

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.

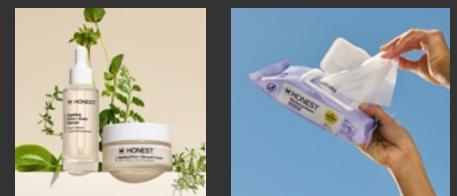
I balance insights, trends and elevated branding to address consumer needs with thoughtful creative exploration. Consistently driving financial profitability and brand growth.

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

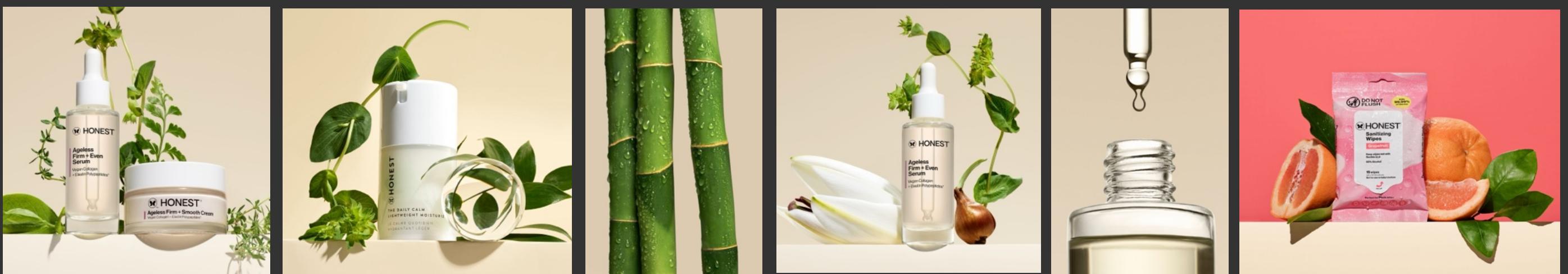
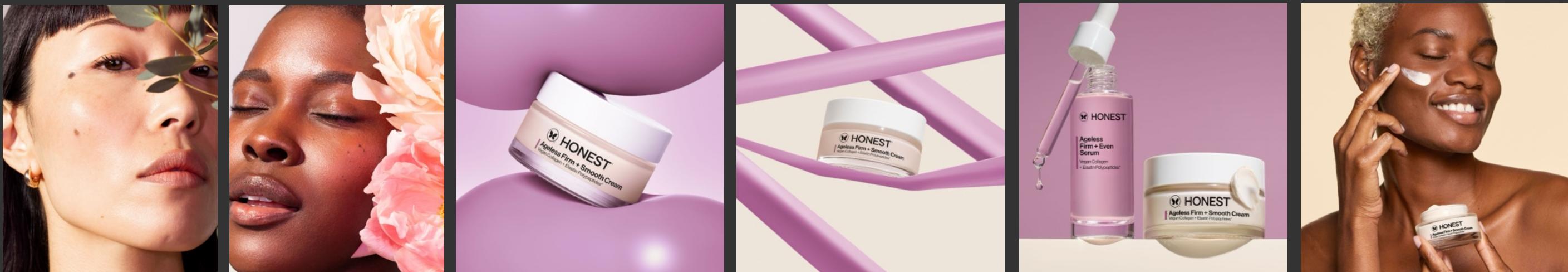


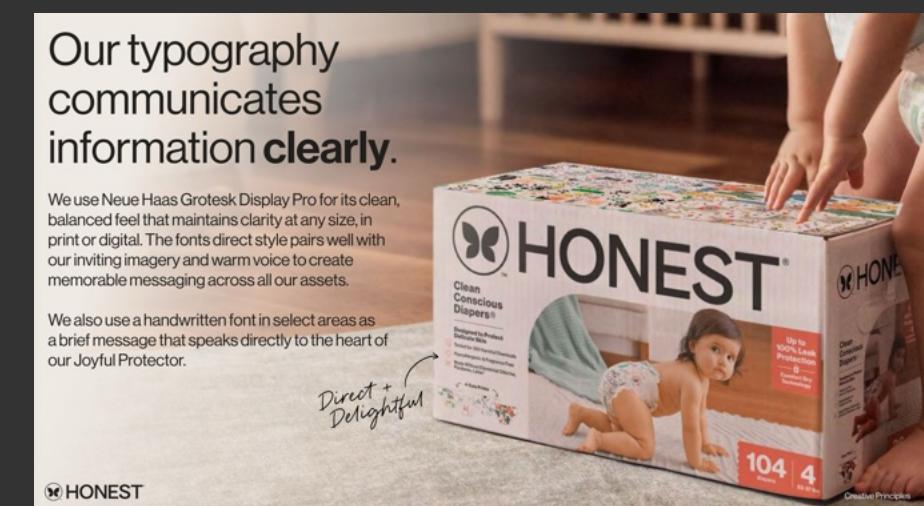
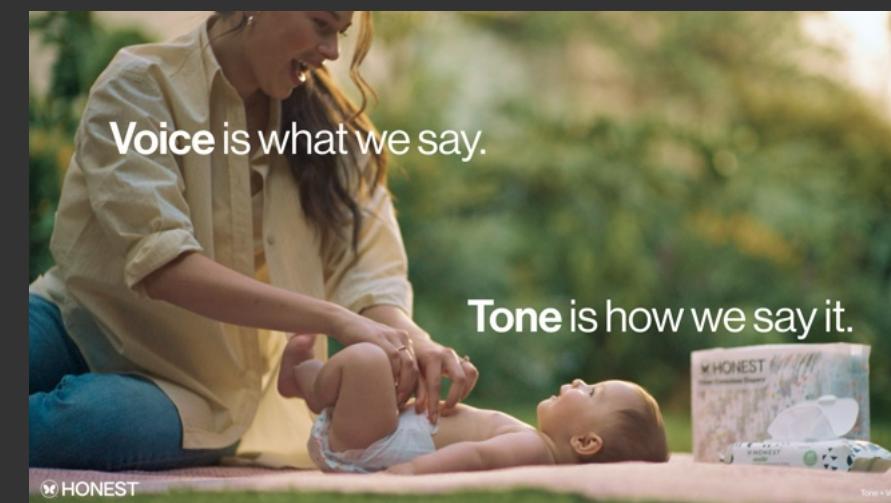
Packaging



