

IIACR

Graphic Designer

Visual & Brand Designer

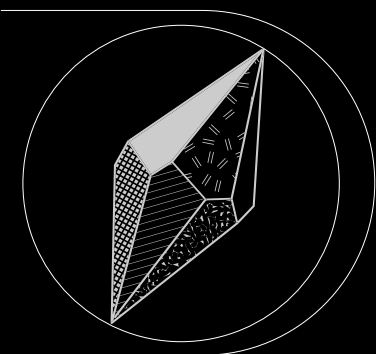
# Portfolio

Art Direction

Brand Design | Graphic Design

Logo Design | Print Design | Visual

Web Design | User Experience Design



# Hola, it’s a pleasure to meet you!

With over two decades of creative expertise, I proudly navigate a diverse spectrum of projects, from conceptual marvels to digital innovations, orchestrating memorable integrated campaigns. I specialize in crafting innovative concepts, campaigns, content, and experiences that build strong connections between brands and their loyal followers. As a versatile and imaginative creative expert, I thrive at the intersection of creativity, technology, and lifestyle, ensuring captivating and impactful results.

Additionally, I bring a rich background in the arts and a flair for filmmaking, while staying attuned to the latest advancements in technology and innovation.

## Education

**Graphic design & Advertising**  
Universidad Nacional Pedro Henriquez Ureña UNPHU  
1997-2000

**Digital design & 3D Animation**  
Art Shcool of Design Altos de Chavón  
2003-2005

**Film Making Program**  
One Race Films | 2010

**Advanced Degree in Applied Positive Psychology**  
European Institute of Positive Psychology  
2021

## Skills

- Crafting immersive brand experiences utilizing cutting-edge technology such as AR
- Strategically planning and executing projects to align with business goals
- Leading artistic direction to bring ideas to fruition
- Diving into hands-on design and creative processes
- Generating imaginative and forward-thinking solutions
- Diving into hands-on design and creative processes
- Excelling in presenting concepts with clarity and impact
- Mastering a range of creative tasks including design, video editing, motion graphics, UX design, and even some coding

## Experience

**Graphic Designer**  
Brookfield Properties, Washington, DC  
2018-Current

**Art Director | Graphic Designer**  
Creative Circle, Washington, DC  
2018-2021

**Freelance Senior / Creative and Art Director**  
Longwood Media Boston | VRHealth Group  
2016-2018



# Content

Each section include a brief description of the project, relevant images, and other information that highlights the work and skills.

### 01 LOGOLAND

Designing and developing unique logos that capture the essence of the brand. Each project includes initial sketches, iterations, and the final design.

### 02 BRANDING

Creating complete brand identities, including color palettes, typography, and style guides to ensure a cohesive and appealing brand representation.

### 03 PRINTING

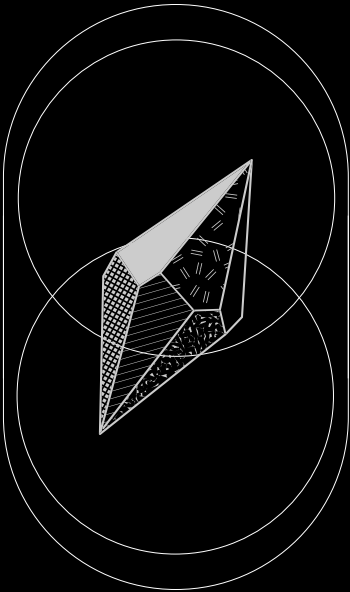
Designing printed materials such as brochures, posters, business cards, and catalogs. Focusing on print quality and effective message communication.

### 04 SPACES TOUR FLOORS & WINDOW GRAPHICS

Designing physical spaces and signage for floor tours. Creating visual experiences that guide and enrich the visitor’s tour.

### 05 DIGITAL CAMPAIGNS

Developing digital campaigns that include social media ads, web banners, and interactive content. Strategies that combine creativity and data analysis to maximize impact.

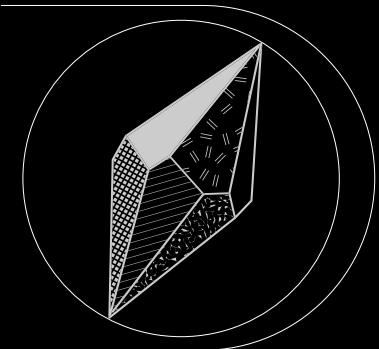


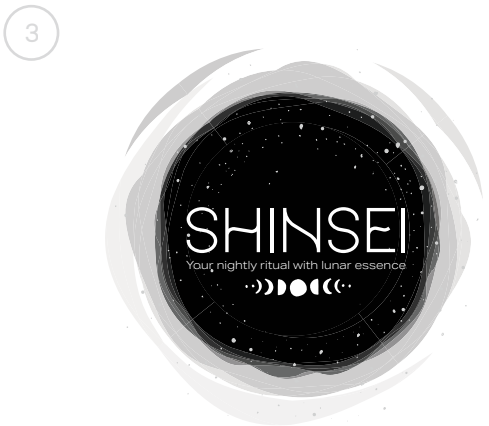


# Some Brands

Where Creativity  
Meets Quirkiness

Welcome to the land of logos, where  
every brand's personality gets a face!  
Buckle up for a ride through my quirky  
and creative logo designs.





5

6

7

1



2



3



4



4





1



3



6



4



7



2



5



8

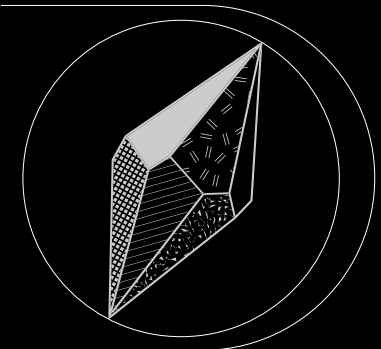




# Branding & Campaigns

Where Craft  
Meets Creativity

Welcome to the world of unforgettable branding and cohesive advertising campaigns! Here, every brand's personality is brought to life through meticulously crafted and memorable designs. Explore some of my latest collection of creative and impactful branding campaigns that ensure every piece tells a consistent and compelling story.



# The Deck

at Silver Spring  
Metro Plaza

## SSMP Gets a Funky New Makeover!

Two distinct logos have been created for the new branding of the area. The first logo is designed for the metro station, while the second is intended for the central area surrounded by businesses. This second logo aims to encourage the activation of the zone and contribute to creating a unique and vibrant atmosphere in the location. Together, these logos will help define and strengthen the visual identity of each component of the project, promoting a cohesive and attractive experience for visitors and residents.

