

Education

2021-now

Product design degree
EASD València

2016-2017

Master in packaging design
ELISAVA Barcelona

2013-2016

Higher degree in advertising graphics
Escuela de Arte de Zaragoza

Work experience

2022-2023

Estudiopg, València

2019-2022

Lateral branding, Barcelona

2018-2019

Motel studio, Barcelona

2017

Lavernia & Cienfuegos, València
(internship)

2015

Activa Design, Zaragoza

Awards

Pentaward BRONZE (Care Concept)

Liderpack award
for best young packaging

National Cluster Award
packaging for innovation

Languages

Spanish, English (medium),
French (basic), Catalan (basic)

General English Course. School of Language
& Literature. University of Aberdeen

Skills

Adobe Illustrator	Microsoft Office
Adobe LightRoom	Rhino - KeyShot
Adobe InDesign	Cinema 4D
Adobe Dreamweaver	Twinmotion
Adobe Photoshop	Solidworks

Published work

The Package Design Book 2018
Taschen, Pentawards. P.260

ADG-FAD / Esquirre / The Dieline / Hispack /
Liderpack / Packaging of the World / NEO2 /
graffica.info / METAL / Condé Nast Traveller /
Packageinspiration / elEconomista / levante /
NewsPackaging (Nº40) / Packaging Cluster /
La Vanguardia / El periódico / Ara mengem /
Penedès Econòmic / El periódico de Ibiza /
bloghedonista / BCNFashion / Actua Aragón /
El Periódico de Aragón / Heraldo de Aragón /
Valenciaplaza / Europapress / Cadena Ser /
20 minutos / VICE

Work developed in Packaging studios

Studio

Lateral branding

Client

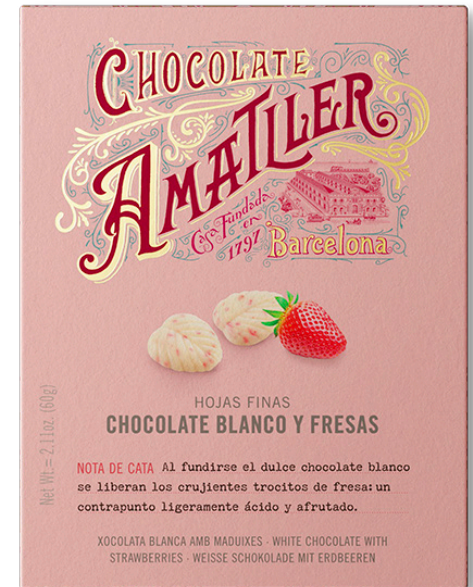
Chocolates Amatller

One of the oldest chocolate brands in the world, founded in 1797 in Barcelona.

It was necessary to make it easier for consumers to rediscover the brand's splendid past, in order to give it a new lease on life and give strength to its future projects.

Branding, Packaging.





Studio

Lateral branding

Client

Just This

The crunchy cheese

The appearance of a literally new food product resulting from a technological innovation is a very rare occurrence.

This is “Just This”, a 100% cheese snack with nothing else added. The texts, branding and packaging itself seek to reinforce that this is 100% cheese and nothing else.

Branding, Packaging.





Studio

Lateral branding

Client

Natura Kimba & Baldo
Petfood for ALDI Spain

Range of dry feed made with natural ingredients. Development of a sustainable and recyclable mono-material packaging by Coveris.

Branding, Packaging.



Studio

Lateral branding

Client

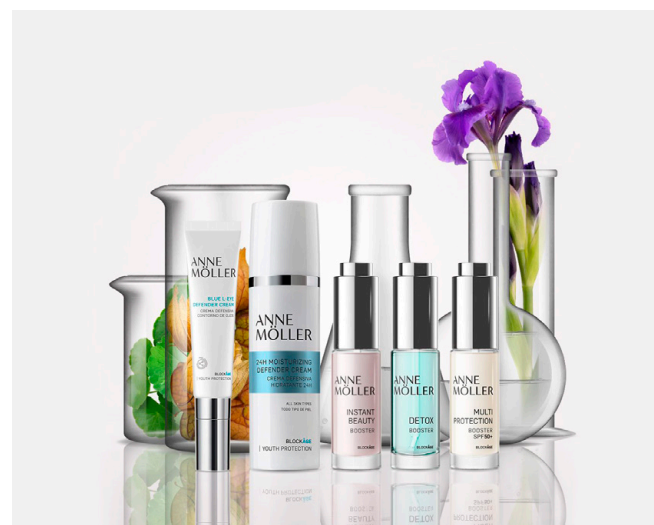
Anne Möller
Skin Defense Science

Anne Möller uses innovation, quality and technology to develop a wide range of cosmetics for women in their 30s, 40s, 50s, 60s.