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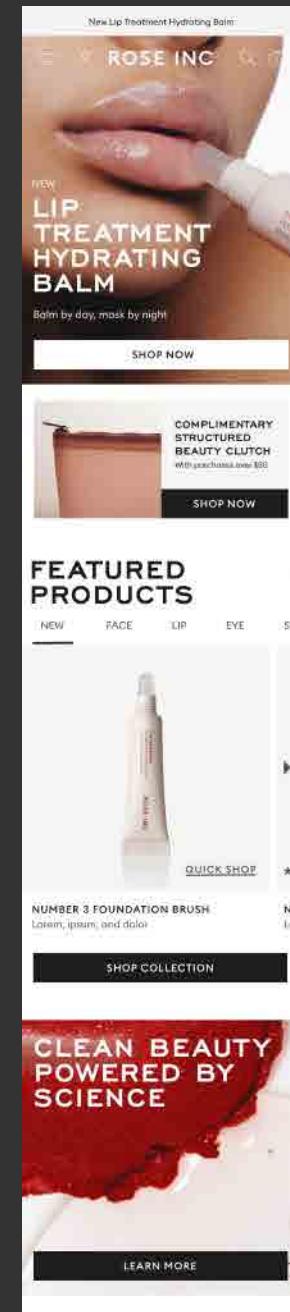
CLEAN BEAUTY BY ROSE INC

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

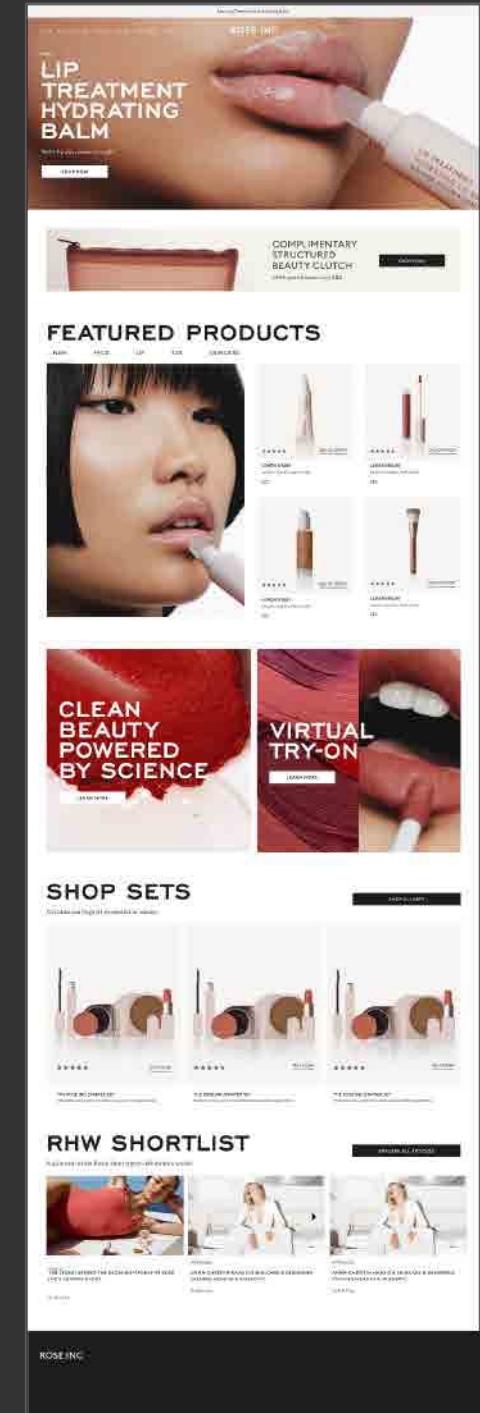
A partnership between Rosie Huntington-Whiteley and biotech company Amyris, Rose Inc leverages sustainable innovation and nearly two decades of experience in the makeup chair. The result is indulgent color and skincare that outperforms in every category.

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.