**CLIENT**

Brookfield Properties  
SSMP

**SOFTWARE**

Adobe Photoshop  
Adobe Illustrator  
Adobe Indesign  
Figma



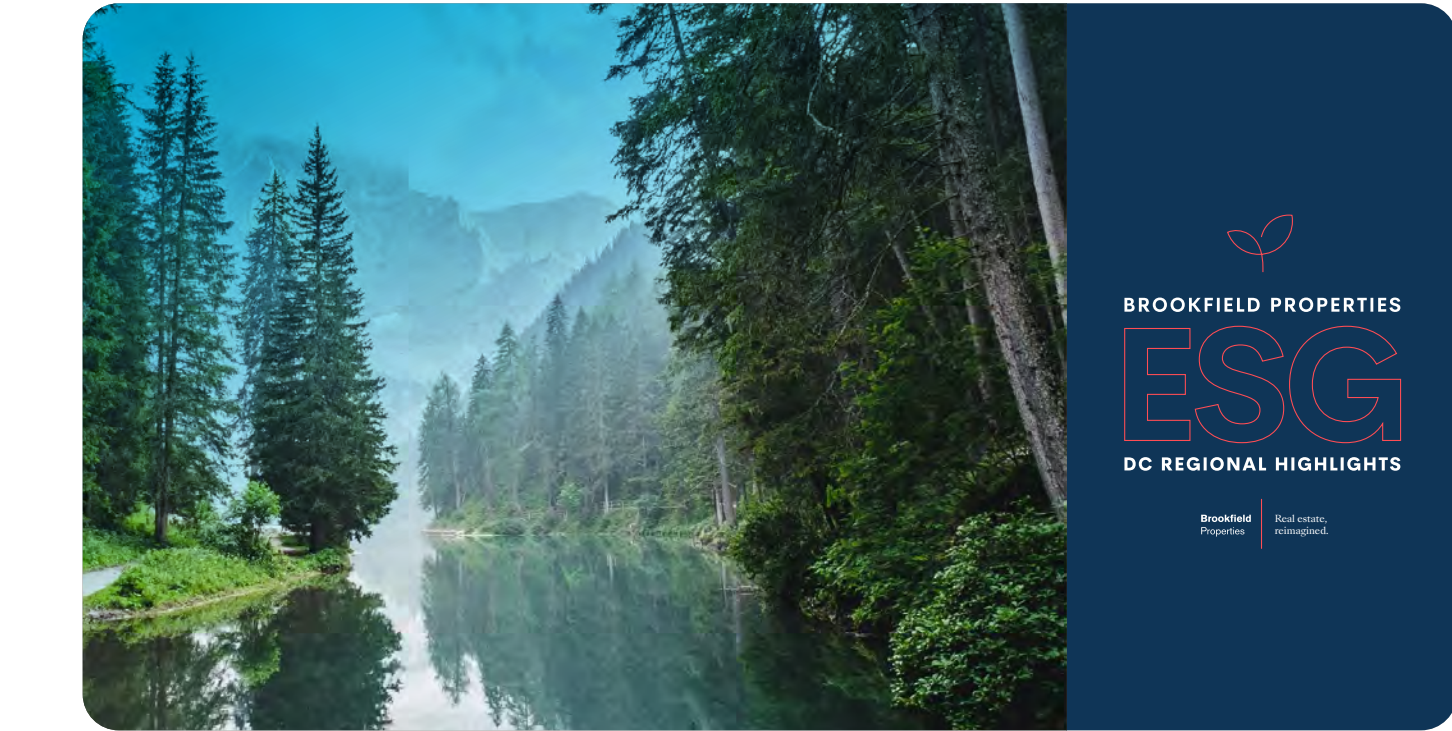


# ESG Global Campaign

## Eco-Conscious Artworks

A dynamic campaign on sustainability and clean energy can be a game-changer, sparking environmental awareness and motivating people to take action for a greener future.

From the logo to business cards, Eblasts, Deck, social media, and augmented reality pieces, everything was created to bring the experience to life and make it more immersive.



