



PORTFOLIO.

ROCIO SOSA - MACHADO
DESIGNER & VISUAL ARTIST.

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HELLO, CHE...



Raised in Montevideo, where I learned to love this peculiar city and understand its secrets.

I began to draw understanding the meaning of creating a link between my imagination and the real world, such as inventing paper characters when I got bored of my plastic toys.

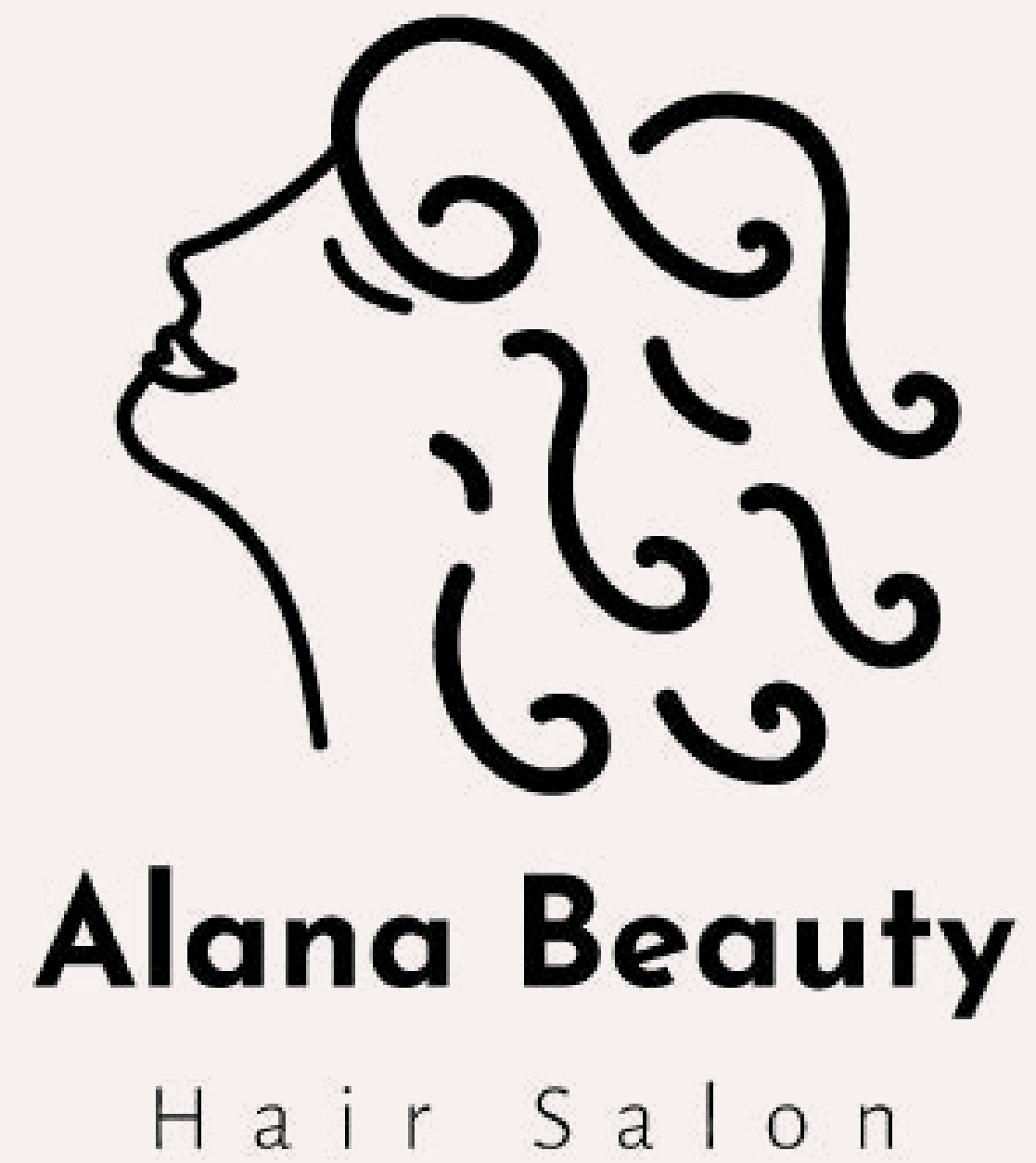
A couple of (several) years later, I found design, and in 2015 I started a Bachelor's Degree in Industrial Design, from which I am a graduate.

Currently, I am studying Audiovisual Studies at Escuela Carne.

Designer, Illustrator, Artist, all of those things may define me, but the definition I like to use the most is: CREATOR.

GRAPHIC DESIGN.





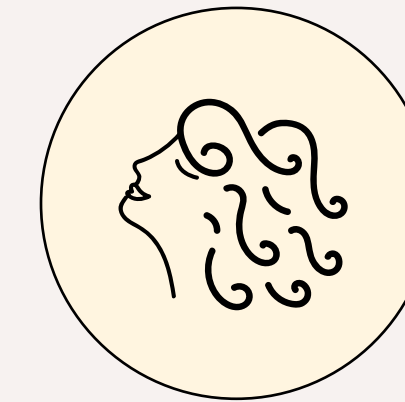
Alana Beauty was a fictional project that was created due to a task I completed. It consisted of designing a logo for a Hair Salon.

Here are the results:

LOGO with color variation.



COLOR PALETTE:



#FFF4E1



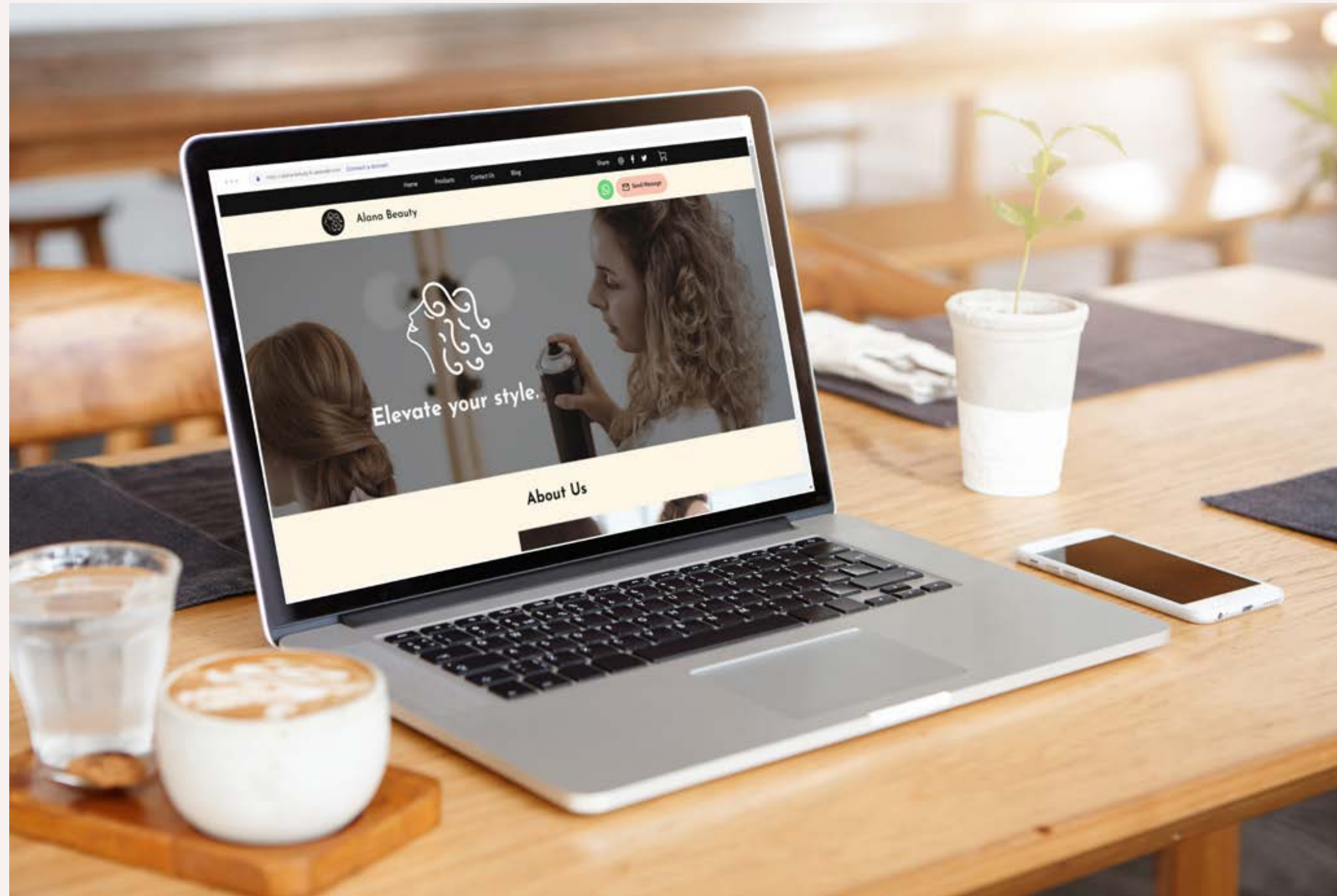
#000000



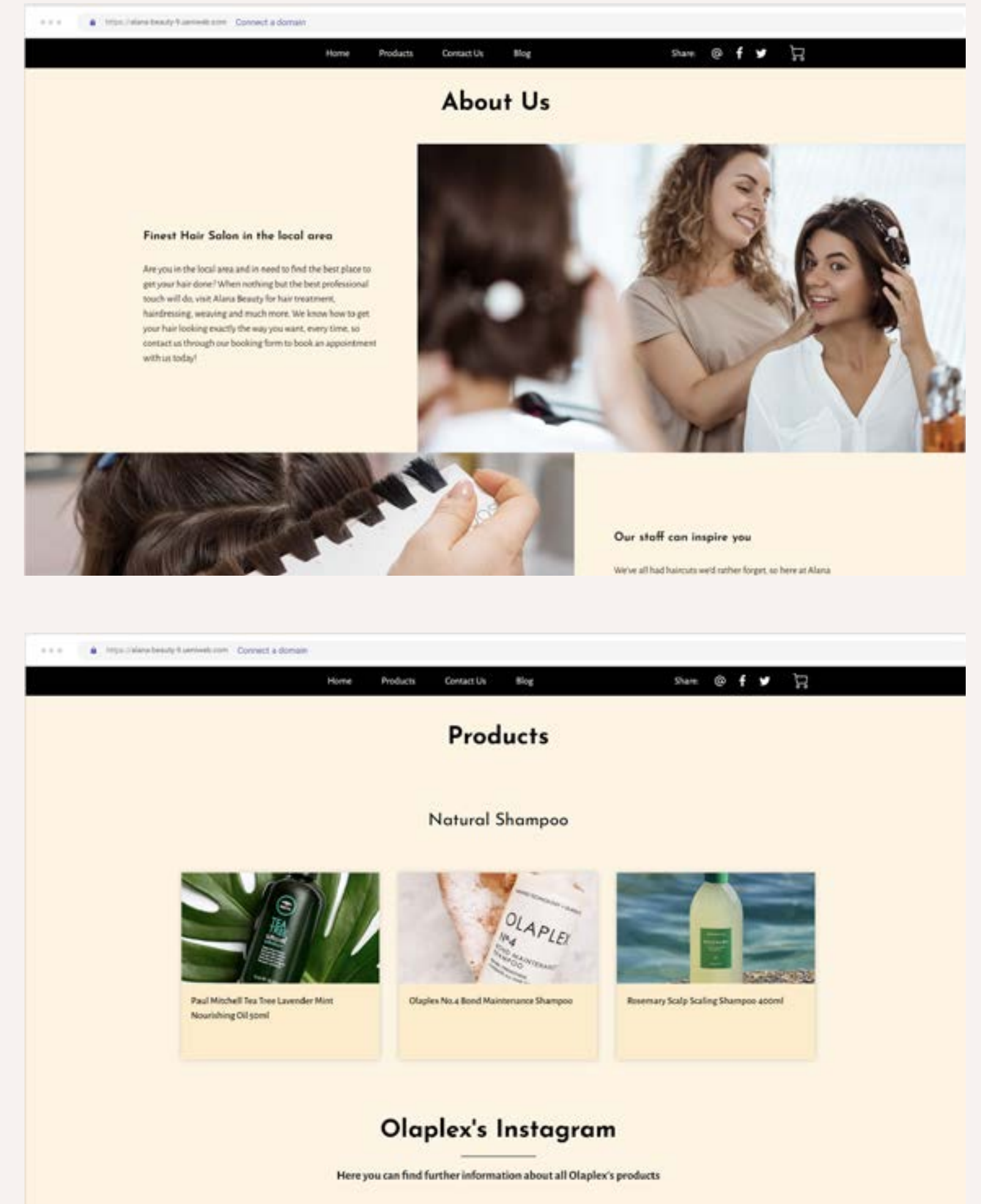
#FFBBA8

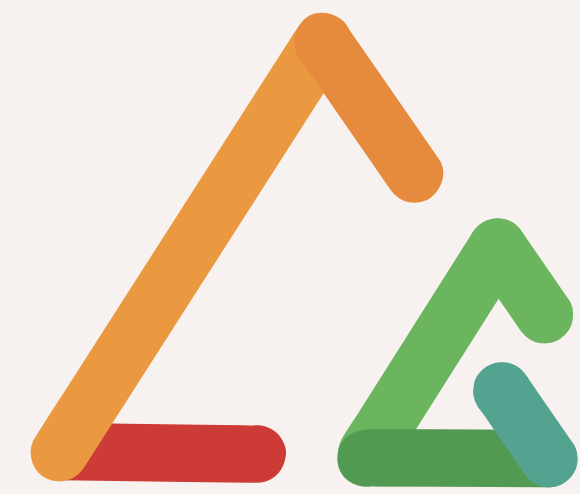


WEB SITE



Alana's beauty website mockup.





ALTOS
GLOBAL

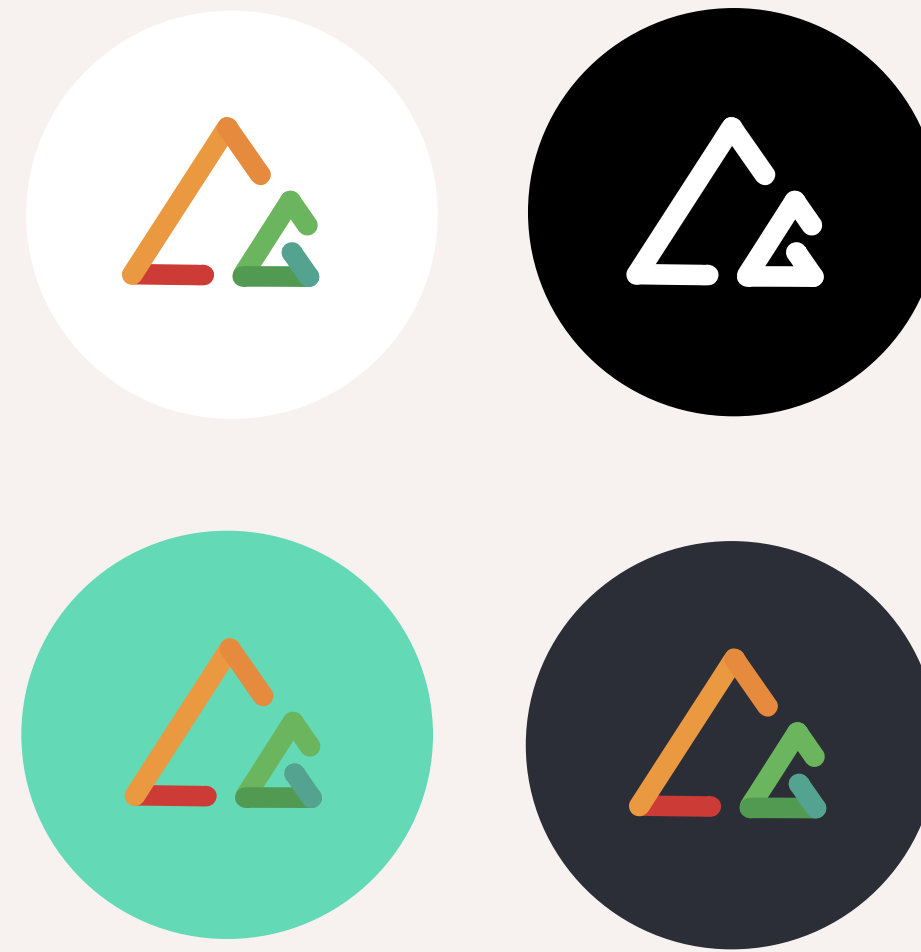
Altos Global is a Uruguayan company in charge of providing consulting to companies. They came to me expressing enthusiasm in generating a **Logo** for their company and developing elements for their **LinkedIn profile**.

They wanted to keep their current color palette.

The notable results are the creation of some **vector illustrations** for the LinkedIn page and for some user manuals.

Here are the results:

LOGO with color variation.

