

Alex Aráez

Art Director / Visual Designer

Digital Portfolio

Selected work at www.alexaraez.com

Van Diermen

– Web Design –



VAN DIERMEN
masterbakers

HOME

NEWS

PRODUCTS

QUALITY

ASSORTMENT

OVERVIEW

ABOUT

CONTACT

WELCOME TO SWEETNESS



VAN DIERMEN
masterbakers

HOME NEWS PRODUCTS QUALITY ASSORTMENT OVERVIEW ABOUT CONTACT

New #1 short copy
Second line
It is said that Antonin Carême

New #2
Second line together with a third line

New #2
Second line together with a third line on mouse over
It is said that Antonin Carême – chef pâtissier to French emperors, English kings and Russian tsars and another line of text. chef pâtissier to French emperors, English kings and Russian tsars and another line of text.

New #4
It is said that Antonin Carême – chef pâtissier to French emperors, English kings and Russian tsars

New #5 longer copy
It is said that Antonin Carême – chef pâtissier to French emperors, English kings and Russian tsars and another line of text

New #6
It is said that Antonin Carême – chef pâtissier to French emperors, English kings and Russian tsars


↓

VAN DIERMEN
masterbakers

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Cream Puffs

Even though cream puffs are made with only five ingredients – eggs, butter, water, flour, and fresh cream – they are by no means easy to bake. Baking choux pastries is finesse baking, which calls for just the right mix of ingredients and conditions. At Van Diermen Masterbakers, we are dedicated to producing the ultimate cream puff, and this is why we have added an extra ingredient to the batch: the loving care of our veteran masterbakers. The result? Luscious, fluffy, delicious cream puffs.



Eclairs


It is said that Antonin Carême – chef pâtissier to French emperors, English kings and Russian tsars – invented the first eclairs around 1820. Using choux pastry, the masterchef created an oblong, sophisticated delicacy for his discerning employers. Today, the éclair is still a delectable creation loved by royals and commoners alike throughout the world. Van Diermen's éclair assortment comes in a variety of sizes and fillings, such as custard, whipped cream or coffee cream.

↓

VAN DIERMEN
masterbakers

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Assortment
Retail >
Food Service >



↓

VAN DIERMEN
masterbakers

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Retail

DOWNLOAD FULL ASSORTMENT ↓

Cream Puffs



VAN DIERMEN
masterbakers

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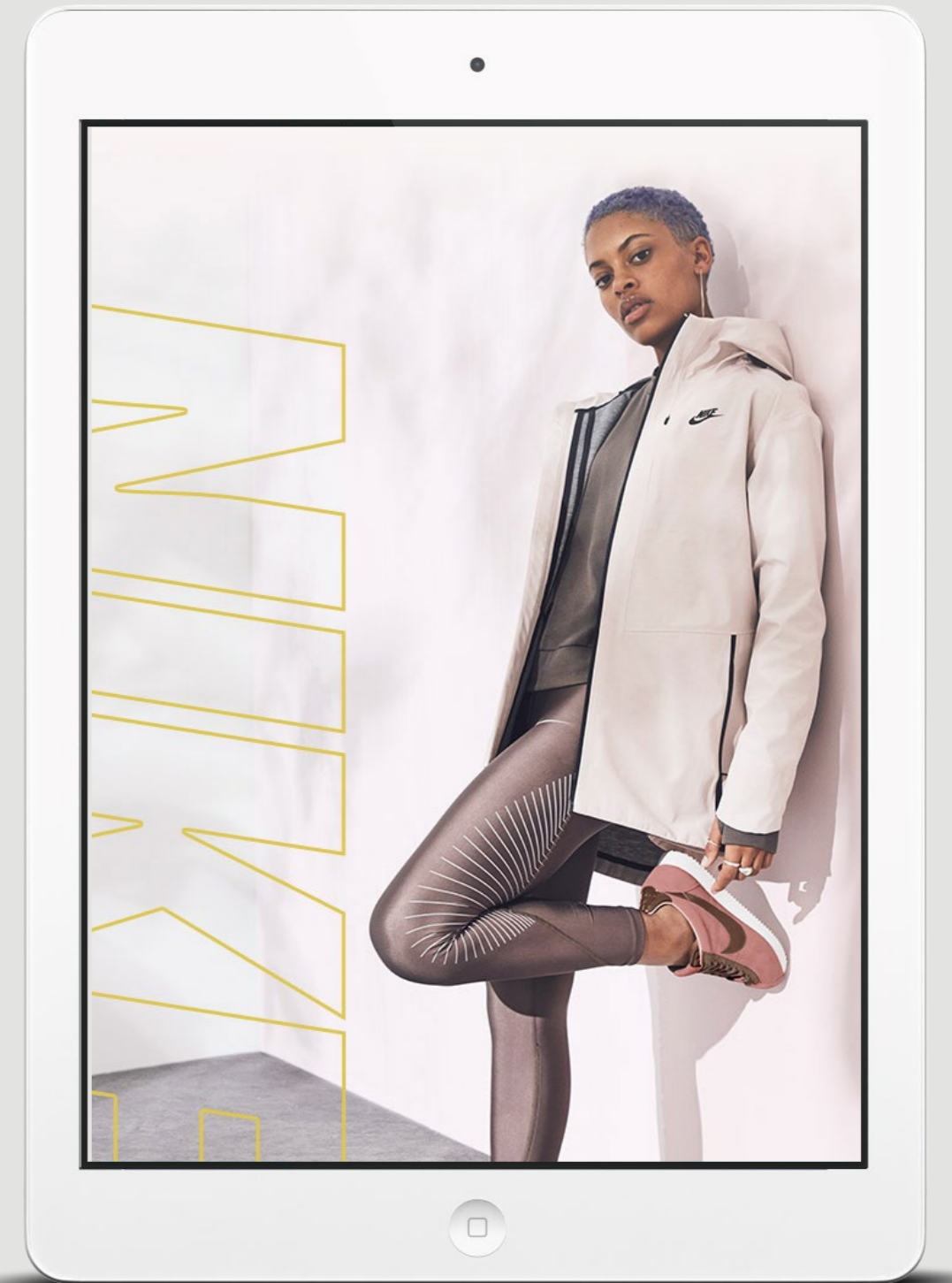
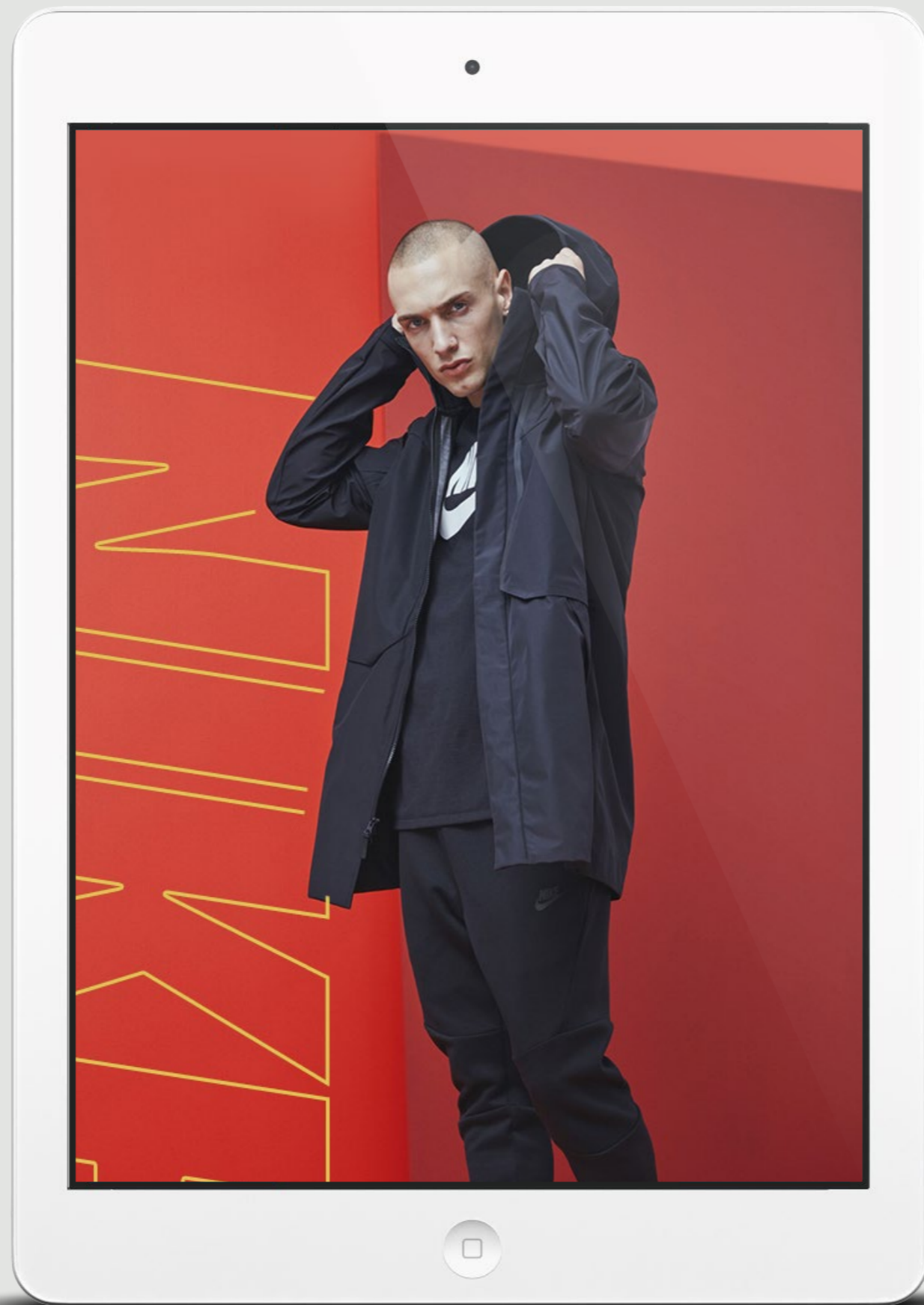
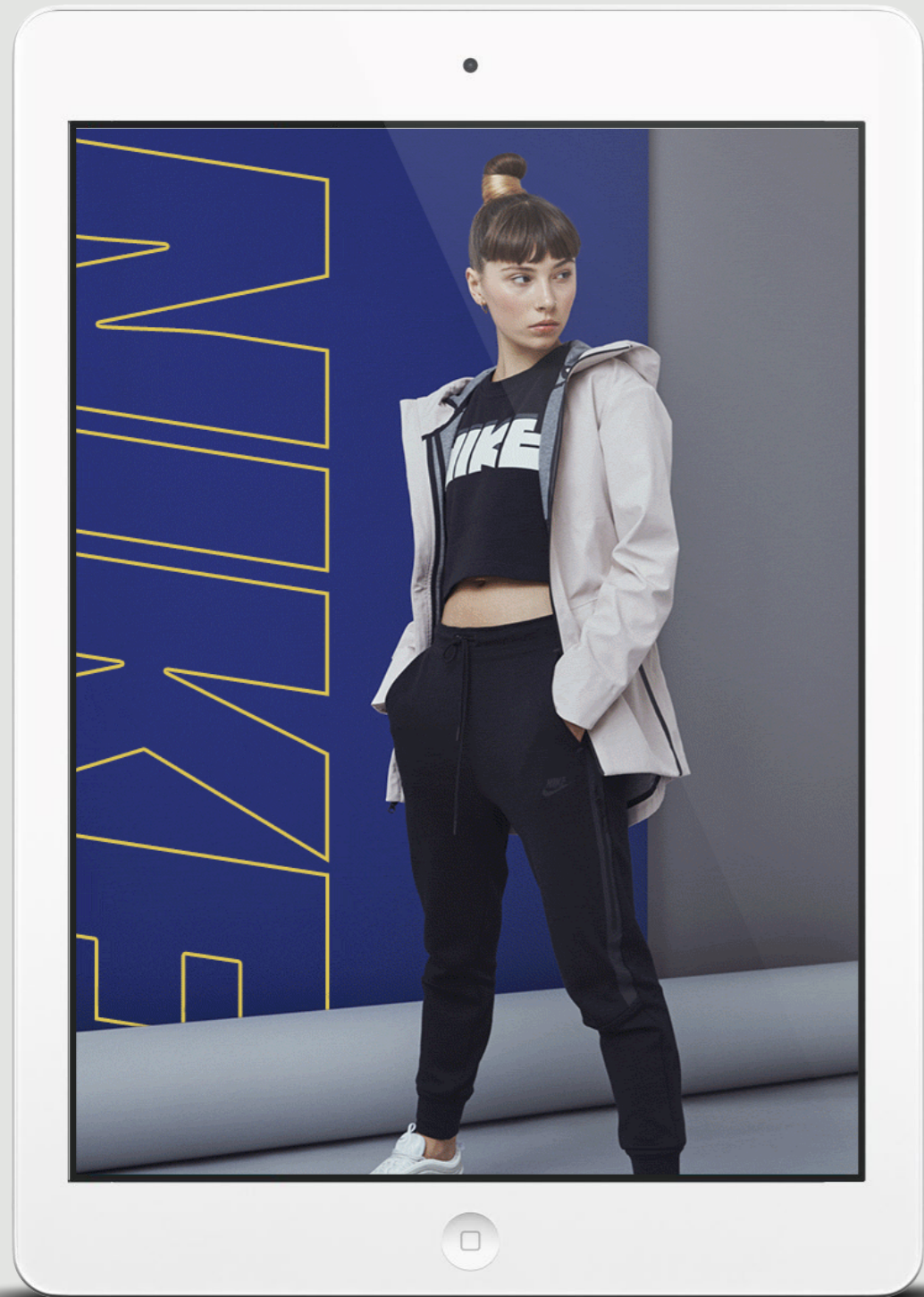
Cream Puffs

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Nike Digital

Digital Design Content for Nike.com



< **FREE DELIVERY ON ALL ORDERS** Limited time only [See Details](#) >

AIR MAX 95



JUST DO IT

NIKE AIR

MIX IT UP

New summer styles let you do you.

