

PORTFOLIO - CV 2026

LAUTARO FUENTE DAITCH

SENIOR
GRAPHIC
DESIGNER



REBRANDING, WEBSITE,
AND VISUAL COMMUNICATION

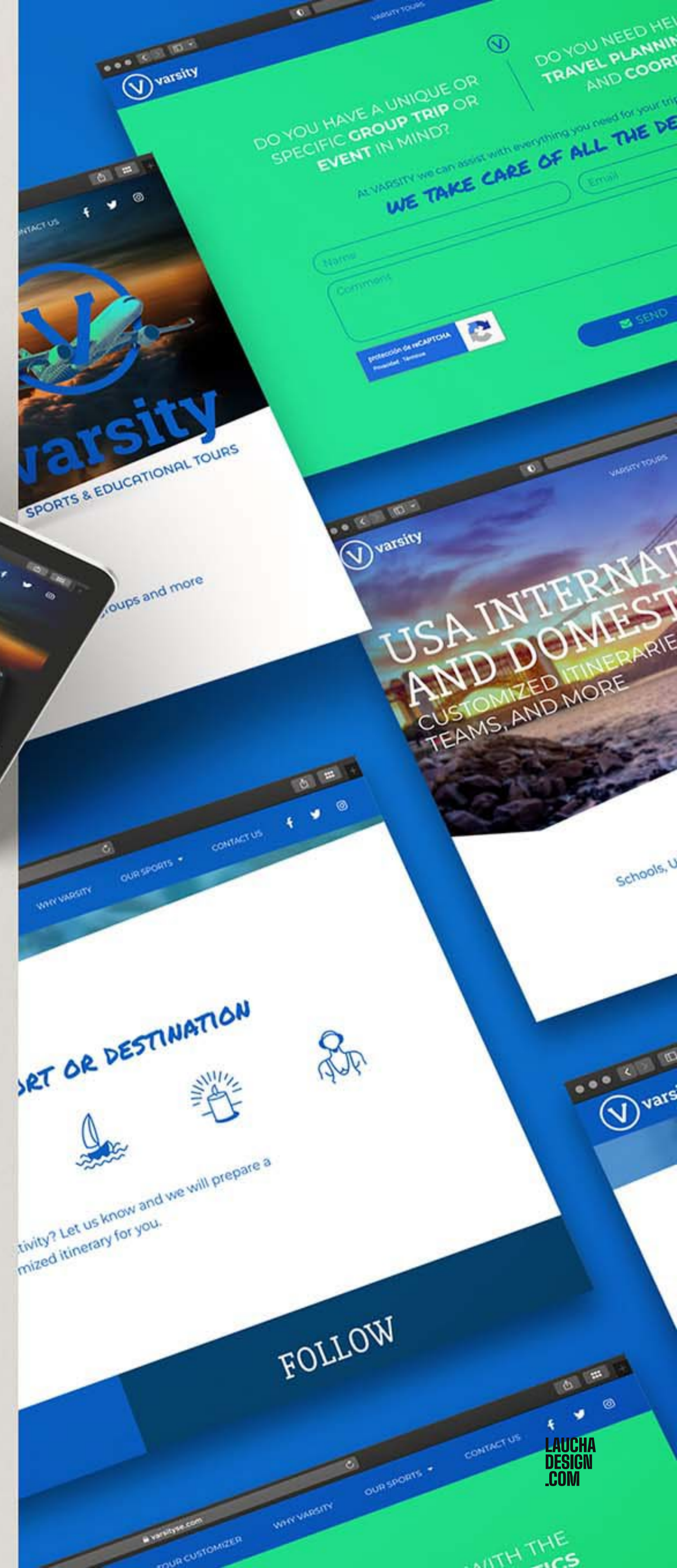
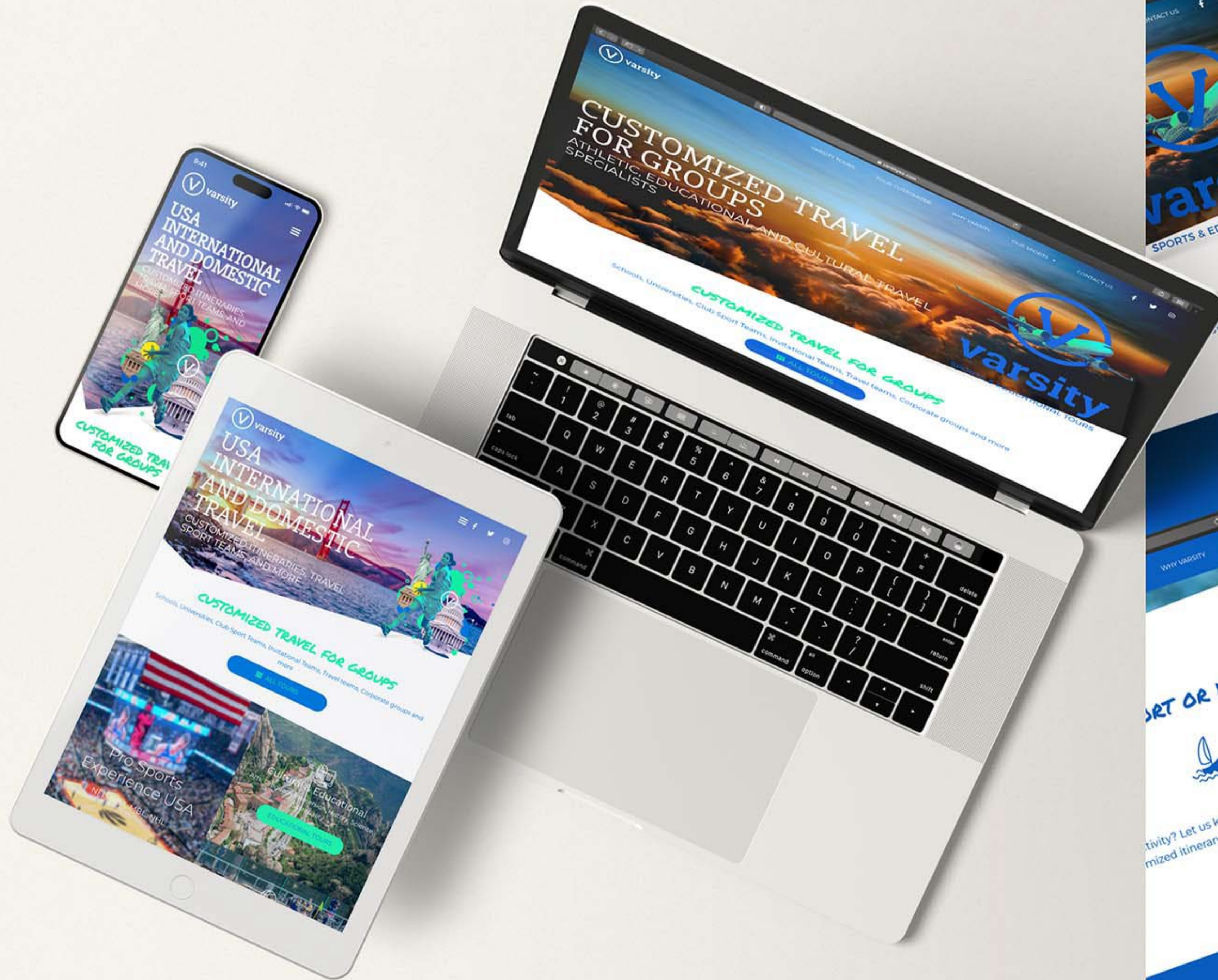


