

ADRIÁN CABRERO

Creative Director

I'm a creative veteran with 19+ years experience in industries such as clean beauty/skincare, lifestyle, family, fashion, luxury, hospitality, entertainment, and large scale events.

Accomplished in leading multidisciplinary teams to conceptualize and execute innovative creative, design, and experiences across mediums. I've worked in large corporate environments, startups, and design studios of all sizes.

I balance insights, trends and elevated branding to address consumer needs with thoughtful creative exploration. Consistently driving financial profitability and brand growth.

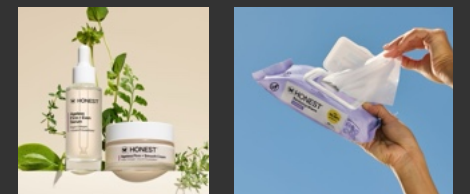
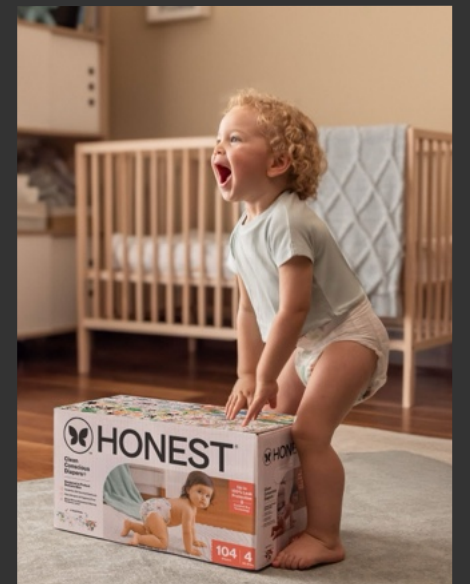
A CLEAN REFRESH WITH THE HONEST COMPANY

A complete brand evolution of the original clean family and lifestyle brand founded by Jessica Alba.

In 2012 Jessica Alba and partners founded The Honest Company to help people live healthier, happier lives. The company was never just about a clean lifestyle, it was about love. The love of a parent holding their child, of a woman caring for her own body, or of a person creating a safe home. In 2024 it was time for a brand evolution by looking back at it's roots and defining the company's core beliefs.

As the Creative Director at Honest, I lead all creative & design production for campaigns, digital, streaming, and printed mediums. Starting with the rebrand in 2024 to elevate the brand and be competitive in the modern CPG + commerce landscape. Including a new visual identity, manifesto, digital design aesthetic, and packaging across all products. Established a modern creative workflow and strategy across a team of 10 in-house creatives, a revolving number of consultants and outside agencies. Reporting directly to CGO, working closely with CEO, and brand Presidents to accomplish aggressive business and creative goals.

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Baby Campaign



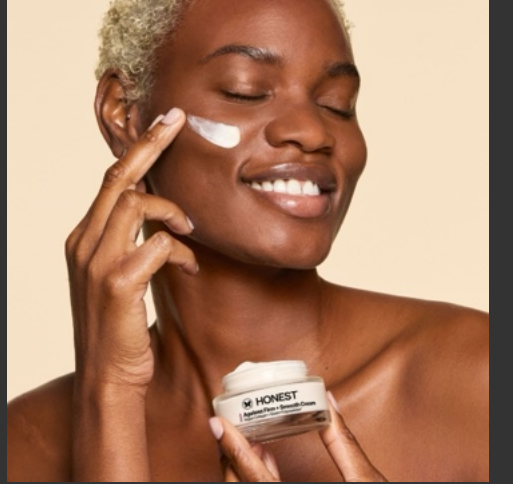
Social Lifestyle



Packaging



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HONEST

The Honest Company
Brand Book



October 2025

Voice is what we say.

Tone is how we say it.



Tone & Voice

Our symbol is the *butterfly*.

It represents hope, beauty and new beginnings.



Symbol

Our colors evoke the **natural joys** of life and nature.

We use soft creams and teals that are a gentle nod to our nature inspired roots with a range of uplifting pastels to represent joy. Combined with warm blacks and whites, our color palette is inviting to all.

Bright + Joyful



Creative Principles

Our creative is an invitation to experience the joys of using clean conscious products.



Creative Principles

Our typography communicates information **clearly**.

We use Neue Haas Grotesk Display Pro for its clean, balanced feel that maintains clarity at any size, in print or digital. The fonts direct style pairs well with our inviting imagery and warm voice to create memorable messaging across all our assets.

We also use a handwritten font in select areas as a brief message that speaks directly to the heart of our Joyful Protector.

Direct + Delightful



Creative Principles


Color: Base Brand Colors Expanded

120%							
100%							
80%							
50%							
30%							



Real ☯ Expressive ☯ Inclusive

Intentional ☯ Relatable ☯ Warm



Our Values



Transformative
We shake things up because we're driven to make an impact.



Authentic
We keep it real and empower others to do the same.



Inclusive
We believe each person has a voice to contribute.



Purposeful
We're intentional with our actions because we know they add up to big changes.



CLEAN BEAUTY BY ROSE INC

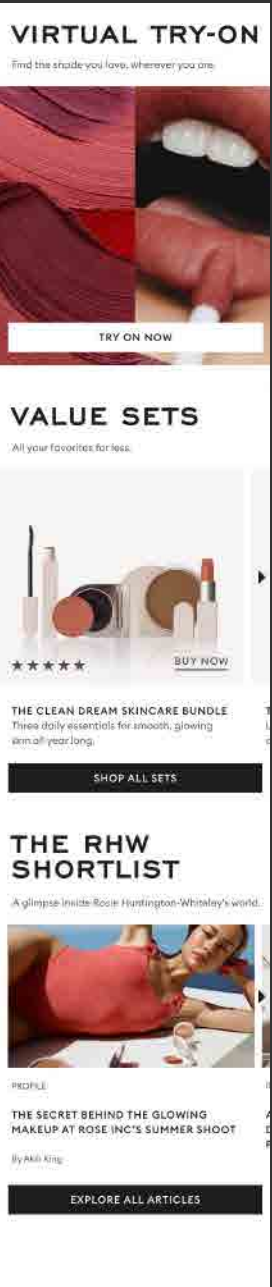
UK celebrity Rosie Huntington-Whiteley’s breakthrough clean beauty brand wrapped in her refined, aspirational elegance.

A partnership between Rosie Huntington-Whiteley and biotech company Amyris, Rose Inc leverages sustainable innovation and nearly two decades of experience in the makeup chair. The result is indulgent color and skincare that outperforms in every category.

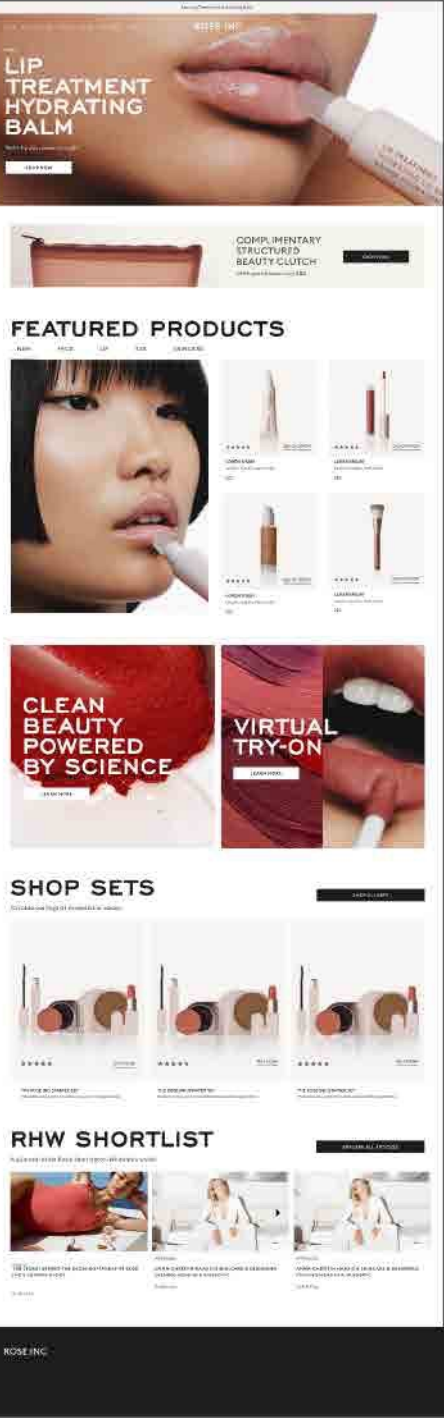
Global Creative stakeholder of all digital verticals: Website, email, organic/paid social, retailer, and experiential. Lead Digital Creative production, established strategy and formed team of senior designers, art directors, producers, and creative consultants. Working directly with CEO’s and CCO to accomplish aggressive business and creative goals from brands inception.

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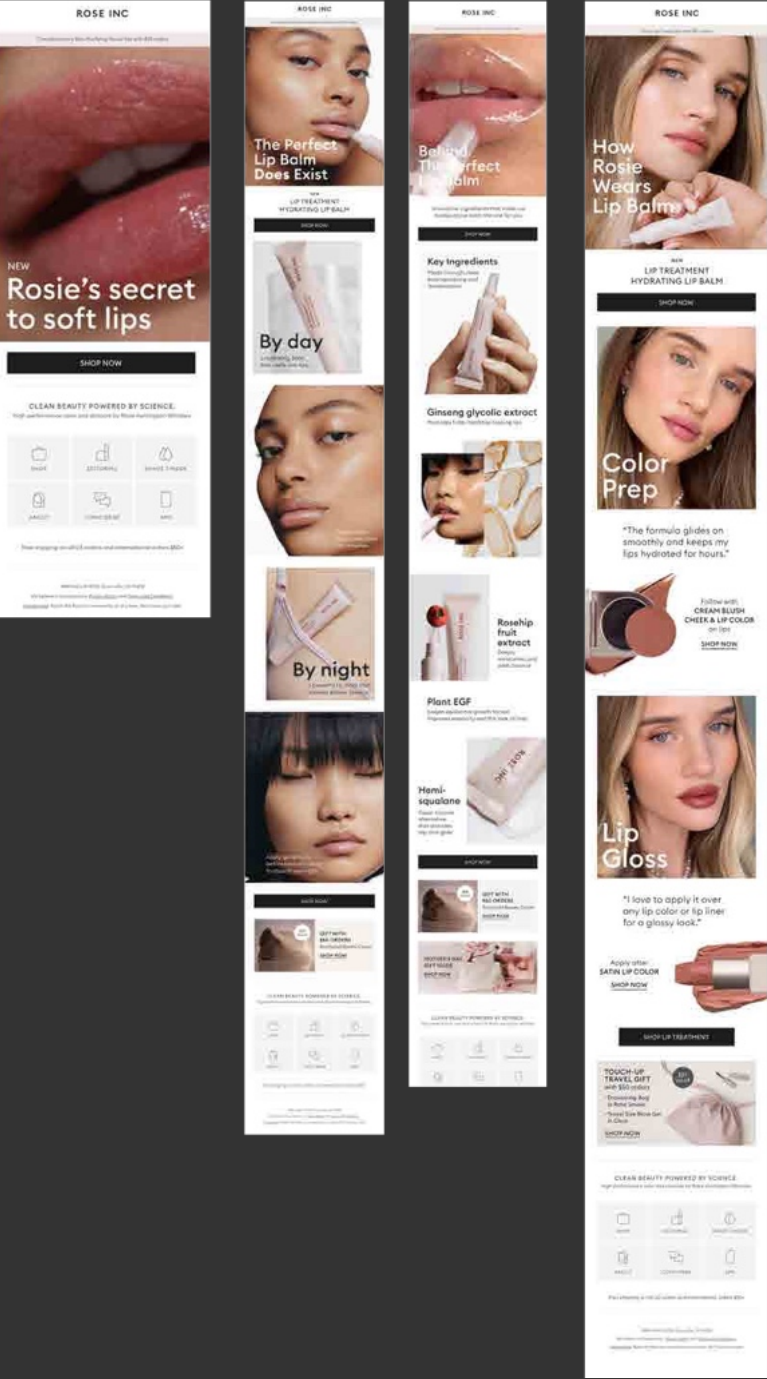
Mobile Homepage