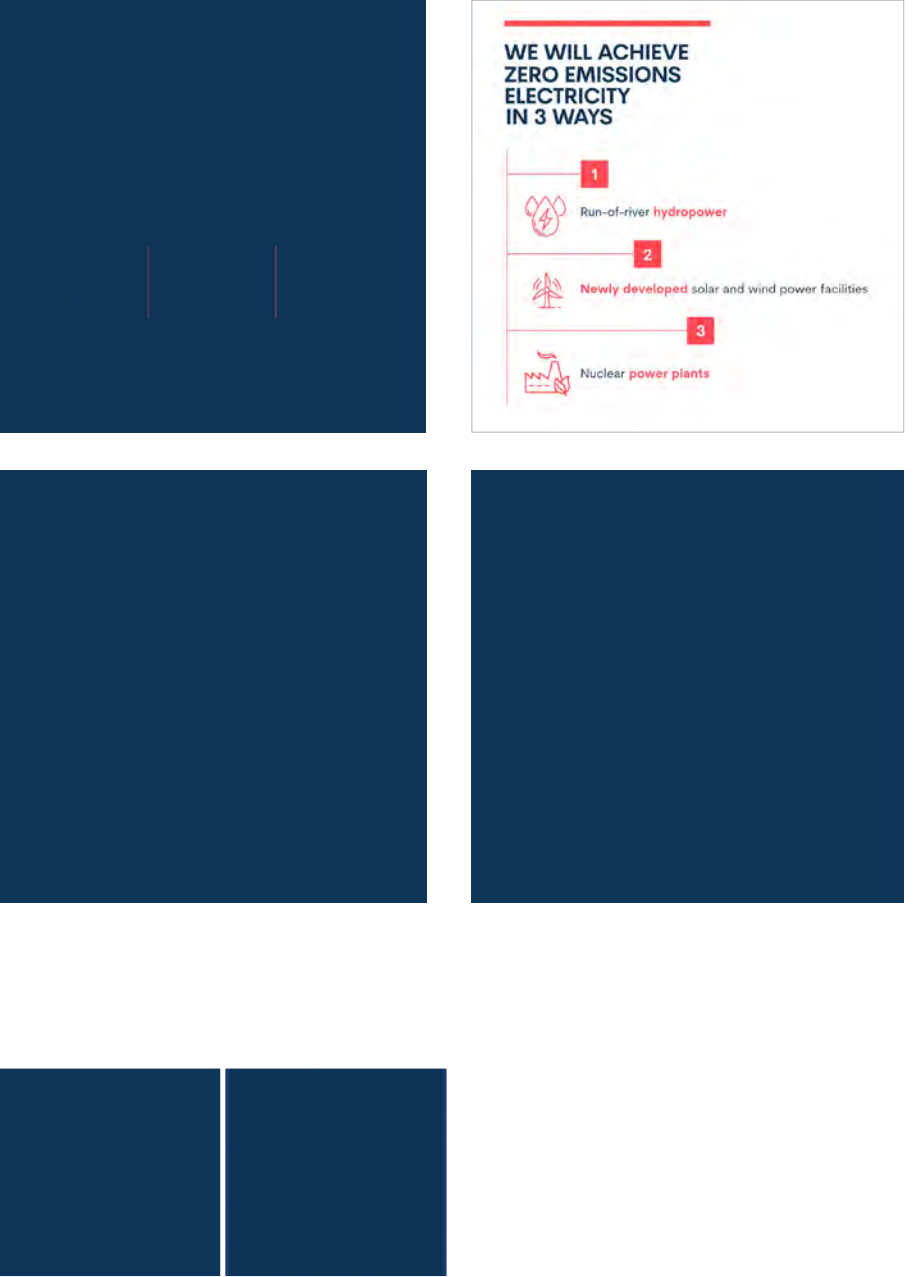
Interactive Deck



**CLIENT**  
Brookfield Properties

**PROJECT DATE**  
November 2023

**SOFTWARE**  
Adobe Photoshop  
Adobe Indesign  
Adobe After Effects  
Adobe Premier



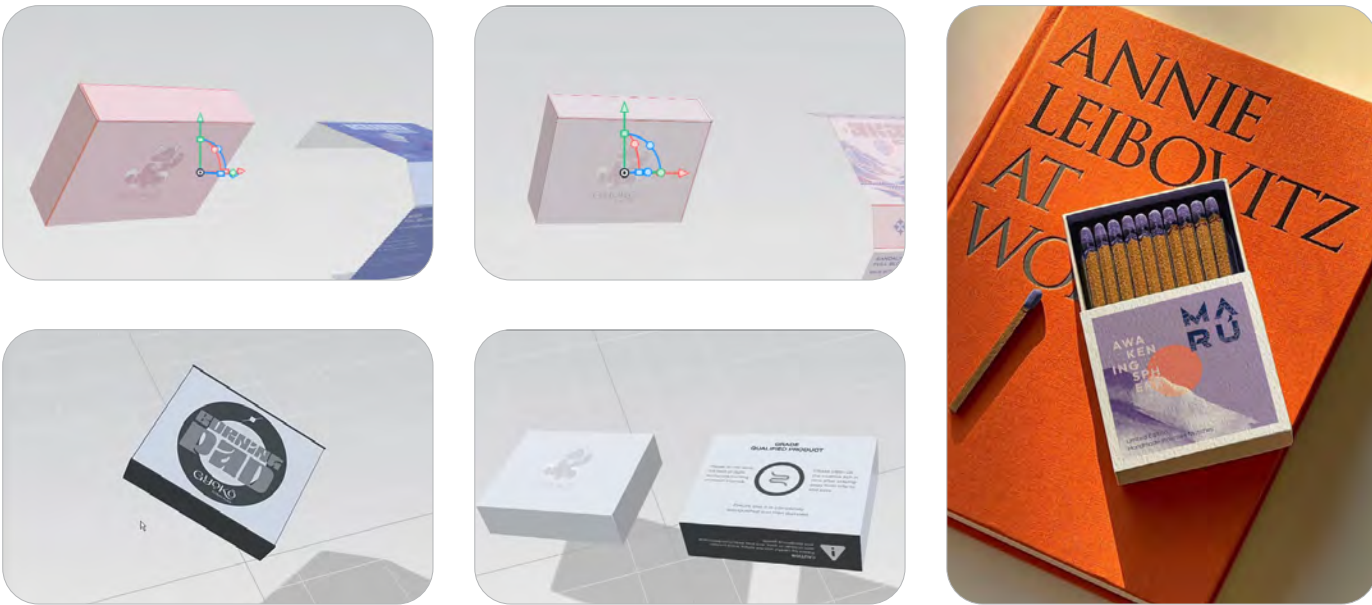


# AKARI Pure Moments

## Eco-Conscious Artworks

Introducing our exquisite Japanese incense, crafted to transport your soul with its enchanting aromas. This incense is not just a product; it's an experience. From the meticulously designed logo to the unique packaging, seals, and labels, every detail has been thoughtfully curated to create a truly immersive experience. Let the delicate fragrances of our Japanese incense elevate your space and soothe your spirit, all while indulging in the art of refined elegance and sensory delight.

<b>CLIENT</b>	<b>SOFTWARE</b>
Gyoko Elysian Place	Adobe Photoshop
	Adobe indesign
<b>PROJECT DATE</b>	Adobe After Effects
March 2024	Adobe dimension



# Dealmakers Washington's Best

## Celebrating the best of Real Estate

An exciting celebration of the real estate industry's finest at this vibrant event! Brookfield bringing together local dealmakers, including investors, lenders, and advisors, to toast to the highlights of raising capital and buying and selling companies. The evening will be filled with joy as we honor exceptional individuals and dealmakers who have made a remarkable impact on their organizations and the region. This is the stars who have truly shined in their field, a night of recognition, inspiration, and celebration!

<b>CLIENT</b>	<b>SOFTWARE</b>
Brookfield Properties	Adobe Photoshop
	Adobe indesign
	Adobe Illustrator
	Figma





# Dealmakers

## Washington's Best

### Celebrating the best of Real Estate

An exciting celebration of the real estate industry's finest at this vibrant event! Brookfield bringing together local dealmakers, including investors, lenders, and advisors, to toast to the highlights of raising capital and buying and selling companies.

The evening will be filled with joy as we honor exceptional individuals and dealmakers who have made a remarkable impact on their organizations and the region. This is the stars who have truly shined in their field, a night of recognition, inspiration, and celebration!

Card Dimensions  
297 x 210 mm

Paper Weight  
120 gram Metallic

Print Color Format  
CMYK



**Branded**  
Solo Stove given at Dealmakers



**CLIENT**  
Brookfield Properties

**PROJECT DATE**  
July 2023

**SOFTWARE**  
Adobe Indesign  
Adobe Illustrator  
Adobe After Effects  
Adobe Photoshop



# Printing Projects

## Connections with memorable prints

Step into the realm of unforgettable pieces and seamless advertising campaigns! Here, I bring every brand's personality to life with meticulously crafted and memorable prints. Dive into the latest collection of creative and impactful branding campaigns, where every printed piece weaves a consistent and compelling tale. From dazzling brochures to chic business cards, we ensure your brand leaves a lasting mark.





