

Oscar López

Graphic Designer

Portfolio



Oscar López

Social media designs

During my time with the agency Thinking Group, I made a lot of social media content. Here some examples.

Thinking Group
2019



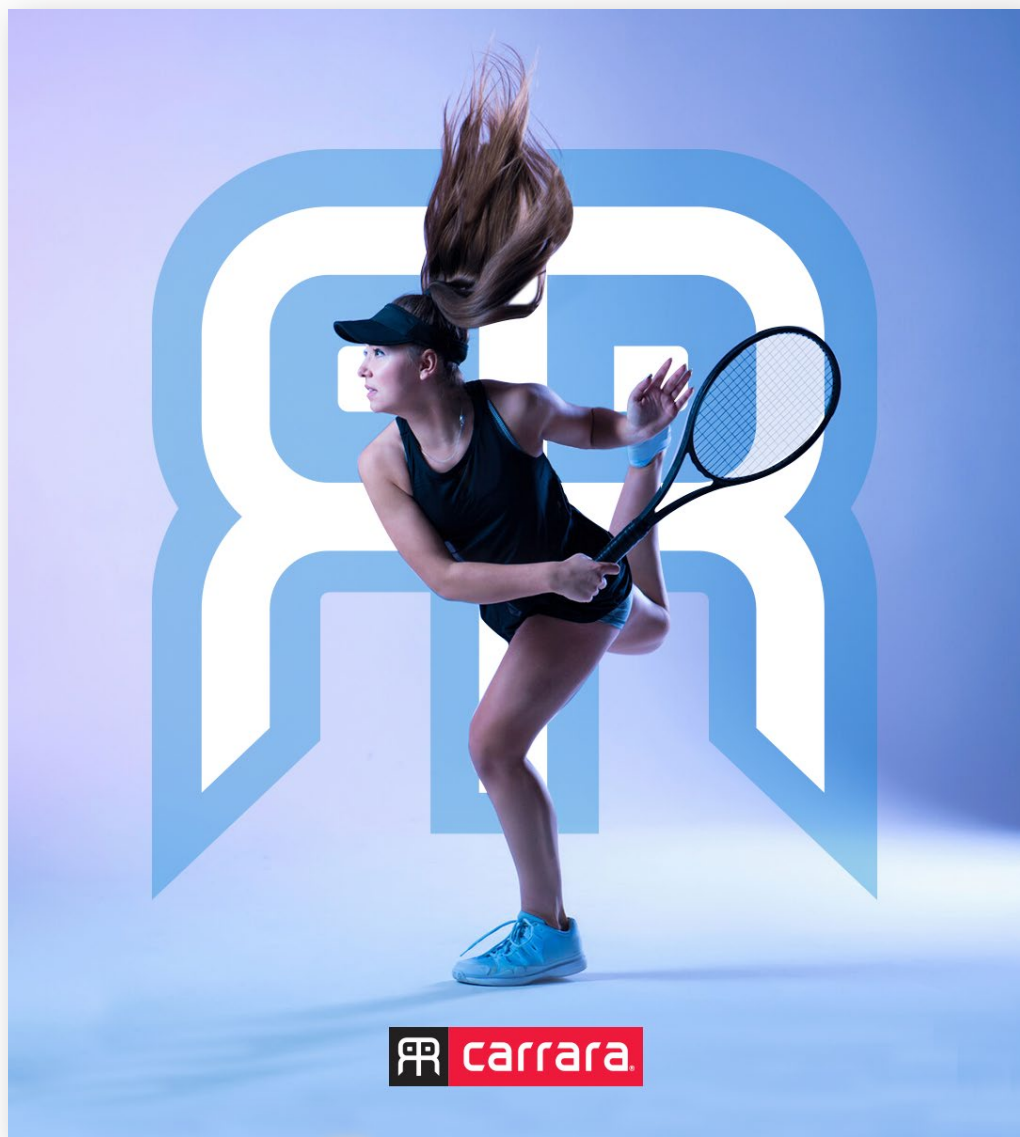
Click to watch video



Click to watch video



Click to watch video



Oscar López

Prada Mx, spring collection launch

Spring collection launch campaign that includes teaser. The concept of the campaign was kaleidoscope. I did the video editing and graphic design.