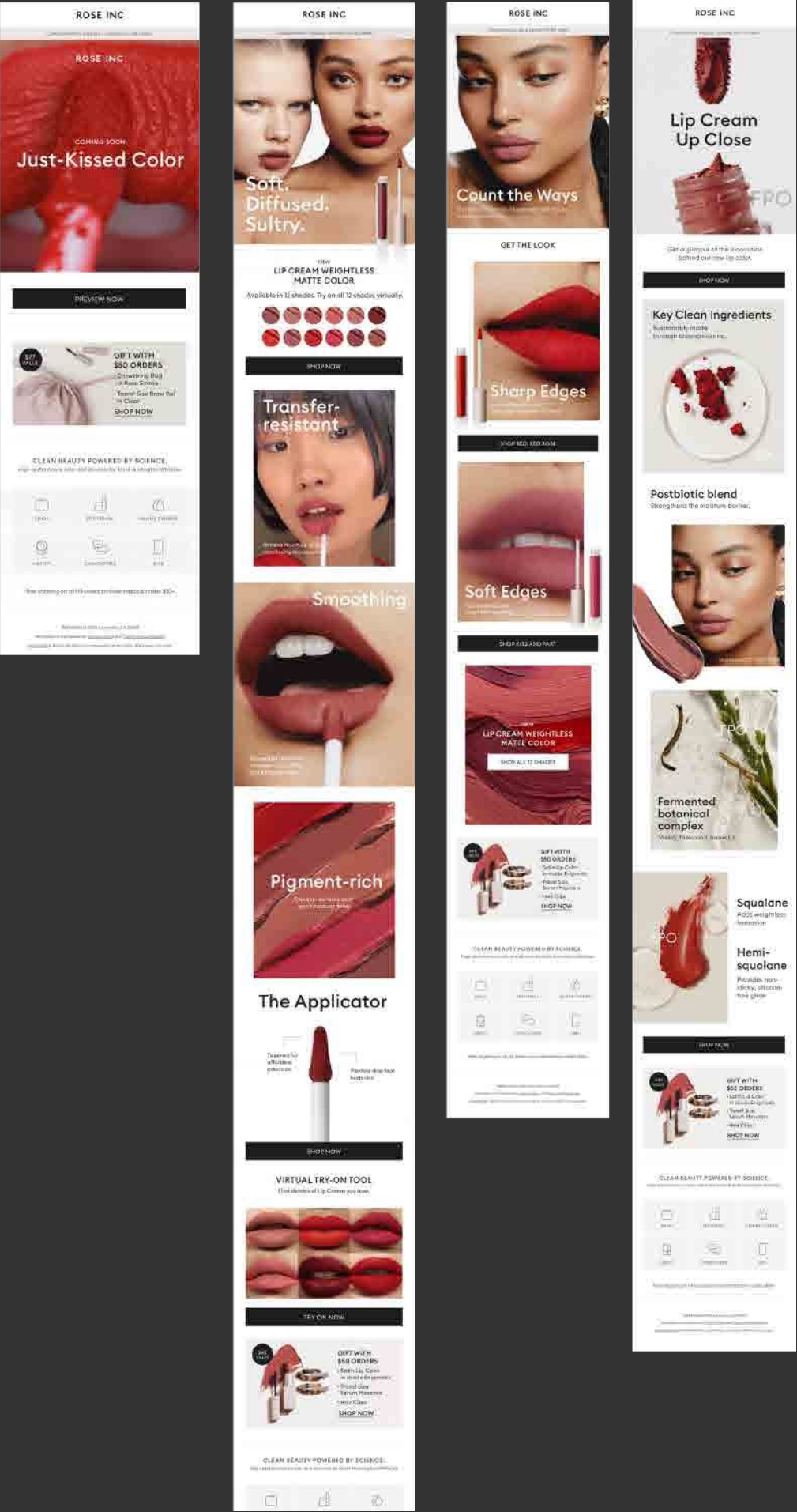
Desktop Homepage



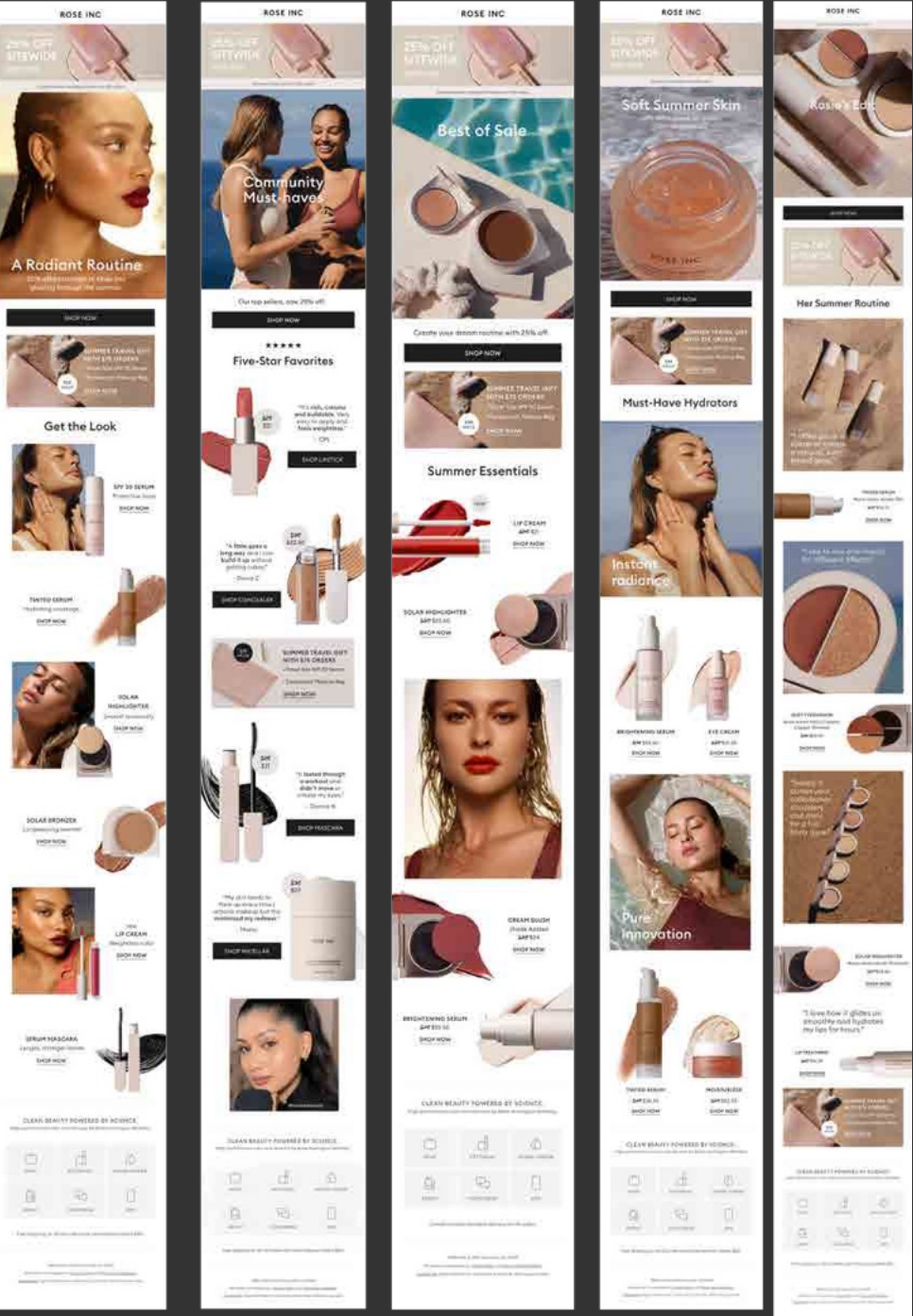
Lip Balm Launch Emails



Lip Cream Launch Emails

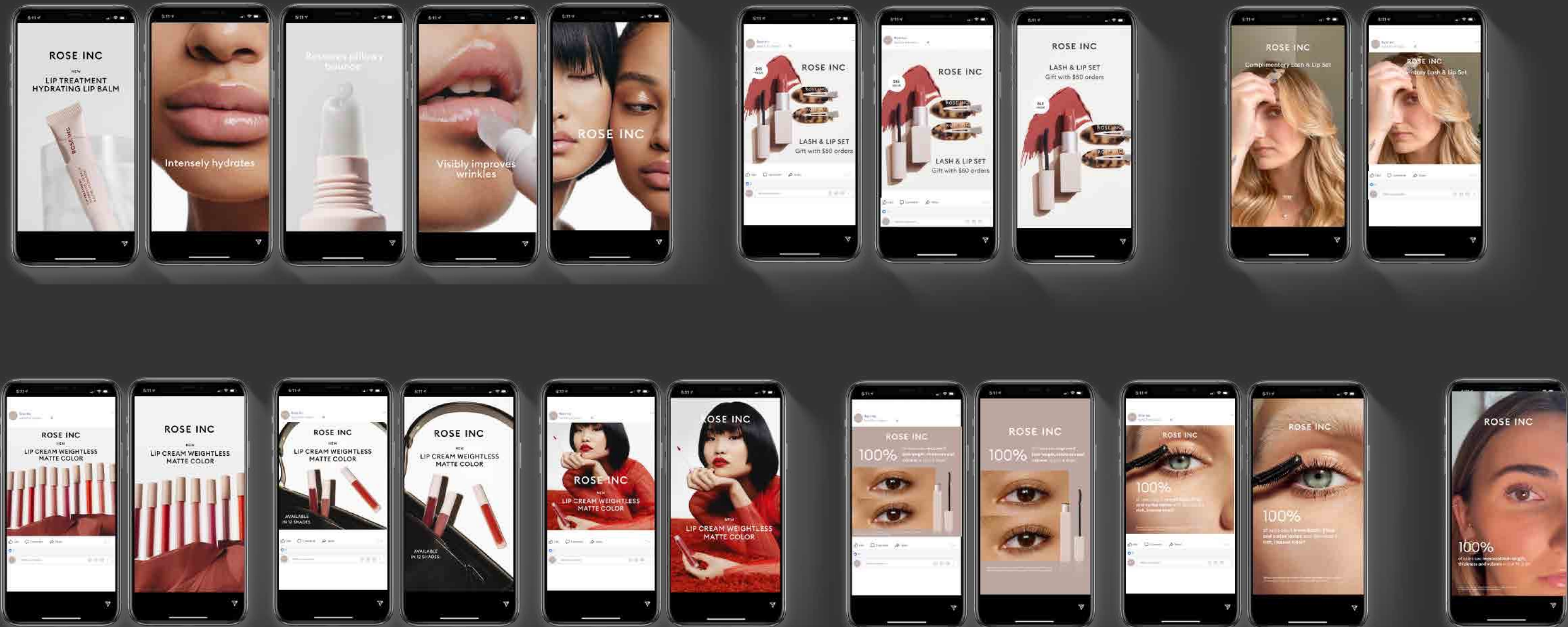


Friends & Family Sale Emails



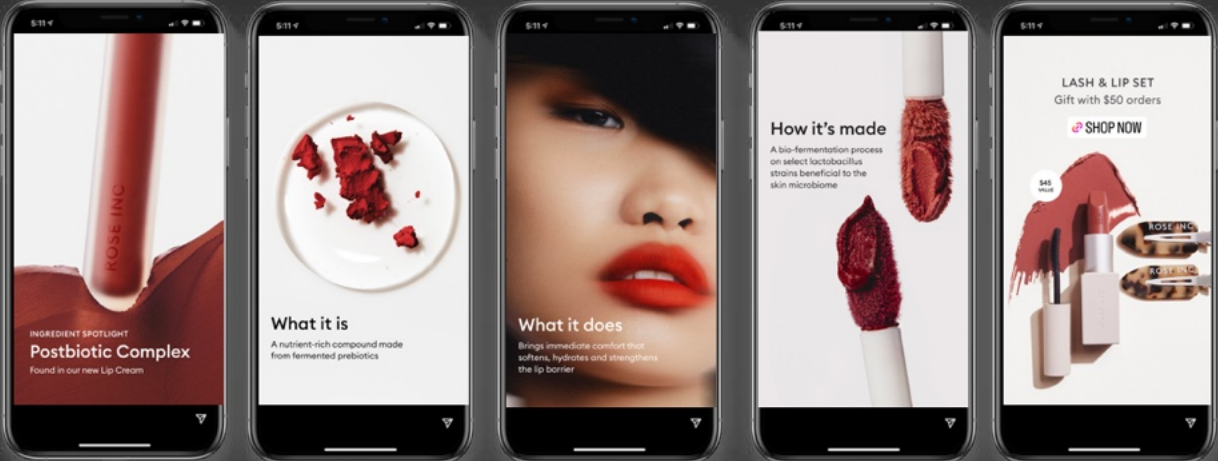
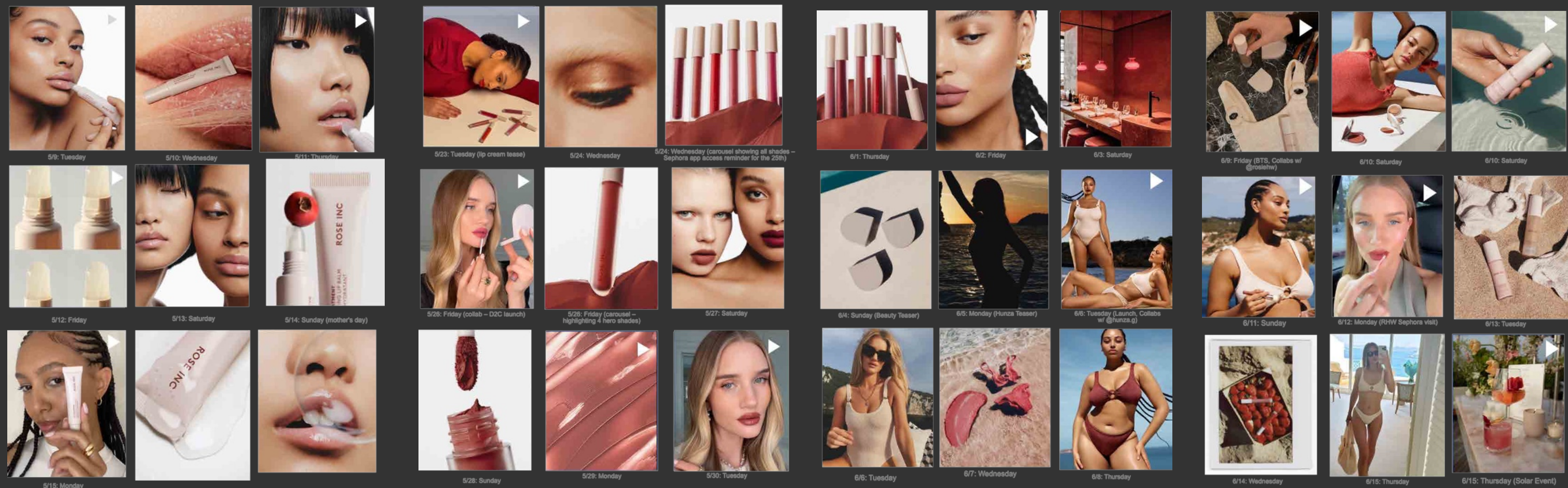
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Various Paid Media Ads



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IG Curation + Design



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COLORS



#FFFFFF
Navigation background, modal background.



#FAFAFA
Page background, light text.



#E8E3E0
Light lines.



#919191
Dark lines.



#545453
Button backgrounds, UI elements, serif text, dark text.



#1D1D1D
Title text.

TYPOGRAPHY

SERIF TITLE TEXT

Didot

Font-weight: Regular

Font-size: 32

Letter-spacing: 1

Always capped. Use sparingly.

TITLE TEXT

EUCLID CIRCULAR B

FONT-WEIGHT: MEDIUM

FONT-SIZE: 14

LETTER-SPACING: 1

HERO TITLE TEXT

EUCLID CIRCULAR B

FONT-WEIGHT: MEDIUM

FONT-SIZE: 18

LETTER-SPACING: 1.29

Dark Text

Euclid Circular B Regular

Font-weight: Regular

Font-size: 14

Letter-spacing: 0

Light Text

Euclid Circular B Regular

Font-weight: Regular

Font-size: 14

Letter-spacing: 0

TYPOGRAPHY EXAMPLES

Lorem Ipsum Title

Subtitle dolor sit amet

LOREM IPSUM DOLOR

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse velit lorem, vestibulum non urna vitae, imperdiet maximus nisi. Vestibulum non odio eget quam fermentum mollis id ac dolor. In metus sem, cursus ut massa vel, tristique rhoncus ante. Nam sed [inline link](#). Cras nulla ipsum, pretium at interdum eu, posuere at est. Duis sed scelerisque tortor. Fusce vitae lectus non mauris dictum pulvinar facilisis et lorem. Vestibulum vel lacinia nisl, dapibus aliquam ex. Nulla eu vestibulum.

1. Ordered
2. List
3. Because
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5. Lorem ipsum
6. Dolor sit Amet

- Unordered
- List
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- vitae, imperdiet maximus nisl. Vestibulum non odio eget quam fermentum mollis id ac dolor. In metus sem, cursus ut massa vel, tristique rhoncus ante. Nam sed inline link. Cras nulla ipsum, pretium at
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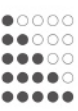
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse velit lorem, vestibulum non urna.	Lorem ipsum dolor sit amet, consectetur adipiscing
Lorem ipsum dolor sit amet, consectetur adipiscing	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse velit lorem, vestibulum non urna.
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse velit lorem, vestibulum non urna vitae, Suspendisse velit lorem.	Lorem ipsum dolor sit amet, consectetur adipiscing

UI ELEMENTS

STARS



CIRCLES



SELECTOR



DROPDOWN



ACTIVE BUTTON



INACTIVE BUTTON



EMPHASIZED CTA

[SHOP THE COLLECTION](#)

GENERAL CTA

[Shop all](#)

ARROW



INACTIVE ARROW

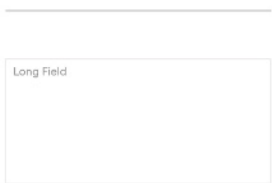


ACCORDIONS

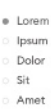


FORM ELEMENTS

Form Field



Radio Buttons



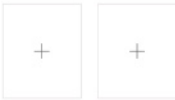
Check boxes



Dropdown



Image Upload



Misc binary selection

☒ Yes ☐ No

Binary Radio selection

☒ Yes ☐ No

A RARE IMPACT WITH SELENA GOMEZ

Mega celebrity Selena Gomez's best-in-class digital experience for RareBeauty.com.

