

# MU REN

design portfolio

# Welcome to my portfolio

Hello! I'm Abiel, a graphic and industrial designer from Mexico. I have approached multidisciplinary projects with success since the start of my career. My experience in **graphic, multimedia, and web design** has been a cornerstone in my professional journey.

As a designer, my focus on creating aesthetic visuals with an innovative and functional approach has been a value-add for the agencies I have worked with, helping them expand their businesses.

I'm pleased to share with you a selection of my work. I hope you find it valuable and reflective of my experience and skills.

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- p3 — **branding**, corporate & logos
- p17 — **web design** and tech
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# portfolio

# branding

As a minimalist and typography enthusiast, I enjoy crafting custom fonts and simple yet powerful symbols for the logos I create.

But branding is not just about logos, right? I'm drawn to the story a brand tells. From the mood board to the sketches, and all the way to the final touches on the screen, I pay close attention to every detail that brings a new business to life.

Logo

branding



**Sector**

Mexican barbecue restaurant focused on motorcyclists and tourists around the town.

**Goal**

Design a friendly and playful lite-identity that conveys a passion for motorcycles and delicious food. The chromatic palette should be energetic and reflect joy.

**chez borregos**

**Isotipo Principal** – El componente gráfico principal de la marca.



**Elementos** – Diversos componentes principales de la marca.



**Psychohead**  
Se usa en fondos oscuros con figura clara. El elemento siempre debe de ser más claro que el fondo.



**Motorstamp**  
Se usa para remarcar el isotipo principal. El marco circular siempre debe de ser más claro que el fondo y el isotipo más claro que el marco circular.



**Psychobiker** – Isotipo  
O el borrego asustado. Es el elemento principal de la composición del logo después de la tipografía. Se usa en fondos claros con figura en oscuro. El elemento siempre debe de ser más oscuro que el fondo.

Principal



Reducido



Secundario





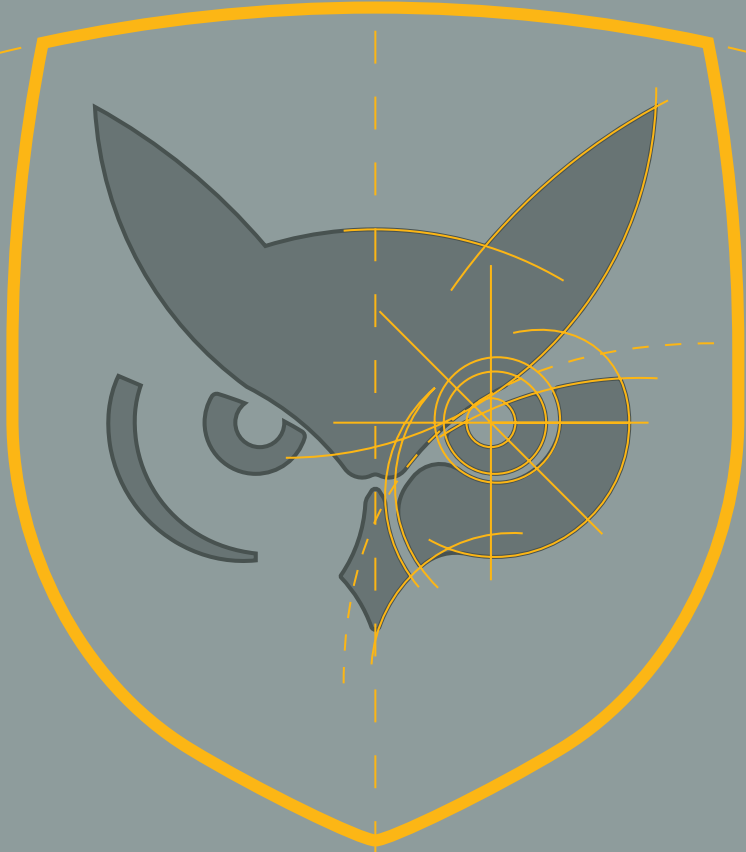
**Sector**

CCTV security and alarms for corporate business, homes and stores.

**Goal**

To make a brand that represents stability, security and professionalism through its corporate look that looks alert, vigilant, imposing and fearless.

