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# Portfolio

DIGITAL ANNEX

BEATTUB  
*Graphic Design Studio*



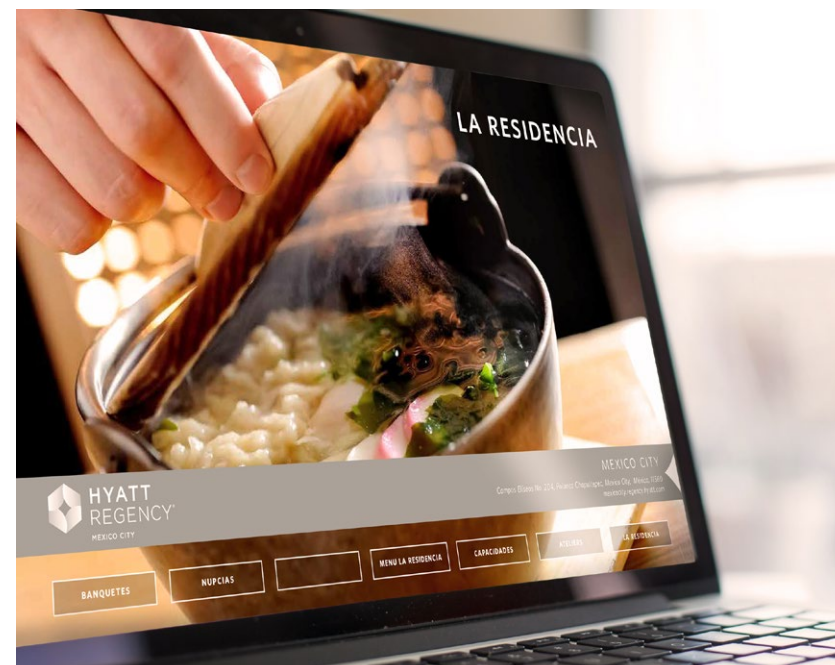
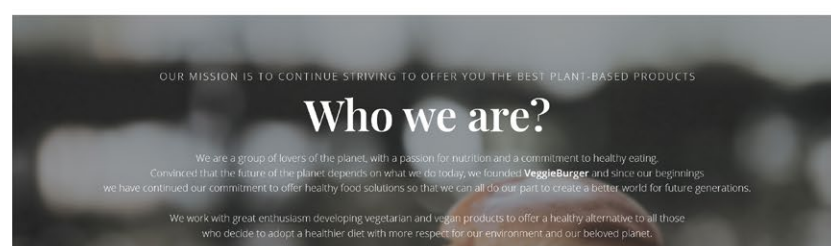
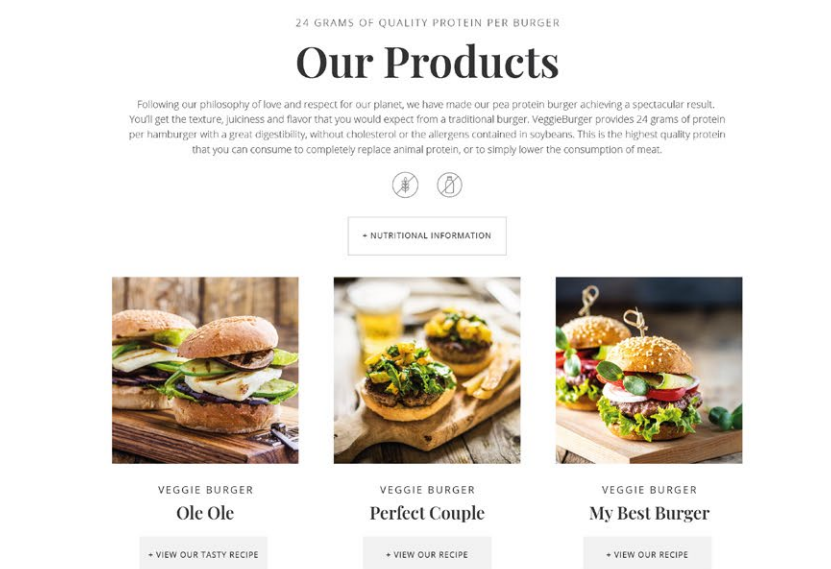
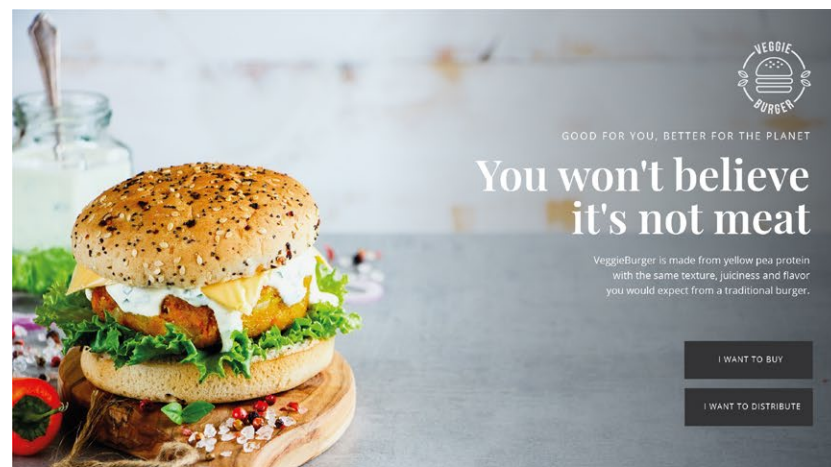
— ARGENTINA



# What is “Good” Design?

- Good design is innovative.
- Good design makes a product useful.
- Good design is aesthetic.
- Good design makes a product understandable.
- Good design is unobtrusive.
- Good design is honest.
- Good design is long-lasting.
- Good design is thorough down to the last detail.
- Good design is environmentally-friendly.
- Good design is as little design as possible.

DIETER RAMS / 1976







# What can we do for you as graphic designers?

As experienced senior designers we develop strategic graphic design solutions, working remotely with brand identity, advertising, digital marketing tools, website and social media in Beattub® —our graphic design studio— in a regular and consistent way since 2005. Tailor-made execution, attention to detail and passion for great design, are values that identify our work.

*We'd love to assist you.*





01.

## To collaborate to automate your business

**INDUSTRY** HOSPITALITY

**CLIENT** HYATT PLACE + HYATT HOUSE

**GEOGRAPHIC COVERAGE** LATIN AMERICA

**YEAR** 2017 - 2022

**TARGET** HOTELS' MARKETING DEPT.

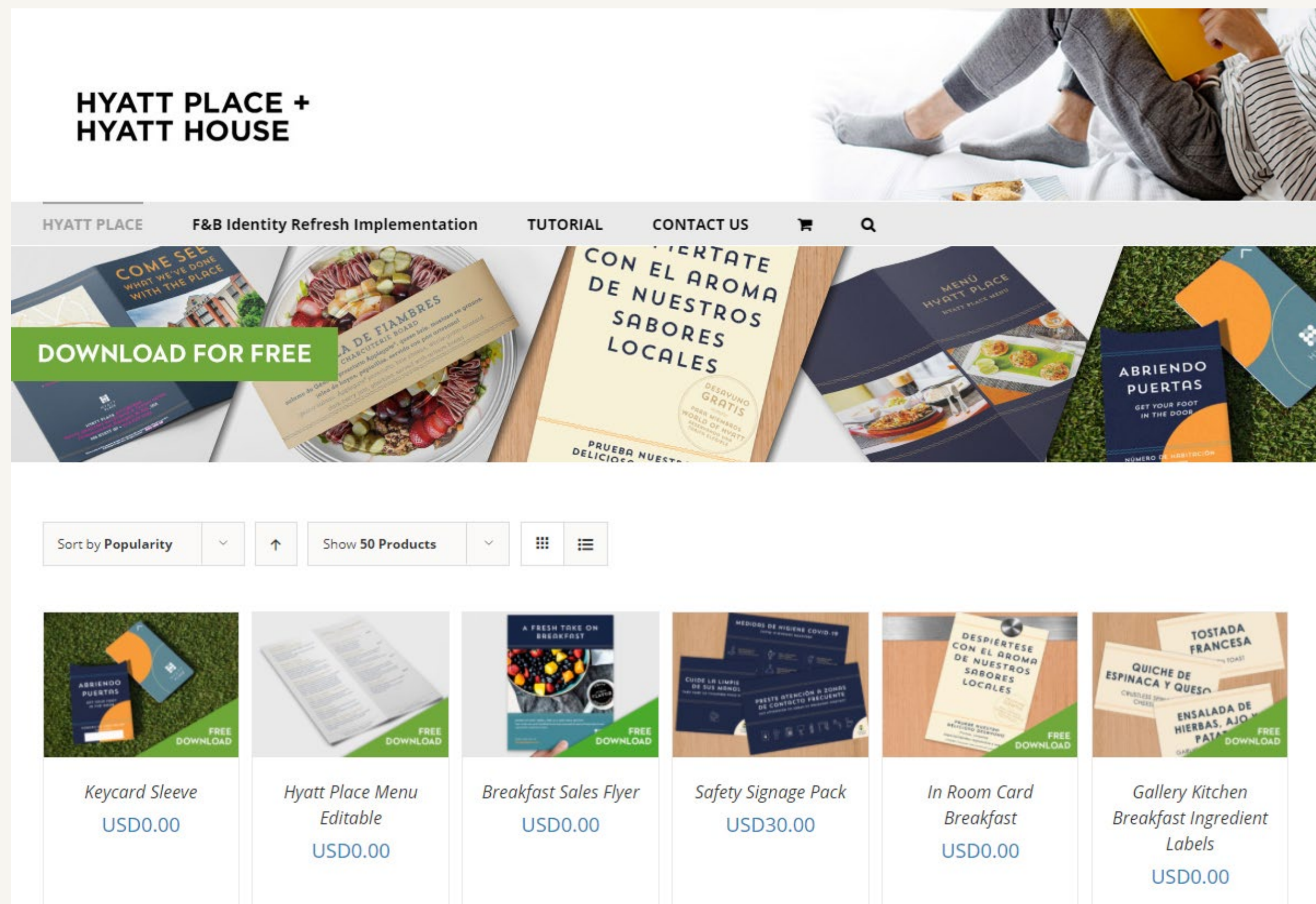
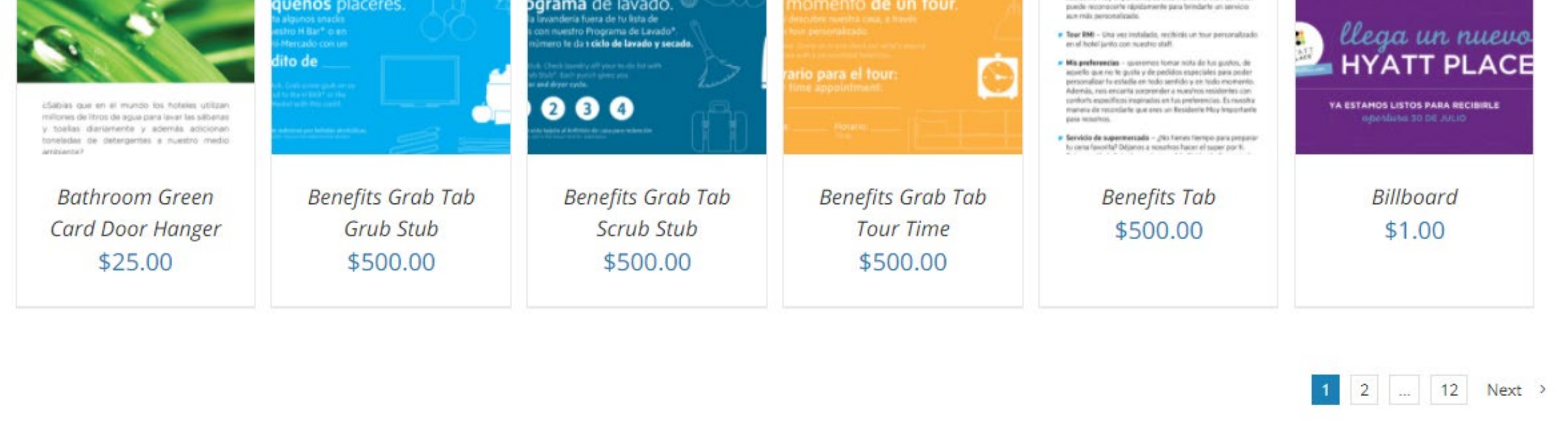
**CHALLENGE** Support hotel's marketing & communication through a platform with standardized visual materials, best practices and graphic templates.