BACKGROUND

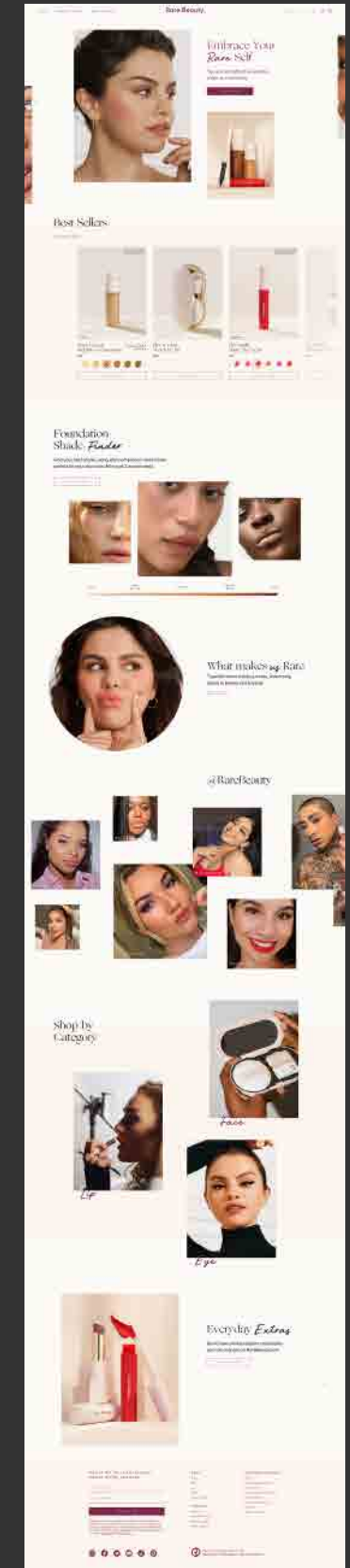
Selena Gomez is one of the top 3 most followed people on Instagram with fans who have grown up watching and listening to her on popular TV, film, and music. The follow up to her critically acclaimed album, Rare Beauty, could only be matched by the launch of an equally monumental cosmetics brand.

CONCEPT

Wabi-Sabi, Gen-Z, and timeless. The idea was to break the grid and then mend it back together more beautifully. A concept which reverberated throughout the brand's positive mental health and self-esteem boosting mantra. It needed to introduce a refined aesthetic to a younger community that would eventually grow up with the brand.

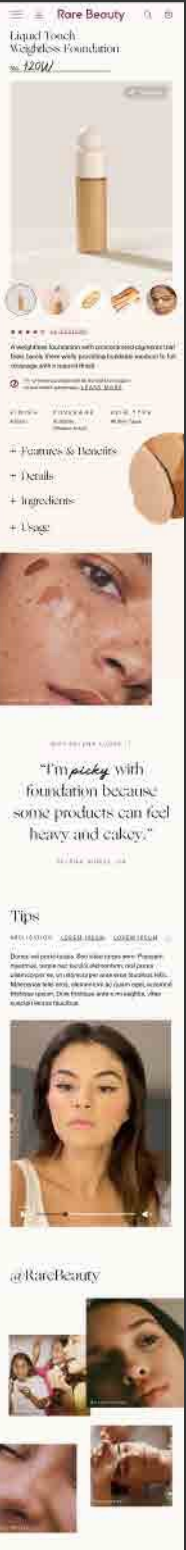


Mobile Homepage



Desktop Homepage

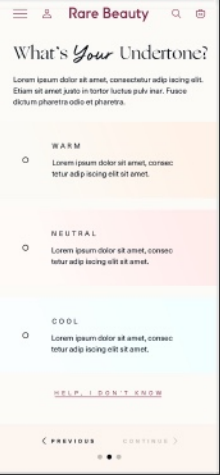
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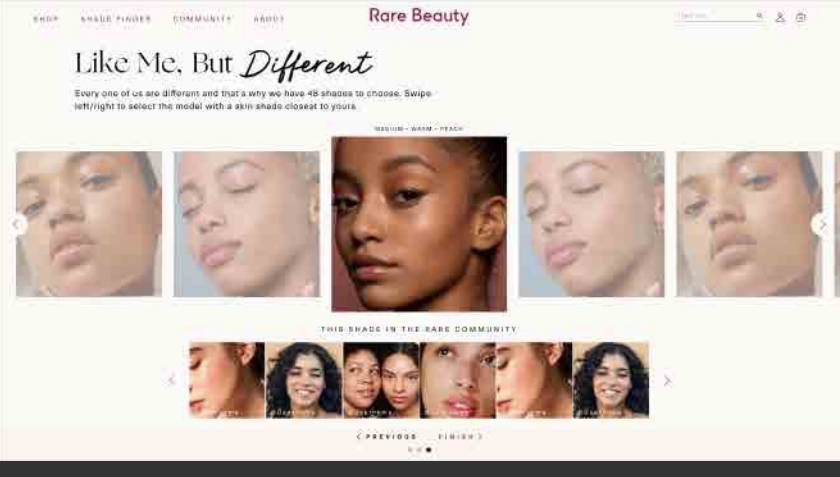
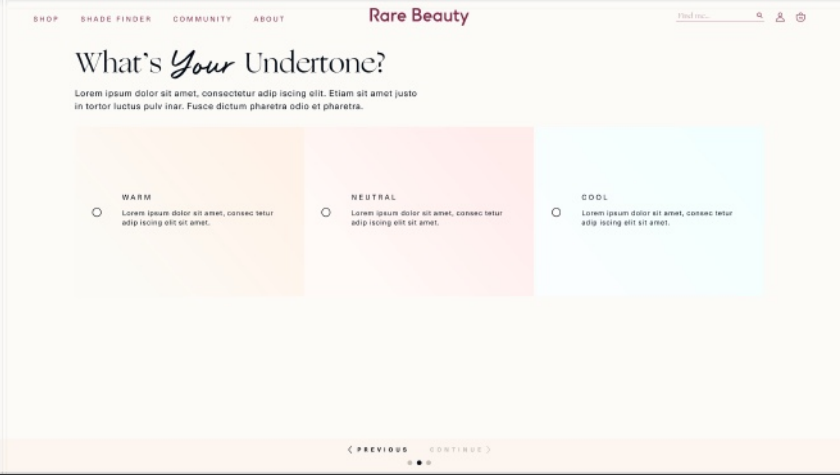
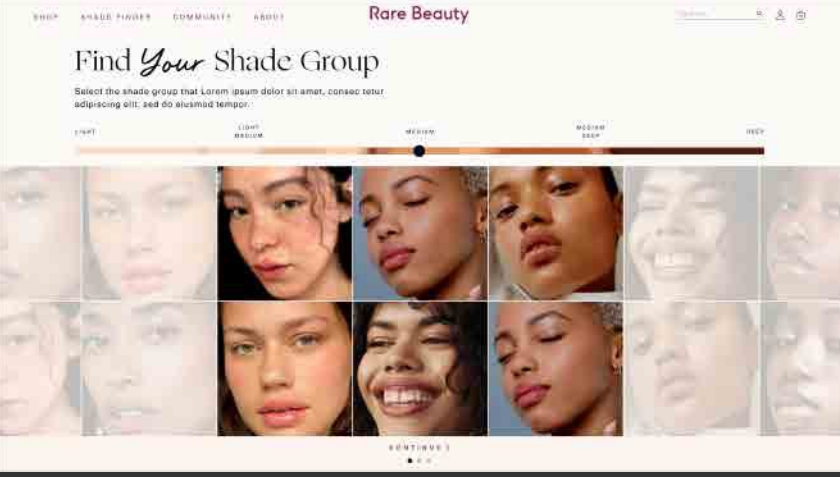
Mobile Product Page



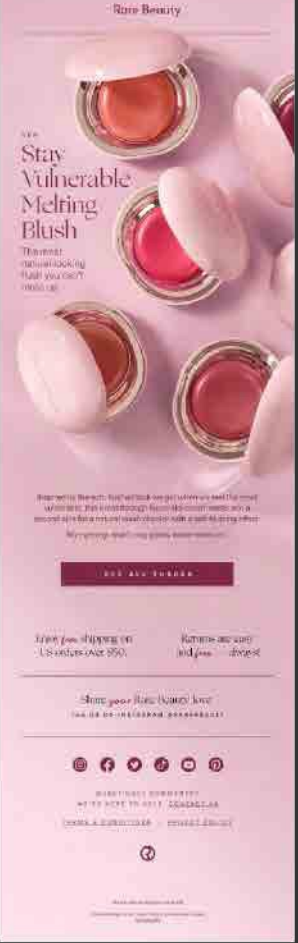
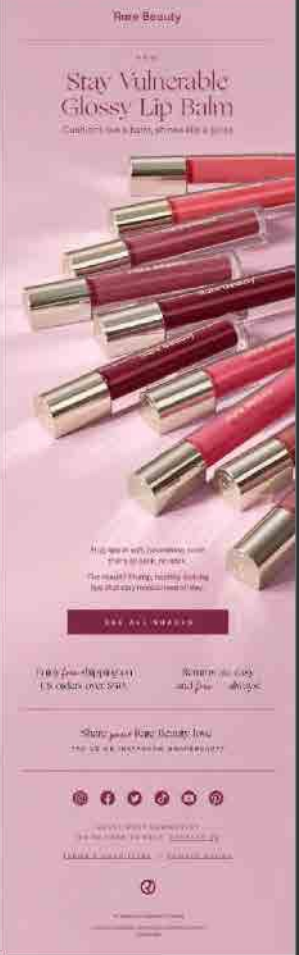
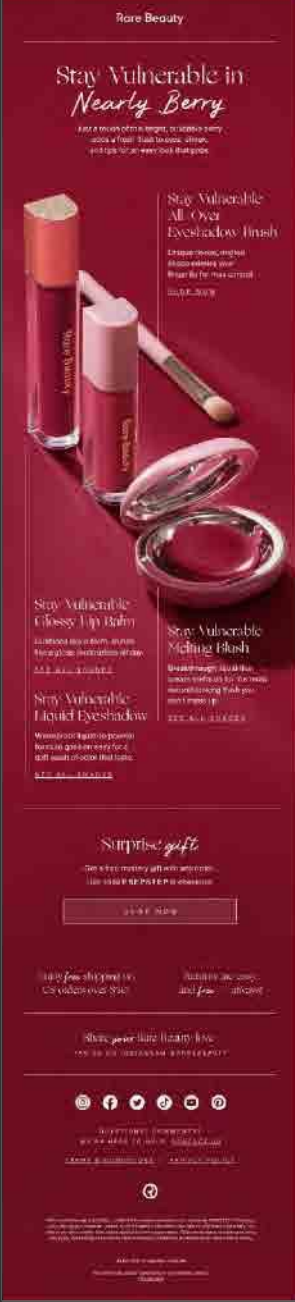
Desktop Product Page

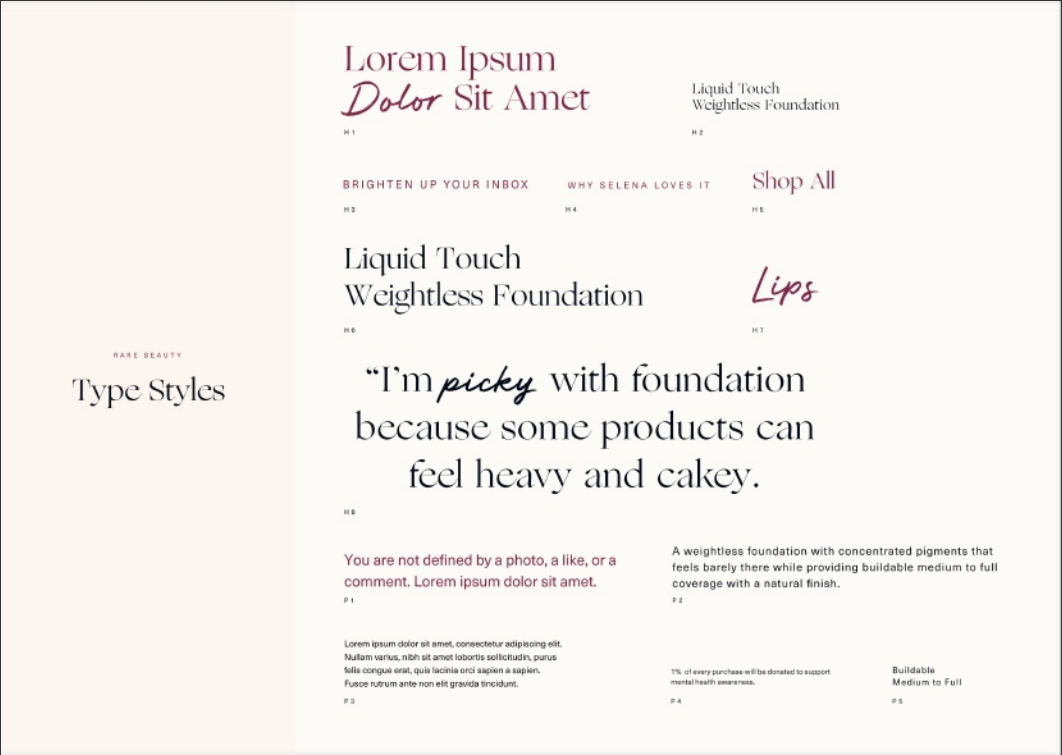
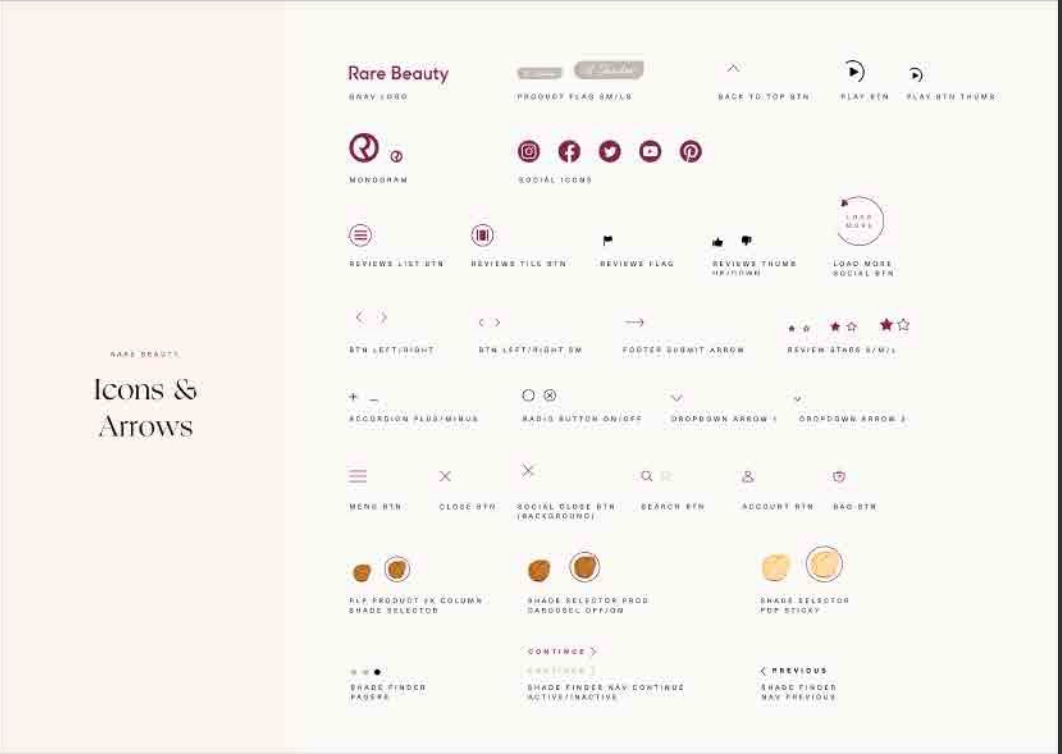


