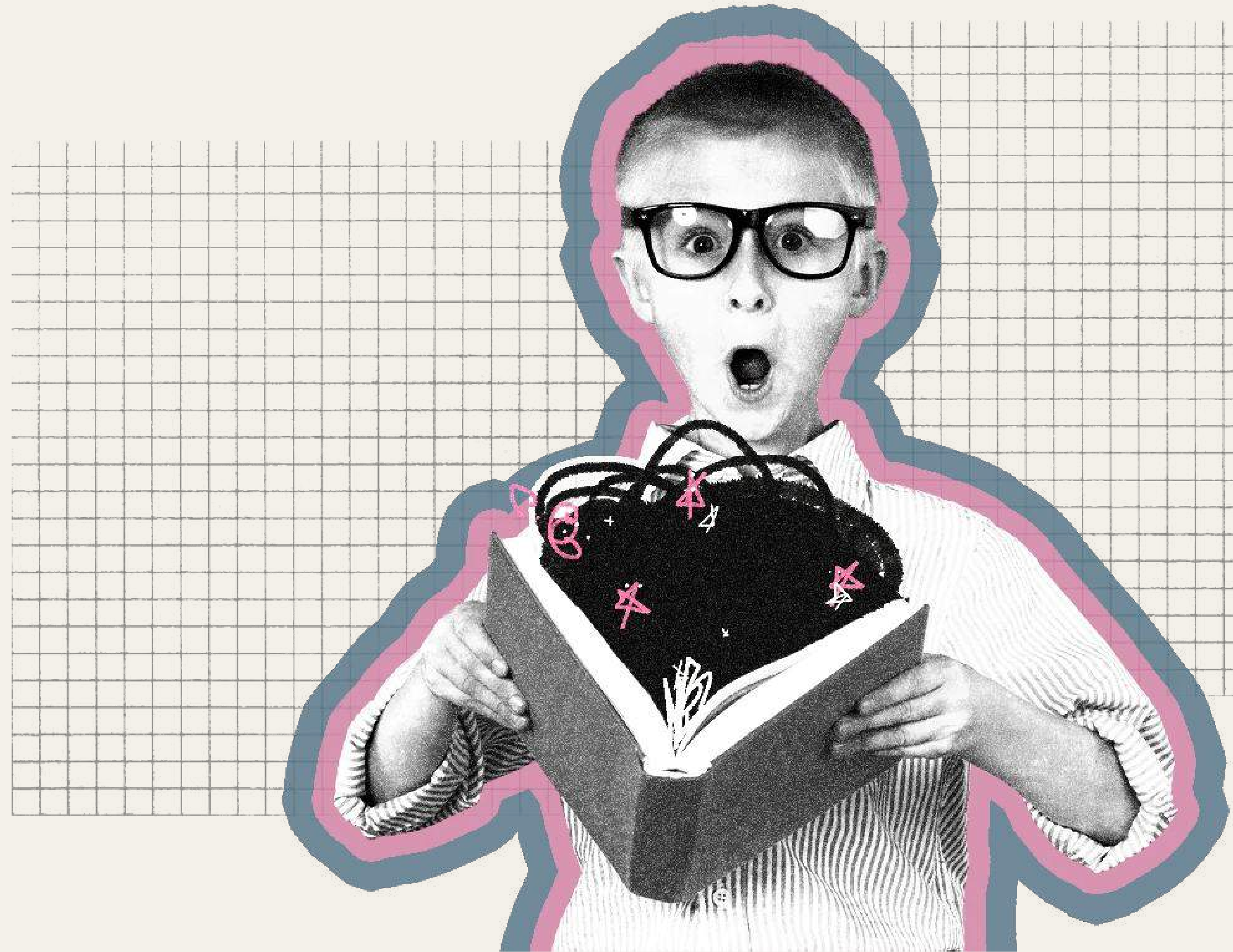




PORTFOLIO CREATIVO

PATRICIA DEL ROSARIO
CASTRO ALEMÁN





Have you ever had an amazing idea, but no one seems to get it like you do? Don't worry, I'll take care of it...



Patricia Castro Alemán

UX AND UI DESIGNER | BRAND SPECIALIST

Hello! I'm Patricia Castro, I've created **end-to-end branding and web design solutions to convey complex messages clearly and effectively**, for entrepreneurs, educational startups, medical NGOs, and mentors.

My work is aimed at those who need to communicate their experience or technical knowledge to a non-specialized audience in an accessible and coherent way, to help them **transform their ideas into a solid visual identity that educates and connects** with their audience.

I stand out for my consultative approach, providing not only design, but also **strategic guidance at each stage of the project** to ensure results that work in the long term.

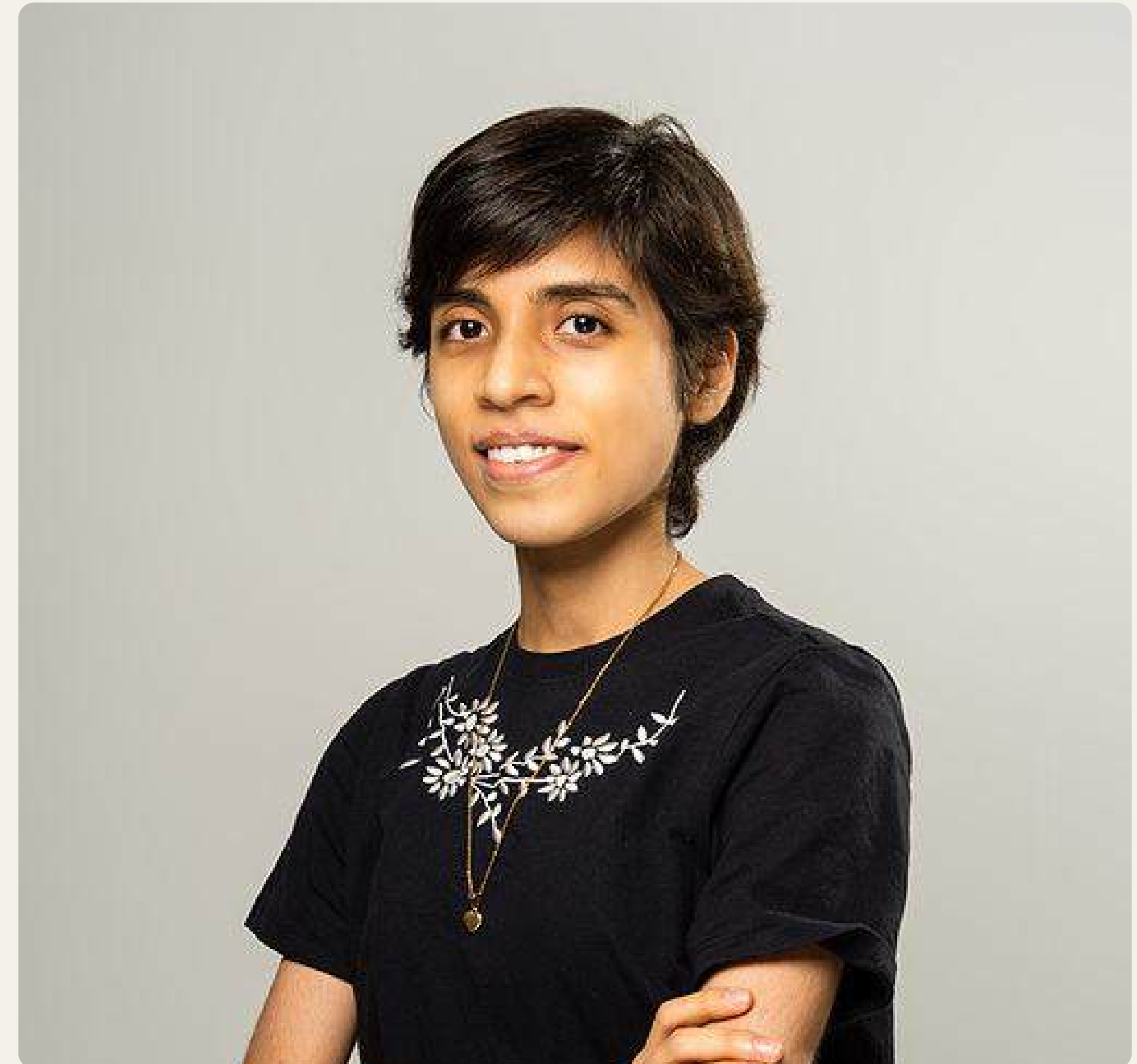
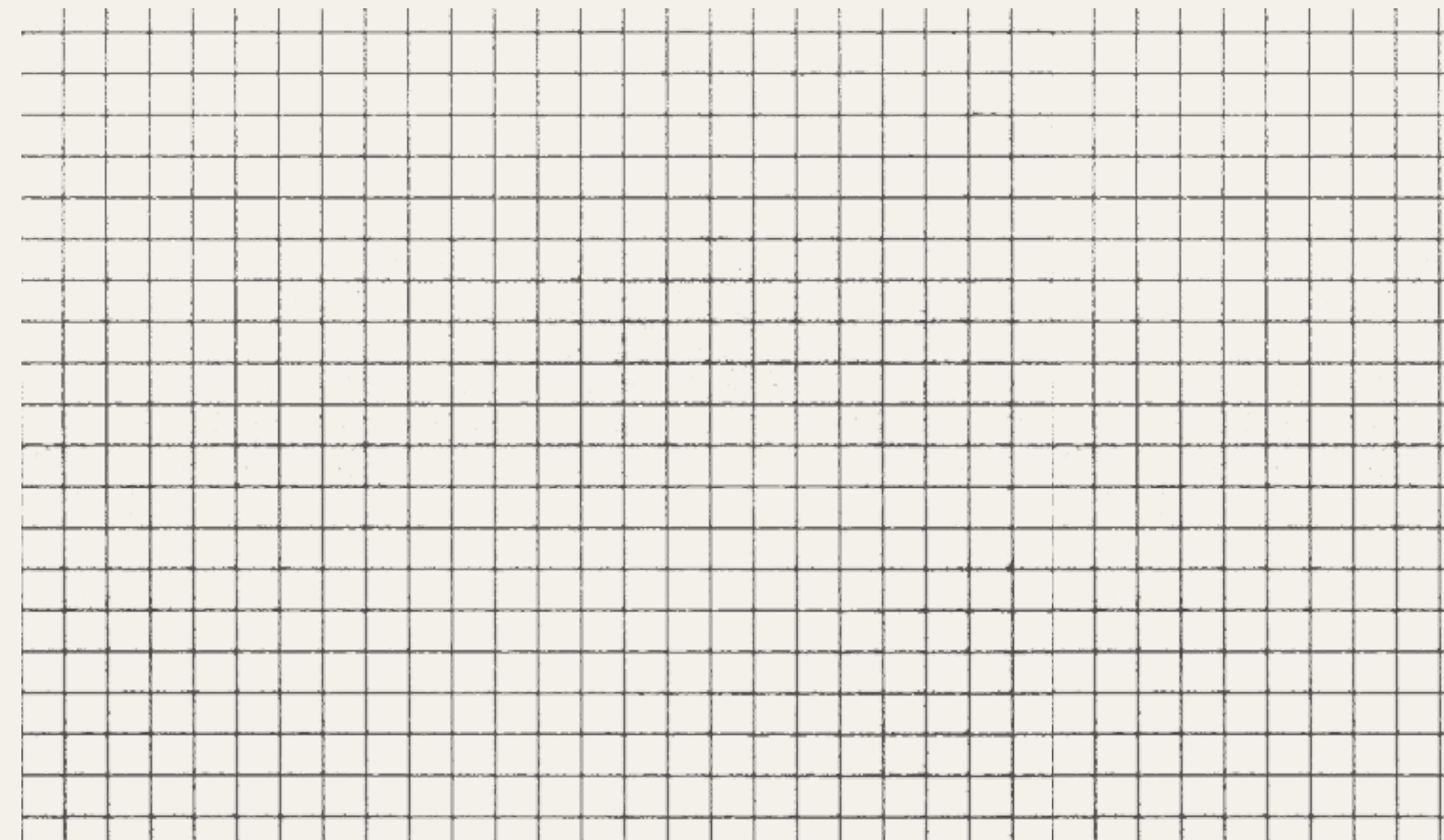