Thinking Group
2020



CELEBRA TU INDIVIDUALIDAD
AVANCES ^{PV}2020



Teaser

Click to watch video



Click to watch video



Launch

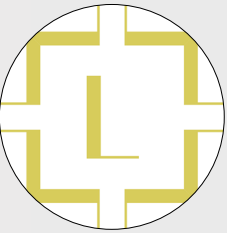
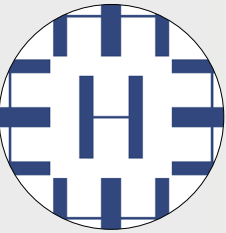
Click to watch video



Click to watch video



Instagram highlights



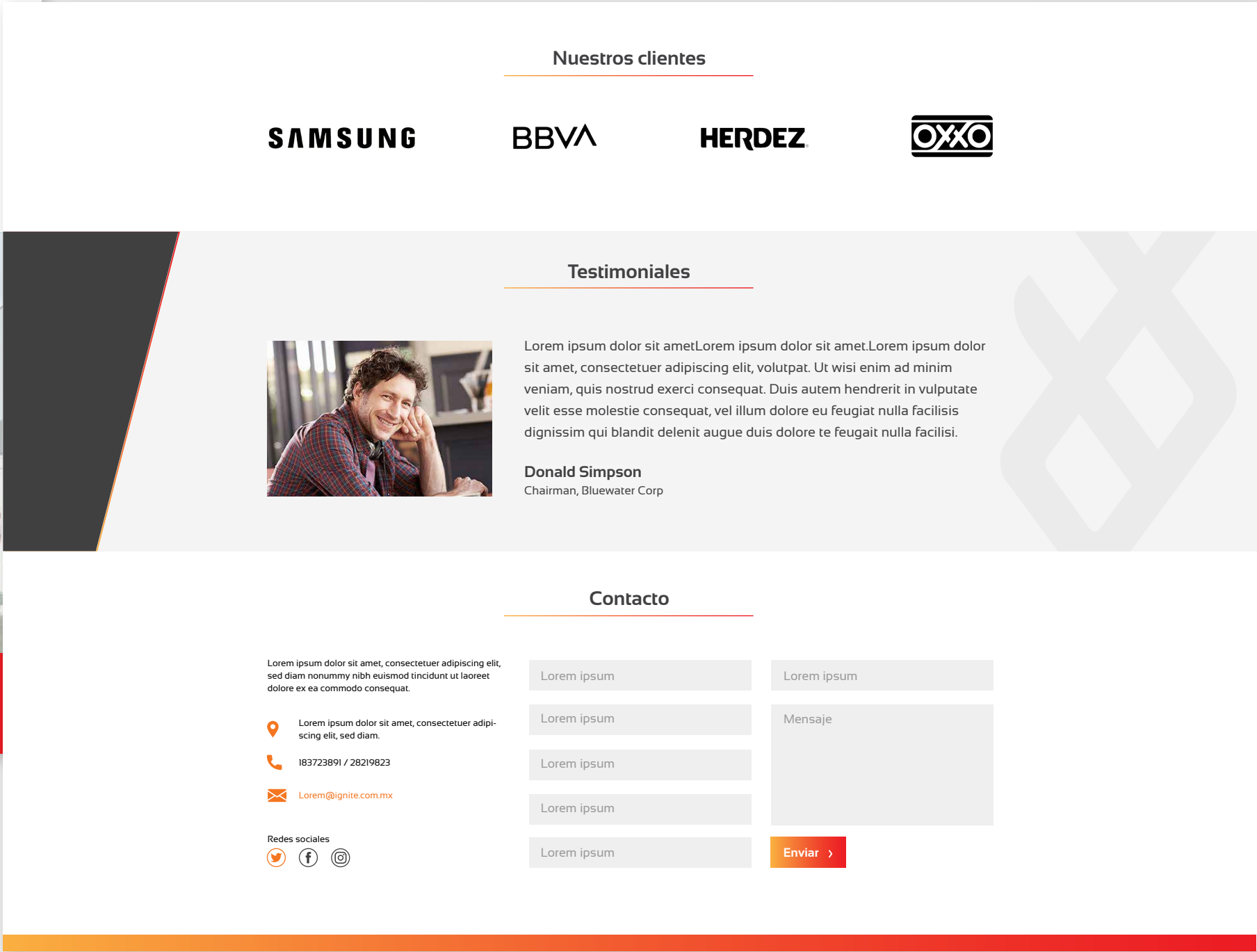
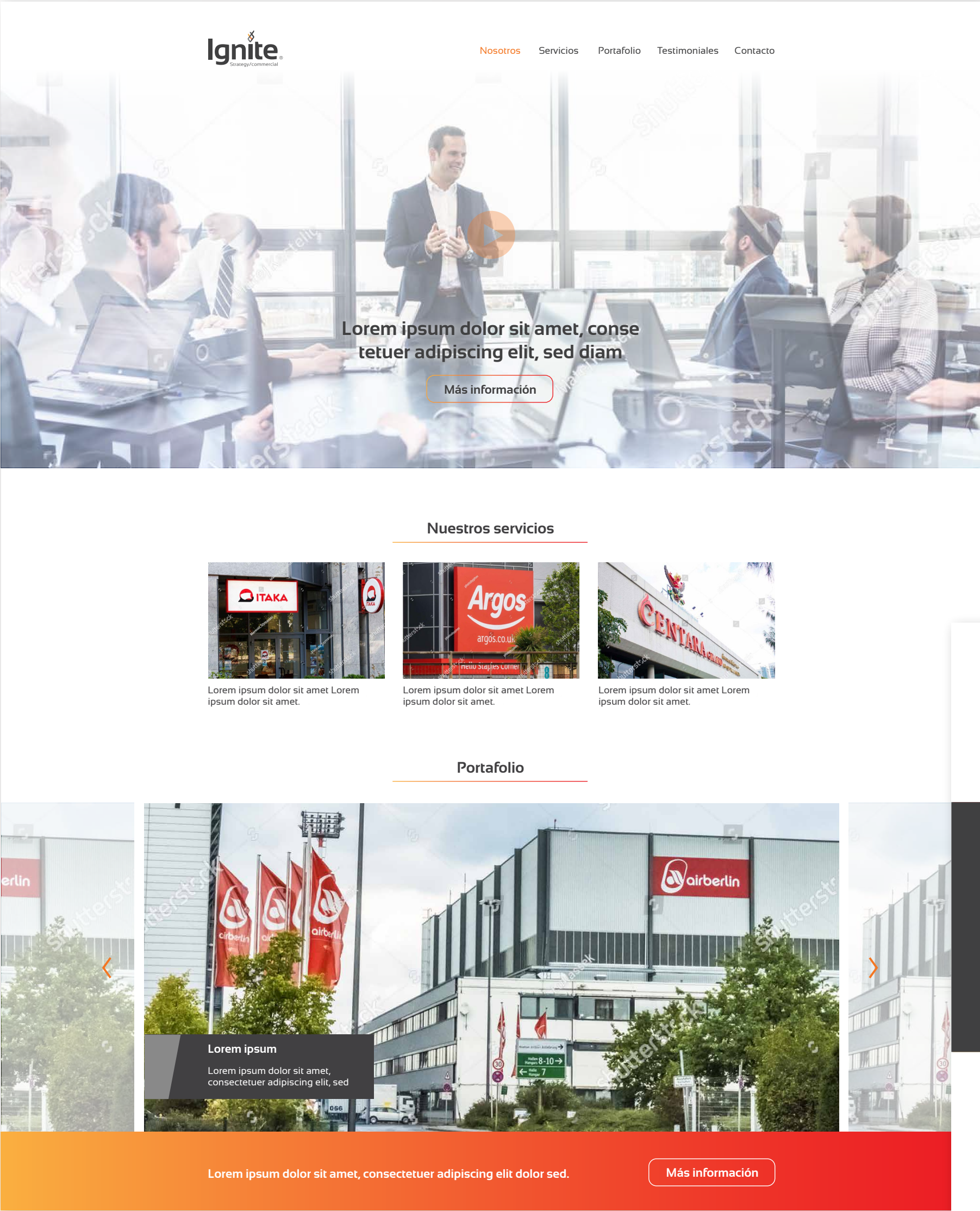
Ignite website design