This advertisement on a tablet features a split background of orange and blue. At the top, the slogan "JUST DO IT" is written in large, bold, black letters. Below it, the "NIKE AIR" logo is visible. The main image shows two models: one in a white tracksuit and another in a patterned jacket. At the bottom, a red banner contains the text "MIX IT UP" and the tagline "New summer styles let you do you."

SUMMER

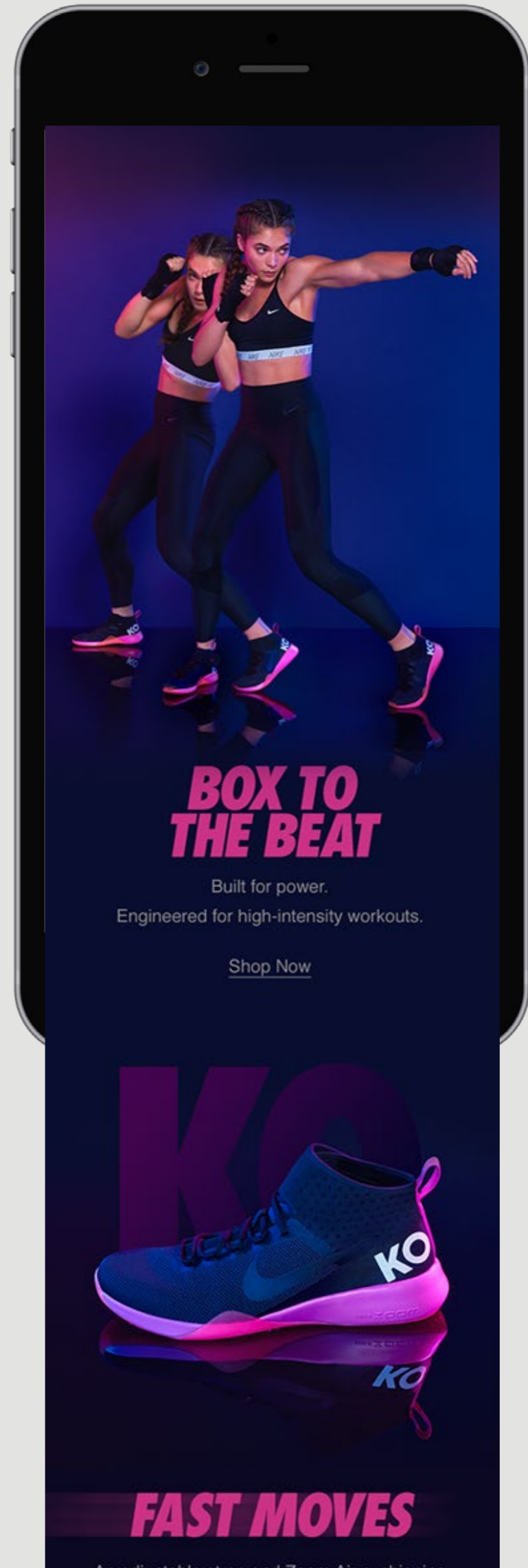
HERITAGE

This advertisement on a tablet shows three people sitting on bleachers. The word "SUMMER" is written in large, white, block letters at the top, with "HERITAGE" in smaller blue letters below it. The scene is set outdoors on a sunny day. At the bottom center, there is a vintage boombox.

TOP UP


NIKE

This advertisement on a tablet shows a woman sitting on bleachers, wearing a Nike top and leggings. A vintage boombox is on the ground next to her. The text "TOP UP" is written in bold black letters on a yellow background at the bottom. A small Nike logo is visible on the right side of the image.



Dress Me Slowly

– Promotional Material & Sales page –

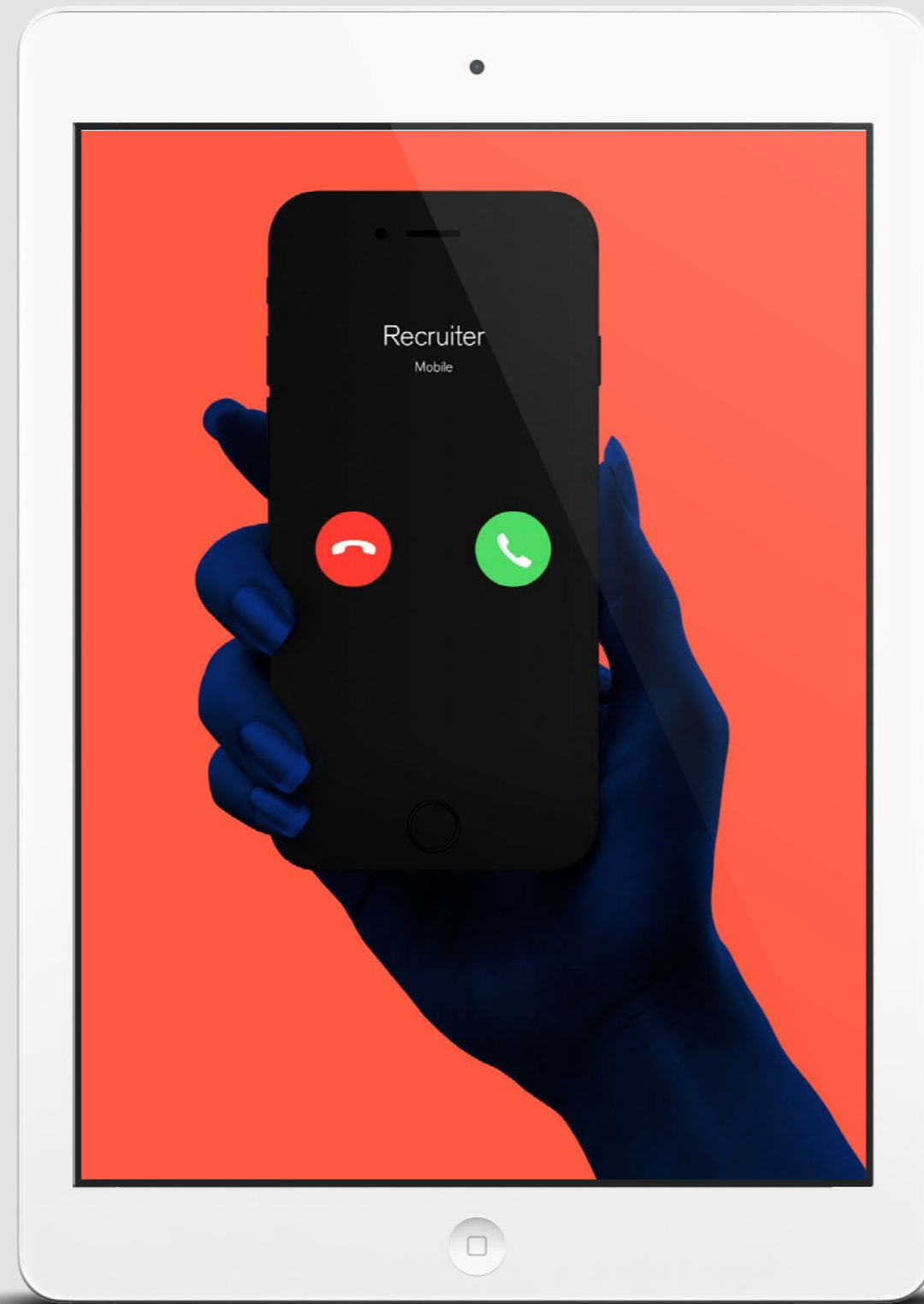


Dress
Me
Slowly,
I'm
In A
Hurry.

Master The Art Of
First Impressions
To Stand Out In The
Job Hunting Game

Alex Aráez



A white tablet displaying a multi-section advertisement. The top section has a yellow background with the text "Dress Me Slowly, I'm In A Hurry." and "Master the Art of First Impressions to Stand Out in the Job Hunting Game." Below this is a blue button with "FROM \$9.99" and the "amazon.com" logo. The middle section has a red background with the text "Get Invited To Job Interviews, Even At Companies That Aren't Hiring." and a smaller version of the hand holding a smartphone. The bottom section has a green background with the text "Negotiate As If You Have Nothing To Lose, Even If You Do." and a smaller version of the tennis court graphic. The word "NEGOTIATE" is also visible at the bottom of the green section.

**Dress Me Slowly,
I'm In A Hurry.**

Master the Art of First Impressions to Stand Out in the Job Hunting Game.

FROM \$9.99

amazon.com

Get Invited To Job Interviews, Even At Companies That Aren't Hiring.

Create a compelling résumé, LinkedIn profile, and cover letter with The Six Essentials framework. Apply to any company, even if they have no job openings.

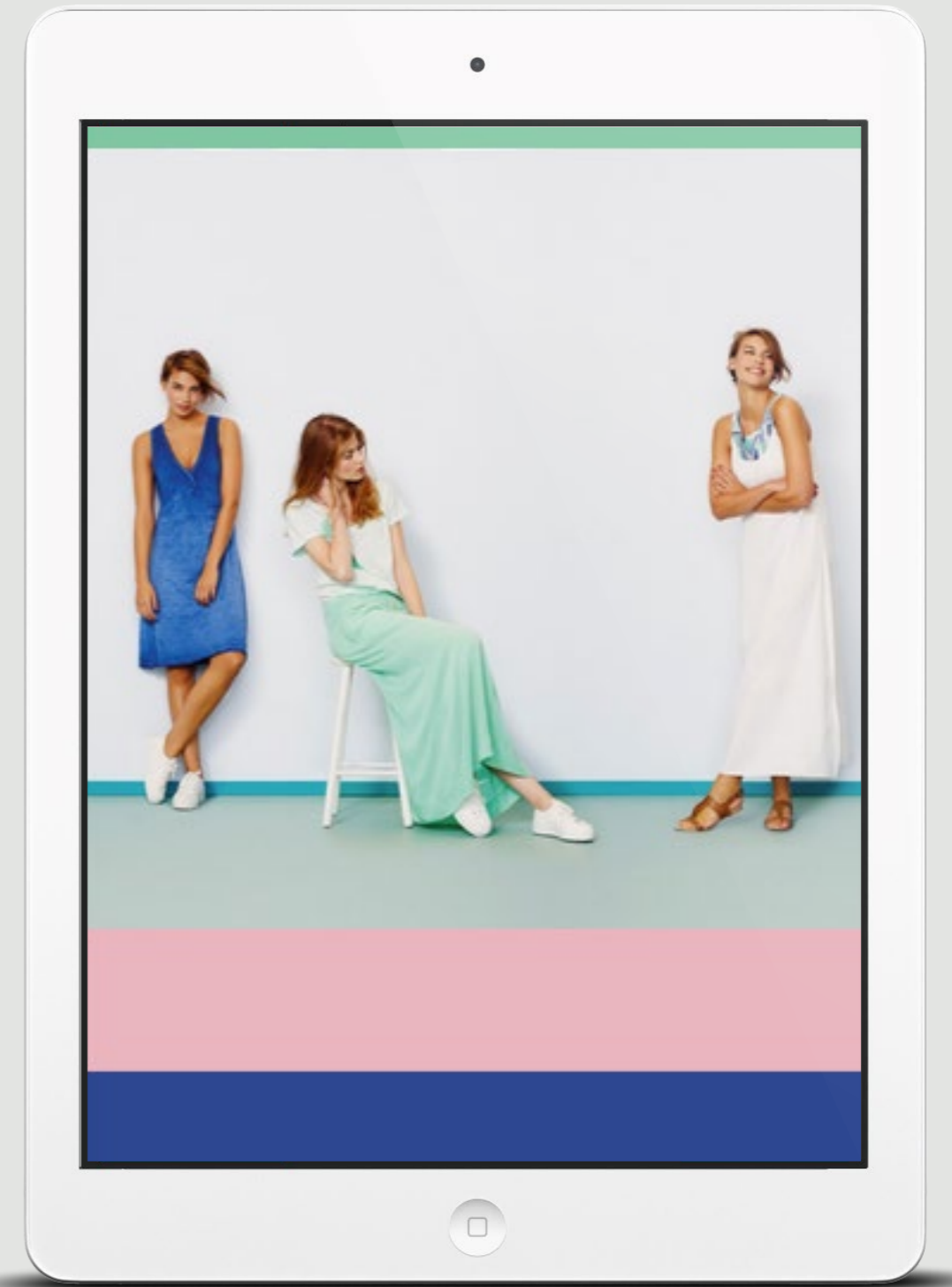
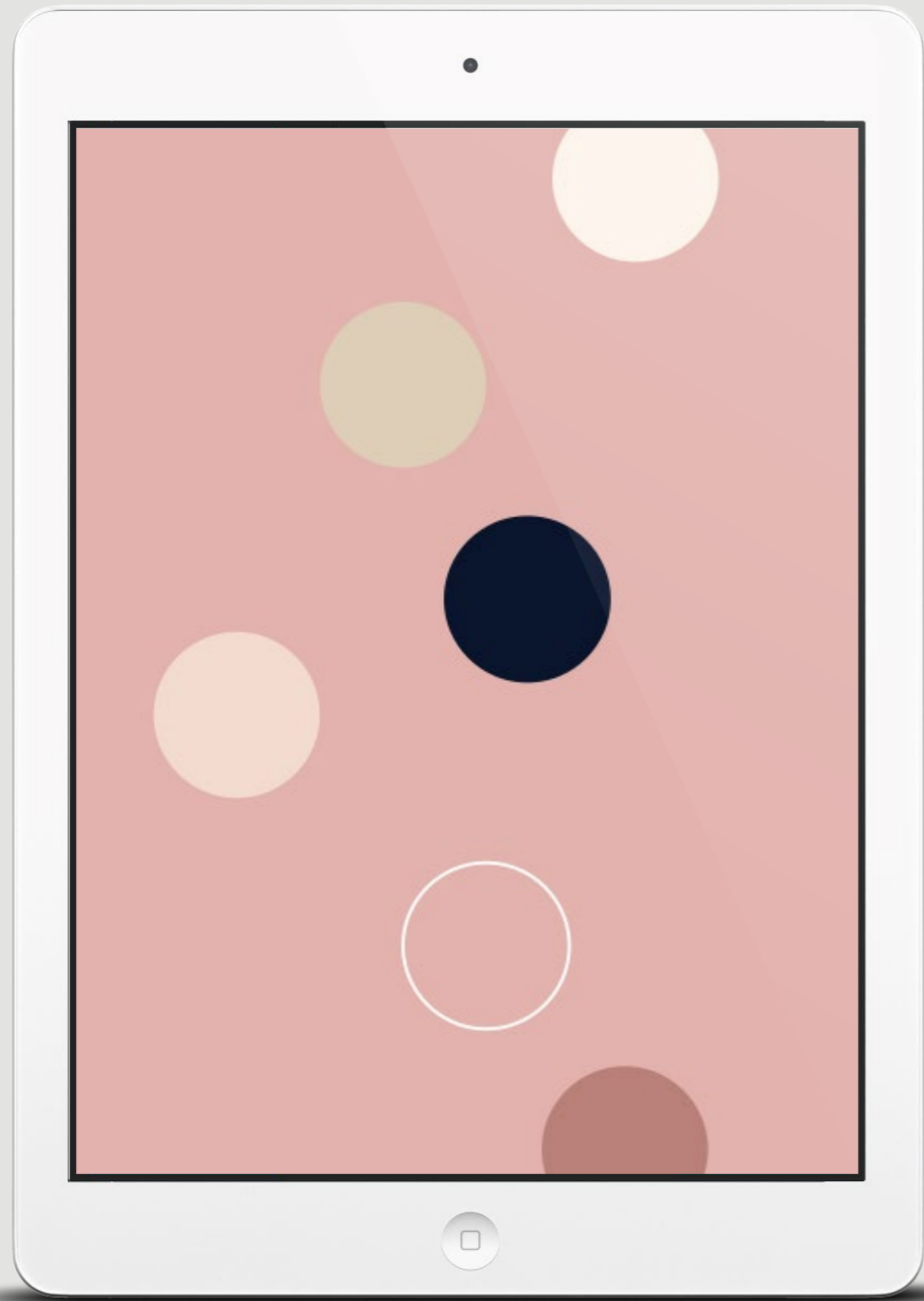
Negotiate As If You Have Nothing To Lose, Even If You Do.