Its mission is to care for and bring out their natural beauty.

It has created highly efficient formulas, patented and backed by scientific research.

Branding, Packaging.





Studio

Lateral branding

Client

Mallart

Charchuteros desde 1916

Five generations dedicated to the production of charcuterie in La Llacuna, Gran Penedès.

Mallart is part of the Más Albornà foundation, which has been working for more than 50 years to improve the quality of life of people with disabilities, mental disorders and at risk of exclusion.

Branding, Packaging.





Studio

Estudiopg

Client

TeqMex

Mari Mayans

A sophisticated Tequila reposado, made in the region of Jalisco, with the aim of offering each of the nuances of this seductive drink made exclusively with blue agave harvested by hand in Jalisco.

The label has as its central element a Mexican Catrina, a symbol of the Day of the Dead in México.

Branding, Packaging.



Studio

Lateral branding

Client

La Granja

Calidad, sabor y frescura
desde 1959

La Granja Foods has created this gluten-free range of biscuits, muffins and snacks from fresh egg, baked slowly to make them soft and fluffy.

The pictograms and the choice of colours convey the fact that this is a range free of gluten and other allergens such as lactose or corn.

Branding, Packaging.



Award-winning concepts

Client

La Vall
Lavernia&Cienfuegos
Workshop 7h



Pentaward Bronze Personal Care
Liderpack Mejor Diseño Joven

Creation of a cosmetic line for a 4/5 hotel chain: toiletries, articles for direct sales, spa and gym. Mosses, ferns and orchid varieties are some of the ingredients, to which an oil with moisturising and rejuvenating properties must be added.*

*Mentored by: Alberto Cienfuegos.
Endika Gomez de Balugera, Sofia Cuba,
Pablo Berges.*

Master in Packaging. ELISAVA.





Client

Quadpack
Interchangeable
make-up palette

National Packaging Design
and Sustainability Awards

*Modular system for eyeshadow,
easily combinable and customisable.*

“Excellent balance between a sustainable
proposal and conceptual quality.
It has been shown with a very careful
presentation and an impeccable review
of branding proposals that suggests,
in a natural way, a practically
immediate applicability.”

Cluster Jury 2018.

Concept, Branding, Industrial
design, Brand architecture,
Graphic design.





