

**Sr.Я**

-  
common  
sense  
design

LOOKING FOR  
YOU'VE BEEN  
THE SIGN  
THAT



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**Hello!** I am **Sergi Rucabado Rebés. Nice to meet you.**

As a wit, common sense, and experimented designer, I help companies with design & brand services to implement their business strategies.

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**You.** However, this portfolio it's not about me, but you. Hiring me by project, hourly, fee, etc. means one less thing you need to personally get done or worry about.

"Good design drives good business" | T. Watson IBM

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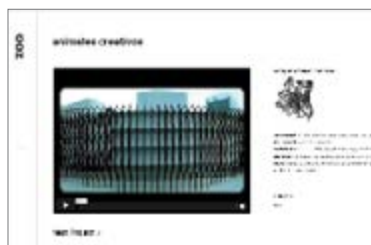
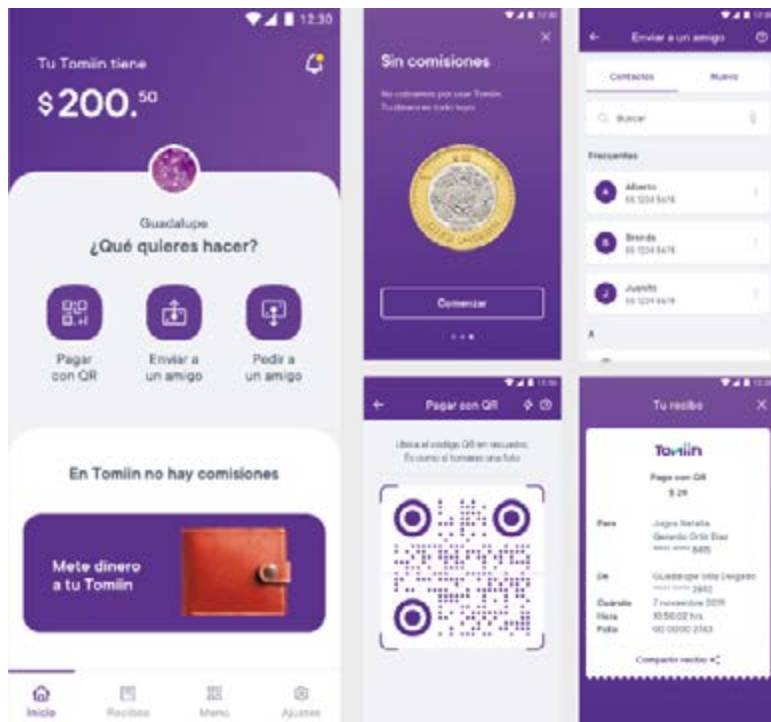
**what**