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La Fábrica de Startups	15
2. Branding	20
Thousand Paces	21
League of Diabetes	23
Turning the World	25





Web Design

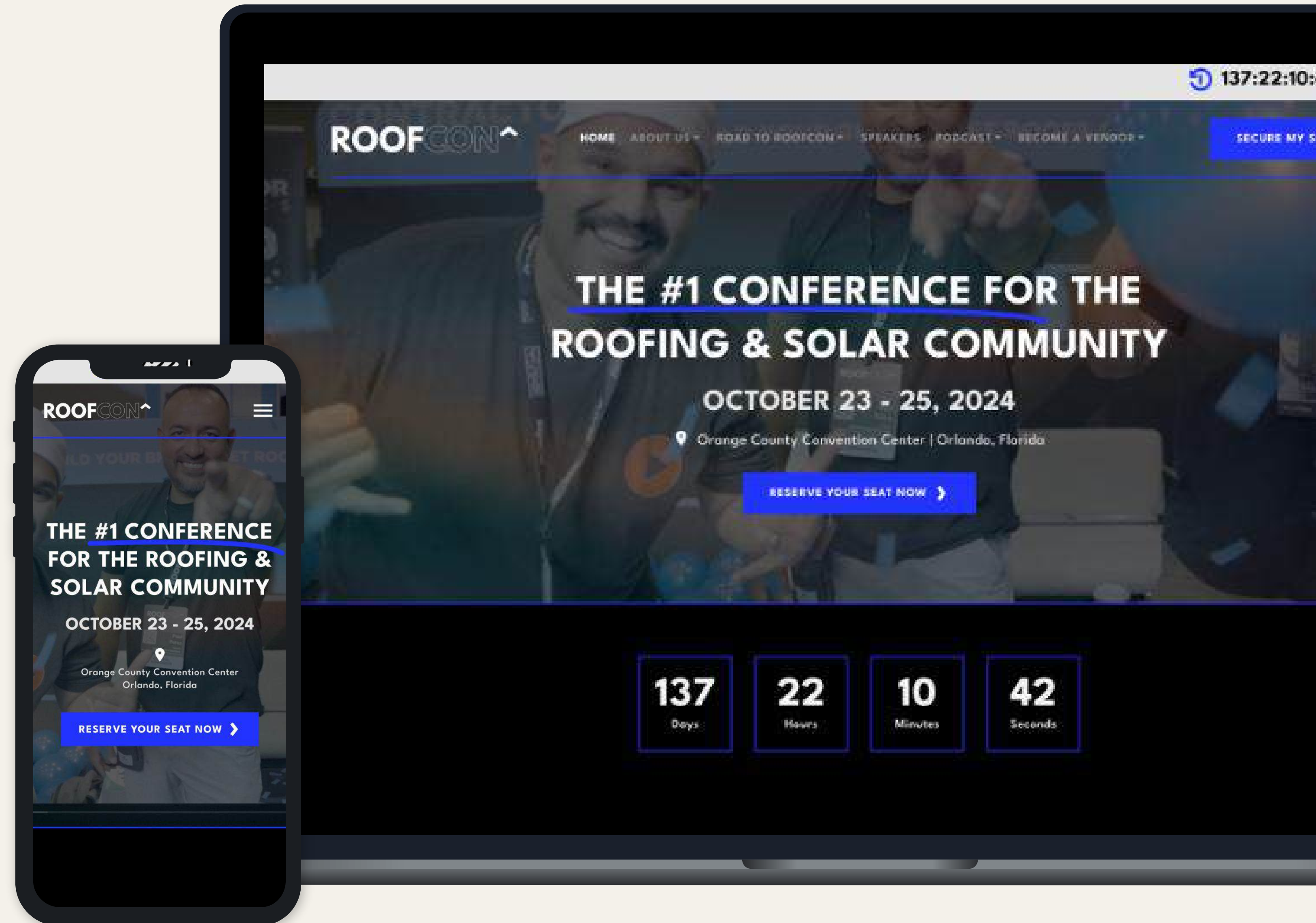
I work with my clients to find the best user experience, defining clear information hierarchies that guide the user intuitively.



RoofCon

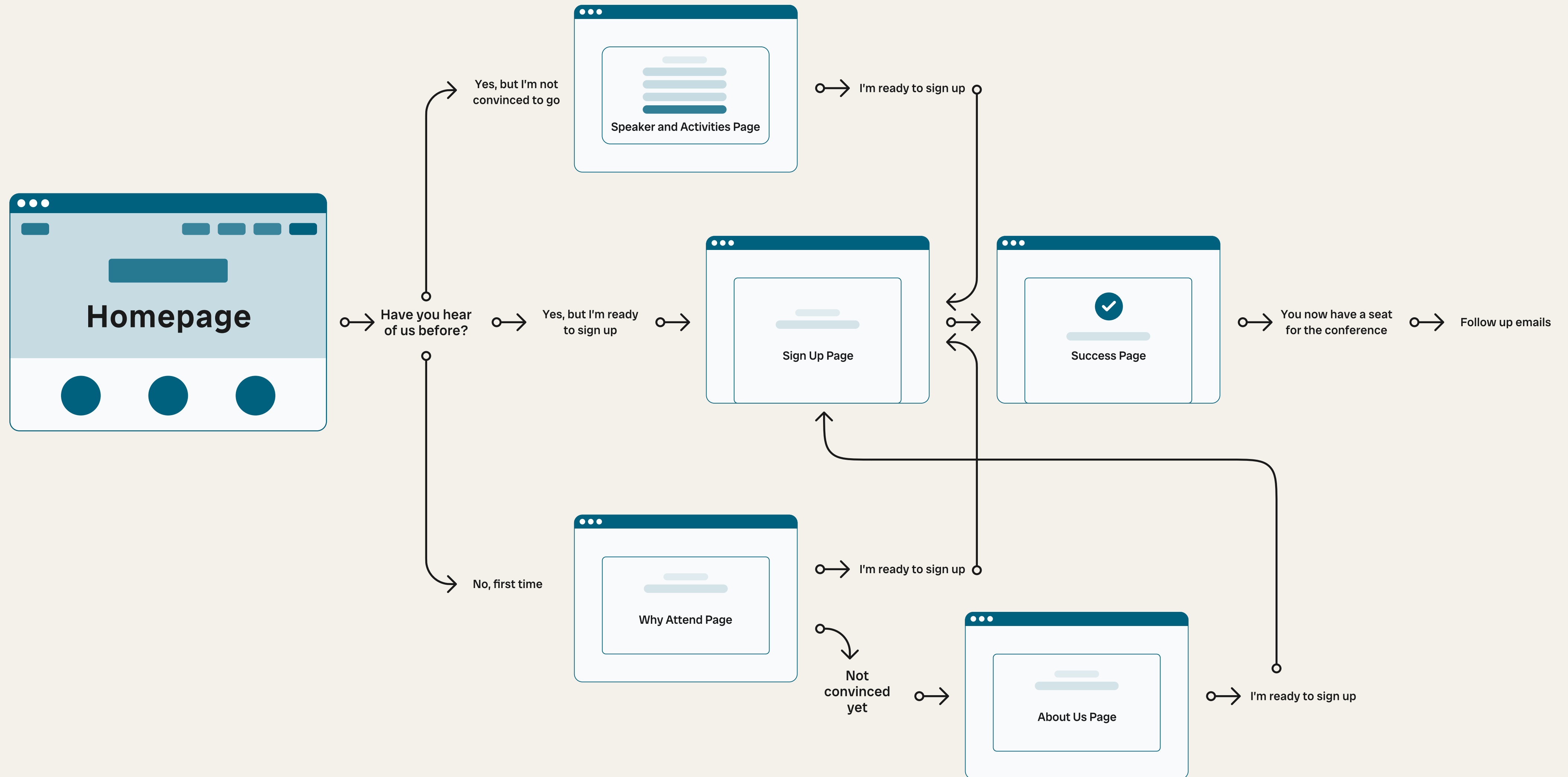
BRANDING

The aim of the project was to develop a **functional and intuitive digital platform** that would not only allow for the registration of participants, but also facilitate the exploration of activities, speakers and networking opportunities.





Web Flow Ux Map





Style Guide

Text Hierarchy

THE #1 CONFERENCE

H1 - League Spartan Bold - 56px

YOUR GATEWAY TO GROWTH

H2 - League Spartan Bold - 40px

Great Networking Opportunities

H3 - League Spartan Bold - 40px

Personal & Professional Development

H4 - League Spartan Bold - 28px

THE FUTURE OF ROOFING IS UNFOLDING

H5 - League Spartan Extrabold - 23px

RoofCON Experience

H6 - League Spartan Extrabold - 17px

Designed for forward-thinkers, trailblazers, and business owners in the roofing and solar industries, we're all about growth—personally and professionally.

Body Highlight - League Spartan Extrabold - 17px

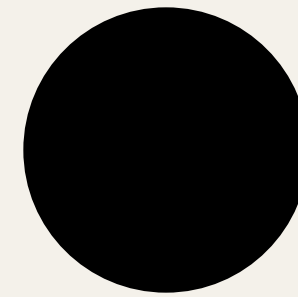
We provide proven systems and next-level strategies aimed at helping you become a leader in your field.