**Secutech**





secutech



# dogbox<sup>®</sup>

peludos consentidos

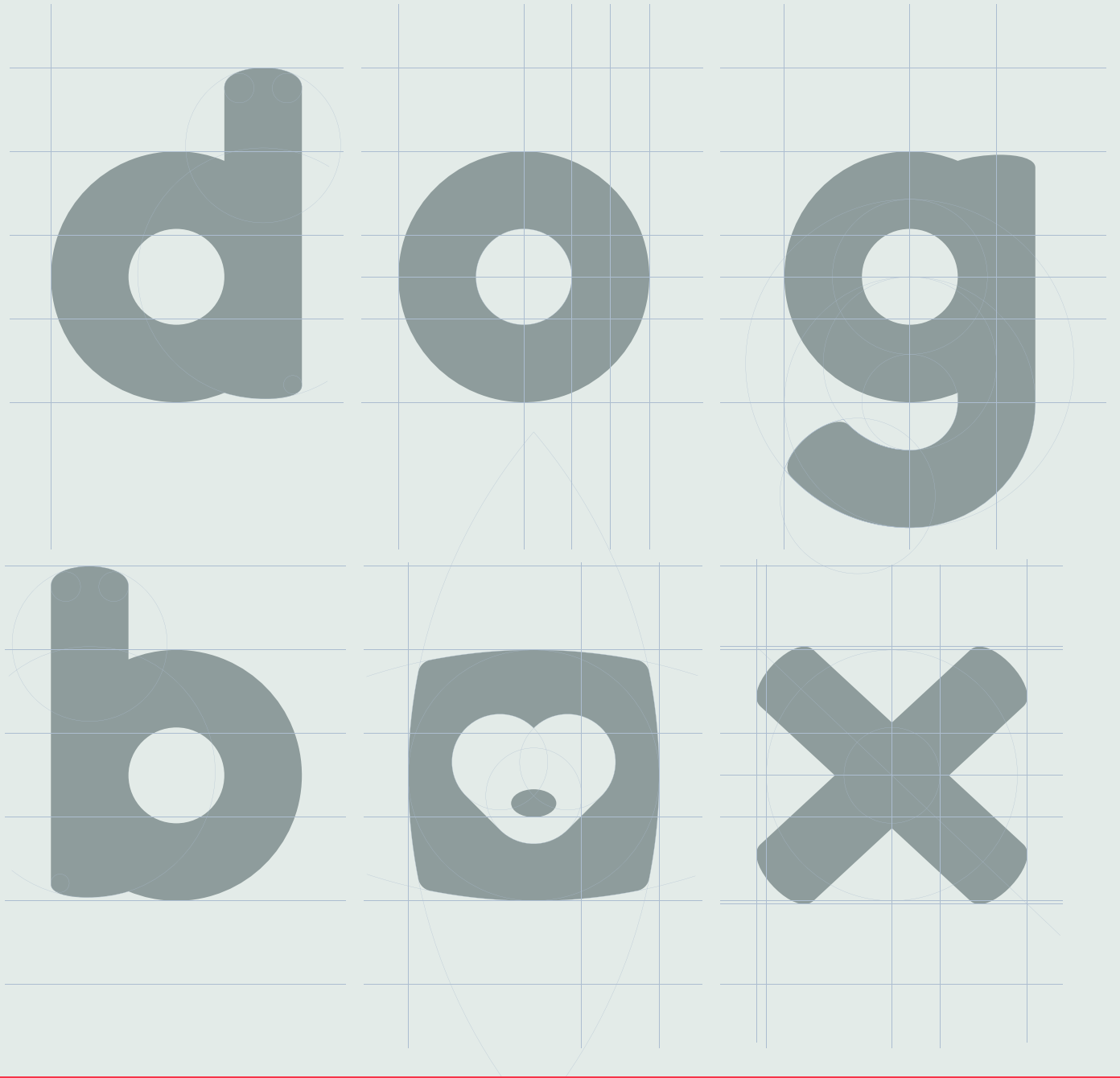
## Sector

An online mystery box store for dogs, filled with handmade Mexican products.

## Goal

Design a friendly logo with custom typography, which communicates kindness, canine love and softness through its shapes and chromatic palette.

dogbox



has this happened to you?



give him a dogbox

has this happened to you?



give him a dogbox

has this happened to you?



give him a dogbox





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# GRUPO AVEITUA

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FAMILY & BUSINESS OUR PRIORITY

## Sector

Business group related to security and forensic science.

## Goal

Portraying a premium brand that represents stability, trust, wealth, along with core family values.

## Grupo Aveitua



# GRUPO AVEITUA

FAMILY & BUSINESS OUR PRIORITY



Lic. Antonio Aveitua Tapia

MÓVIL: 56 1113.7641 | FIJO: +52 55 4163.0061 | E-MAIL: [aaveitua@grupoaveitua.com](mailto:aaveitua@grupoaveitua.com)



# Azúcar

remedios para el alma

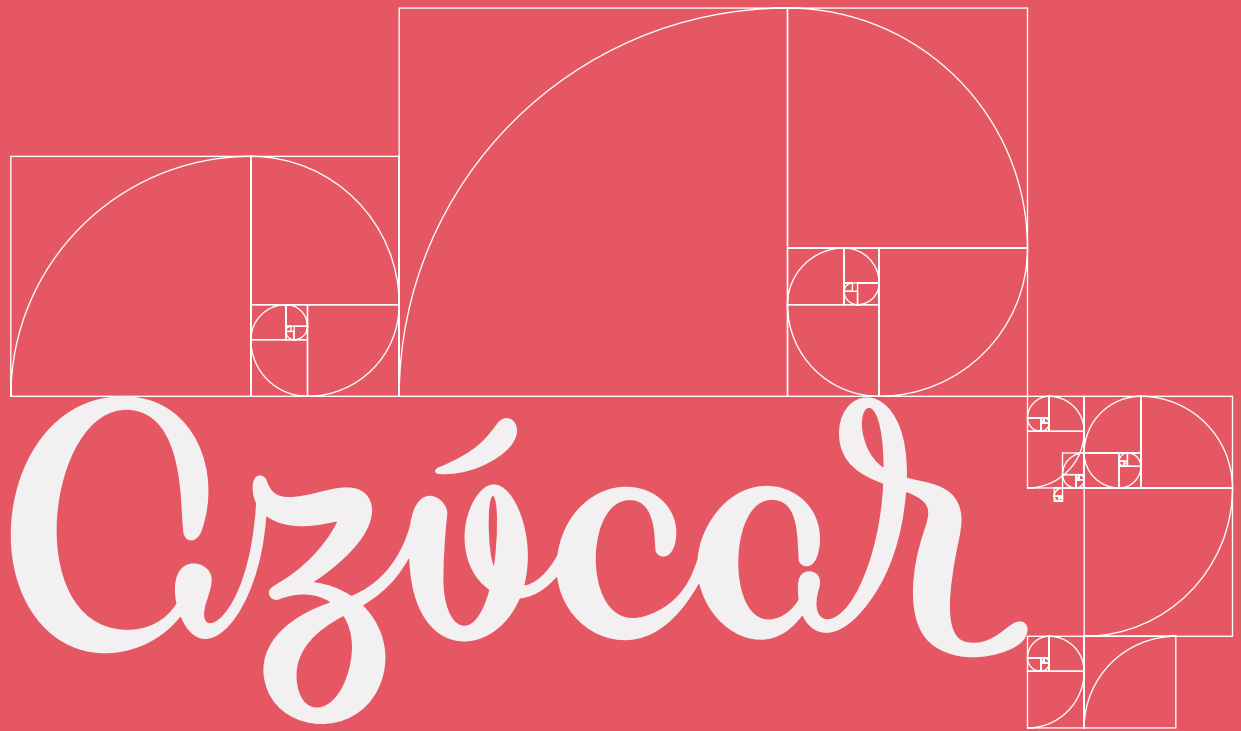
## Sector

Premium pastry with high quality organic ingredients.

## Goal

Communicate a fluid essence, connected with sweetness, and the decoration implicit in the pastry, through the typography and ornaments around the brand.

## Azúcar cake shop





Calle 259, Col. Alguna de Varias  
Delegación, México Distrito Federal  
CP: 55678, RFC: ABCD150720GS7

Nullam dullan neros  
ultricies sit amet

Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem ipsum. Donec vitae sapien ut libero venenatis faucibus. Nullam quis ante. Etiam sit amet orci eget eros faucibus tincidunt. Duis leo. Sed fringilla mauris sit amet nibh. Donec sodales sagittis magna. Donec molestie rutrum tincidunt. Vestibulum purus quam, scelerisque ut, mollis sed, nonummy

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Nam quam nunc, blandit vel, luctus  
pulvinar, hendrerit id, lorem. Maecenas  
nec odio et ante tincidunt.

