

PORT *folio*
Graphic Design

2026



Personal *info*:

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Age: 23

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Softwares



Experience:

Graphic Designer – Restaurant Industry (2023–2024)

Graphic Designer – Marketing Agency (2024–2026)

Freelance Graphic Designer – Development of projects for small businesses

University Design Projects (2020–2023)

Professional Internship – Ayuntamiento del Centro

Contact me!

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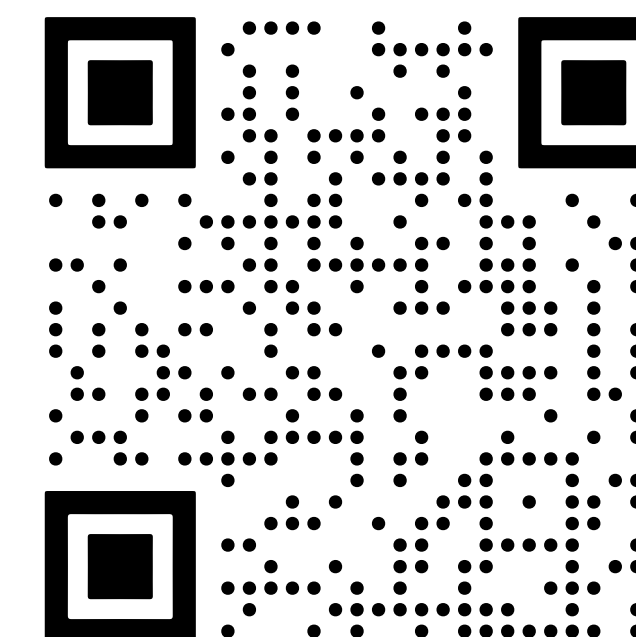
About *me*:

Hi, I'm Julieta! A versatile Graphic Designer with experience in developing corporate identity projects, editorial design, illustration, and photography. Passionate about current visual trends and with a personal style inspired by elements of punk culture and cartoon aesthetics.

Graduated with a Bachelor's Degree in Graphic Design from IEU University, I have developed a solid theoretical and practical foundation in design.

I enjoy learning new things and applying them to my projects.

Scan to see more of my work!



1. LOGO *falia*

Graphic Design

Logofolia

Throughout my experience as a designer, I have created various logos for individual brands, small business, local brands and other projects.

Date: 2024-2026



2. VISUAL *identity*

Graphic Design

Max Burger

Max Burger is a university project in which I developed the visual identity for a fast-food chain. I created a friendly mascot to connect with a younger audience, aiming to convey a warm, familiar, and relaxed brand personality. The main inspiration behind the brand was Wendy's, particularly its fresh tone and distinctive identity.

Date: 2023



Portfolio - Visual Identity

Valeria 2026

This visual identity was created for Feria Tabasco, considered the most important celebration for the people of Tabasco and one of the most significant fairs in Mexico. It is an annual event that highlights the state's culture, livestock, agriculture, and gastronomy.

As part of this tradition, representatives are selected to represent each municipality. I had the honor of designing for Valeria Gallegos Rosique, the representative of Cárdenas. She envisioned a modern and dynamic identity that incorporated distinctive elements of Tabasco, capturing both movement and regional pride.

Date: 2026



El Palco

“El Palco” was a branding proposal for a client who wanted to transform their restaurant into a sports bar. The name conveys the experience of watching the game from the best seat in the house, privileged view, high energy, and a sense of exclusivity, making every customer feel like they’re in the front row.

The logo reflects movement and athletic energy, while the Dynamic Trooper typeface adds strength and character, reinforcing a bold and dynamic brand identity.

Date: 2026



3. POST *falia*

Graphic Design

Portfolio - Postfolio

Di Fango

Di Fango is a personal brand I created based on my passion for working with clay. Both the name and the visual identity were inspired by Italian culture. The name means "Of Clay", directly referencing the material at the heart of the project.