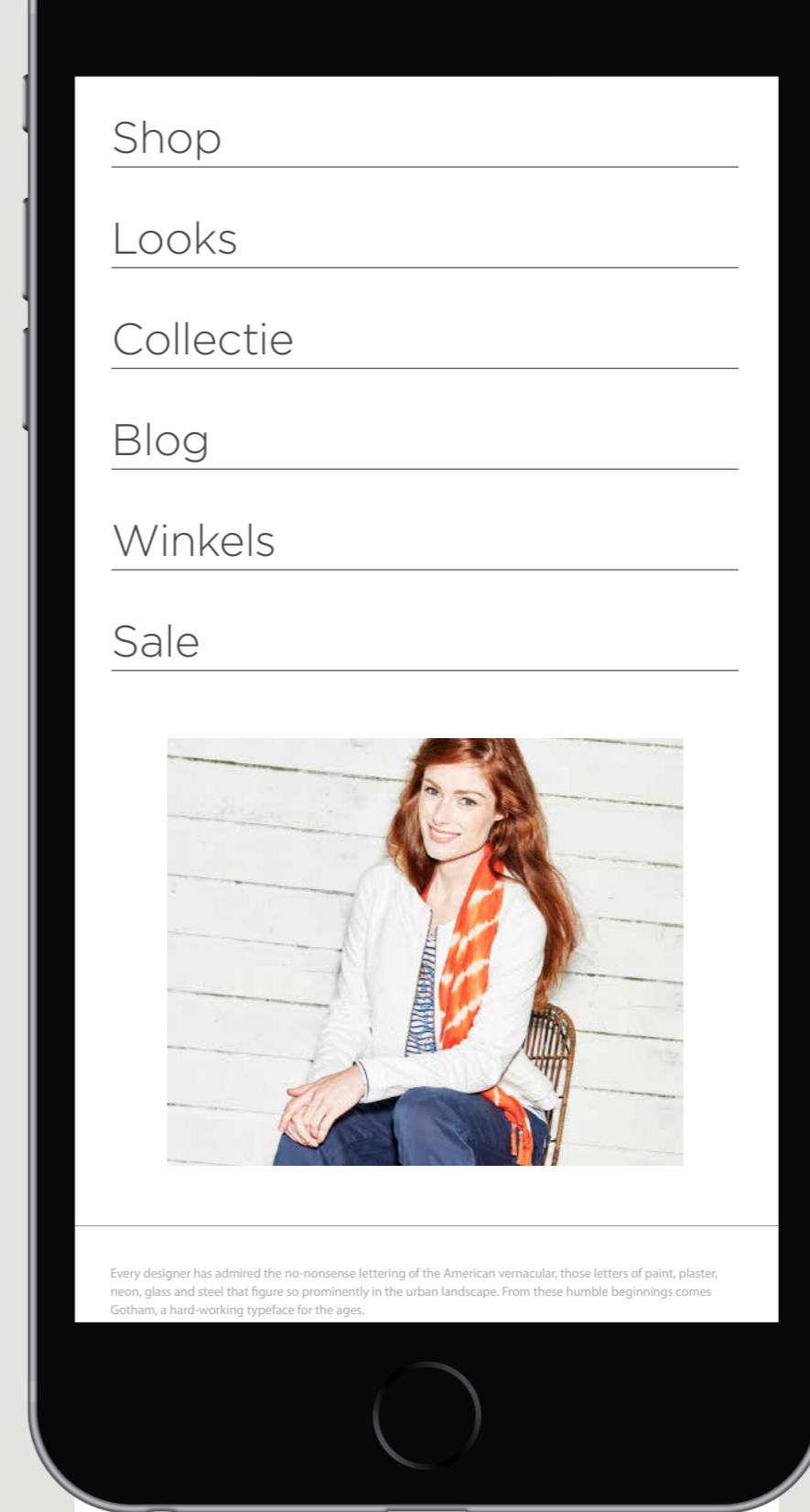
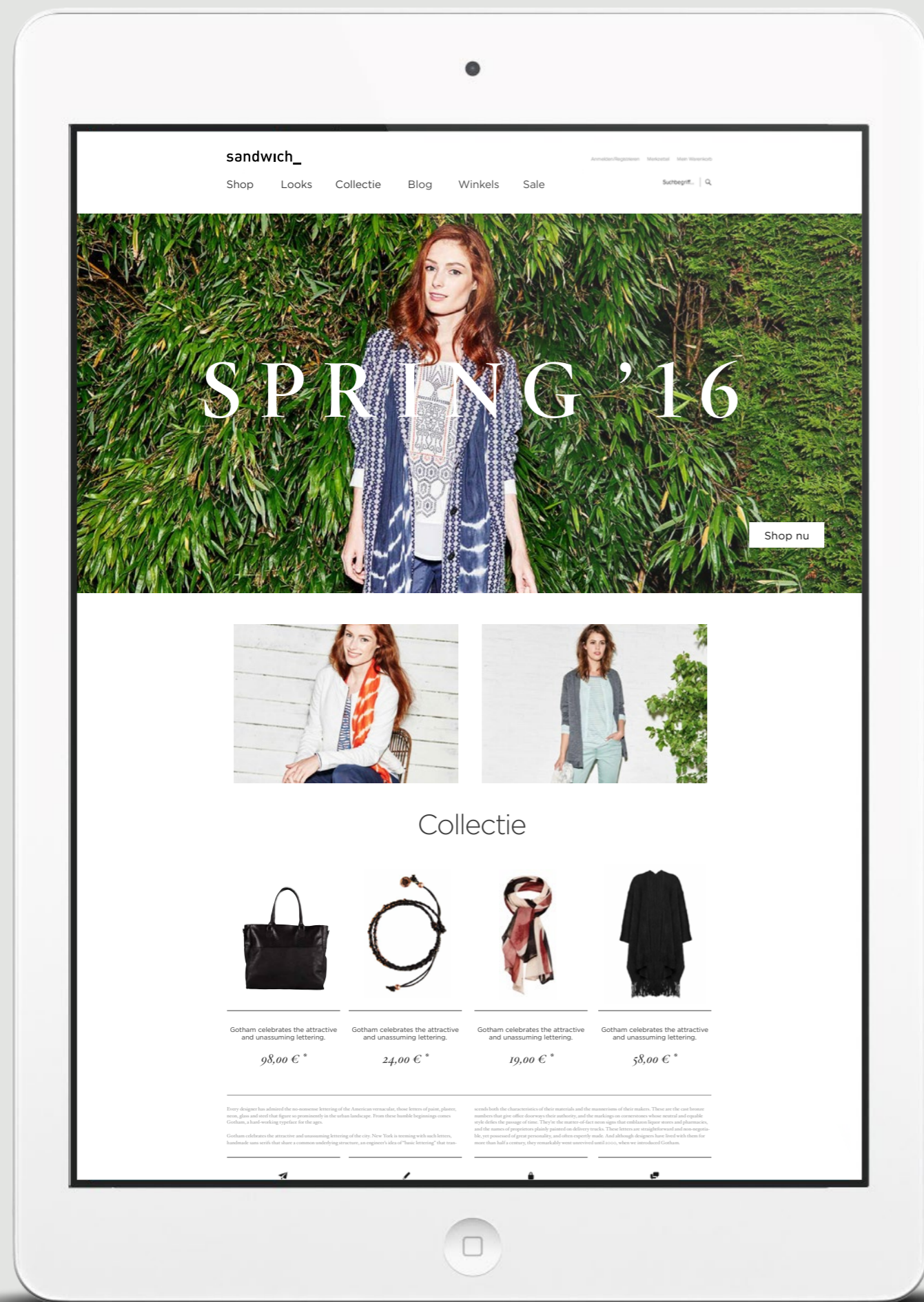
Companies sell you the idea that you would be 'lucky' to work for them. And in most cases, their first salary offer is at the low end of their scale. Learn the

NEGOTIATE

Sandwich_

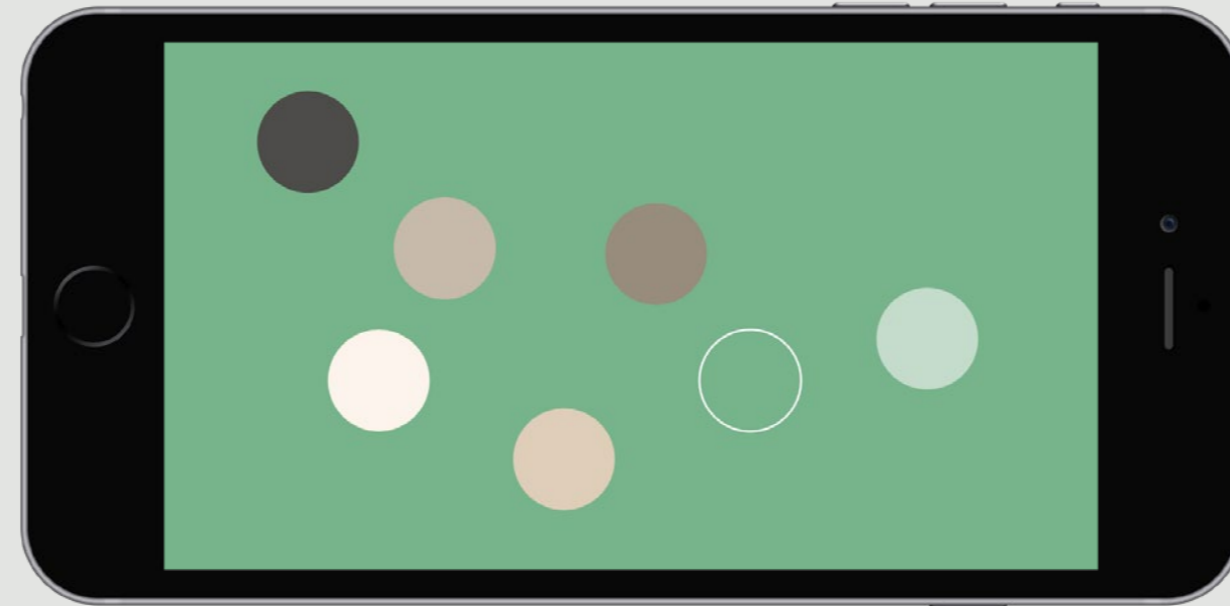
– Lookbook | Web/Mobile | Promotional Video –





Every designer has admired the no-nonsense lettering of the American vernacular, those letters of paint, plaster, neon, glass and steel that figure so prominently in the urban landscape. From these humble beginnings comes Gotham, a hard-working typeface for the ages.





