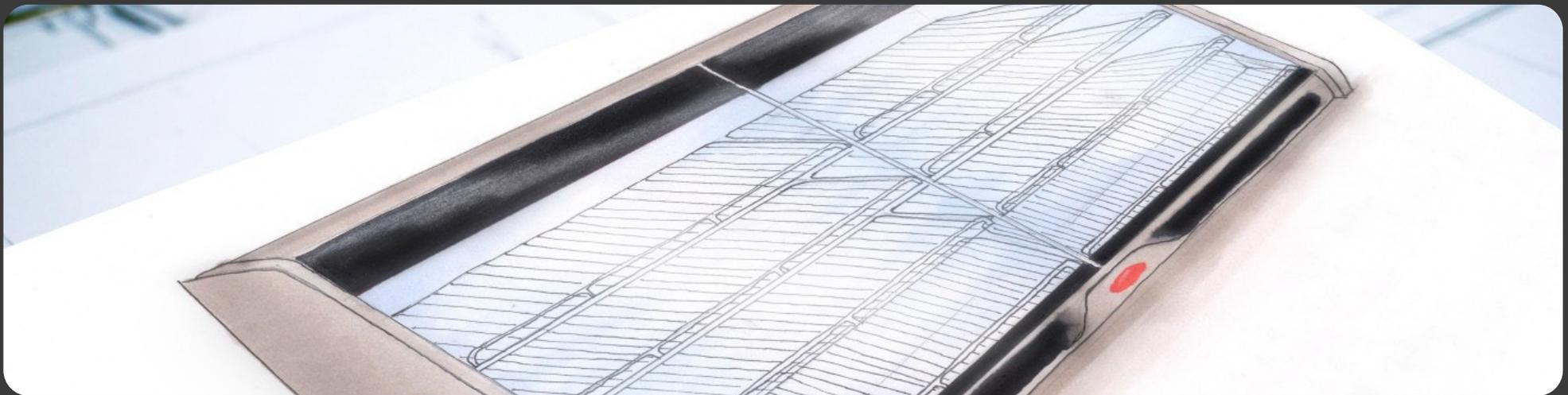


DESIGN- PORTFOLIO.

By Alan Becerril



ABOUT ME

ALAN BECERRIL

Industrial Designer



I'm a seasoned industrial and graphic designer dedicated to crafting innovative and market-ready products. With over 6 years of experience, I've mastered every stage of the design process to ensure project success.

My approach is rooted in design thinking, where I begin by understanding client visions and needs, translating them into refined concepts, and executing precise 3D models for efficient prototyping. Proficient in KeyShot and PTC CREO, I excel in delivering stunning renderings and accurate models.

In graphic design, I specialize in branding and packaging, maintaining brand integrity while infusing creativity. Skilled in Photoshop and Illustrator, I bring brands to life with captivating designs.

Beyond design, I've explored industries like food service products, conducting market analyses and uncovering opportunities for innovation.

In summary, I bring a relentless pursuit of excellence and a commitment to innovation to every project. I'm enthusiastic about tackling new challenges and eager to collaborate on bringing your design visions to fruition.

Let's connect and create something extraordinary together!

ALL-ACCESS COOLER



COCA-COLA Femsa

PROBLEM

Coca-Cola Femsa has been present in the Cashier area for many years at all OXXO stores with one cooler. But sales of that cooler have dropped drastically.

Coca-Cola wants to stop people in their coolers, avoiding people going to the beverages area, where the competition is.

NEEDS

They need something visible, need to be the first thing that catch eyes consumer.

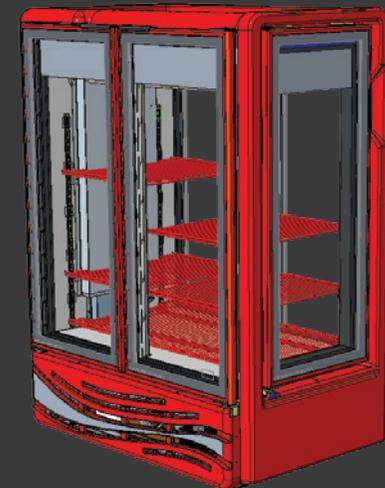
Design update, need to accomplish Coca-Cola new design standards. Increase Capacity, maintain Cooler footprint.

SOLUTION

All Access Cooler was the result, designing a very elegant cooler. We increase the capacity by 20%. making the cost of rent of place more profitable. The sales of Coca-Cola increased by 60%. The All Access Cooler, was named Innovation of the year from Coca Cola Femsa.



