



23.05.1990



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Creative Designer

IF YOU WANT TO KNOW MORE ABOUT ME VISIT WWW.NACHOGENTINI.COM

HI, I'M NACHO GENTINI

A SELF MOTIVATED

DESIGNER, URUGUAYAN,

I LOVE DOGS, FASHION

& CHALLENGES.

SOME WORKS . 01

01_Urban_Haus_Labels_2021

Graphic & Industrial Design

02_Urban_Haus_Graphics_2021

Graphic Design

03_Urban_Haus_Clothing_2021

Graphic & Textile Design

04_Allie_SS23_Campaign_2022

Graphic Design, Communication & Video Edition

05_Harrington_SS23_Campaign_2022

Graphic Design, Communication & Video Edition

06_Peugeot_Campaigns_2022

Graphic Design, Communication & Video Edition

07_Opel_Campaigns_2022

Graphic Design, Communication & Video Edition

08_BYD_Campaigns_2022

Graphic Design, Communication & Video Edition

09_Parao_Ecoresort_Branding_2022

Graphic Design

10_Cerro_Chapeu_Batoví_Branding_2018

Graphic Design

01_Urban_Haus_Labels_2021

Client

The Urban Haus

Year

2016/2021

Location

Montevideo, Uruguay

Team

The Urban Haus Design Dept.

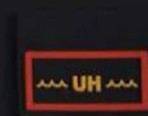
Selection of labels & patches that I designed during the 5 years in which I leaded The Urban Haus Design Dept., one of the most important brands in my country, with stores in USA, Spain, Paraguay and Central America.

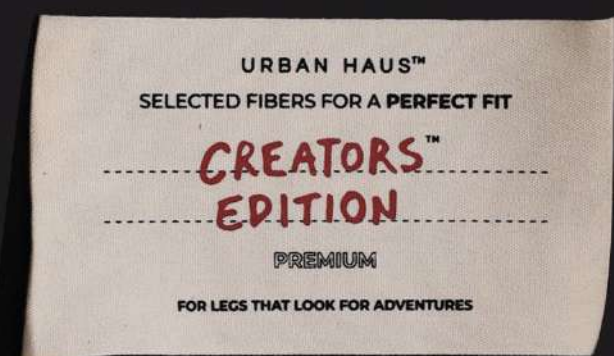




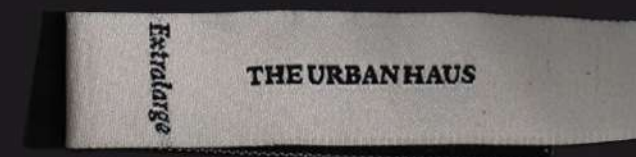
Swimwear and summer edition.

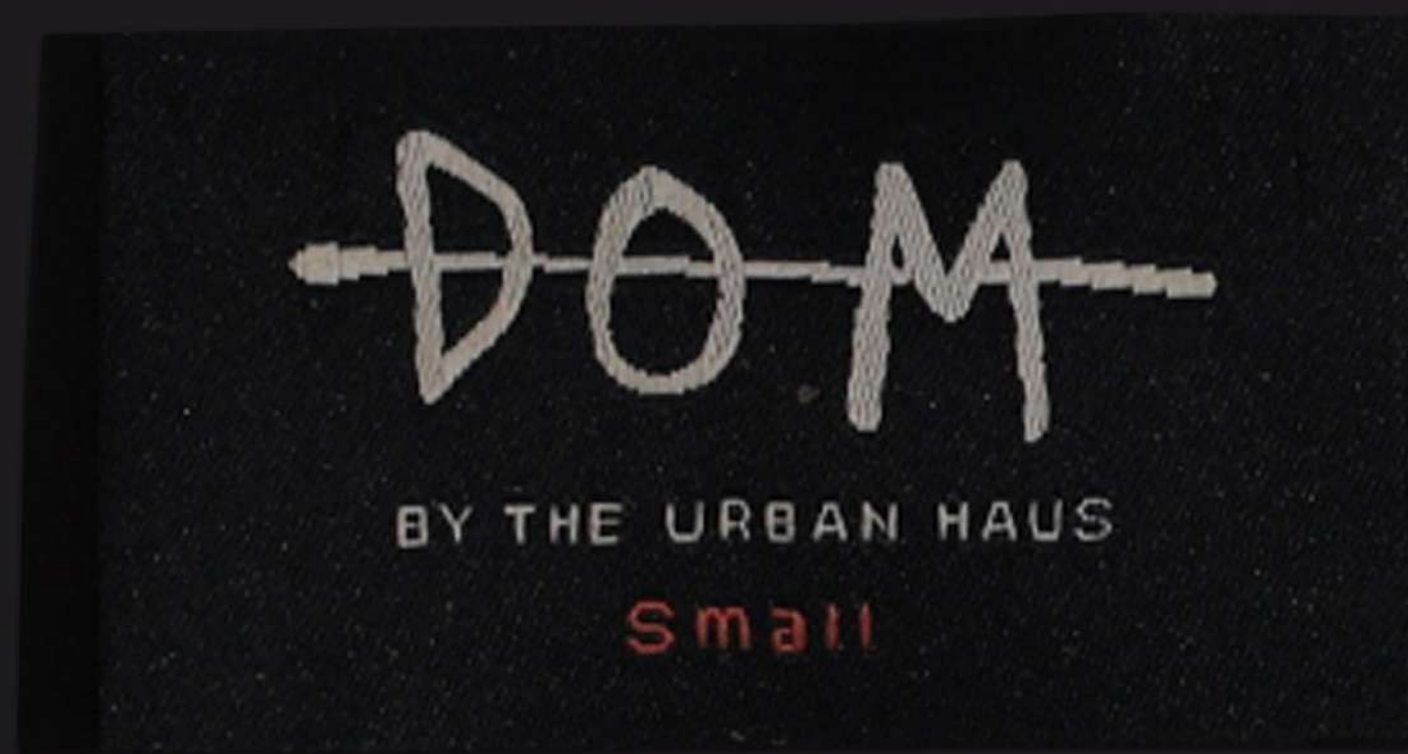


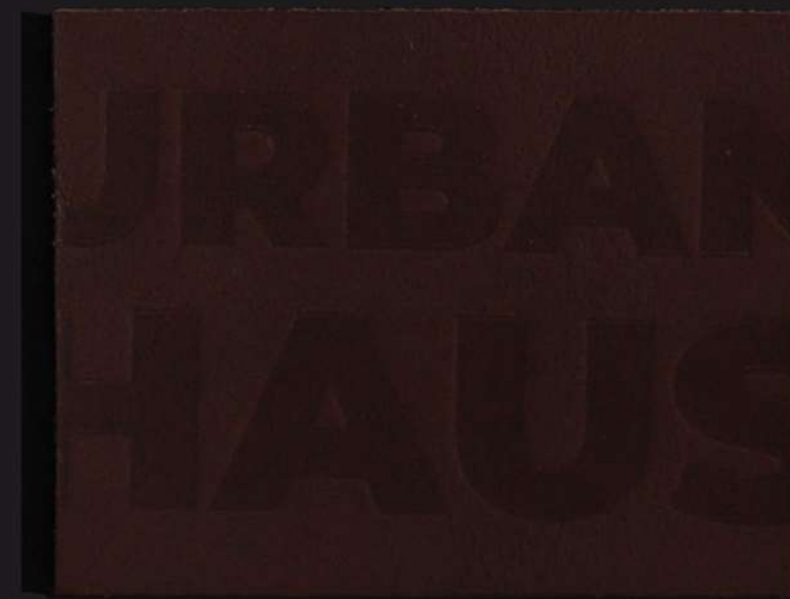




Premium denim edition.









THE URBAN HAUS

ADDRESS BY
THE URBAN HAUS

AVENUE.