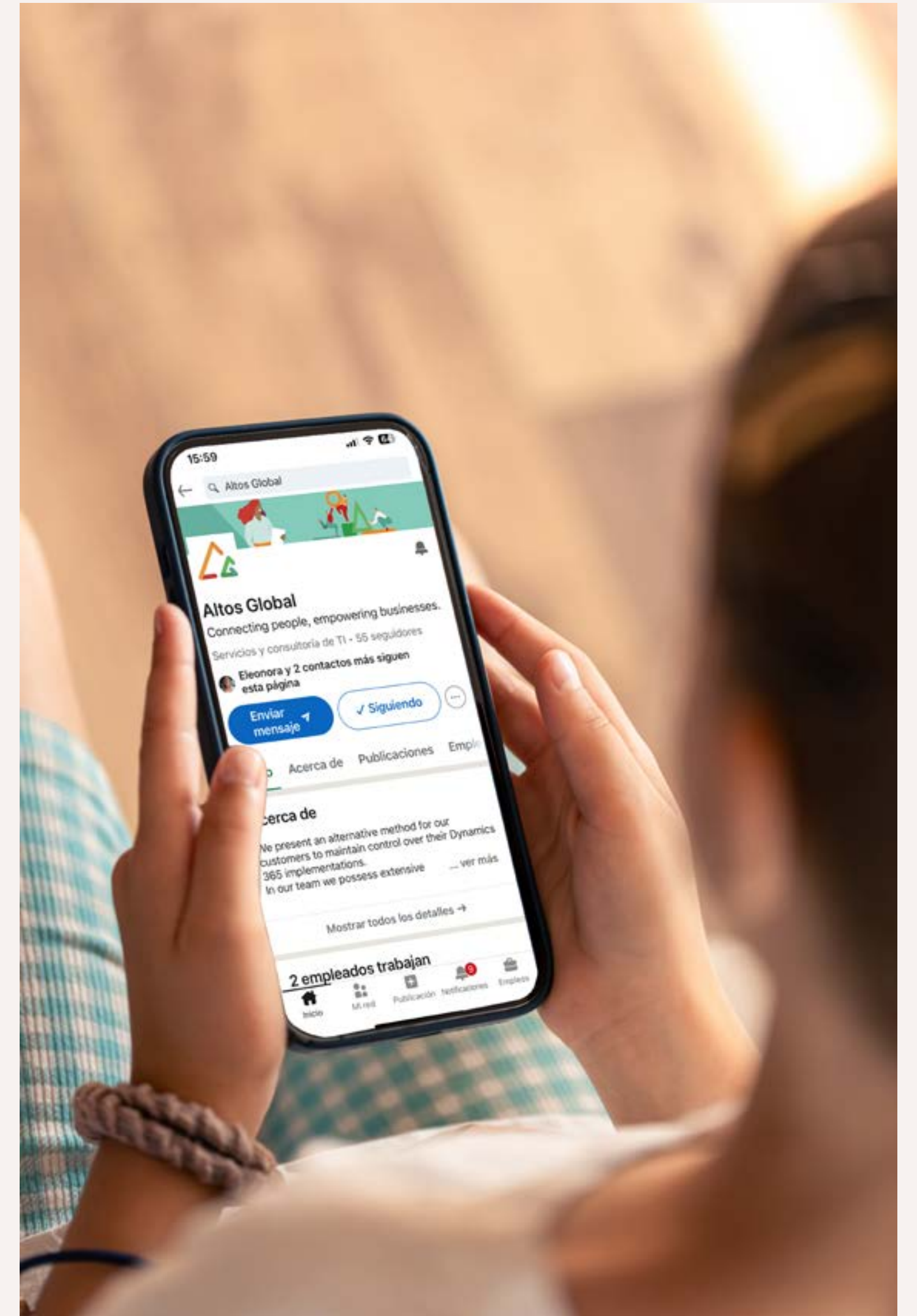
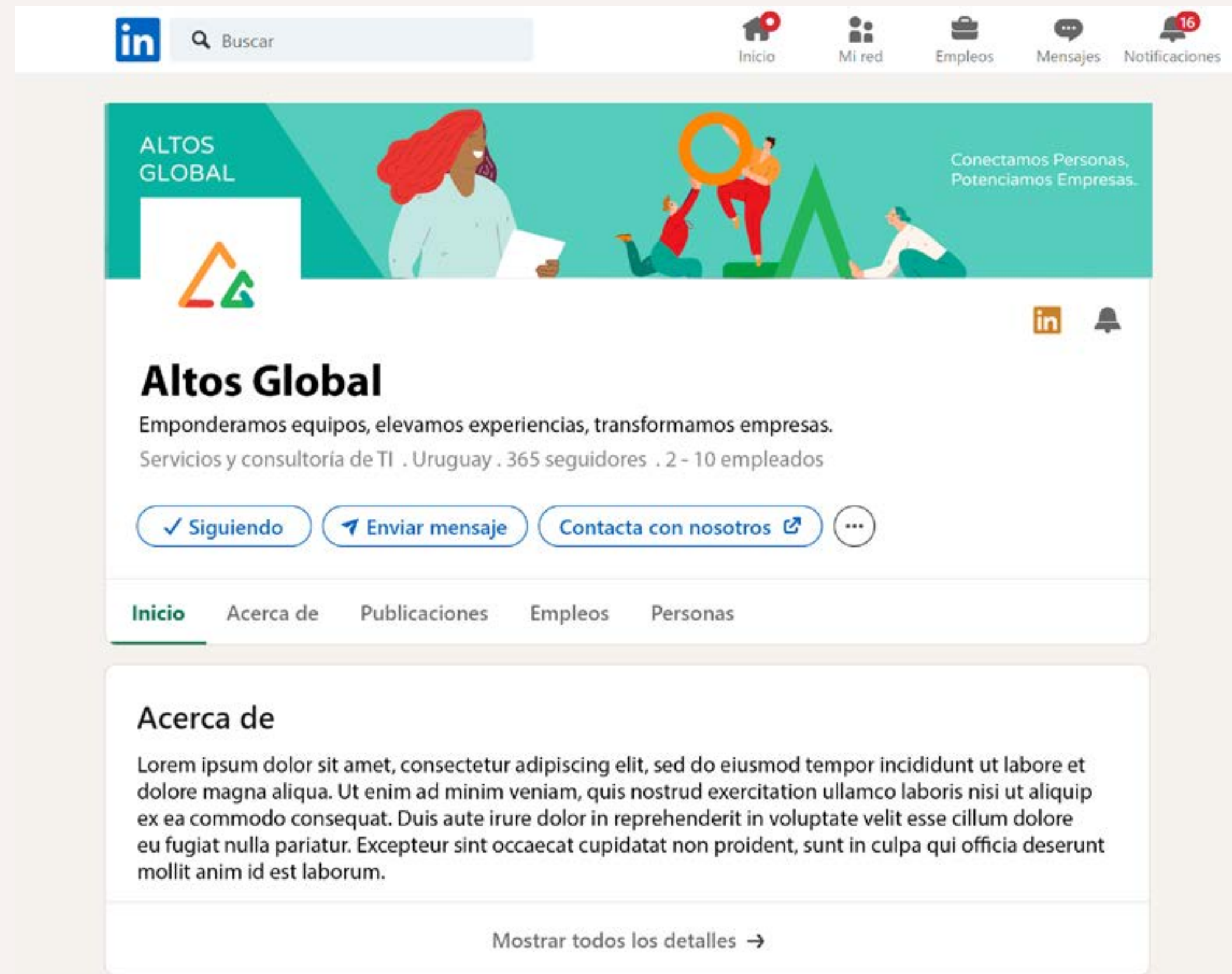


COLOR PALETTE:



Vector Illustration example.

LinkedIn page.