Mobile/Desktop Shade Finder



Mobile/Desktop Shade Finder





Digital Style Guide

BUMBLE AND BUMBLE WEBSITE REDESIGN

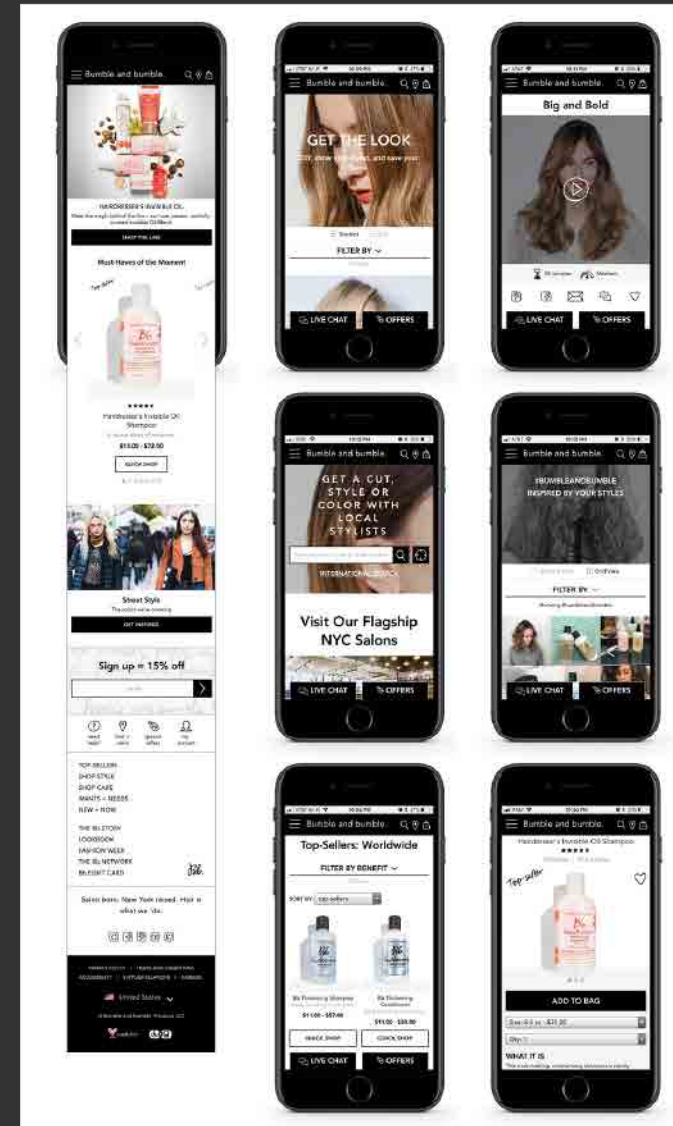
Modernizing a classic brand with a world-class eCommerce destination and a futureproof digital design strategy.

BACKGROUND

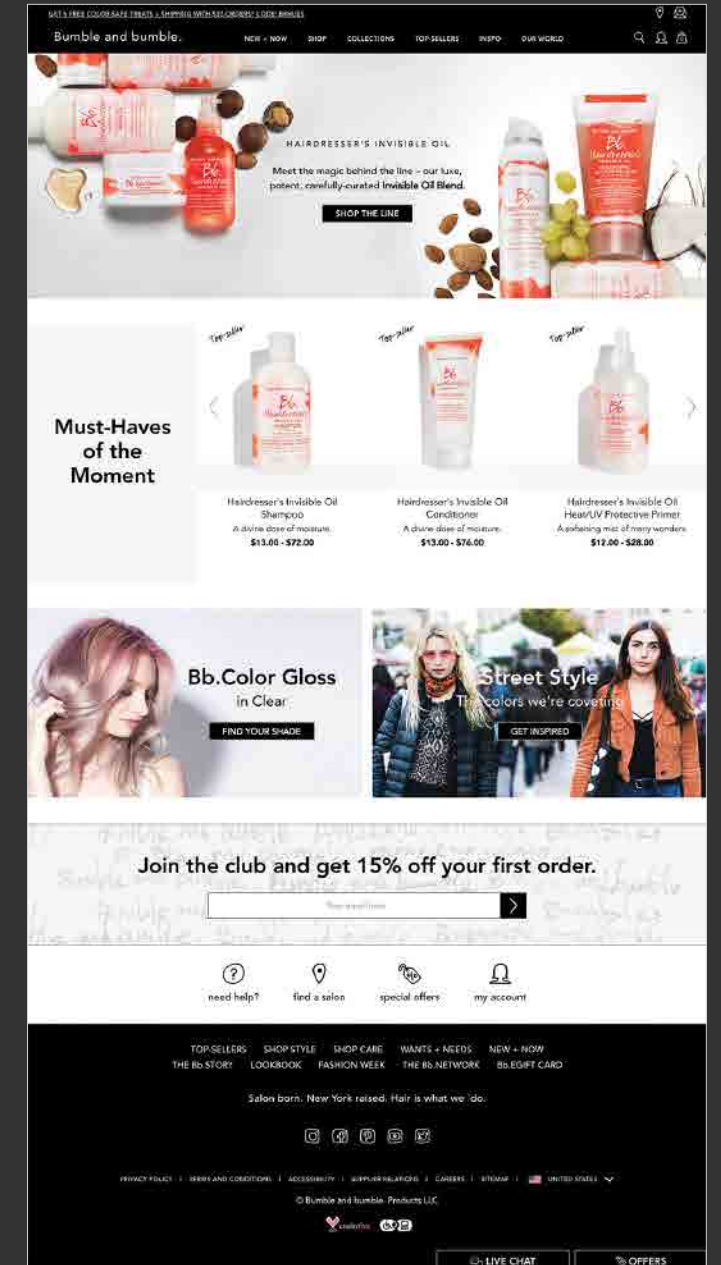
Bumble and bumble is a commercial hair care brand who opened their doors in 1977. In 2017 the brands eCommerce division was growing exponentially despite an aging website. Mobile was racing toward 50% of all conversions, international launches were on the horizon, and site updates took forever.

CONCEPT

Bumble and bumble was always more than just a hair care brand, it is a culture that customers want to be a part of. Bumble represents the rebellious nature and artistry of hair stylists, a balance of edgy and upscale, and most importantly a non-judgmental persona. Tap into the rebellious nature of the brand using unorthodox illustrations, photography, and typography

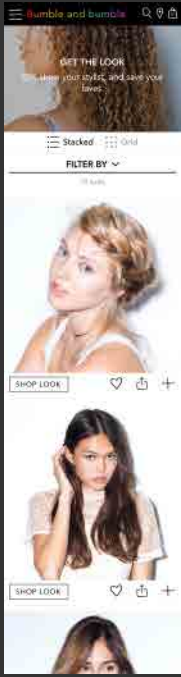


Mobile design examples



Desktop homepage

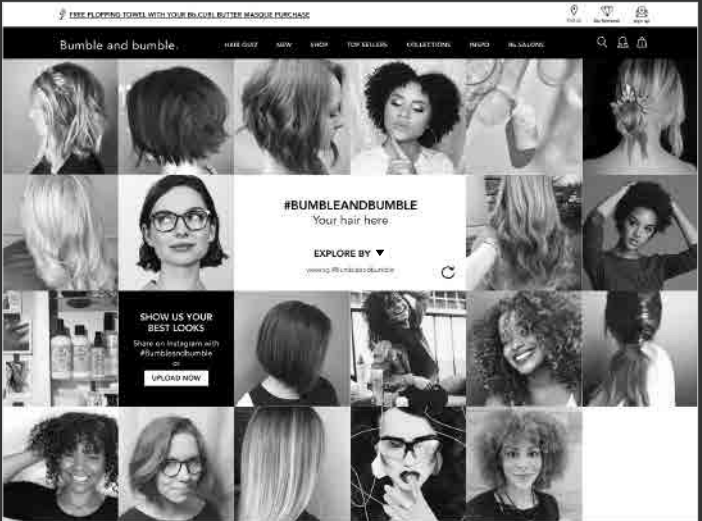
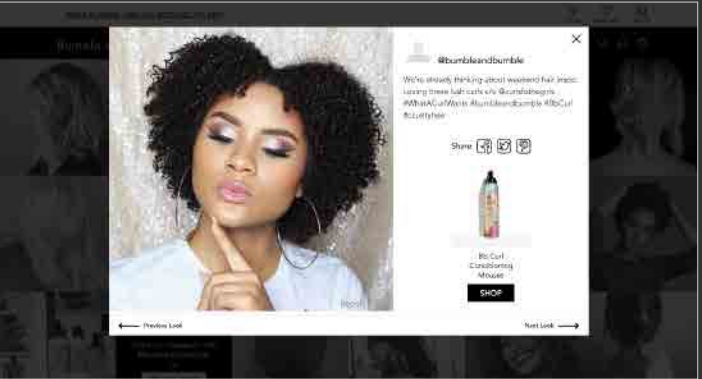
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Lookbook



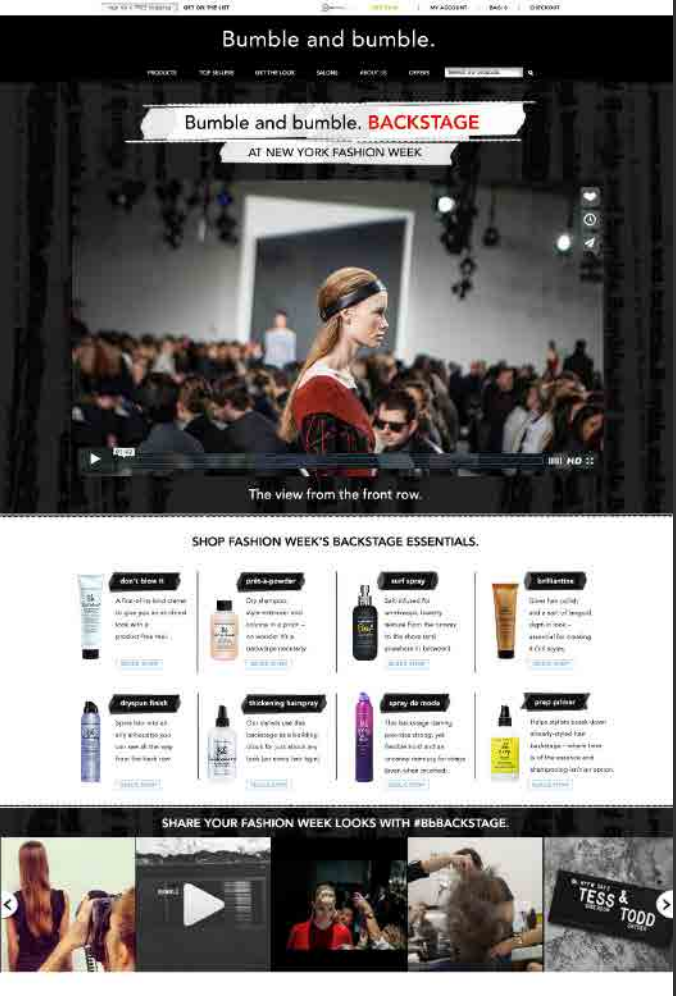
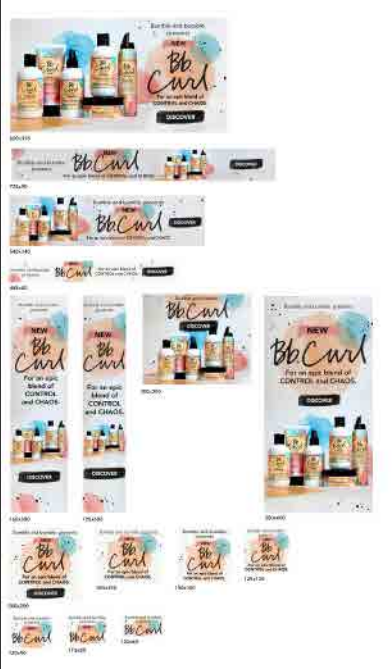
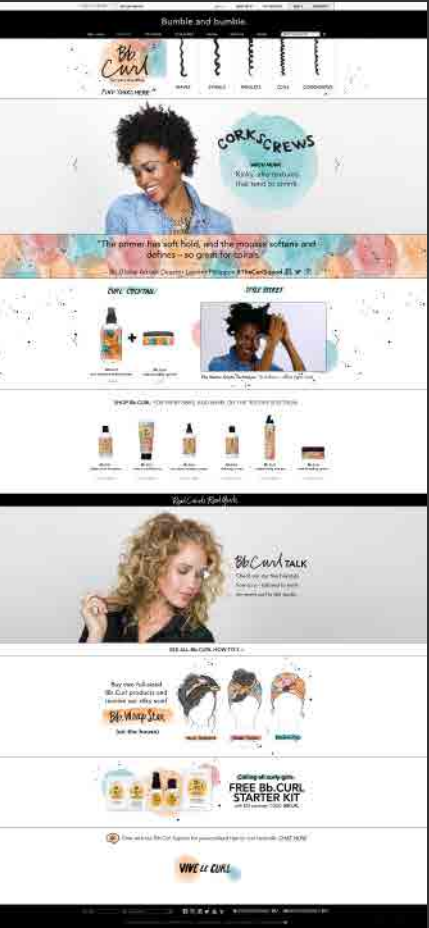
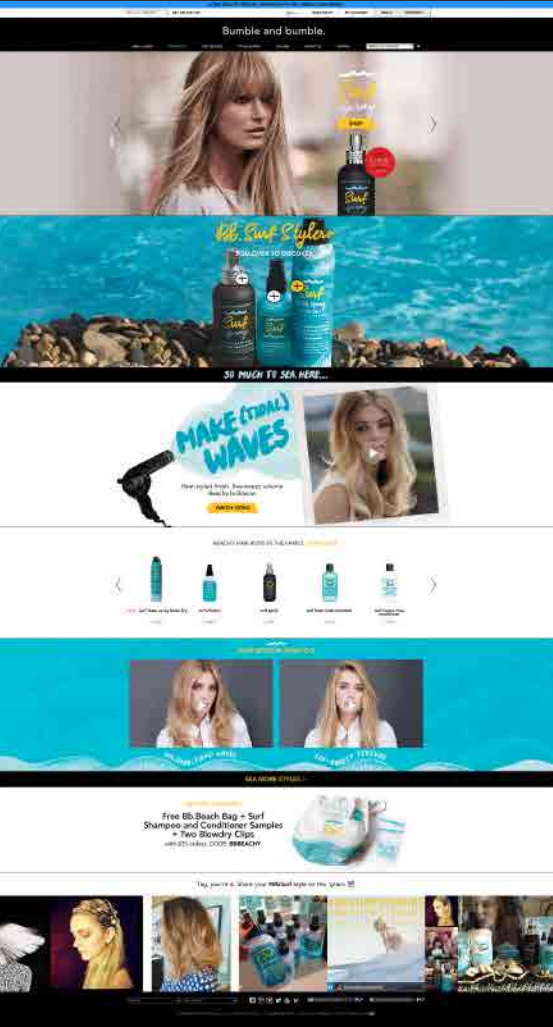
Gift Set Landing Page



UGC Exploration Experience

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Various 360 Launches



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Surf Spray

Ocean breeze waves, everyday.