The brand's character is a Pierrot, a romantic figure from the traditional Commedia dell'arte, which originated in Italy. This choice connects the concept of artistry, emotion, and craftsmanship, reinforcing the poetic and expressive essence of the brand.

Date: 2025



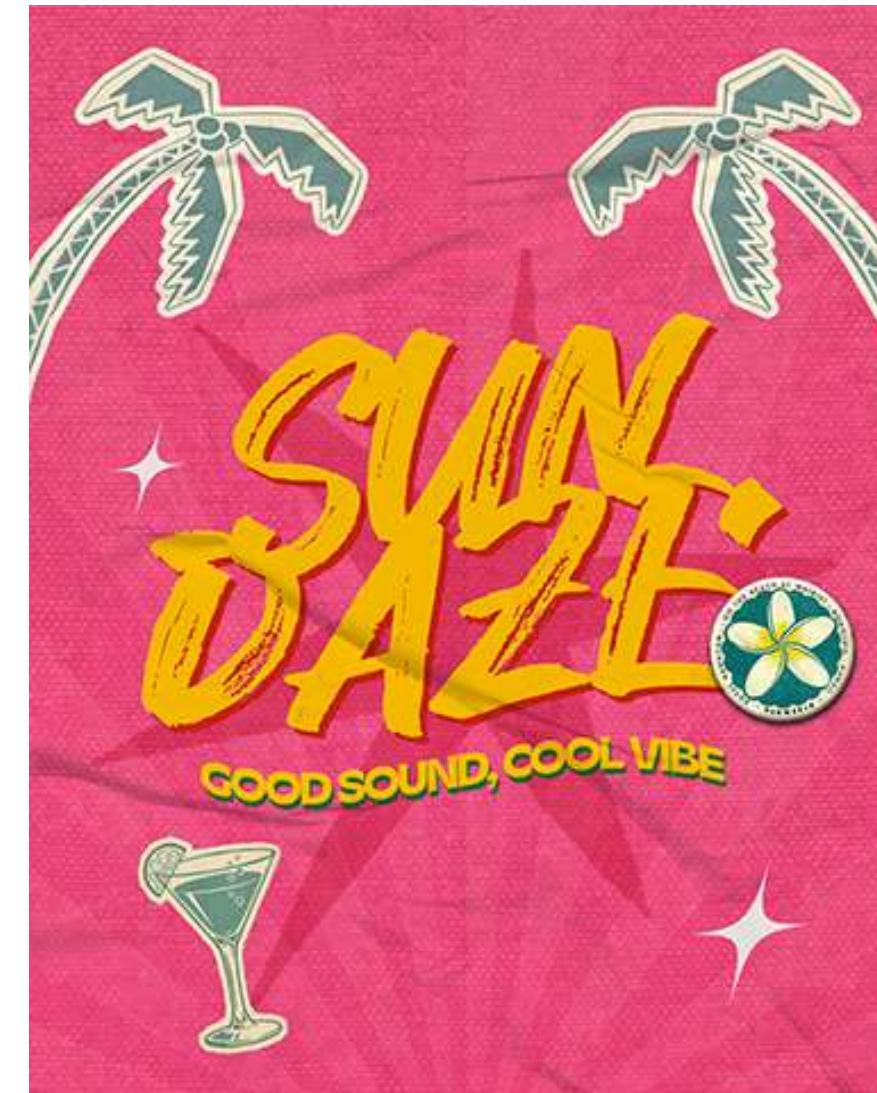
Portfolio - Postfolio

Sun Daze

Sun Daze is a house music event held seasonally at a rooftop restaurant in Villahermosa, Tabasco.

During my time at Casa Nómada (Marketing Agency), I developed the event's visual direction and designed social media flyers in post and story formats, creating a fresh and vibrant aesthetic inspired by summer vibes to connect with a young audience.