02_Urban_Haus_Graphics_2021

Client

Urban Haus

Year

2016-2021

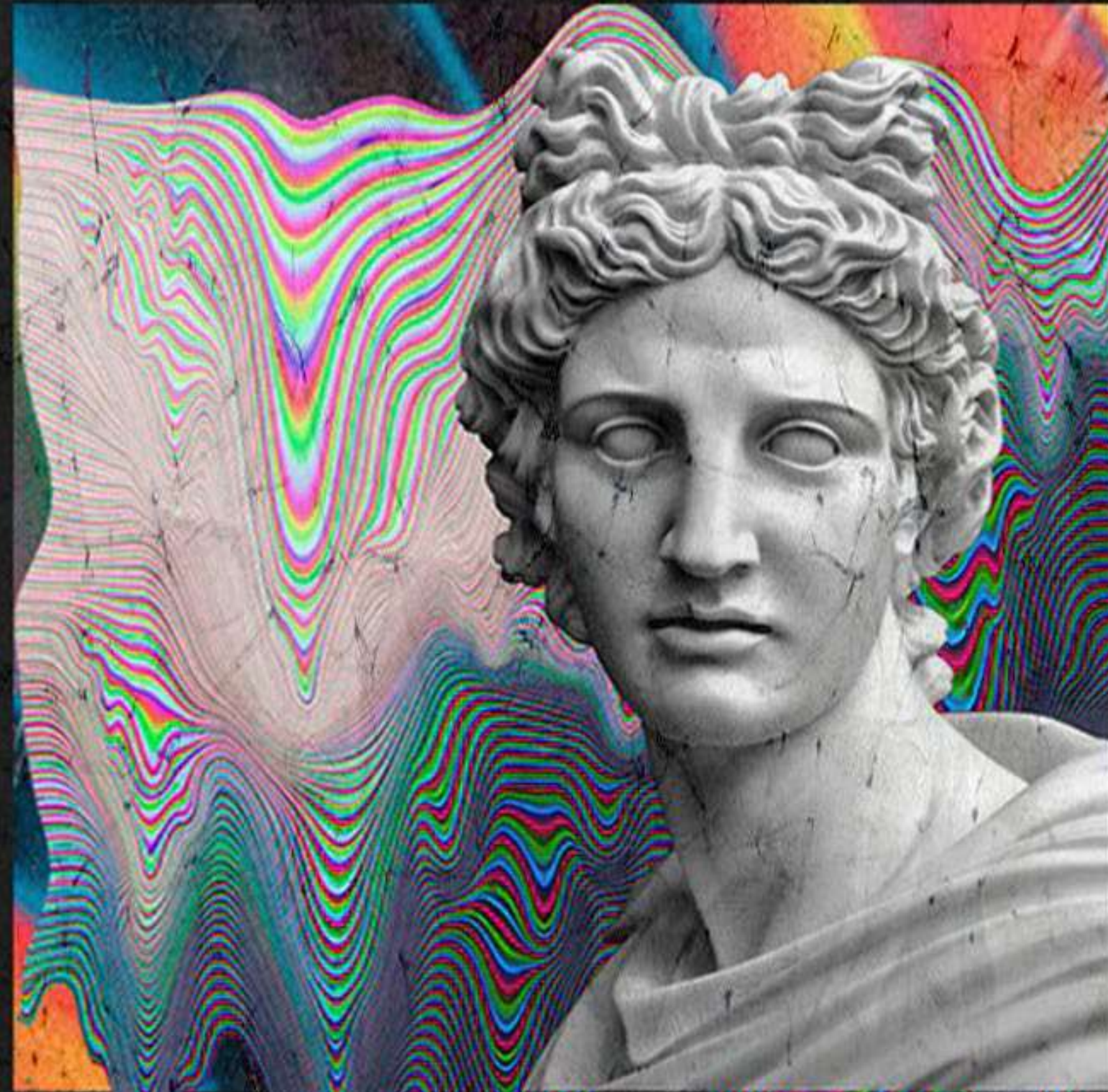
Location

Montevideo, Uruguay

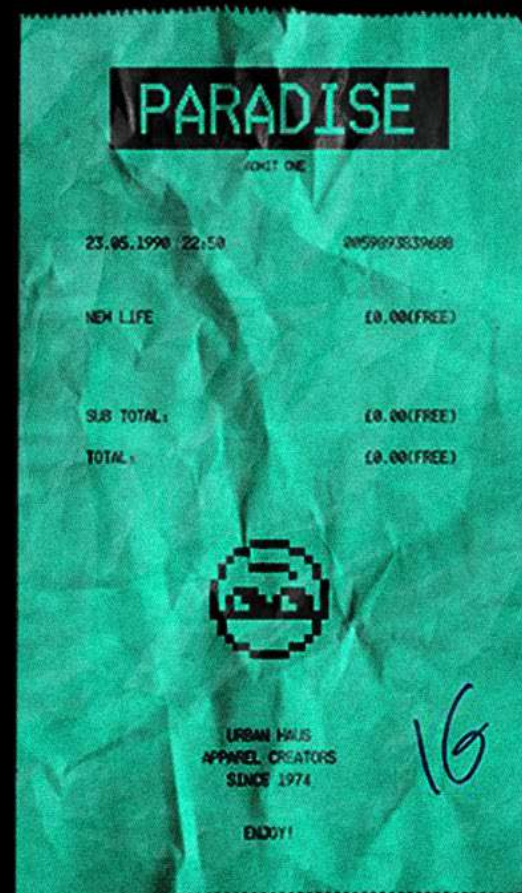
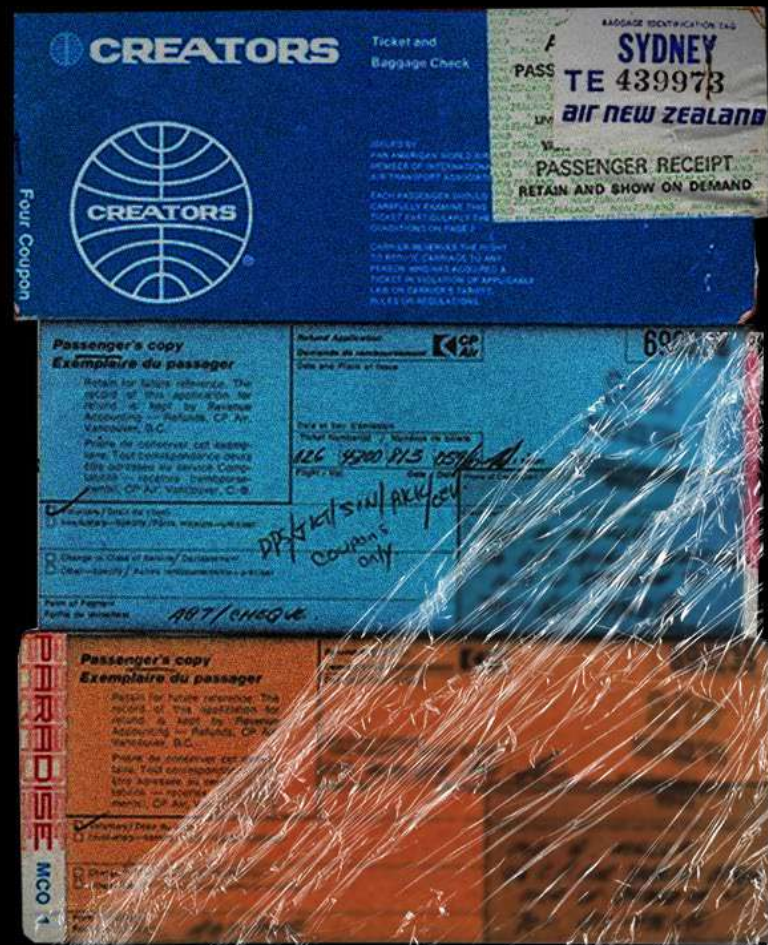
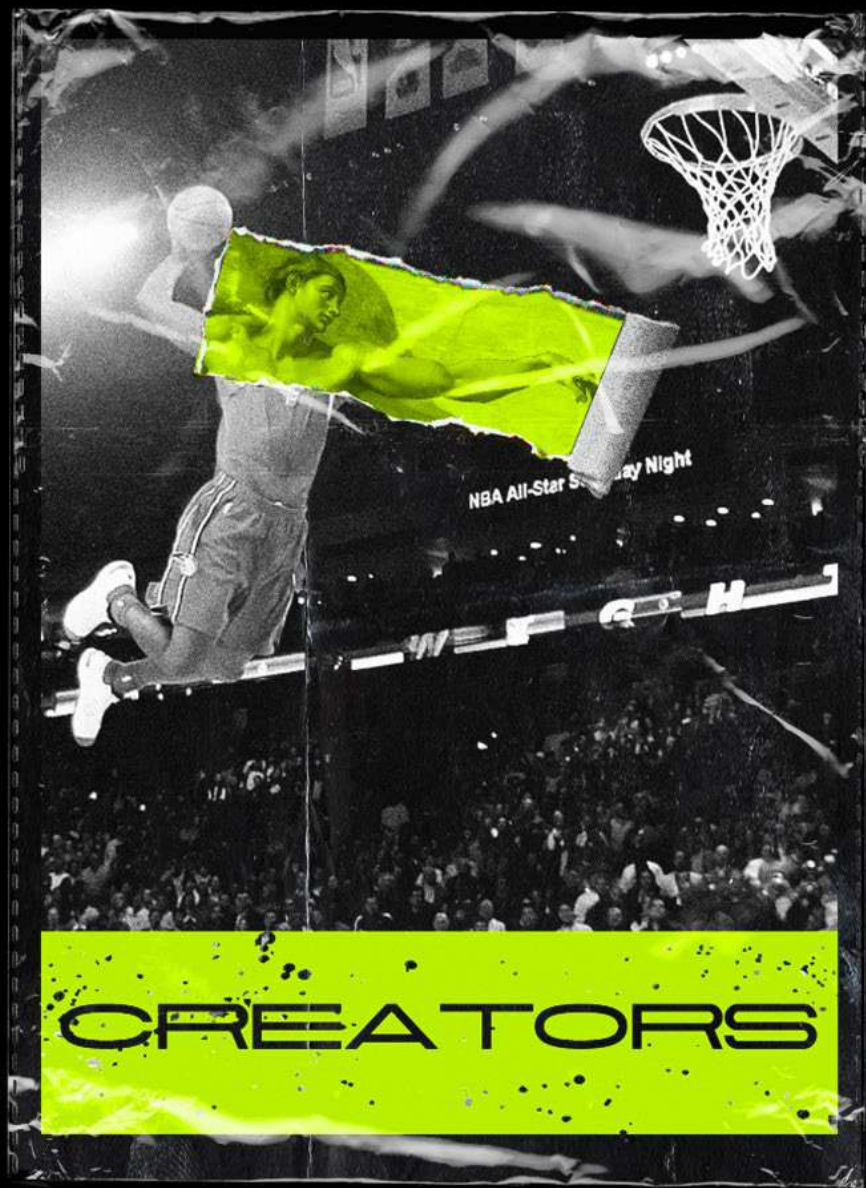
Team

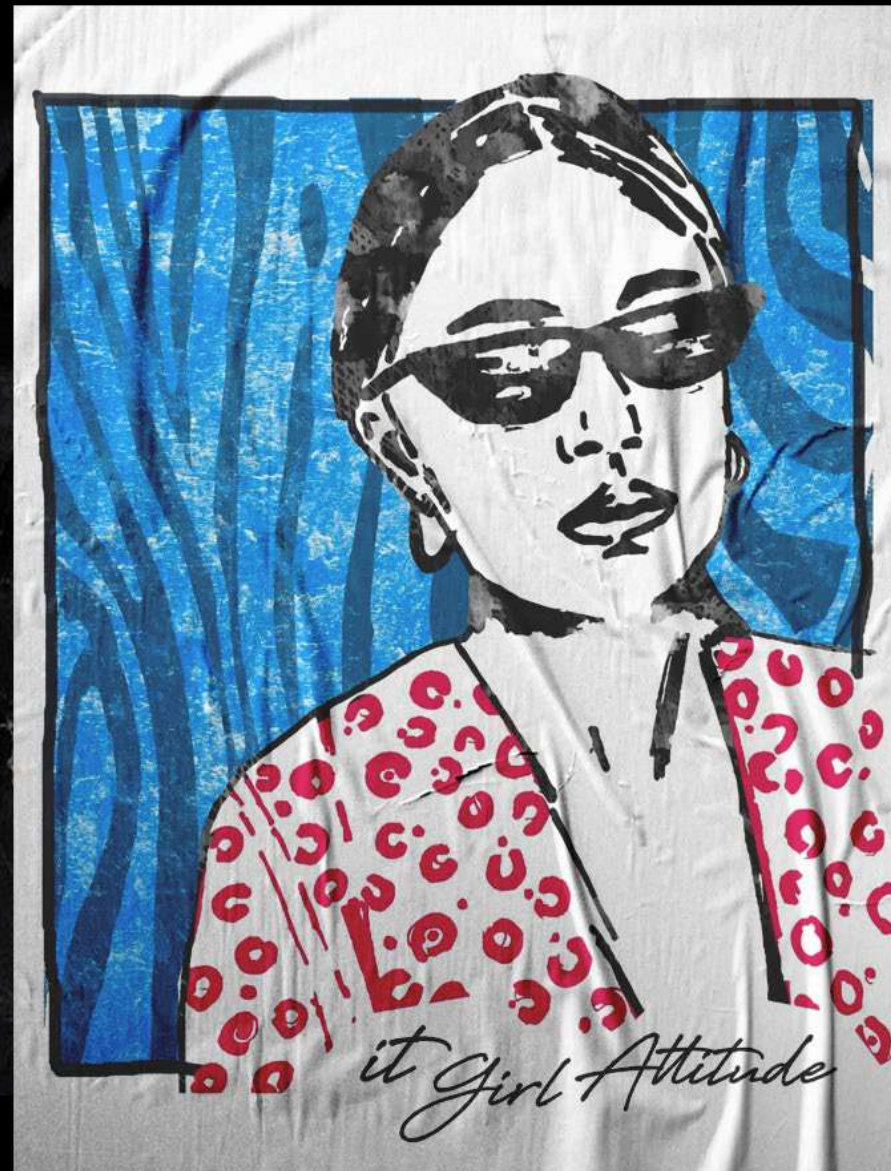
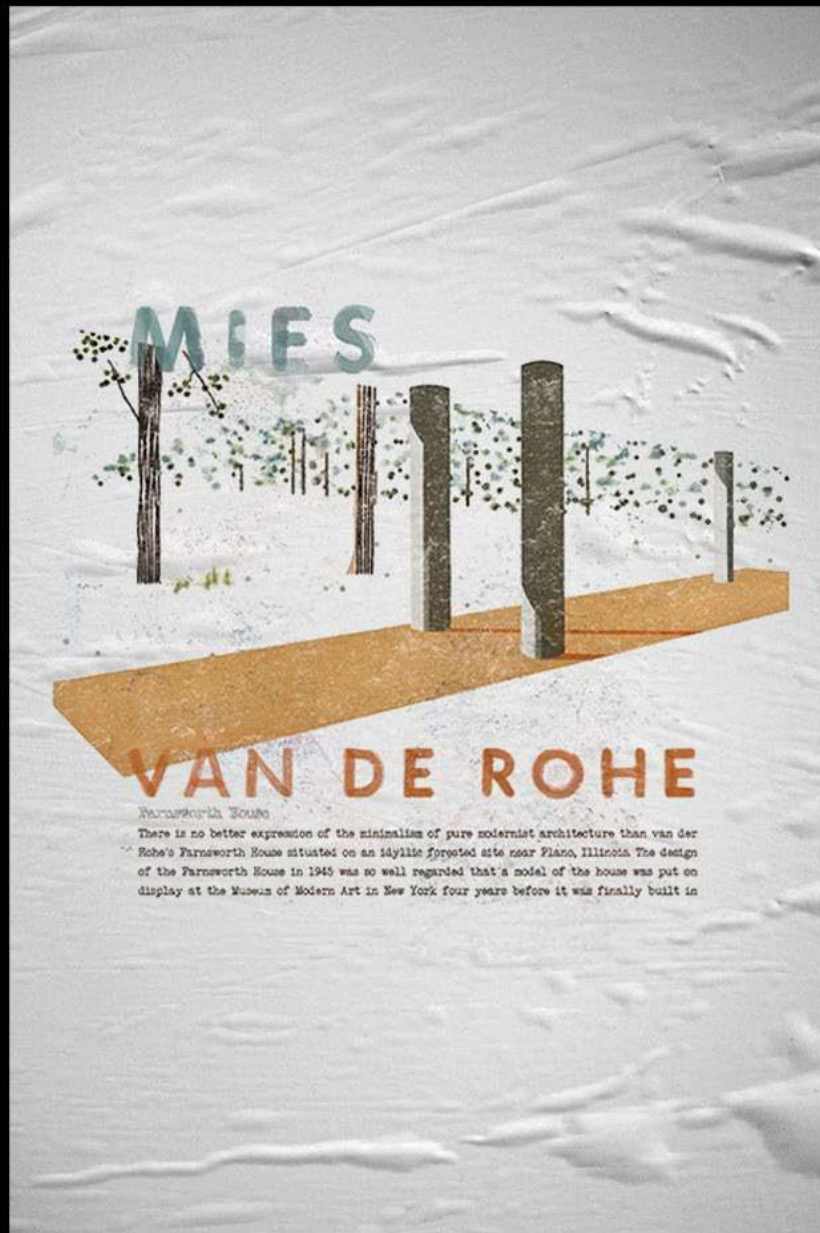
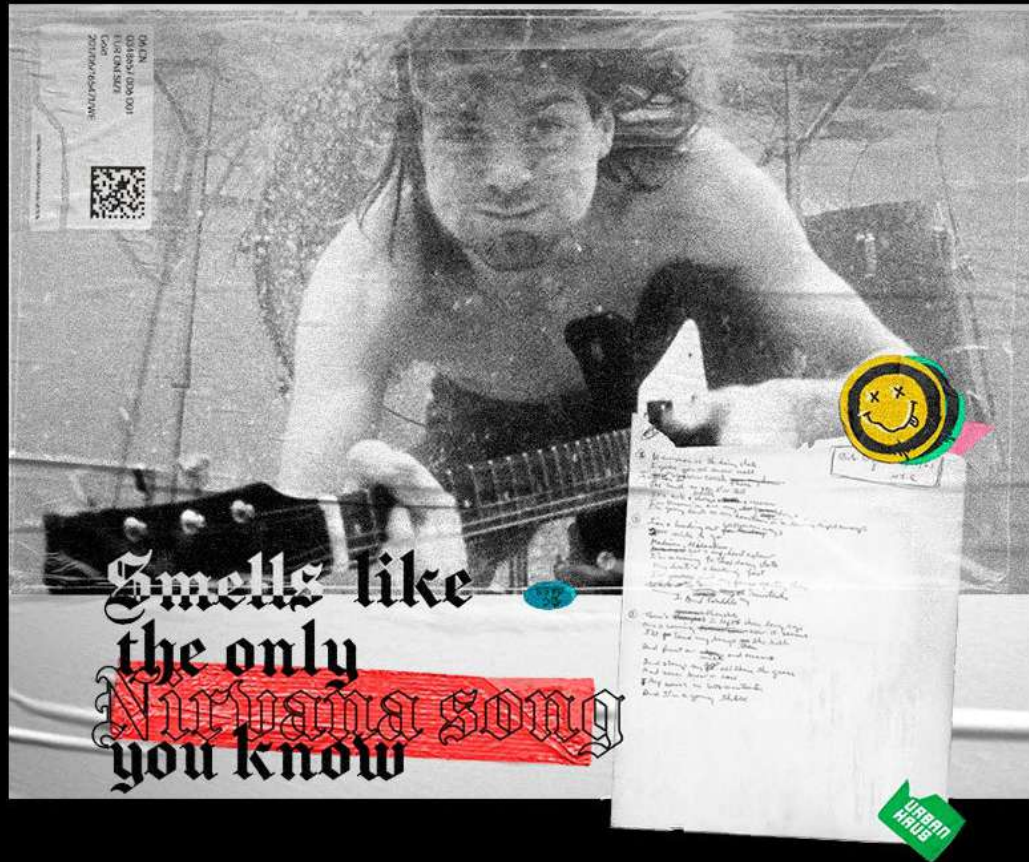
The Urban Haus Design Dept.