varsity

SPORTS & EDUCATIONAL TOURS



REBRANDING, WEBSITE,
AND VISUAL COMMUNICATION



REBRANDING, WEBSITE,
AND VISUAL COMMUNICATION



PORTFOLIO - 2026

[VIEW CASE STUDY](#)

LAUCHA
DESIGN
.COM

POSTER, TITLES,
AND PRESS KIT



[VIEW CASE STUDY](#)

POSTER, TITLES,
AND PRESS KIT



END-TO-END PROJECT
DEVELOPMENT

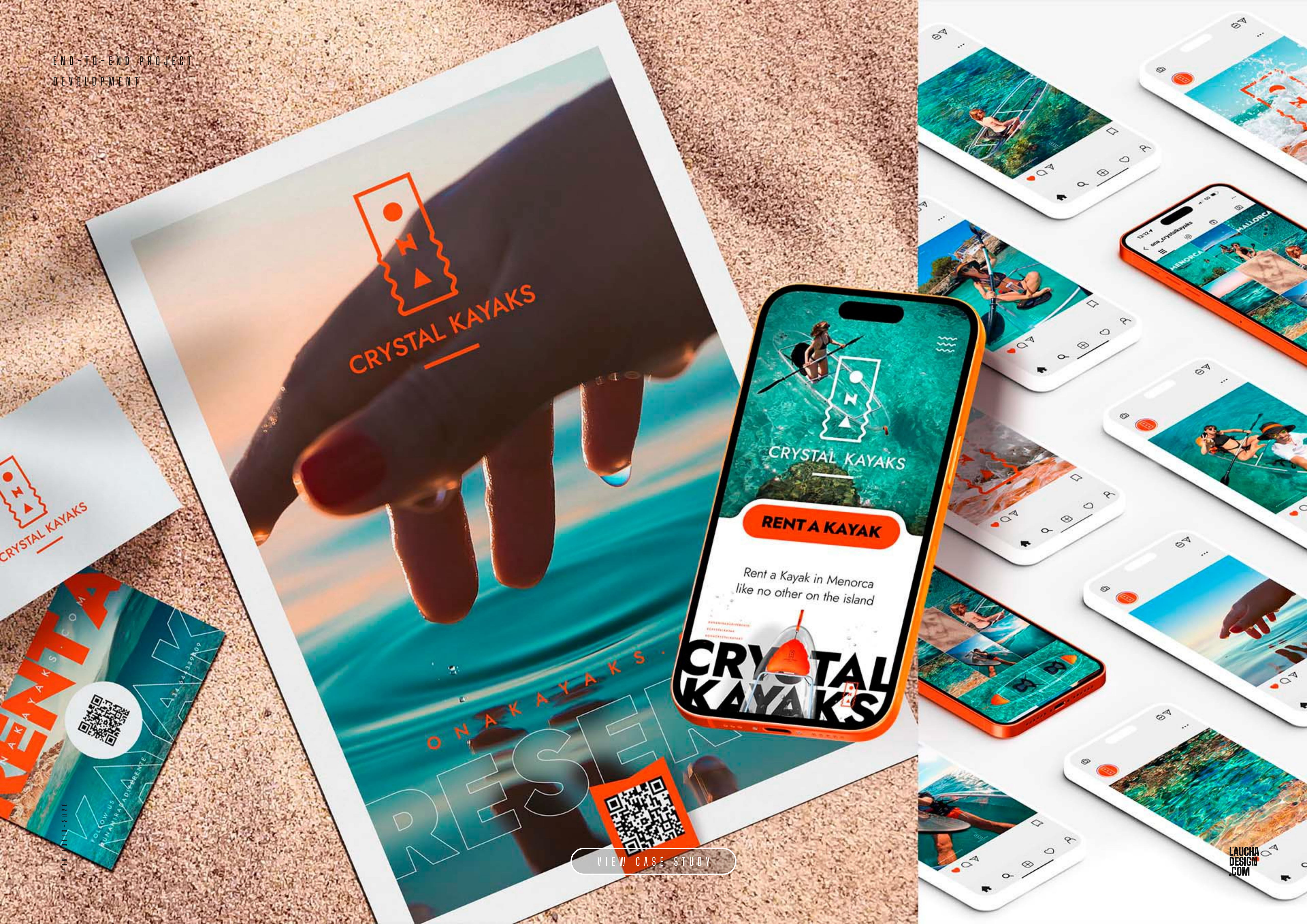


CRYSTAL KAYAKS

#UNA MIRADA DIFERENTE



END-TO-END PROJECT
DEVELOPMENT



CRYSTAL KAYAKS

CRYSTAL KAYAKS

RENT A KAYAK

Rent a Kayak in Menorca
like no other on the island

**CRYSTAL
KAYAKS**

CRYSTAL KAYAKS

RENT A KAYAKS.COM

608587181335909

FOLLOW US
@CRYSTALKAYAKS

QR CODE

ONAKAYAKS

RESERVE

VIEW CASE STUDY

LAUCHA
DESIGN
COM

PHOTO
RETOUCHING





PRIMAVERA / VERANO

PLATAFORMAS

2014/15

WWW.SOCORRODESIGN.COM | FACEBOOK.COM/SOCORRODESIGN

911537



CUERO SINTÉTICO/TELA
natural ● verde ● azul
12,5cm

23100



CUERO S.
blanco ● oro