Body Regular - League Spartan Extrabold - 14px

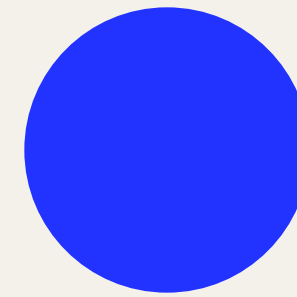
Secure My Seat

Links - League Spartan Extrabold - 12px

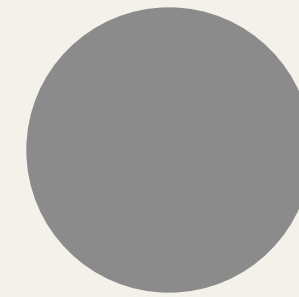
Colors



#000000



#2232FF



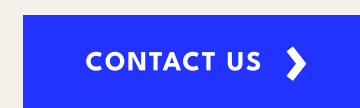
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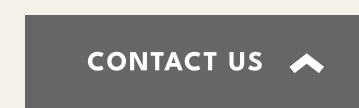
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Buttons

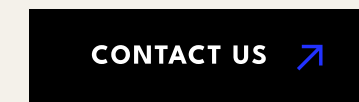
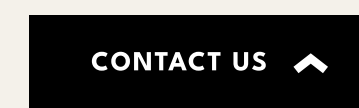
Default



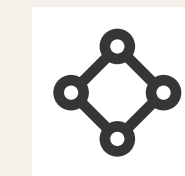
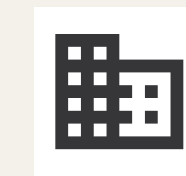
Hover



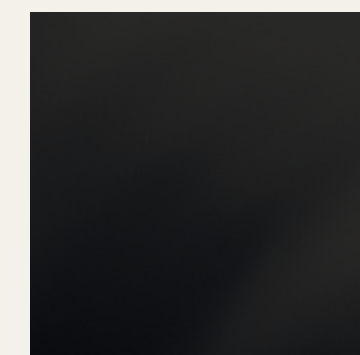
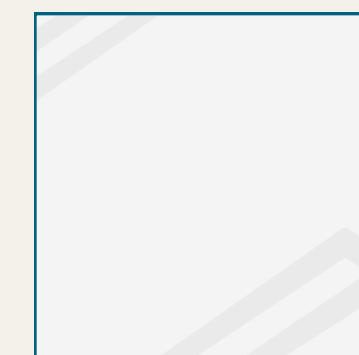
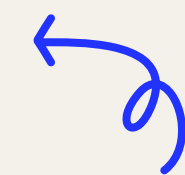
Click



Iconography



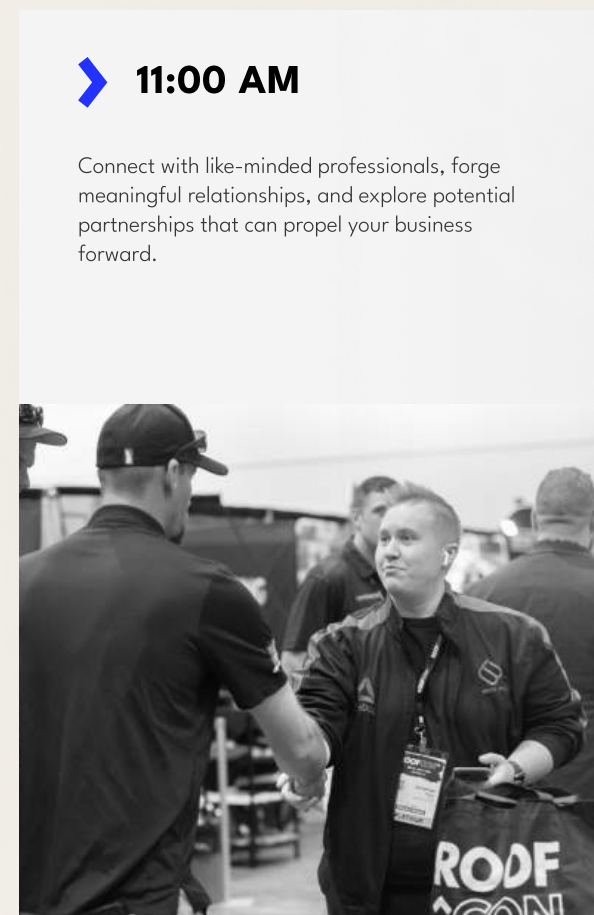
Assets



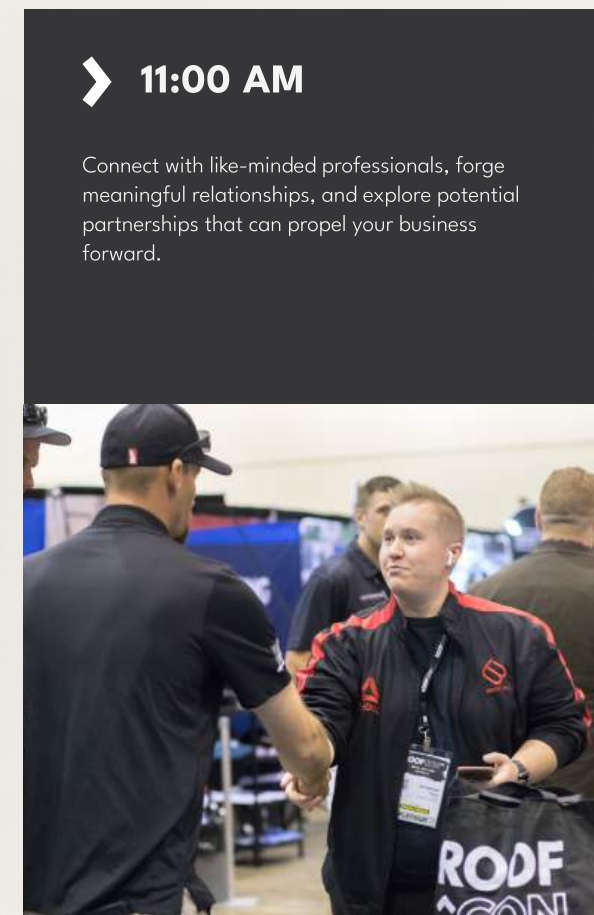


Main Components

Cards



Predeterminado

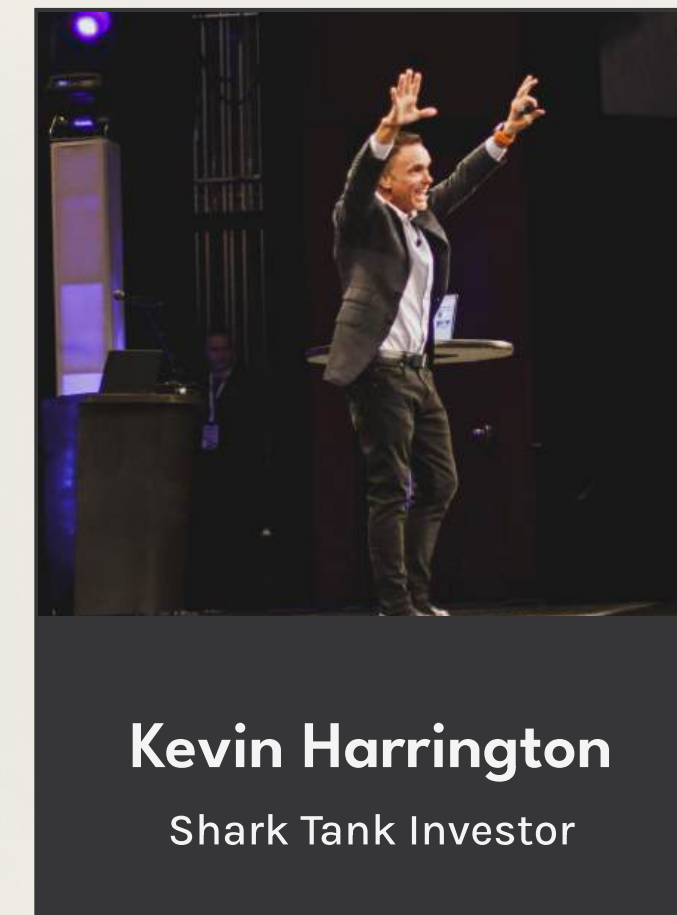


Interacción

Speaker Cards



Interacción



Interacción

Tabs

Reach A Targeted Audience

Engage with Roofing and Solar Professionals

RoofCON attracts thousands of roofing and solar professionals who are eager to discover new products and solutions. As an exhibitor, you'll have direct access to a highly targeted audience actively seeking to improve their operations and enhance their services.

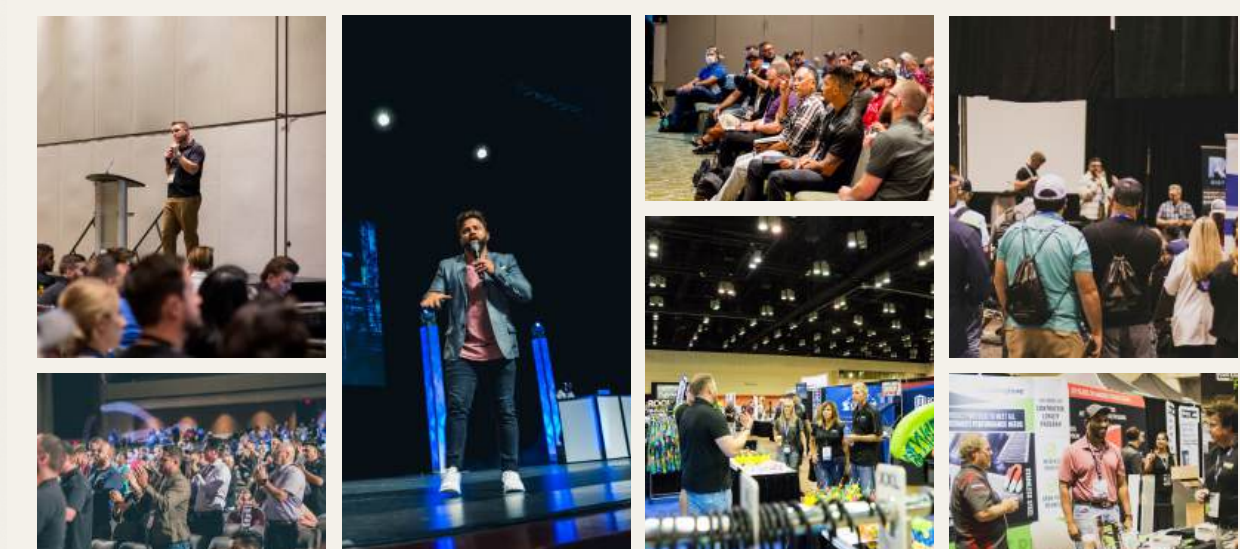
Benefits

- Direct engagement with potential clients
- Access to decision-makers and industry leaders
- Opportunities for real-time feedback and interactions

Call to Action



Images Gallery





roofcon.com 137:22:10:42

ROOFCON HOME ABOUT US ROAD TO ROOFCON SPEAKERS PODCAST BECOME A VENDOR SECURE MY SEAT

THE #1 CONFERENCE FOR THE ROOFING & SOLAR COMMUNITY

OCTOBER 23 - 25, 2024

Orange County Convention Center | Orlando, Florida

RESERVE YOUR SEAT NOW

137
Days

22
Hours

10
Minutes


42
Seconds

Gain Insights From Industry Giants


Forge Powerful Business Connections

Lead Your Business With Confidence And Vision


MEET OUR PREVIOUS SPEAKERS




Tim Tebow
Athlete




John C. Maxwell
Best-Selling Author




Ed Myllet
Entrepreneur




Kevin Harrington
Shark Tank Investor




Dr. Gary Chapman
Best-Selling Author




Iron Cowboy
Tri-Athlete




Andrew Cordle
Entrepreneur



Craig Groeschel
Podcast Host



Eli Wilhide
Sales Trainer



Nick Santonasta
Motivational Speaker

PODCAST



Ep. 53 Hunter Adams - From Dropout to CEO: A Solar Success Story

Apr 24 · Rise Above Show recorded by RoofCON

Save on Spotify

ORANGE COUNTY CONVENTION CENTER

ADDRESS
30 International Dr., Orlando, FL 32819

ENDOR SET-UP
Friday, October 22, 2024 12:00 PM - 6:00 PM

CONFERENCE/EXPO HOURS
Thursday, October 23, 2024 8:00 AM - 6:00 PM
Friday, October 24, 2024 8:00 AM - 6:00 PM
Saturday, October 25, 2024 8:00 AM - 6:00 PM
*Hours are subject to change.