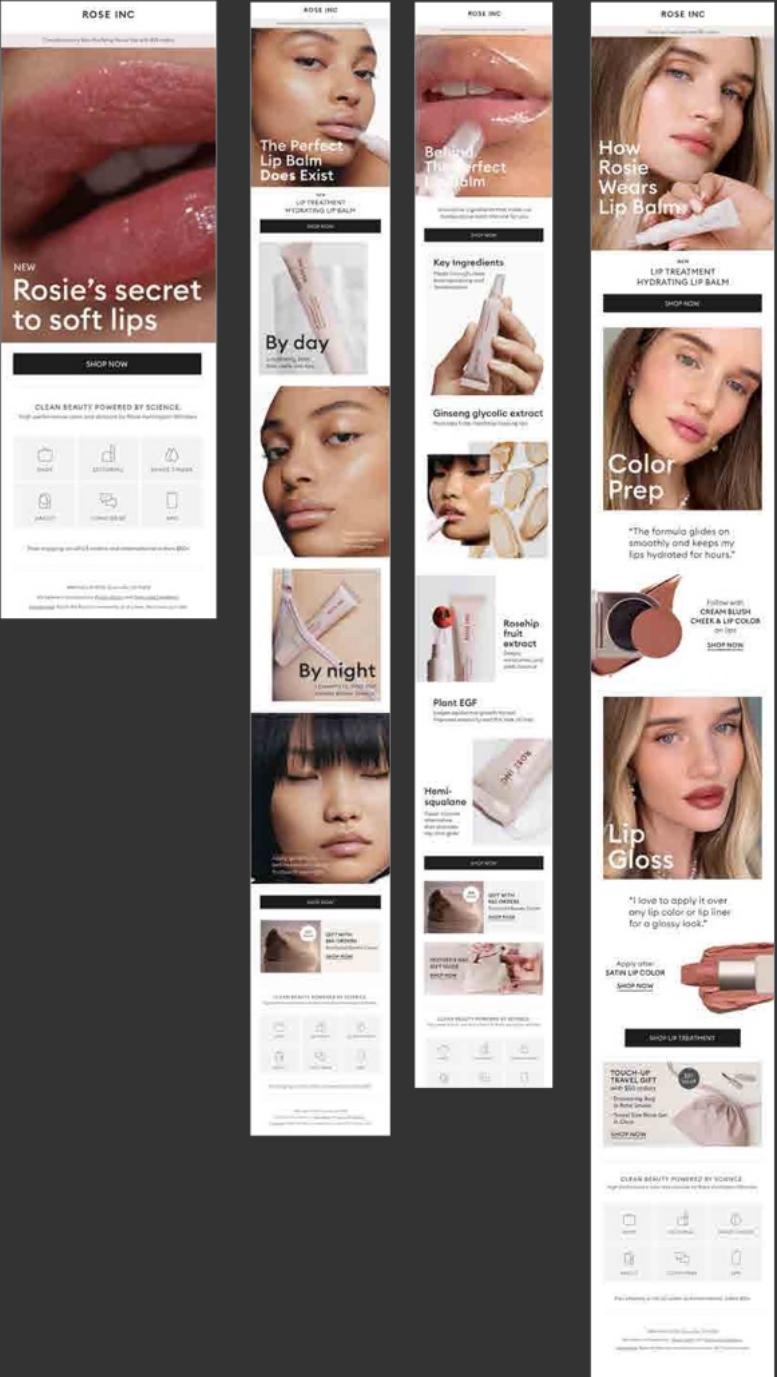
Mobile Homepage



Desktop Homepage



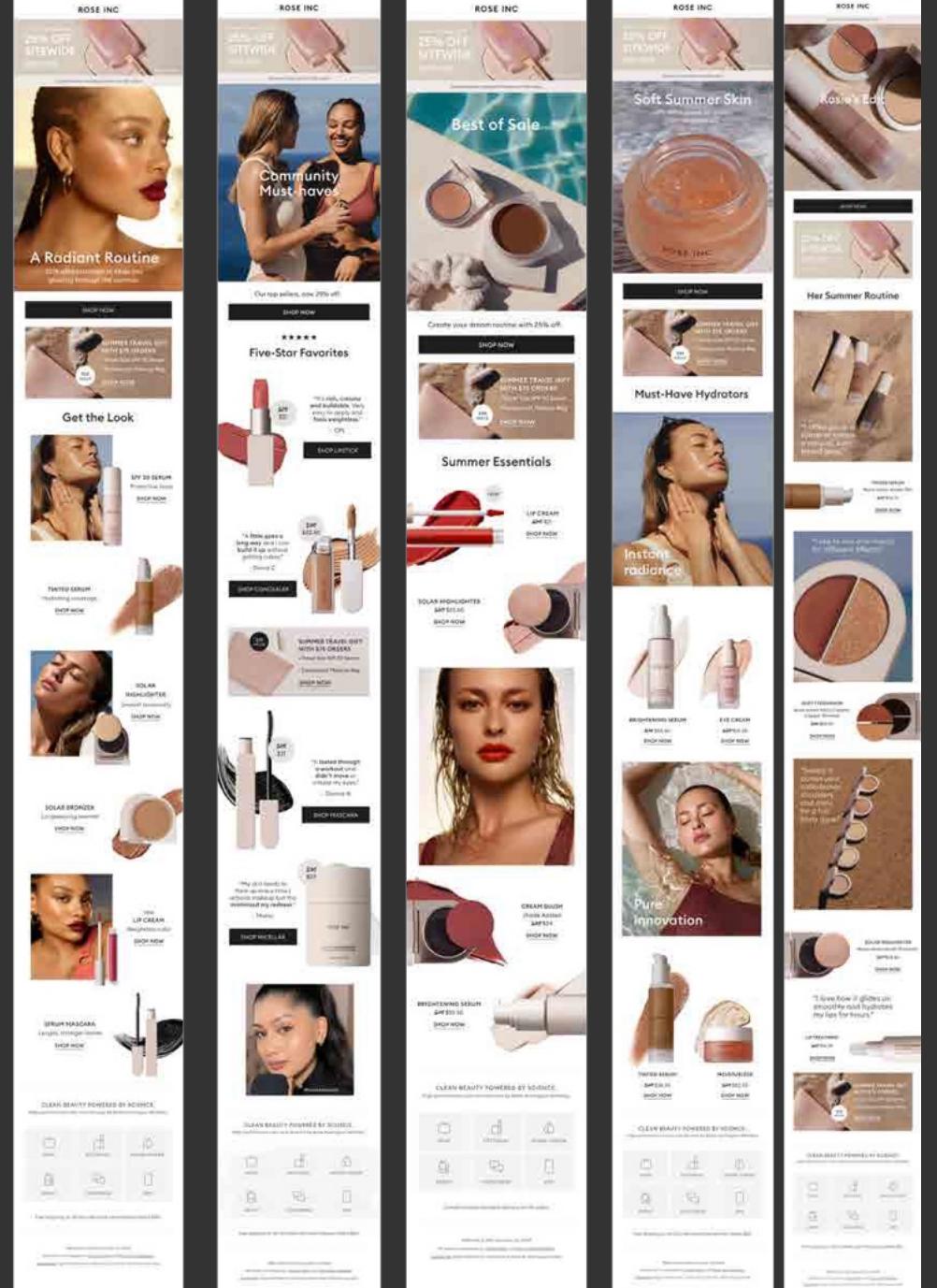
Lip Balm Launch Emails



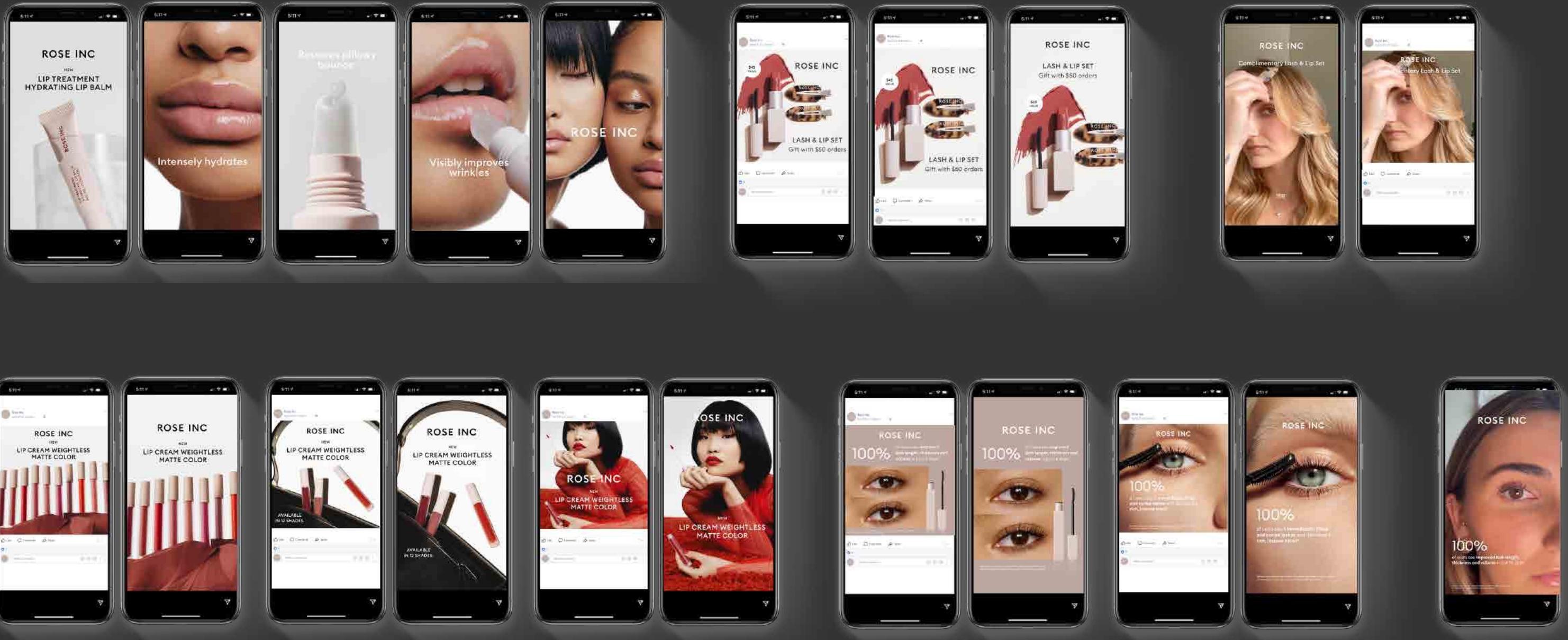
Lip Cream Launch Emails



Friends & Family Sale Emails



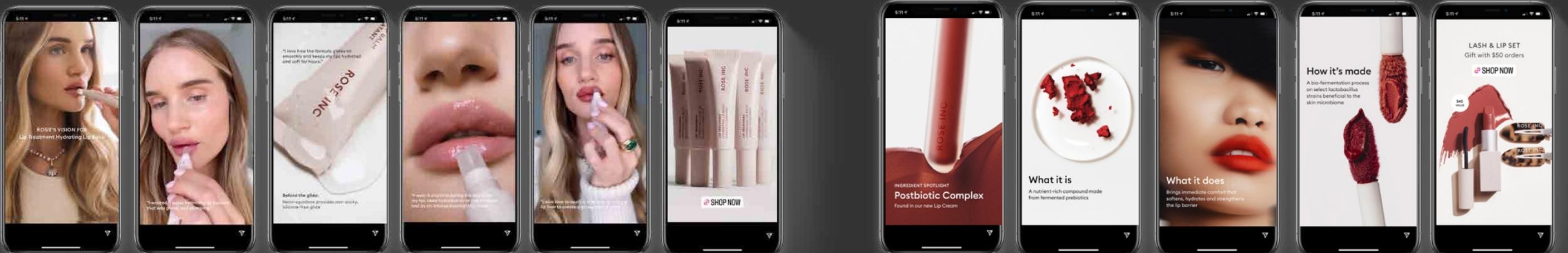
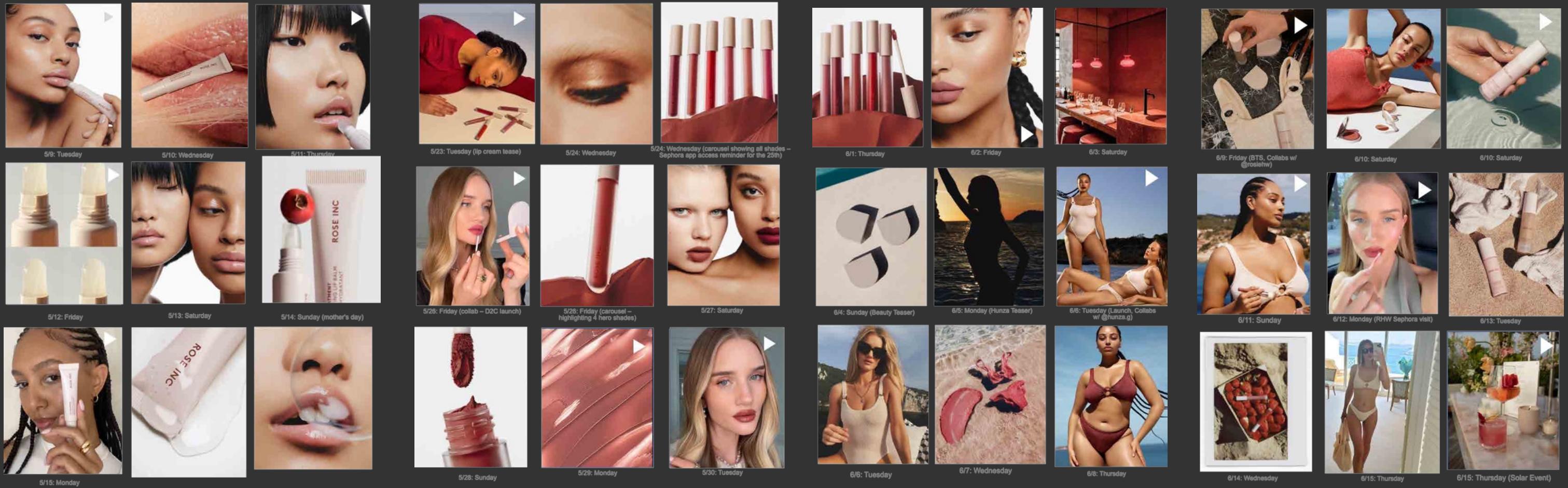
Various Paid Media Ads



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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.

Light Text
Euclid Circular B Regular
Font-weight: Regular
Font-size: 14
Letter-spacing: 0

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

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 mounds dictum pulvinar facilisis et lorem. Vestibulum vel locinna nisl, dapibus aliquam ex. Nulla eu vestibulum.

1. Ordered
2. List
3. Because
4. 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
5. Lorem Ipsum
6. Dolor sit Amet

- Unordered
- List
- Because
- 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
- Lorem Ipsum
- Dolor sit Amet

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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 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 elit. Suspendisse velit lorem, vestibulum non urna.