negro ●
6,5cm

23115



CUERO SINTÉTICO
oro ● plata ● negro
6,5cm

SHOE MARKET

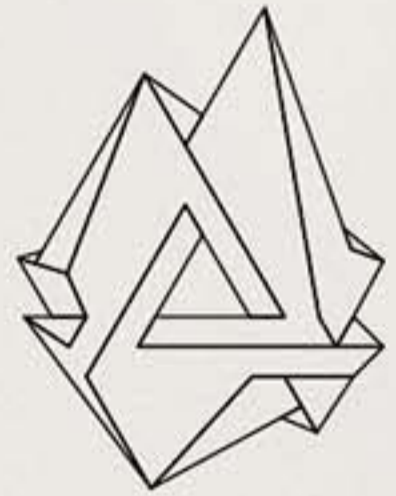
MODA PARA VENDEDORAS

PRIMAVERA / VERANO

PANCHAS ZAPATILLA

2014/15

OPENING TITLE
FOR MUSIC VIDEO



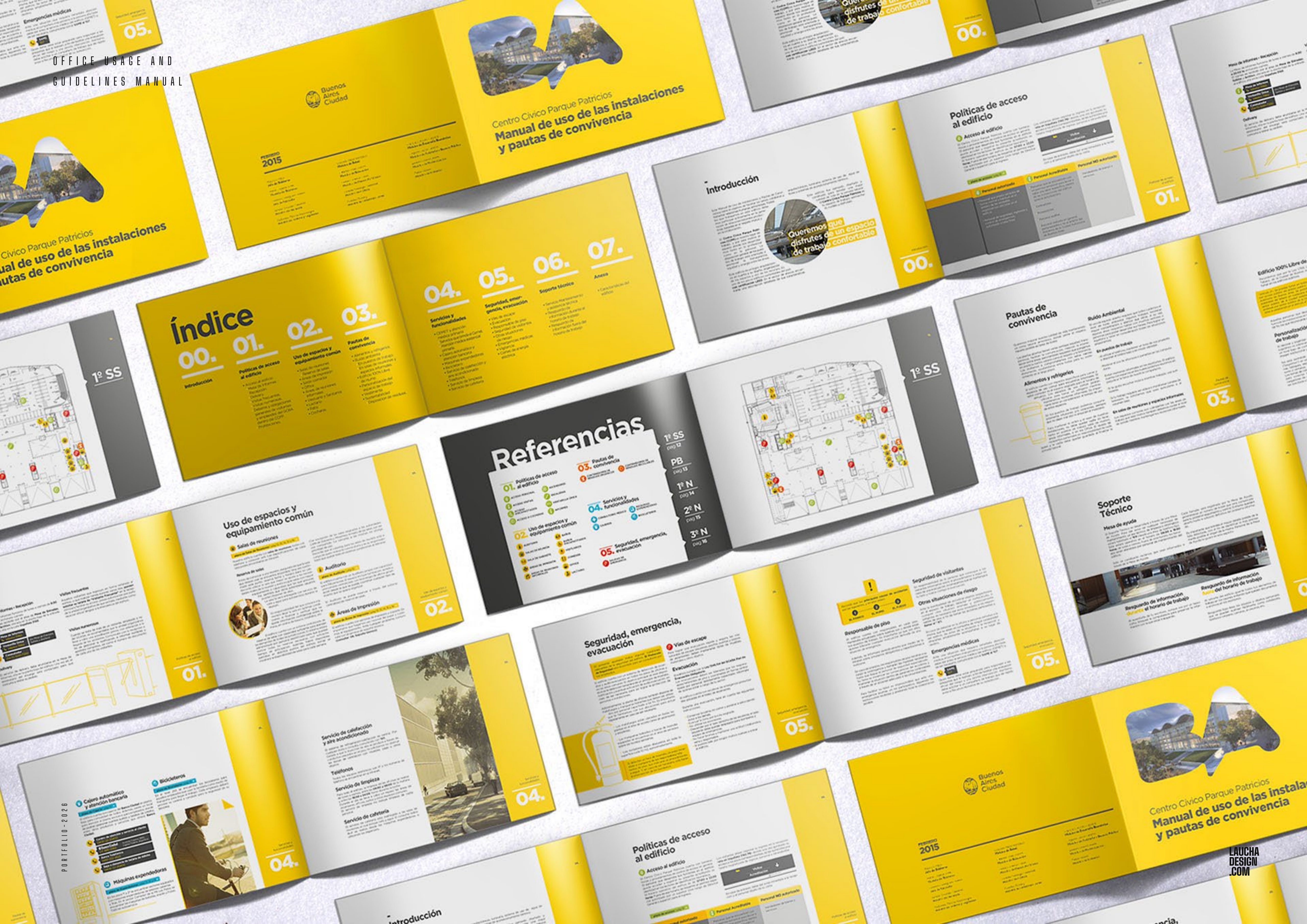
+

MONICA
DOGRA



ALBUM COVER
DESIGN





Buenos Aires Ciudad

Centro Cívico Parque Patricios

Manual de uso de las instalaciones y pautas de convivencia

PREMIOS 2015

Proyecto Arquitectónico: **Arce & Bae**

Proyecto de Ingeniería: **Arce & Bae**

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Centro Cívico Parque Patricios

Manual de uso de las instalaciones y pautas de convivencia

05.

00.

Queremos que disfrutes de un espacio de trabajo confortable

Políticas de acceso al edificio

01.

Índice

00. Introducción

01. Políticas de acceso al edificio

02. Uso de espacios y equipamiento común

03. Pautas de convivencia

04. Servicios y funcionalidades

05. Seguridad, emergencia, evacuación

06. Soporte Técnico

07. Anexos

Introducción

00.

Queremos que disfrutes de un espacio de trabajo confortable

Pautas de convivencia

03.

1º SS

Diagrama de planta arquitectónica con puntos de acceso y servicios marcados.

Referencias

1º SS pag 12

PB pag 13

1º N pag 14

2º N pag 15

3º N pag 16

Uso de espacios y equipamiento común

02.

Seguridad, emergencia, evacuación

05.

Seguridad de visitantes

05.

Soporte Técnico

Mesa de ayuda

05.

04.

Servicio de calefacción y aire acondicionado

Telefonos

Servicio de limpieza

Servicio de cafetería

04.

Políticas de acceso al edificio

01.

Buenos Aires Ciudad

Centro Cívico Parque Patricios

Manual de uso de las instalaciones y pautas de convivencia

PREMIOS 2015

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Proyecto de Ingeniería: **Arce & Bae**