# Victor Building

## Visual Brochure

### Eco-Conscious Artworks

Brochures, the eternal darlings of marketing, have gracefully aged like fine wine in the digital era, still rocking as a go-to for business info.

The quirky and inspired brochure for the Flowrish Downtown campaign at Victor Building, paired with perfectly crafted content, was like the peanut butter to your brand’s jelly—simply essential!

CLIENT	SOFTWARE
Brookfield Properties	Adobe Photoshop
	Adobe Indesign
	Adobe Ilustrator



# Beer in the Garden

## Halley Rise Summer Event

Beer in the Garden is an exciting collaboration between Lost Rhino, Up Top Acres, and The Farm at Halley Rise. This unique event combines the charm of a farm setting with the enjoyment of craft beer, live music, and creative activities like bouquet-making.

Held as a ticketed event, Beer in the Garden offers attendees an immersive experience that celebrates local brews and community spirit.

CLIENT	SOFTWARE
Brookfield Properties	Adobe Photoshop
	Adobe Illustrator
	Adobe After Effects
	Adobe Premier
	Capcut

Interactive Deck



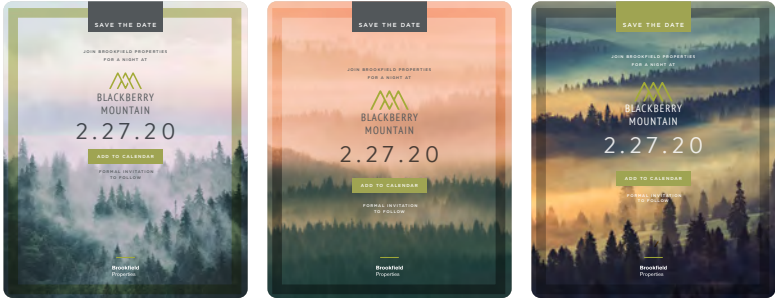


# Mountain Majesty Affair

## An exciting celebration

An exclusive event at Blackberry Mountain, a special evening for brokers in the DMV region. This event aims to bring together industry professionals in an elegant and relaxed setting to foster connections and collaborations. To invite participants to this evening, I created several graphic pieces, including digital and physical invitations, as well as printed materials designed specifically for the occasion.

CLIENT	SOFTWARE
Brookfield Properties	Adobe Photoshop Adobe Indesign



Making a lasting impression with some high-quality printed pieces, designed to elevate the brand and capture audience's attention.

# ORION 180 Insurance

## Brand Redesign and Web Platform

Orion180 redefines insurance by blending technology, compassion, and innovation. I undertook a complete overhaul of the company's visual identity, starting with a striking new logo that reflects modernity and trust. The redesign included a sleek and user-friendly website, tailored to enhance the digital experience for clients. We revamped all stationery and promotional materials to ensure consistency across all touchpoints.

CLIENT	SOFTWARE
Pink Collective	Adobe Photoshop Adobe Illustrator Adobe Idesign Figma







# Magic in Manhattan

## Magical Activity for a New York Realtor

An enchanted evening in the heart of New York City! Our “Magical Real Estate Experience” combines the excitement of house hunting with the charm and wonder of a mystical adventure.

As a Product Designer, I played a crucial role in envisioning and defining the essential features of our MIM.



**CLIENT**  
Brookfield Properties

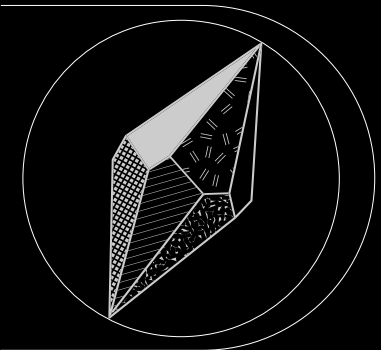
**SOFTWARE**  
Adobe Photoshop  
Adobe Illustrator  
Adobe Indesign



# Tour Floors and Window Graphics

Turn every step into  
a branding moment.

A world where branding meets excitement  
and advertising gets a fresh twist! Here, every  
brand's vibe comes alive through eye-catching  
tour floors and window graphics. Check out my  
latest creations that jazz up spaces with bold and  
brilliant designs, making sure every detail tells an  
engaging and unforgettable story.



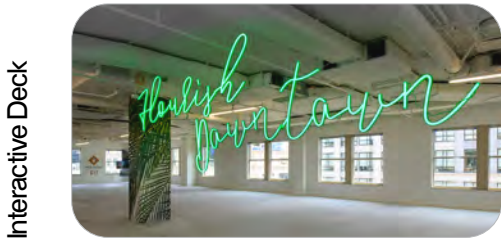


# Victor Building

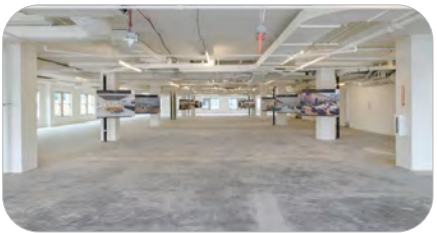
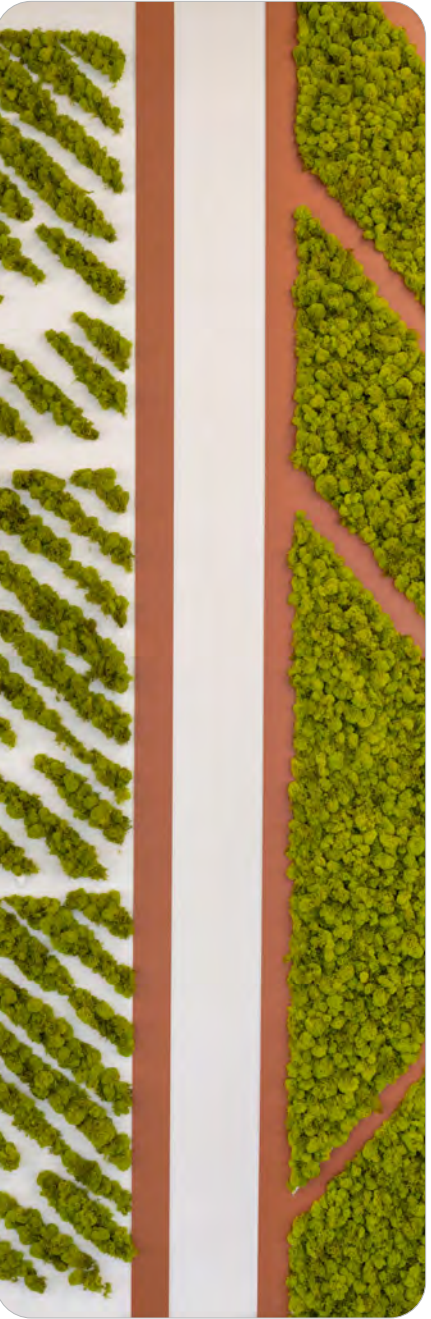
## Eco-Conscious Artworks

The 360-degree Flowrish Downtown campaign at Victor Building encompassed a tour floor design, digital campaign, and printed materials. The unique and inspired brochure, combined with meticulously crafted content, played a crucial role in the overall brand presentation.