**TEAM** As graphic designers we worked in collaboration with Hyatt Field Marketing for Latin America & Caribbean + regional hotels.

**DESIGN PROCESS** Research / Regional adaptation / Brand Guidelines development / Update and systematization at each hotel / Iteration

**TOOLS** Wordpress / Adobe Suite

*hyola.net/select/*



*Beattub was my boutique agency, providing a superb **customized service** and always keeping in mind clients' needs. They not only fulfilled and carried out our regional Brand & Marketing strategy in LATAM, but were also attentive to suggest campaigns and other ideas to **improve and simplify our processes**. It was a pleasure to work with them.*

**MARIANELA PASCUADIBISCEGLIE**  
SENIOR FIELD MARKETING MANAGER  
HYATT HOTELS CORPORATION





02.

## Building Brand Identity

**INDUSTRY** HOSPITALITY

**CLIENT** ELOHI CAMPS COLLECTION

**GEOGRAPHIC COVERAGE** USA

**YEAR** 2020

**TARGET** ECO-LUXURY TOURISTS

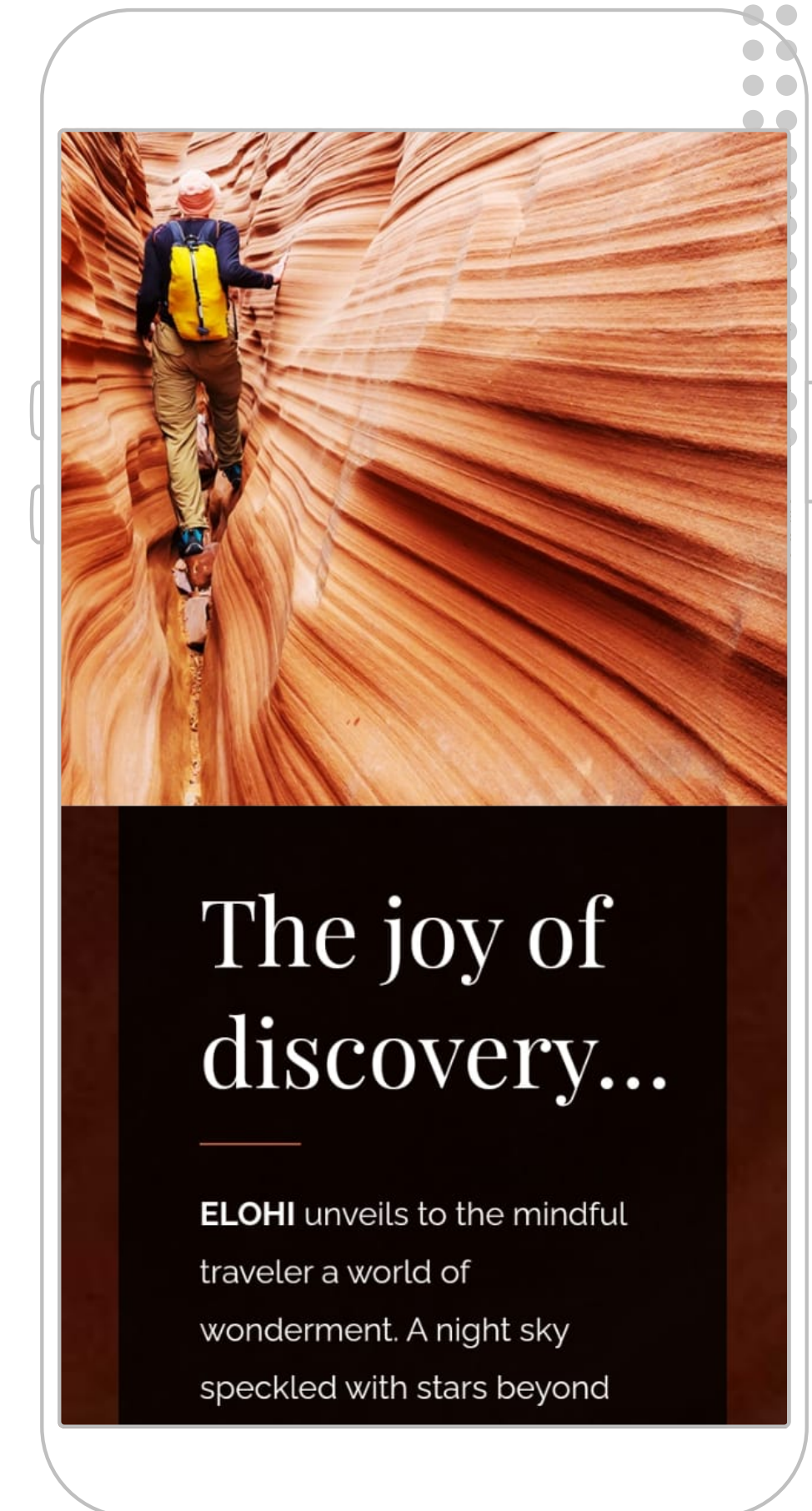
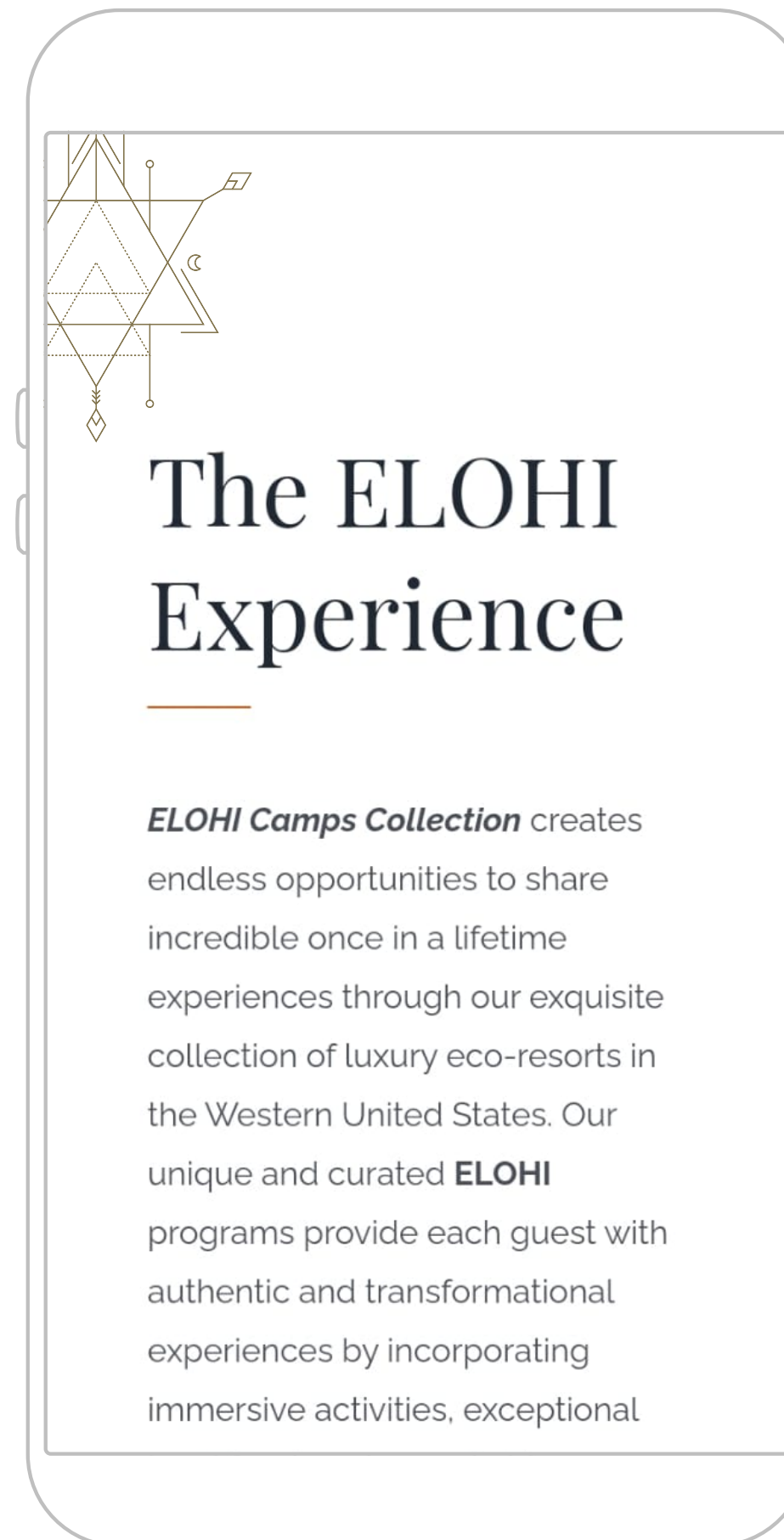
**CHALLENGE** In a world impacted by isolation and the effects of a pandemic, building a brand concept rooted on sacred geometry and cherokee culture, providing rich and transformative experiences, along with the commitment to the environment and the community.