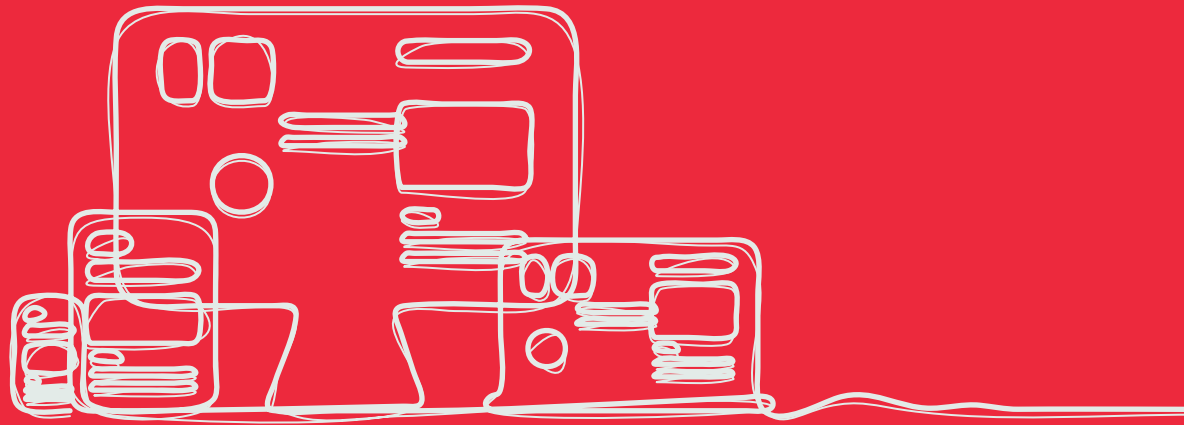
Donec vitae sapien ut libero venenatis  
faucibus. Nullam quis ante. Etiam sit  
amet orci eget eros faucibus



# web design, ux & ui

With over 20 years of experience in web design, I bring expertise in UX, UI, IT, and web design. I have a passion for creating user-friendly experiences that drive positive results for projects. My goal is to combine technical skills with design to create seamless, visually appealing, and functional websites that meet project objectives.

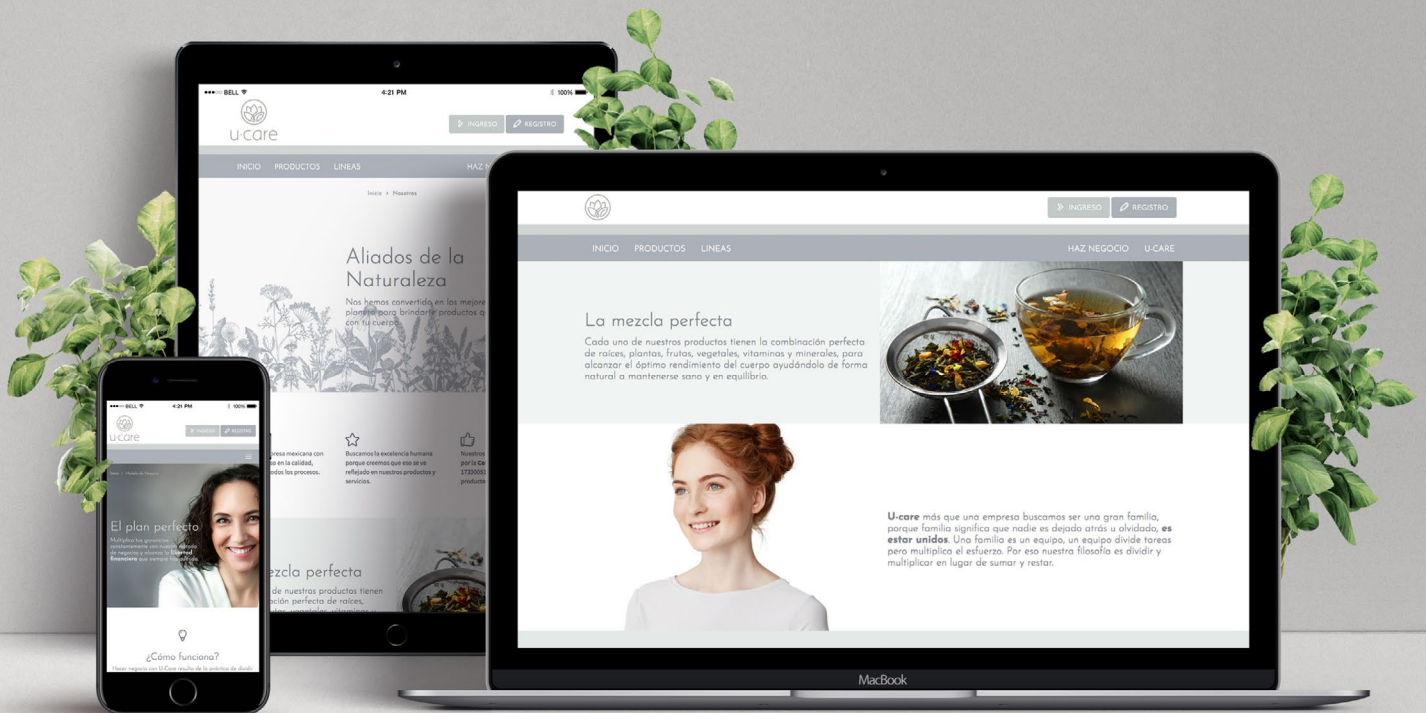
With my work, I have been able to successfully recover accounts, improve work methods with IT, and earn my clients' trust resulting in increased project portfolios for the companies I have worked for.



As a web designer with extensive experience, I have extensive knowledge and expertise in various technologies including HTML, CSS, Preprocessors, JS, PHP, and others. I am equally comfortable coding with IDE software or plain code editor, which I've perfected over the last 10 years. My focus is always on delivering clean, aesthetically pleasing, functional, and efficient websites for everyone.

I have a deep understanding of the various approaches involved in developing a website, including: Research, **UX, UI, Prototyping, Design**, and the development process, as well as collaborating with interdisciplinary teams and first hand programmers.