UI ELEMENTS

STARS

★
★★
★★★
★★★★
★★★★★

CIRCLES

●○○○○
●●○○○
●●●○○
●●●●○
●●●●●

SELECTOR

0 1
1 0

DROPODOWN

120 ml ▾
30 ml

ACTIVE BUTTON

\$30 ADD TO BAG

INACTIVE BUTTON

OUT OF STOCK

EMPHASIZED CTA

SHOP THE COLLECTION

GENERAL CTA

Shop all

ARROW

◀ ▶

INACTIVE ARROW

◀ ▶

ACCORDIONS

⊖

⊕

FORM ELEMENTS

Form Field

Long Field

Radio Buttons

• Lorem
○ Ipsum
○ Dolor
○ Sit
○ Amet

Check boxes

✗ Lorem
□ Ipsum
□ Dolor
□ Sit
□ Amet

SUBMIT

Dropdown

Lorem ipsum dolor

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

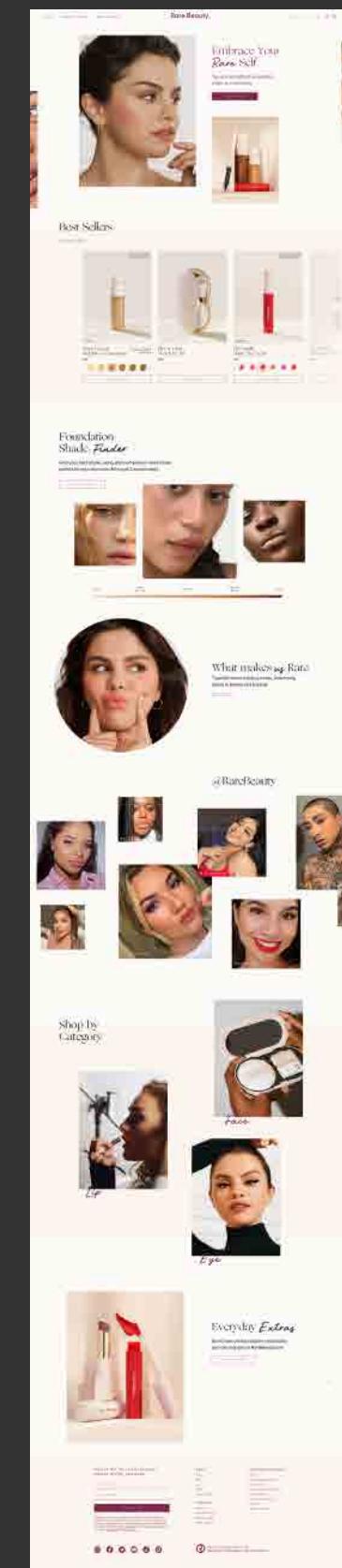
Wabi-Sabi, Gen-Z, and timeless. The idea was to break the grid and then mend it back together more beautifully. A concept which reverberated throughout the brand's positive mental health and self-esteem boosting mantra. It needed to introduce a refined aesthetic to a younger community that would eventually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