Date: 2026



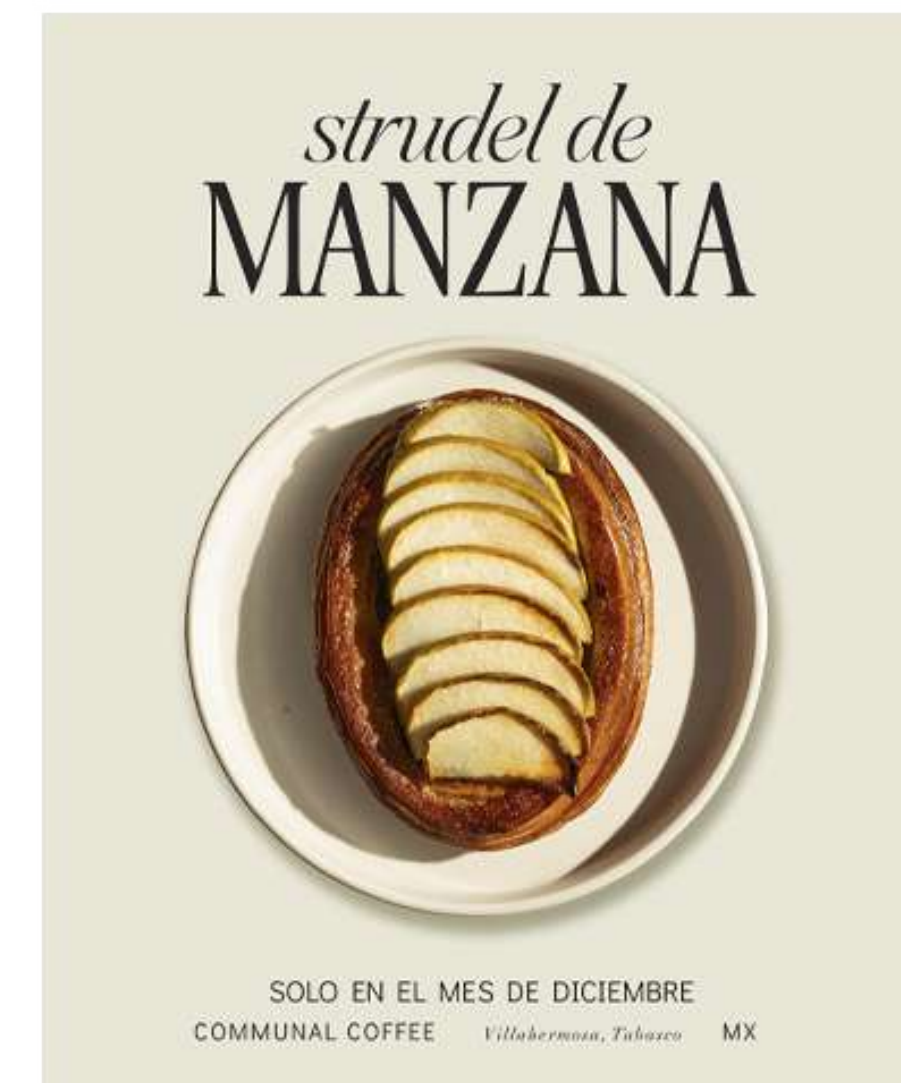
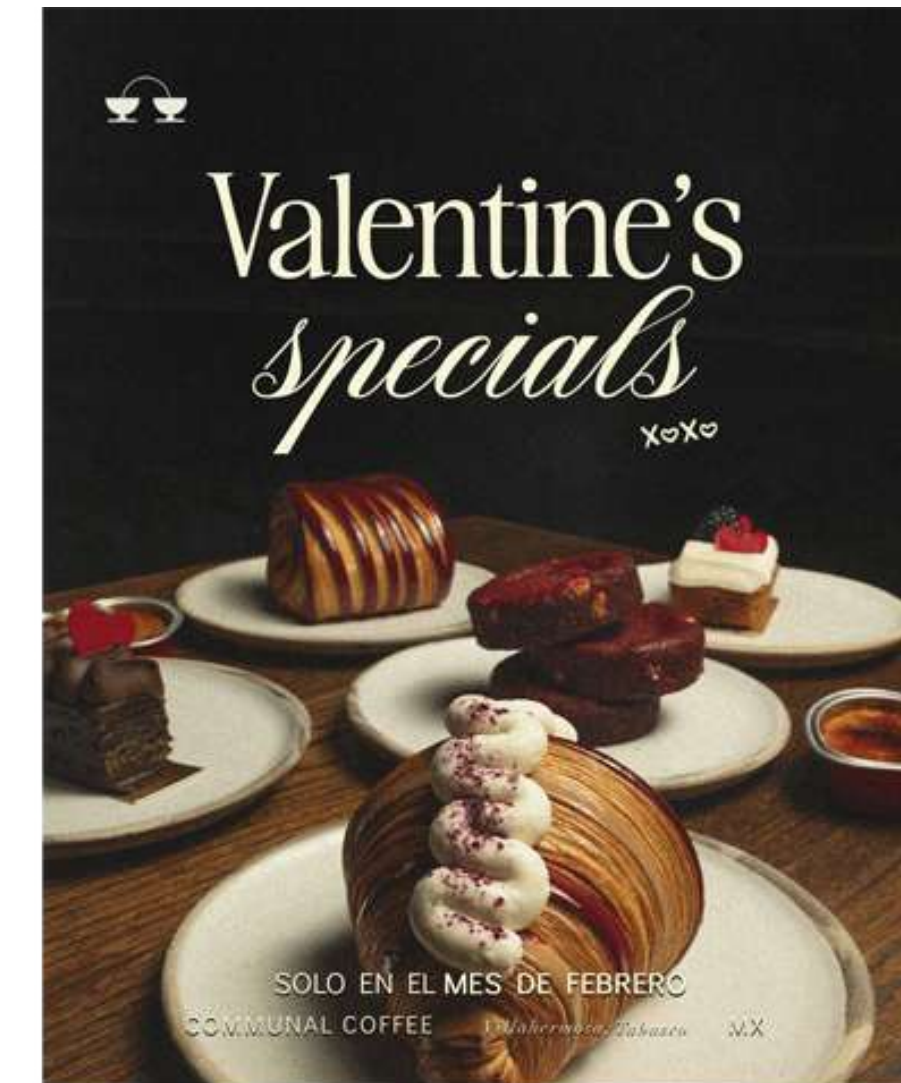
Portfolio - Postfolio