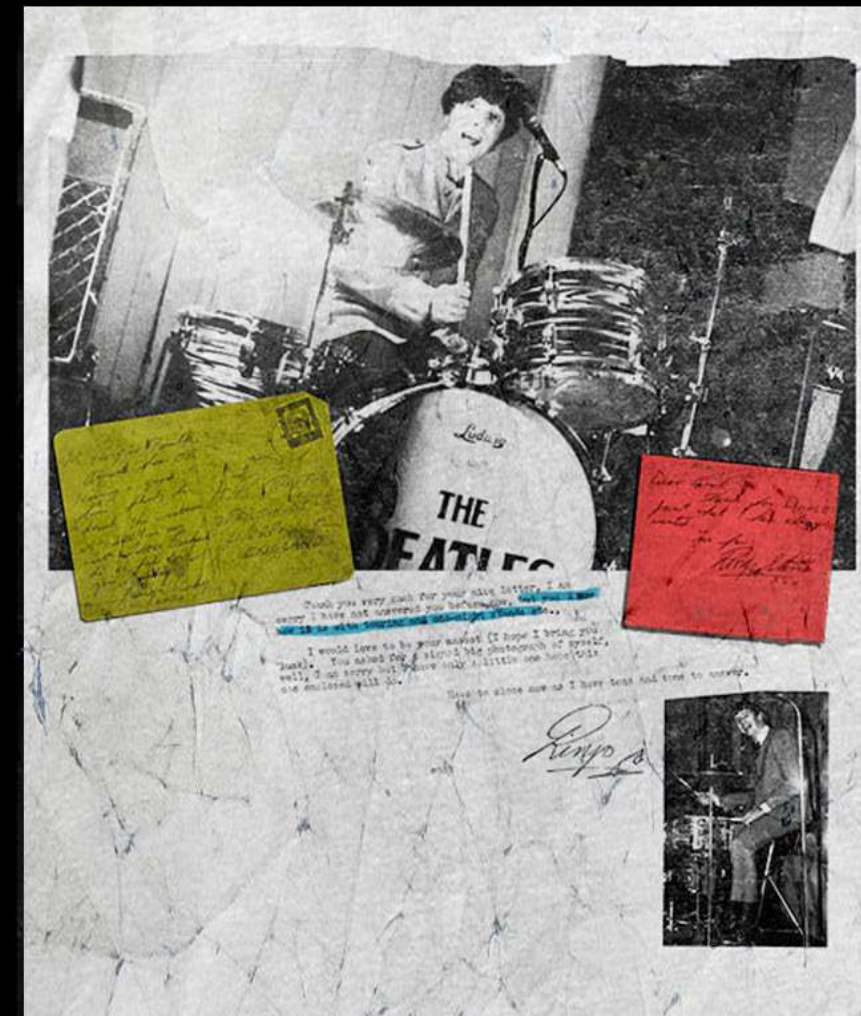
Selection of designs working as a team with textile designers, coordinating production with suppliers, monitoring the process and brand communication campaigns.



Apparel Creations







03_Urban_Haus_Clothing_2021

Client

Urban Haus

Year

2016-2021

Location

Montevideo, Uruguay

Team

The Urban Haus Design Dept.

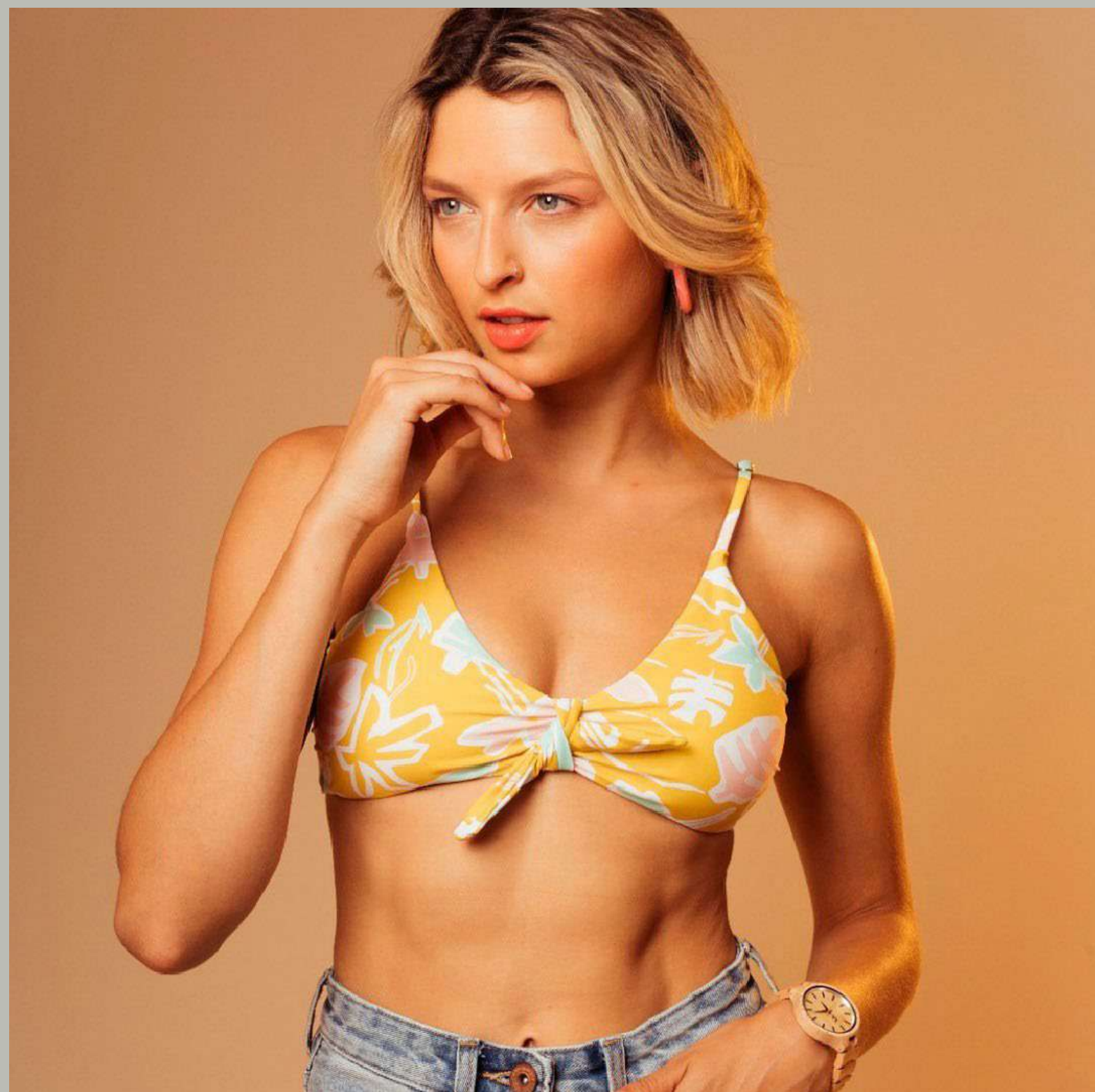
Selection of patterns, graphics and embroidery designs made for the same brand.