**Please feel free to view some of my past websites to see my work.**



## Websites

**Tequila Mexiqueño** — Tequila Company  
<http://abielmuren.com/demo/mexiqueno/>

**Danpal** — Polycarbonate Sheet Manufacturer  
<https://www.danpal.mx/>

**CAP Centro** — Forensic Study Center  
<http://cap-centro.com/>

**U-Care** — Residential Furniture Designers  
<https://www.u-care.mx/>

**AMIC Asociación** — Interior Design Catalog  
<https://www.amicmexico.org.mx>

**Etuo Inmuebles** — Inmobiliaria 360  
<http://www.abielmuren.com/demo/etuo/>

# Tequila Mexiqueño — Tequila Company (reuploaded)

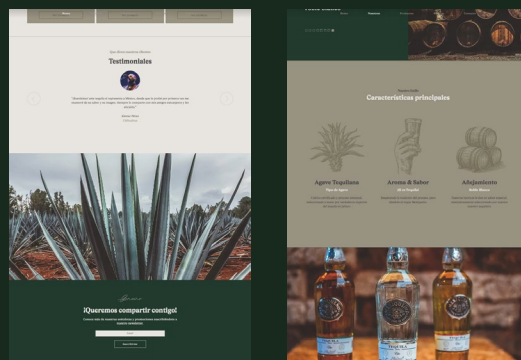
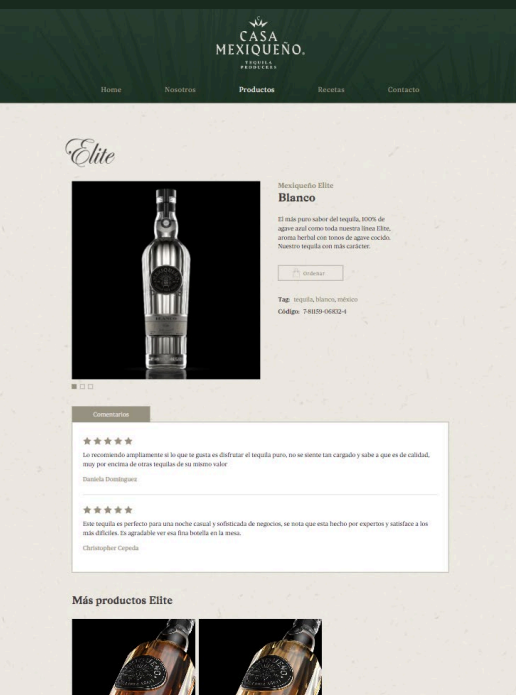
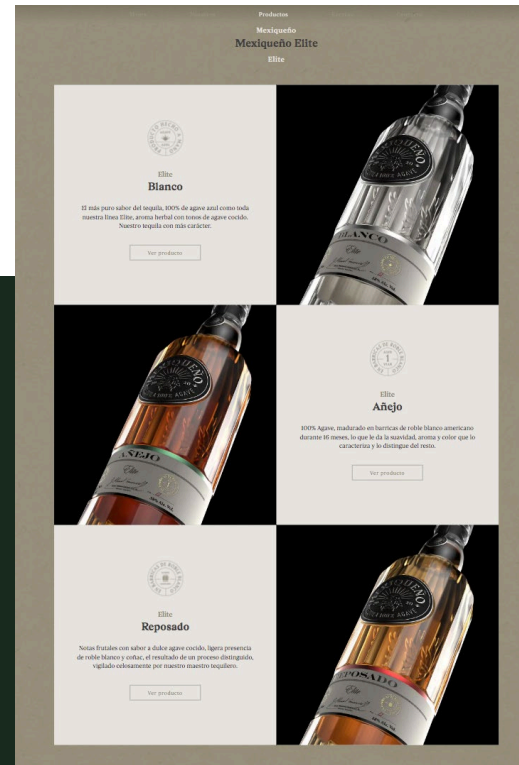
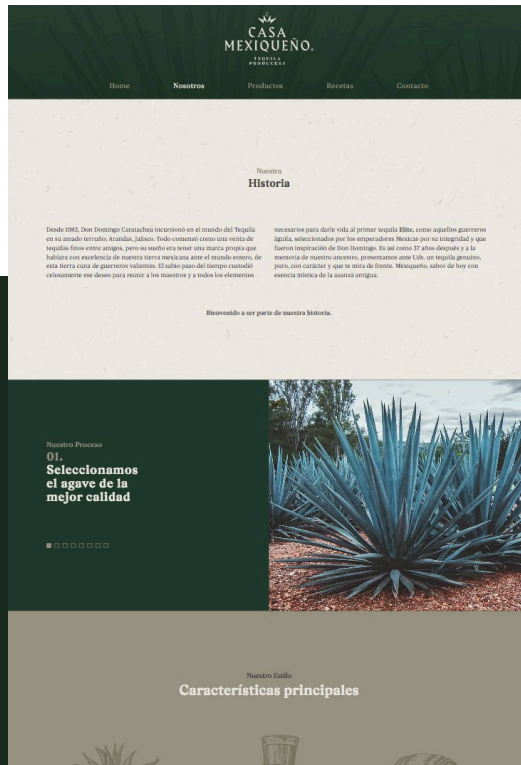
<http://abielmuren.com/demo/mexiqueno/>

## Desired Outcomes:

Create a practical yet elegant, responsive, and user-friendly website that represents the prestige and quality of tequila.

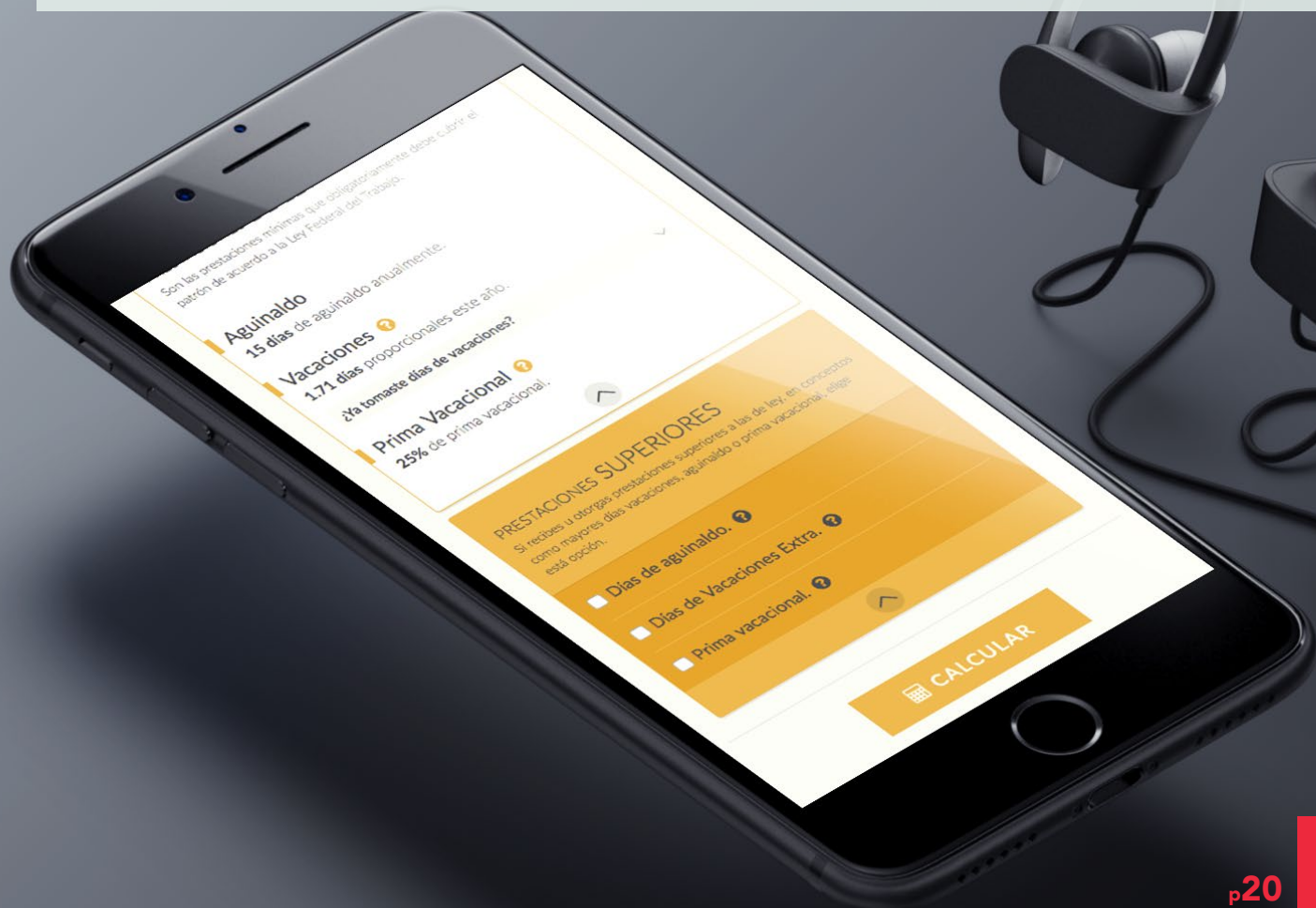
## Activity:

Concept design, UX and UI design, front-end development with standard HTML, CSS, JS, and PHP. Git and Node.js environment setup for automated compilers and task runners. Lead photography team. 3D product visualizations.





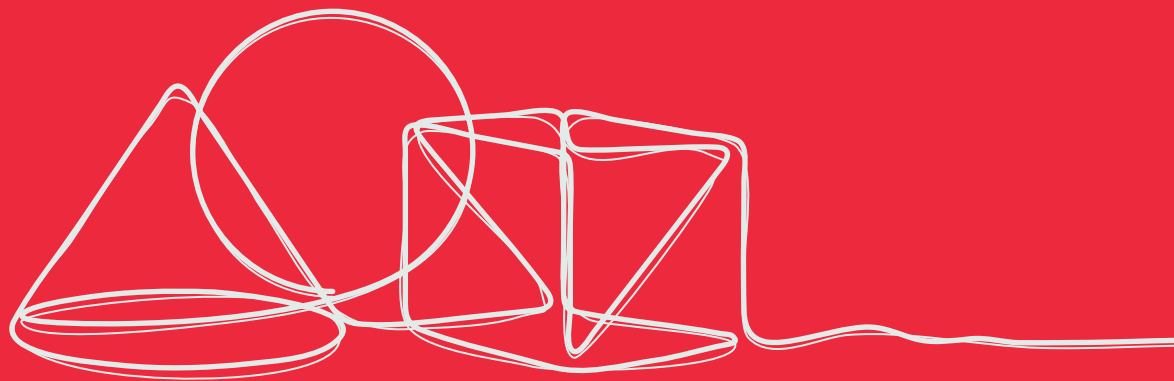
As a designer with strong front-end development skills and solid UX/UI experience for web and app design, I strive to create user-friendly experiences that meet clients' long-term goals with sustainable solutions that drive revenue while enhancing visual appeal.



# 3d rendering

I developed a passion for 3D at an early age. Since then, 3D modeling, texturing, animation, and rendering have been a part of both my professional and hobbyist life and have always been a great asset for creating more appealing products.

I find 3D to be extremely useful in various projects, ranging from simple motion graphics to complex interactive websites. In some cases, its use is not only a plus but also a necessity.

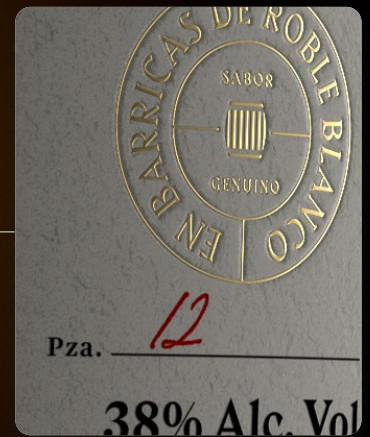


# 3drenderer

## Product Rendering

For commercial rendering projects, I pay close attention to every small detail to ensure the final result appears like a high-quality photograph worthy of being featured in a top-tier magazine.

The process starts with creating a highly detailed model, incorporating realistic materials and textures. Accurate lighting, camera setup, and animation completes the process, resulting in appealing imagery that showcases the product's features.