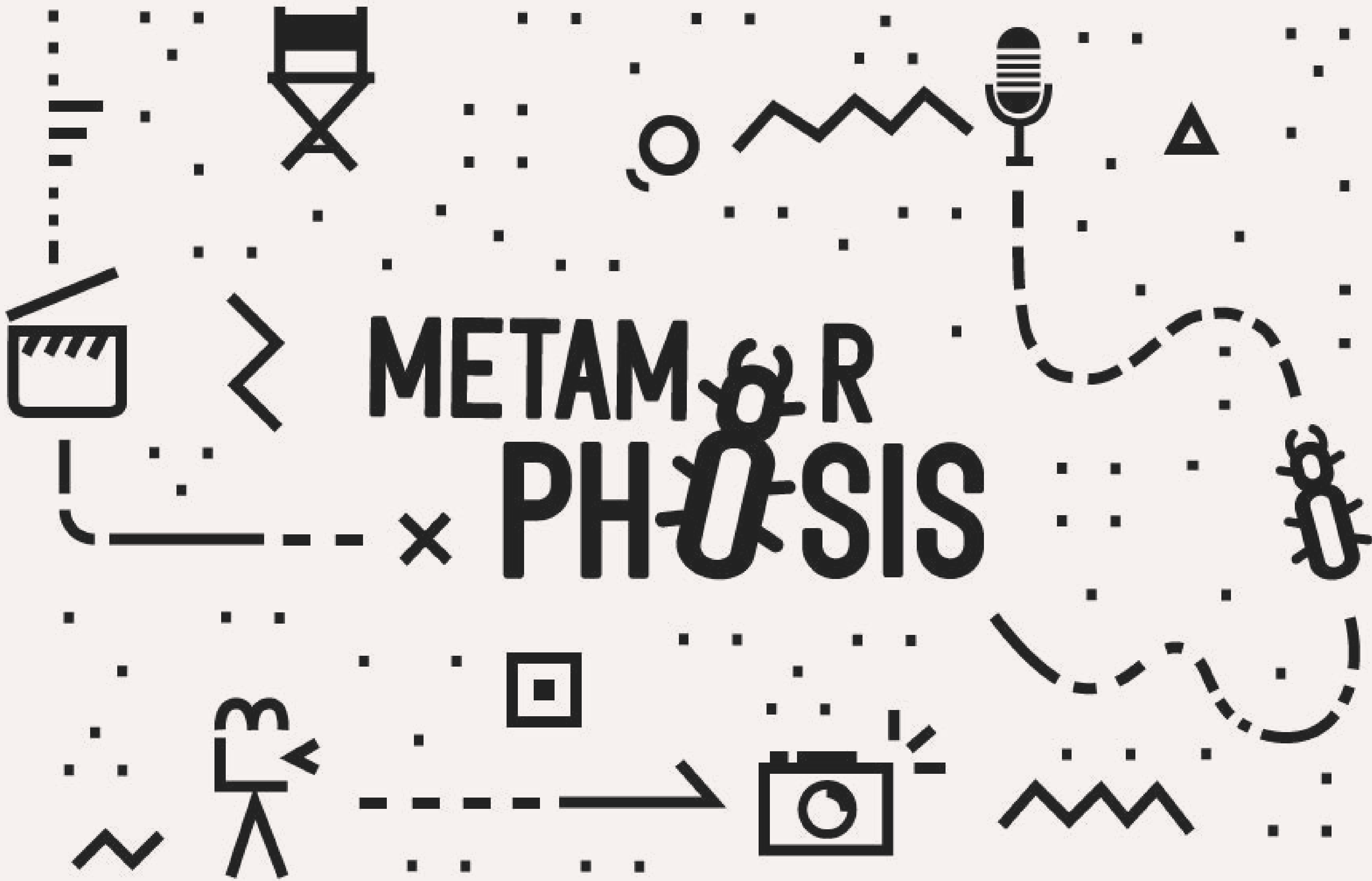


Altos Global LinkedIn
Page Mockups.

METAMORPHOSIS

Metamorphosis is a rising Uruguayan production company in which it is responsible for producing audiovisual pieces and podcasts. I was in charge of creating the Logo and some visual pieces that they will use for their social networks.

COLOR PALETTE:



Martina Suárez Piay

DOULA | ASESORA EN LACTANCIA

Logo design for Breastfeeding Consultant and Doula Martina Suárez Piay.

Martina expressed interest in having a **minimalist illustration** as if it were by hand in her logo.

Here I show you the results:

COLOR PALETTE:



#D3BCDA



#4B1841

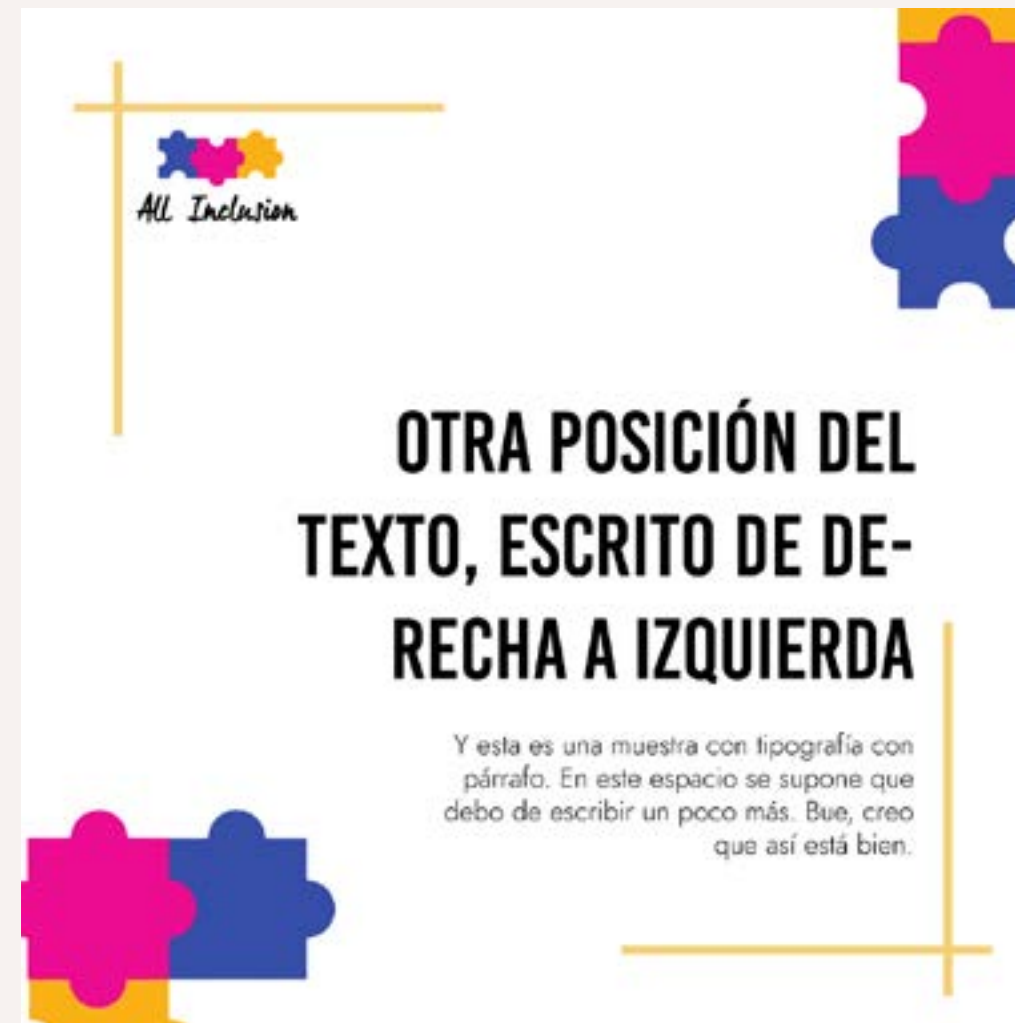


Martina Suárez Piay

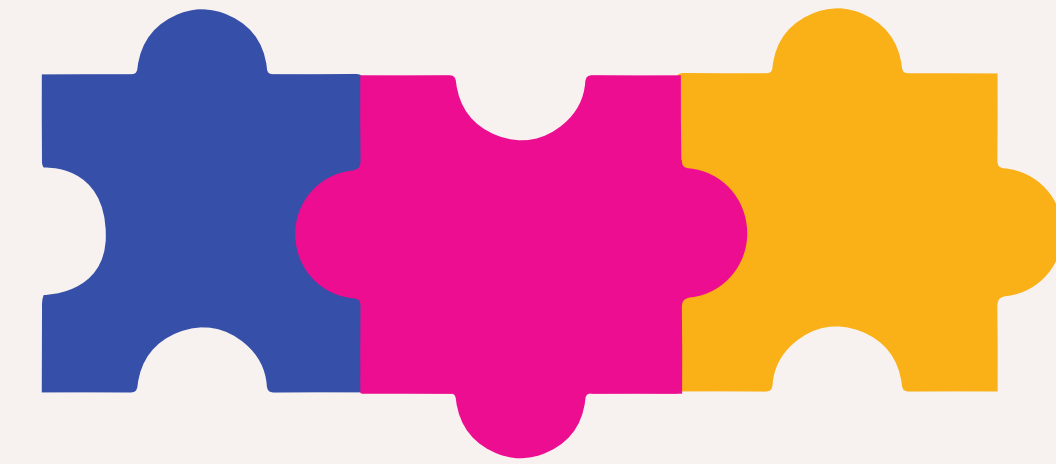
DOULA | ASESORA EN LACTANCIA



LOGO with color variation.



Templates design for Social Network POSTs.

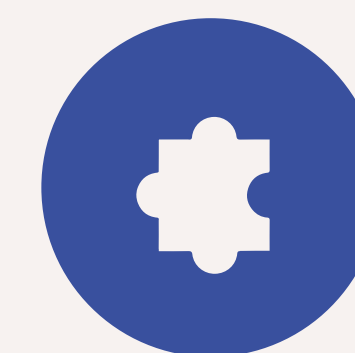


All Inclusion

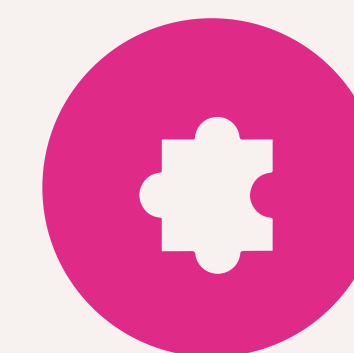
All Inclusion is a consulting services platform for companies. Its objective is to articulate contents of equality, equity and inclusion of all social areas with emphasis on the workplace.

My work with All Inclusion was creating the company's logo.

COLOR PALETTE:



#38519F



#E02B88



#F9B01C

Sr. Ba JÓN

COLOR PALETTE:



#013E39



#011b1c



#11F4A7



#fc6983

Sr. Bajón is another gastronomic venture that will sell frozen vegetarian dishes.

In this project I participated in the design of the **brand logo**, selection of corporate colors.

LOGO with color variation.