The layout of this campaign had the potential to significantly impact the number of attendees entering the space, directing their movements, conveying specific messages, and influencing the duration of their stay in the booth.



Interactive Deck



**CLIENT**  
Brookfield Properties

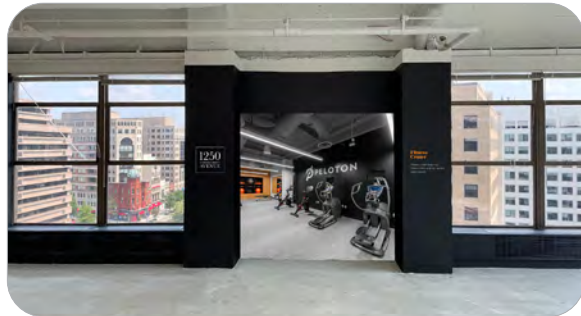
**SOFTWARE**  
Adobe Photoshop  
Adobe Illustrator  
Adobe After Effects  
Adobe Premier



# 1250 Connecticut

## Building and telling stories

For the 1250 Connecticut Ave floor, we ensured a beautiful, seamless, and successful experience. Regardless of the materials and budget, it was a visually powerful exhibition, all tailored to the goals and budget.



**CLIENT**  
Brookfield Properties

**SOFTWARE**  
Adobe Illustrator  
Adobe Indesign  
Adobe Premier  
Figma



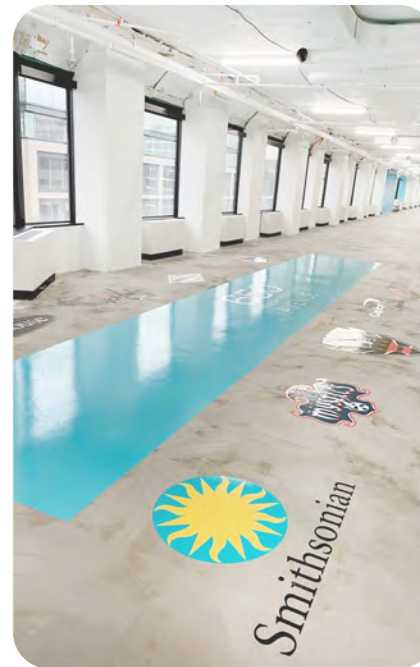
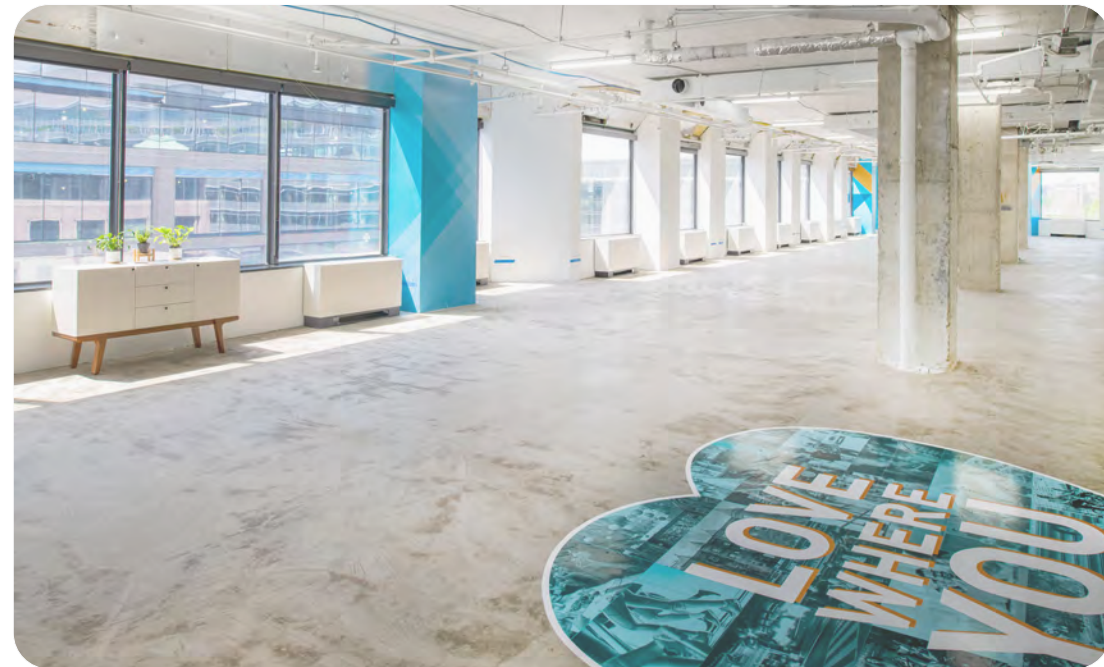


# 650 Mass Avenue NW

## Innovative exhibition floor

A display stand that brought the brand to life. It was a real success, or at least that's what all the people who visited us told us.

The amount of work we put into utilizing new materials and the total enthusiasm we had for this project has been simply phenomenal.