Aniza Design

– Brand Identity / Web Design –

ANIZZA

design meets artisan



Our home collection combines *Mexican artisan* textiles with *refined European* fabrics bringing together design and ancestral craftsmanship.

Collection



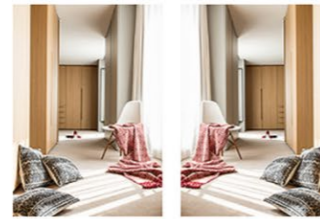
LUA



MAT



MIT



NAH



OTO

craftsmanship.

Collection



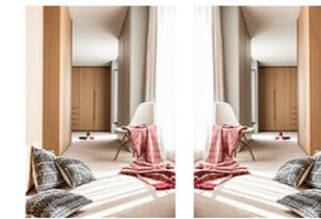
LUA



MAT



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OTO



ZAP



ZIN

Accessoires



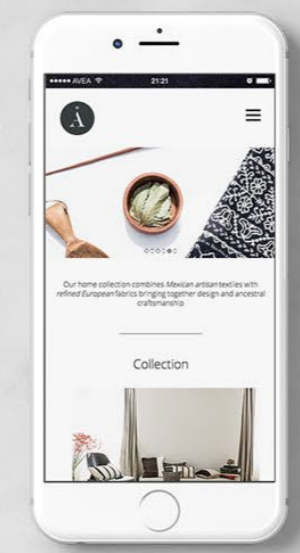
Design meets heritage
www.anizadesign.com

ANIZA
design meets artisan

www.aniza-home.com
anizacm@aniza-home.com
0031 620 615 473

Haarlemmerweg 10C
1014 BE Amsterdam
The Netherlands

Iza Studio B.V.
kvk: xxxxxxxxxx
vat: xxxxxxxxxx

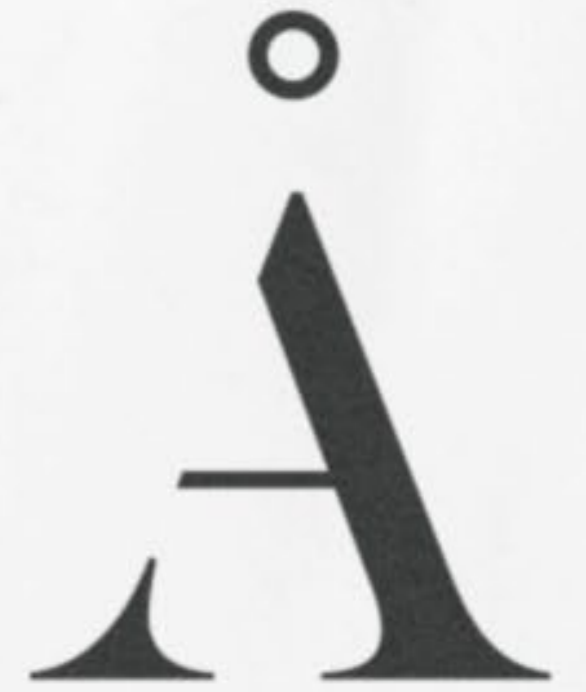
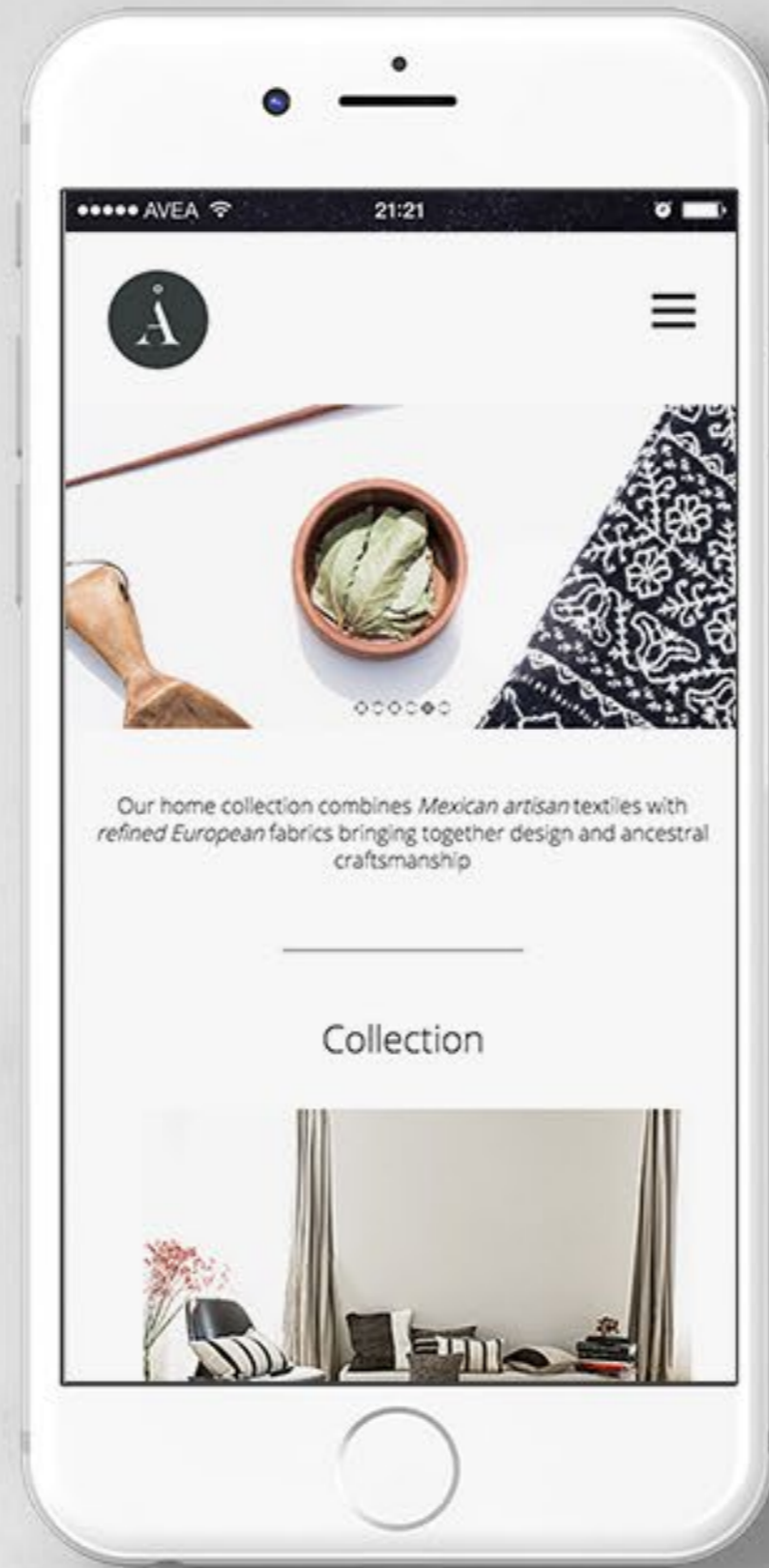


ANIZA
design meets artisan

Ana Iza Castro Valle Motteu
Founder

www.aniza-home.com Iza Studio B.V.
anizacm@aniza-home.com Haarlemmerweg 10C
+31 (0) 620 615 473 1014 BE Amsterdam,
The Netherlands

ÁNIZA
design meets artisan



ÁNIZA
design meets artisan

Tommy Hilfiger

– Digital Lookbook Collection –



THE WOMEN'S LOOKS FALL 2012



OPAL SWEATER JACKET
midnight

LANE ROME SLIM LEG
apple red



THE
MEN'S
LOOKS
FALL
2012



Mini

– App Design –

**THE
NEW
MINI.**
INTRO.

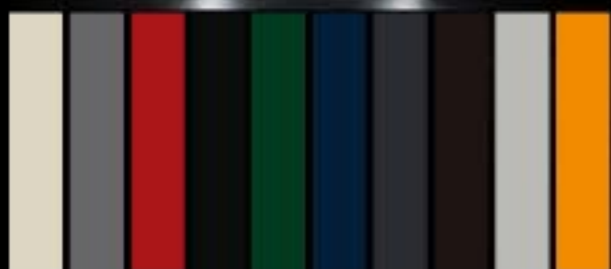


**FOREVER
ICONIC
DESIGN.**
MINI HERITAGE.



**STAY
CONNECTED.**
CENTRE INSTRUMENT

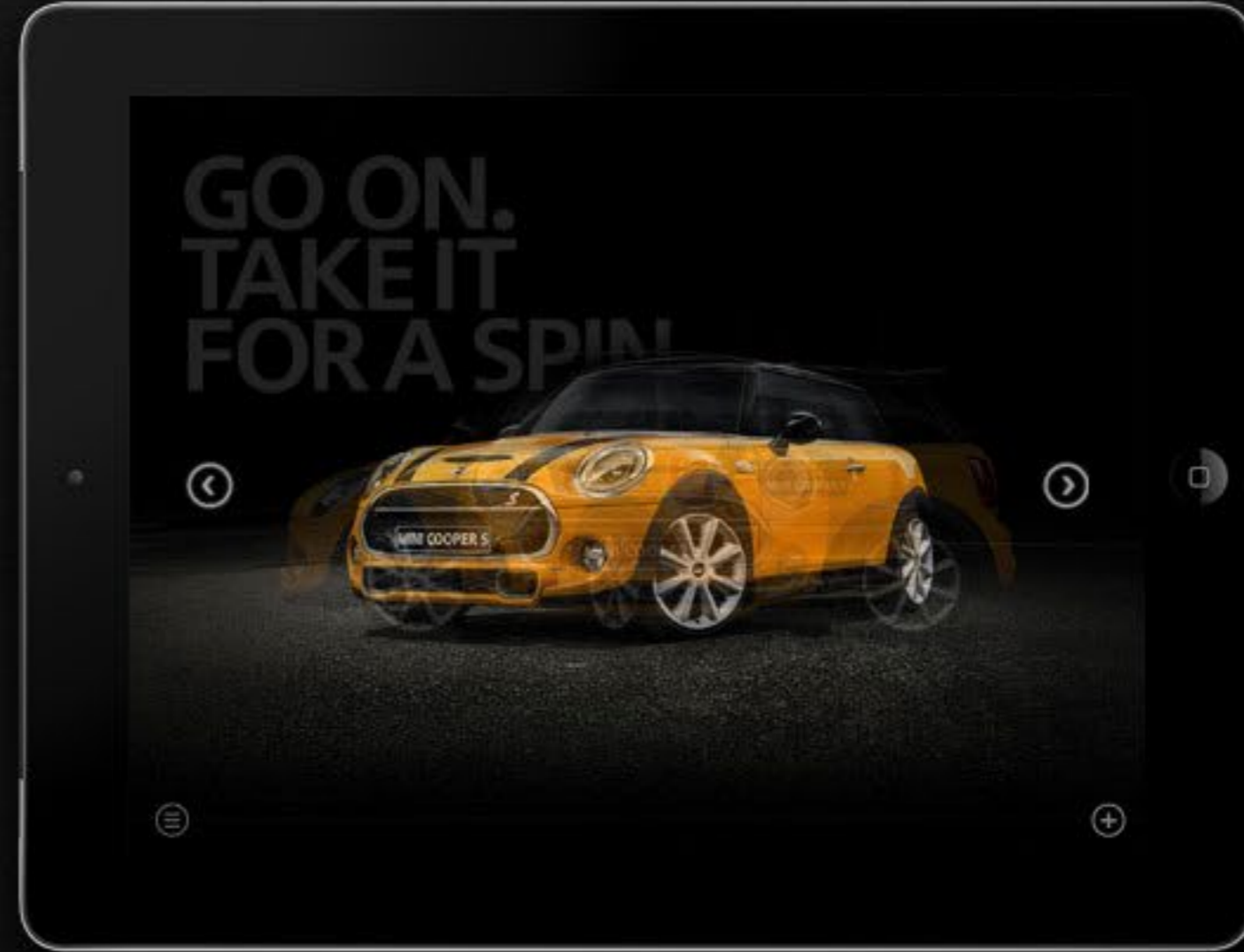
**THE
NEW
ORIGINAL.**
CUSTOMIZE.