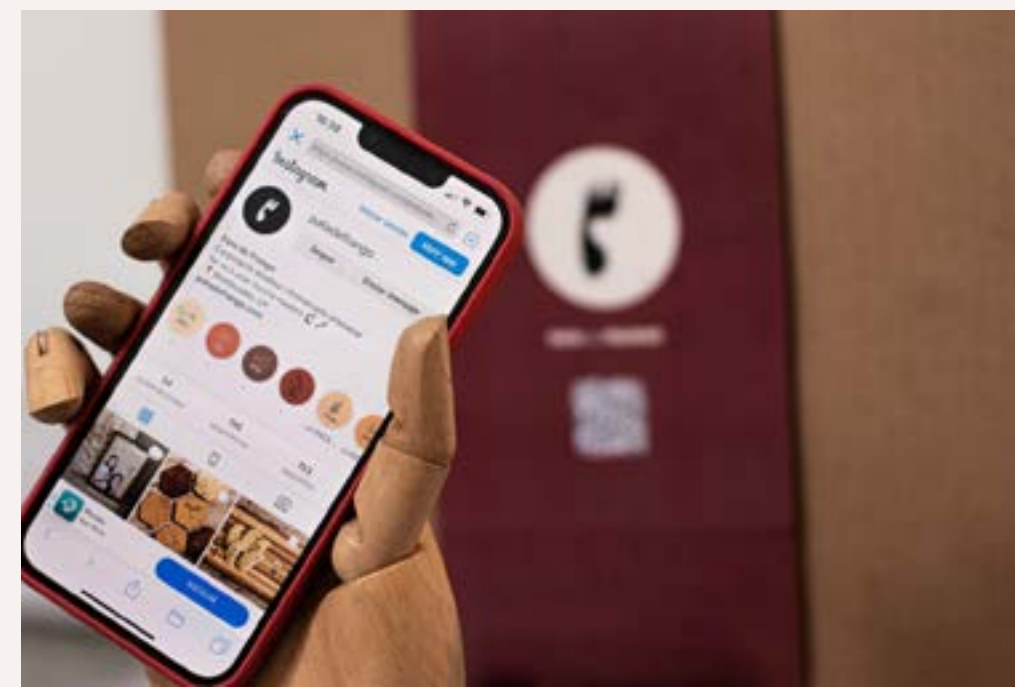
PACKS.



PATA de FRANGO.



Packaging desing for **PATA de FRANGO.**



PATA de FRANGO.



Labels designed for Waxes, oils and other **PATA de FRANGO** products.

LABEL'S CHARACTER DESIGN.



BLONDE WIX | "El Rubio"



ORANGE OIL | "El Colo"

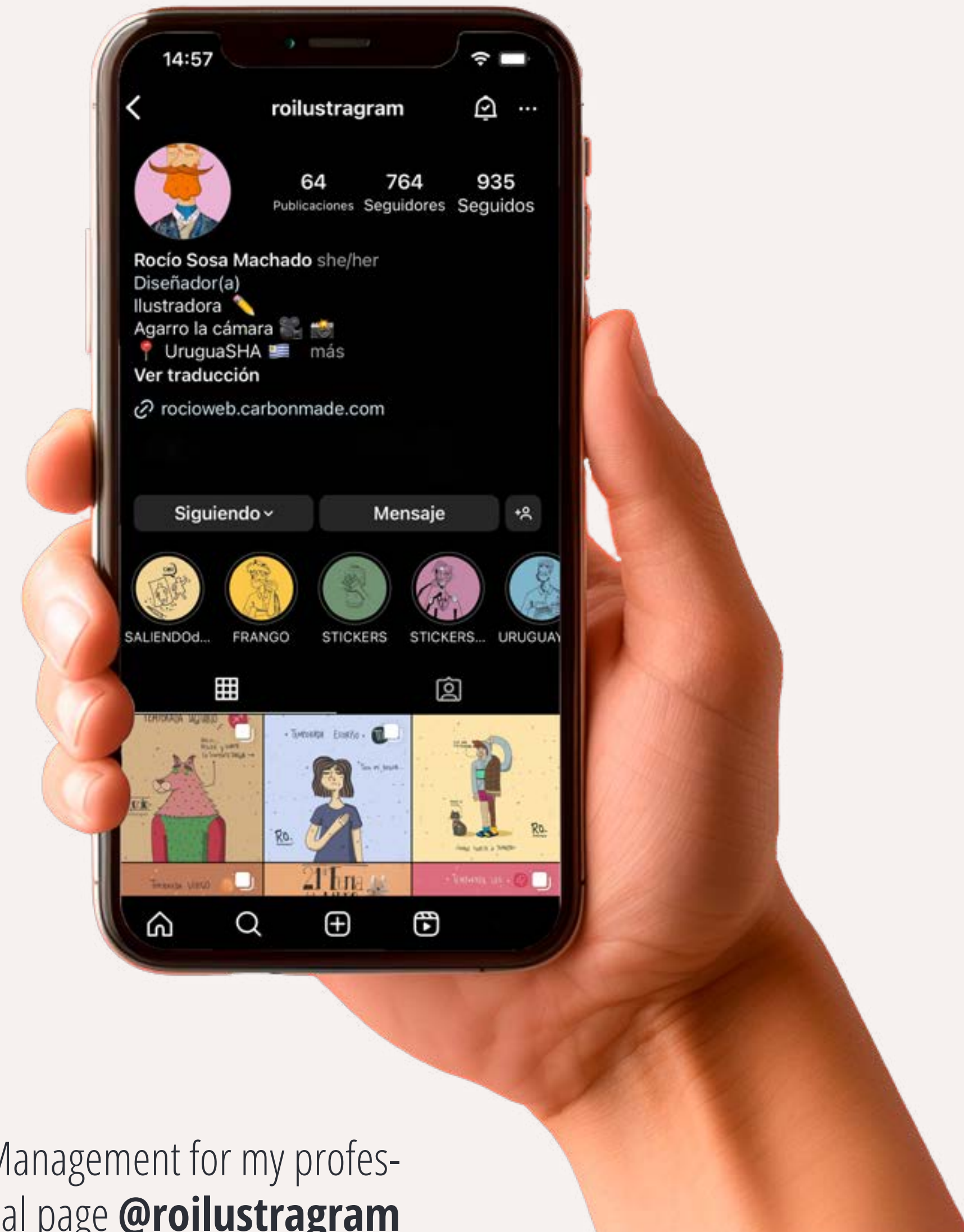


BRUNETTE DYE | "El Morocho"

SOCIAL MEDIA.



Social media management
in [@benteveo.uy](https://www.instagram.com/benteveo.uy)



Social Network Management for my profes-
sional page [@roilustragram](https://www.instagram.com/roilustragram)