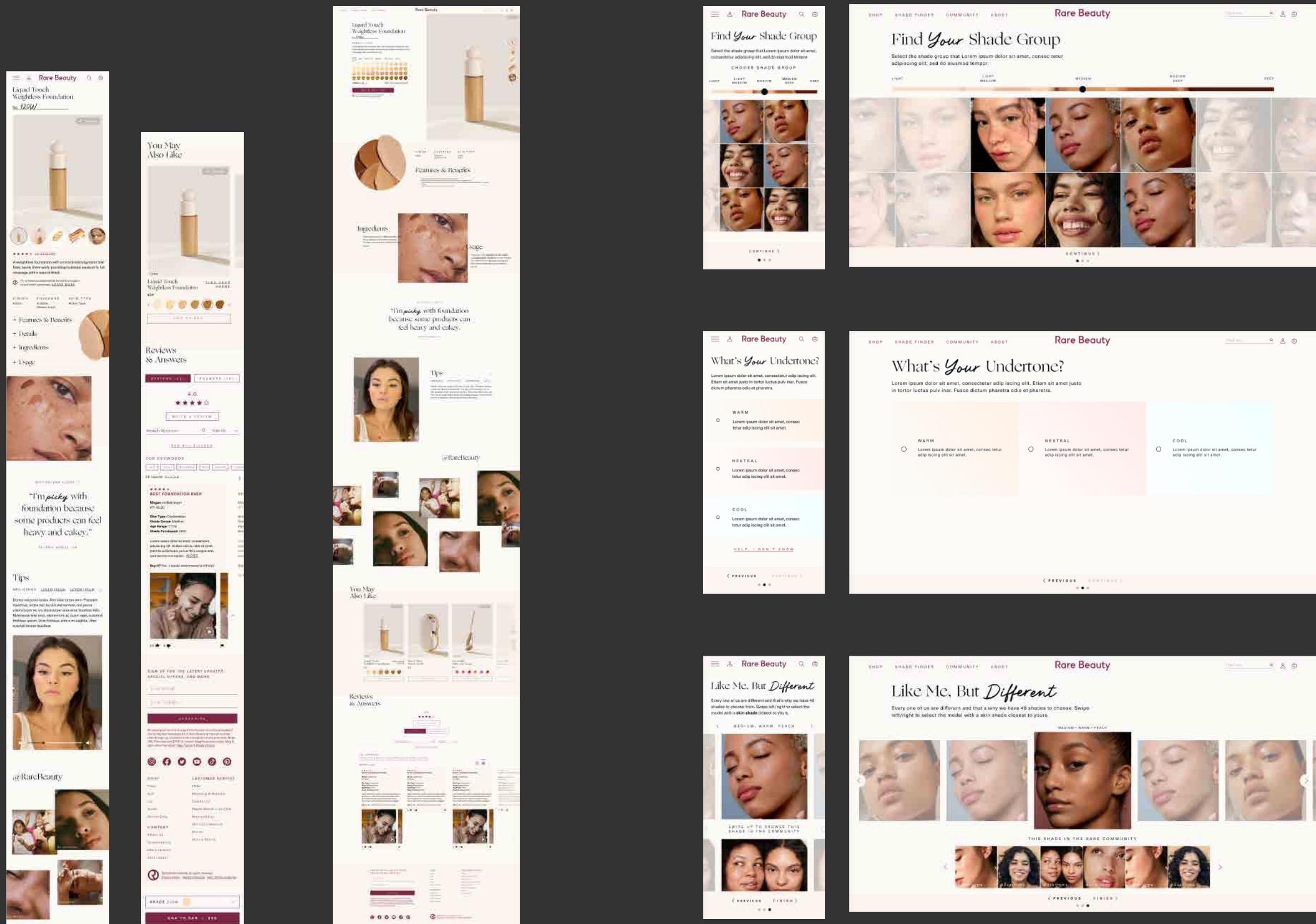


Mobile Homepage



Desktop Homepage





Mobile Product Page

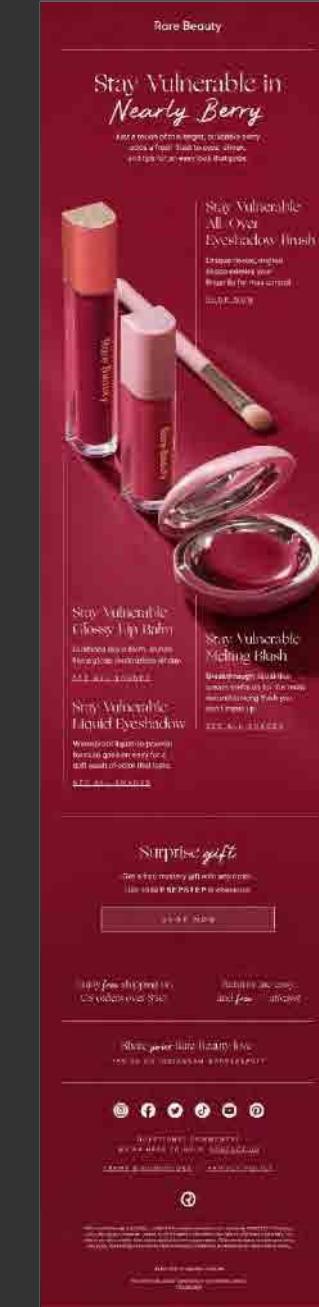
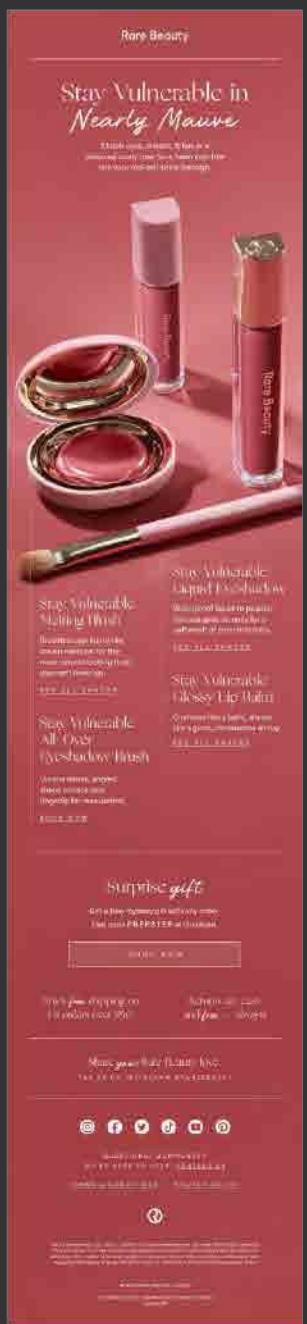
Desktop Product Page

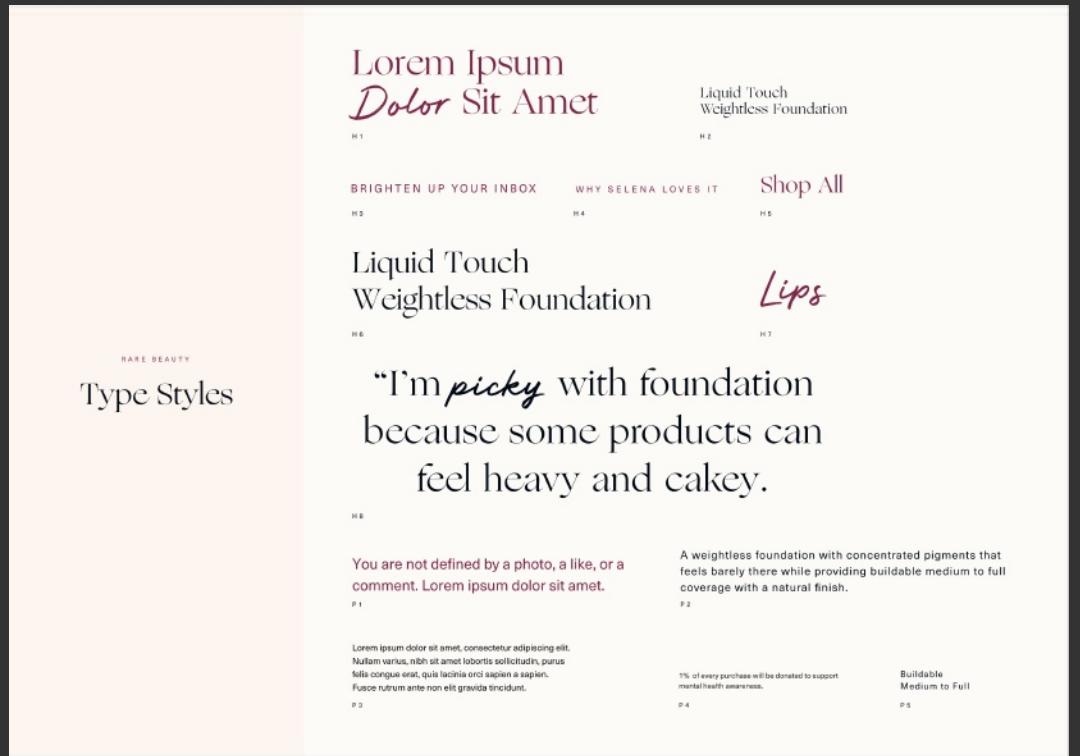
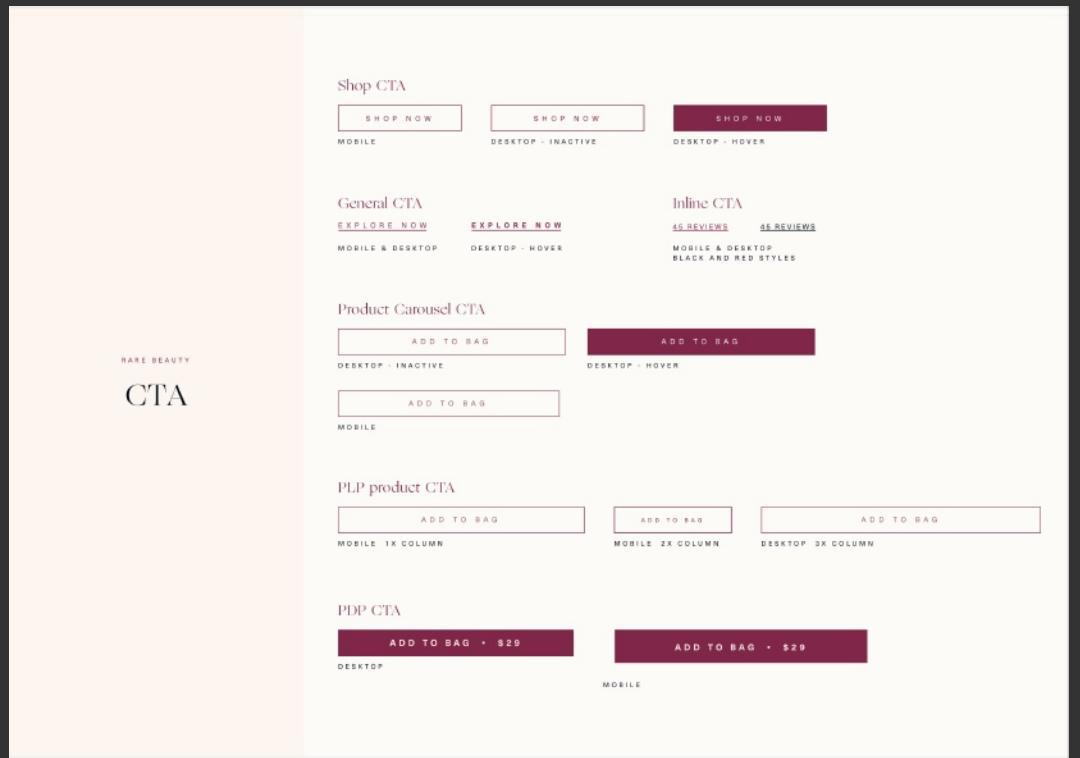
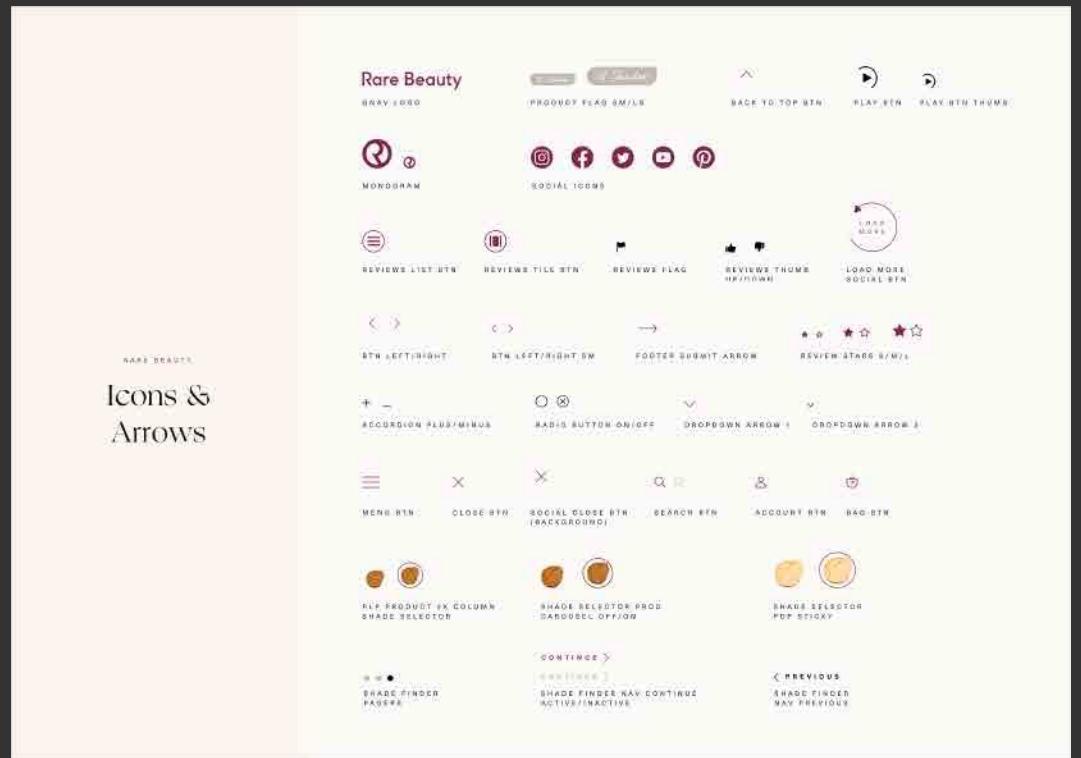
Mobile/Desktop Shade Finder