Proyecto de Ingeniería: **Arce & Bae**



PROFESSIONAL BACKGROUND

GRAPHIC DESIGNER

AGENCIA VESPA MEDIA

Buenos Aires, Argentina | 2009 - 2011

GRAPHIC DESIGNER

CONTRACT WORKPLACES

Buenos Aires, Argentina | 2013 - 2014

GRAPHIC DESIGNER

PULITA COMPACT WALLET

Barcelona, Spain | 2015 - 2017

CO-FOUNDER & ART DIRECTOR

ONA CRYSTAL KAYAKS

Mallorca, Spain | 2021 - 2022

GRAPHIC AND WEB DESIGNER

WEBIDIOTZ AGENCY

Remoto, Winnipeg, Canada | 2011 - 2013

CO-FOUNDER & ART DIRECTOR

MANTONEGRO STUDIO

Buenos Aires, Argentina | 2014 - 2017

ART DIRECTOR / SENIOR GRAPHIC DESIGNER

VARSAITY S.&E. TOURS

Barcelona, Spain | 2017 - 2023

SENIOR GRAPHIC DESIGNER

SUEÑOS DESCANS

Barcelona, Spain | 2013 - 2025

PROFESSIONAL EXPERIENCE

ART DIRECTOR / SENIOR GRAPHIC DESIGNER

VARSAITY S.&E. TOURS

2017 ————— 2023

- Led a full company rebranding, developing naming, visual identity, brand guidelines, and a complete graphic system optimized for digital environments; positioning the brand as modern, international, and focused on sports and education while ensuring readability, scalability, and cross-platform consistency.
- Directed the creation of 360° communication campaigns and assets, including social media, newsletters, print materials, and signage; strengthening visual coherence and improving brand recognition.
- Designed and developed the corporate website from scratch using WordPress and Elementor, creating reusable templates in collaboration with the sales team; increasing digital presence and team autonomy in tour publishing while aligning with business objectives.

CO-FOUNDER & ART DIRECTOR

ONA CRYSTAL KAYAKS

2021 ————— 2022

- Integrated strategic vision and creative direction, balancing commercial, operational, and branding decisions to deliver an innovative tourism project with a strong identity and a distinctive market proposition.
- Co-founded the project from the ground up, developing the business plan, analyzing competitors and suppliers, and managing operational permits and imports from China to Spain; enabling the launch of an innovative business model in Menorca.
- Led the development of the brand identity, creating the naming, creative concept, logo, and visual system inspired by the interior/exterior duality of water; building a differentiated, authentic brand aligned with its environment and sensory experience.
- Designed and produced online and offline assets, including uniforms, social media content, and product and campaign photography; ensuring visual consistency and professionalism across all touchpoints.

SENIOR GRAPHIC DESIGNER

SUEÑOS DESCANS

2023 ————— 2025

- Structured and executed the "Store Portfolio," physically surveying and documenting 37 stores and designing an internal interactive microsite; centralizing key information for commercial and operational teams.
- Produced the "Capario" visual system, creating editable exploded views of all mattresses and their layers; streamlining new product launches and facilitating catalog updates.
- Directed graphic production for new store openings and renovations, defining signage, formats, materials, and large-format artwork (e.g., Sant Boi store, façade over 30 m); ensuring a consistent, high-impact retail visual experience.
- Restored, created, and optimized online and offline assets, including brochures, catalogs, campaigns, animations, and retail communication in both Catalan and Spanish; enhancing visual presence and commercial support across 37 stores.

ABOUT ME

LAUTARO

FUENTE DAITCH

Passionate about design in all its forms, from graphic design and illustration to architecture, photography, industrial design, and interior design. Highly curious about trends and how they evolve around the world.

As a designer, I seek to understand the needs and aspirations of each project in order to act accordingly, with a clear idea that supports every decision, prioritizing a clean and simple style for effective communication. I constantly look for inspiration across different disciplines. Detail-oriented and demanding, with a strong sense of personal identity, always seeking new challenges and proposals.




WHEN I'M NOT DESIGNING

I enjoy disconnecting through sports and activities such as cycling, longboarding or snowboarding, as well as a casual game of padel, football, or tennis. I reconnect and ground myself by exploring places where nature plays a central role.

EDUCATION

- **Bachelor's Degree in Graphic Design**
Faculty of Architecture, Design and Urbanism (FADU), University of Buenos Aires (UBA)
Buenos Aires, Argentina | 2012.
- **Web Design Course**
Dotzero, Buenos Aires, Argentina.

CURRENTLY LEARNING

-  *Blender (3D modeling – beginner level).*
-  *UI.*
-  *AI tools for workflow optimization, process management, and content creation.*

I'M LOOKING FOR

- Projects where creativity is the driving force.
- Visual challenges.
- Involvement in ambitious goals.
- Opportunities to learn from the people around me.
- Roles with greater responsibility, including team management.



LAUTARO FUENTE DAITCH

SENIOR
GRAPHIC DESIGNER



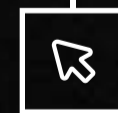
VISIT MY WEBSITE TO SEE THE PROCESS
AND DEVELOPMENT BEHIND SELECTED PROJECTS



hola@lauchadesign.com



[/lauchaf](#)



[LAUCHADESIGN.COM](#)



[/in/lautarofr](#)



Barcelona, Catalonia, Spain

...I seek to develop the potential I recognize, pushing it toward levels I have yet to discover...