**TEAM** As graphic designers we worked in collaboration with a marketing director, a developer and a photographer.

**DESIGN PROCESS** Brand Essence / Brand Messaging / Brand Identity / Content Development

**TOOLS** Adobe Suite / Wordpress (*landing page*)

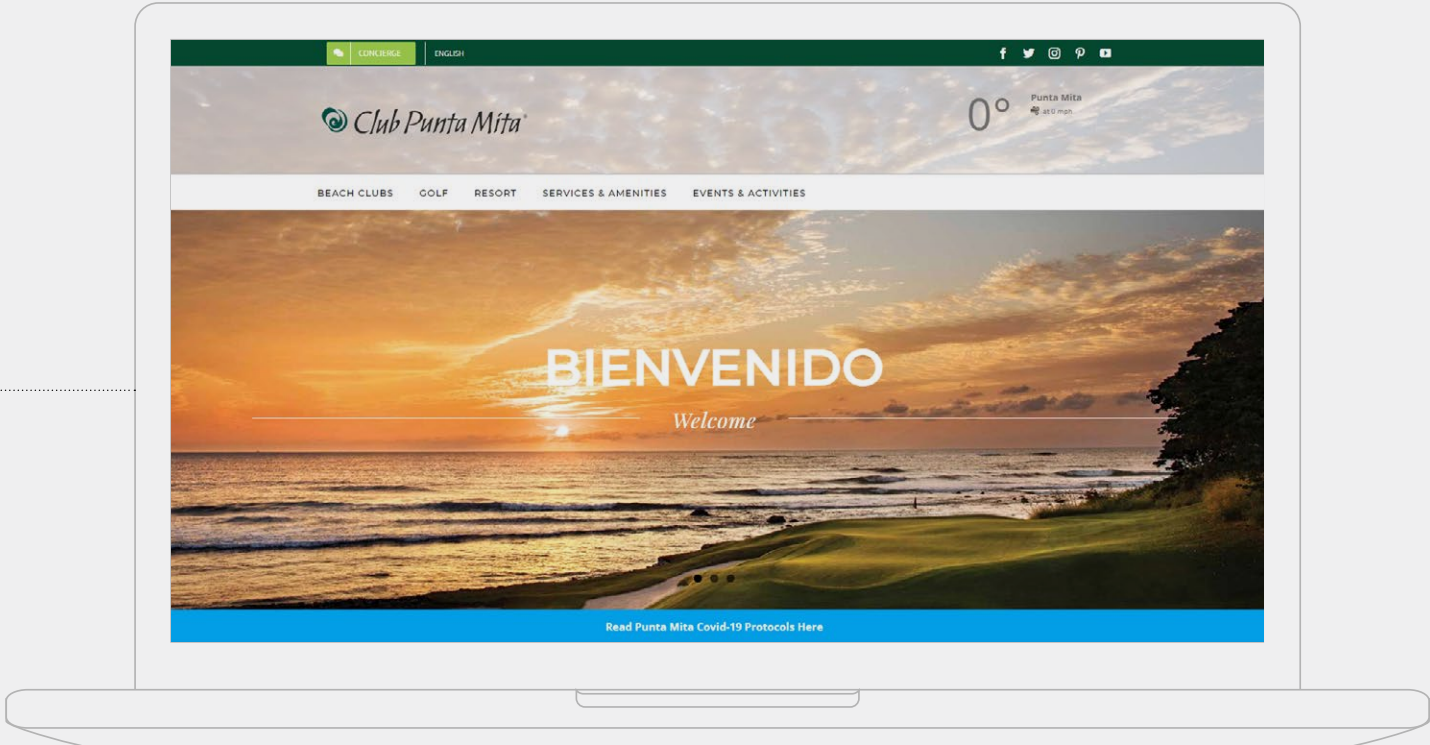
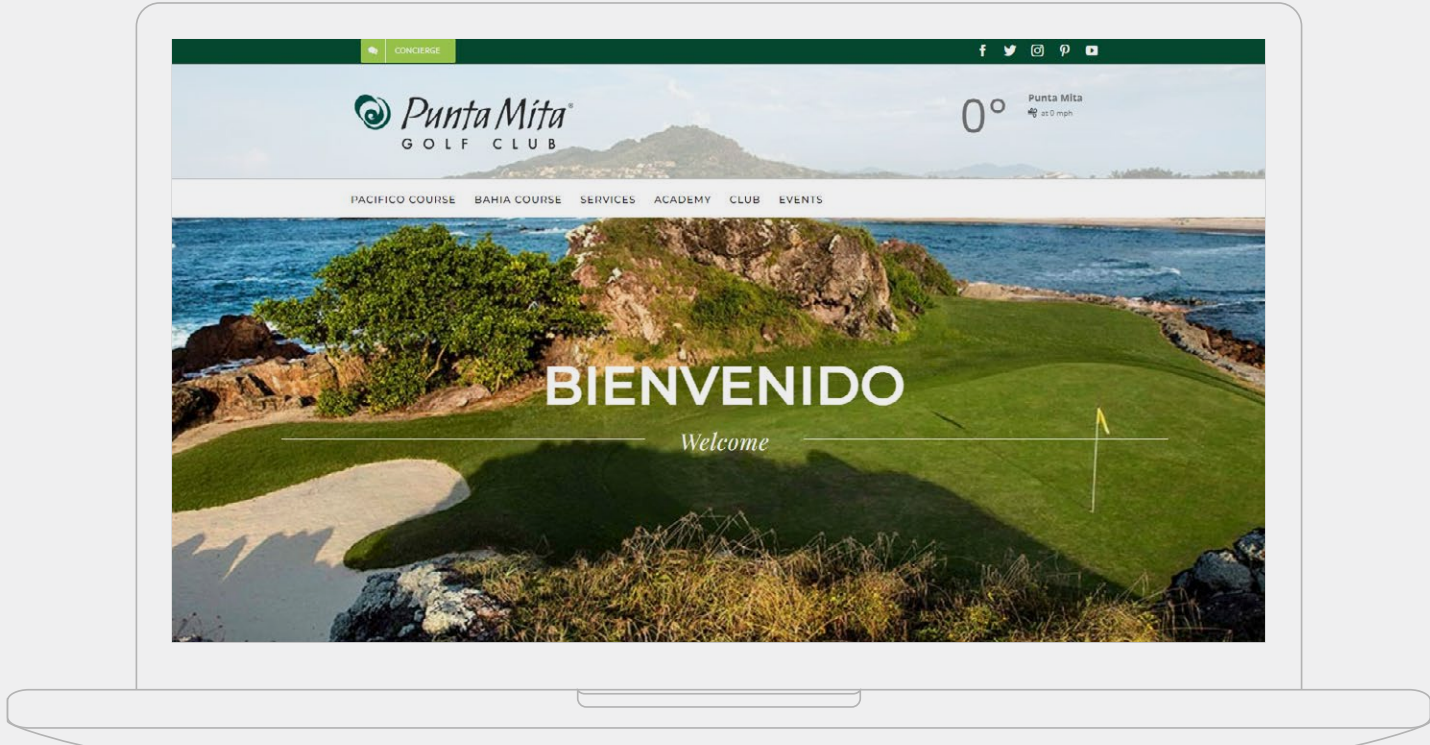
*elohicamps.com*





03.