★★★★☆ (45) [Read Reviews](#) | [Write Review](#)

WHO IT'S FOR

Density: medium to thick
Condition: healthy, thirsty, chemically treated (basically, it works for all)
Curl pattern: ringlets to corkscrews

SHORT CUTS IT'S SUMO SEASON

Bb.CURL SQUAD

TAKING CUES

A completely customizable collection to create the perfect boing – no matter the curl, no matter the girl.

I don't even believe myself when I say I'll be ready in five-
(So we ask our Bb.Stylists to help)

★★★★☆

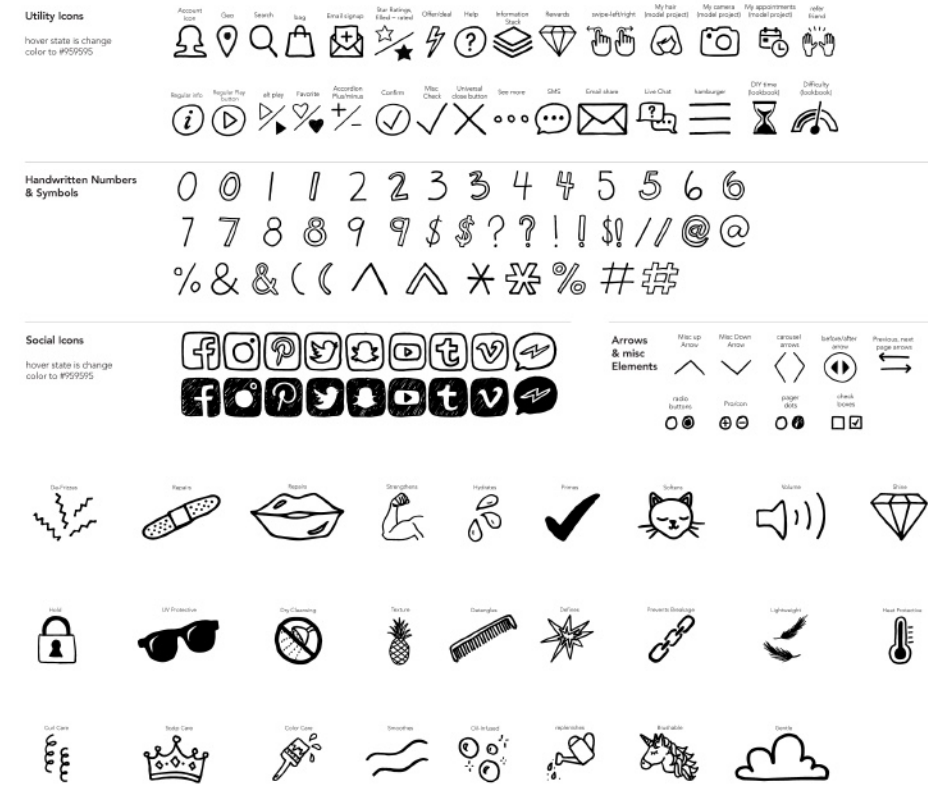
HAIRDRESSER'S INVISIBLE OIL
UV Heat Protective Primer

A mist of many wonders for silky-soft locks.

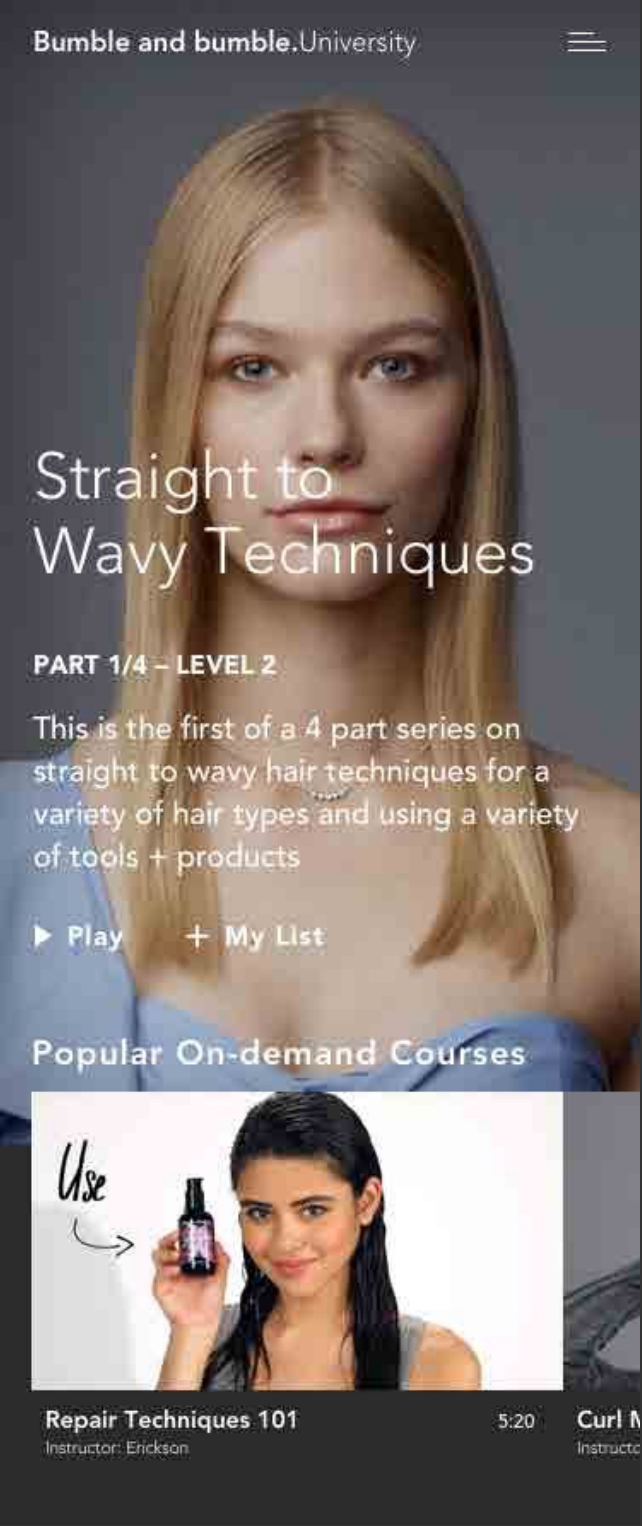
\$26

#BUMBLE AND BUMBLE

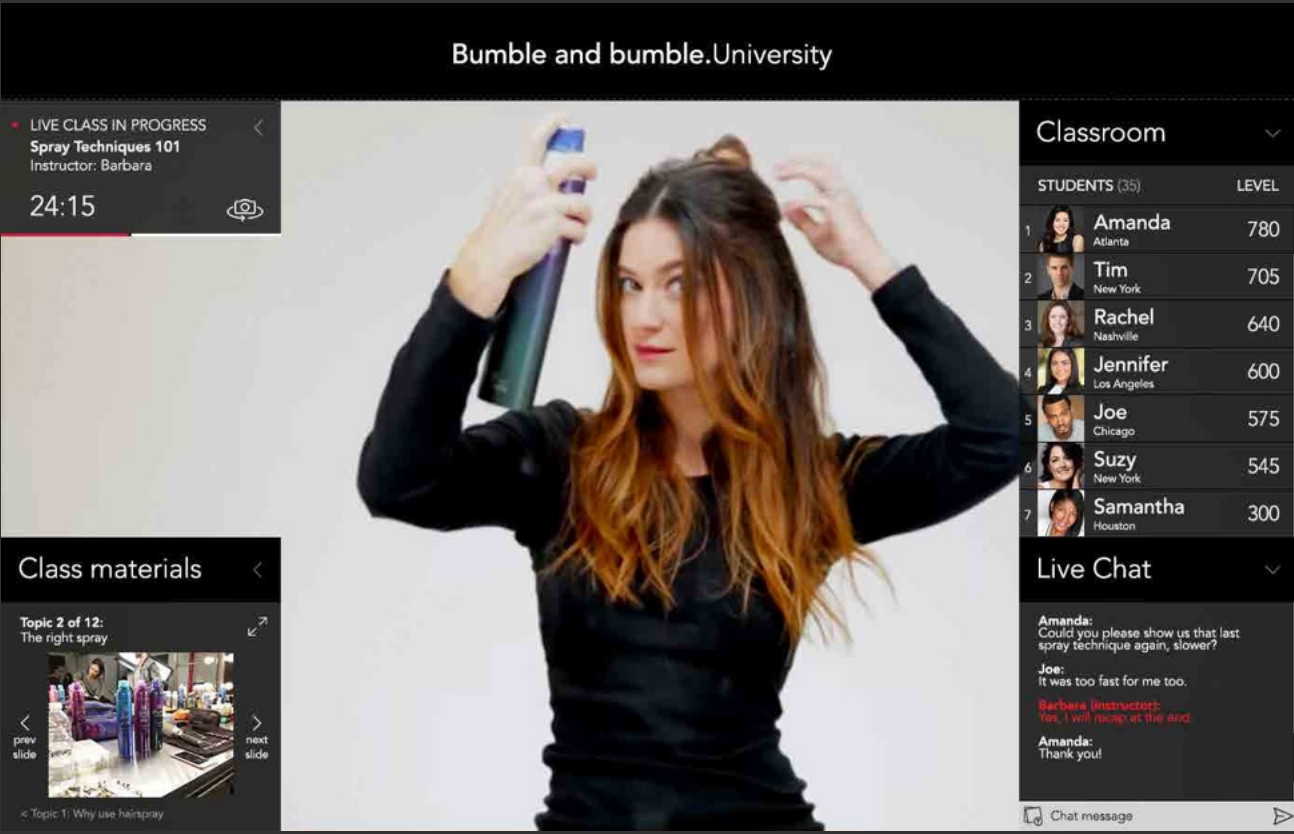
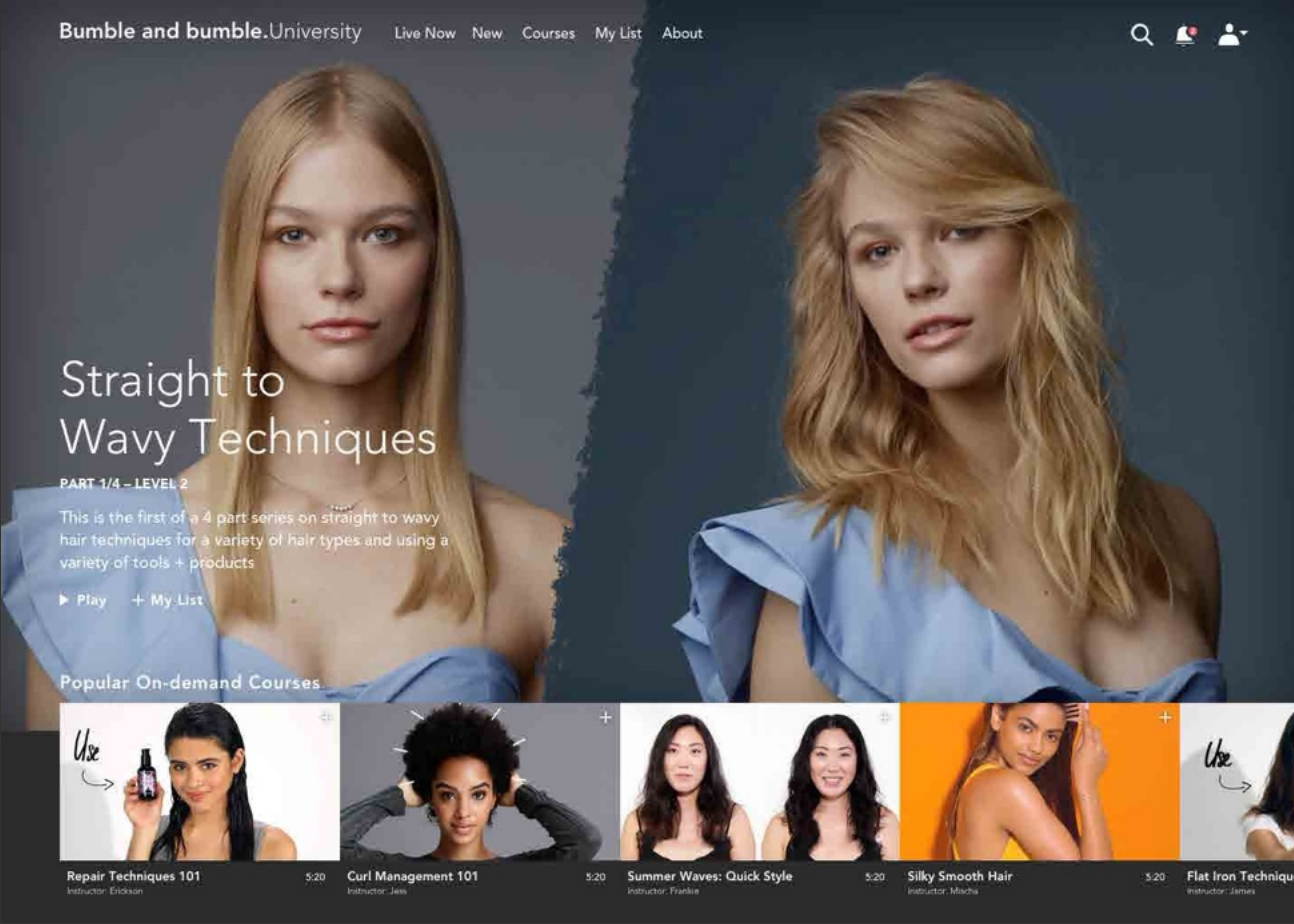
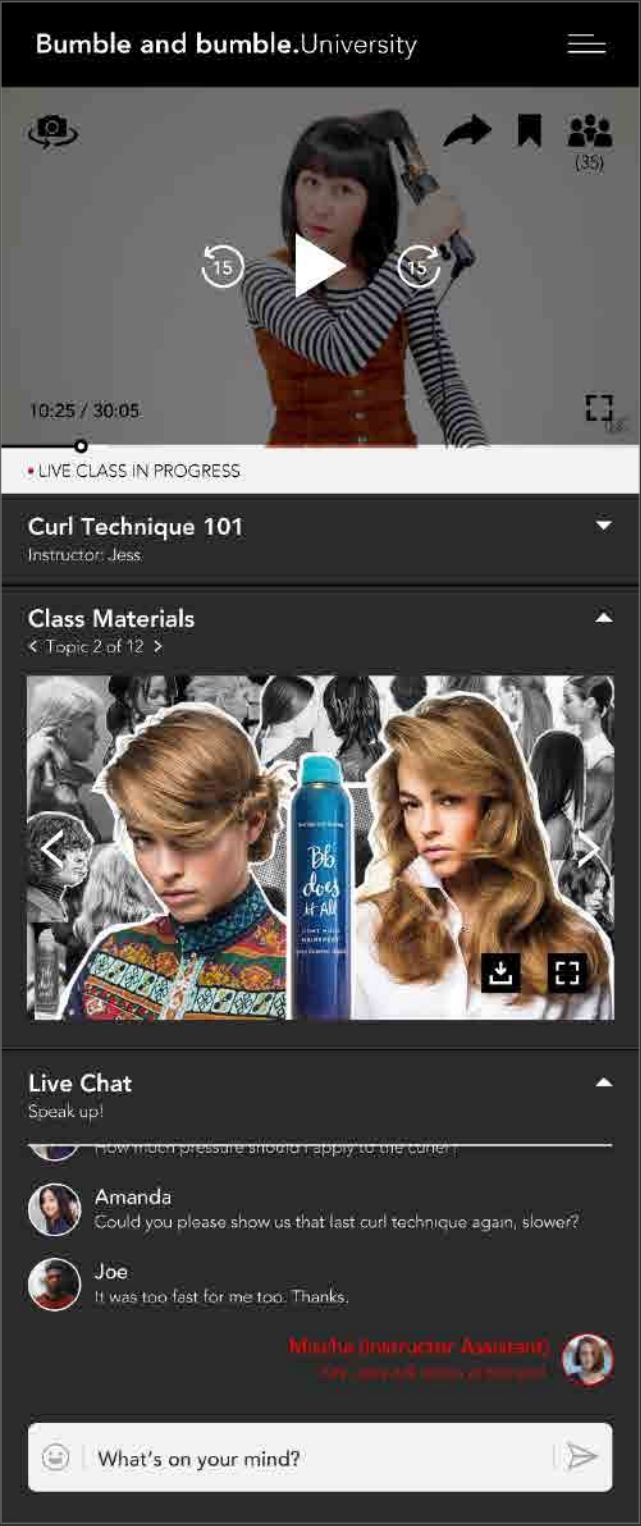
	Default state	Hover state
Desktop CTA Filled Dark	<div>EXPLORE THE LINE</div>	<div>EXPLORE THE LINE</div>
Desktop CTA Filled Light / quickshop	<div>QUICKSHOP</div>	<div>QUICKSHOP</div>
SPP CTA Filled Dark	<div>ADD TO BAG</div>	<div>ADD TO BAG</div>
	<div>SOLD OUT</div>	<div>COMING SOON</div>
Desktop/Mobile CTA Alt	<div>EXPLORE</div> <div>EXPLORE</div>	<div>EXPLORE</div> <div>EXPLORE</div>
Standard Body Copy Link	Lorem ipsum link lorem lorem	Lorem ipsum link lorem lorem
Filter & toggle buttons	<div><div>FILTER</div><div>FILTER</div><div>FILTER X</div><div>FILTER</div><div>FILTER</div></div> <div><div>FILTER</div><div>FILTER X</div><div>FILTER</div><div>FILTER</div></div> <div><div>TOGGLE TAB</div><div>TOGGLE TAB</div></div>	