**TAKE IT
FOR A SPIN.**
EXTERIOR.



**BE THE
FIRST TO
KNOW.**
BOOK A TEST DRIVE.





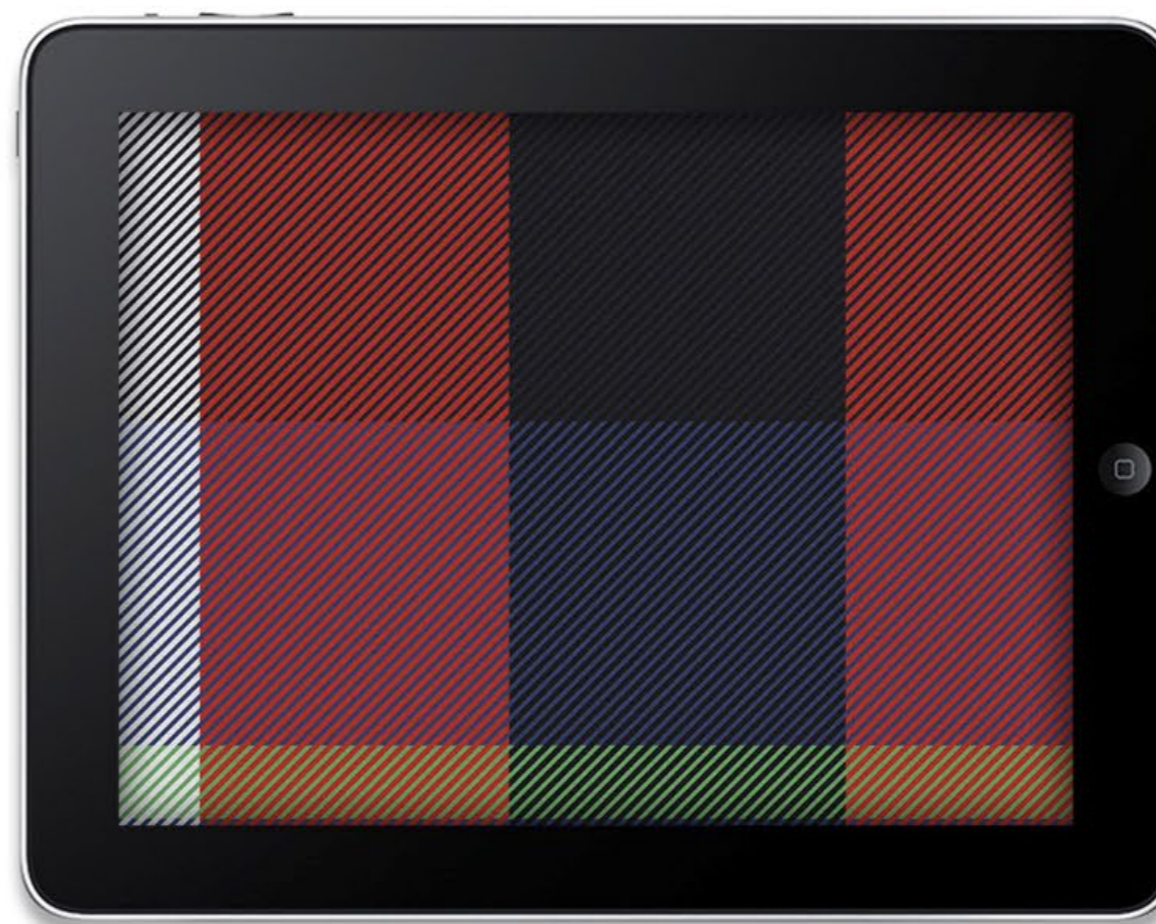
**RIMS SAY A LOT.
SPEAK UP WITH
ONE OF MINI'S
12 OPTIONS.**

15" HELL SPOKE SILVER	16" LOOP SPOKE SILVER	16" VICTORY SPOKE SILVER	16" VICTORY SPOKE BLACK
17" TENTACLE SPOKE SILVER	17" COSMOS SPOKE BLACK	18" CONE SPOKE SILVER	19" CONE SPOKE WHITE
17" JOHN COOPER WORKS TRACK SPOKE, SILVER	17" JOHN COOPER WORKS TRACK SPOKE, BLACK	18" JOHN COOPER WORKS CUP SPOKE, 2-TONE	

17" COSMOS SPOKE, SILVER

Tommy Hilfiger

– Digital Press-Kit –



Mr. One

With a premium lifestyle brand portfolio that includes Tommy Hilfiger and Hilfiger Denim, the Tommy Hilfiger Group is one of the world's most recognized designer apparel groups. Its focus is designing and marketing high-quality menswear, womenswear, children's apparel and denim collections. Through select licensees, the Group offers complementary lifestyle products such as accessories, fragrances and home furnishings. Merchandise under the Tommy Hilfiger brands is available to consumers worldwide through an extensive network of Tommy Hilfiger retail stores, leading specialty and department stores and other select retailers and retail channels.

For additional information about the Tommy Hilfiger Group, please visit www.tommy.com.





The Shawl-necked Cardigan

The winter essential item for every preppy man, whether they are on or off the slopes. Rich midnight blue wool offset with a classic winter motif in reds and grays makes this cardigan perfect for lounging about the chalet or a quick round of gin rummy in the club house.



The Preppy Gift Pack

No holiday season would be complete without a little gift giving within the family. These preppy essentials are the perfect gifts for loved-ones ensuring that this will be the best holiday season they'll ever have. Gift them well and they will love you forever.

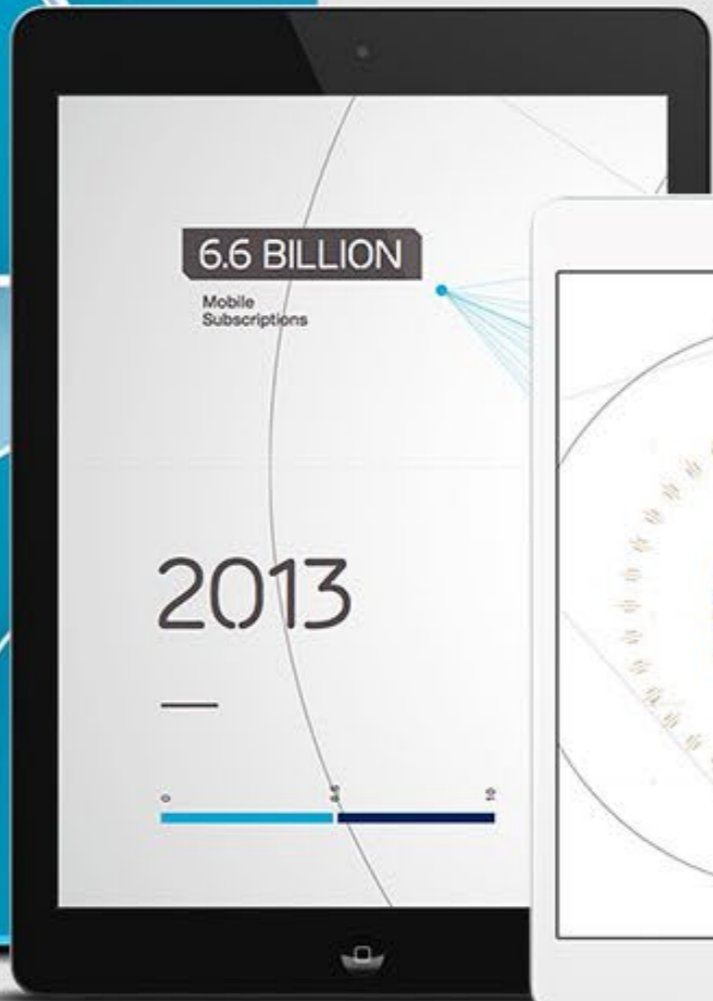
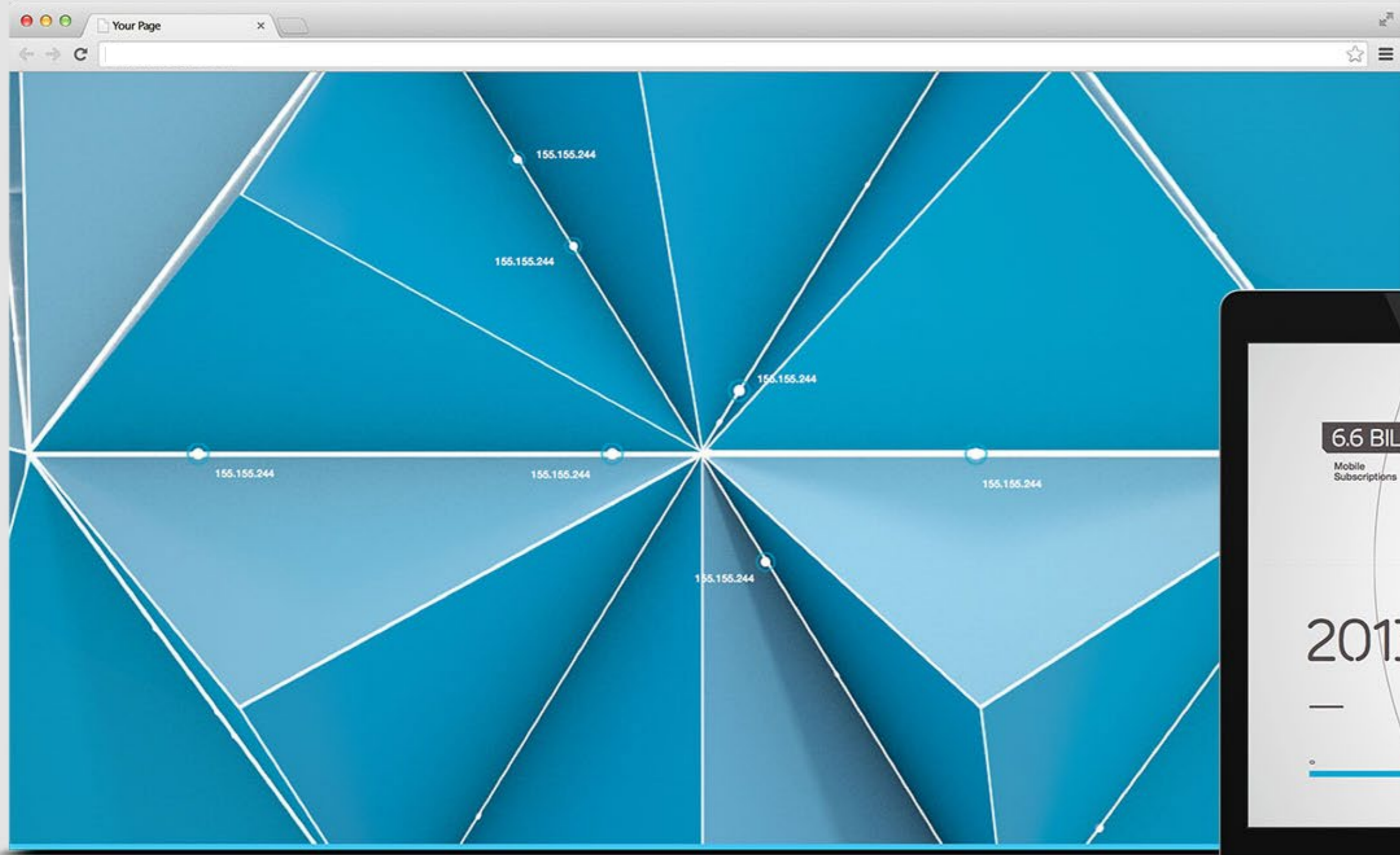