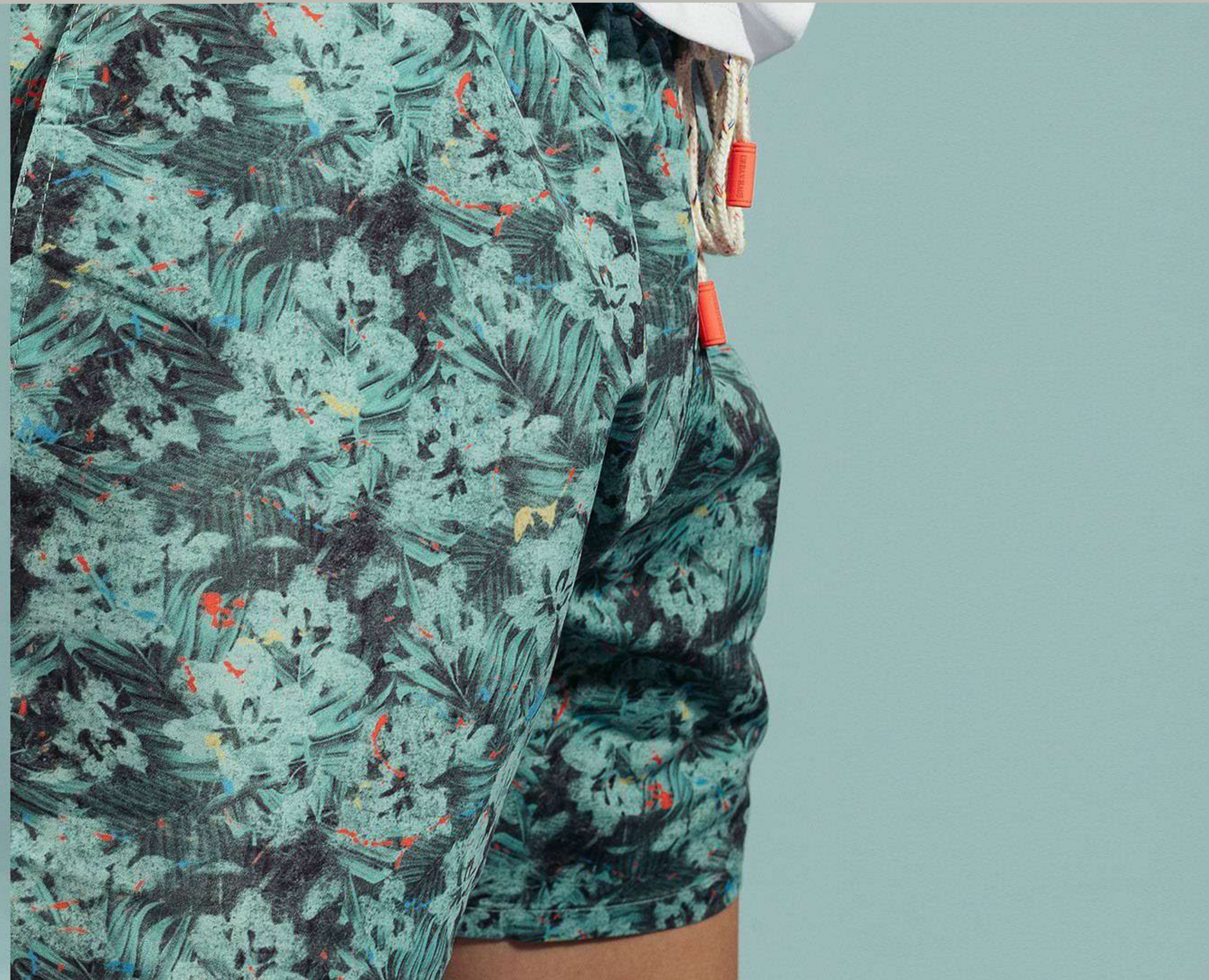




Women swimwear pattern design.



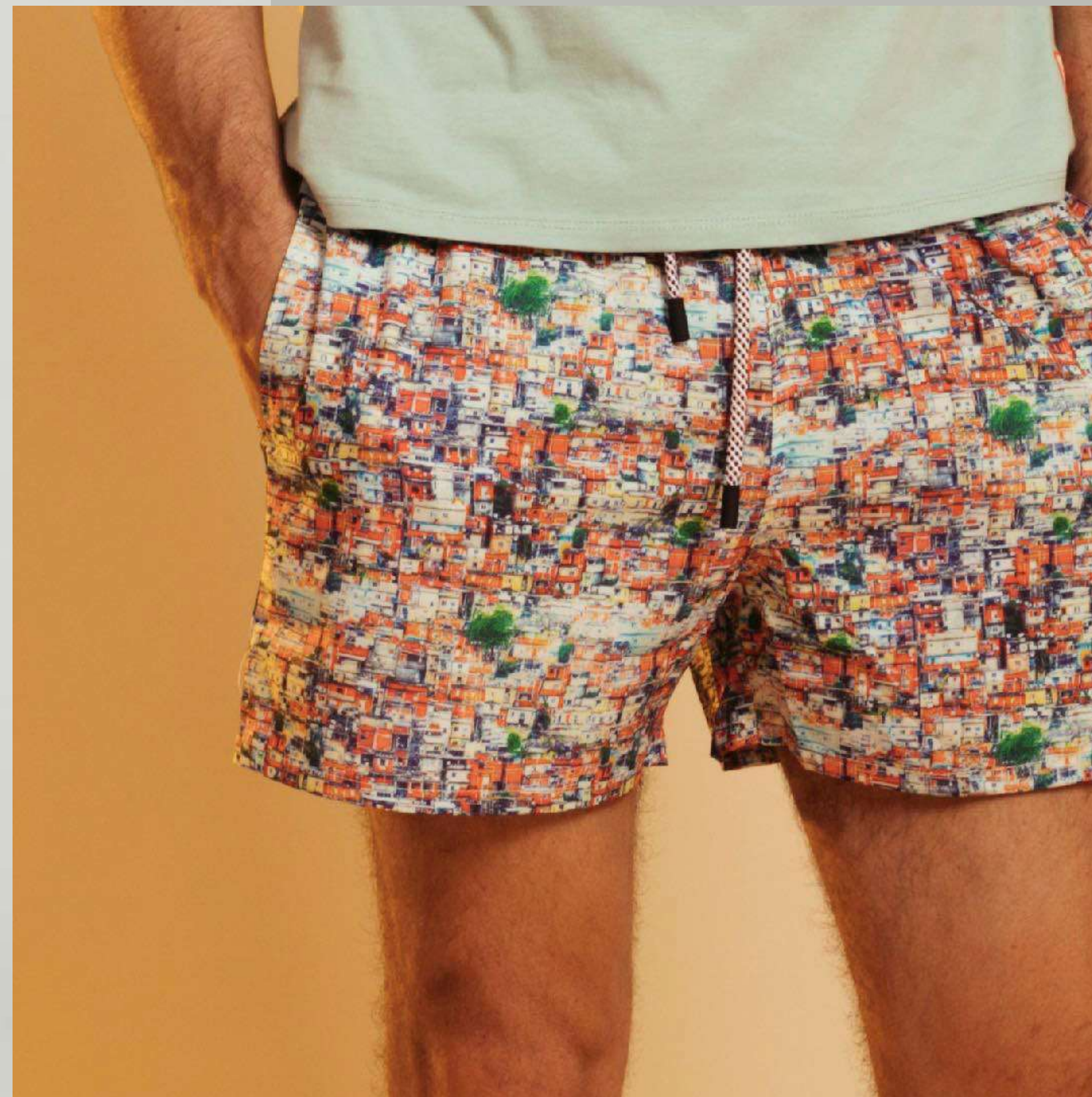




Men swimwear & shirts pattern design.

