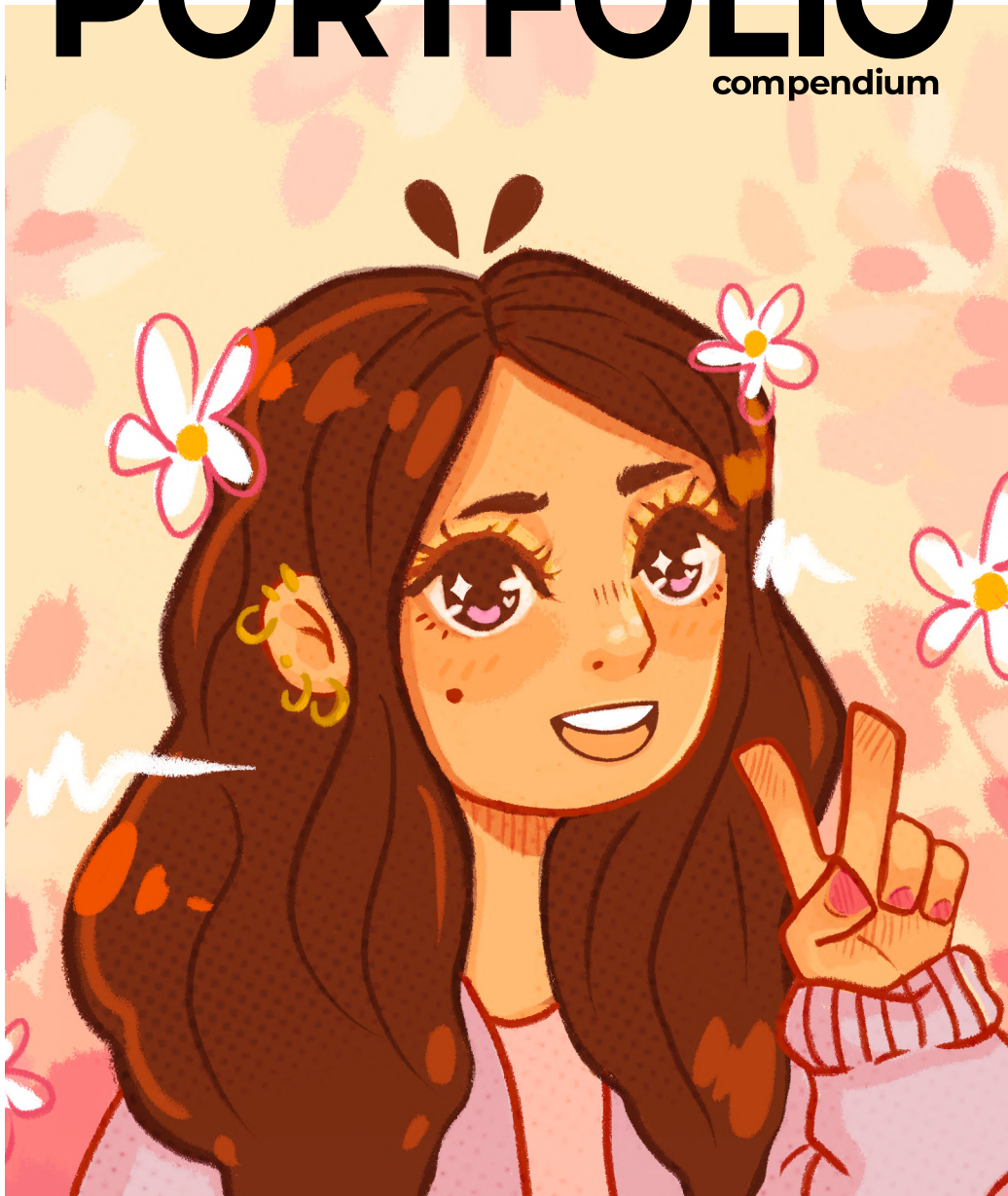


FABIOLA VAZQUEZ

PORTFOLIO

compendium



PANTONE®
13-320 TCX
Cherry Blossom

HELLO!

