

Andrés Meléndez

Senior Brand Designer · Creative Lead

Brand Systems · Consumer Packaging
Retail Campaigns · Digital Experiences

Florida / Puerto Rico
Available for Remote U.S. Opportunities
andres@heyandres.com

What I Do

Over the past 8+ years, I've designed integrated brand systems, retail campaigns, packaging, and digital experiences for consumer brands across food & beverage, retail, and lifestyle industries.

Capabilities

- Brand Identity
- Consumer Packaging
- Retail & POP
- Integrated Campaigns
- Design Systems
- Digital Marketing Assets

Selected Brands



Selected Work

Coca-Cola

Taste the Summer

Retail Campaign / POP / Digital Assets

Developed campaign visuals and retail-ready assets for Coca-Cola's "Taste the Summer" promotion, supporting the launch of a new 10 oz / 8-pack format across regional markets.

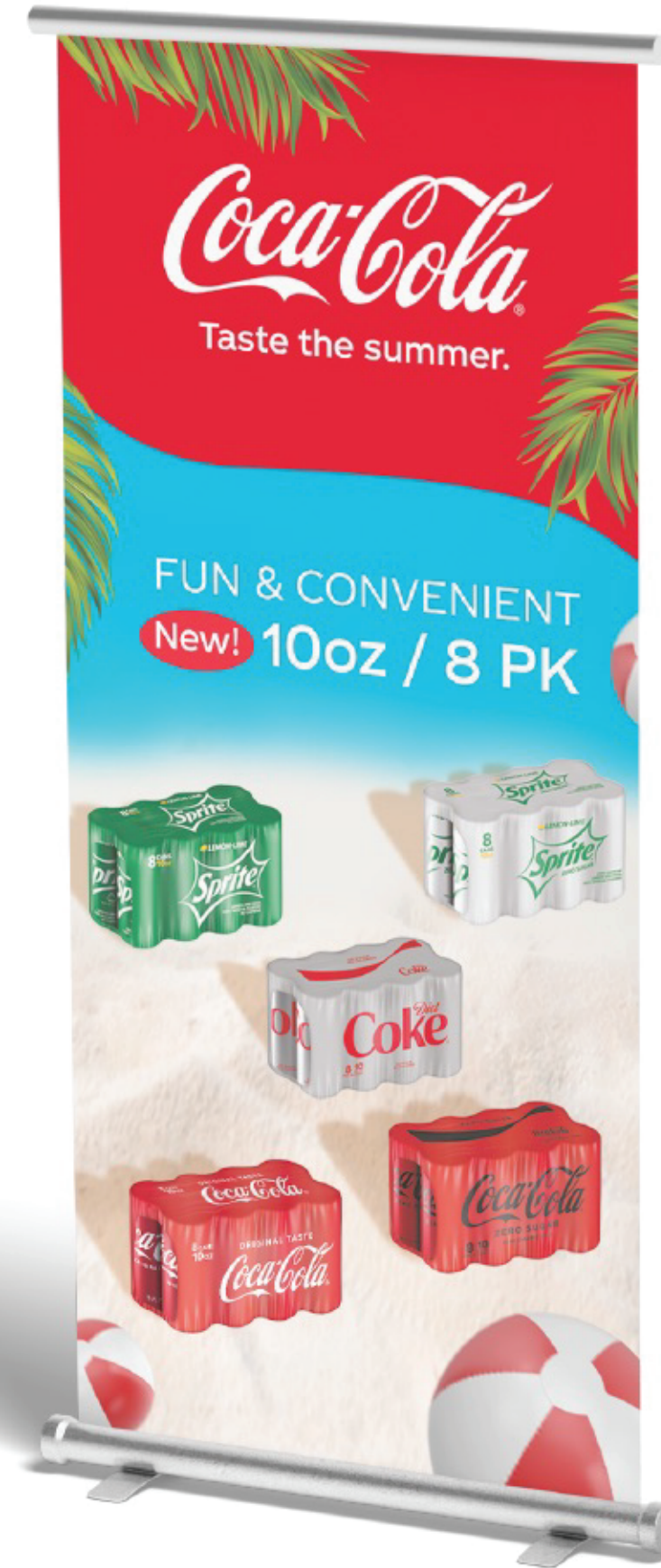
Role:

Marketing Designer / Campaign Designer

Scope:

Retail displays, billboard graphics, digital assets, promotional materials, and campaign adaptations.