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Various Emails





Digital Style Guide

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BUMBLE AND BUMBLE WEBSITE REDESIGN

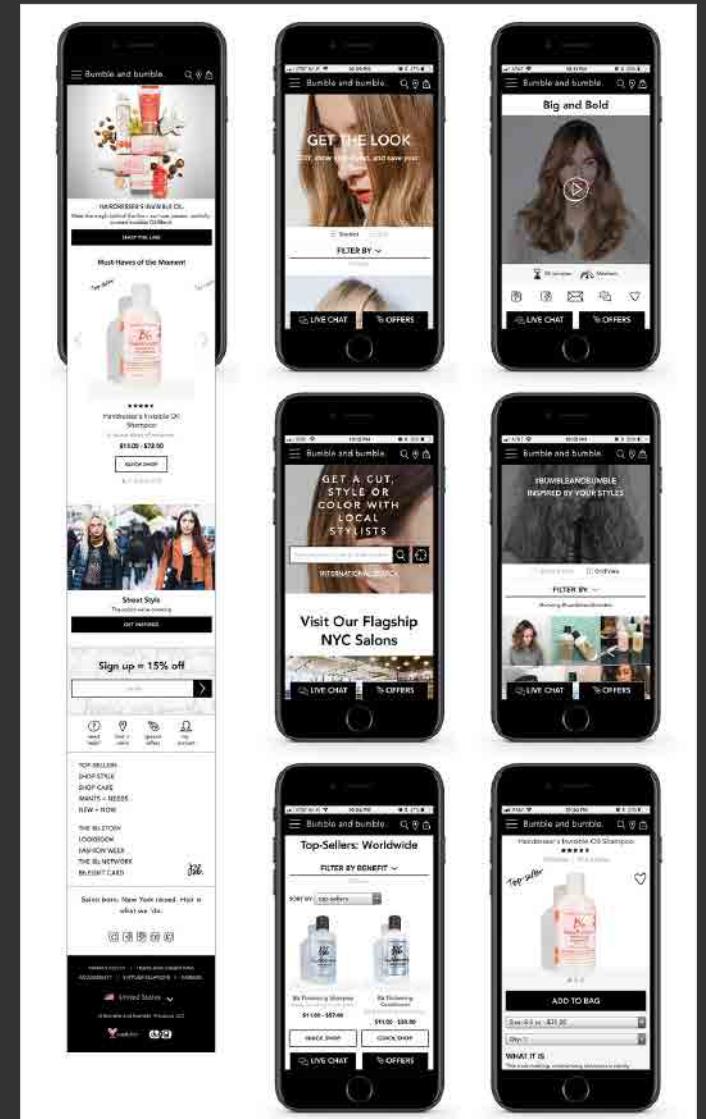
Modernizing a classic brand with a world-class eCommerce destination and a futureproof digital design strategy.