Solving communication problems properly and on time



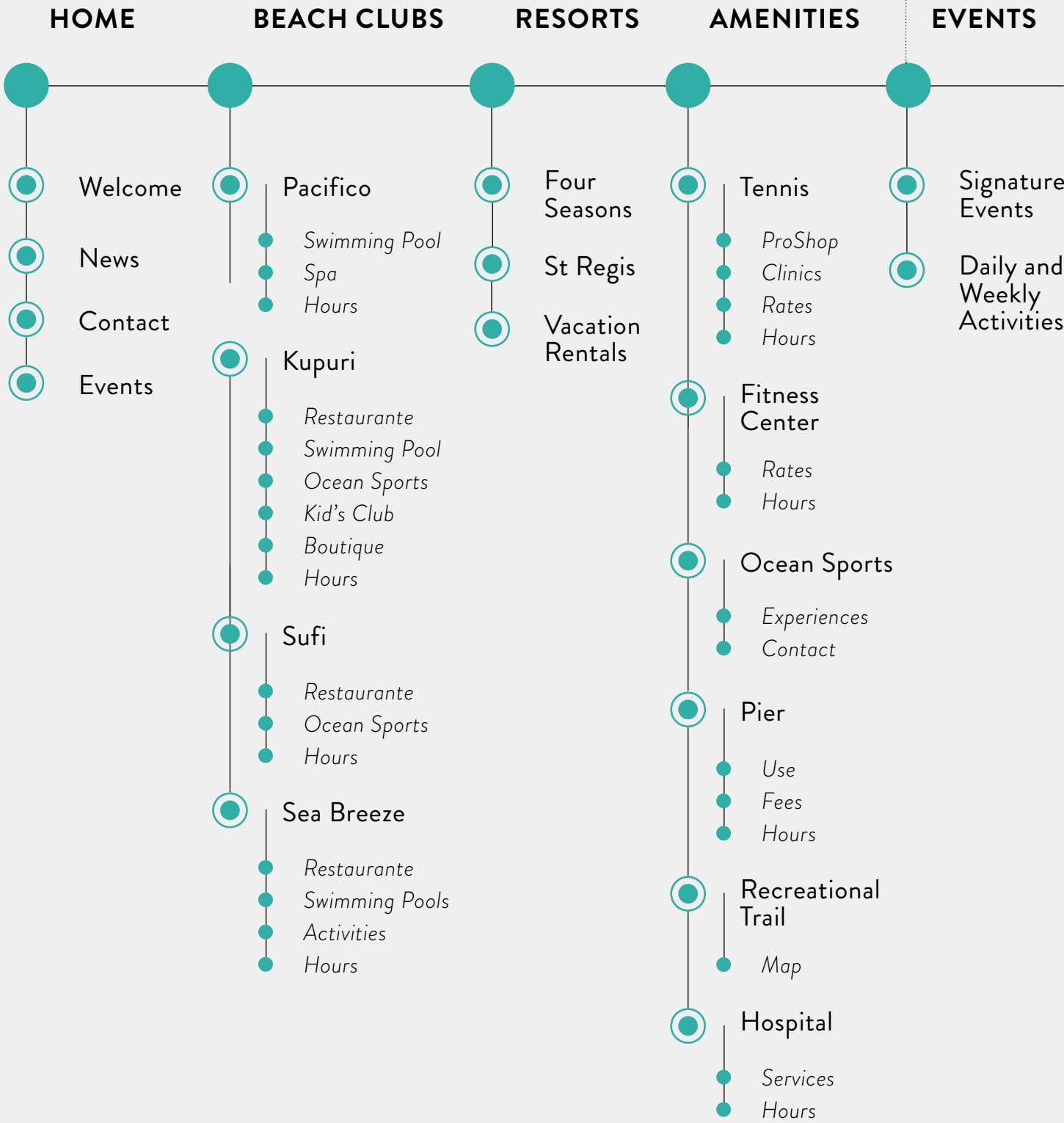
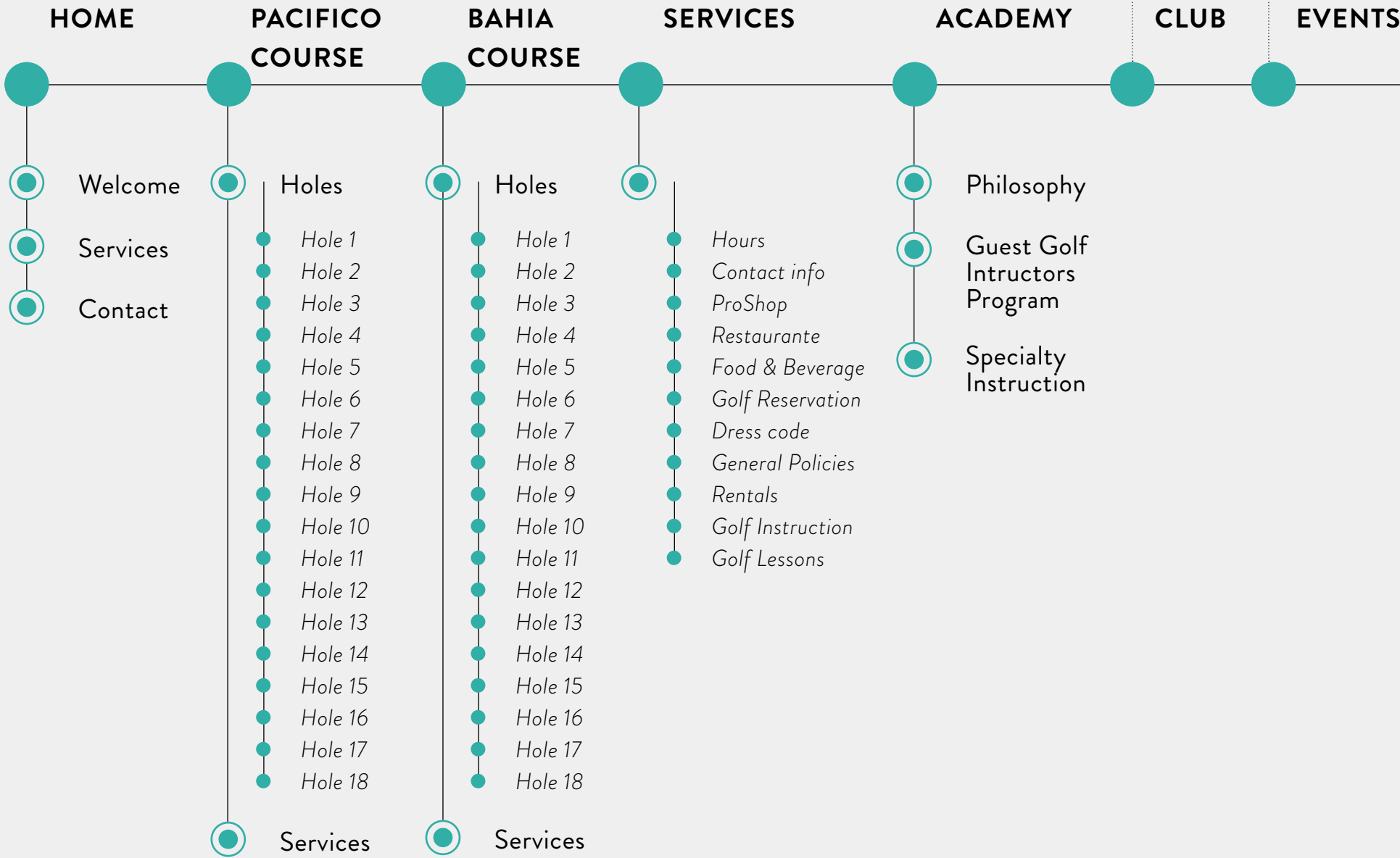
**INDUSTRY** HOSPITALITY  
**CLIENT** PUNTA MITA™  
**GEOGRAPHIC COVERAGE** MEXICO  
**YEAR** 2020  
**TARGET** ECO-LUXURY TOURISTS

**CHALLENGE** To make information useful and understandable for owners and visitors at Punta Mita.

**TEAM** Graphic Designer + Content Creator  
+ Developer

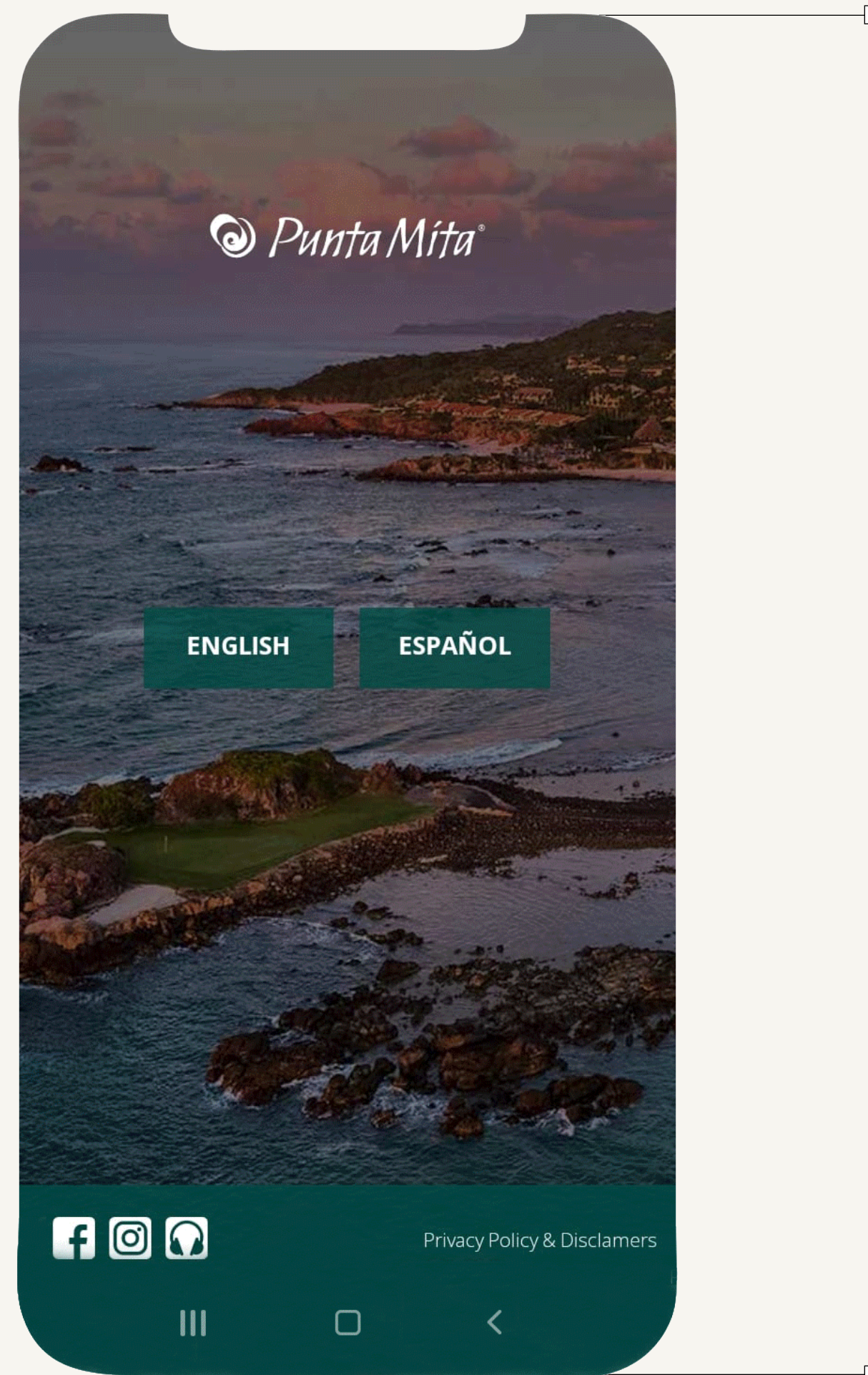
**TOOLS** Wordpress (Avada multisite) + Adobe Suite

*golfpuntamita.com*  
*clubpuntamita.com*





04.