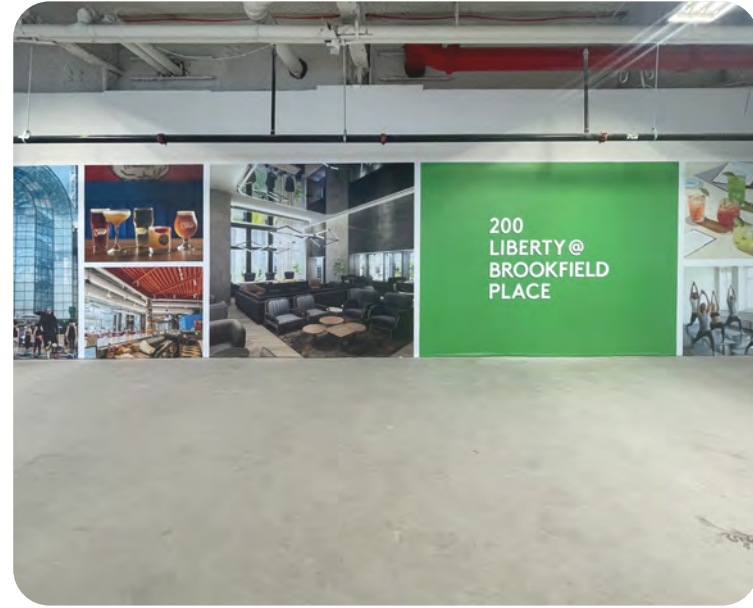


**CLIENT**  
650 Mass  
Brookfield Properties

**SOFTWARE**  
Adobe Photoshop  
Adobe Illustrator  
Adobe Dimension  
Adobe Indesign





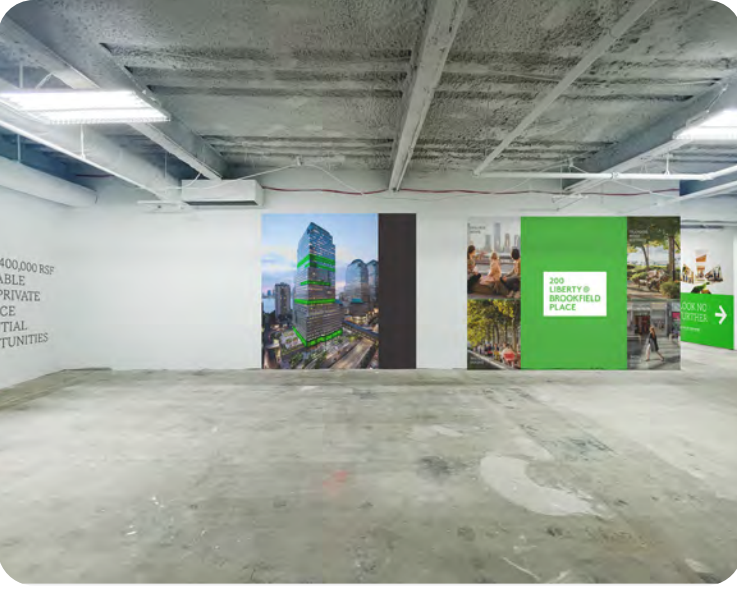
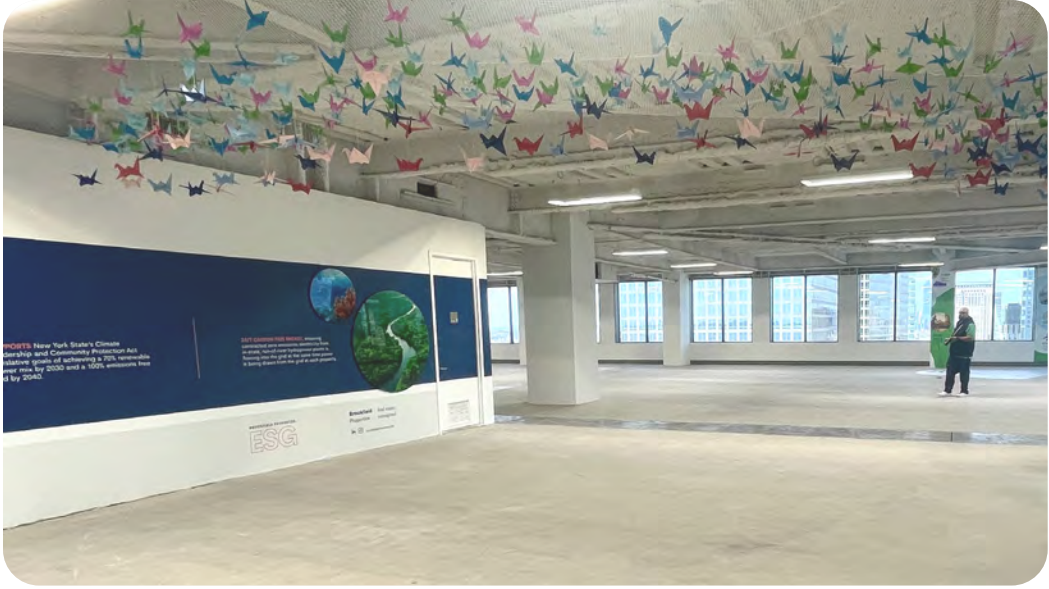
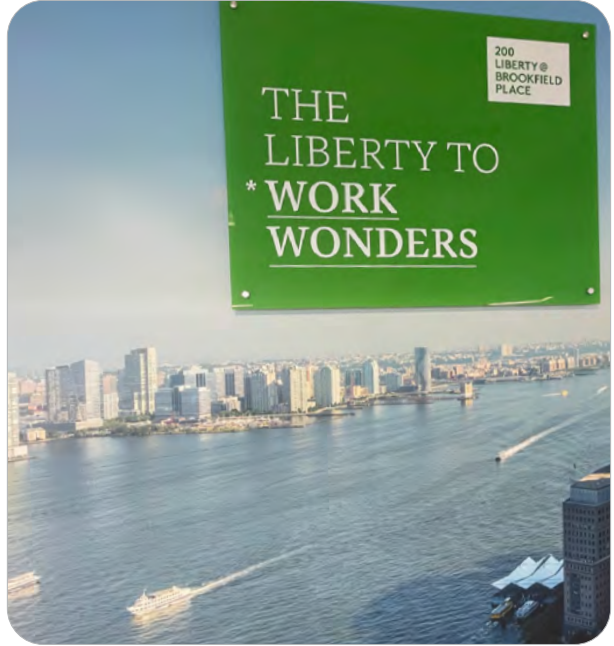


# 200 Liberty

## Downtown Manhattan

A collaboration in the eastern region of Brookfield turned this project into a unique opportunity at 200 Liberty Street, formerly known as One World Financial Center.

This building is one of four towers that comprise the Brookfield Place complex in the Financial District of Lower Manhattan in New York City.



**CLIENT**  
Brookfield Properties

**PROJECT DATE**  
January 2024

**SOFTWARE**  
Adobe Photoshop  
Adobe Illustrator  
Adobe After Effects  
Adobe Premier  
Capcut



# Victor Building

GlassGlam  
Artworks

The Victor Building is at the center of business and entertainment. The free-standing building with windows on every side allows for extraordinary views of the Washington Monument, Post Office Pavilion, and the National Portrait Gallery.