digital UX UI  
branding  
advertising  
editorial

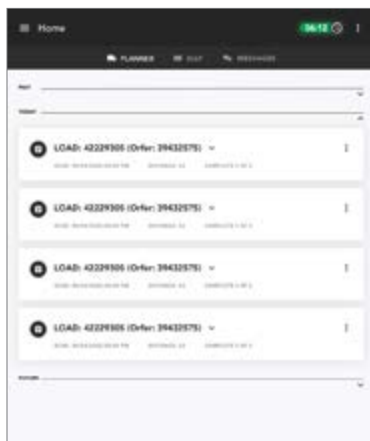
**how**

quality  
results  
client experience  
kindness

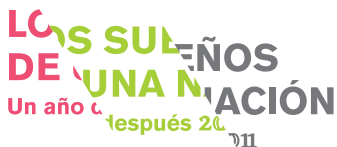
# - digital UX UI



# - digital UX UI



-  
branding



SKATT

artelier



Alicia



## - branding

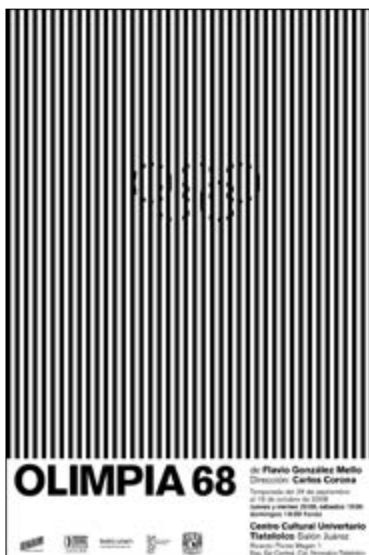
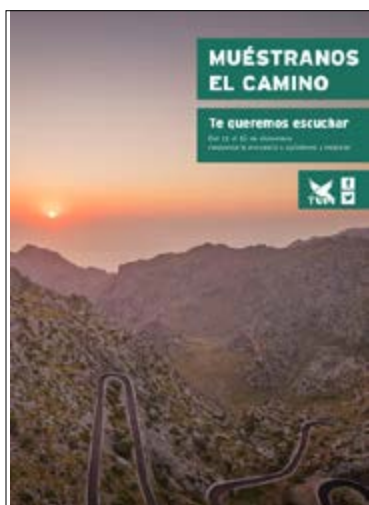


## editorial





## - advertising





-  
illustration



Alazraki (Advertising) | Alebrijes Oaxaca FC (Soccer Club)  
| Alicia Comunicación (Media) | Altraforma (Advertising) |  
Antics Alumnes ESADE (Education) | Banamex (Financial)  
| Bassat & Ovilvy (Advertising) | Bepensa (Logistics) | Bran-  
ding Industrial (Communication) | Bienal de cartel de México  
(Festival) | Bienal de cartel de Bolivia (Festival) | Brita (Mass  
consumers) | BSI Consulting (Financial) | Caixa Catalunya  
(Financial) | Catalana Occidente (Financial) | Centro Cultu-  
ral de España en México (Culture) | Centro Tlatelolco (Cul-  
ture) | Chedraui (Supermarket) | Chipi Chape (Conference)  
| City Express (Hotels) | Cocina Mestiza (Food) | Farggi  
(Food) | Ediciones B (Publishing) | Ediciones Castillo (Pu-  
blishing) | Editorial Océano (Publishing) | Fundación Jumex  
(Culture) | GE (Home Appliances) | Generalitat de Catalunya  
(Public Sector, Tourism) | Gorila Project (Design) | Grupo  
Planeta (Publishing) | Grupo Proyecta (Real State) | Gru-  
po Santader (Financial) | Grupo Zoo (Advertising) | H2O  
Comunicació (Design) | Hemoeco (Construction) | Hoteles  
Hesperia (Tourism) | Intertek (Certifications) | Infonomia  
(Innovation services) | La Vanguardia (Media) | LG (Home  
Appliances) | McGraw-Hill Education (Publishing) | Museo  
Nacional de México, MUNAL (Culture) | Museo Tamayo  
(Culture) | Músicos del Titanic (Design) | OMR (Art Galery)  
| Oxinity (Education) | Pango USA (Mobile) | Penguin Ran-  
dom House (Publishing) | Proou (Sport) | Restaurante Wa  
(Food) | Samsung (Technologics) | Sandoz Novartis (Pharma)  
| Selector (Publishing) | Skatt (Law) | Signi (Design) | SGS  
(Certifications) | Supermercados Intermarché (Distribution)  
| Taller de Comunicación Gráfica (Design) | Teatro Universi-  
dad Nacional Autónoma de México, UNAM (Theater) | The  
Partner (Advertising) | Trai (Architecture) | TUM (Logistics)  
| UBSA (Construction) | Universidad Anáhuac Escuela de  
Diseño (Education) | ...

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The graphic art of Sergi Rucabado is like a direct silver bullet to the hypothalamus. Save bony prejudices, banal conventions and fat dispensable to reach the meaning, which is the most difficult. The nudity of synthesis. Tell me what you show and I will tell you who you are. Because things end up being what they seem.

**JAVIER NIETO** | *Founder at Santa & Cole (designer & editor)*

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Sergi is above all an intelligent designer, has a capacity for analysis and synthesis like few others. His visual poetry games recover the Catalan tradition by Joan Brossa and leads them subtle but forceful to the language of the brand, the poster and the editorial design.

**RENATO ARANDA** | *Children books director at Santillana*

–

Sergi is outstanding linking text and visual languages. His outcome is always direct and clear, with a touch of good mood.

**LUIS MARTÍNEZ** | *Marketing Entrepreneur at m+f!*



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**Future.** Thank you!  
I appreciate you giving  
me some time to look  
at my experience and past.

Now, let's talk about how  
can I add value to your project?


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**contact**

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[linkedin](#)



**Sr.Я**

YOU'RE NOT LOST  
YOU'RE HERE

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