## Go digital in a COVID world\*

**INDUSTRY** HOSPITALITY

**CLIENT** PUNTA MITA™

**GEOGRAPHIC COVERAGE** MEXICO

**YEAR** 2020

**TARGET** ECO-LUXURY TOURISTS

**CHALLENGE** To go digital easily and quickly with all printed materials to new habits and procedures due the pandemic.

**TEAM** Graphic designer + Content Creator  
+ Webapp Developer

**DESIGN PROCESS** Brief and research / Strategy /  
Visual concept development / Implementation / Iteration

**TOOLS** Wordpress + Adobe Suite



\* Access only via smartphones

*I have worked for years with Beattub: in Grand Hyatt São Paulo, St Regis Punta Mita Resort, Mayakoba and Punta Mita. It has always been an excellent, committed and creative relationship. I recommend Beattub as a strategic partner for your corporate identity, communications, graphic design and more.*

**CARL EMBERSON**  
DIRECTOR OF MARKETING AND OPERATIONS  
PUNTA MITA





05.

## Showcase product for an already- established company

**INDUSTRY** ARCHITECTURE AND DESIGN

**CLIENT** QUIETEARTHMOSS.COM

**GEOGRAPHIC COVERAGE** NORTH AMERICA

**YEAR** 2021

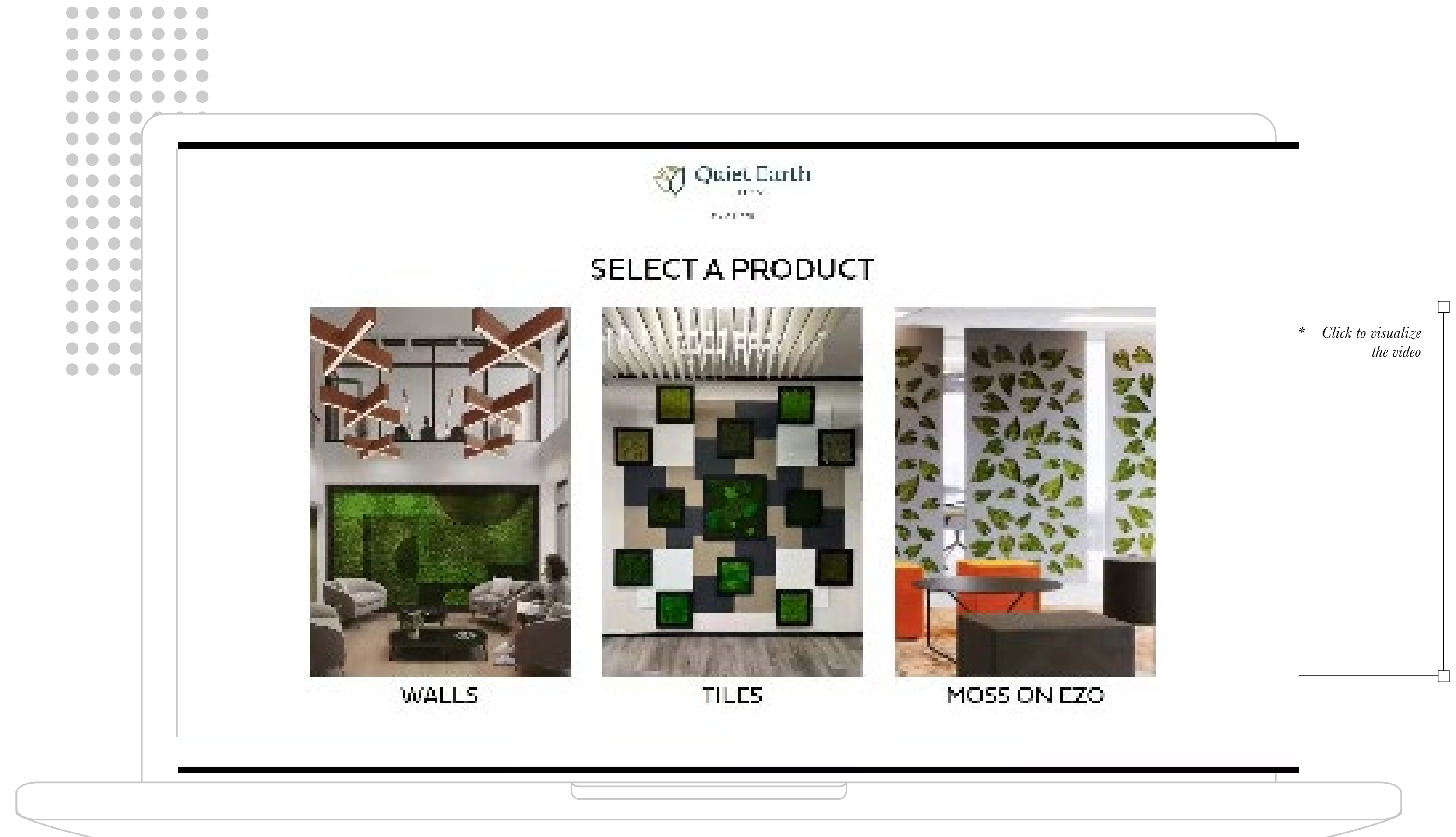
**TARGET** ARCHITECTS AND INTERIOR  
DESIGNERS

**CHALLENGE** Develop a design tool to explore a wide range of possibilities of the product through the combination of textures, colors and shapes; allowing anyone without any previous design software knowledge to be able to visualize in a simple interface all product possibilities.

**TEAM** Graphic designer + Content Creator  
+ Developer

**TOOLS** Wordpress backend for content updates +  
Java script

*[configurator.quietearthmoss-dev.com/configurator/](http://configurator.quietearthmoss-dev.com/configurator/)*





# 06.

## Provide visual understanding through blueprints

INDUSTRY MORTGAGE

CLIENT TRATCHMAN

(in collaboration with Bob's Agency)