Coca-Cola

Refresh Your Sailing Spirit

Retail Campaign / Event Promotion / In-Store Activation

Created campaign visuals and retail-ready materials for Coca-Cola's "Refresh Your Sailing Spirit" promotion, developed around the 50th BVI Spring Regatta.

Role:

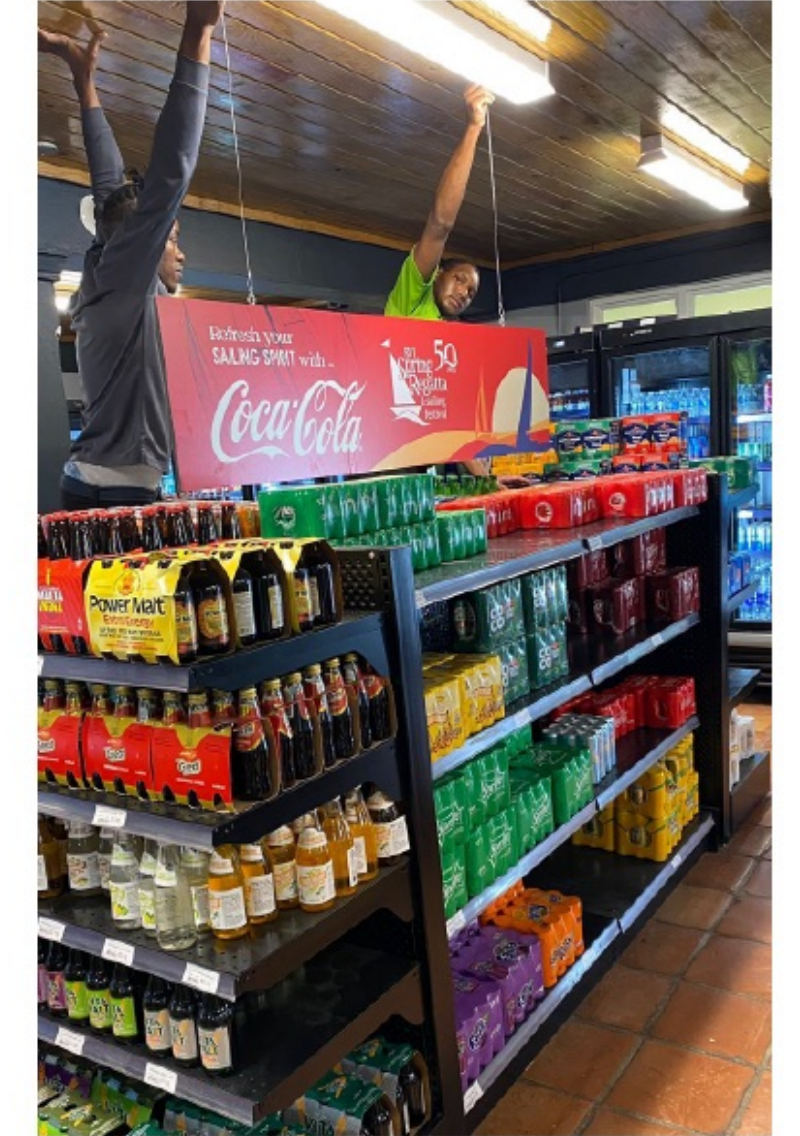
Marketing Designer / Retail Campaign Designer

Scope:

Campaign key visual, retail display graphics, in-store signage, promotional banners, and regional campaign adaptations.



In-Store Rollout



Tito's – The Official Vodka of Carnival

Retail Campaign / Promotional Design / Digital Assets

Created campaign and retail-ready assets for Tito's "The Official Vodka of Carnival," translating the energy of Carnival into print, retail, and digital touchpoints.