ENDOR TEAR-DOWN
Friday, October 25, 2024 8:00 AM - 5:00 PM



THE WORLD'S LARGEST ROOFING & SOLAR TRAINING EVENT

Designed for forward-thinkers, millionaires, and business owners in the roofing and solar industries, we're all about growth—personally and professionally. We provide proven systems and next-level strategies aimed at helping you become a leader in your field.


SECURE MY SEAT

ROOFCON EXPERIENCE: YOUR GATEWAY TO GROWTH AND CONNECTION

- General Session With Great Speakers
- Expo With 175+ Incredible Vendors
- 50+ Roofing & Solar Themed Breakout Sessions
- Great Networking Opportunities
- Personal & Professional Development

Search company, booth or category

Lynx	616
iserve	716
dable Contractor Insurance	614
verForce	2113
ch Front Claims	1313



ROOFCON THE #1 CONFERENCE 2024

REVOLT ExpoFP

THE FUTURE OF ROOFING IS UNFOLDING—WILL YOU BE A SPECTATOR OR A PIONEER?

SECURE MY SEAT

Do You Want To Know More?

Full Name*

Phone*

Email*

World's Largest Roofing And Solar Conference For Professionals In The Industry Seeking To Dominate Their Market And Lead With Excellence.

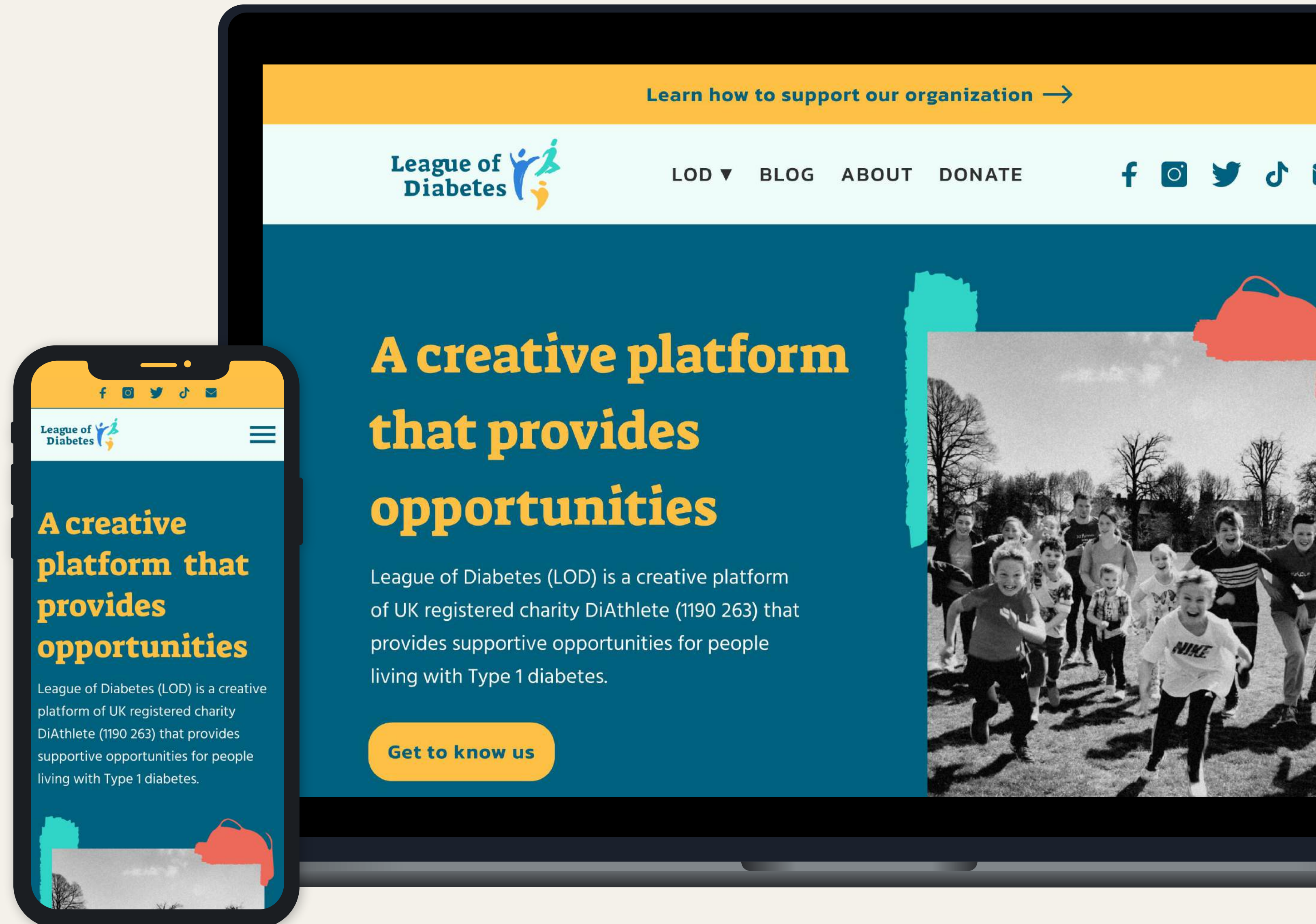


League of Diabetes

BRANDING AND WEBSITE

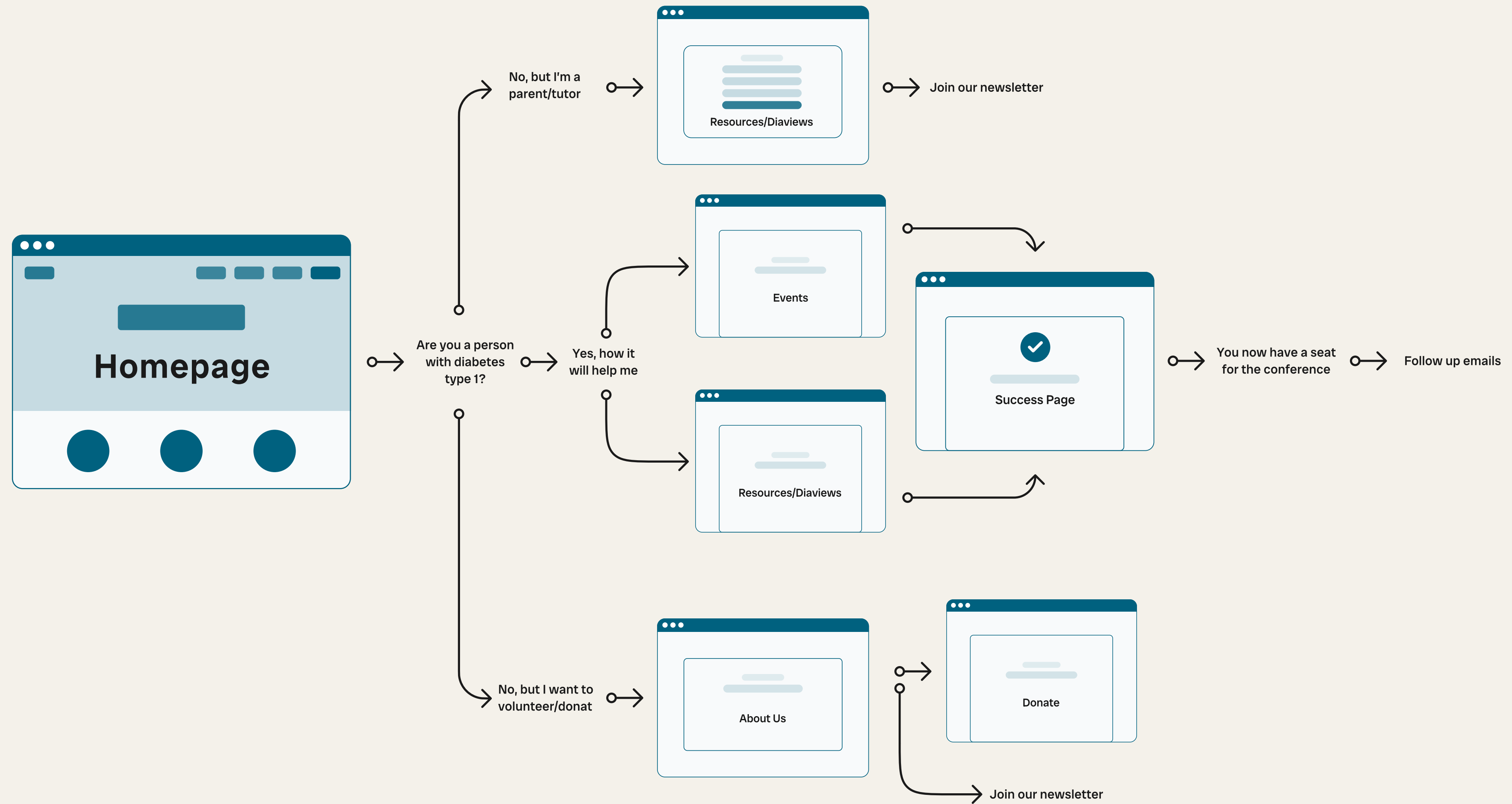
The proposal was to not only allow registration for events and activities, but also **facilitate access to educational resources and learning opportunities.**

The website design integrates illustrative graphic resources that communicate the spirit of community and mutual support, to create a communication piece **that combines brand identity and ui principles.**





Web Flow Ux Map





Style Guide

Text Hierarchy

We believe that education is essential

H1 - Suez One Regular - 72px

We believe that education is essential

H2 - Suez One Regular - 40px

We believe that education is essential

H3 - Suez One Regular - 40px

We Believe That Education Is Essential

H4 - Suez One Regular - 28px

WE BELIEVE THAT EDUCATION IS ESSENTIAL

H5 - Suez One Regular - 23px

WE BELIEVE THAT EDUCATION IS ESSENTIAL

H6 - Kanit Medium - 32px

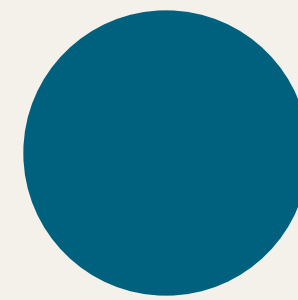
League of Diabetes (LOD) that provides supportive opportunities for people living with Type 1 diabetes.