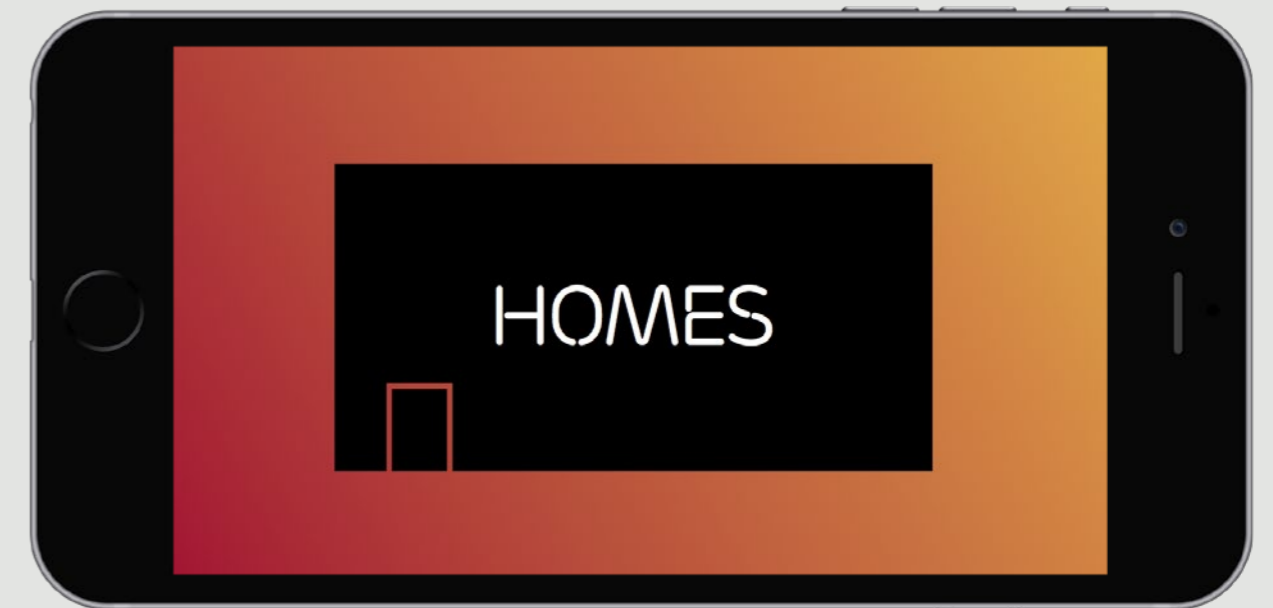
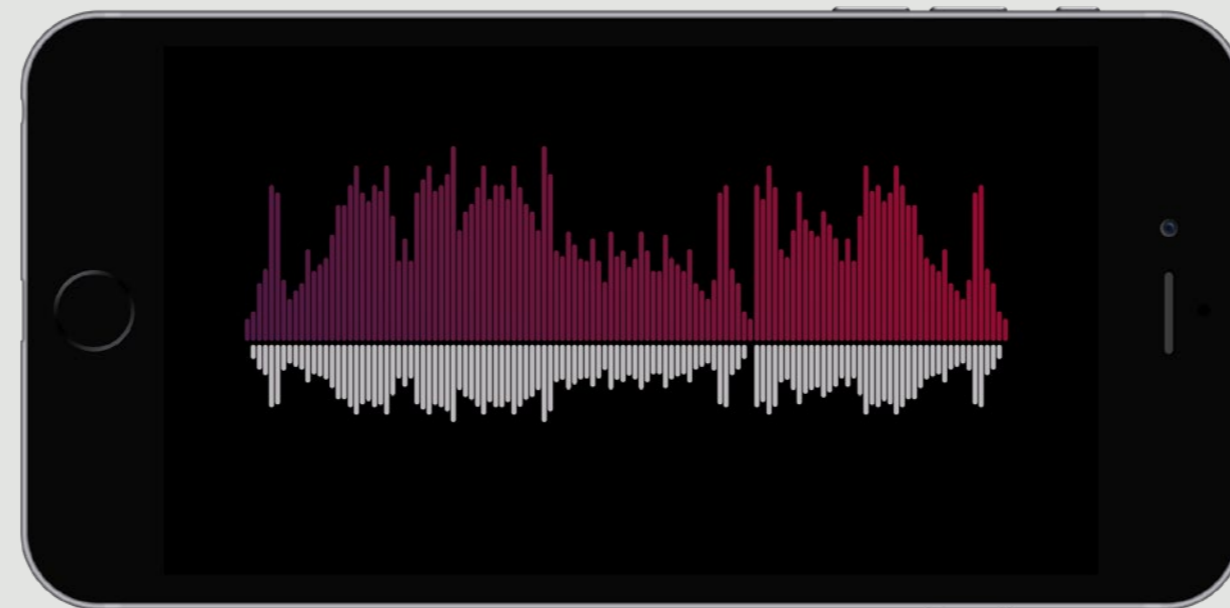
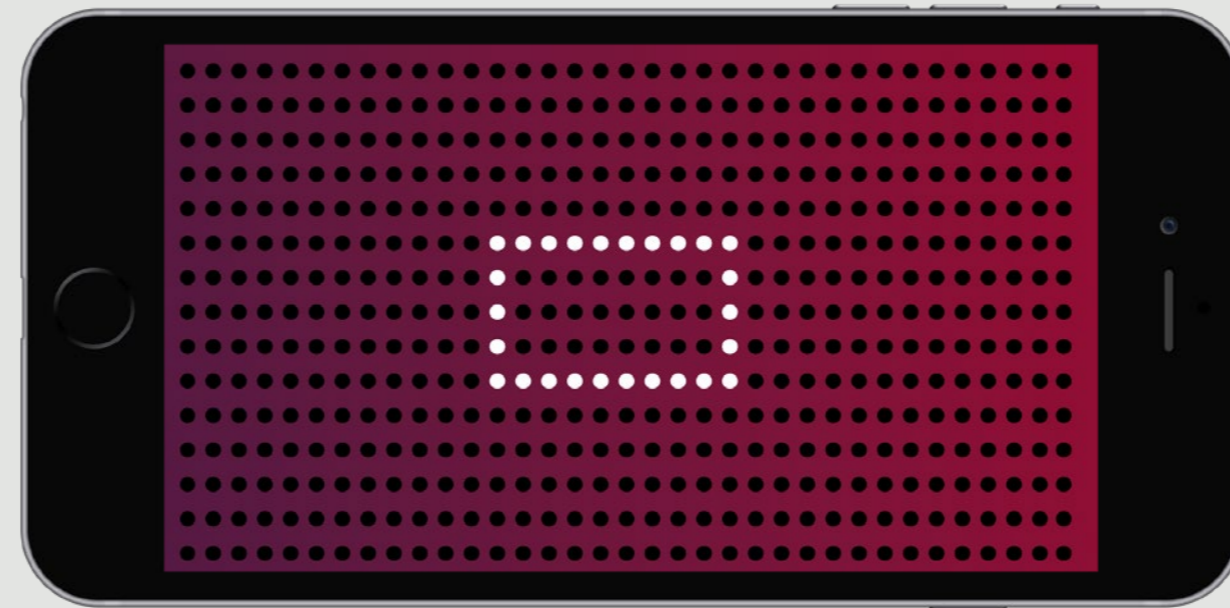
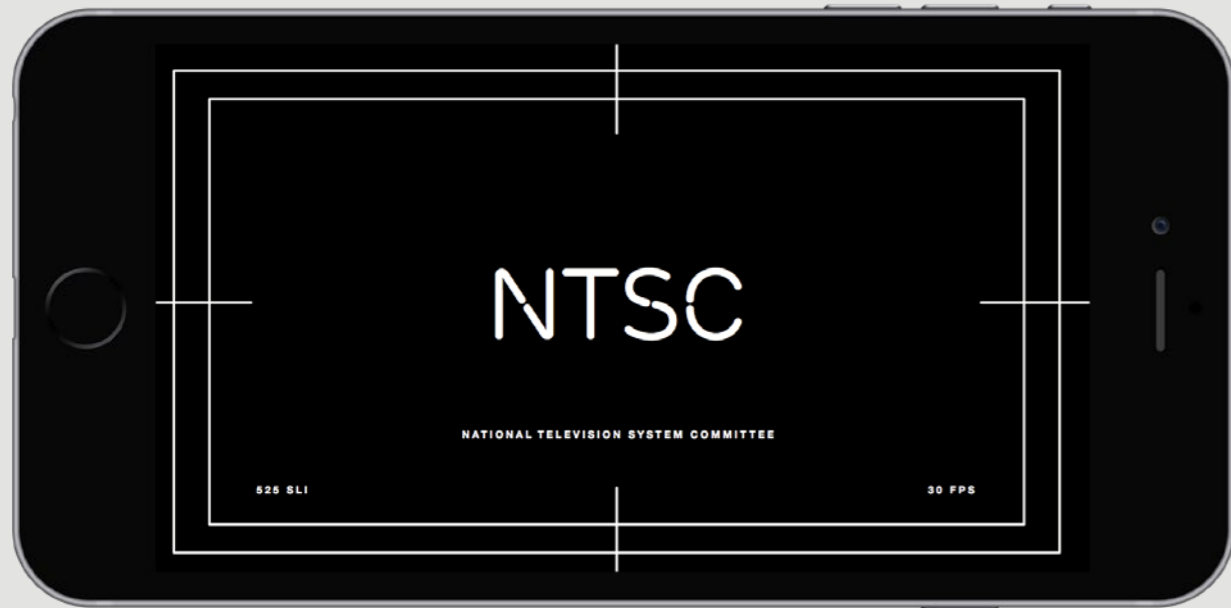
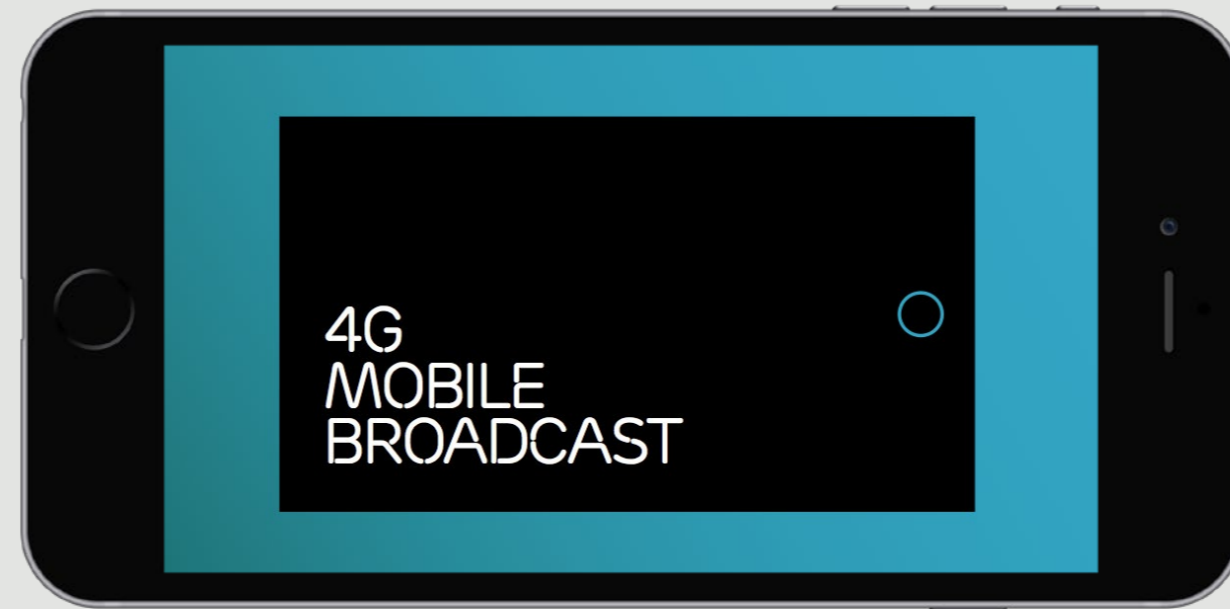
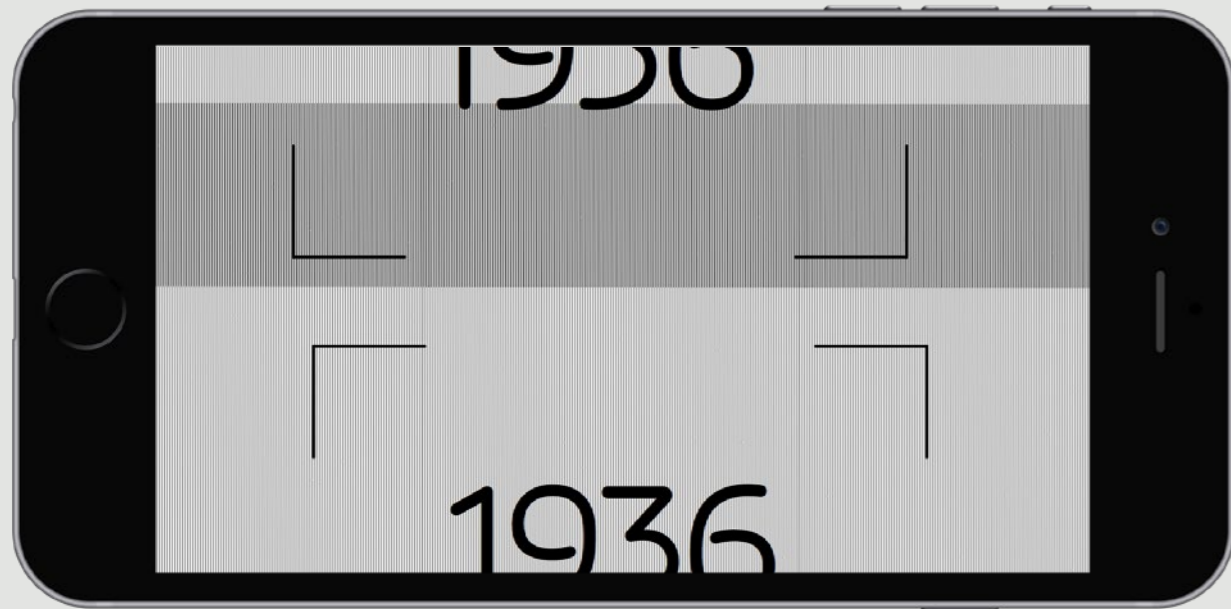
Morgan: A Preppy's Best Friend

Modeled on the well-loved basset hound from the brand's extended family "The Hilligers", Morgan is the perfect pal for preps of all ages. This plaid pup gives great hugs and is the only member of the family that can be trusted not to tarnish tennis whites at the country club.

Ericsson

– Digital Design / Screens for Promotional Video –





BabEat

– Branding / App Design –

babeat

babeat

babeat

babeat

babeat

babeat

babeat

*Dear Antonio,
thank you for register
and shopping with us,
we hope you and your
family enjoy it.*

Food provides the energy and nutrients that babies need to be healthy. For a baby, breast milk is best. It has all the necessary vitamins and minerals. Infant formulas are available for babies whose mothers are not able or decide not to breastfeed.