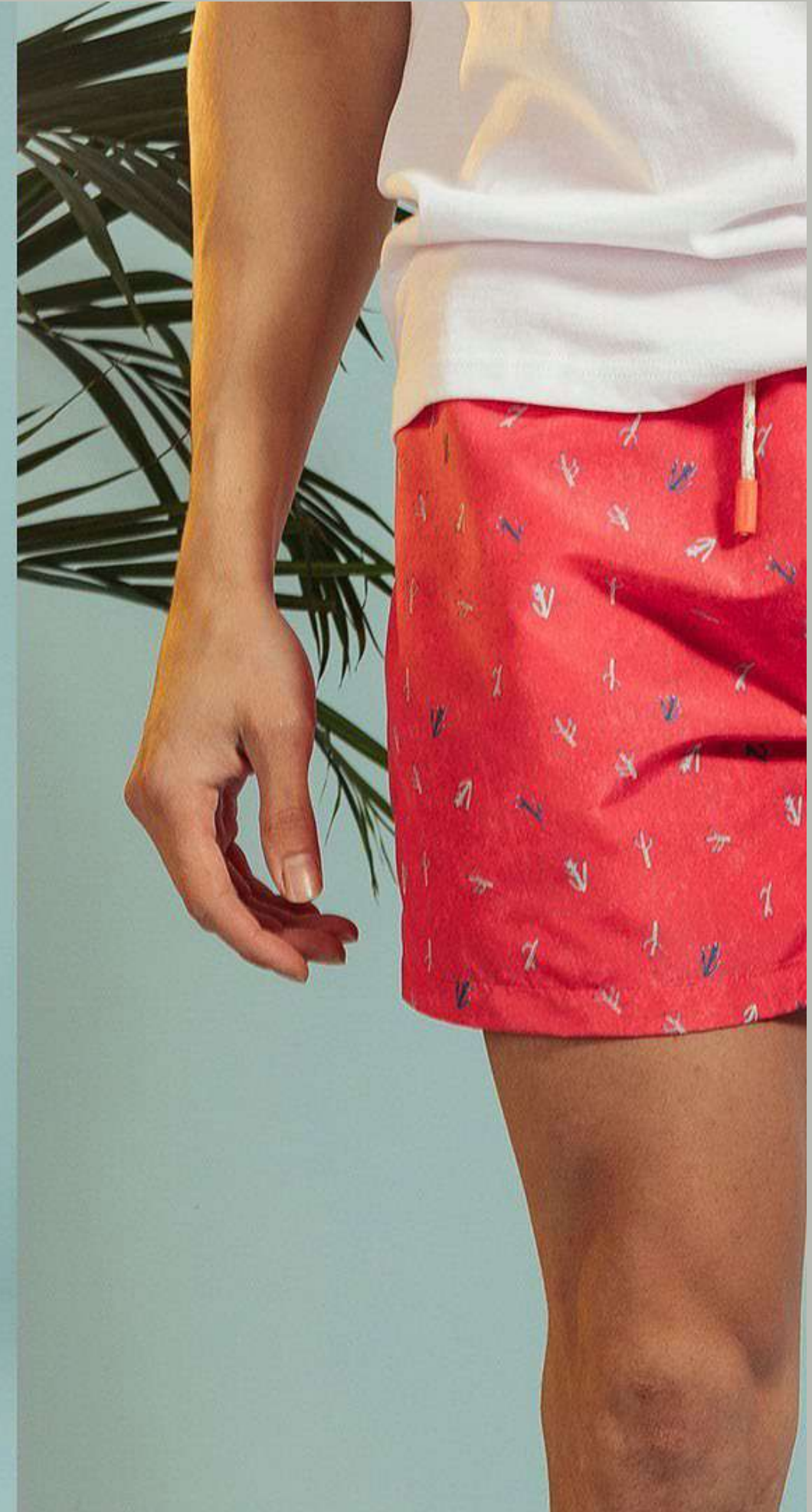






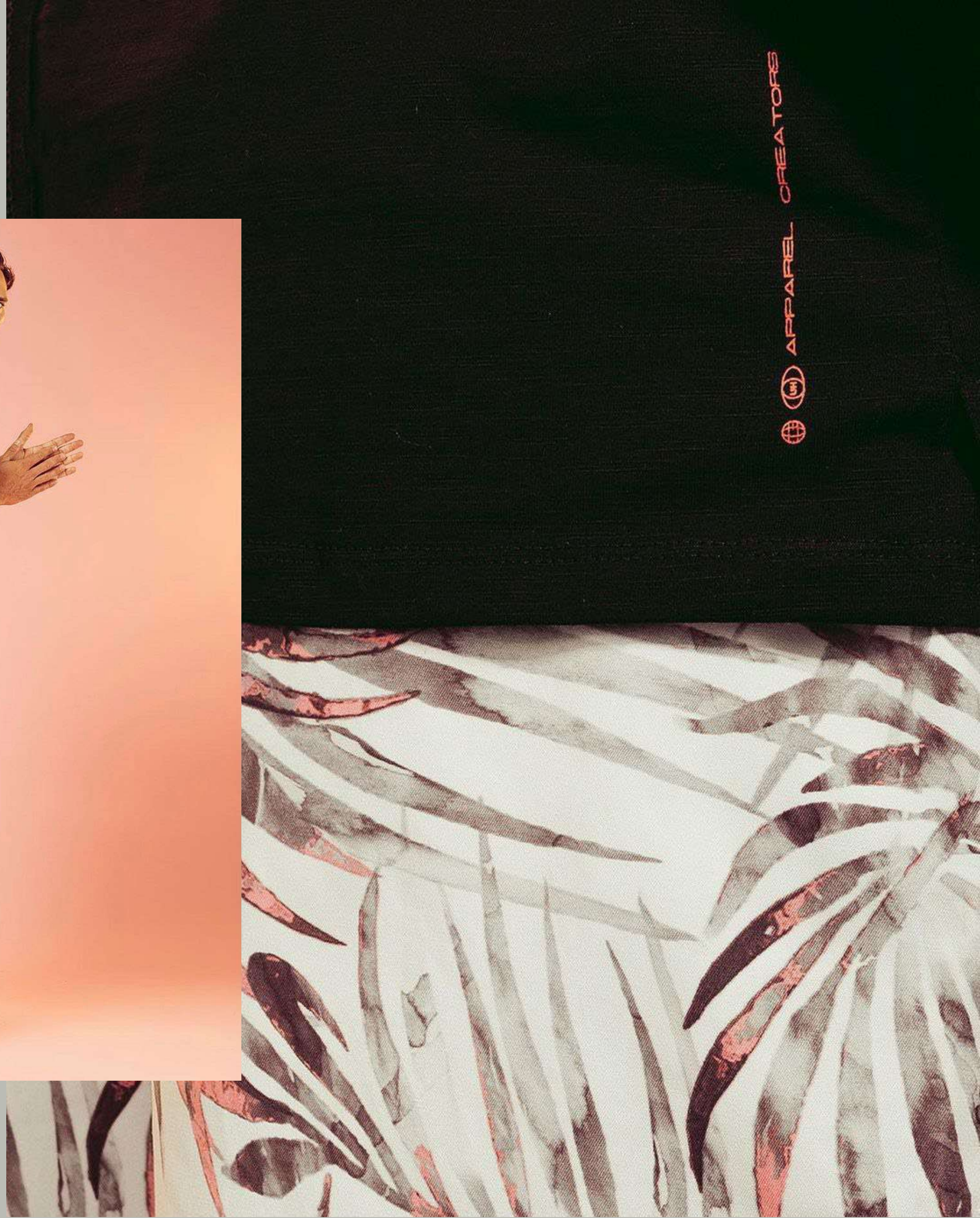
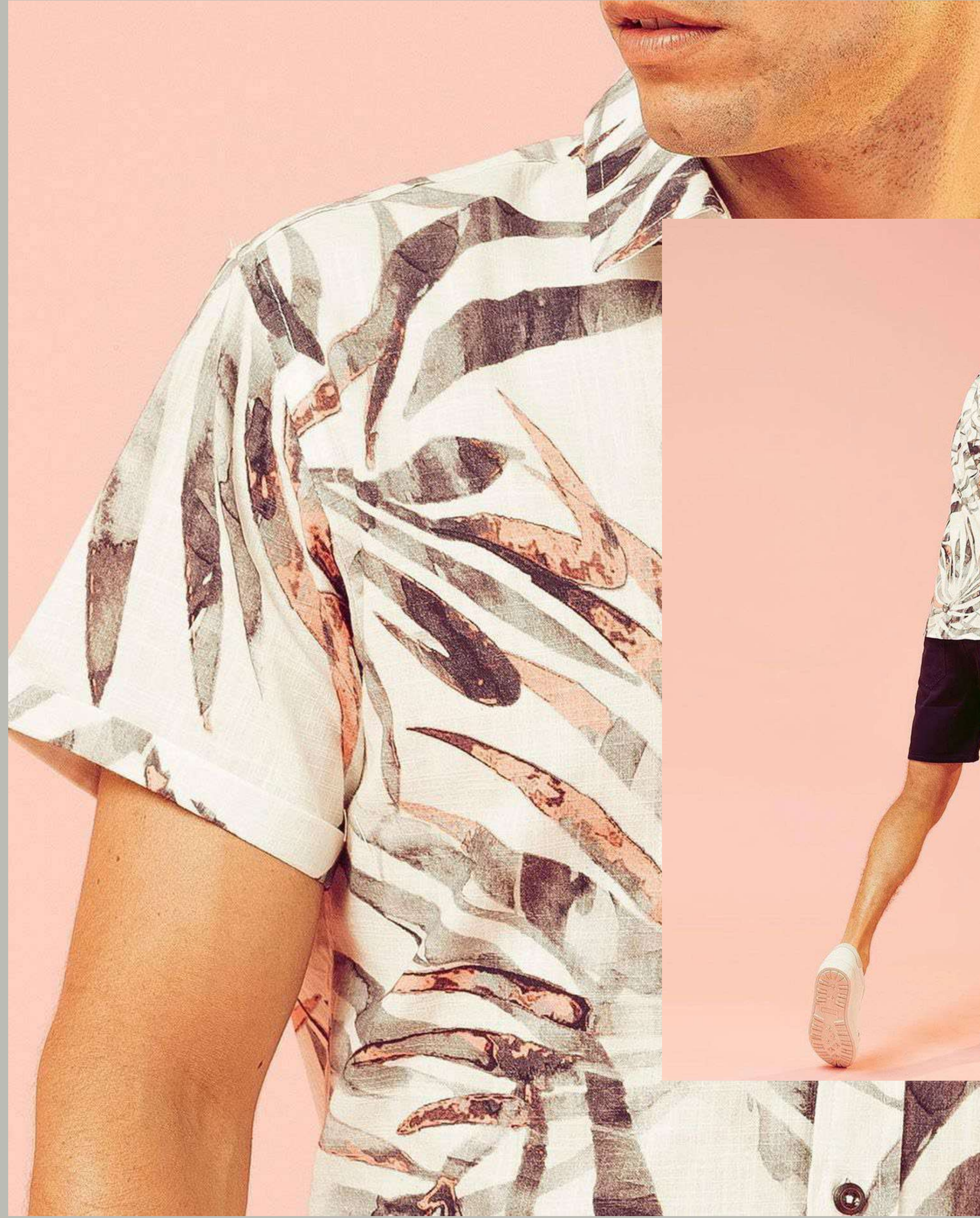












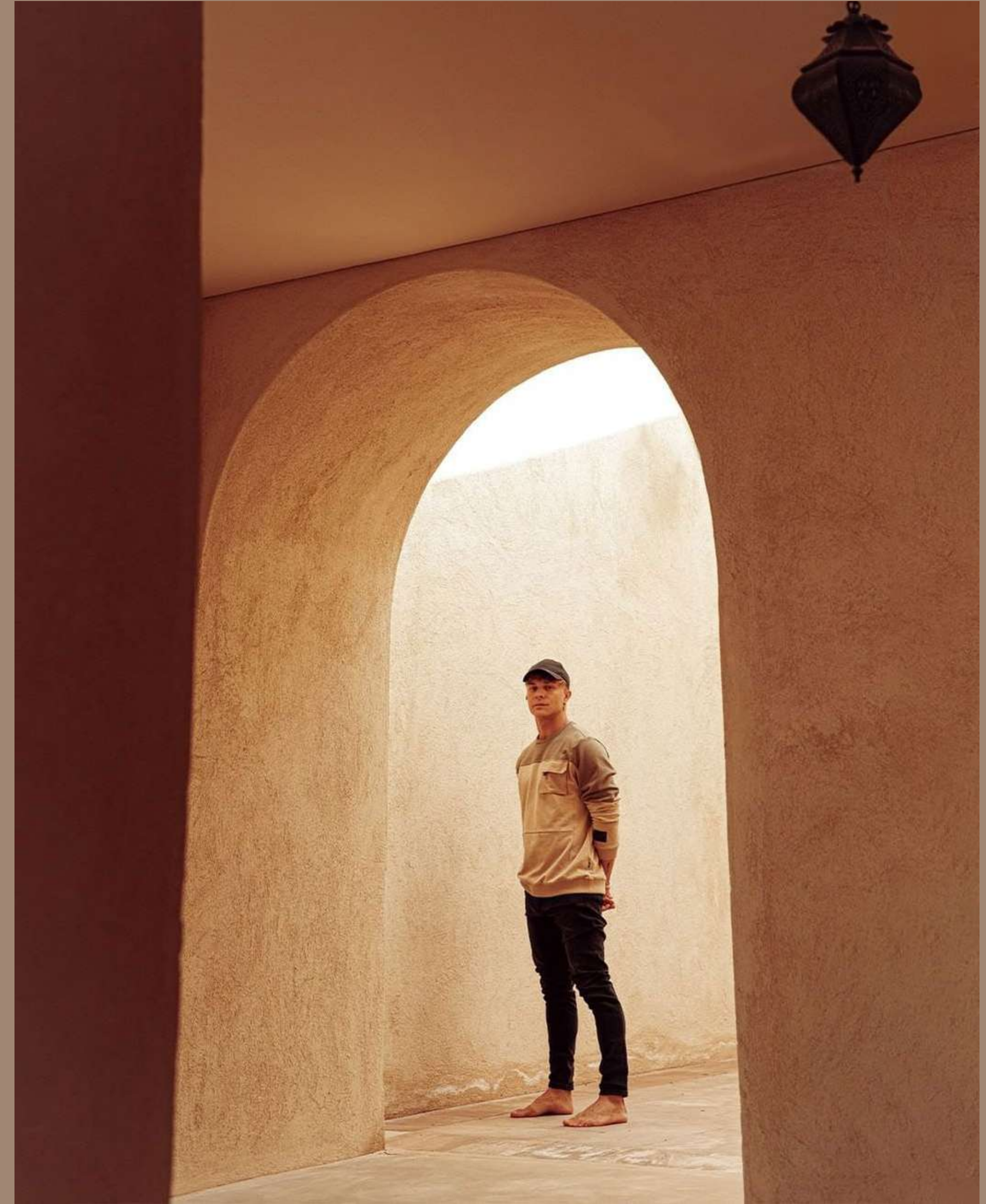
Ⓜ APPAREL CREATORS





Women summer collection pattern design.





Men technical collection clothing design.







Tees & hoodies printing & embroidery design.







04_Allie_SS23_Campaign_2022

Client
INDUTOP

SS23 Campaign for Allie, a casual women's clothing brand.

Year
2022

Location
Madrid, Spain

Team
Plataforma



TIEMPO DE VERANO



SS 2023

TIEMPO
DE VERANO

Allie.