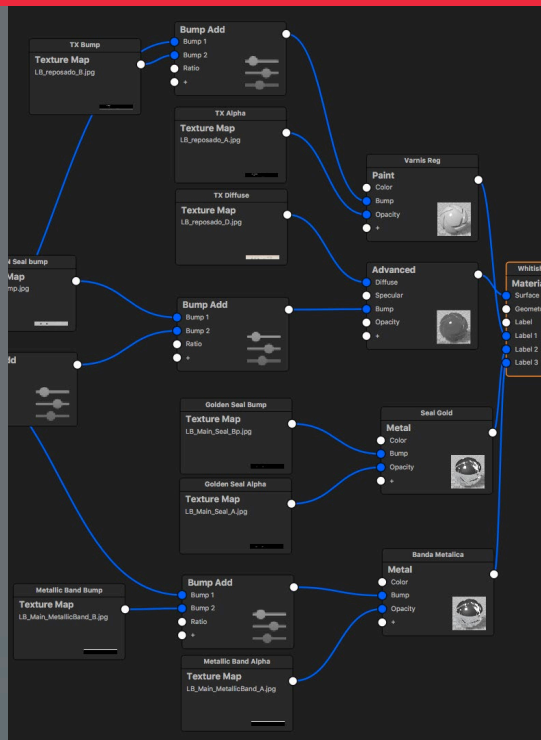


High Detail

### 3d modeling

### Advanced Materials

### Illumination and Render



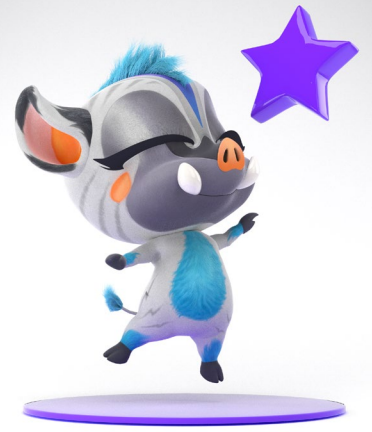
22



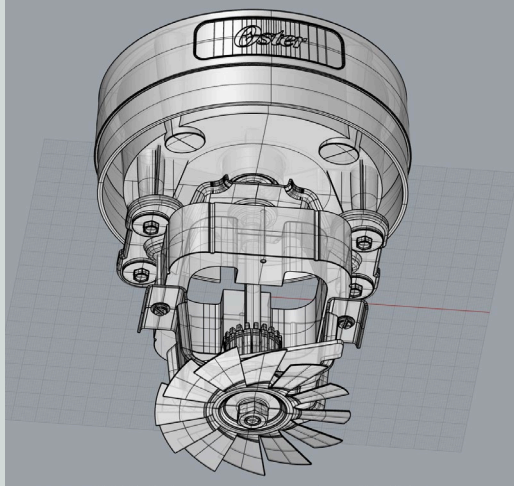


Client Reference (Income)





Model,  
Texture,  
Rig,  
Poses,  
Props,  
Render  
(Outcome)



Technical 3d modeling.



Simple storyboard for animations.







# motion graphics

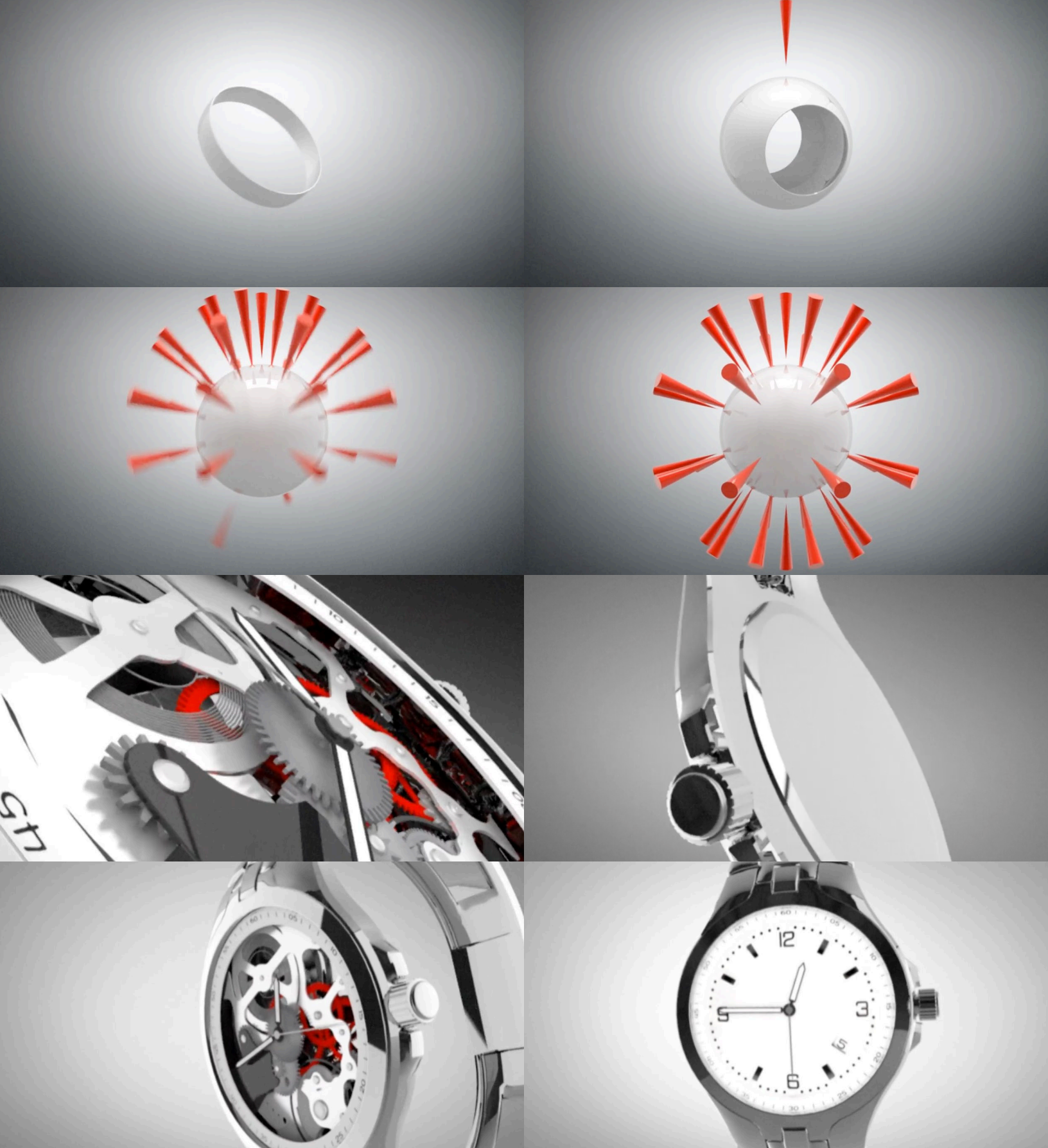
I started in the animation field with the goal of enhancing my 3D animations and finding a way to integrate digital media. Initially, my motion graphics relied heavily on 3D resources, but I eventually gained expertise in 2D animation, audio, and VFX.

My experience has allowed me to animate various types of motion graphics, ranging from logo intros and eye-catching visuals to service explainers and product commercials.