I'm a Graphic Designer with six years of experience across a broad range of design disciplines and expertise in Adobe CC. Professional experience in animation, branding initiatives, UI/UX, project management, and retail marketing.

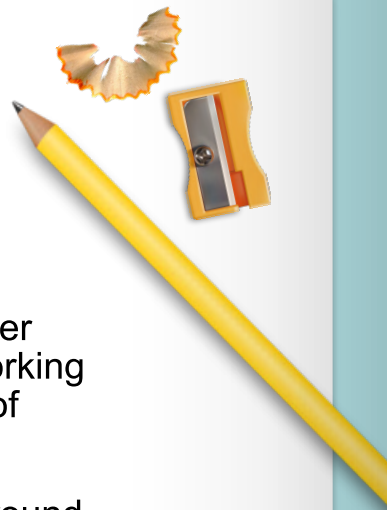


FABIOLA VAZQUEZ



I'm Fabiola, a graphic designer based in Puerto Rico with working experience in the industries of tech, animation and retail.

Thanks to my diverse background I have been able to work in a variety of projects helping me acquire skills such as 2D/3D animation, interface design for mobile applications, webpage and virtual reality, 3D texturing, illustration, event coordination, content creation, print media and photography.



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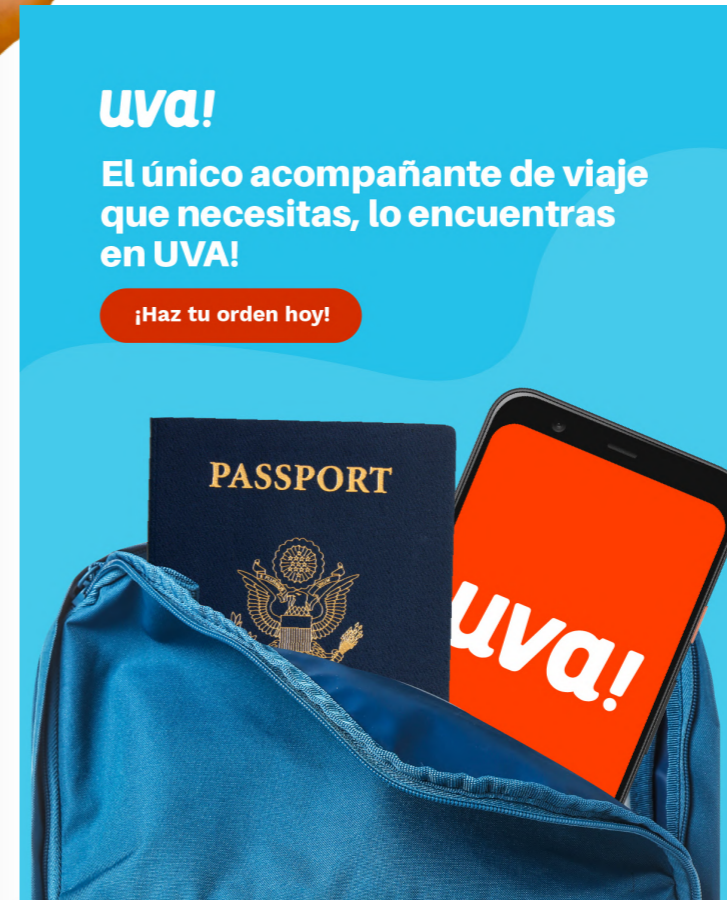
Link to full portfolio:
<https://fabiolavazquezpr.wixsite.com/website-2>