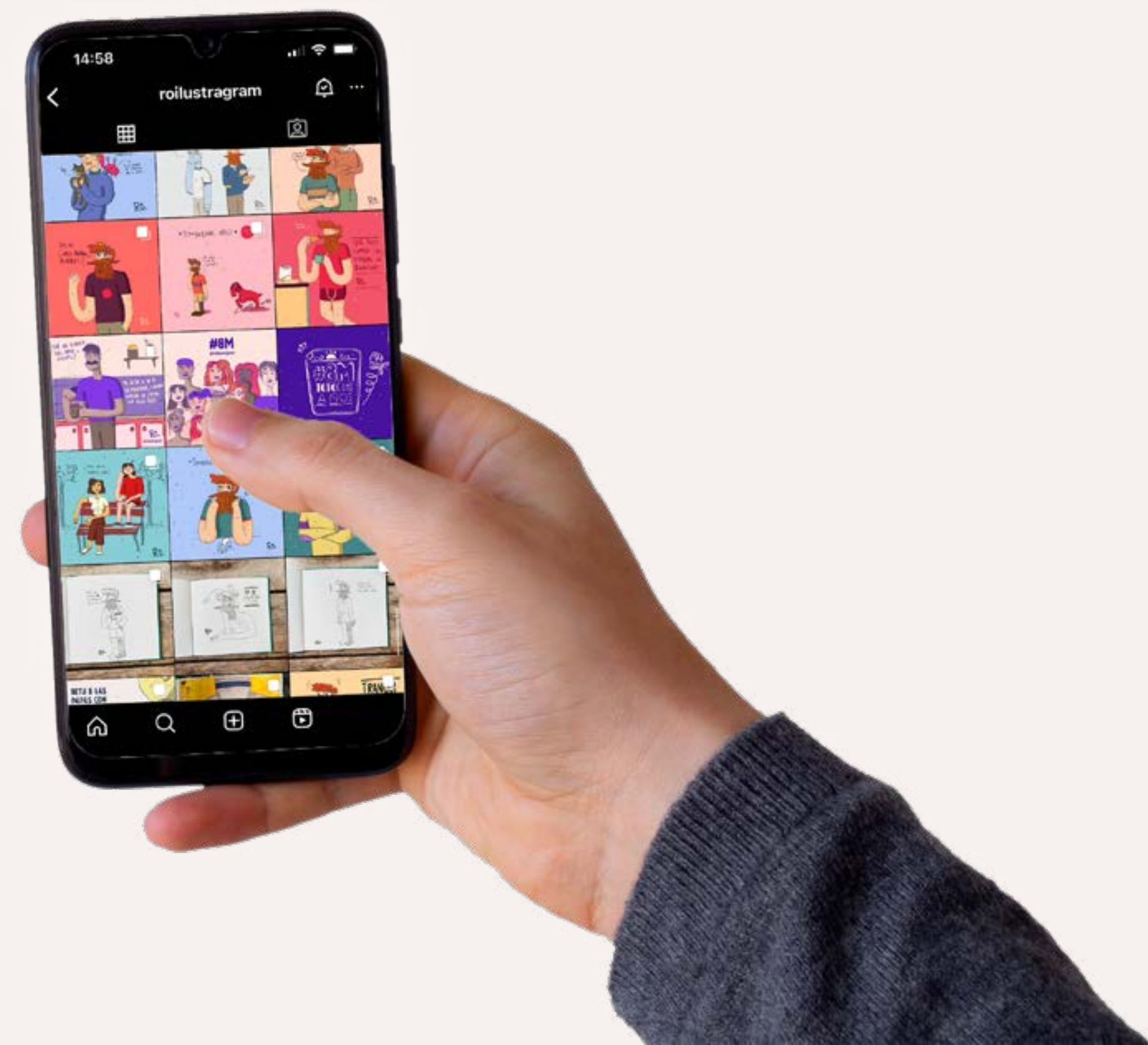
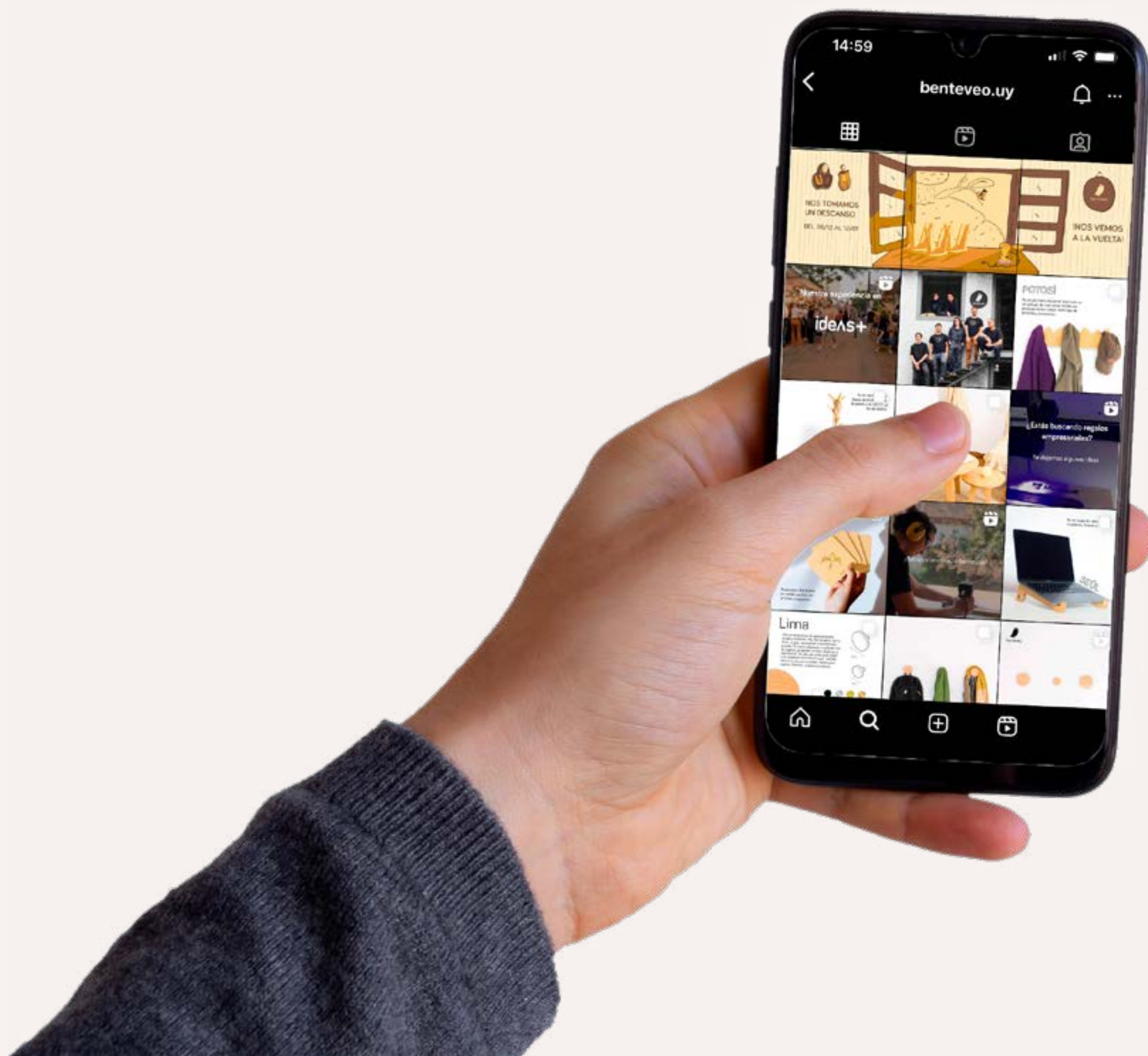


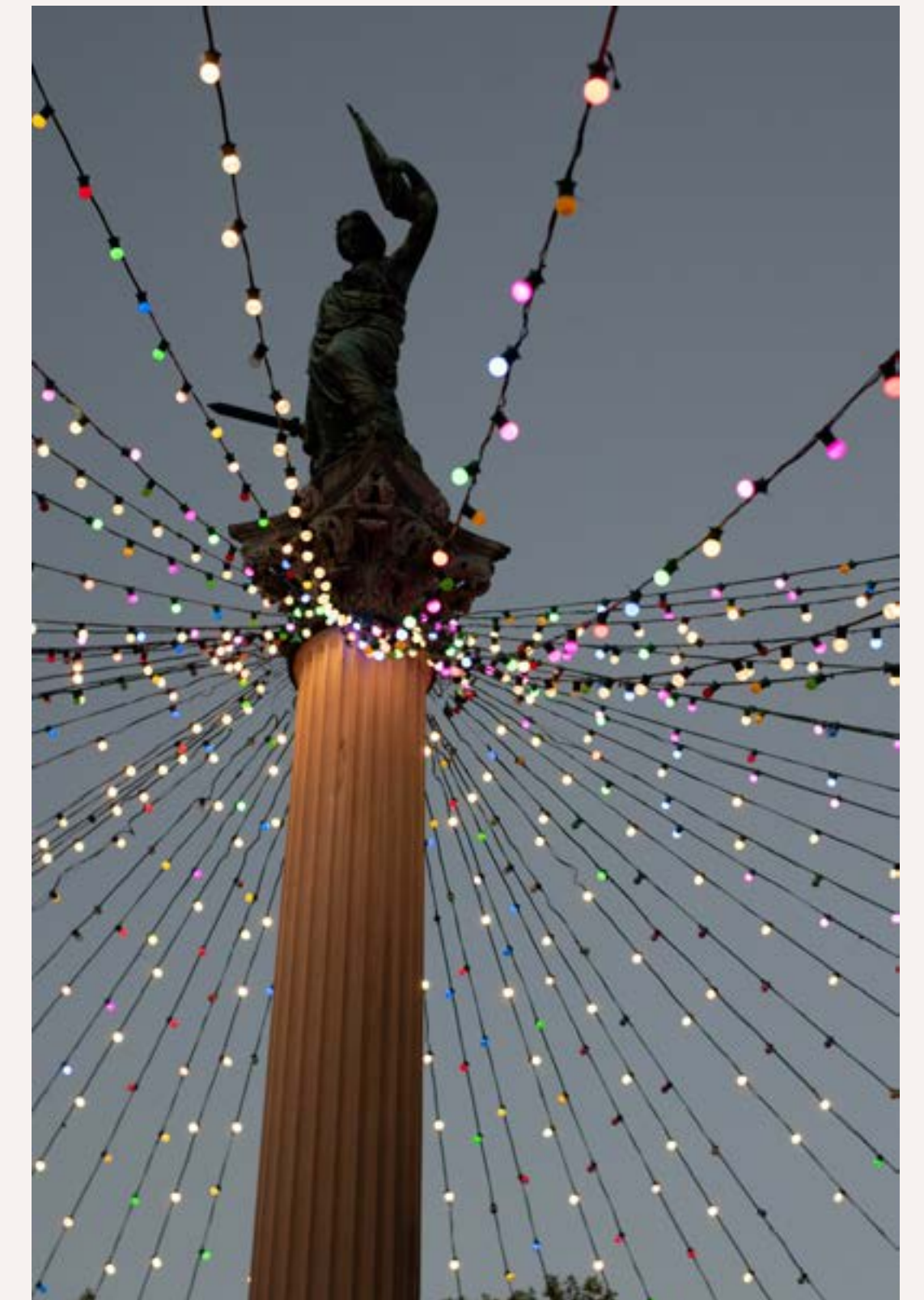
PHOTO & VIDEO EDITING.



SOME PHOTOS...



Photos were edited in **Adobe Lightroom**.





(If you are not able to reproduce this GIF, please [click here](#))

BEFORE



AFTER



This photo was edited in **Adobe Lightroom** and **Photoshop**.

SOME VIDEO EDITING...