Body Highlight - Hind Regular - 24px

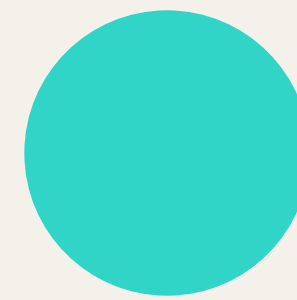
League of Diabetes (LOD) that provides supportive opportunities for people living with Type 1 diabetes.

Body Regular - Hind Regular - 18px

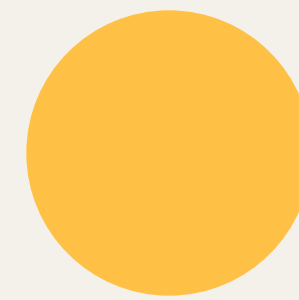
Colors



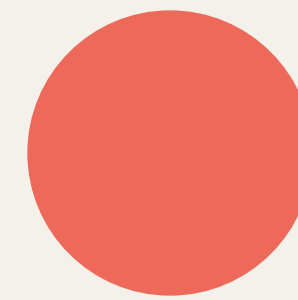
#00617F



#30D5C8



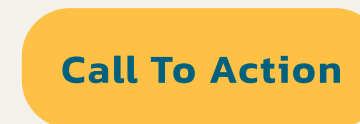
#FFC145



#ED6A5A

Buttons

Default



Call To Action

Hover



Call To Action

Click



Call To Action



Read more



Read more



Read more

Read more

Read more →

Read more →

Assets






A creative platform that provides opportunities

League of Diabetes (LOD) is a creative platform of UK registered charity DiAthlete (1190 263) that provides supportive opportunities for people living with Type 1 diabetes.

[Get to know us](#)



EDUCATE ENCOURAGE EMPOWER

We believe that diabetes education is essential

And the approach to it needs to encourage and empower people in their everyday management. We host fun and sociable camps, workshops and events rooted in peer support, to make this happen.



Support us

[Donate](#)

LOD Programs

UK Events

Diabetes talks should be relatable, and life should be enjoyable.

[Explore all the activities](#)



DiAthlete Days (Workshop)

Our main workshops for paediatric diabetes teams bring fun and movement to diabetes education

[Read more](#)

LOD Camp

Our annual summer camp for young adults living with Type 1 diabetes (18-40 year olds)

[Read more](#)

T1D Festival

Join our main community fundraising event, and share awareness and inspiration around type 1 diabetes

[Read more](#)

Caregiver Coffee Chats

Parents and carers need support too, and we stand by the beneficial factor of connecting communities together and facilitating peer support.

[Read more](#)

JOIN OUR 2023 LOD CAMP FOR ADULTS

with type 1 diabetes in Hampshire from 21st to 23rd of July.

[Find the camp](#)

LOD Global

Support new opportunities

[Donate](#)

Contact

League of Diabetes (DiAthlete) is a registered Charitable Incorporated Organisation (CIO) in England and Wales 1190 263.

EMAIL

hello@leagueofdiabetes.org

SOCIAL MEDIA

Instagram: @leagueofdiabetes @diathlete
 Facebook: @diathlete@leagueofdiabetes
 Twitter: @diathlete
 TikTok: @diathlete

Join our newsletter

Name Email [Join!](#)



La Fábrica de Startups

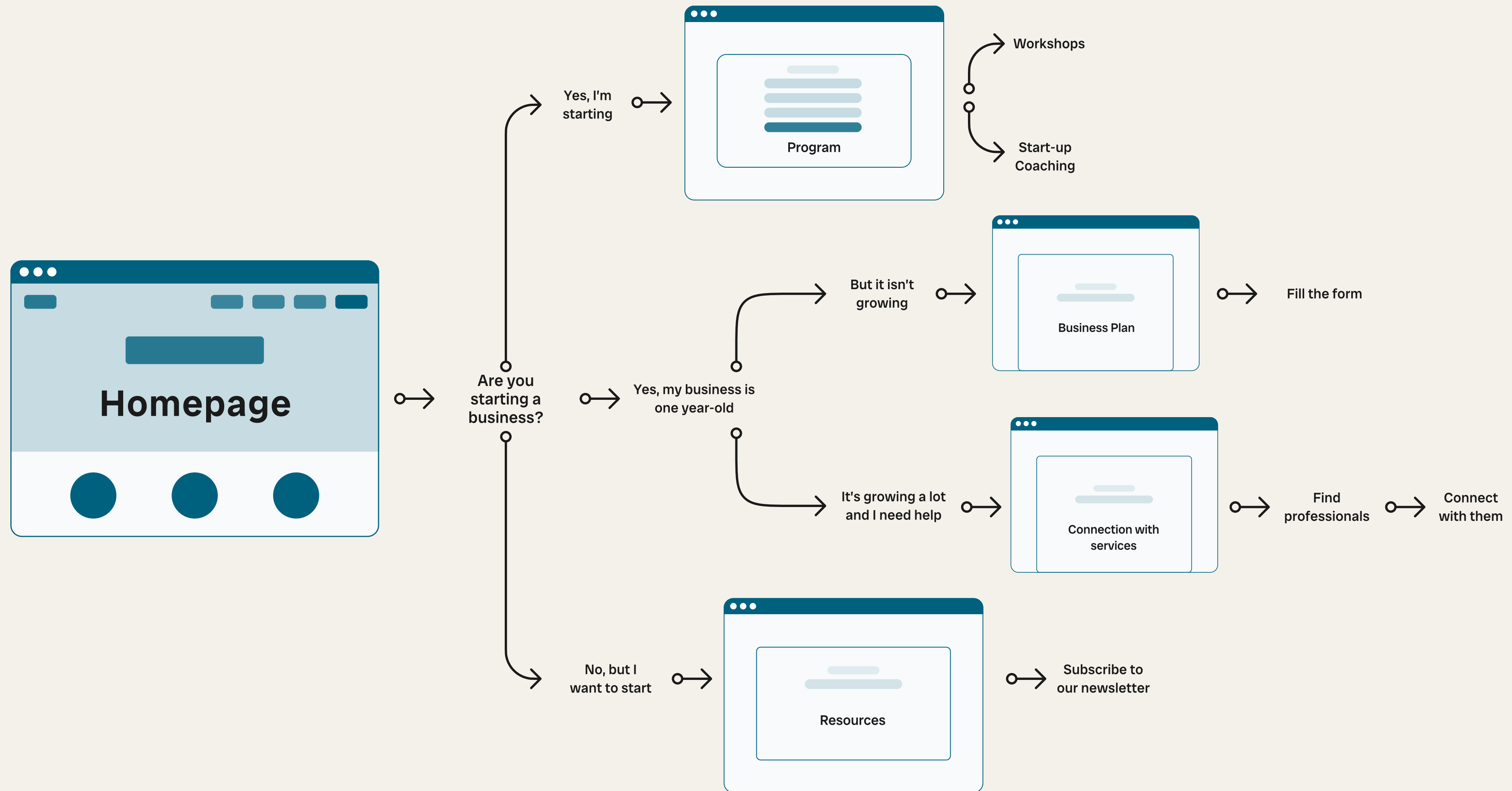
BRANDING

The Startup Factory is a platform that promotes the growth and development of entrepreneurs through **educational programs, coaching and strategic resources**. The project sought to create a clear and functional digital identity that would facilitate navigation through its services, serving entrepreneurs at different stages of their business journey.





Web Flow Ux Map





Style Guide

Text Hierarchy

¿Cómo Ayudamos A Emprendedores?

H1 - Helvetica Neue Bold - 56px

¿Cómo Ayudamos A Emprendedores?

H2 - Helvetica Neue Bold - 48px

¿Cómo ayudamos a emprendedores?

H3 - Helvetica Neue Medium - 30px

¿CÓMO AYUDAMOS A EMPRENDEDORES?

H4 - Helvetica Neue Medium - 24px

¿CÓMO AYUDAMOS A EMPRENDEDORES?

H5 - Helvetica Neue Medium - 20px

¿Cómo ayudamos a emprendedores?

H6 - Helvetica Neue Medium - 18px

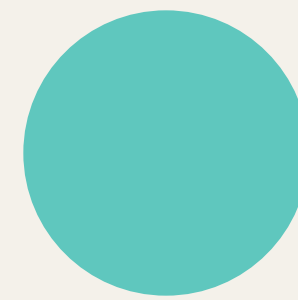
Formación a emprendedores para definir planes de implementación e innovación a sus negocios, propuestas de valor y planes de comunicación para encontrar el cliente ideal.

Body Highlight - Proxima Nova Regular - 18px

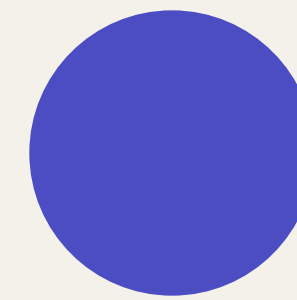
Formación a emprendedores para definir planes de implementación e innovación a sus negocios, propuestas de valor y planes de comunicación para encontrar el cliente ideal.