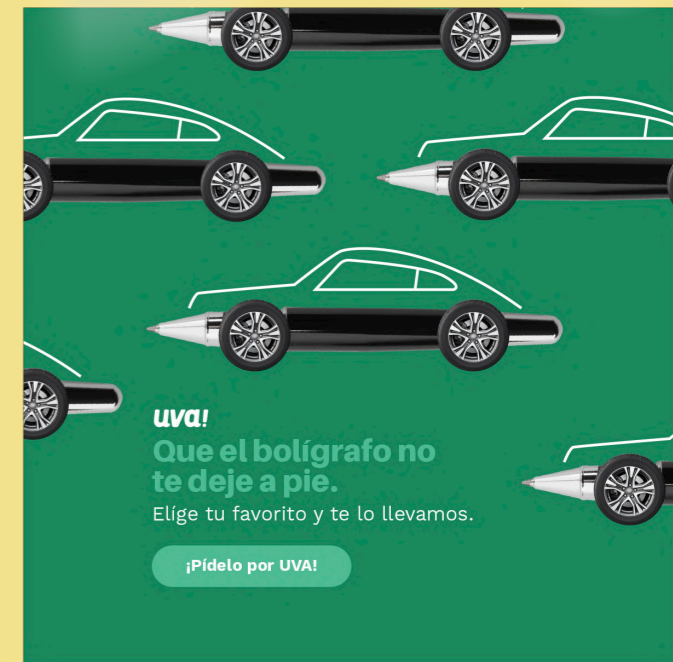
DIGITAL CAMPAIGN
UVA



Uva! is a delivery app based in Puerto Rico. I had the opportunity to work with them as a freelancer for a digital campaign. The goal of this campaign was to let people know all the different categories you can find in their app (Italian, Asian, American food, etc.).



I was given complete creative freedom they just gave me a few keywords "Bold. Colorful. Eye-catching. Creative." and the copy of each piece. From there I started working on concepts and once approved by the marketing director I worked on the finished product and animations.



MULTI CHANNEL CAMPAIGN ESTILOIN

2023
ESTILOIN
3RA EDICIÓN

Atrévete a ser tú...
LUCE QUIÉN ERES

TRANSFORMA tus piezas de verano al otoño

OUTFITS PARA LUCIR CÓMODA en tus roadtrips locales o al extranjero

4 MUJERES
Independientes
Empresarias
Creativas
Exitosas
con estilos muy diferentes e identidad propia.

COLORES FESTIVOS a lucir estas NAVIDADES

Piezas y colores básicos para lucir esta **PRIMAVERA**

CONOCE MÁS EN:
www.estiloinpr.com

Every year Developers Diversified PR shopping centers launches **EstiloIN** and presents what is trending in fashion from clothing, accessories, and footwear; to colors, decoration, and lifestyles.



DDPR posts videos and editorial content for the spring, summer, fall, and holiday seasons. All content highlights merchandise from their stores in creative and eye-catching ways to attract consumers' attention, drive traffic, and increase sales.

AUTUMN

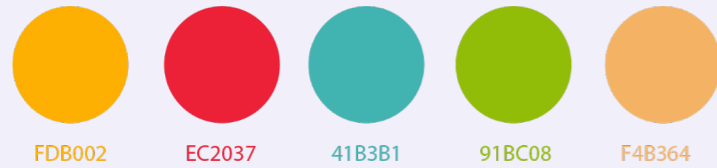
WINTER

As the designer, I'm in charge of the aesthetic of each campaign. I have the opportunity to choose the colors, themes, and elements for the photo shoot, digital assets, and print media. Prior to the photo shoot, I buy all the props and on the day off I'm in charge of assembly and making sure the set stays in good condition throughout.

EVENT BRANDING

MERCADO LIBRE

Developers Diversified PR shopping malls helps our local artisans by giving them the space to promote and sell their creations in a special event called "Mercado Libre". I was tasked with creating a brand for the event. They wanted something that looked illustrated and had different elements that represented Puerto Rican artisans.