Avenir Black	Black	60 px	My hair is the best
Avenir Black	Heavy	60 px	My hair is the best h
Avenir Medium	Medium	54 px	My hair is the best hair
Avenir Light	Book	48 px	My hair is the best hair.
Avenir Light	Light	42 px	My hair is the best hair.
		36 px	My hair is the best hair.
		32 px	My hair is the best hair.
		28 px	My hair is the best hair.
		24 px	My hair is the best hair.
		20 px	My hair is the best hair.
		18 px	My hair is the best hair.
		16 px	My hair is the best hair.



live streaming education platform



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THE SKINCARE QUEEN (DR. PIMPLE POPPER)

A minimal and modern aesthetic to broaden customer reach.

BACKGROUND

Sandra Lee, AKA Dr. Pimple Popper is known for her videos showing extractions and extreme skin conditions. She launched a skincare line which needed to live independantly of extreme content and target a wider audience base.

CONCEPT

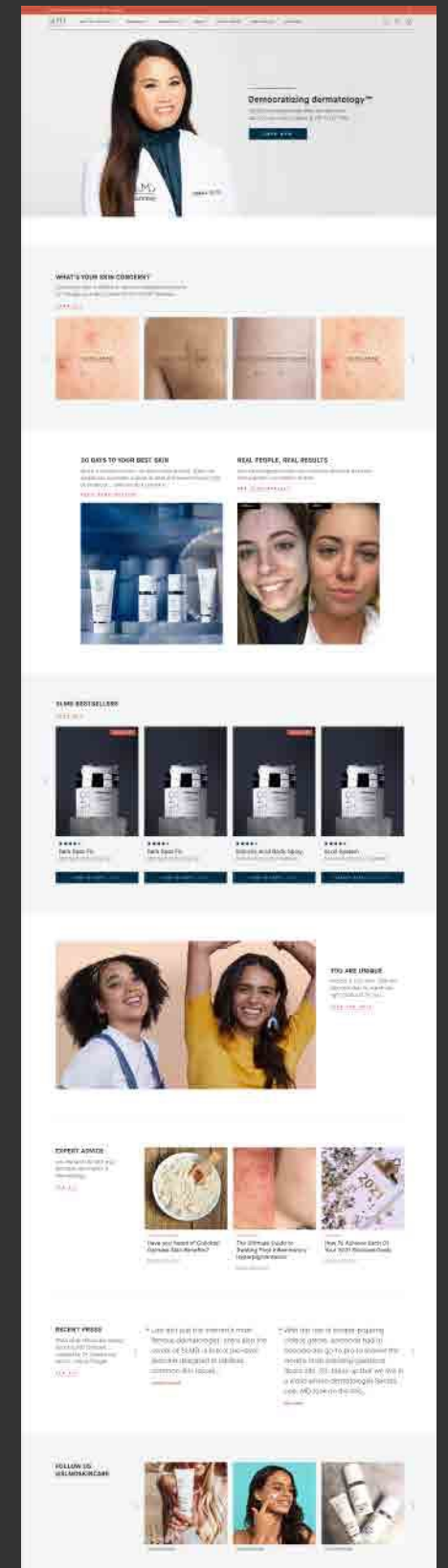
Present Dr. Sandra Lee as the most trustworthy voice in skincare. By weaving content and ecommerce together in a way that educated users as they shopped we would gain their trust. At every educational touchpoint we created a path into the purchase funnel. The minimal aesthetic would also work towards building this trust by providing an environment of directness, as if she were making a firm prescription to solve the users problems.



Mobile Homepage

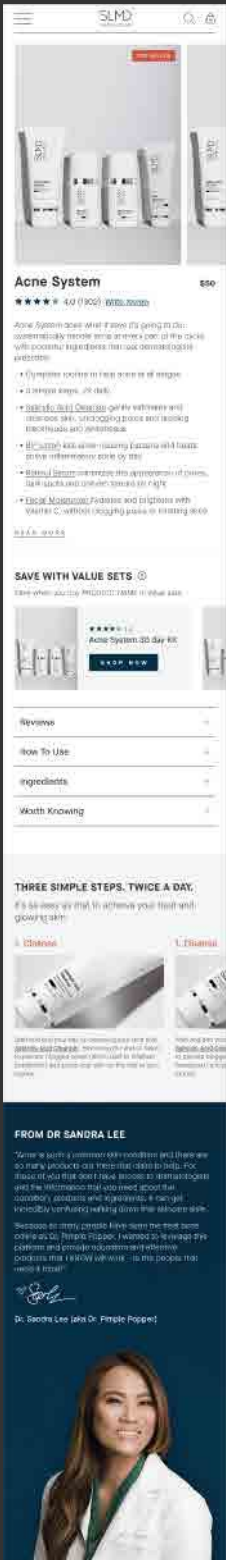


Mobile Homepage

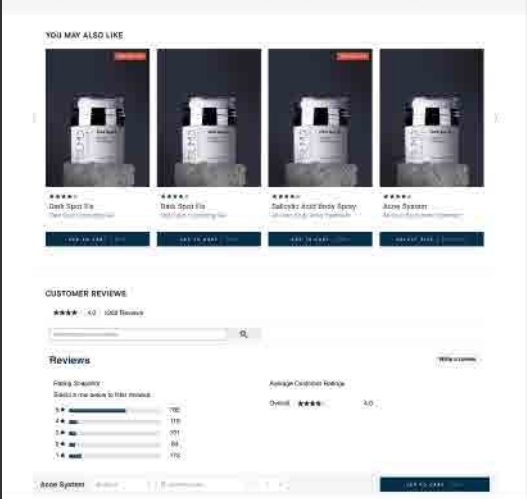
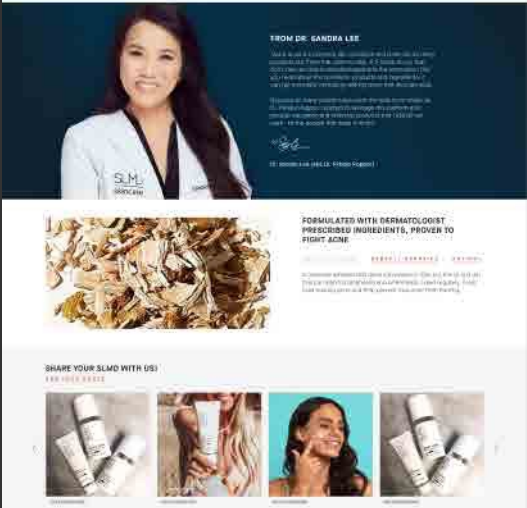