Graphic design for consulting firm website.

Thinking Group
2020



Only graphic design of this website according to the brand guides of the client.



Asistente digital launch campaign

Digital ad campaign to launch a new feature in the webshop.

BayWa r.e. Mexico Solar Distribution
2024



Digital ad campaign with teaser and launch graphics that includes reels, videos, social media post, infographics and more.

Click to watch video

NUEVO

Asistente digital 24/7

Lista de precios y visibilidad de inventario en tiempo real

¡Espéralo pronto!

Módulos fotovoltaicos

SKU: M09374 USD 52.20

SKU: F02354 USD 43.20

SKU: R28014 USD 60.20

SKU: M03452 USD 52.00

Inversor trifásico

SKU: M09374

✓ Disponible para envío

BayWa r.e.

r.e.think energy

NUEVO

Asistente digital 24/7

En línea y de inmediato ¡Ya disponible!

Módulos fotovoltaicos

SKU: M09374 USD 52.20

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Inversor trifásico

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Click to watch video

BayWa r.e.

Módulos fotovoltaicos

SKU: M09374 USD 52.20

SKU: F02354 USD 43.20

SKU: R28014 USD 60.20

SKU: M03452 USD 52.00

BayWa r.e.

Contáctenos

BayWa r.e.

3 336 19 0095 Correo

Descarga alta de cliente

NUEVO

Asistente digital 24/7

En un par de clicks podrás consultar:

Precios

Disponibilidad de productos

Estatus de tus pedidos

Recolecciones y envíos

Facturas

Fichas técnicas

En línea y de inmediato

¡Ya disponible!

Lista para recolección

Inversor trifásico

SKU: M09374

✓ Disponible para envío

Descarga fichas técnicas

Consulta tu número de guía

BayWa r.e.

r.e.think energy

NUEVO

Asistente digital 24/7

La nueva herramienta digital que te permite consultar de manera rápida y en línea la siguiente información:

Listas de precio y catálogo de productos

Accede a nuestro catálogo de productos, revisa precios y conoce su disponibilidad en cada uno de nuestros 5 almacenes.

Módulos fotovoltaicos

SKU: M09374 USD 52.20

SKU: F02354 USD 43.20

SKU: R28014 USD 60.20

SKU: M03452 USD 52.00

Inversor trifásico

SKU: M09374

✓ Disponible para envío

Sistema de monitoreo inteligente

SKU: P125374

Listo para recolección

Consulta tu número de guía

Pedido recibido

Estatus de tus pedidos en tiempo real

Con un solo clic podrás saber cuando tu pedido está:

En preparación.

Listo para recolectar.

O consultar el número de guía de tus envíos.

Histórico de facturas

Encuentra y descarga todas tus facturas, facturas de anticipo y notas de crédito en un solo lugar.

Factura

Descargar factura

Descargar ficha técnica

Chat en línea 24/7

¡Hola cliente BayWa r.e.! Hay un agente en camino.