TIEMPO
DE VERANO

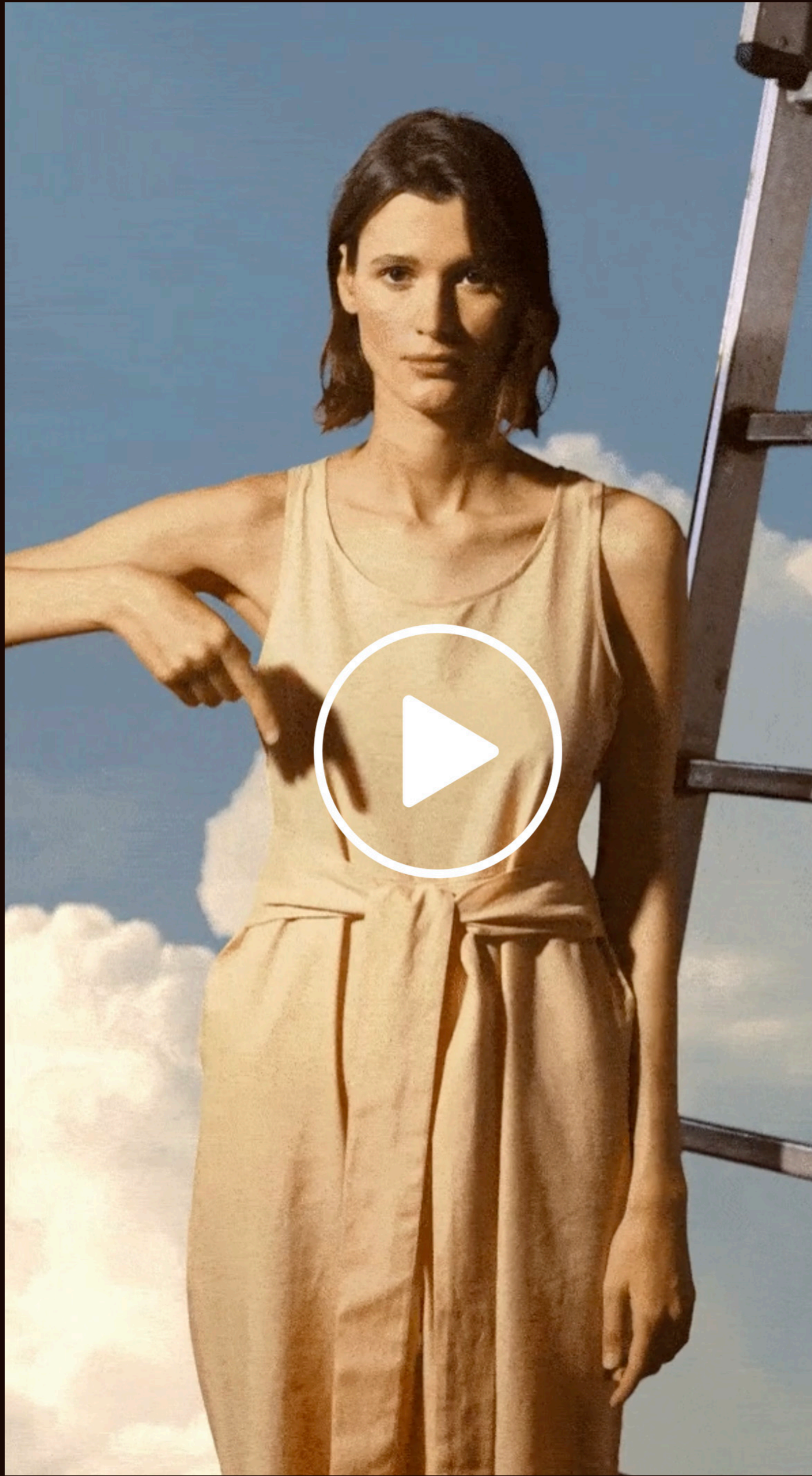
Allie.

TIEMPO
DE VERANO

NEW IN!

AVANCES
PRIMAVERA
VERANO 23





SS 2023

TIEMPO



DE VERANO

Allie.



05_Harrington_SS23_Campaign_2022

Client

Harrington

Year

2022

SS23 Campaign for Harrington, a casual men's clothing brand.

Location

Buenos Aires, Argentina

Team

Plataforma







HI



HARRINGTON



06_Peugeot_Campaigns_2022

Client

Peugeot Uruguay

TV, press & social media campaigns for Peugeot Uruguay.

Year

2022

Location

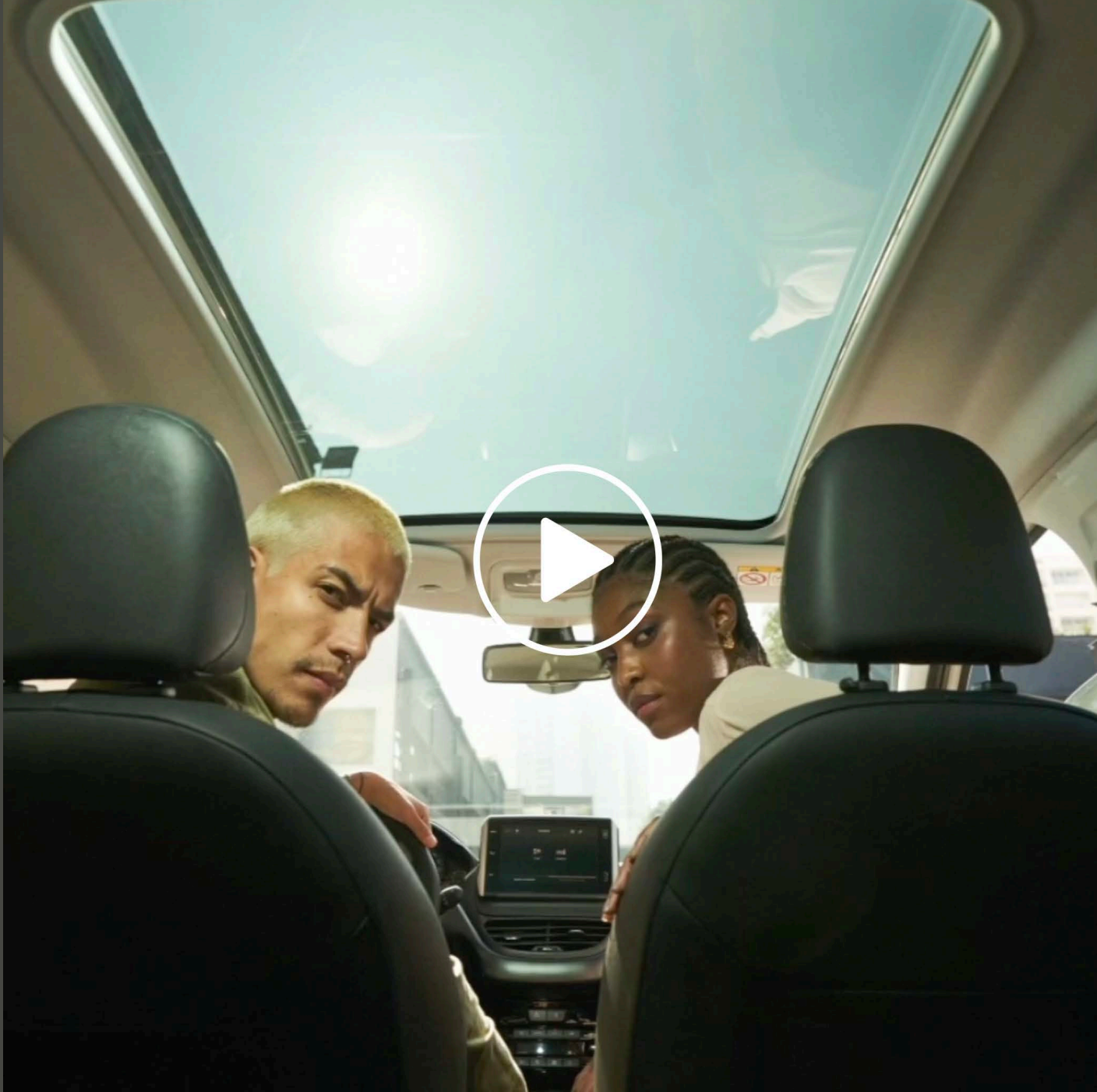
Montevideo, Uruguay

Team

Plataforma









2008**STYLE** MID YEAR **2023** **////////**
TU ESTILO TIENE **EDICIÓN LIMITADA**

NEW

+

LIMITED EDITION



→



¿TIENE UN LOOK MÁS PERSONAL?
TIENE UN LOOK **MÁS PERSONAL.**

LIMITED EDITION

¿TIENE UN AIRE MÁS REBELDE?
TIENE UN AIRE **MÁS REBELDE.**

+

↑



NEW

2008**STYLE** MID YEAR **2023** **////////**
TU ESTILO TIENE **EDICIÓN LIMITADA**

+

2022

¿TIENE UN TOQUE MÁS ATREVIDO?
TIENE UN TOQUE **MÁS ATREVIDO.**

+

←



2008**STYLE** MID YEAR **2023** **////////**
TU ESTILO TIENE **EDICIÓN LIMITADA**

07_Opel_Campaigns_2022

Client

Opel Uruguay

TV, press & social media campaigns for Opel Uruguay.

Year

2022

Location

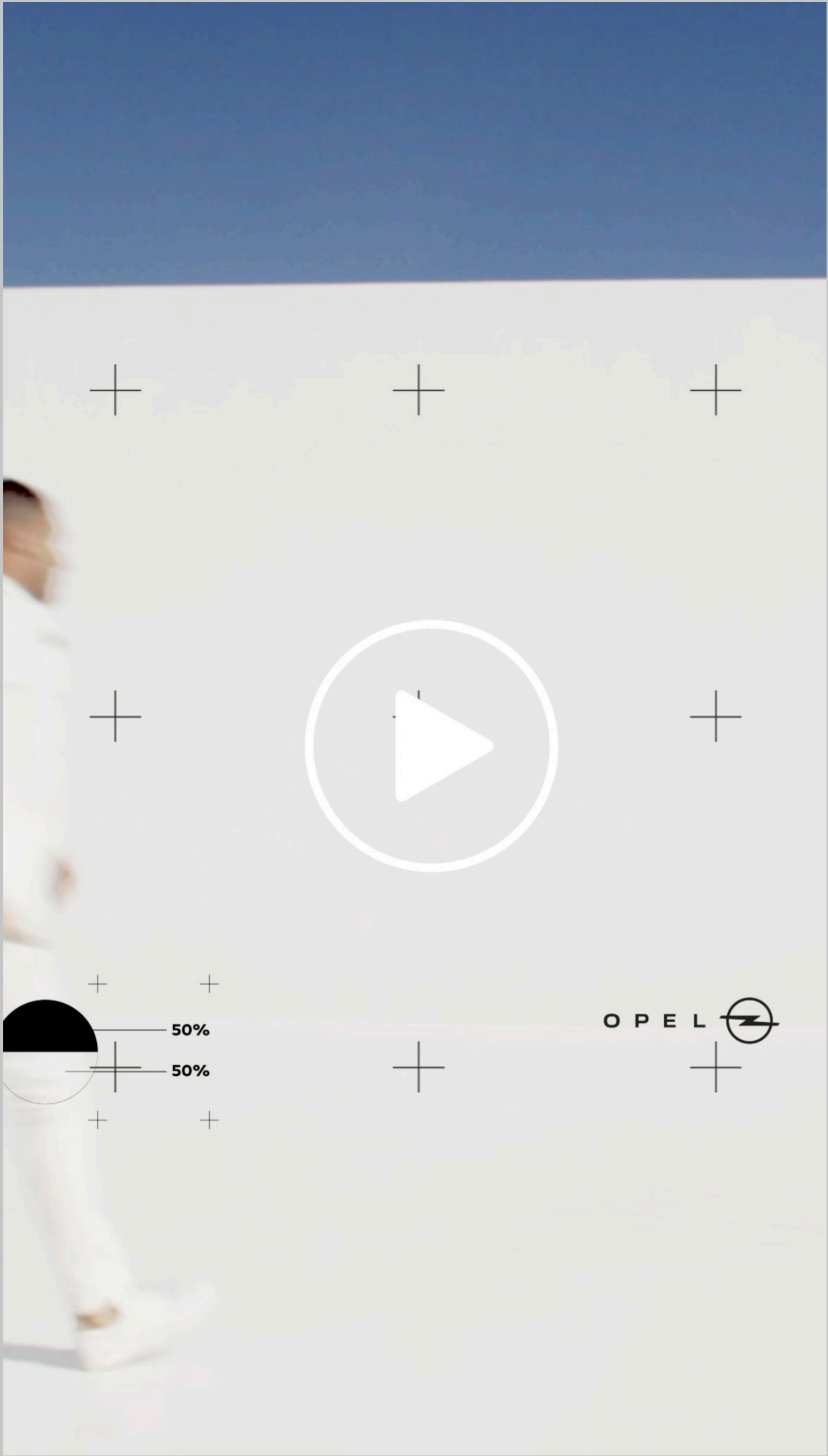
Montevideo, Uruguay

Team

Plataforma









 **OPEL CORSA**
6TA. GENERACIÓN



RÜSSELSHEIM 1862

CON TODO
LO QUE SE IMPONE HOY 

08_BYD_Campaigns_2022

Client

BYD Uruguay

TV, press & social media campaigns for
BYD Uruguay.