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(If you are not able to reproduce this Video, please [click here](#))

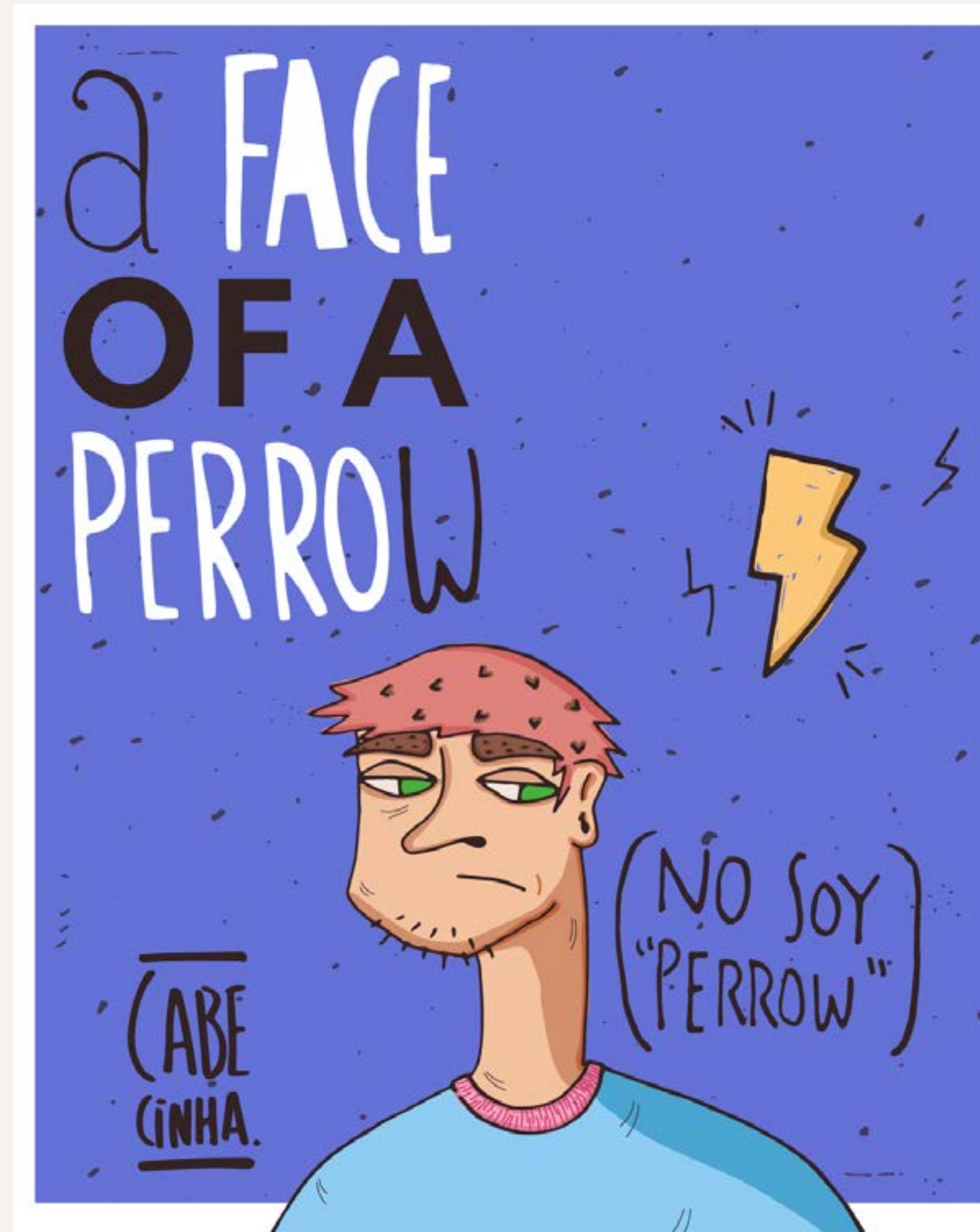
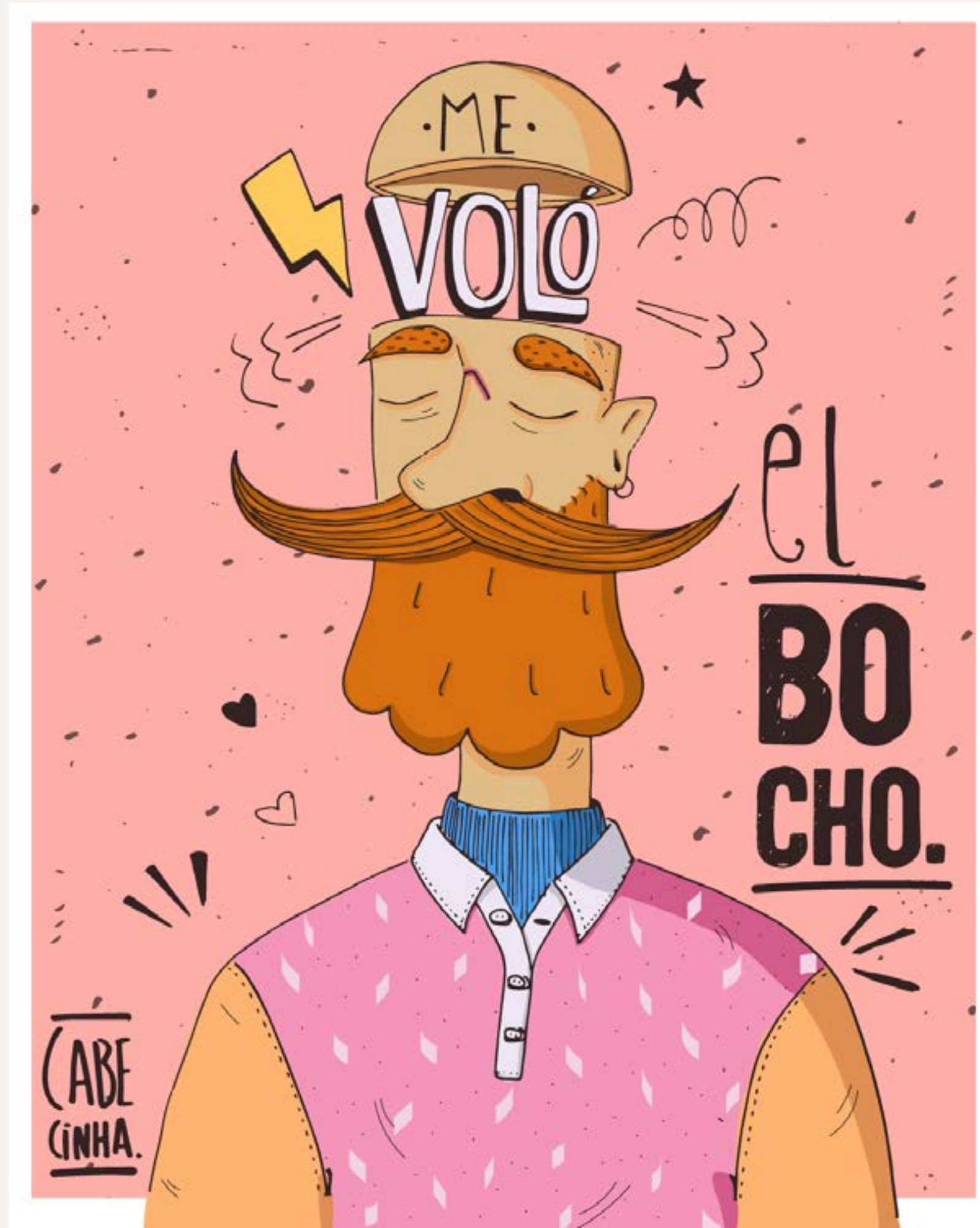
ILLUSTRATIONS.