CLIENT

Brookfield Properties

SOFTWARE

Adobe Indesign  
Adobe Illustrator  
Adobe Photoshop



# Sustainability Graphics

Electric vehicle charging station & Bike room/rack

Graphics have been created for the parking areas in both the western and eastern regions (DMV). These graphics highlight the new facilities we have implemented to enhance sustainability and improve the experience for both tenants and the building overall. We have added electric vehicle chargers, bicycle areas with lockers, and vehicle cleaning zones. All of these improvements are part of our plan to make the parking experience more sustainable and convenient.

CLIENT

Brookfield Properties

SOFTWARE

Adobe Indesign  
Adobe Illustrator







# 655NY Avenue

## WindowWow Concept

655 New York Avenue is a swanky 762,000-square-foot office and retail masterpiece in the hip Mount Vernon Triangle neighborhood of Washington, D.C. Strategically placed graphics can mesmerize visitors, clients, and staff, boosting brand visibility and awareness like never before. Window graphics can be jazzed up with all sorts of designs, colors, and messages to suit the quirky needs of any business or individual.

**CLIENT**

Brookfield Properties

**SOFTWARE**

Adobe Photoshop  
Adobe Illustrator  
Adobe Indesign



# Silver Spring Metro Plaza

## CrystalCanvas Visuals

At Silver Spring Metro Plaza, we switched things up on how we communicate with tenants, aiming to educate them through quirky window graphics about little things like turning off lights or not smoking in the garage. We even added a bike room! We're trying to encourage them to hop on their bikes and ride the two miles instead of driving.

**CLIENT**

Brookfield Properties

**SOFTWARE**

Adobe Indesign  
Adobe Illustrator

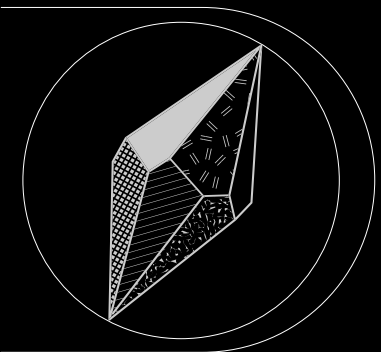




# Digital Campaigns

Transform vision  
into digital success!

Dynamic digital campaigns designed to captivate and engage. Explore a variety of campaigns where creativity meets strategy, each crafted to elevate brand and drive results. From eye-catching social media ads to immersive email campaigns, discover how these designs turn ideas into impactful digital experiences.

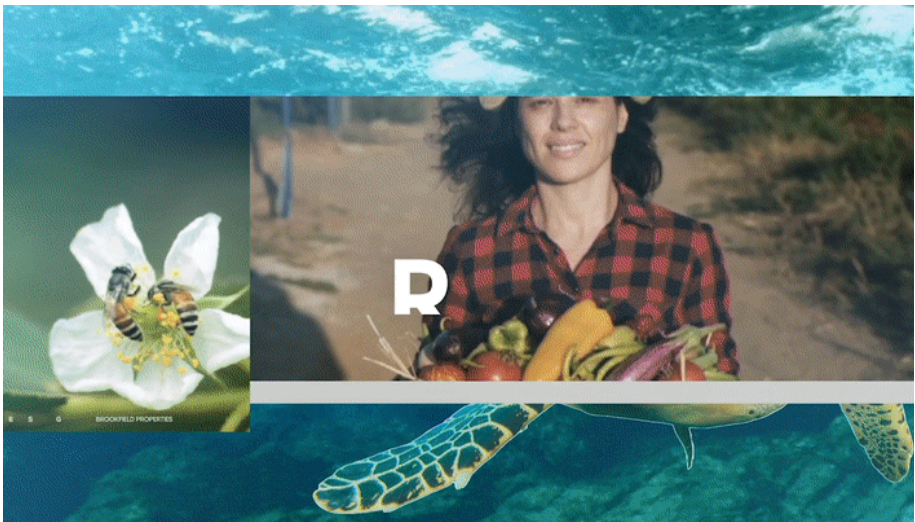
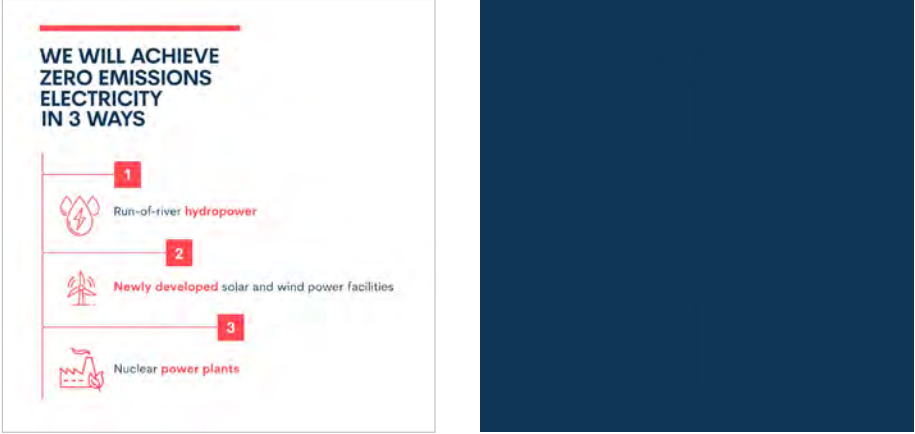


# ESG 2024 launch campaign

## Digital assets to support global campaign

Creating a global campaign with various immersive pieces, including a series of animated eblasts, promotional videos, and augmented reality (AR) cards, can offer a unique and engaging experience for users. By using video, we can showcase the product or campaign in action, highlight key features, and convey the brand’s messaging in a visually compelling way. The inclusion of AR cards adds an interactive element, making the campaign even more immersive and memorable for the audience.

CLIENT	SOFTWARE
Brookfield Properties	Adobe Photoshop
	Adobe After Effects
	Adobe Premier
	Adobe Dimension



# Axiis App by Activated

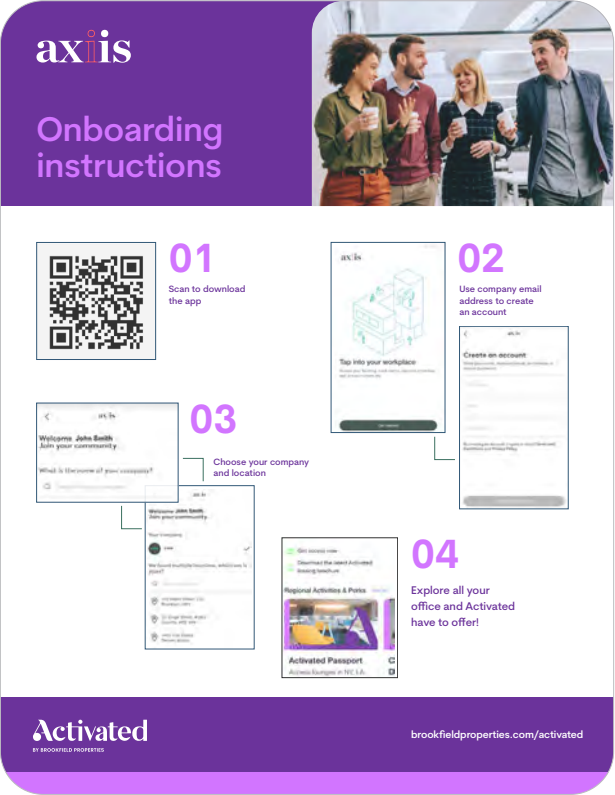
## Onboarding Instructions

A dynamic campaign created for Activated by Brookfield Properties to deliver a robust program of events and activities designed to bring people together and help them thrive.