Role:

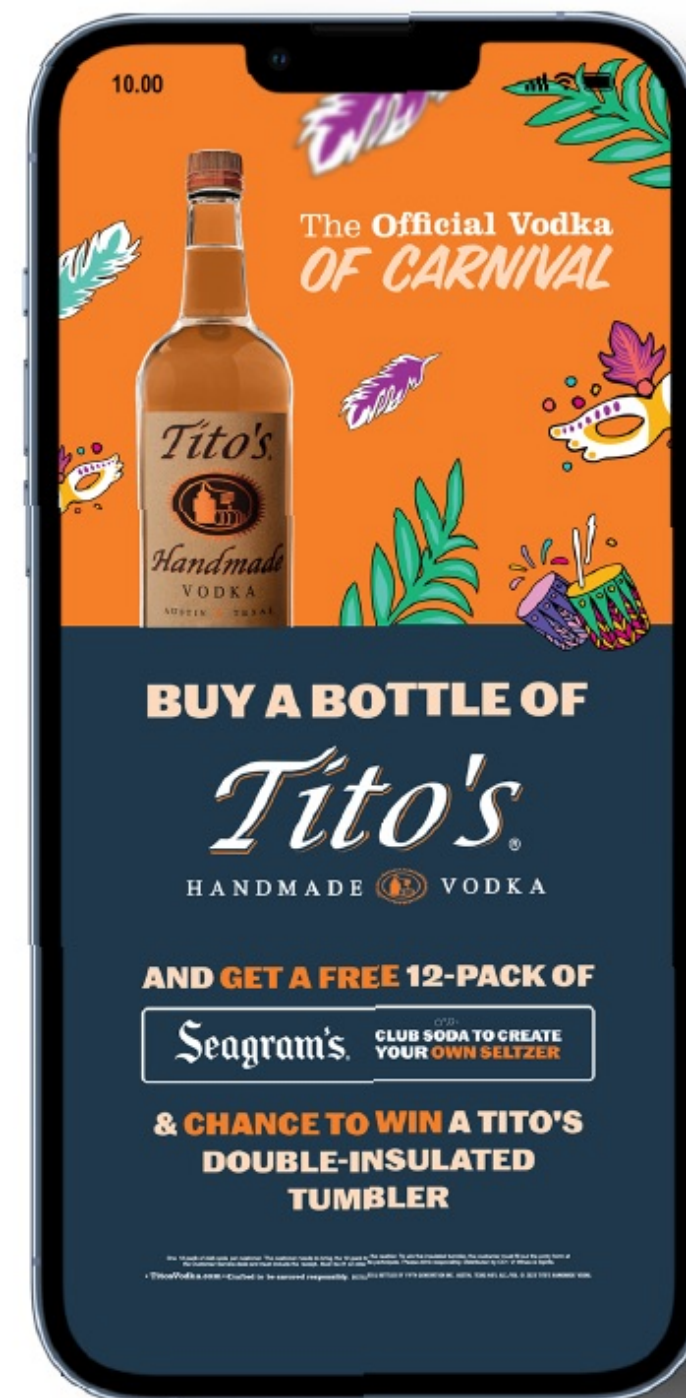
Marketing Designer / Campaign Designer

Scope:

Billboard design, retail display graphics, in-store promotional materials, social assets, and digital campaign adaptations.



Retail, in-store, social, and promotional assets adapted from one campaign concept.



American Valu

Tu Marca Favorita

Retail Campaign / POP / Private Label Promotion

Created campaign visuals and retail-ready assets for American Valu's "Tu Marca Favorita" campaign, designed to promote product variety and increase brand visibility across Puerto Rico retail environments.

Role:

Marketing Designer / Retail Campaign Designer

Scope:

Billboard concept, retail signage, POP graphics, cooler graphics, display materials, and in-store promotional assets.





Amapola

¡Con el sabor de casa!

Consumer Product Launch
Retail Campaign / Digital

Created a warm, familiar campaign system for Amapola's first entry into the oat category, helping introduce La Avenita as a new product line while preserving the brand's recognizable feeling of home.

Role:

Marketing Designer / Campaign Designer

Scope:

Campaign concept, key visual, retail display system, tasting station, gondola materials, banners, and digital assets.



La avenita

¡Con el sabor
de casa!

Campaign Rollout:



King's Crown Rebrand

We had the opportunity to lead the visual identity refresh for King's Crown, preserving the brand's distinctive character while introducing a more contemporary look. Our goal was to maintain the trust and familiarity the brand had built over the years while modernizing its identity for a new generation of consumers. The result is a refreshed visual system that honors the brand's heritage while positioning it for the future.







King's Crown Frozen Fruit Packaging Refresh

We redesigned King's Crown's frozen fruit packaging system to support the launch of four new SKUs while refreshing the brand for a broader consumer audience. The project balanced consistency with modernization, creating a cohesive packaging family that strengthened shelf presence and reinforced the brand's position in the market.



Thank You!

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