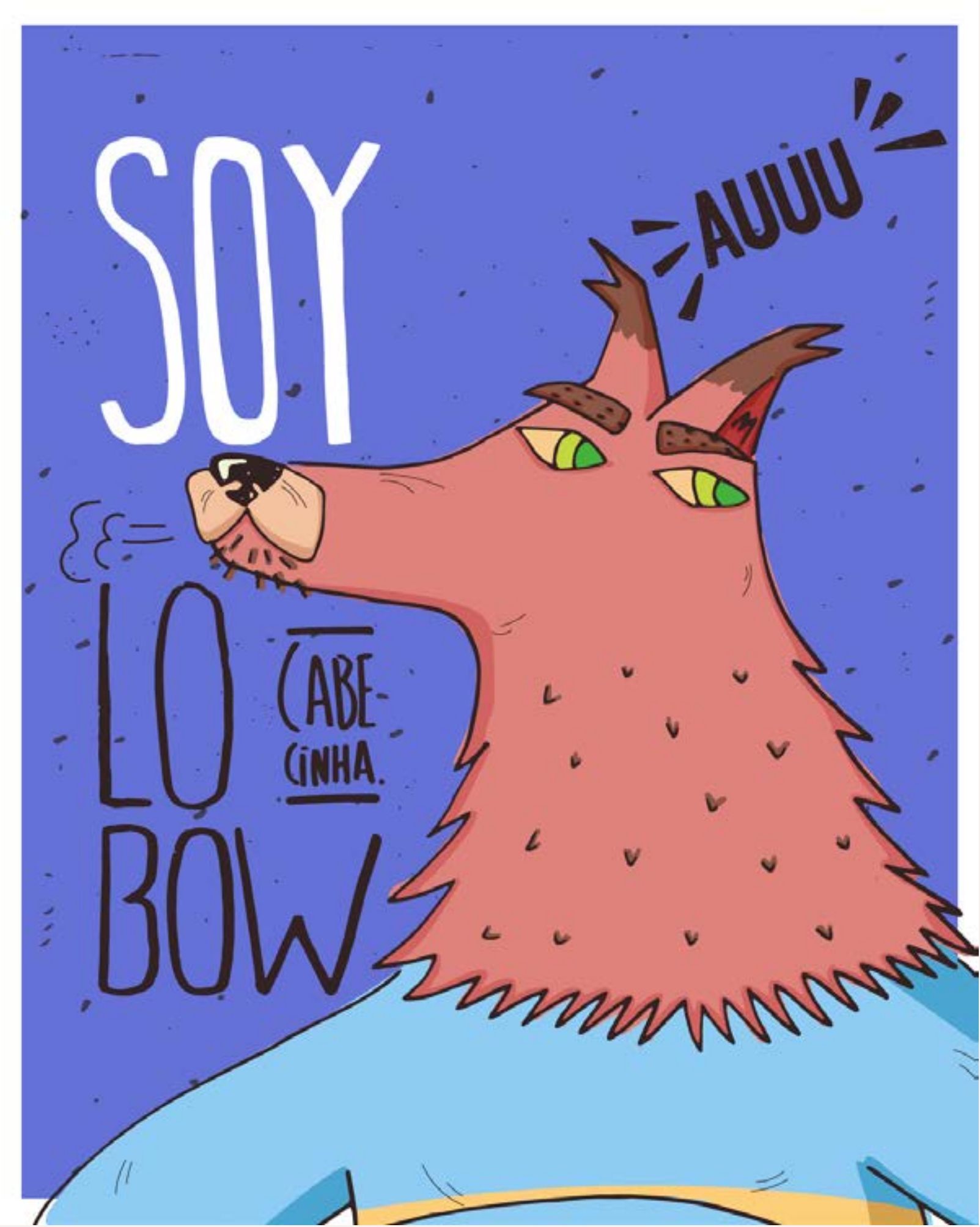
8M: POSTs.



ILLUSTRATIONS.



ILLUSTRATIONS.



OJO FISGON.



Cover for podcast "El Ojo Fisgón" | Season 2 | @ojo.fisgon



Cover for podcast "El Ojo Fisgón" | Season 3 | @ojo.fisgon

LA PREGUNTA ES...



Cover for podcast "La Pregunta es..." | Season 2 | @lapreguntapodcast



Cover for podcast "La Pregunta es..." | Season 2 | @lapreguntapodcast

LA PREGUNTA ES...



Cover for podcast "La Pregunta es..." | Season 2 | @lapreguntapodcast

MALA MADRE.



Cover for "MALA MADRE" Podcast.

COLECTIVO CATALEJO.

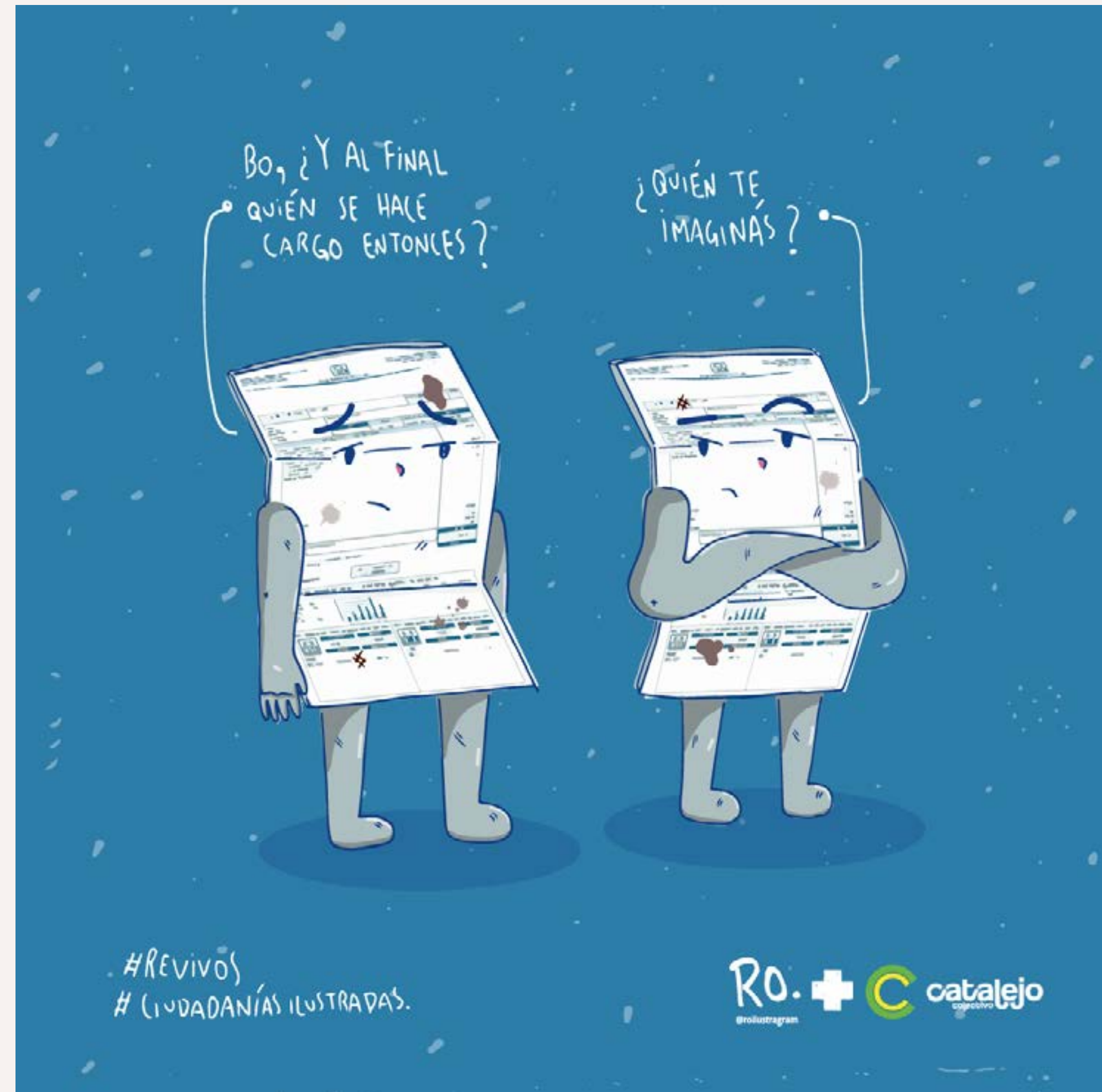


Illustration "CIUDADANÍAS ILUSTRADAS" for [@colectivocatalejo](https://www.instagram.com/colectivocatalejo)

POSAVASOS MONTEVIDEO.

In collaboration with **Benteveo Uy**, I designed 4 characters to be engraved on a set of coasters.

Here is the result:



197 HISTORIAS.



Armando Bernardo Arnone Hernández's Portrait.

197 historias ilustradas is a literary project that seeks to make known the life of each of our 197 missing detainees, through everyday aspects that remind us of their essence (such as their neighborhood, hobbies, anecdotes and soccer pictures, among others).



Célida Elida Gómez Rosano's Portrait.

CONTESTs.



MIRADOR IMM 2023.



Participation in the Photography and Caricature Contest for the Panoramic Viewpoint of the Municipal Administration of Montevideo. This call consisted of valuing the iconic emblems of Montevideo, to represent tourism, culture and art at the hands of its protagonists.

From the result of this piece I obtained **Second Place in the Caricature composition.**

21era FERIA del LIBRO INFANTIL & JUVENIL de MONTEVIDEO 2023.



Creation of a graphic piece in A3 format to present as a proposal.

In this piece I wanted to merge **“Lettering Rocio’s Style” & photography.**

As time goes by, I am losing my fear of trying new things, and not just sticking with one technique. The world is too wide to stay within a single mold.

From the result of this call I was part of the **5 finalist works.**

MI BALCON FEMINISTA 2020.



Municipality B called on students and professionals, women and dissidents from visual communication, illustration, design and related disciplines to present proposals for the balcony windows of the 2022 edition of the **“Mi Balcón Feminista”** campaign.



PINTA LA PINTA 2023.

ALÓ Café, Arte & Bar

I presented a graphic proposal that would be a label for the Bar's new line of craft beers.

From the result of this call I won first prize. Tremendous to have been part of this great opportunity :)



CONTACT & SOCIAL MEDIA.

E-mail: soyrociomail@gmail.com

Mobile Phone: + (598) 099 577 043

Web: <https://rocioweb.carbonmade.com/>

Instagram: [@roilustragram](https://www.instagram.com/roilustragram)

LinkedIn: <https://www.linkedin.com/in/roc%C3%A-Do-sosa-machado-moreira-7995a8167/>