Two educational videos have been designed to show people how to install and get to know the platform. Along with these pieces, digital supports (e-blasts) have been created to direct people to the videos.

CLIENT	SOFTWARE
Activated/Brookfield	Adobe Photoshop
	Adobe After Effects
	Adobe Premier

**PROJECT DATE**  
July 2024



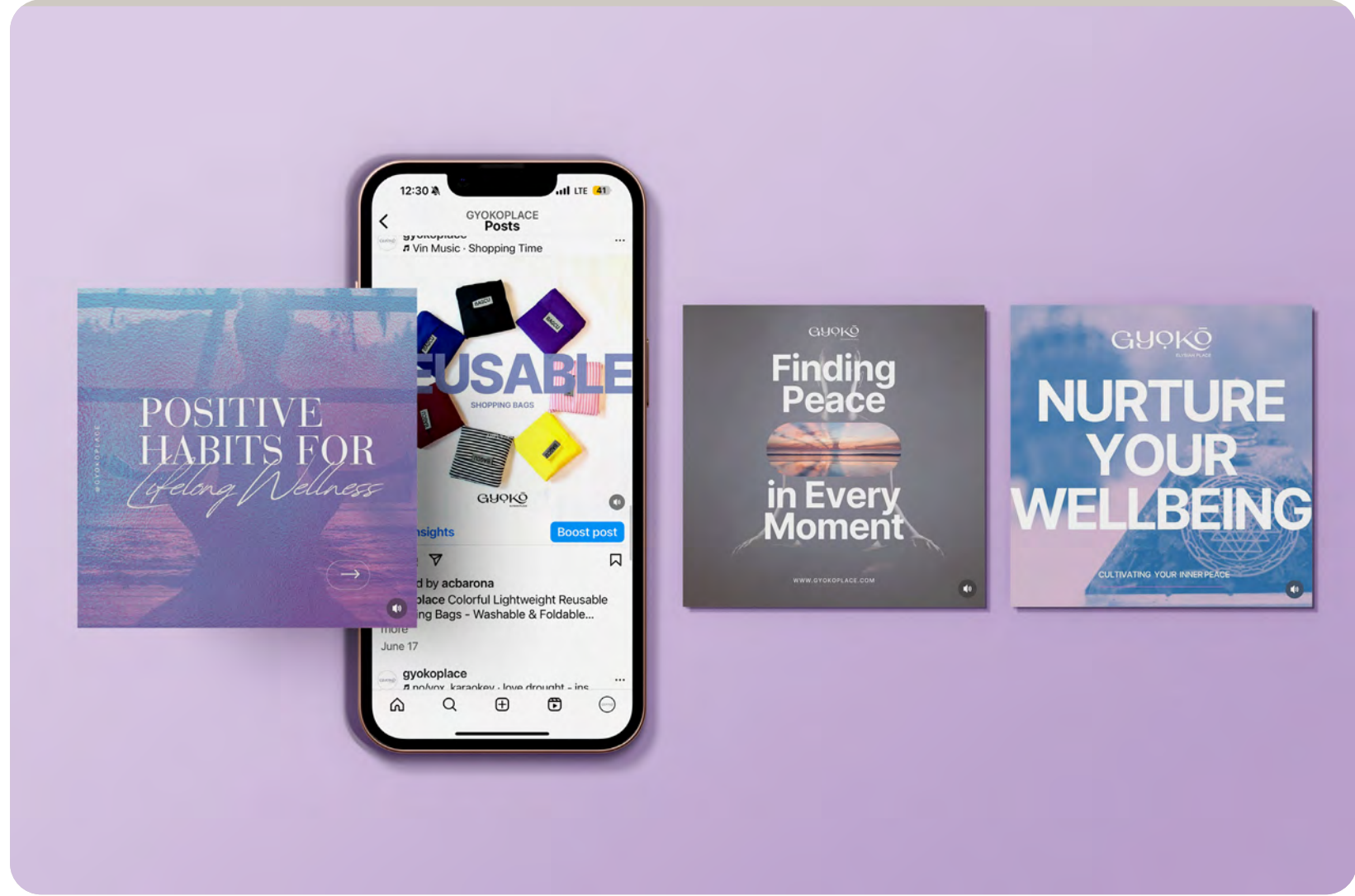


# Gyoko Holistic Place

Digital assets to support global campaign

Gyokō is a brand of incense and mystical products that invites to explore the deepest corners of the soul as we navigate valiantly through life.

For this brand, the pieces for the launch campaign have been created, as well as the logo and some of the product lines.



CLIENT	SOFTWARE
Brookfield Properties	Adobe Photoshop
	Adobe Indesign
	Capcut

# York County Community College

CrystalCanvas Visuals

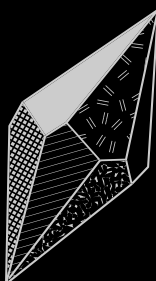
York County Community College (YCCC), they are dedicated to helping individuals take charge of their future. Their mission is to provide an empowering educational experience that prepares you for success.

For this campaign, we created engaging social media content, an informative landing page, and comprehensive materials to promote the message.



CLIENT	SOFTWARE
Brookfield Properties	Adobe Photoshop
	Adobe Illustrator
	Adobe After Effects
	Adobe Premier
	Capcut

PROJECT DATE
November 2023-2024



# Let's talk!

## Contact

---

**me@hamletcabrera.com**

### MARYLAND

Crofton, MD  
21114

### LET'S CONNECT!

T. 703.887.8828  
me@hamletcabrera.com

### FOLLOW

www.hamletcabrera.com  
@hacr-us

BRAND/ REFRESH

VISUAL IDENTITY

CREATIVE

EDITORIAL

PHOTOGRAPHY

ART DIRECTION

ANIMATED GIFS