GEOGRAPHIC COVERAGE USA

YEAR 2022

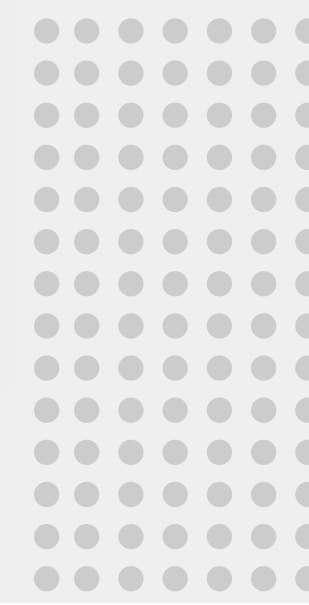
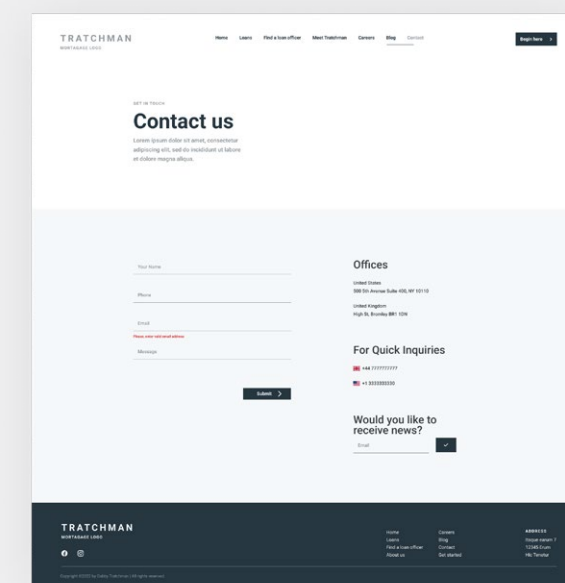
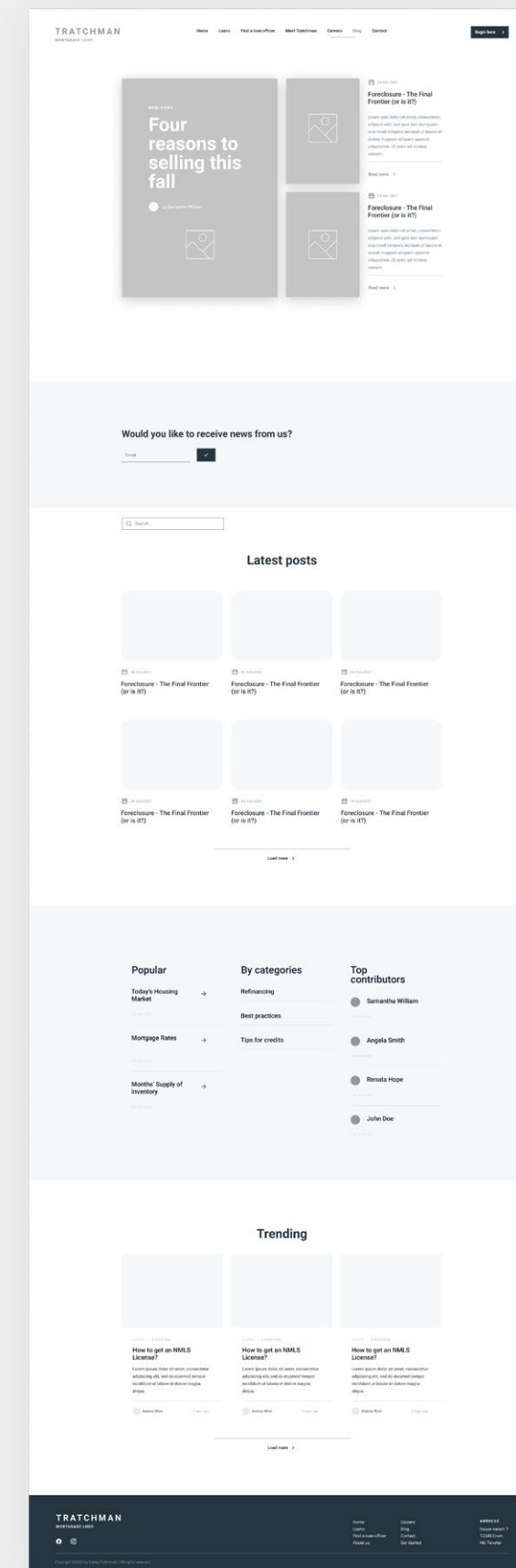
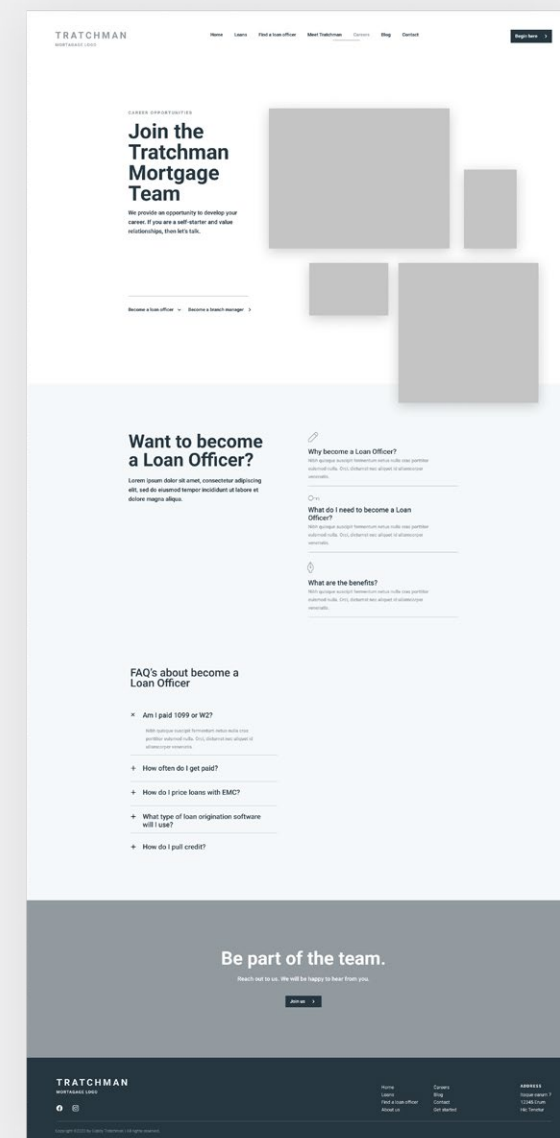
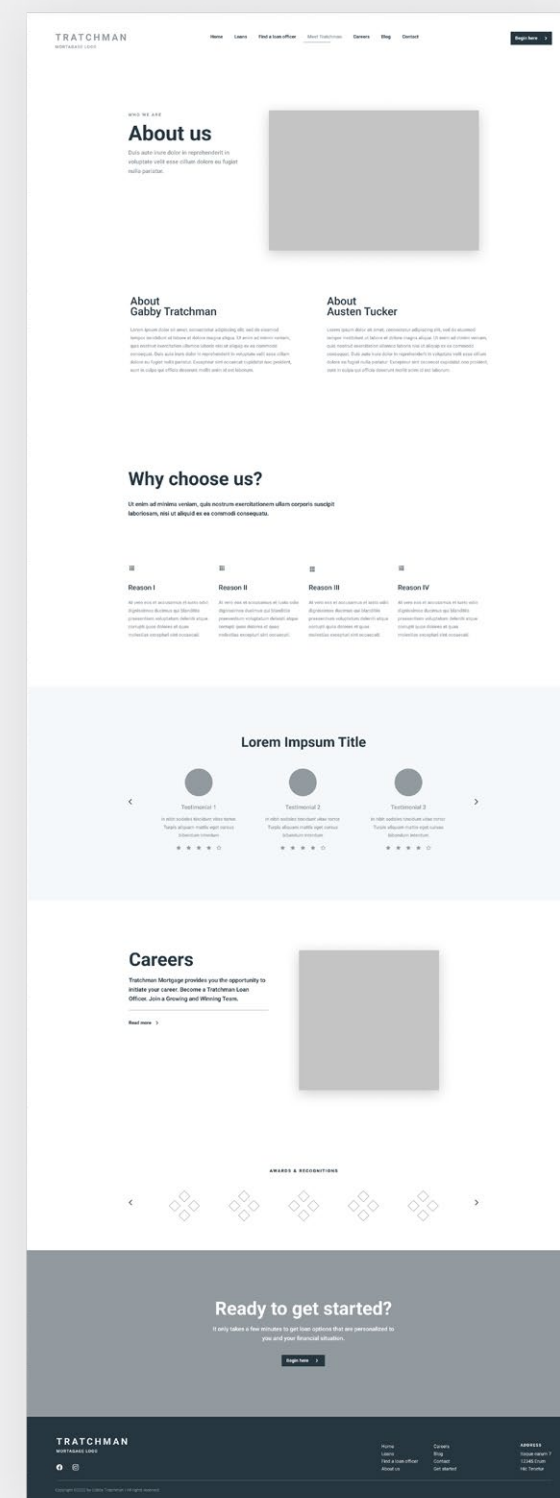
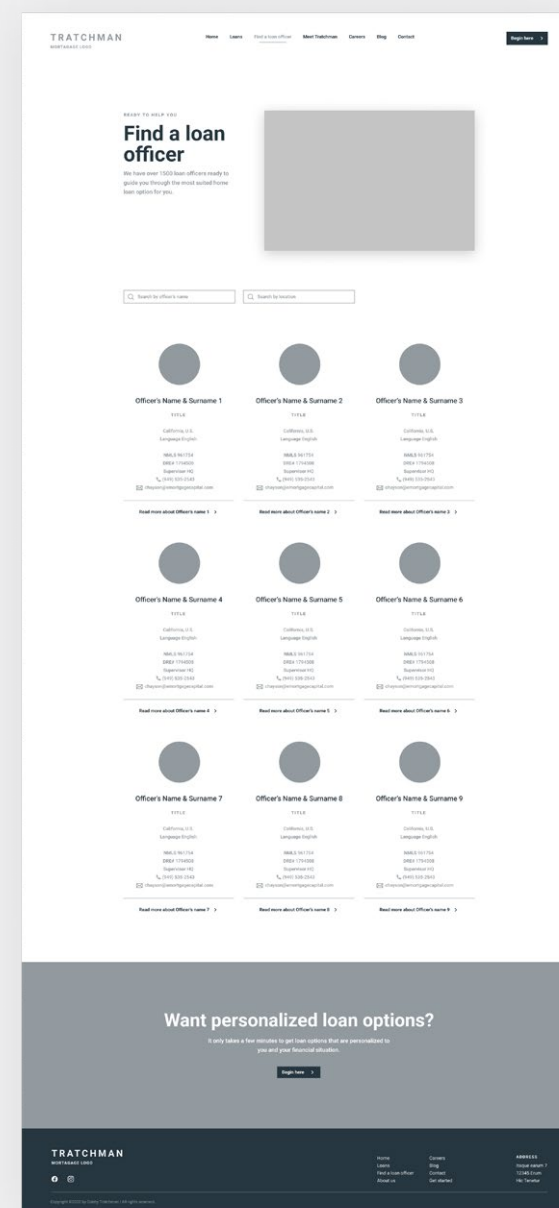
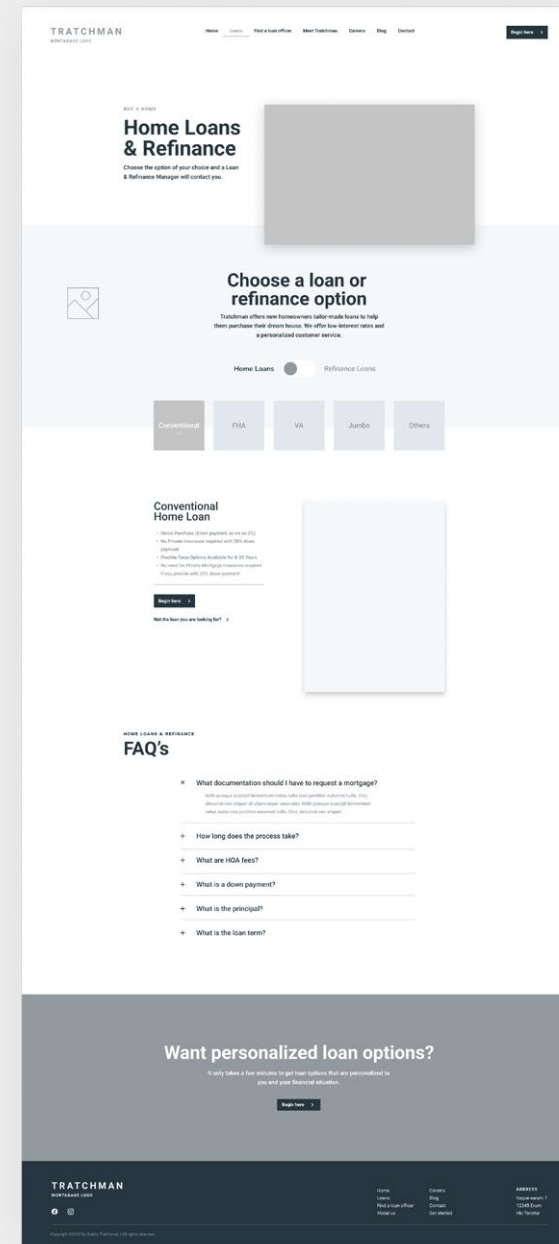
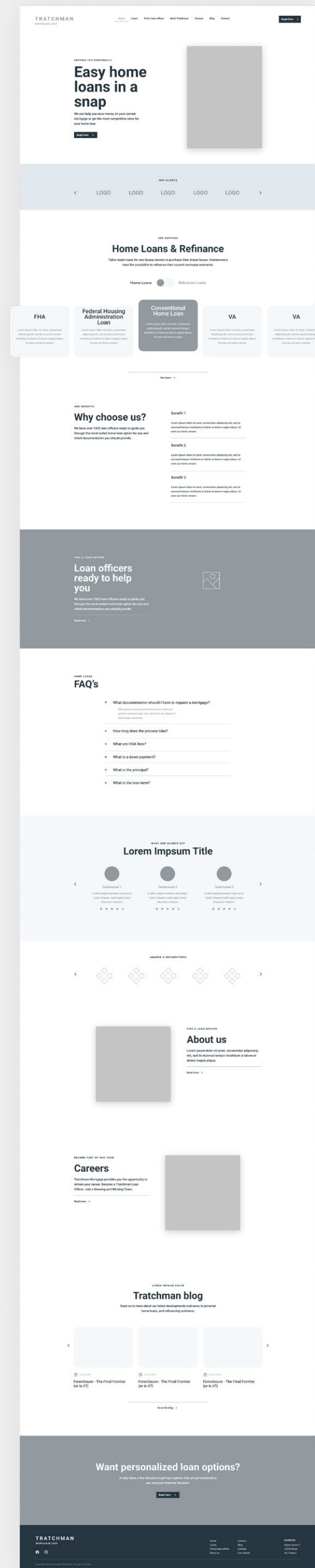
TARGET POTENTIAL MORTGAGE