Tengo dudas sobre mi pedido

Chatea con BayWa r.e. en tiempo real. Nuestro chat en línea te ayudará a resolver tus dudas y dirigirte con la persona adecuada.

¡Pide tu acceso aquí!

BayWa r.e.

r.e.think energy

**Business Leadership Summit
by BayWa r.e.**

Logo and event branding for an invite-only customer event for premiere customers. Branding needed to be flexible so it can be adjusted for different locations.

BayWa r.e. USA Solar Distribution
2023





Business Leadership Summit

by BayWa r.e.

How can the brand be flexible enough to work for other host cities?

Modular design with landmarks of each host city.

In this case where are working with New Mexico, but the icons will be changed for each city.



New Mexico flag



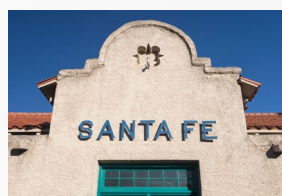
Loretto Chapel



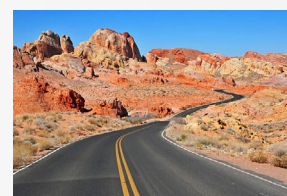
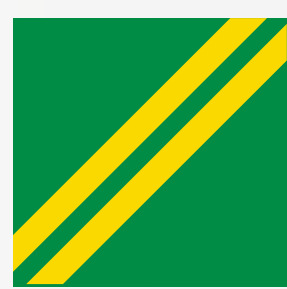
San Miguel Mission



Standard half square



Santa Fe railway



New Mexico highway



Sun



Standard half square



This is how it looked in 2025 when the event moved to Austin, Texas.



University of Texas at Austin



State Capitol



Saint Mary Cathedral



Standard half square



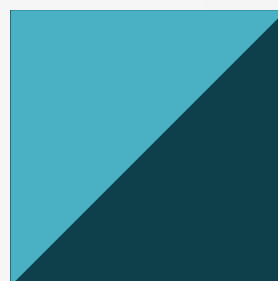
Congress Avenue Bridge



Colorado River



Texas Flag



Standard half square



Oscar López

Orozco Grupo Constructor

Brand identity for a construction company.

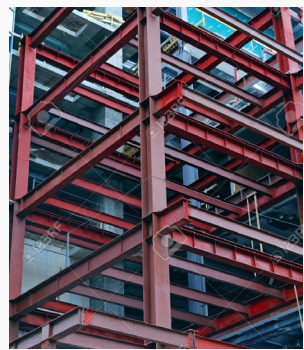
Freelance
2019





OGC

+



+



Company initials

Construction element

Color red



O



G



C



Logofolio

Set of logo design for many clients.

- 1. Animal feed company
- 2. Elanco sales congress
- 3. Dental clinic
- 4. Lash salon
- 5. Digital marketing agency
- 6. Baggy fashion brand

Freelance
2016 - Present

1.



2.



3.



4.



5.



6.

PÉREZ VÉLEZ

RE+ 2024

Event branding for the largest clean energy event in North America with over 40,000 attendees.

BayWa r.e. Americas
2024



Global Reach
Local Focus

Booth design and art direction for social media design.

BayWa r.e.

r.e.think energy

I will be at **RE** 2024

Join me in Anaheim, CA!

Stop by our Booth #B48026 | September 9-12

BayWa r.e.