Laut

Laut is a coffee shop operating in Tabasco, with at least two locations in Villahermosa, and is considered part of the local specialty coffee scene.

During my time at Casa Nómada (Marketing Agency), I worked on social media post design for the brand. The pieces focused on highlighting the coffee and products, using minimal text, clean compositions, and minimalist typography, aligned with the café's modern aesthetic.

Date: 2025



Portfolio - Postfolio

Imprenta 109

Imprenta 109 is a printing company with several years of experience in the industry. It offers a wide range of products; however, it did not yet have a strong visual identity that reflected its experience, quality, and professionalism.

Date: 2026



Reptosur

Reptosur was a personal project created by an acquaintance who wanted to establish a reptile sanctuary. To make the project official and legally recognized, it needed a visual identity.

In addition to the identity, I designed social media posts aimed at sharing information about reptile care. The goal was to connect with a younger audience and communicate educational content in a fresh, approachable way, avoiding an overly formal tone.

Date: 2024



Portfolio - Postfolio

Unilabor

Unilabor is a laboratory located in Tabasco with more than 30 years of history in clinical services.

The designs focused on creating a strong visual hierarchy to highlight key information for the audience. The visual approach used light colors and shades of blue, commonly associated with trust, cleanliness, and professionalism, helping communicate the reliability and precision expected in the healthcare sector.

Date: 2025