## Online Videos

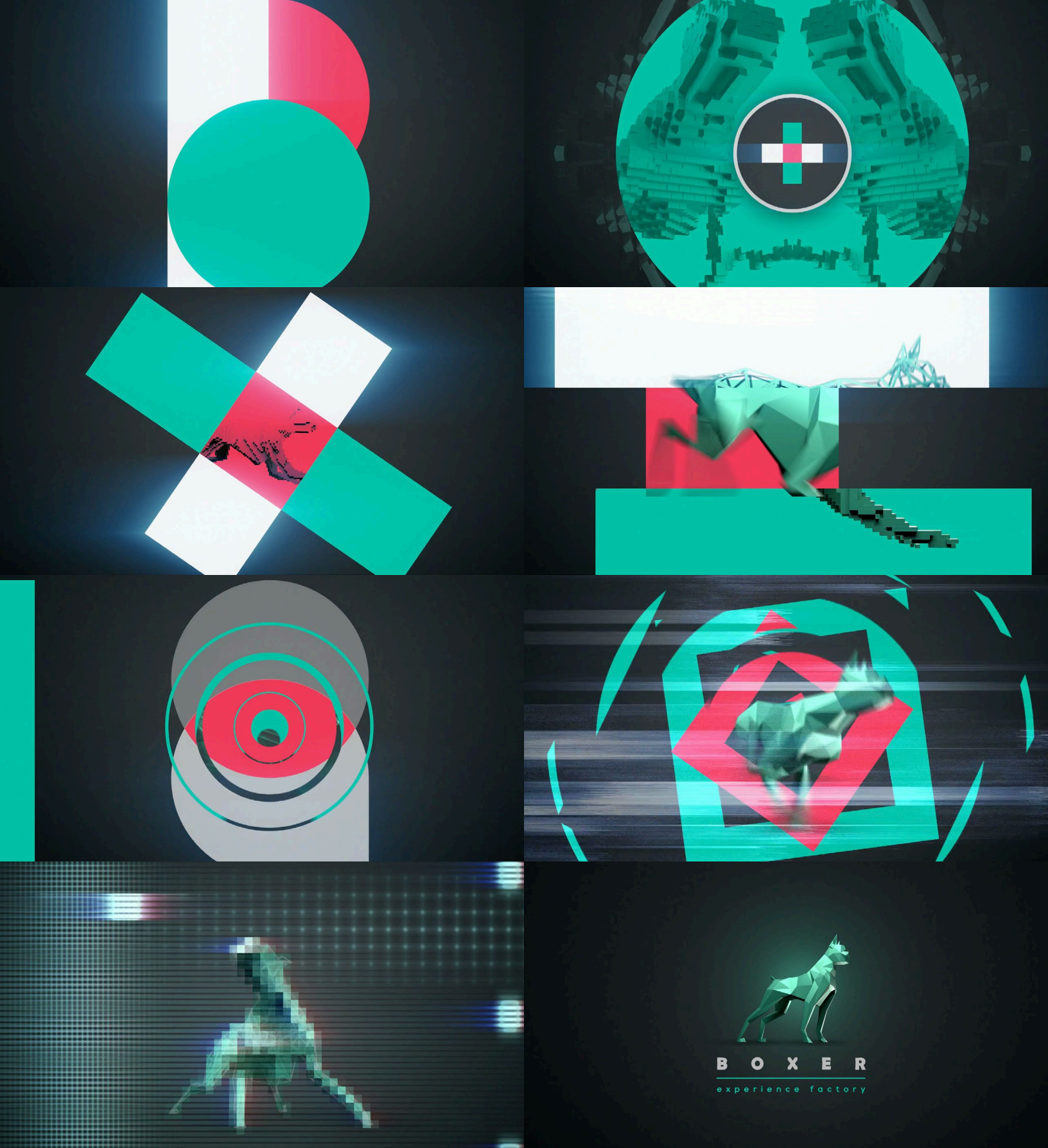
Check out some of my videos on my Vimeo. Have a look and enjoy!

<https://vimeo.com/abilmuren>



Please, visit my vimeo page to see this video in action.

<https://vimeo.com/abielmuren>



Please, visit my vimeo page to see this video in action.

<https://vimeo.com/abielmuren>

# editorial

I discovered editorial design later in my career when I was introduced to the technical world of prepress. This new dimension not only helped me improve my graphic design process and skills, but also deepen my understanding of creating effective printable editorial design with solid foundations and structure.



# editorial



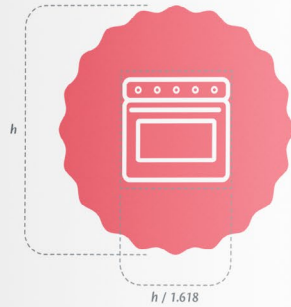
## proporción de pictogramas

Cada pictograma tiene un trazo lineal uniforme, y un acomodo centrado proporcionalmente dentro del soporte.

El grosor de líneas gruesas es de 5.5mm uniformemente, con esto garantizamos que sea visible. Se repiten también las líneas con un grosor reducido.

### Para centrar:

1. Es necesario crear el pictograma hasta que toque los bordes del soporte o cara de la señal, ya sea en lo alto, ancho o ambos.
2. Dado el factor más pequeño el pictograma una proporción aurea (h/1.618).
3. Centrar proporcionalmente y aplicar corrección óptica.



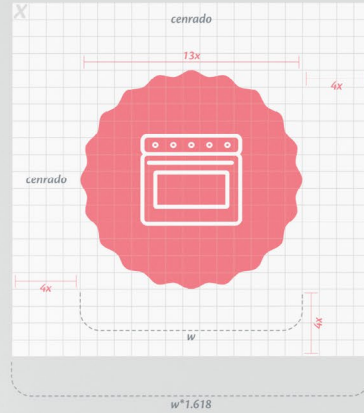
64

azúcar brandbook 2015

## área de aislamiento

Esta área de aislamiento es adicional ya que separa el fondo o lugar donde se va a colocar.

En esta área no debe haber ningún elemento, objeto, texto, panel o cualquier otra cosa que invada el área de aislamiento. El objetivo es proporcionar limpieza y claridad pero que esta señal sea visible por completo.



señal  
1987 C Blanco

65

azúcar brandbook 2015

## línea vegana

En la gama vegana contamos con fondos menos elaborados y con caracteres más florales, el objetivo es dar ese toque de frescura.

Pueden usarse en positivo y negativo dependiendo de la apariencia que se quiera lograr. Si se desea un fondo más cargado de tono, se puede invertir el fondo para que este ocupe la mayoría, o bien se pueden usar tonos menos contrastantes.