r.e.think energy

Connect with us at **RE**

Stop by our Booth #B48026

September 9-12, 2024

Come visit us at **RE**

in Anaheim, CA

Booth #B48026 | September 9-12



Oscar López

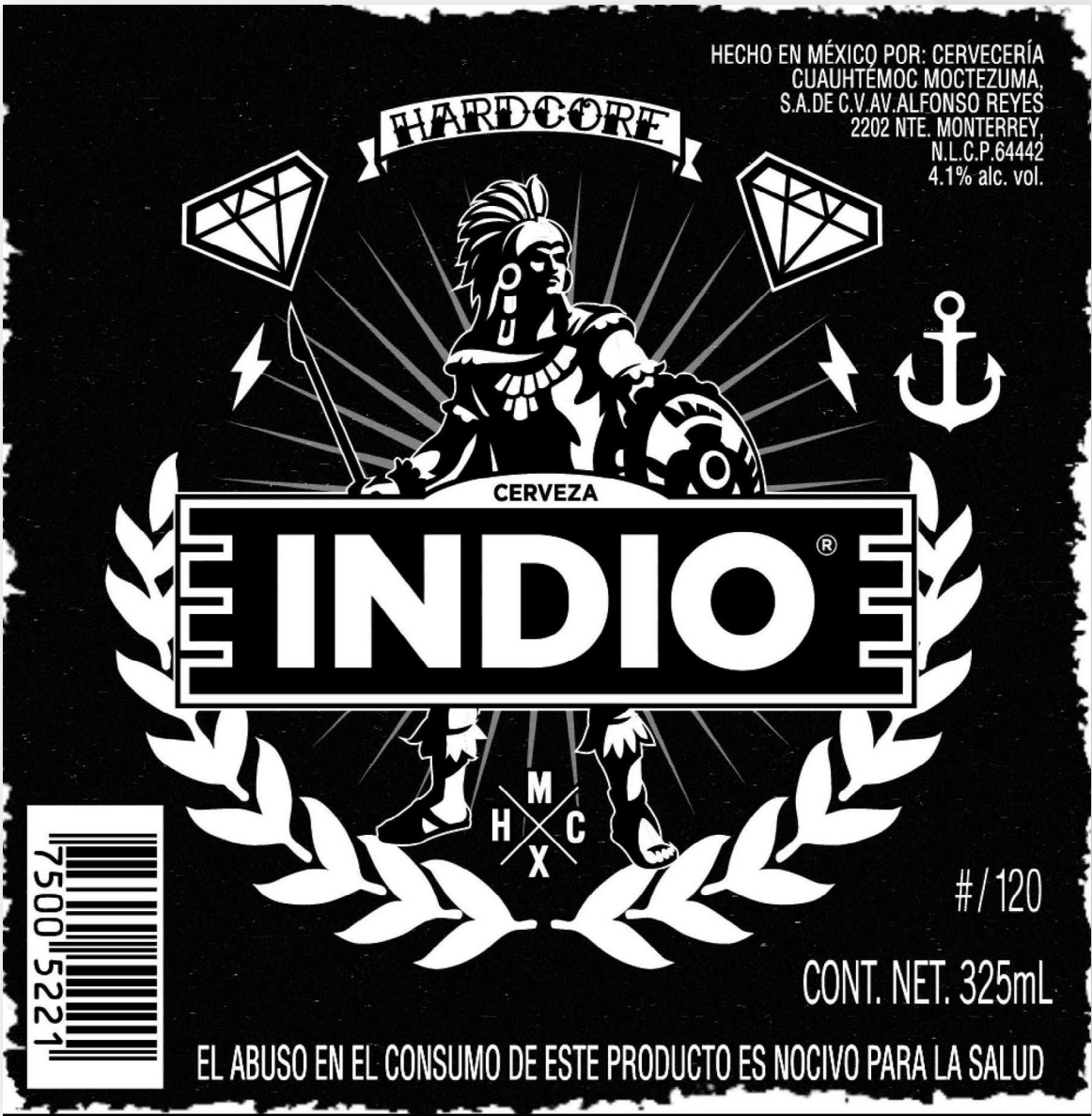
Winning label design for Cerveza Indio

Label design “Indio 120
Aniversario” for mexican beer,
Cerveza Indio, distributed throughout
the country.

Freelance
2013



To celebrate its 120th anniversary, Cerveza Indio launched a contest to represent the 120 urban tribes in Mexico. In addition to the label design, they also included the design of a billboard.



Thank you

holaoscarlopez@gmail.com