Branding for events, venues and more

Studio

Motel studio

Client

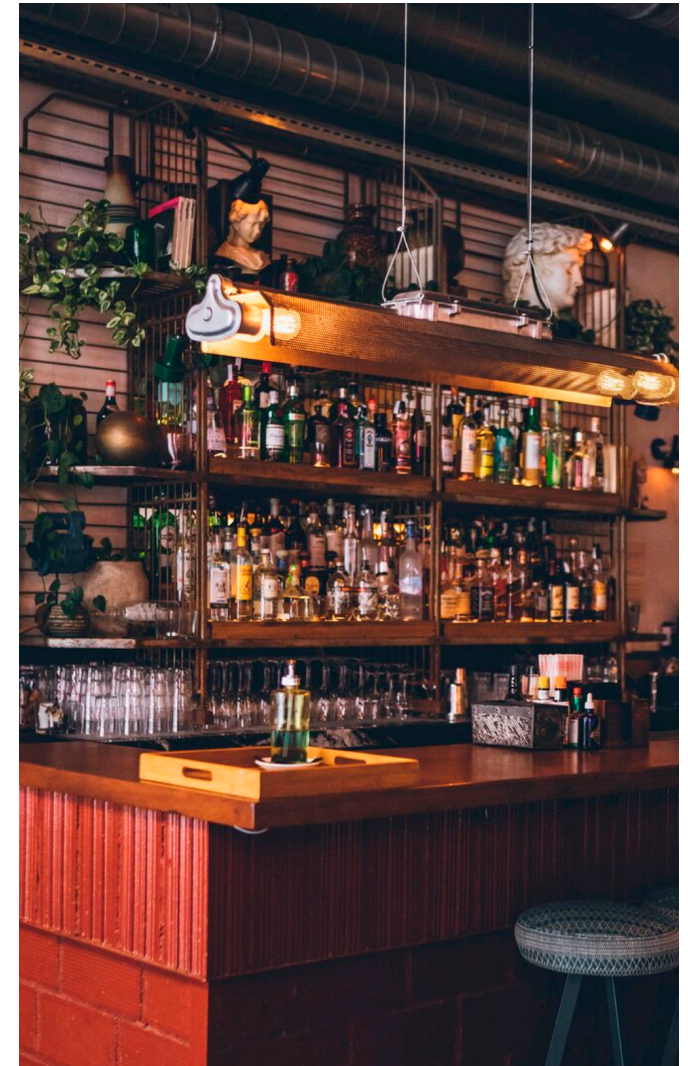
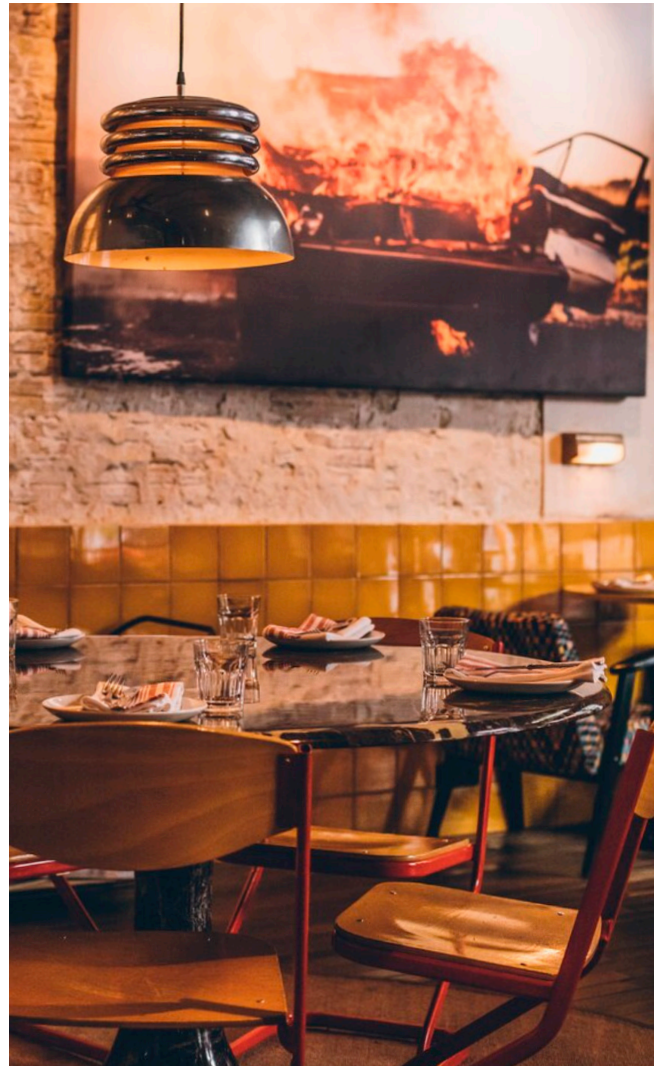
Benzina

Pasta, Cocktails & Rock n Roll

“A huge photograph of a car on fire, tables where no two seats are the same (...) Located in a former mechanic’s workshop, Benzina is not just any Italian restaurant. There is also music - rock on vinyl (The Stones, Creedence...) that is hard not to sing along to, even with a mouth full of pasta - and cocktails that are served to start, to finish or whenever you want.”

Gemma Askham, Condé Nast Traveller.

Branding, posters, graphic elements, search of furniture and props.





BENZINA
bar + cucina

BENZINA
bar + cucina

BENZINA
bar + cucina

BENZINA
bar + cucina

DANIELE MORETTI
CHEF
TEL: 68-489686
ciao@benzina.es
Passatge Pere Calders 6, Barcelon
BENZINA

Studio

Motel studio

Client

Clubhaus

Food+Art+Play

“Two restaurants, three bars, a karaoke room, a games area, lighting details -some of them sponsored by VICE magazine-, a mini golf in some of the toilets and a semi-secret Members-only room, which as well as being exclusive for friends and creative souls will feature all kinds of activities, DJ’s, live music and original events recreating a fun atmosphere to stimulate co-creation.”

Clara de Nadal Trias, Condé Nast Traveller.

Branding, posters, graphical elements, participation in the search for furniture and props design.





Studio

Motel studio

Client

La Almunia Film Festival
Annual Spanish Film Festival

23rd edition of La Almunia Film Festival (FESCILA), an annual festival dedicated to Spanish cinema: films, short documentaries and screenplays that held in La Almunia de Doña Godina, Zaragoza.

Branding, signane.





Studio

Estudiopg

Client

Metrovalència

We strengthen the identity of the “M” of Metrovalència created by Pepe Gimeno and Paco Bascuñán in 1998, linking it to Generalitat Valenciana through the red, as well as giving visibility, renewing and enhancing the unified image of FGV, coinciding with the new line 10 and the “Suma” card.

Revamping of the mobile park destined for the new line 10 (Alacant-Natzaret).



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