368 C

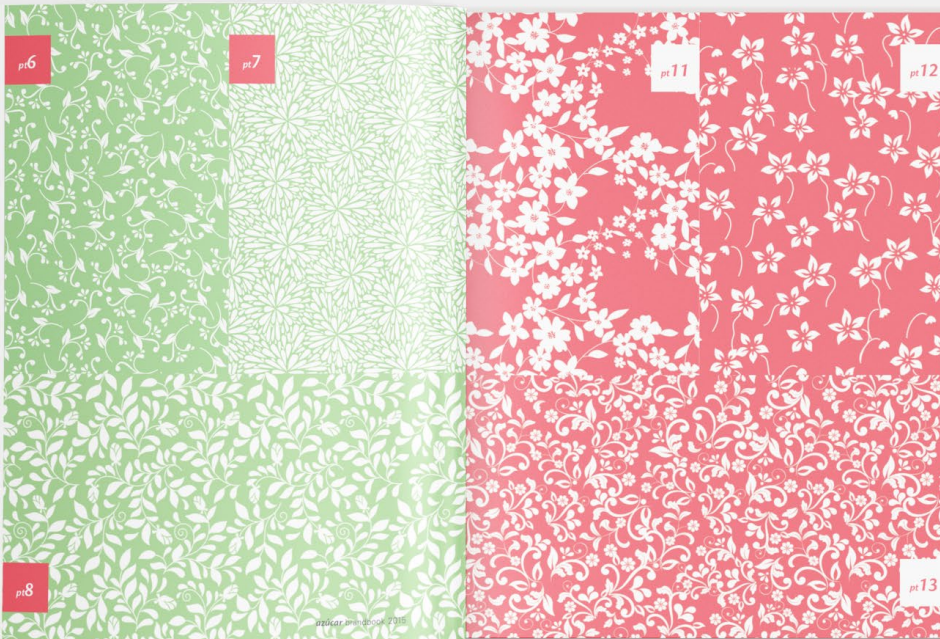
p-9



p-10



22



azúcar brandbook 2015

## línea estándar

Los motivos para la gama estándar son similares a los de la gama vegana pero con un carácter más alegre y contemporáneo.

Pueden usarse en positivo y negativo dependiendo de la apariencia que se quiera lograr. Si se desea un fondo más cargado de tono, se puede invertir el fondo para que este ocupe la mayoría, o bien se pueden usar tonos menos contrastantes.

1987 C

p-14



p-15



23



# luz

—encanto y motivo

Se llama luz *(del latín lux, lucis)* a la parte de la radiación electromagnética que puede ser percibida por el ojo humano. En física, el término luz se usa en un sentido más amplio e incluye todo el campo de la radiación conocido como: espectro electromagnético, mientras que la expresión luz visible señala específicamente la radiación en el espectro visible.



# ojos mecánicos

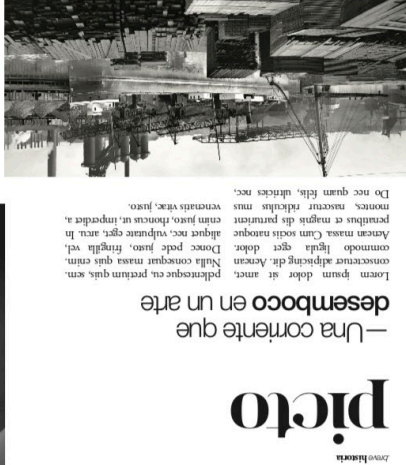
vista fotográfica

Page 9 of 40. Form 2 of 5, Front. File:Libro\_foto\_01.pdf



—proceso cinematográfico

Page 16 of 40. Form 2 of 5, Front. File:Libro\_foto\_01.pdf



# picto

—Una corriente que desemboca en un arte

Page 15 of 40. Form 2 of 5, Back. File:Libro\_foto\_01.pdf

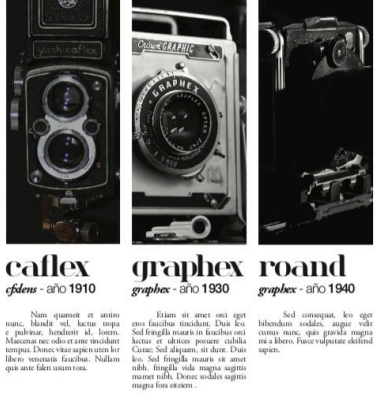


— Las tendencias que diferencian la fotografía.

Page 10 of 40. Form 2 of 5, Back. File:Libro\_foto\_01.pdf



breve historia



**callax** - año 1910  
**graphex** - año 1930  
**roand** - año 1940

breve historia



**le655** - año 1950  
**ti-surf** - año 1980  
**d7100** - año 2000

breve historia



**Leica**  
**ERNST LEITZ GMBH**  
**WETZLAR GERMANY**

breve historia



—año 1930  
 Carabatur a laus ac velit ornare lobortis. Carabatur a felis in nunc finigilla tristique. Morbi mattis ullamcorper velit. Phasellus gravida semper nisi. Nullam vel sem. Pellentesque libero imperdiet.



**SORPRESA: ESTO QUE OBTIENES EN NUESTRO MUNDO.**

**control y durabilidad**  
 El nuevo diseño de los auriculares Beats Studio ofrece una durabilidad excepcional. El nuevo diseño de los auriculares Beats Studio ofrece una durabilidad excepcional. El nuevo diseño de los auriculares Beats Studio ofrece una durabilidad excepcional.



**studio**  
 beats by dr.dre

**RITMOS ORIGINALES**

**sonidos limpios**  
 Sedi conseruat, leu uide utendum scilabes, augue uel iudicabitur scilabes, augue uel iudicabitur scilabes, augue uel iudicabitur scilabes.

**reductor de ruido**  
 Magna nulla enim, ut ipsum etiam, conseruat ut, in nunc, sed iudicabitur scilabes, augue uel iudicabitur scilabes, augue uel iudicabitur scilabes.

**casí indestructibles**  
 Vestibulum purus, etiam, ut, in nunc, sed iudicabitur scilabes, augue uel iudicabitur scilabes, augue uel iudicabitur scilabes.

**características**  
 Ut non enim sedent nunc, in nunc, sed iudicabitur scilabes, augue uel iudicabitur scilabes, augue uel iudicabitur scilabes.

- 40 mm drivers
- 40 mm drivers
- 40 mm drivers
- 40 mm drivers
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- 40 mm drivers
- 40 mm drivers

**pro**

**calidad de sonido superior**  
 Sedi conseruat, leu uide utendum scilabes, augue uel iudicabitur scilabes, augue uel iudicabitur scilabes, augue uel iudicabitur scilabes.

**características**  
 Ut non enim sedent nunc, in nunc, sed iudicabitur scilabes, augue uel iudicabitur scilabes, augue uel iudicabitur scilabes.

- 40 mm drivers
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**solo**

**imposible de superar**  
 Sedi conseruat, leu uide utendum scilabes, augue uel iudicabitur scilabes, augue uel iudicabitur scilabes, augue uel iudicabitur scilabes.

**características**  
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- 40 mm drivers
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beats by dr.dre



# thank you

**Abiel Muren**  
**abielmuren@gmail.com**  
**+52 1 55 1842 1325**

Talk to me in: EN, SP, FR.

@abielmuren: LinkedIn (professional)  
Instagram (sketches)  
Twitter (design news)

Thank you for taking the time to review my portfolio, much appreciated.

If you believe I can bring value to your business or team, please do not hesitate to reach out. I would be happy to discuss how I can support your growth and projects.

— Everything already exists,  
it just needs to be designed.

# thanks