Desktop Homepage

ADRIÁN
CABRERO



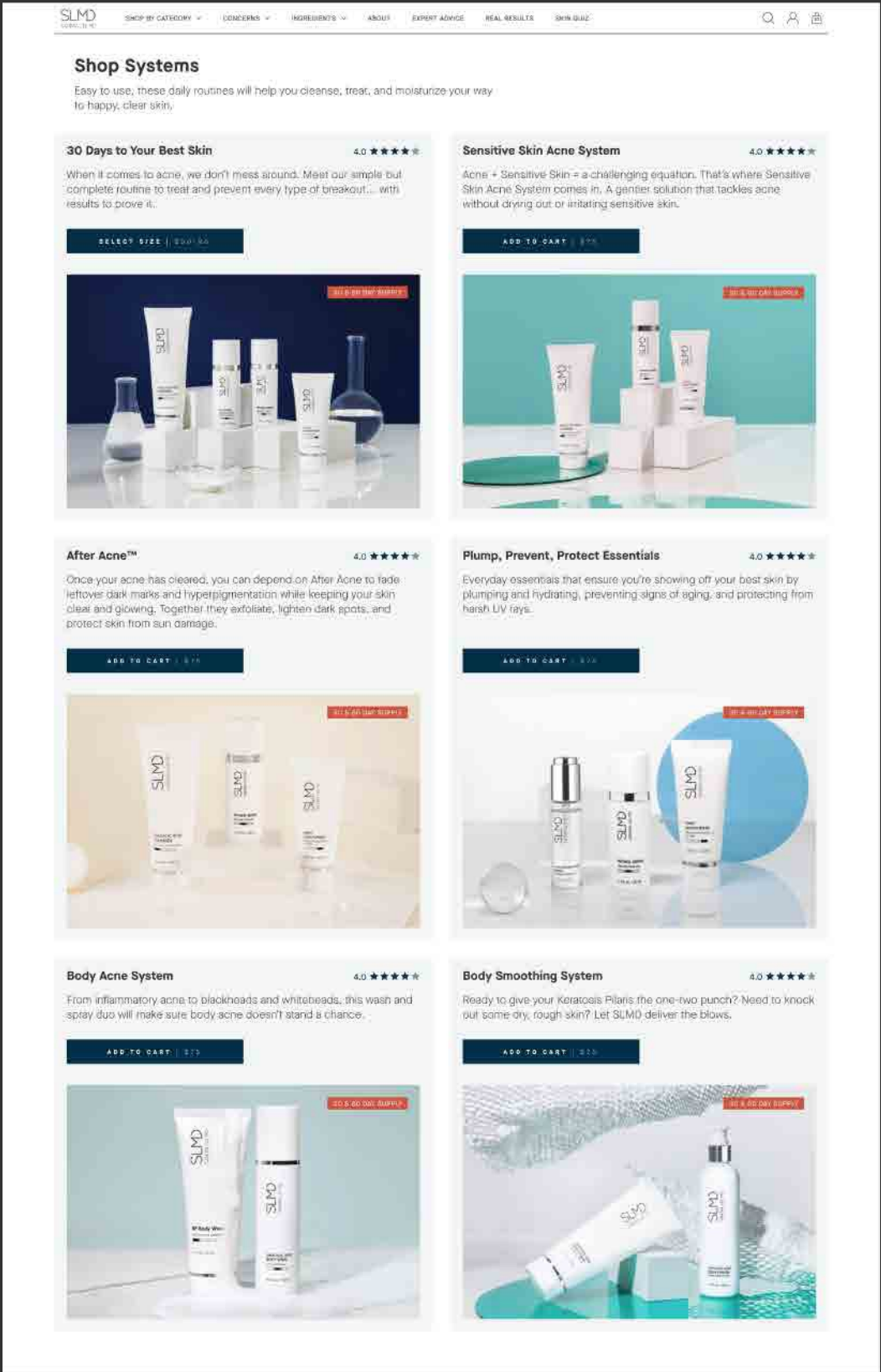
Mobile Product Page

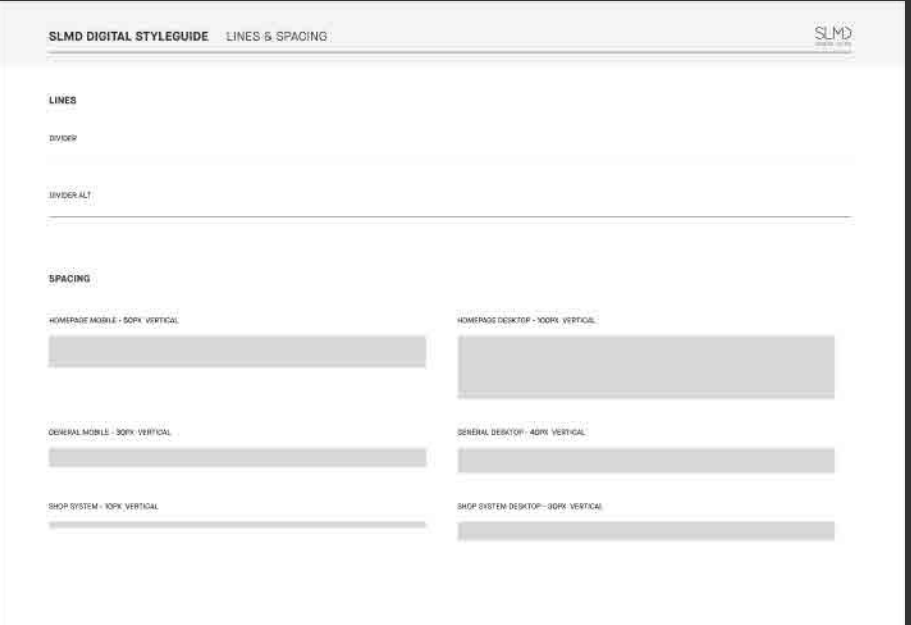
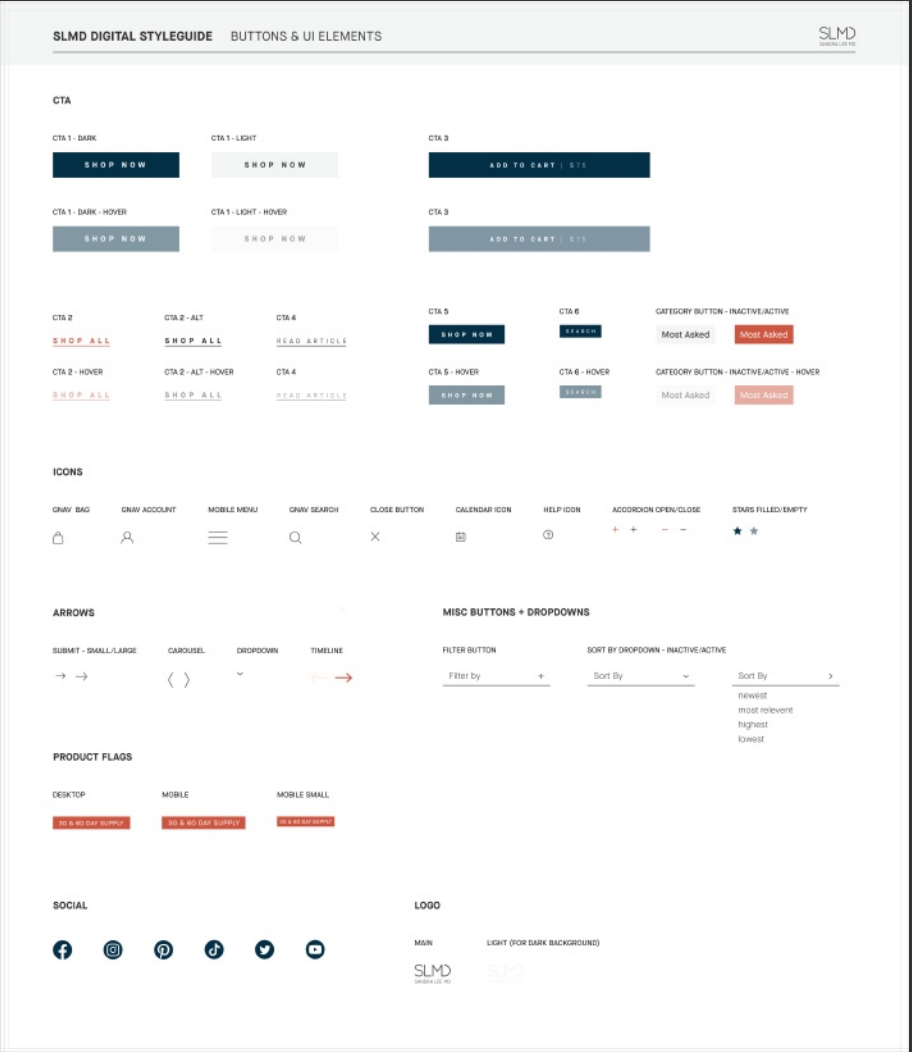
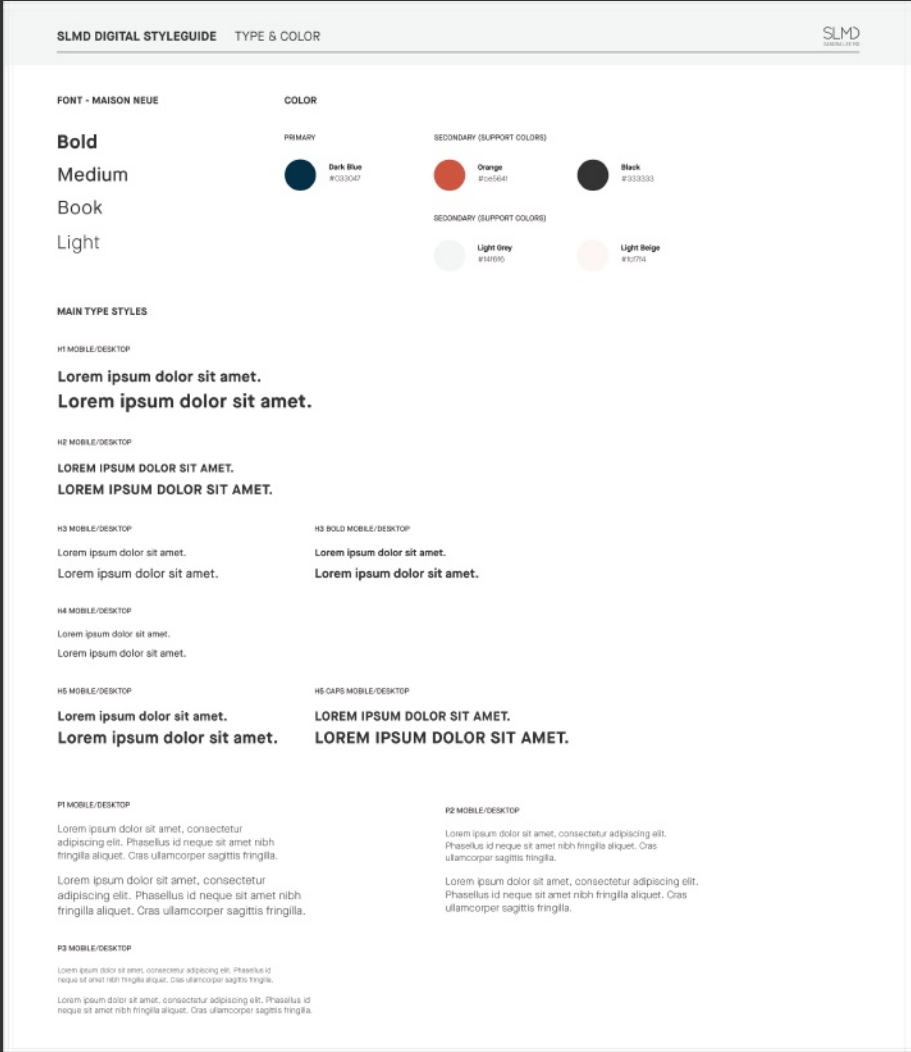


Desktop Product Page



Mobile/Desktop System Page





Style Guide

LUXURY WAIKIKI HOTEL EXPERIENCE

Presenting an experience unparalleled to any other in Hawaii.

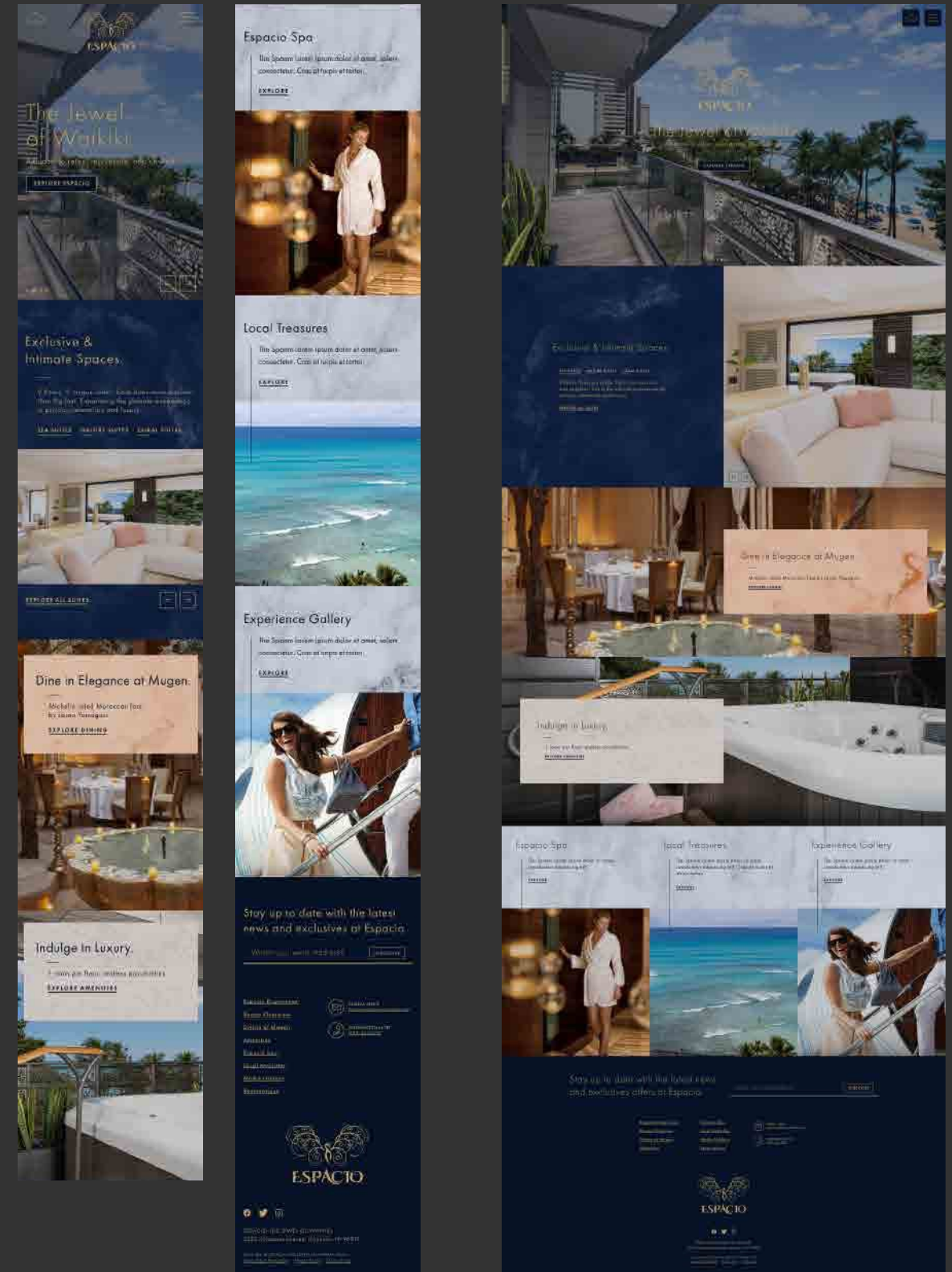
BACKGROUND

A hotel group in Waikiki is launching a new upscale hotel experience. The concept is to sell customers on an entire luxury experience from website to check-out.

CONCEPT

Visualizing privacy, space, and luxury without the UI getting in the way. I translated this digitally by letting the photography tell the story, using fine line and typographic elements to guide the user, and minimizing UI elements. At the same time I introduced brand colors and textures as background elements to maintain branding awareness.

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Desktop and mobile homepage

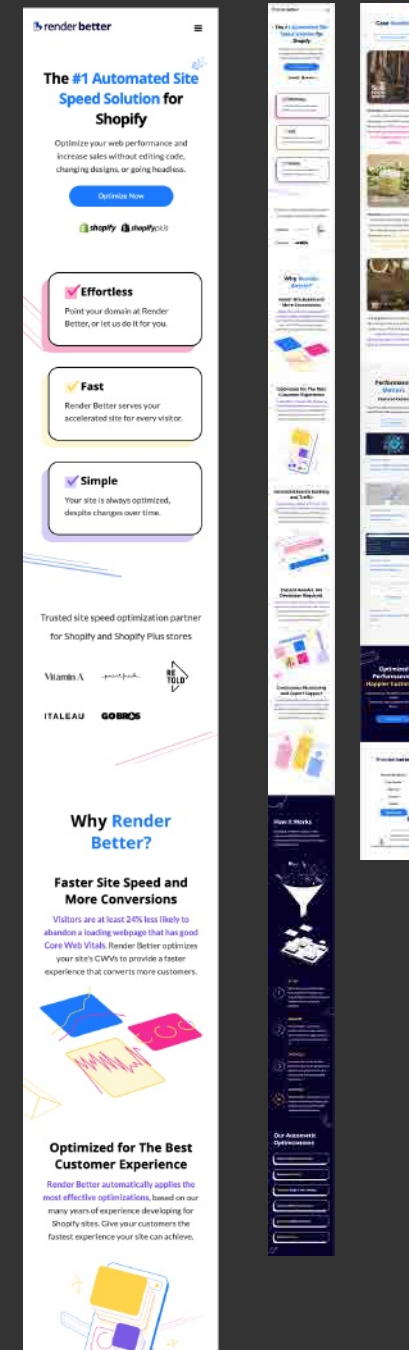
RENDERBETTER, FASTER, STRONGER

Making the business of core vitals energetic and educational.