Body Regular - Proxima Nova Regular - 16px

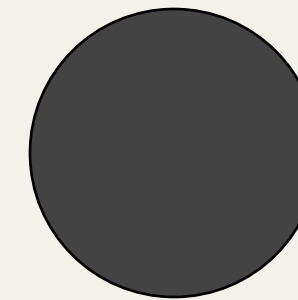
Colors



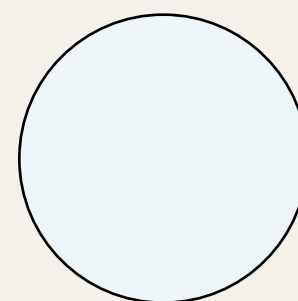
#00617F



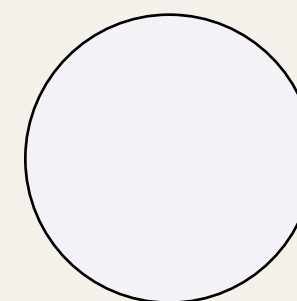
#30D5C8



#FFC145



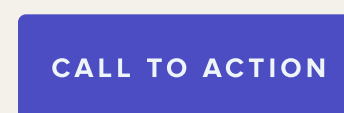
#ED6A5A



#ED6A5A

Buttons

Default



Hover



Click



CALL TO ACTION →

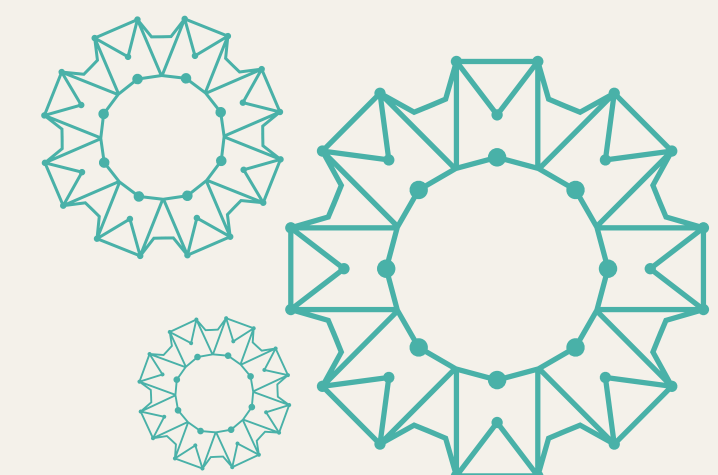
CALL TO ACTION →

CALL TO ACTION →

Assets



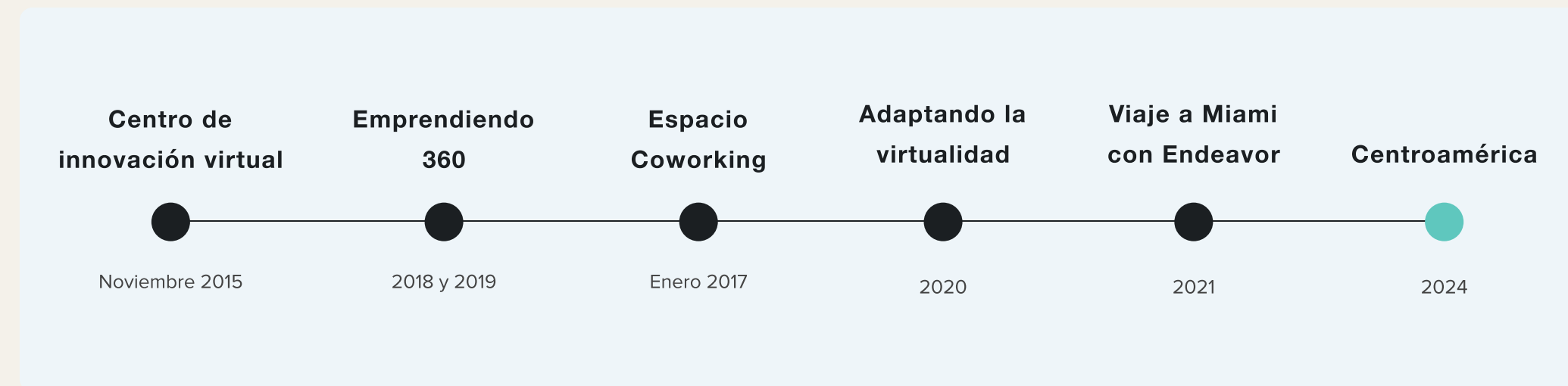
Recursos Gráficos





Main Components

Timeline Sections



Horizontal

Noviembre 2015
Centro de innovación virtual

18 encuentros presenciales en el primer año. Fue un año de creación de comunidad. Noviembre 2015. En el tiempo buscaba financiamiento para abrir un espacio de coworking y se soñaba que fuese capital local.

2020
Adaptando la virtualidad

En 2020 con la pandemia La Fábrica cerró físicamente pero se adaptó "Emprendiendo 360" y un "Startup Weekend Virtual". Abril 2020 startup weekend virtual para soluciones covid. En agosto 2020 emprendiendo 360 virtual.

Enero 2017
Espacio Coworking

La Fábrica abrió puertas con ya toda una comunidad creada y todos los cupos cubiertos, con la inversión de Pomona Impact.

2021
Viaje a Miami con Endeavor

En octubre 2021 se partió a Miami para trabajar con más de 150 emprendedores en Miami con Endeavor.

2018 y 2019
Emprendiendo 360

Se anexaron Emprendiendo 360 y los programas: Café Selecto y Pollo Rico.

2024
Centroamérica

Marzo 2024 relanzamos para llegar a toda Centroamérica.

Vertical

Services Sections

¿Cómo Ayudamos A Emprendedores?

[Corta descripción de los 3 productos]

Business Plan

En nuestra web puedes completar un plan de negocios en línea. El plan se llena en línea y tiene 5 aspectos fundamentales del negocio: La estrategia, el mercado, el equipo, las finanzas y tu plan de acción. Para llenarlo puedes hacer click en este link:

LLENA EL PLAN →

Conexión con Servicios

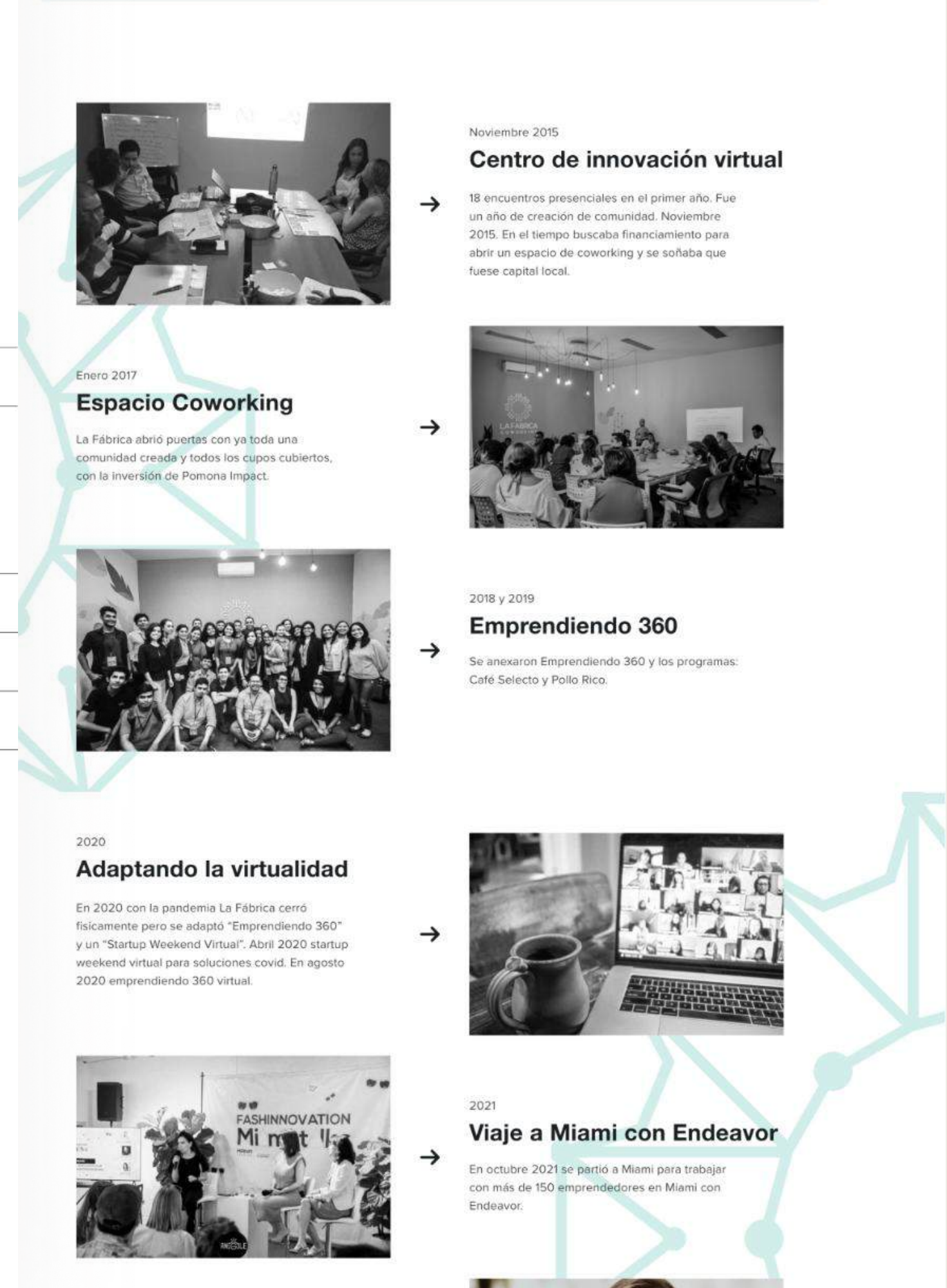
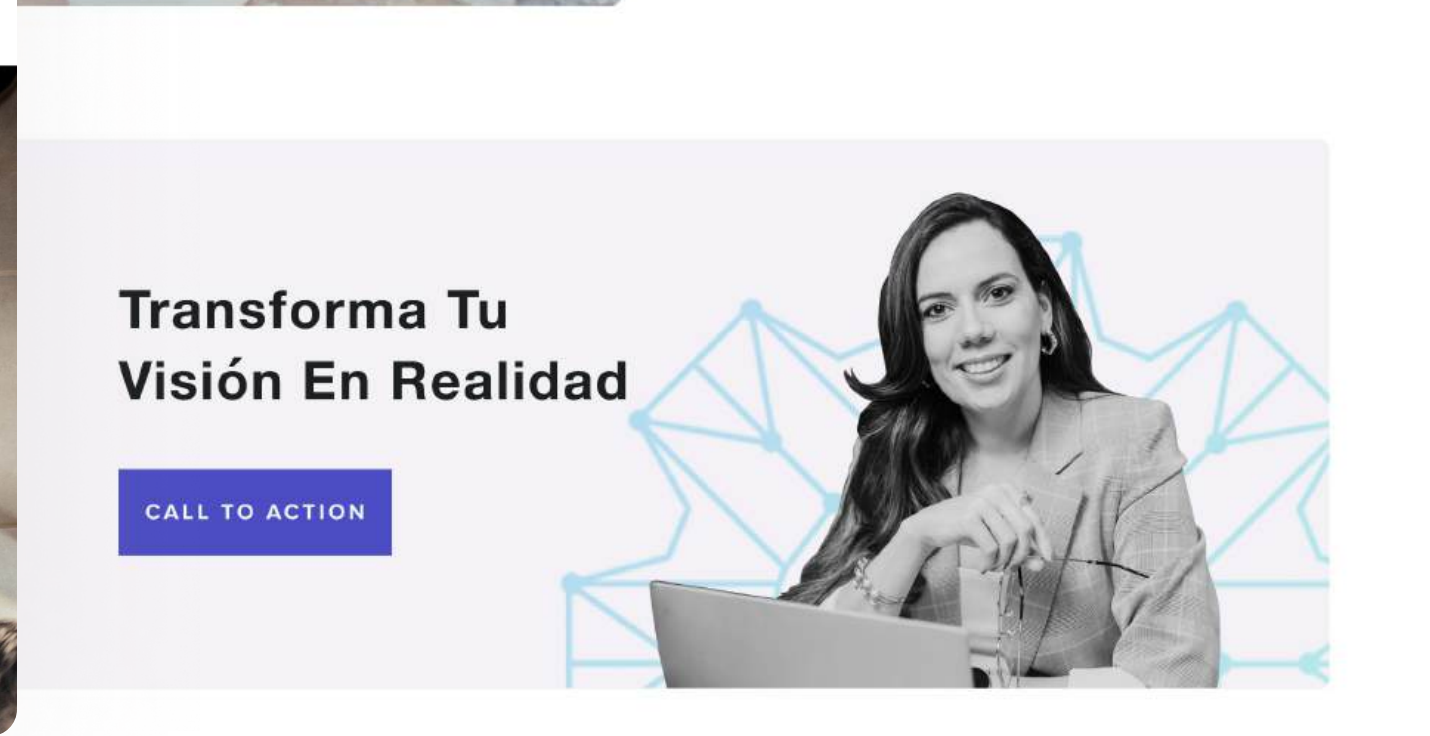
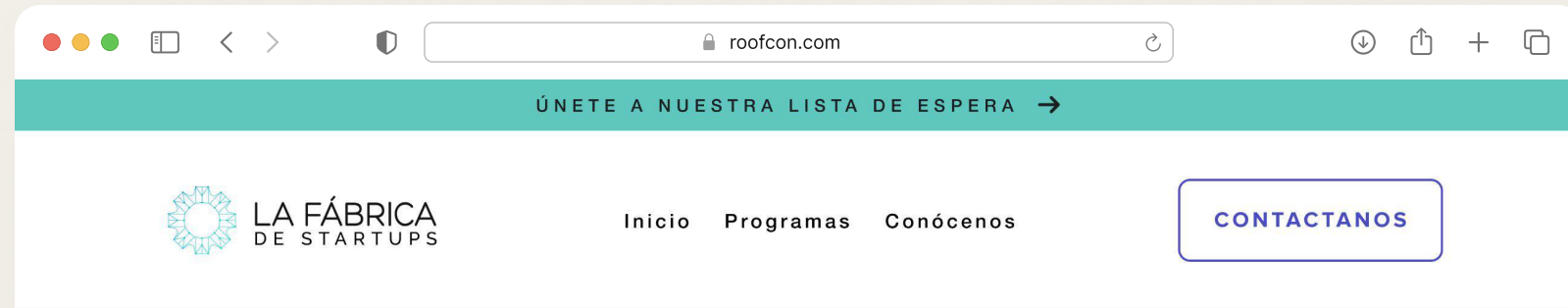
Crear un negocio solo es imposible, en el camino toca contratar diferentes servicios ya sea para lanzar o crecer tu emprendimiento. El éxito de tu negocio va a depender de tu equipo y de los servicios aliados que decidas contratar. En La Fábrica te conectamos con servicios de clase mundial para facilitarte el camino al éxito.