BORROWERS

**CHALLENGE** Provide wireframes — as initial iteration— considering layout content, functionalities and user needs and journeys.

**TEAM** UX Designer + Copywriter

**TOOLS** Figma





07.

# Promoting and refreshing a brand

**INDUSTRY** TOURISM  
**CLIENT** HYATT REGENCY CARTAGENA  
**GEOGRAPHIC COVERAGE** COLOMBIA  
**YEAR** 2021  
**TARGET** HOTEL’S GUESTS AND WALK-INS

**CHALLENGE** To promote an iconic restaurante in a more attractive way, telling the story behind dishes, original concept and reviews.

**TEAM** Graphic Designer + Marketing Coordinator  
+ Executive Chef

**TOOLS** Wordpress + Adobe Suite

— Very good service, the food is exquisite and very creative, Colombian type but where the chef strives to take it to the next level. Super recommended to locals and foreigners who want to enjoy Colombian food.—

B1356X0andread  
ON TRIPADVISOR

Read this review and more on Tripadvisor —



APPETIZERS   STARTERS   MAINS   SIDES   DESSERTS

## APPETIZERS





08.

# Embodying mission and goals of the project

**INDUSTRY** HOSPITALITY  
**CLIENT** PALACIO DUHAU - PARK HYATT BUENOS AIRES  
**GEOGRAPHIC COVERAGE** ARGENTINA  
**YEAR** 2012  
**TARGET** HOTEL’S GUESTS AND WALK-INS

**CHALLENGE** To create a new year landing page, increasing sales and improving web positioning for the brand and the event —SEO—

**TEAM** Graphic designer + Marketing & Communications Manager

**TOOLS** Wordpress + Adobe Suite

*Beattub has been one of my best experiences with graphic services vendors. They show flexibility, knowledge of the brand, delivery on time and their own style. I never hesitate to contact Beattub again and working with them!*

**EDUARDO CECCOTTI**  
MARKETING & COMMUNICATIONS MANAGER  
PALACIO DUHAU - PARK HYATT BUENOS AIRES

SALÓN POSADAS COCKTAIL

JARDINES DEL PALACIO DUHAU

Recepción con copa de bienvenida y selección de bocaditos  
Menú tres pasos (Incluye bebidas sin alcohol, café & petit fours)  
Vinos a elección del sommelier  
Copa de Espumante para brindis  
Armado especial del salón  
Fundas para sillas  
Ambientación del salón con centros florales  
Música funcional

Precio por persona, desde \$ 435 + IVA  
(De 20 hasta 40 personas)

PIANO NOBILE  
"BALCONES"

Información y Reservas: +54 11 5171 1507 / 1509 - [celebrations.phbuenosaires@hyattintl.com](mailto:celebrations.phbuenosaires@hyattintl.com)

PALACIO DUHAU  
PARK HYATT BUENOS AIRES™

ENGLISH CONTACTO

FIN DE AÑO 2010

CEREMONIA DE TÉ

SUNDAY BRUNCH

CENA EN DUHAU

EXPERIENCIA DE BIENESTAR

UNA NOCHE EN EL PALACIO

TAKE AWAY

FIESTAS DE FIN DE AÑO | EVENTOS SOCIALES Y CORPORATIVOS | REGALOS Y GIFT CERTIFICATES

CEREMONIA DE TÉ

SUNDAY BRUNCH

CENA EN DUHAU

REGALOS & GIFT CERTIFICATES

SUNDAY BRUNCH

La más alta gastronomía internacional, basada en la Moderna Cocina Italiana, disponible en el clásico Brunch de Gioia Restairante & Terrazas, ambientado en los clásicos jardines del Palacio.



09.

## Developing a digital product from scratch (on process)

**INDUSTRY** COWORKING SPACE

**CLIENT** CONNECTOPUS

*(in collaboration with Bob's Agency)*

**GEOGRAPHIC COVERAGE** SWITZERLAND

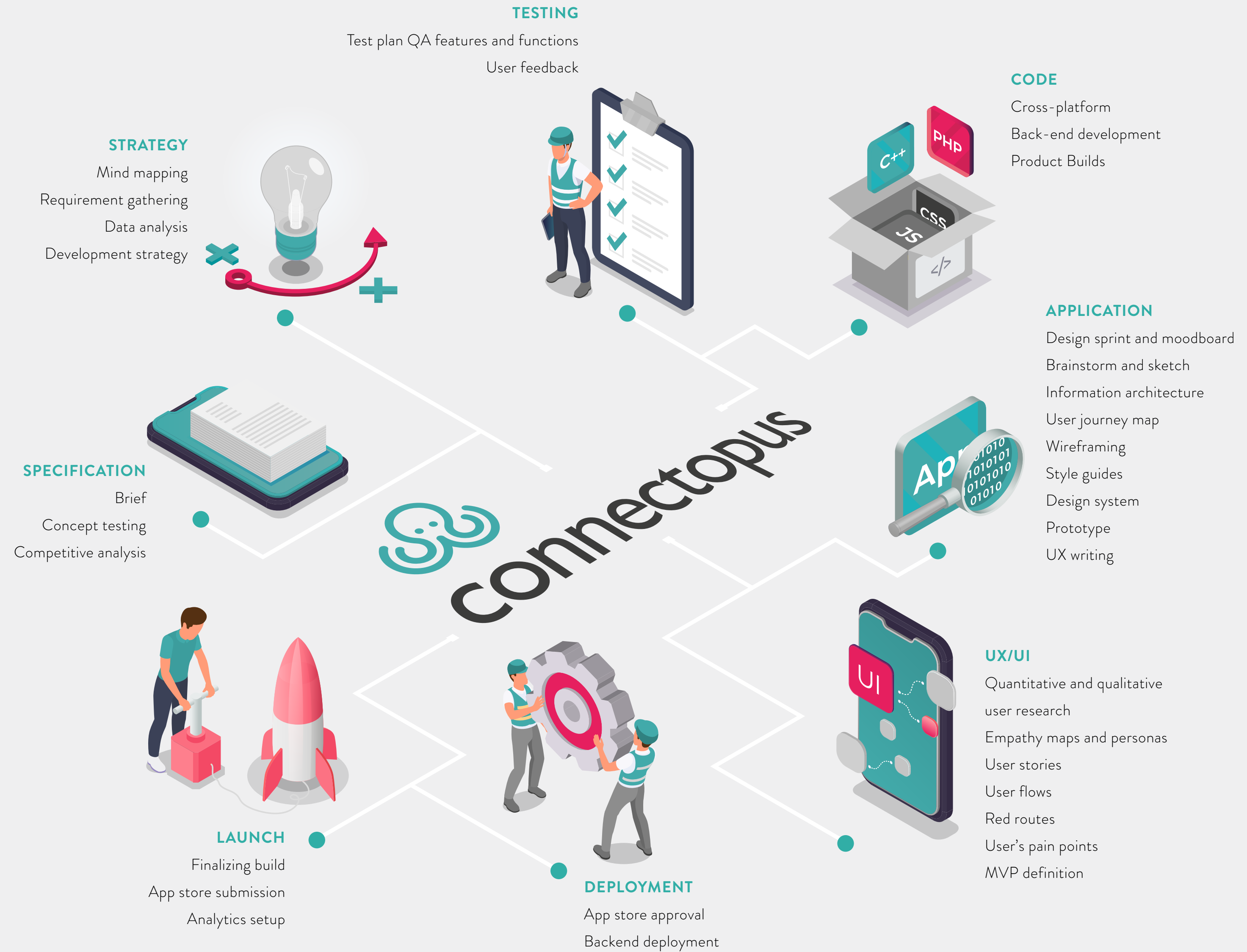
**YEAR** 2022

**TARGET** COWORKER'S AND WORKSPACE'S PROVIDERS

**CHALLENGE** Develop a platform that offers maximum flexibility for shared office space that can be fast and easy booked at any time; as well as an enhanced service experience for the working world 4.0.