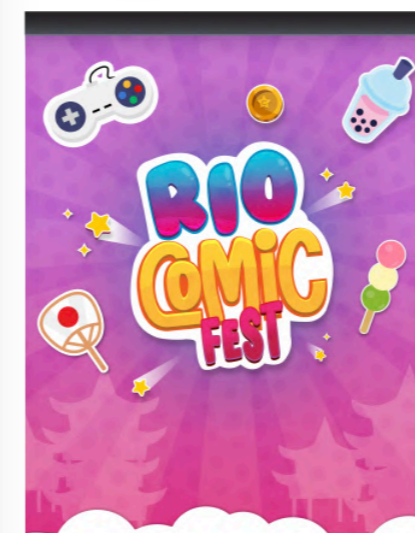
EVENT BRANDING AND DIGITAL CAMPAIGN

RIO COMIC FEST



Rio Comic Fest was an event held to celebrate anime, comics, and cosplay. Not only it supported local artists and local video game companies, but it brought traffic to the mall making it a success.

As part of the marketing team, I was not only in charge of all the designs of the event, but also of its organization.



BACK-TO-SCHOOL CAMPAIGN CON MOCHILA EN MANO



For the back-to-school campaign, Developers Diversified PR shopping centers teamed up with influencers Camila from @SoyCamiliando and Julián @SoyJulianpr.

¡GANA LA MEJOR MOCHILA PA'SU BACK-TO-SCHOOL!
1 de 2 mochilas valoradas sobre \$300

SIGUE ESTOS PASOS

¡GANA LA MEJOR MOCHILA PA'SU BACK-TO-SCHOOL!
Busca el sello de la mochila en @plazadelnortepr

¡PARTICIPA YA!

AL ENCONTRAR LA PUBLICACIÓN, SIGUE ESTOS PASOS PARA PARTICIPAR

- 1 Sigue la página de Instagram @plazadelnortepr
- 2 Dale like a este video
- 3 Comenta cuál de estas mochilas te gustaría pa' su back to school
- 4 Taguea a una persona

Each one prepared a backpack with school supplies from the participating stores, valued at over \$300 to give away to our followers. I was in charge of all design aspects from the concept to the final product.



EVENT POSTER NOCHES CON SON

NOCHES CON SON

Ponle música a tus noches de shopping

CALENDARIO

6:30PM • Atrio Central

- 30 de junio
- 29 de septiembre
- 17 de noviembre

Últimos jueves del mes, meses alternos*

- **Martes 13 de diciembre**
Concierto de Navidad por la Orquesta Filarmónica de Bayamón

DISFRUTA DE MÚSICA EN VIVO

Con el Big Band de la Orquesta Filarmónica de Bayamón

*Presentaciones adicionales en nuestro centro comercial hermano Plaza del Sol
Para calendario completo visita: www.DDPuertoRico.com

PLAZA RIO HONDO

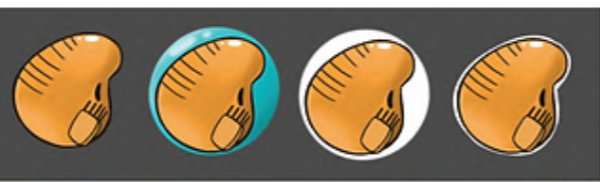
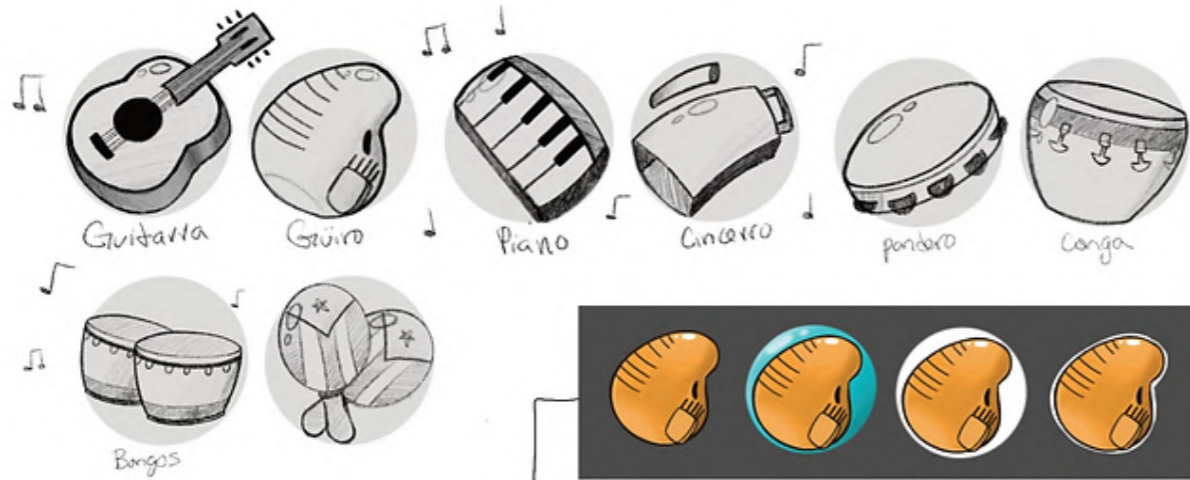
ORQUESTA FILARMÓNICA DE BAYAMÓN

