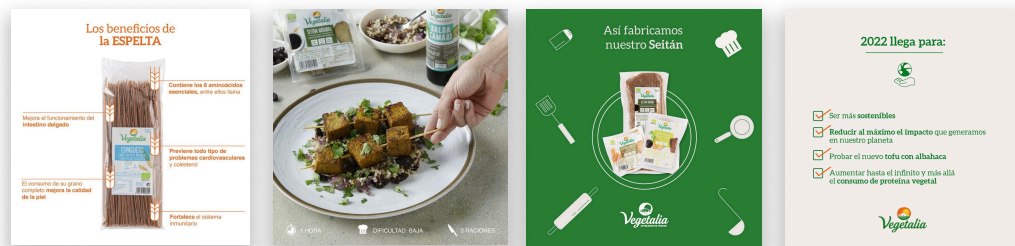
¿Cómo afecta el calor sobre el rendimiento de un grupo electrógeno?



REDES SOCIALES

INSTAGRAM

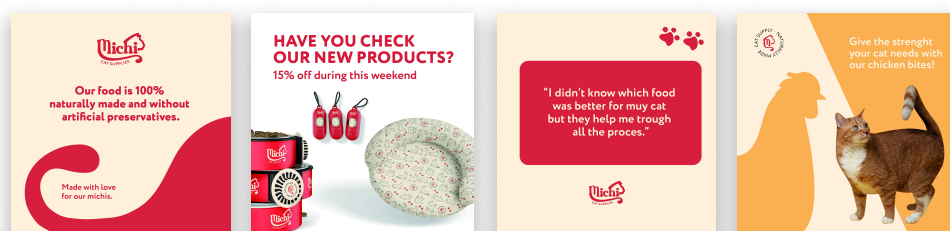
Vegetalia



Galindo



Michi.



Innovación y desarrollo gastronómico



Maria Valentina



Bookish'



ORBIDI



Happy Bio





MUCHAS
GRACIAS