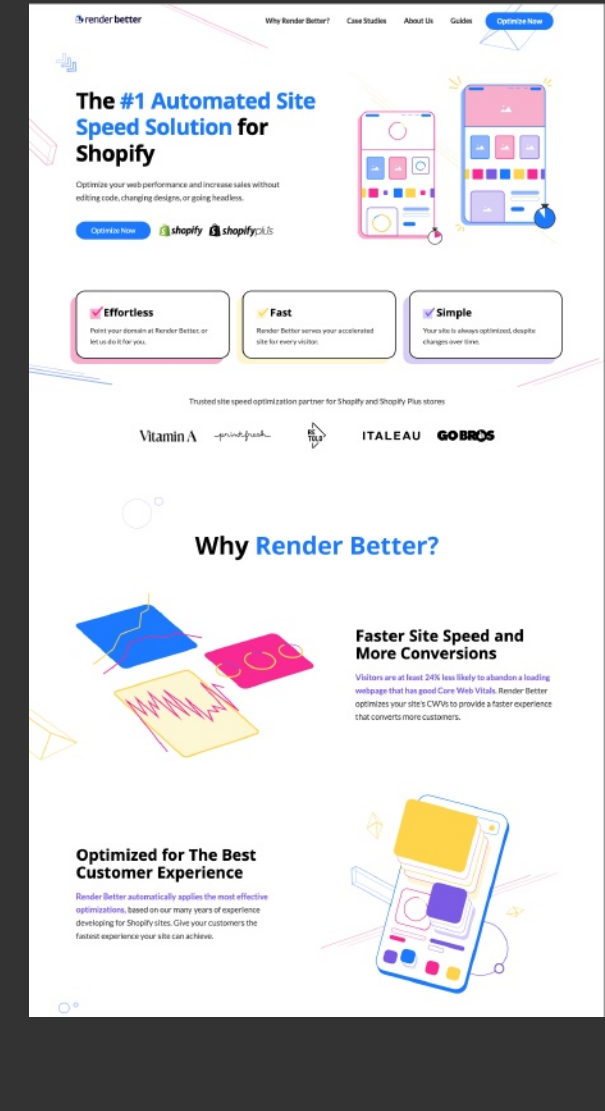
Core vitals are one of the most important parts of a website. If it can't load fast not only will customers bounce, but google won't even display it on search. RenderBetter is a company that needed to both educate customers and sell them on the value of core vitals. The art direction for this used outlined geometric shapes to metophically represent elements of a sites building blocks and a bright energetic color scheme to capture attention.

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Mobile Homepage



Desktop Homepage



PRESTIGE FASHION TRADE EVENTS SITE

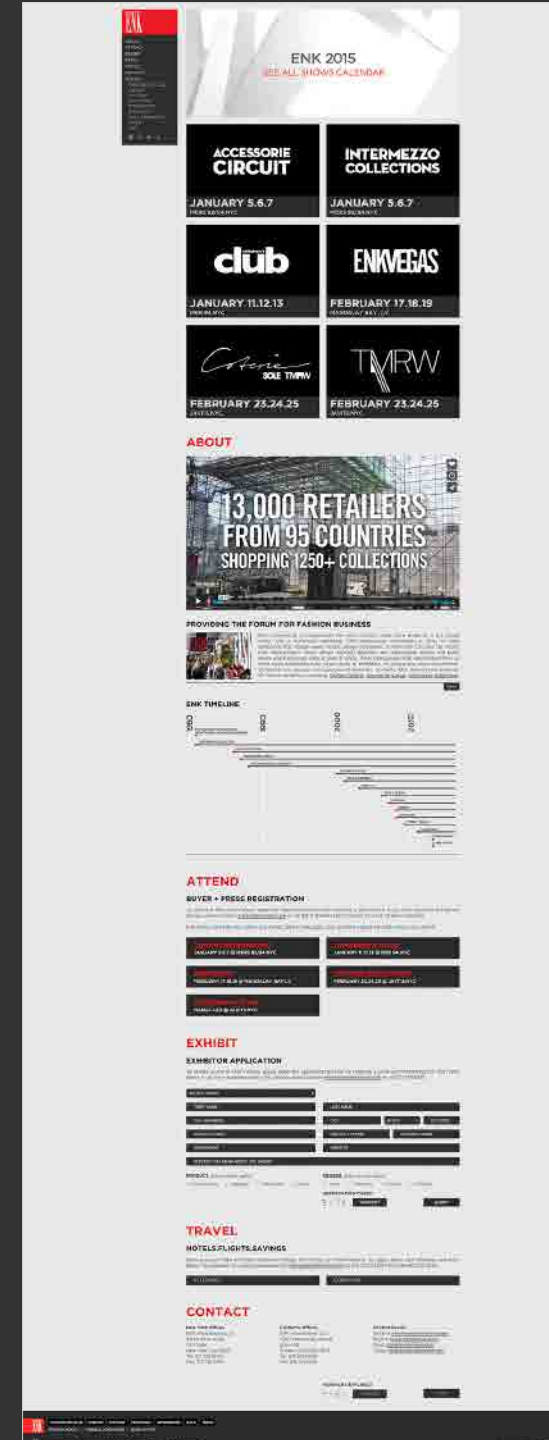
Creating a cohesive digital language for a company with 9 unique international brands, and a particularly difficult founder.

BACKGROUND

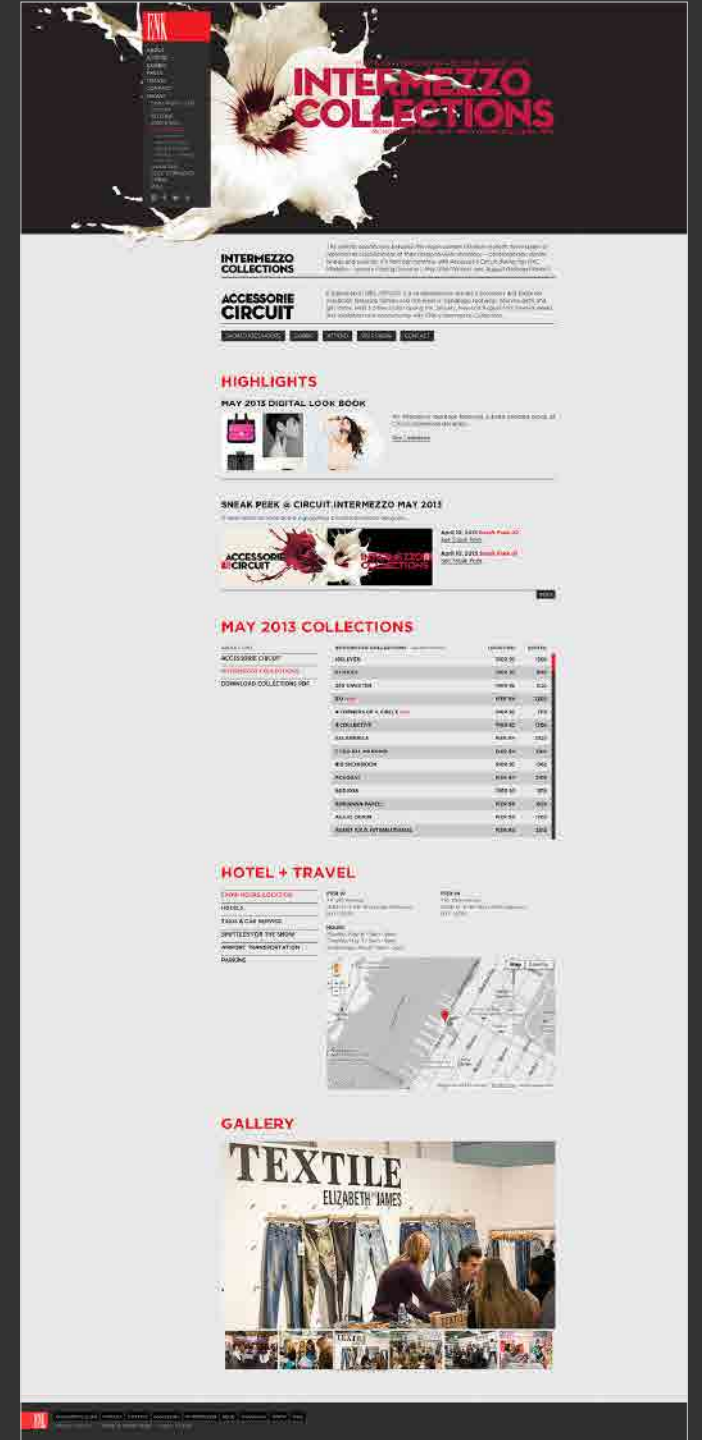
ENK International was the most exclusive fashion & apparel trade show producer in the United States (sold to Informamarkets in 2019). Their online presence in 2012 consisted of 9 singular flash sites which were quickly becoming obsolete.

CONCEPT

The first task was to educate leadership of a modern user's digital expectations. Thereafter, to create a unified UX for the user. All the brands would be housed under one domain, accessible through a global navigation, and use the same sleek design layout for their landing page. Brands would maintain recognition VIA a unified logo treatment on the homepage and a large space for brand specific creative on their landing page.



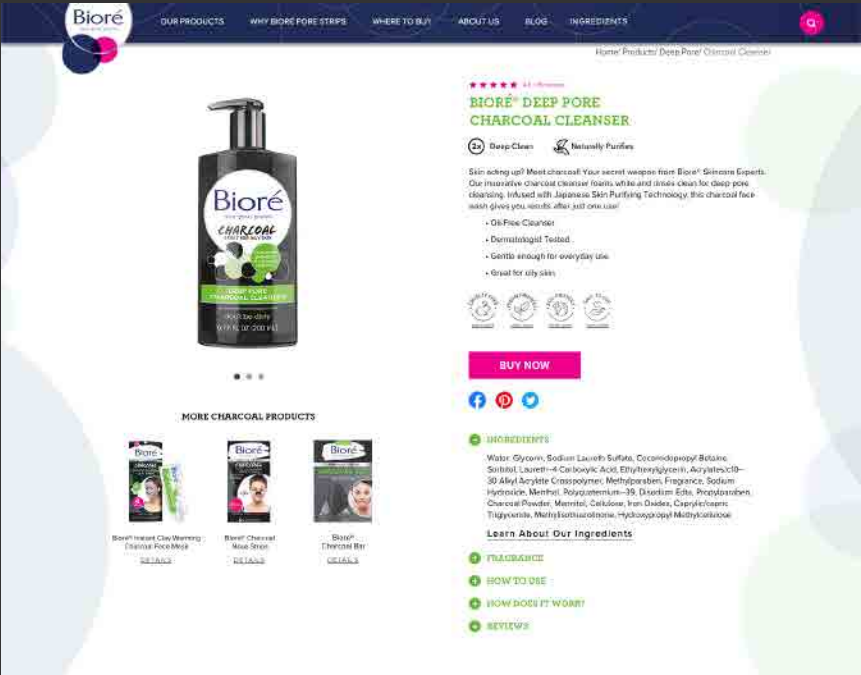
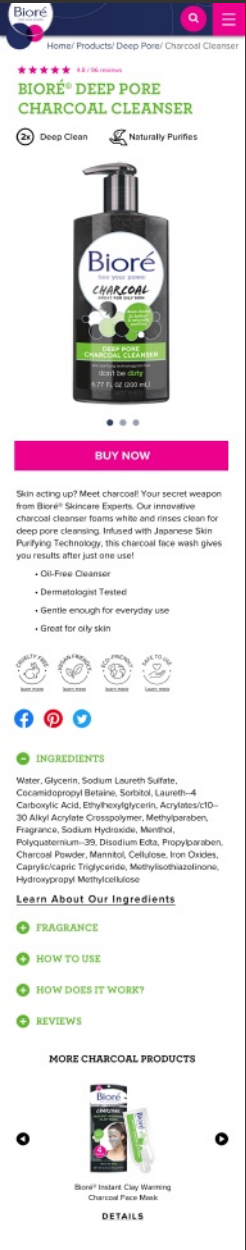
Home page



Event landing page

BIORÉ MODERNIZATION

Selective UX improvements with a mobile priority



Desktop and mobile PDP Modernization

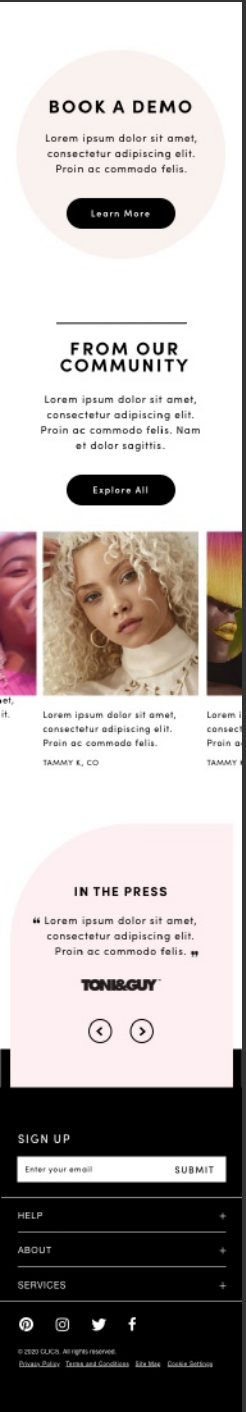
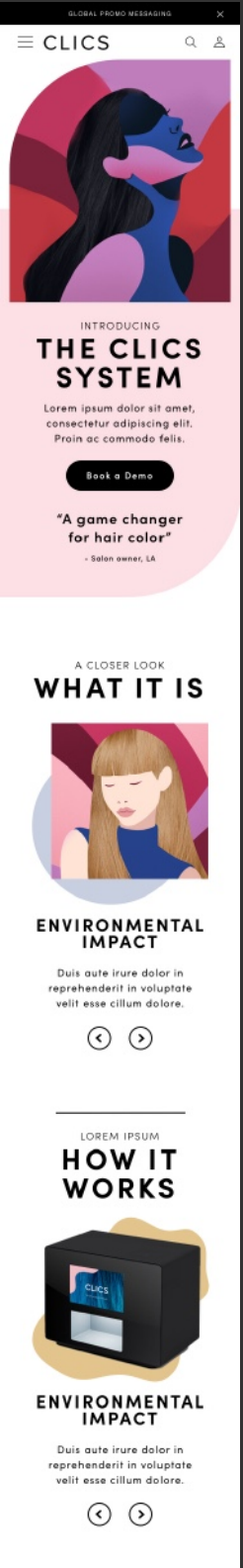
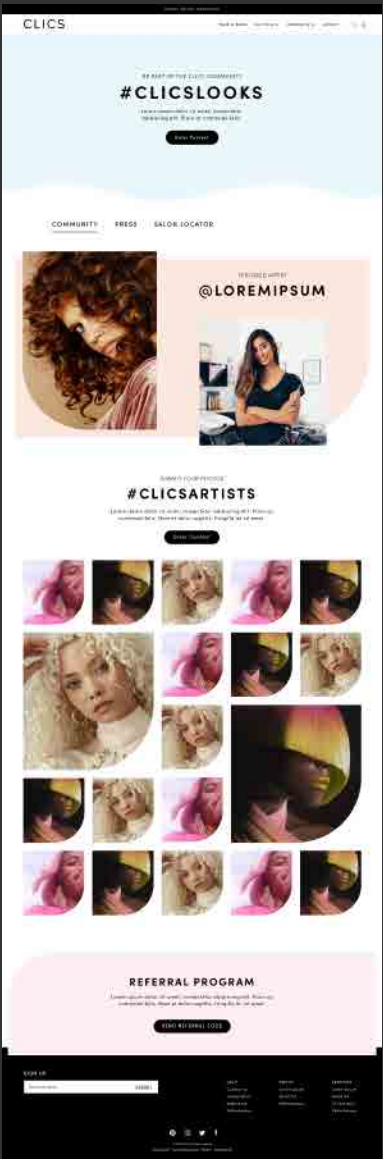


Desktop and mobile Ingredients information landing

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FIRST-OF-A-KIND DIGITAL HAIR COLOR SYSTEM

Clics invented a hair color management system that simplifies color mixing process and replenishment.



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Desktop and mobile community page

Desktop and mobile homepage

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