Year

2022

Location

Montevideo, Uruguay

Team

Plataforma

POR



INTE





BYD Uruguay



BYD Uruguay



BYD Uruguay



03

4325 N 1770 N 1520
2740
1530/1530
120

NEW e2



Carga de 30% a 80%
en tan solo 28 minutos

Conducción dinámica avanzada
Nueva plataforma Ocean®



EVOLUTION
FOR **EVERYONE.**

10.5 kWh / 100 km
AUTONOMÍA DE 400 KM (NEDC)
CARGA RÁPIDA

U\$S 32.99

BYD
BUILD YOUR DREAM

Rullo's Pizzeria

Starters

- RIGERIGINE PASTICCIATO £ 8
- DEEF CARPACCIO £ 8
- SWEDEN BRIO £ 3.5

• Fresh pasta

- TROLLIOLLO BOLOGNESE £ 9
- RAVOLI RIQUOTA R SPINACH £ 9
- GNOCCHI SORRENTINO £ 6.5

→ **WOOD OVEN PIZZA** ←

- Rullo's dairy, tomato, buffalo mozzarella and Italian crust
- VEGAN
- CALZONE NAPOLITANO

JOIN US MON TO SUN

MORE OPTIONS INSIDE!

RULLO'S PIZZERIA

JOIN US MON TO SUN MORE OPTIONS INSIDE!
RULLO'S PIZZERIA

09_Parao_Ecoresort_Branding_2022

Client

Parao Ecoresort

Year

2022

Location

Montevideo, Uruguay

Team

Freelance

Sustainable hotel architecture project,
located in a protected area of Uruguay.

PARAO

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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o consequat.

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nim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit
is nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure

WWW.PARAO.COM.UY
@PARADECORRESORT
RUTA 6 KM. 325
+598 99 639 488

Pantone 553 U

Pantone 7599 U

Pantone 7405 U

Pantone 5205 U

ENCUENTRO

RDADERO

est. 2021

CONI





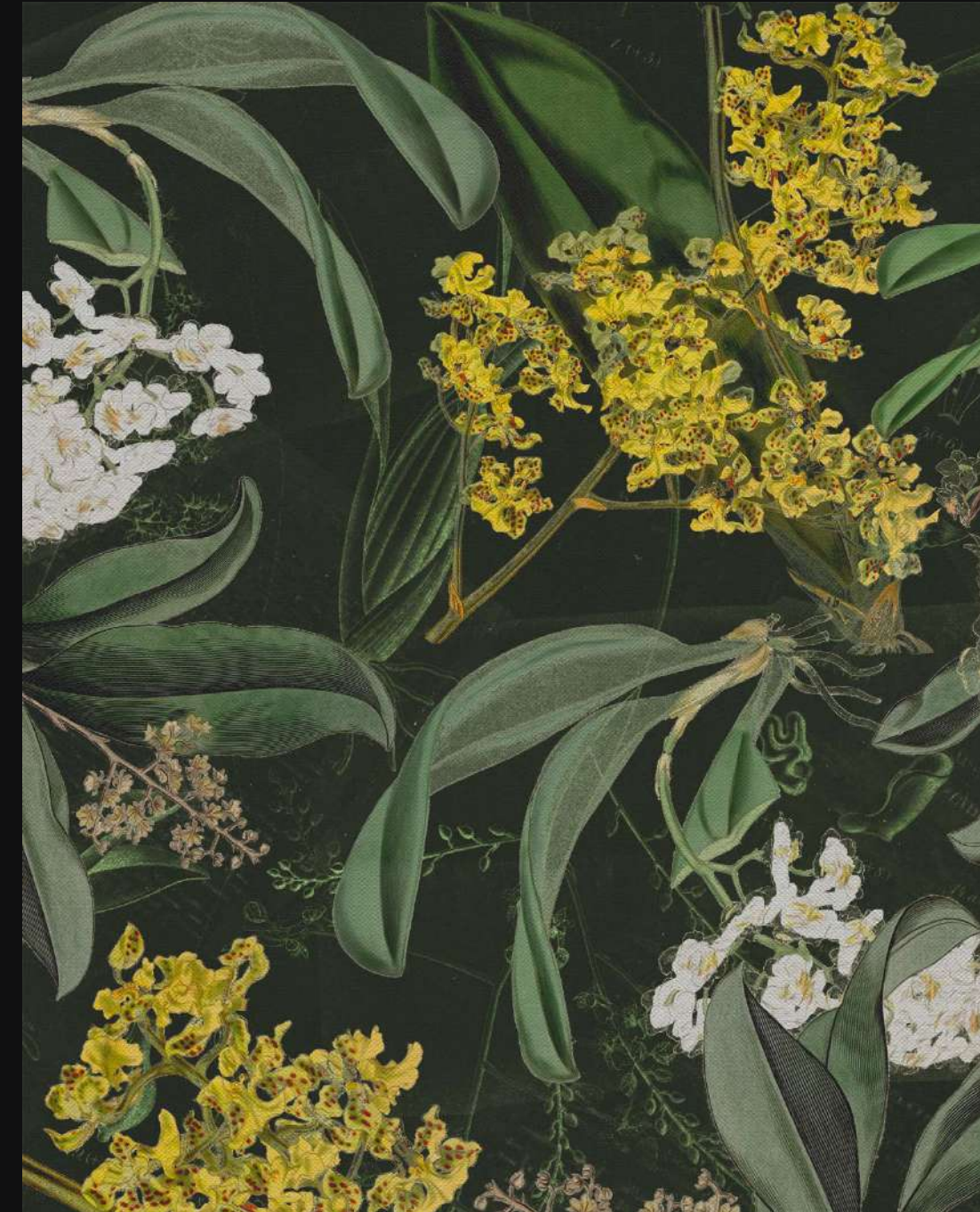
Inspired by the chromatic nature of the local landscape. Parao is a low enviroment impact project, in order to give prominence to what really matters: enjoying a unique place.



It also focused on orchid species endemic to the region. (Sketch of *Trichocentrum pumilum*)



Map of the river and coordinates.



Pattern and illustration inspired by the orchids.



Parao

PARAO

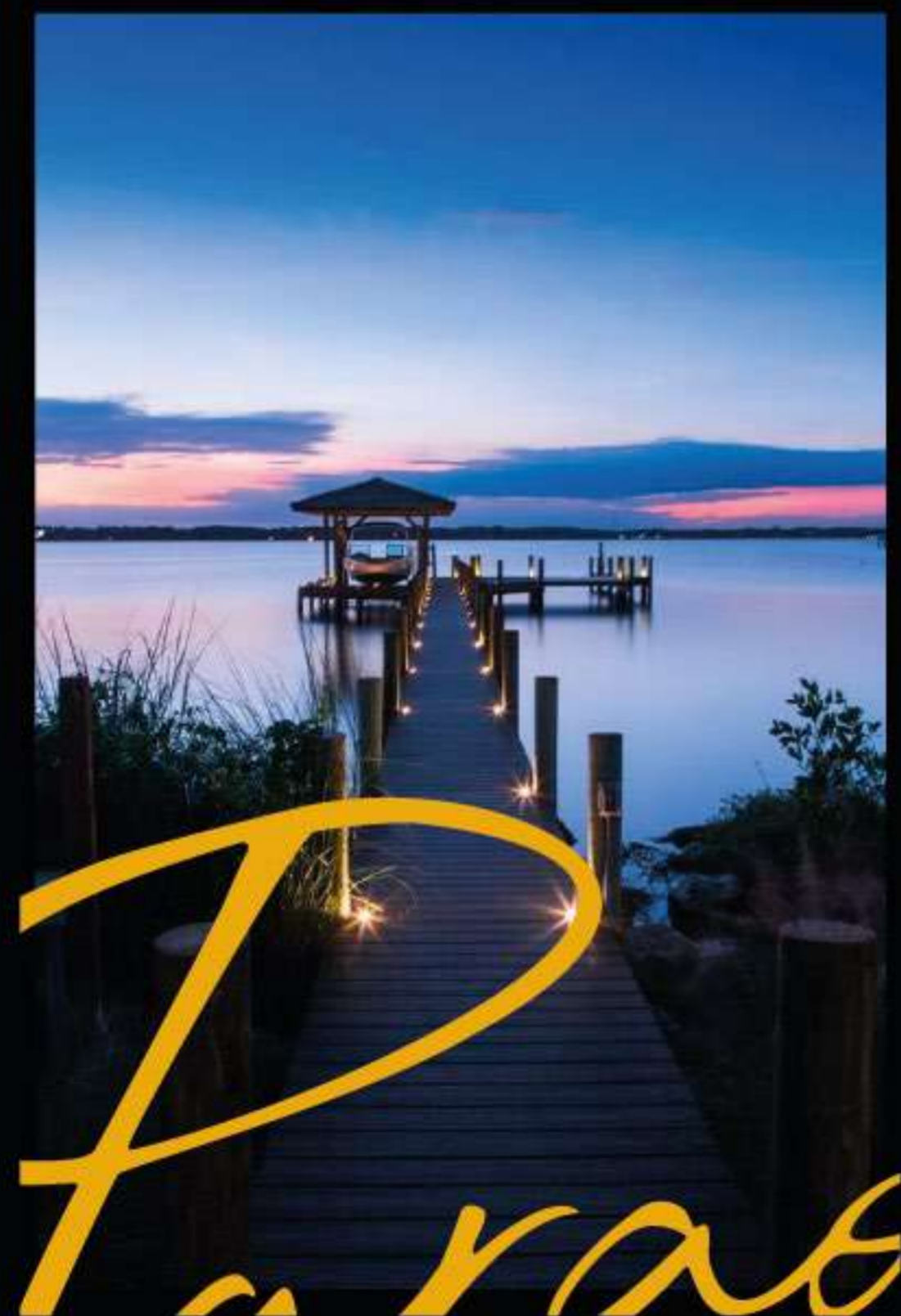


ECORESORT



EST. 2022





“A true match with relaxation”.

EL VERDADERO ENCUENTRO CON LA NATURALEZA

JUAN GÓMEZ
GERENTE GENERAL
RUTA 8 KM. 335
+598 99 839 688

ECORESORT

PARAO



BIEN VENIDO

El principal motivo que el fundador de Vergara -José
Fernández Vergara-tuvo para establecer el pueblo en
este preciso lugar, fue la proximidad con el arroyo
conocido ya por aquel entonces (año 1890) como
o Parado. De sus riberas se extraería la arena
su lecho el canto rodado, del monte la madera
sus bañados la paja, para las primeras y poster
construcciones. De su cauce saldría ese
elemento que es el agua, que llenaría los ba
de los aguateros que la vendían en la población

Nace en la cuchilla de tercer orden denominada
Arbolito, que viene a ser una bifurcación de
cuchilla de segundo orden limitante al norte
este de la cuenca del arroyo que describimos
extiende hacia el sudeste y rinde sus aguas
Cebollatí por la orilla izquierda de este río



HABITACIÓN: *Loren Ipsum*

WIFI: *15xyz3*



ECORESORT

EL VERDADERO
ENCUENTRO
CON LA NATURALEZA



TRAGOS DRINKS

APEROL SPRITZ

Trago preparado con Aperol, Prosecco o Champán seco, soda, naranja y hielos a gusto.
Gin prepared with Aperol, Prosecco or dry Champagne, soda, orange and ice to taste.

TRAGOS DRINKS

DRY MARTINI

La preparación consiste en Gin, vermouth y hielos.
The preparation consists of gin, vermouth and ice cubes.

RAMA

Preparado con Ramazzotti Vodka, limón y azúcar.
Prepared with Vodka, lemon juice and sugar.

SPRITZ

Trago o cóctel de Prosecco o Champagne seco, soda, naranja y hielos.
Gin prepared with Prosecco or dry Champagne, soda, orange and ice to taste.

SANGRÍA

Jarro de 1 litro relleno con vino blanco, vino dulce, soda de limón y fresas.
1 liter jug filled with white wine, sweet wine, lemon juice and sliced fruit to taste.

OLD FASHIONED

La preparación consiste en Whisky, Mescal, Limón y azúcar.
The preparation consists of Whisky, Mescal, lemon and sugar, accompanied by a splash of soda.

TAJAMAR

Preparado con Ramazzotti Vodka, esencias, soda natural, naranja y hielos a gusto.
Prepared with Vodka, essences, natural soda, orange and ice to taste.

NEGRONI DE LA CASA

Unida, bebida mezclada con soda de naranja, soda de limón, soda de limón y azúcar.
Beverage made with orange soda, lemon juice, lemon juice and sugar.

MOJITO ESPECIAL

Bev. mezclada de fresas, soda de limón, soda de limón y azúcar.
Bev. mezcla de fresas y soda de limón y azúcar.