Infants usually start eating solid foods between 4 and 6 months of age. Check with your health care provider for the best time for your baby to start. If you introduce one new food at a time, you will be able to identify any foods that cause allergies in your baby. Some foods to stay away from include:



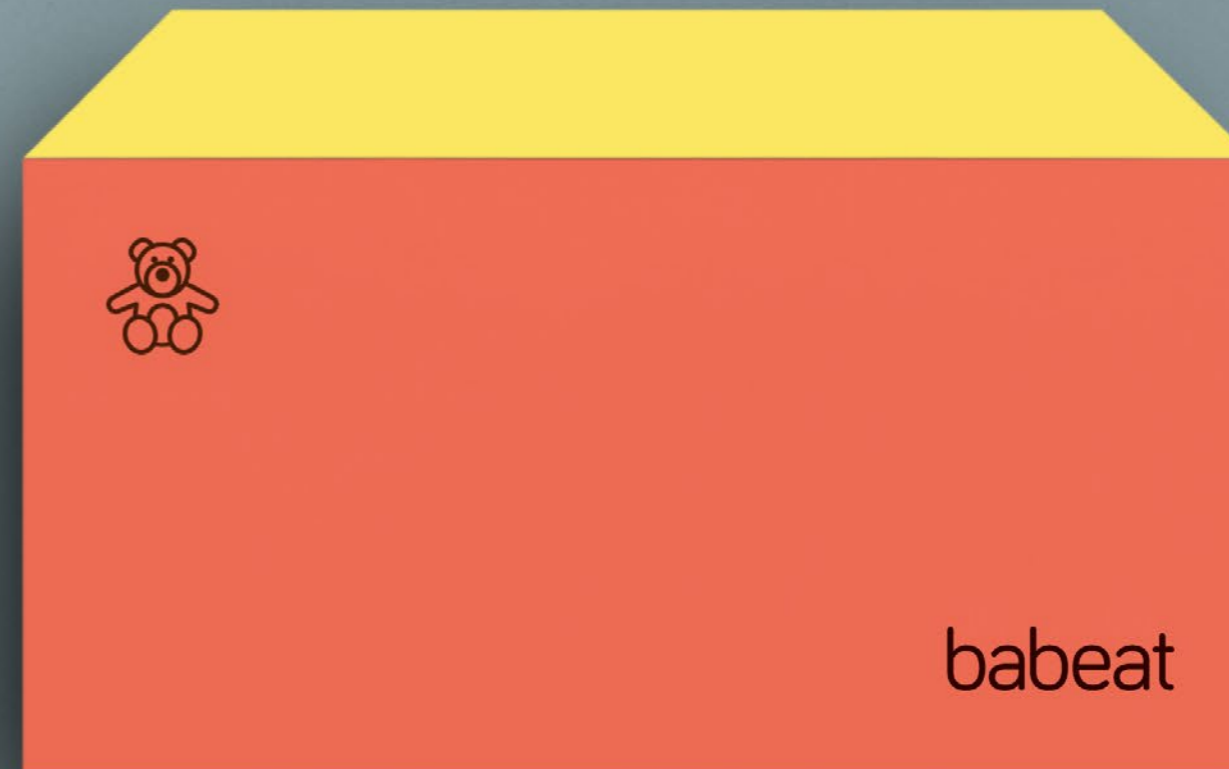
www.babeat.com
contacto@babeat.com



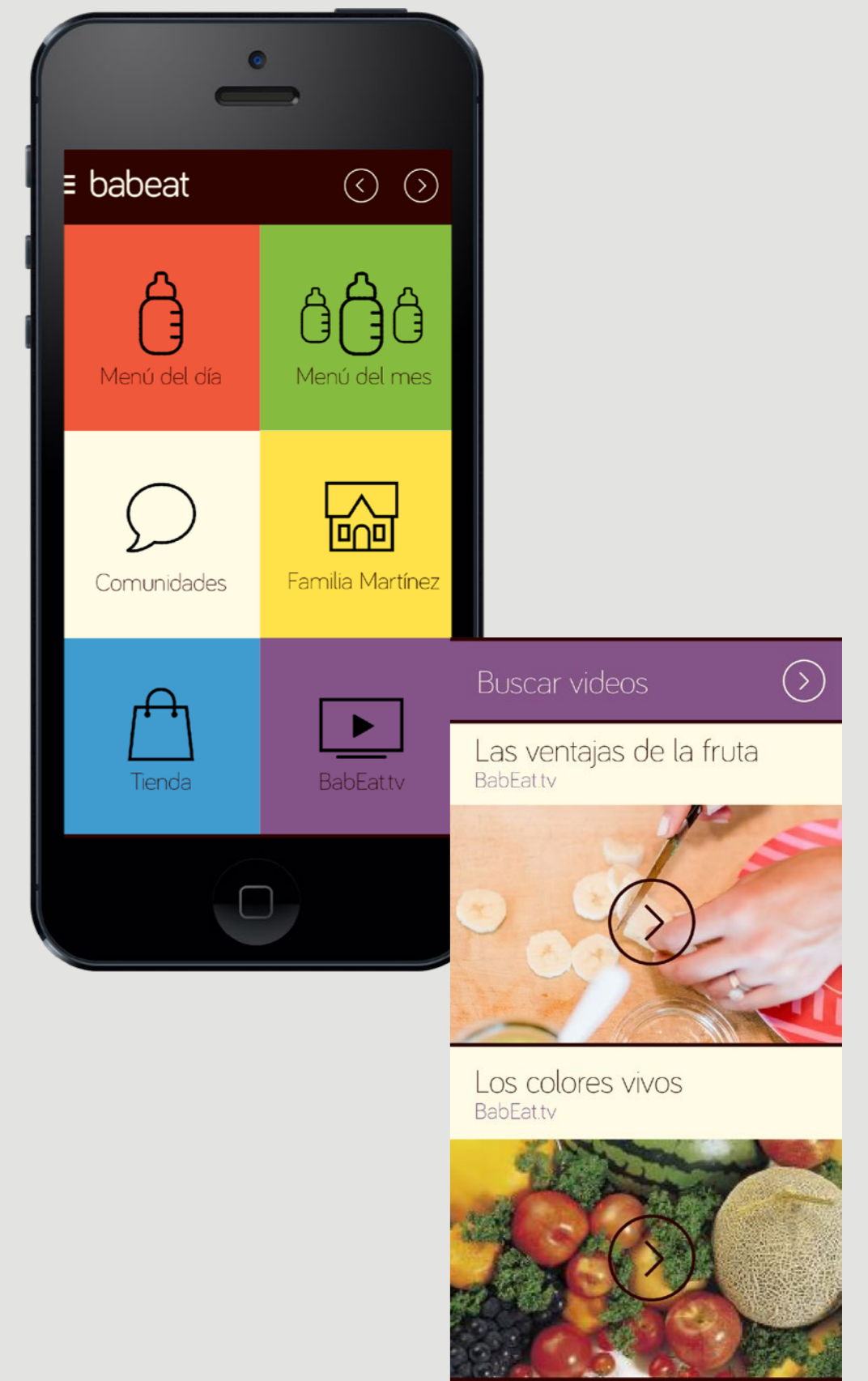
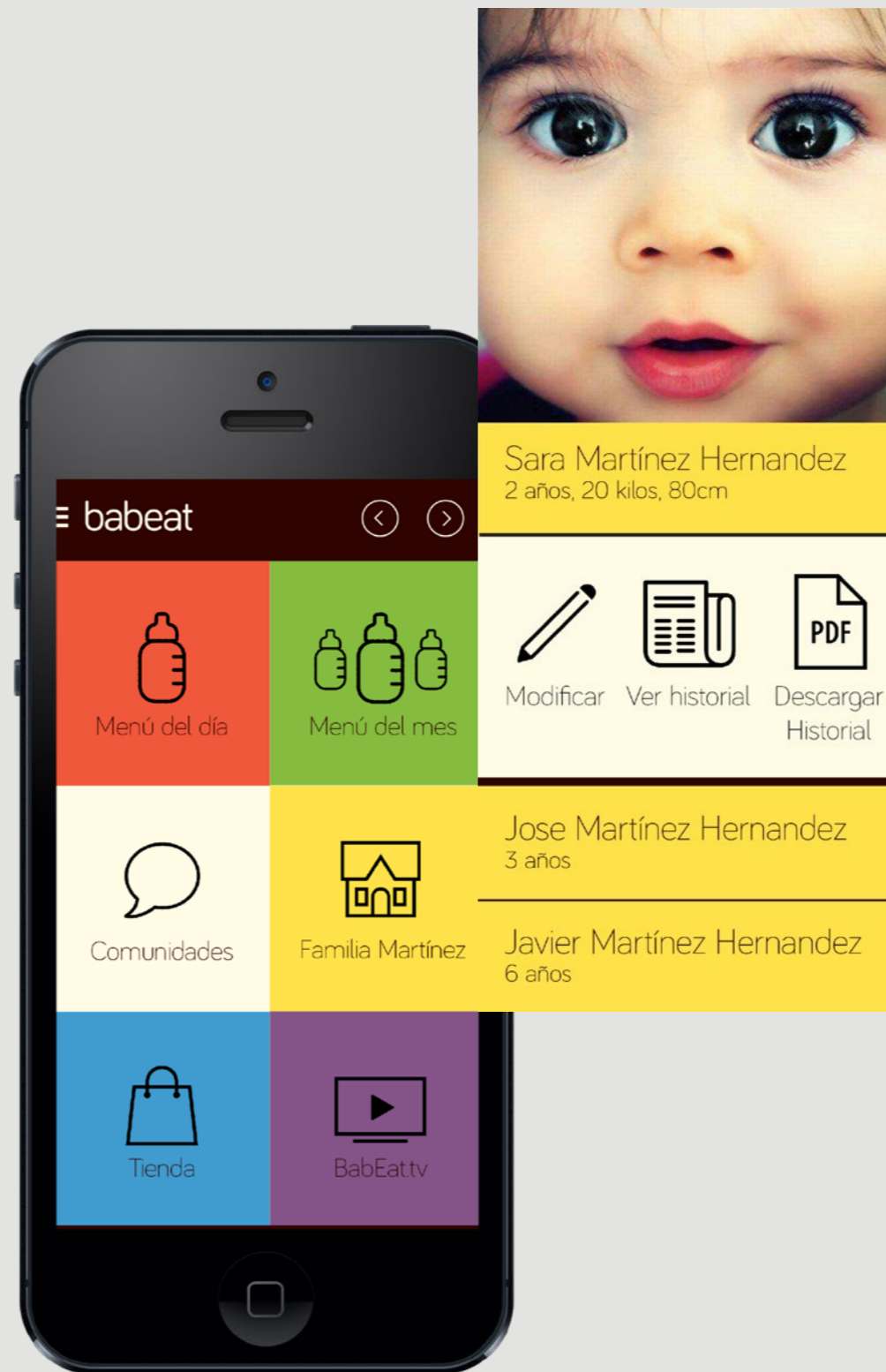
+34 868 122 222
+34 688 967 756



Av. Mariano Rojas 34
Murcia, España.