CONOCELOS →

Start-up Coaching

Emprender puede ser un camino sumamente abrumador. En La Fábrica te acompañamos en este camino, dándote la guía y claridad para iniciar y crecer tu negocio de la manera menos dolorosa posible. Para ver las posibilidades dale click en este enlace:

APRENDE COMO →





Branding

I listen to clients' ideas, understanding their vision, to create authentic identities that truly connect with their audience. More than a logo or colors, it's about giving life to a brand that evolves and grows over time, always maintaining its authenticity.



Thousand Paces

BRANDING

The project for Thousand Paces was inspired by Roman milestones, stone markers used by **the Romans to mark the advancement of a thousand steps on their routes**. This concept is reflected in the visual identity as a metaphor for constant progress and the construction of milestones along the business path.

The Gracela and LOGAM typefaces were selected for their elegance and sobriety, evoking a sense of history and precision. The natural color palette and stone-inspired textures **convey stability and confidence**.

The result is a professional identity that invites each client to have **clear and strategic guidance** at every stage of the process.



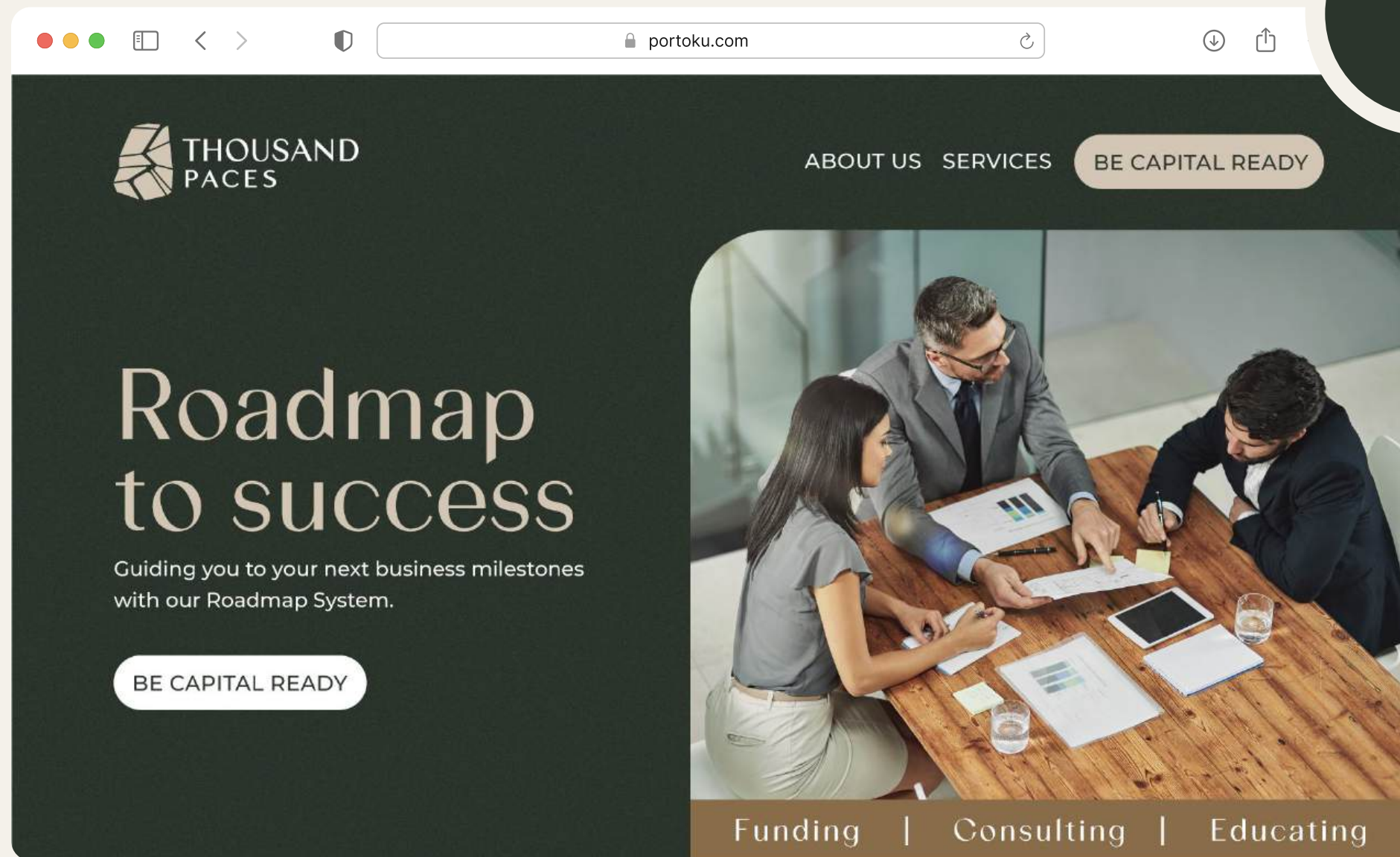


Gracela

Aa Bb Cc Dd Ee Ff Gg
 Hh Ii Jj Kk Ll Mm Nn
 Ññ Oo Pp Qq Rr Ss Tt
 Uu Vv Ww Xx Yy Zz 0 1
 2 3 4 5 6 7 8 9

LOGAM

AA BB CC DD EE FF GG
 HH II JJ KK LL MM NN
 ÑÑ OO PP QQ RR SS
 TT UU VV WW XX YY
 ZZ 0 1 2 3 4 5 6 7 8 9





League of Diabetes

BRANDING

The Diabetes League needed a visual identity and a communication system focused on the education and empowerment of its community. The challenge of this project was to develop **a visual language that was clear, accessible and attractive** for patients, parents, guardians and health professionals.

The typographic selection was Suez One to highlight important messages and Kanit to generate closeness and legibility in the educational content.

The final design managed **to balance professionalism and empathy**, promoting education as an essential tool to improve the quality of life of people with diabetes.



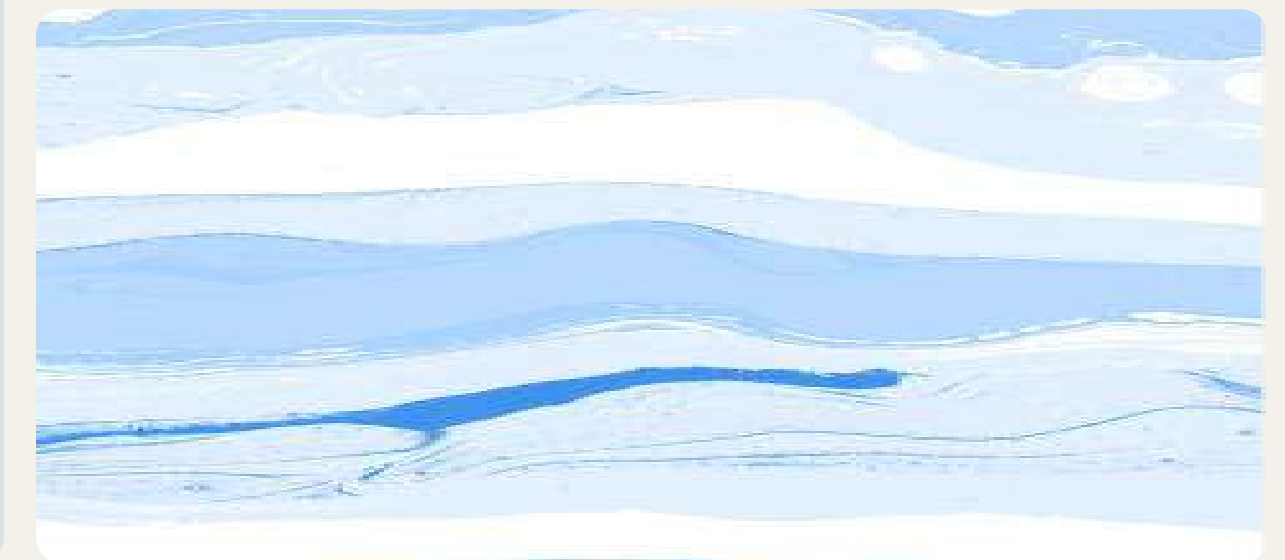
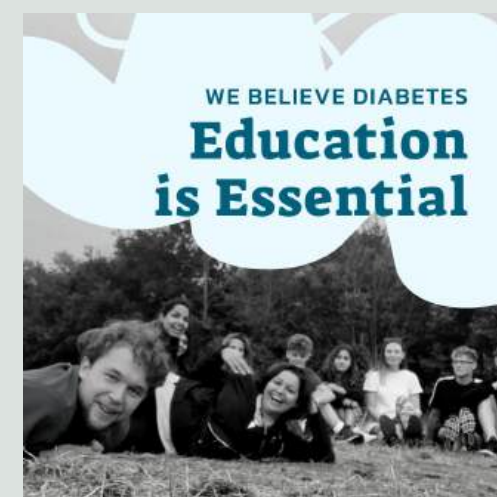