OLD COOLER



ALL ACCESS COOLER 3D

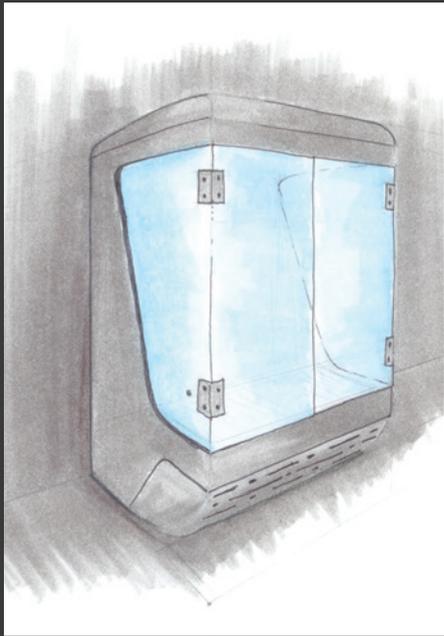


ALL ACCESS COOLER Render

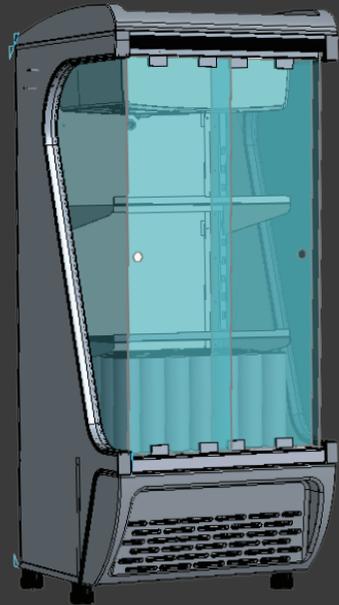


ALL ACCESS COOLER

ALL ACCESS
20,000+ Units Sells
Second Q 2017



Sketch



3D Design



Cashier Cooler
Render



Cashier Cooler
at Carrefour Store

CASHIER COOLER



PROBLEM

Compete with a solution developed for the available footprint at the POS to win market share and position Imbera as a supplier with innovative cold solutions at EMEA region.

But, The European Commission established eco-design requirements for energy-related products demanding better performance on cooling products. So our current are not the best option for this region.

NEEDS

Create Better performance Cooler for EMEA region.
EMEA region are very strict with the looking of the products, so our products need better design according with the EMEA standards.
Maintain footprint of the competitors, making equal on capacity.

SOLUTION

Designed a completely new cooler from zero.
The design standards was so strict, starting with the assamble, you can not see any screw or bad union between the parts of the cooler.
We increase the capacity and we maintain the footprint.
Accomplish the eco-design requirements of the European Commission.
Coca Cola Turkey Was the first client for this Cooler.

TORREY's Product Design Guideline Manual



PROBLEM

Group FEMSA, Owner of Imbera, bought Torrey's companies (4 in total) to increase the Food Service portfolio. So Imbera was in charge of align that new company to Femsa/Imbera standards. But they realised that company was a disaster in terms of organisation, design, processes etc.

NEEDS

Imbera needs to analyse the design/engineering process to see how they need to change. All decision was made by the ex-owner. So now all departments need to make the decisions on their own, so they need direction to know what is a good decision.

SOLUTION

I spent 3 months as an in-house in Torrey's companies to analyse their processes and came up with a proposal of new processes to develop a new product, from their market research to the sales, including all departments. A part of that proposal was the Product Design Guideline Manual, so every new product will look like a Torrey Product.



PROBLEM

Some Convenience stores in Mexico, put Coca-Cola Coolers on the back of the store, making it difficult to know if they offer Coca-Cola products.

They even try to convince the owners to put them at the front offering them some deals. They refuse. That can translate into sales losses.

NEEDS

Coca-Cola Femsa led a Neuro Marketing research with a huge team, to identify consumer behaviour. They found tons of data that led multiple projects to incorporate those findings and help increase sales. One of the findings was, that the consumer identifies so easily if something is on the top of the cooler, or the shelves.

SOLUTION

We started with the idea to put some publicity on the top of the cooler, but that needs some work from the field force team, time to install etc.

After a meeting with the client, we took the most common cooler for the convenience stores and we put 3 LCD wide screens on top. Where you can automatically reproduce multiple campaign videos. and the time to change them is Minimum rather than installing new material on top of the cooler.



TIP SCREEN COOLER



COCA-COLA Femsa



LEVEL UP

Product design



SAKAR International

PROBLEM

Sakar International started a new sport Brand call LEVEL UP. And they want to compete with brands such as Spalding, Adidas, Wilson, etc.

So they need to start from scratch, We started designing Soccer first, then Basketball, and Football. After that we designed the packaging for several Kits, and accessories.

NEEDS

New sport brand from SAKAR International, focus on teenagers who want to explore more about sport, with a fun/cool looking.

Not just a normal or regular brand who looks serious.

We need to look fresh, look new, look better, look professional, look like the competitors who has years on the market.

SOLUTION

Several design for several products such as: Basketball, Soccer, Football, Pickleball, Etc.

The design was inspired by the actual trends, spending most of the time choosing the right colors, textures and lifestyle images.

Every design was approved, so create their own design and layout for production and sampling.



LEVEL UP

Product design

SOME EXAMPLES:



Super Stores balls Bin



Super Stores Bat Set Bin



PROBLEM

Coca-Cola Wants to put some Ad's on the cooler where the consumer can see it and it can't be block by other coolers, or racks.

NEEDS

Thanks to the Neuro Marketing research that Coca-Cola Femsa led, they identify that the costumer always see the handle when they will open the cooler, even when they dont know what to grab.

SOLUTION

So the first visual and touch contact between Cooler and Customer, is the handle.

So Designed a handle where Coca-Cola can put its promotions, and will be visible all the time with a 100% chance of being viewed.

Even if someone rips the decal from the handle, we have the logo screen printed on the handle to maintain brand awareness.



MAXX HANDLE
60,000+ Units Sells
First Q 2017

MAXX HANDLE



COCA-COLA Femsa