**TEAM** Cross functional team with UX/UI Designers + Copywriters + Developers + Product Manager + Marketing dept

**TOOLS** Miro + Figma





10.

To improve the  
user experience for  
online customers

**INDUSTRY** FURNITURE

**CLIENT** EZOBORD

**GEOGRAPHIC COVERAGE**

NORTHAMERICA

**YEAR** 2022

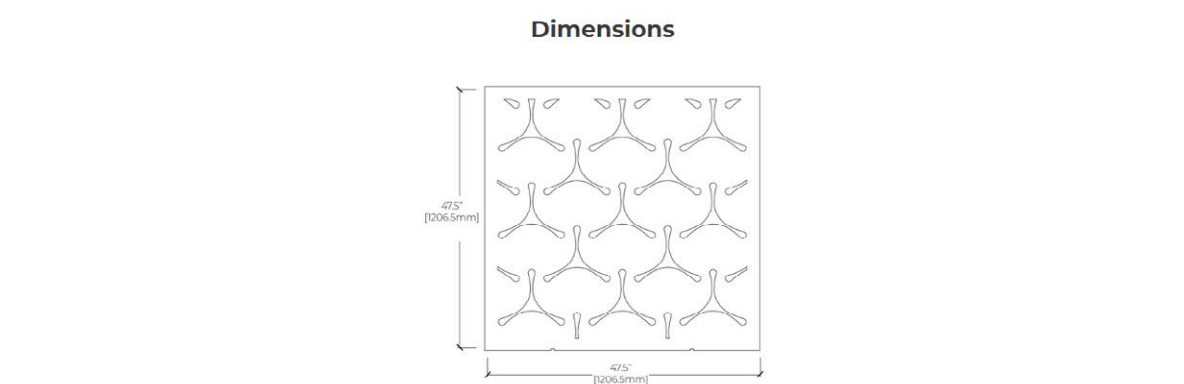
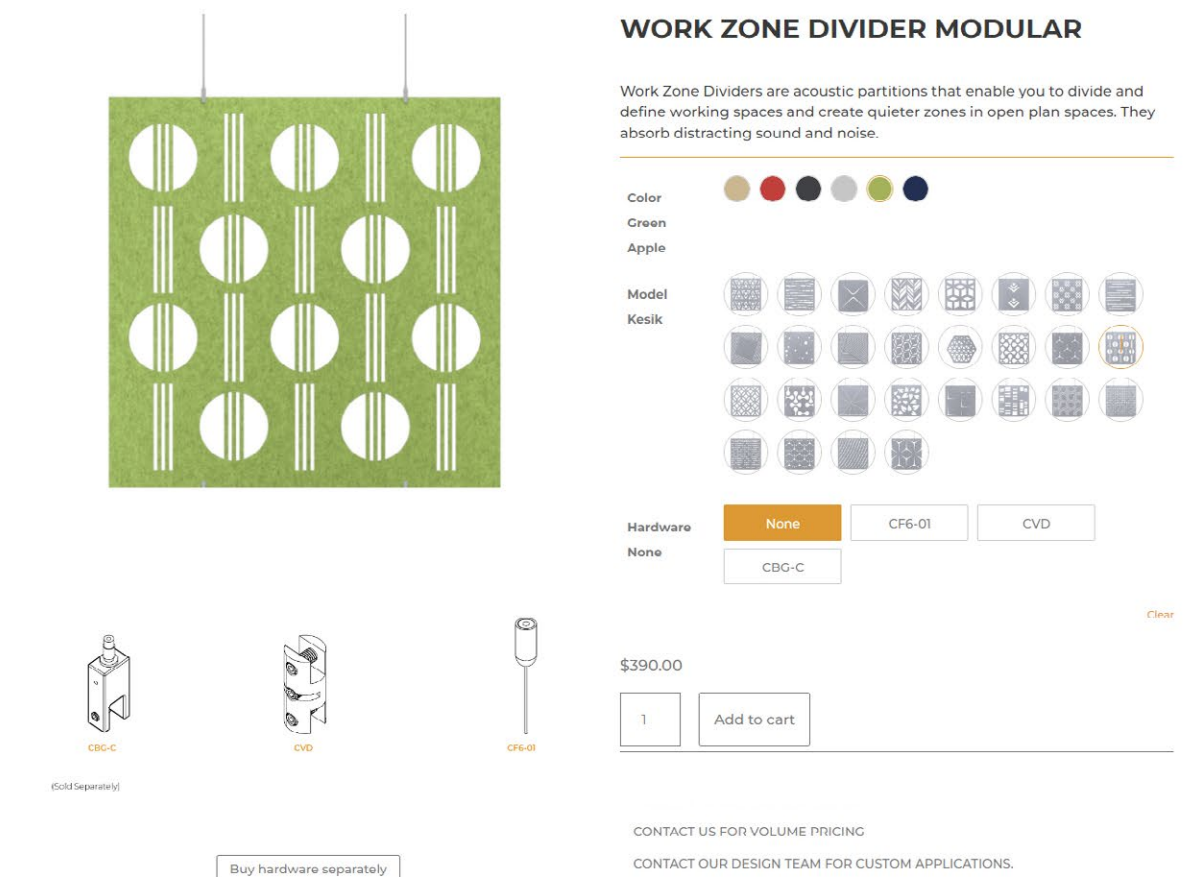
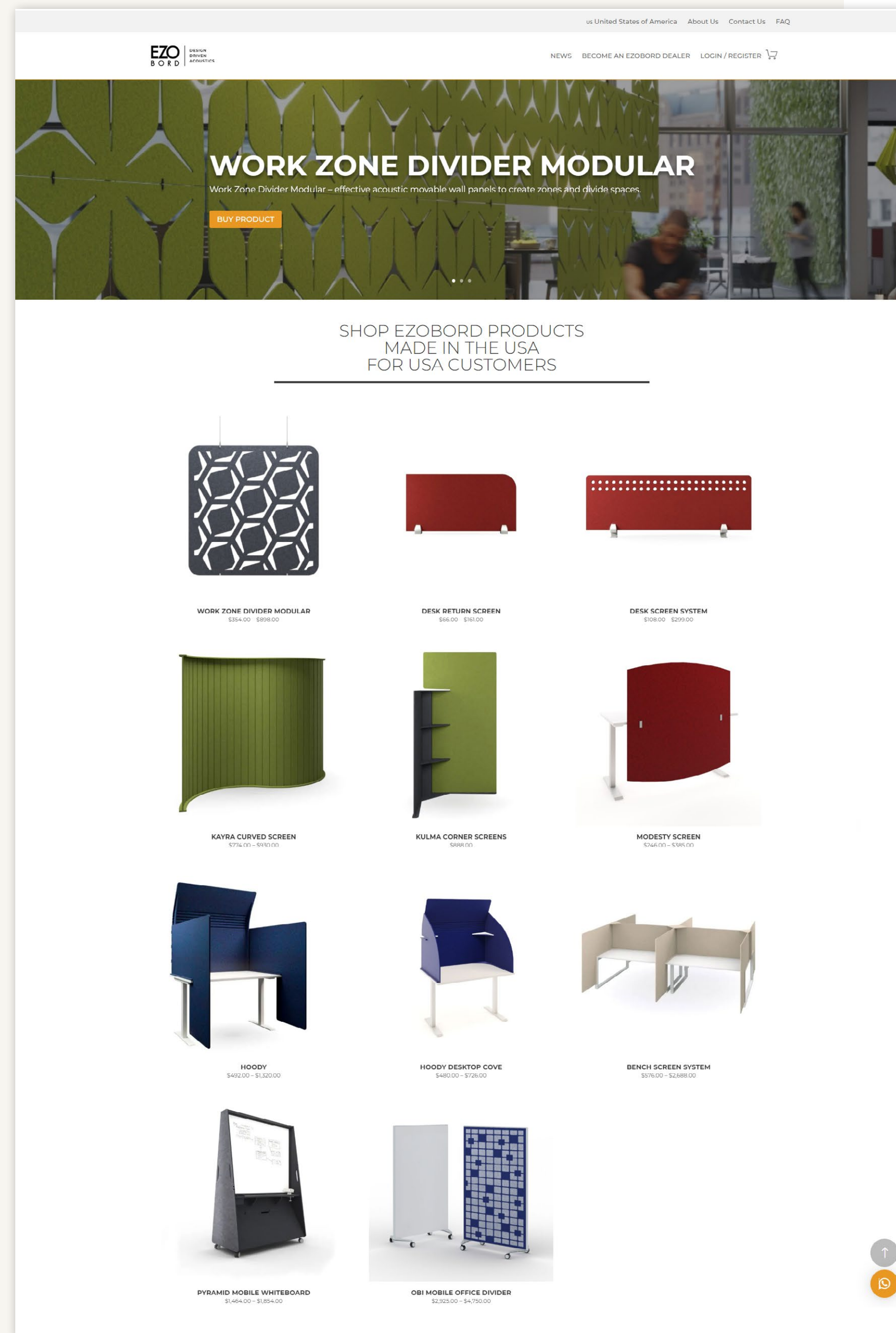
**TARGET** ARCHITECTS, DESIGNERS

AND REPS

**CHALLENGE** to reach maximum customers at  
the right time to increase sales and profitability of  
the business.

**TEAM** Developers + Designers + UX Designers

**TOOLS** Wordpress + Woocommerce + Divi



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Name \*

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