Suez One

Aa Bb Cc Dd Ee Ff Gg
 Hh Ii Jj Kk Ll Mm Nn
 Ññ Oo Pp Qq Rr Ss Tt
 Uu Vv Ww Xx Yy Zz o
 1 2 3 4 5 6 7 8 9

Kanit

Aa Bb Cc Dd Ee Ff Gg
 Hh Ii Jj Kk Ll Mm Nn
 Ññ Oo Pp Qq Rr Ss Tt
 Uu Vv Ww Xx Yy Zz O
 1 2 3 4 5 6 7 8 9





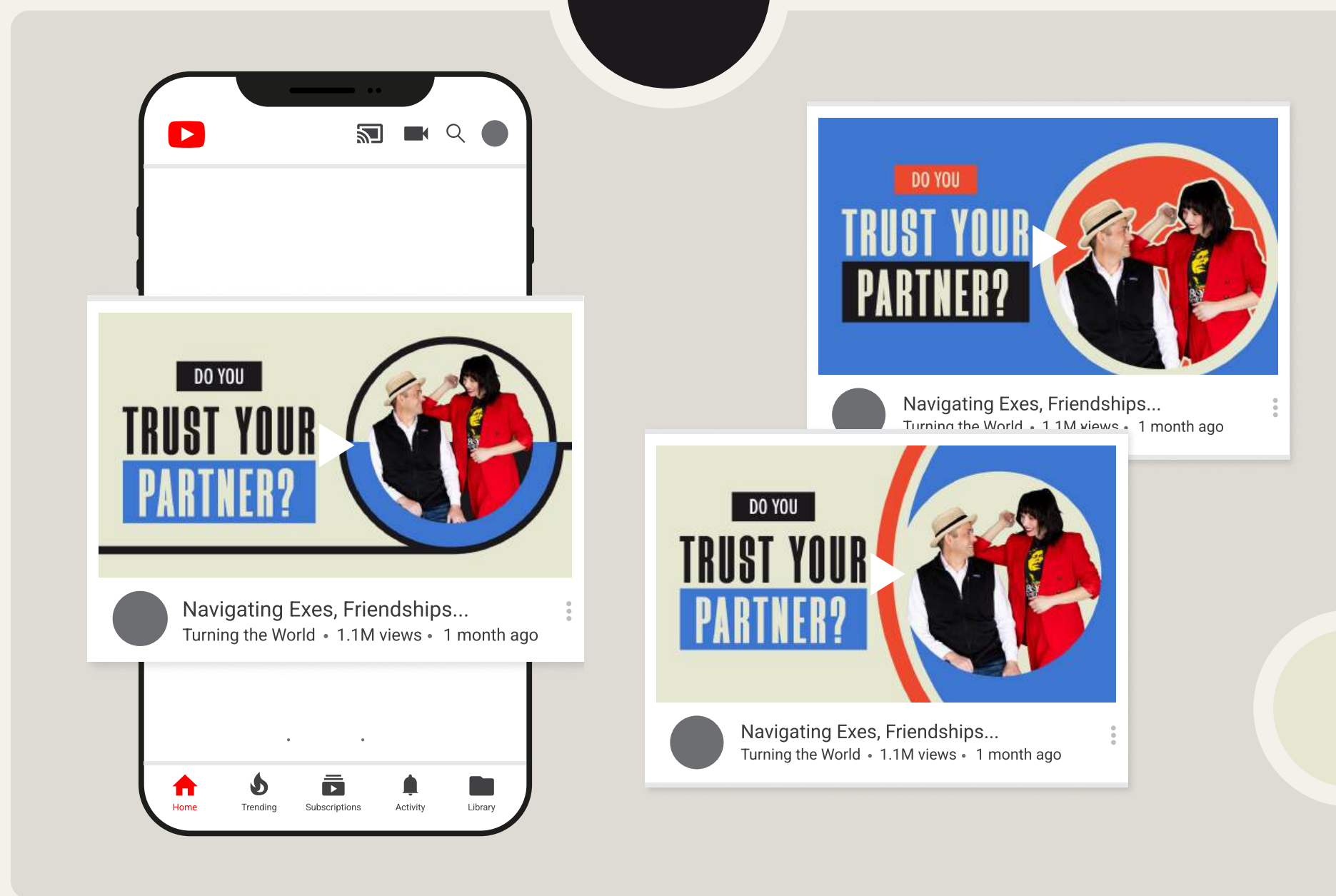
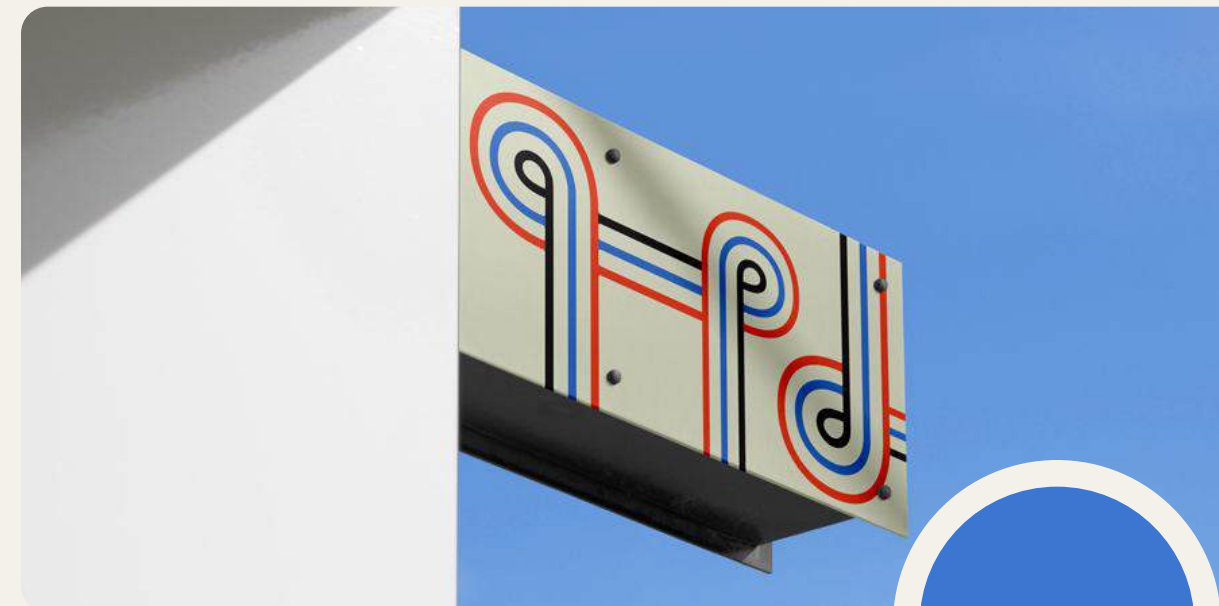
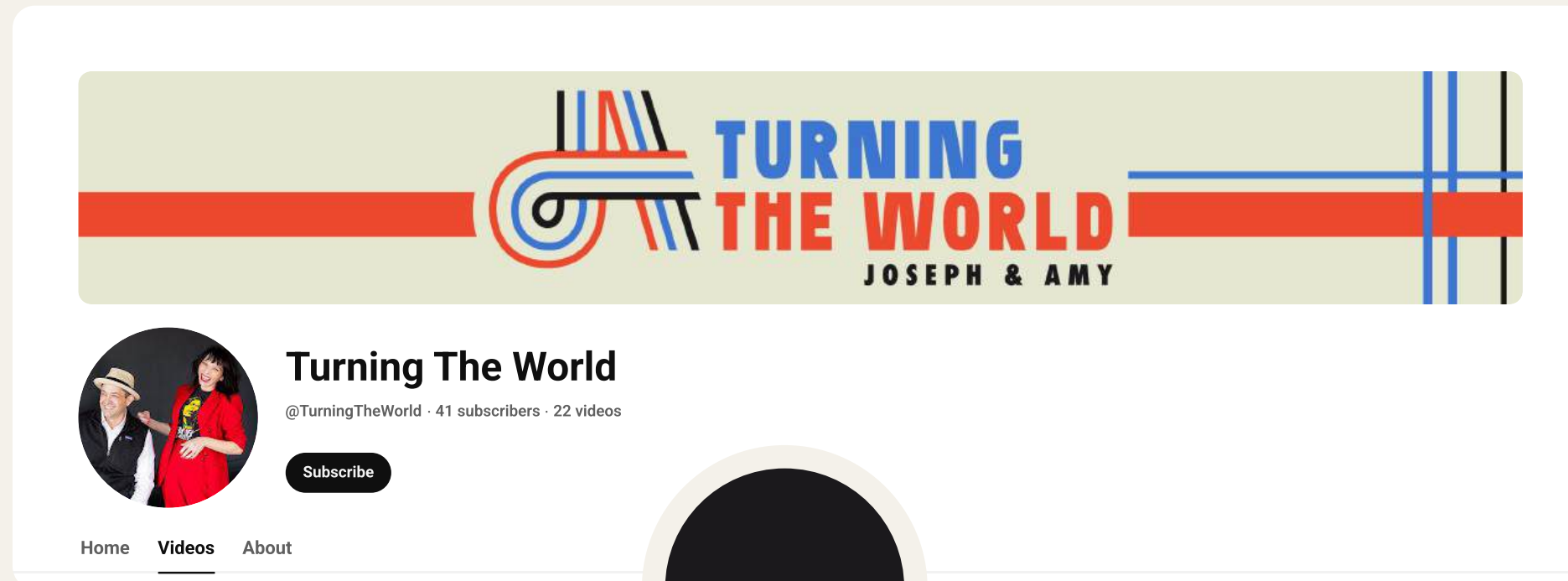
Turning the World

BRANDING

Turning The World is a brand **created to convey movement, dynamism and global connection** through a vibrant and versatile graphic identity.

The challenge was to develop an identity that represented **the essence of its creators, Joseph & Amy, who seek to communicate authentic stories** about relationships, travel and experiences. The identity had to work on both digital platforms and physical applications, reflecting a fresh, modern and accessible tone.





Historic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Futura

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Ññ Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2
3 4 5 6 7 8 9



Thanks

If I convinced you, let me know,
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If you are still not convinced, you can still follow
me, we never know when our paths will cross.

