



-
common
sense
design





-

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.

-

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

-

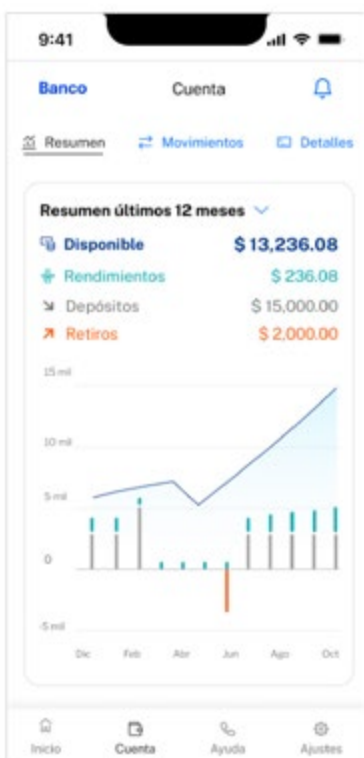
what

digital UX UI
branding
advertising
editorial

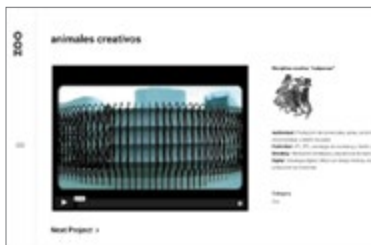
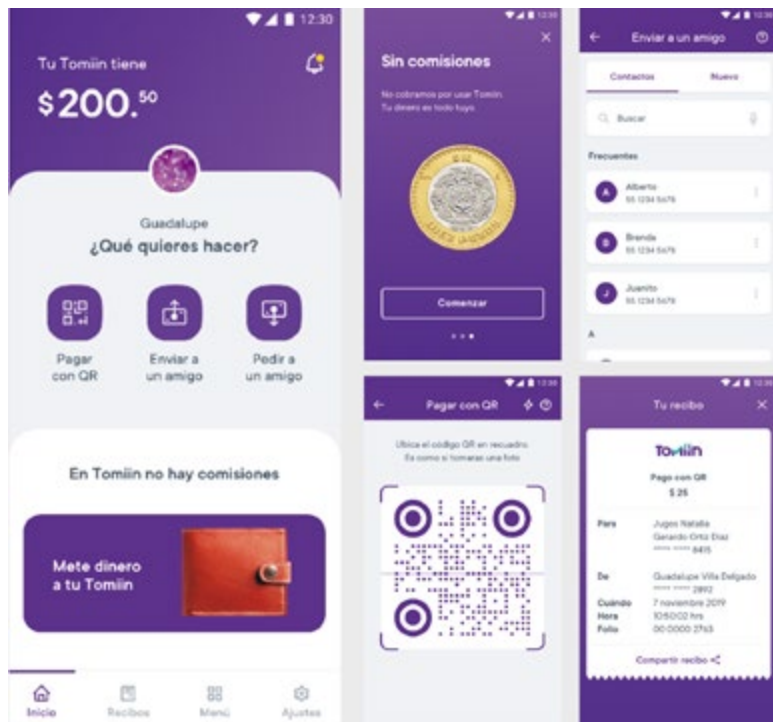
how

design thinking
client experience
quality → results
kindness

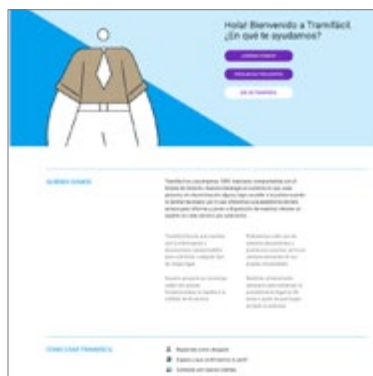
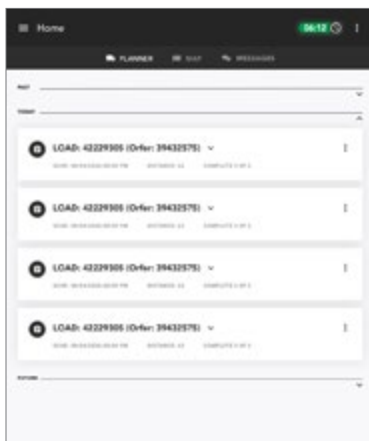
digital product design I



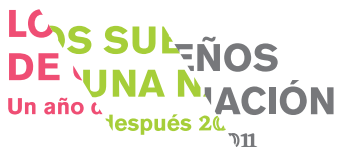
digital product design II



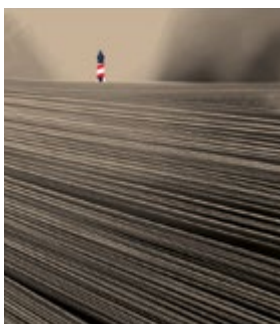
digital product design III



-
branding I



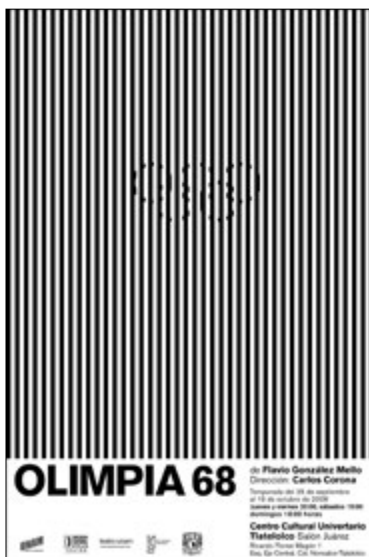
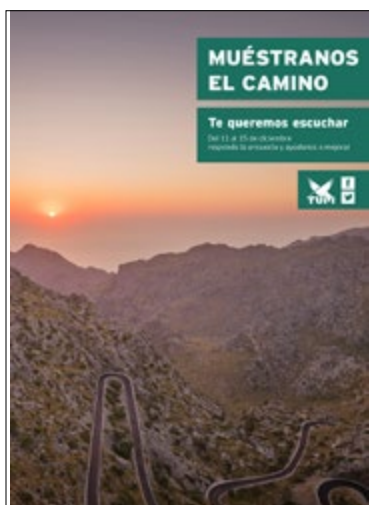
- branding II



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) | ...

–

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)*

–

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!*



-

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?

-

contact

sergi@rucabado.com

+52 55 4836 3577

+34 61 400 40 34

[linkedin](#)

Sr.Я

YOU'RE NOT LOST
YOU'RE HERE

-
[sergi@
rucabado
.com](mailto:sergi@rucabado.com)

-
[rucabado
.com](http://rucabado.com)