TOM COLLINS

Gin preparado con soda de limón, soda de limón y azúcar.
Gin prepared with lemon juice, lemon juice and sugar.

ROSÉ FIZZ

Trago preparado con Aperol, Prosecco o Champán seco, soda, naranja y hielos a gusto.
Drink prepared with Aperol, Prosecco or dry Champagne, soda, orange and ice to taste.

Opcional Sin Alcohol

LIMONADA

Esencia cítrica preparada con Cachaça, soda de limón y limón en rodajas.
Essence cocktail prepared with Cachaça, lemon juice and sliced lemon.

LICUADO

Jarro de 1 litro relleno con vino blanco, vino dulce, soda de limón y fresas.
1 liter jug filled with white wine, sweet wine, lemon juice and sliced fruit to taste.

DAIKIRI

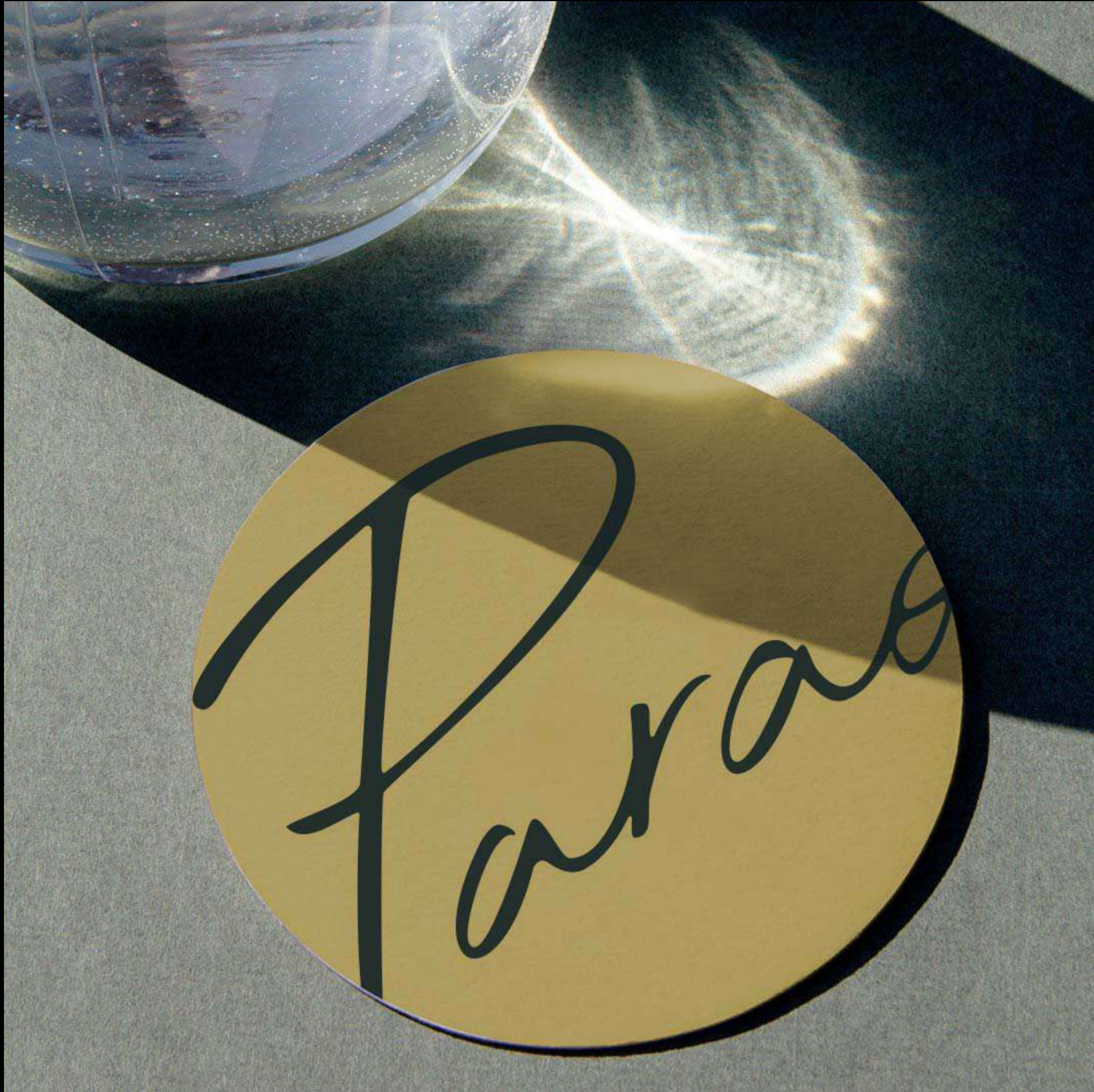
Cóctel preparado con Whisky, soda de limón y azúcar a gusto.
Cocktail made with Whisky, lemon juice and sugar to taste.

POMELADA

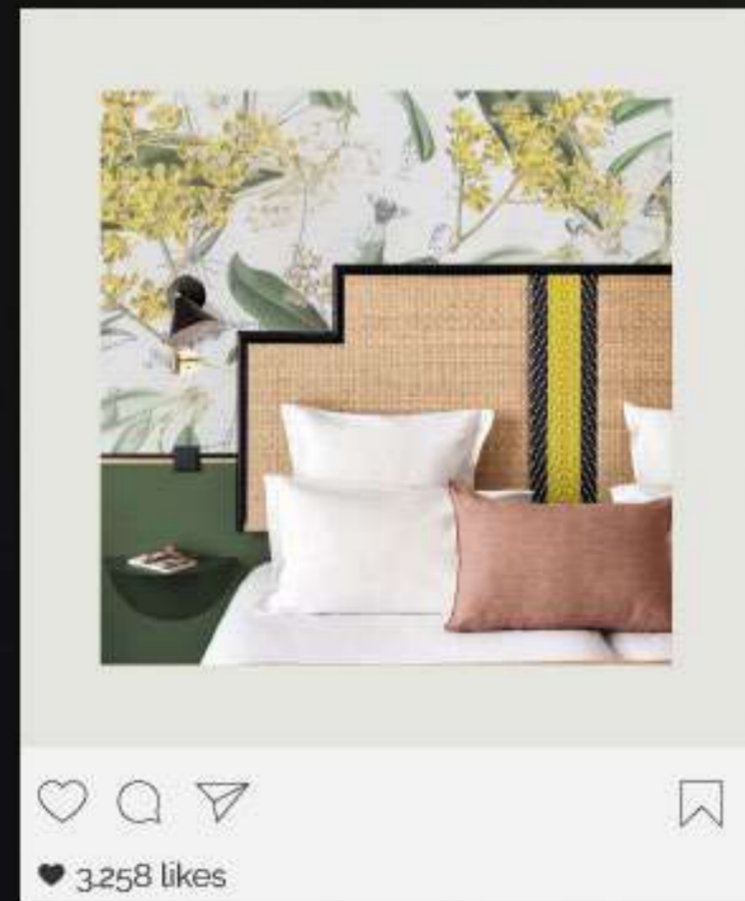
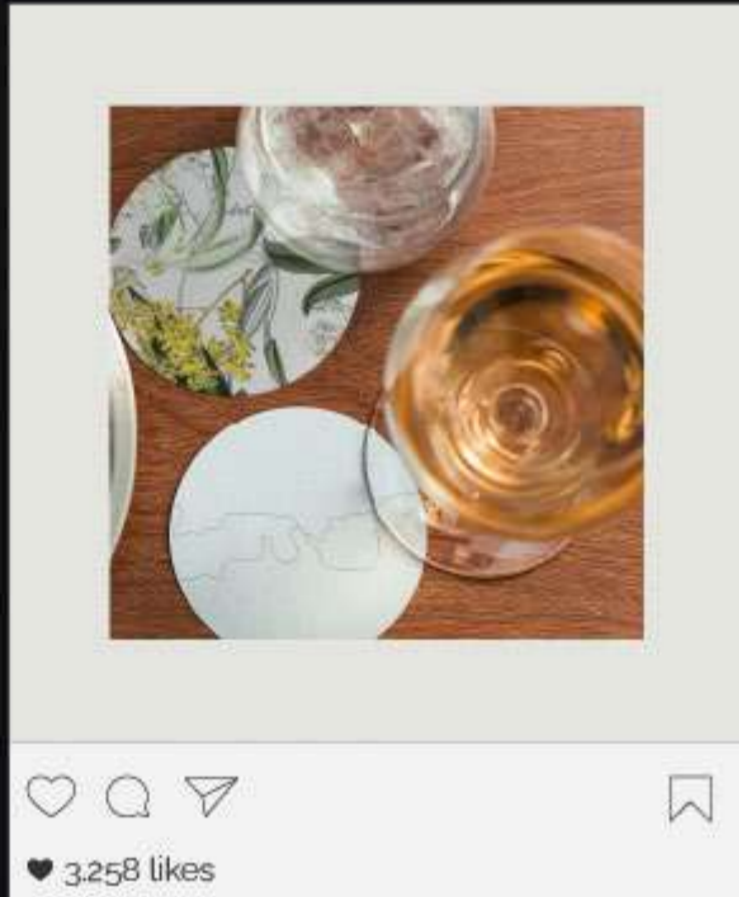
Gin preparado con soda de limón, soda de limón y azúcar.
Gin prepared with lemon juice, lemon juice and sugar.











10_Cerro_Chapeu_Batoví_Branding_2018

Client

Cerro Chapeu Wines

Year

2019

Location

Montevideo, Uruguay

Team

Freelance

Cerro Chapeu is located on the formation of soils called “Batoví Dorado”, where red and deep sandy soils of low fertility are characteristic, considered to be among the oldest in South America. Plot T1 was identified years ago as the best Tannat in Cerro Chapeu. Ripe grapes of low production, harvested by hand.





BATOVI
TANNAT
T1

Single Vineyard
Cerro Chapeu / U



Hand-drawn heights map of the zone.

The final design includes characteristic elements of the region, such as **the height map** of the land where it is grown applied as a texture, **the red eagle native to the region, the coordinates** and references to the exact points from which the T1 grapes are extracted.





Handrawn red eagle.





Beber con moderación. Si vas a conducir no tomes alcohol. Prohibida su venta a menores de 18 años

ABOUT . 02



Name: José Ignacio Gentini
Age: 32 years
Education: Graphic Design (Degree)
(Universidad de la Empresa, Montevideo)

Born: Montevideo, Uruguay
Citizenship: Uruguayan & Italian

Languages:

Portuguese ●●●●●
(Nivel 2 CELPEBRAS, Univ. Federal do Rio de Janeiro)
English ●●●●○
Spanish ●●●●●
(Native)

Others:

- ✓ Marketing
(Fundação Getulio Vargas, Rio de Janeiro)
- ✓ Internal and external politics of Brazil
(Escola Naval, Rio de Janeiro).

Experience:

Over the years I have worked for fashion brands (Urban Haus, Stadium, Daniel Cassin, Allie, H&M), automotive (Peugeot, Opel, BYD) , hotels (M Gallery, Sofitel), wines, events, focused on branding, product design, social media communication, advertising editing, clothing design, web design and more.

- ✂ Freelance (since 2014)
- ✂ Trip Studio (2 years)
- ✂ The Urban Haus (5 years)
- ✂ Plataforma (Since April 2021)

Software Skills:

Adobe Illustrator	●●●●●
Adobe Photoshop	●●●●●
Adobe Premiere	●●●●●
Adobe After Effects	●●●●○
Adobe InDesign	●●●●○
Figma	●●●●○
Mailchimp	●●●●●
Pages	●●●●●
Powerpoint	●●●●●

Interests:

Illustration	●●●●○
Editorial Design	●●●●○
Web	●●●●●
Product Design	●●●●○
Photography	●●●●○
Packing	●●●●○
Visual Identity	●●●●●
Social Media	●●●●●
Fashion	●●●●●
Video editing/post	●●●●●
Typography	●●●●●
Motion graphics	●●●●●

IF YOU GOT HERE,

THANK YOU

FOR TAKING THE TIME

TO SEE MY WORK :)