MOBILE GAME

ESE POBRE LECHÓN

Ese Pobre Lechón is a mobile game created by Gladius Studios. This game is made to share Puerto Rican culture, music, and gastronomy with the world.

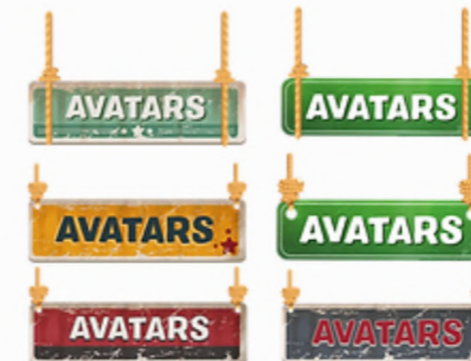
In this project, I worked as a lead designer. My tasks included: making and maintaining task sheets with deadlines, delegating tasks among other teammates, quality control of the designs, creating the logo for the video game, content creator for social media and webpage, illustrations, and UI/UX in-game.



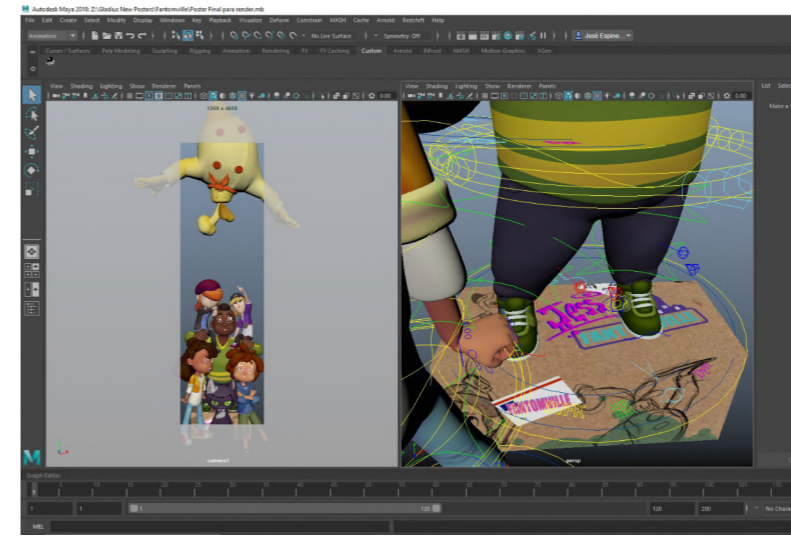
ideas para como pueden aparecer en Gameplay



Conceptos Fabiola Vazquez



3D POSTER PILOT POSTER



3D posters are a whole new adventure for me, and a process I enjoyed thoroughly. It requires many steps and close attention to detail.

The first step was working on some sketches and the general concept of the poster. The poses had to capture the character's personalities while working in unison. After the sketch was approved, I started working on posing the rigged characters in MAYA (3D software) and rendering. After I had my render, I corrected some details in Photoshop and added the expression. Once I had my final image it was time for composition and print.