Velo de Ville

– Branding / App Design –

VÉLO de VILLE

VÉLO de VILLE

VÉLO de VILLE

VÉLO de VILLE



VÉLO de VILLE  

Choisir une ville:
Nantes

Signaler une anomalie 

Signaler une anomalie 

Partager mes trajets 

Consulter les données 



Message



Forum



Position



Marque



Image

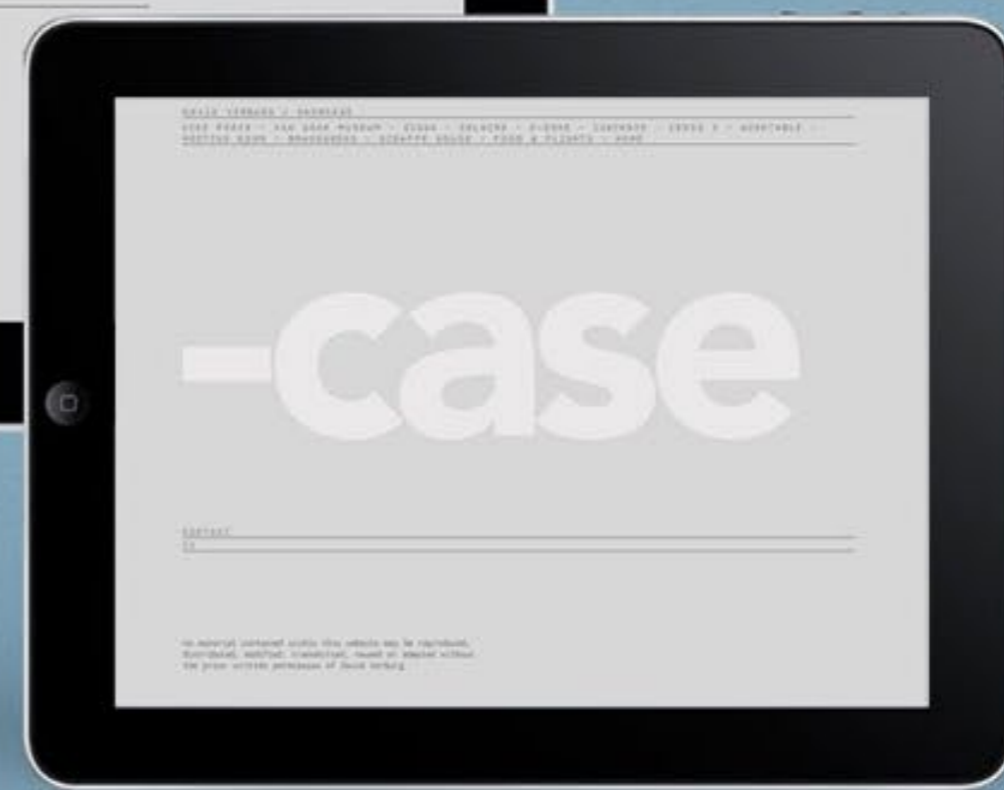


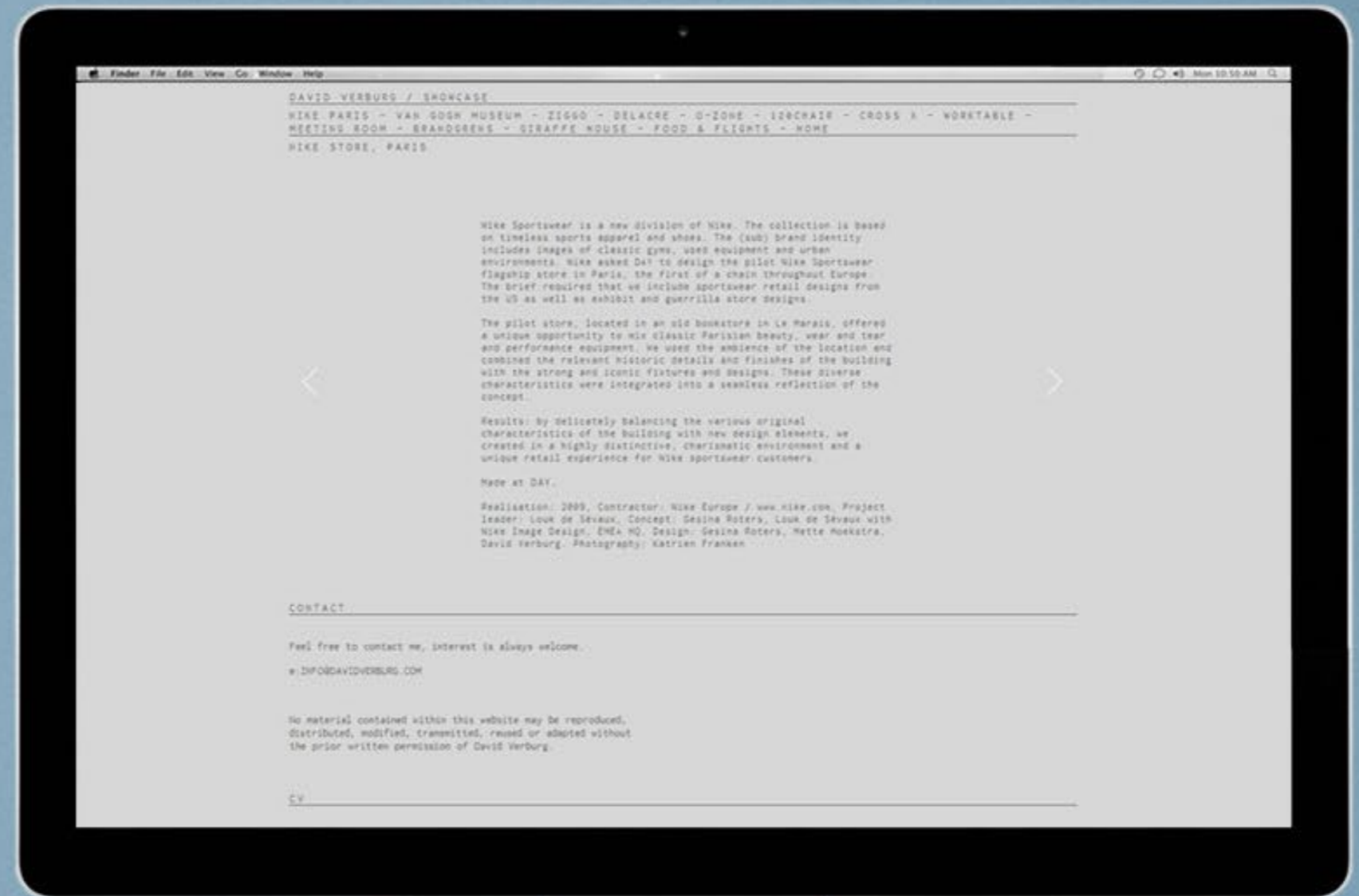
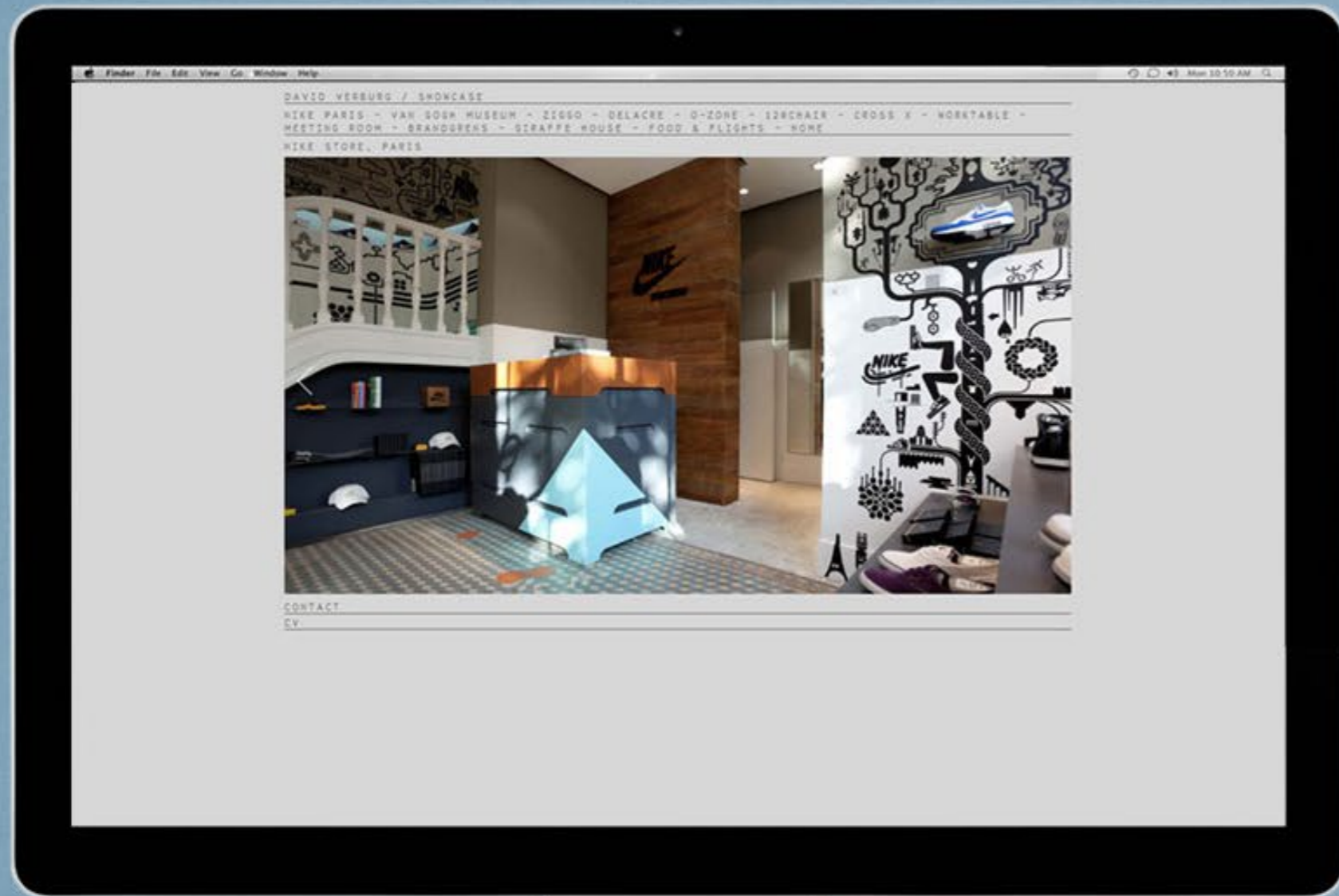
Position



David Verburg

– Website Design –





Blauer X Tommy

– Digital Lookbook –



TOMMY HILFIGER AND BLAUER TO COLLABORATE ON A LIMITED EDITION COLLECTION FOR FALL/WINTER 2012

AMSTERDAM, THE NETHERLANDS (May, 2012) – The Tommy Hilfiger Group, which is wholly owned by PVH Corp [NYSE: PVH], is pleased to announce a collaboration with Blauer, the iconic American brand renowned for its high-performance outerwear.

For Fall/Winter 2012, Tommy Hilfiger and Blauer are launching a new, luxurious, limited-edition outerwear collection, with two styles each for men and for women. Combining Tommy Hilfiger's classic American cool with Blauer's famed durability, these jackets embody high-end, premium performance. The limited-edition garments will be sold in selected Tommy Hilfiger stores across Europe, the U.S., Japan and on tommy.com from September 14, 2012.

**The Company "motto"
is "Uncompromising
Performance"**

Since 1935, the Blauer brand has been America's leading supplier of technical clothing to all police forces and certain selected sectors of the army, U.S. Navy officers and the Command guarding the White House in Washington, D.C.. The constant attention to the garment's functionality and the stylistic and technical innovation are the distinctive traits embedded in Blauer's DNA and the philosophy behind the brand, the slogan of which is "Uncompromising Performance"! First among all American companies in outerwear, the company has introduced a Thermolite removable liner, which makes the garments useful all year round. Blauer's main purpose is, in fact, to equip its special customers with real tools, absolutely trustworthy even in the most delicate and dramatic conditions without losing sight of comfort and lightness.

In 2001, FGF Industry SpA President and Art Director, Enzo Fusco was inspired to create the first Blauer USA Collection for the worldwide fashion market. A licensing agreement was in fact signed for the production and global distribution of Blauer clothing, which manages to be at the cutting edge and in total alignment with the medium-high level, top quality fashion market trend

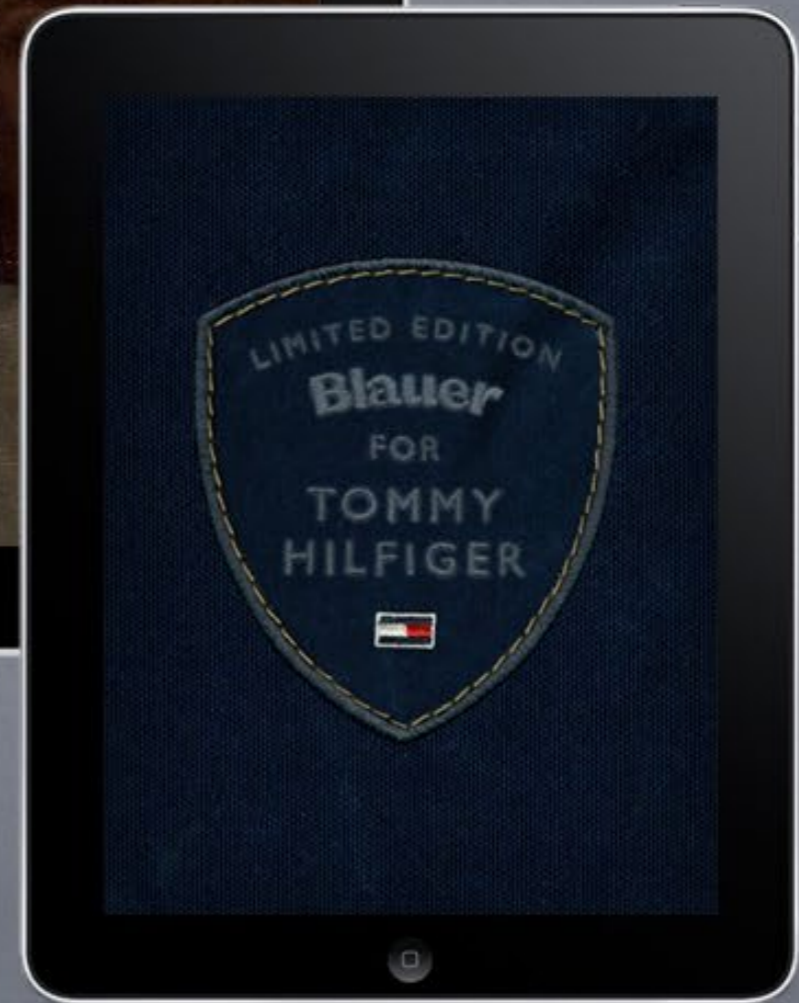
**TWO
QUINTESSENTIAL
AMERICAN BRANDS**
—
**ONE
LIMITED EDITION
COLLECTION**



[CLICK TO DOWNLOAD IMAGE](#)



BLAUER DOWN PARKA - OLIVE
WAXED WATERPROOF PARKA WITH WAXED COTTON ELBOW PATCHES AND A DOWN-FILLED ORANGE LINING.
MADE IN ITALY, THIS STYLISH AND DURABLE GARMENT HAS A SUEDE TRIM AND FAUX FUR-LINED HOOD.



LIMITED EDITION
Blauer
FOR
TOMMY
HILFIGER

Thank you!

Full Portfolio at www.alexaraez.com