BACKGROUND

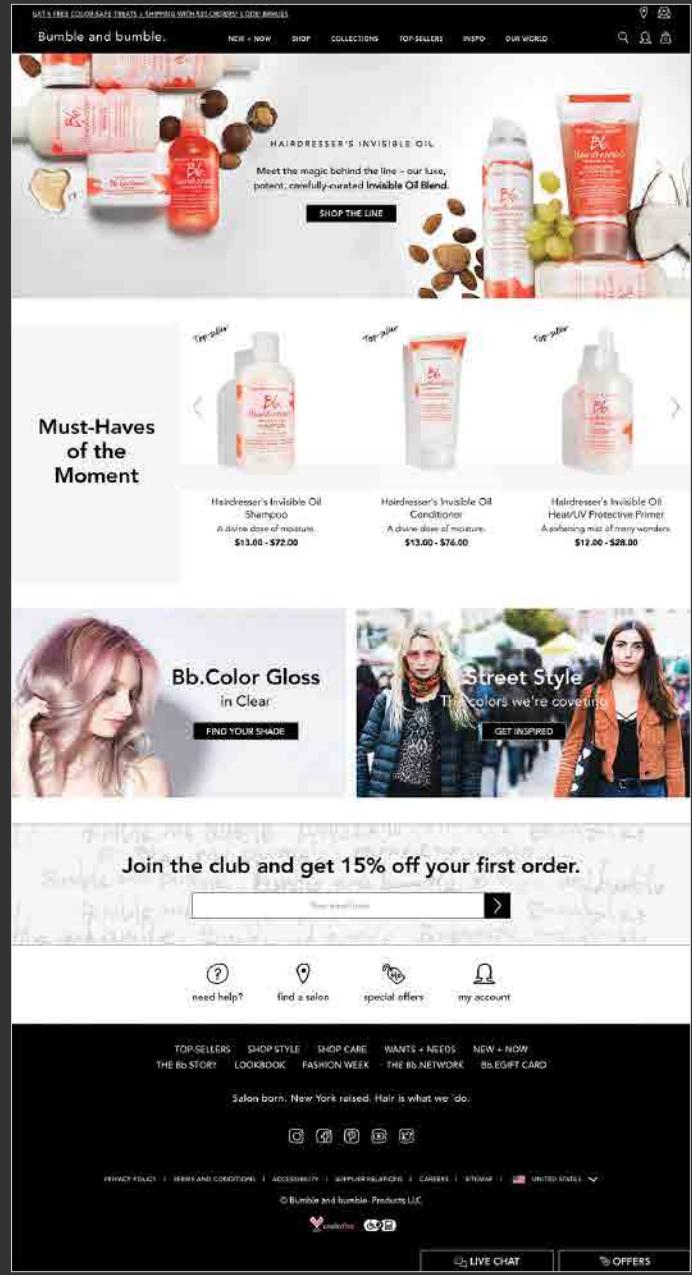
Bumble and bumble is a commercial hair care brand who opened their doors in 1977. In 2017 the brands eCommerce division was growing exponentially despite an aging website. Mobile was racing toward 50% of all conversions, international launches were on the horizon, and site updates took forever.

CONCEPT

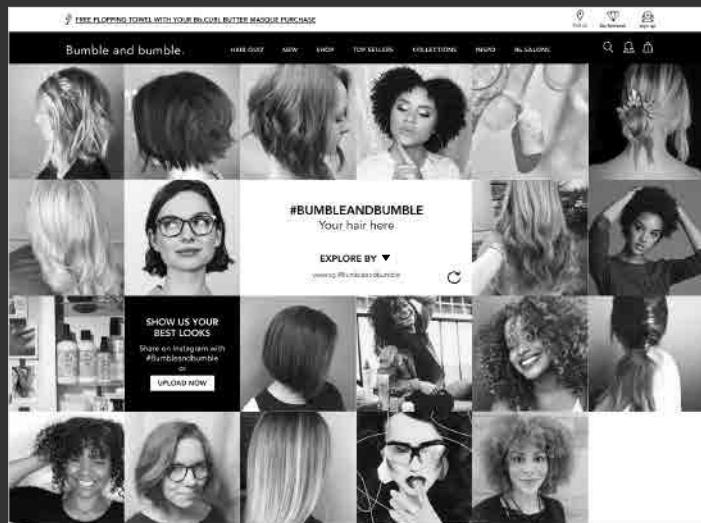
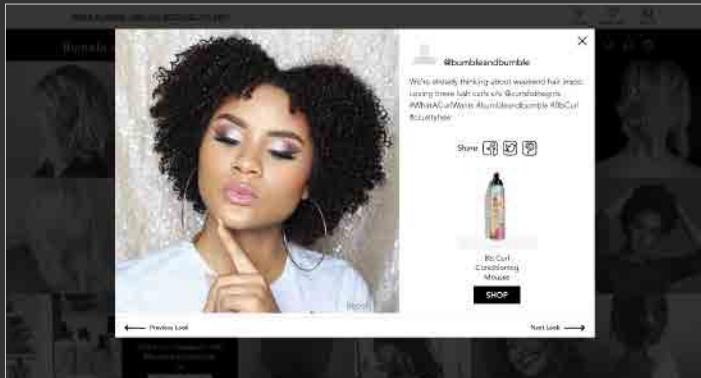
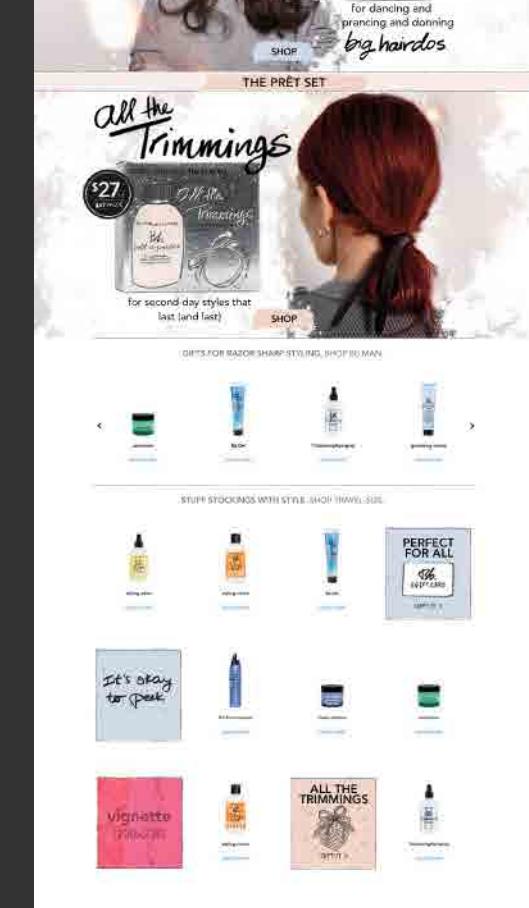
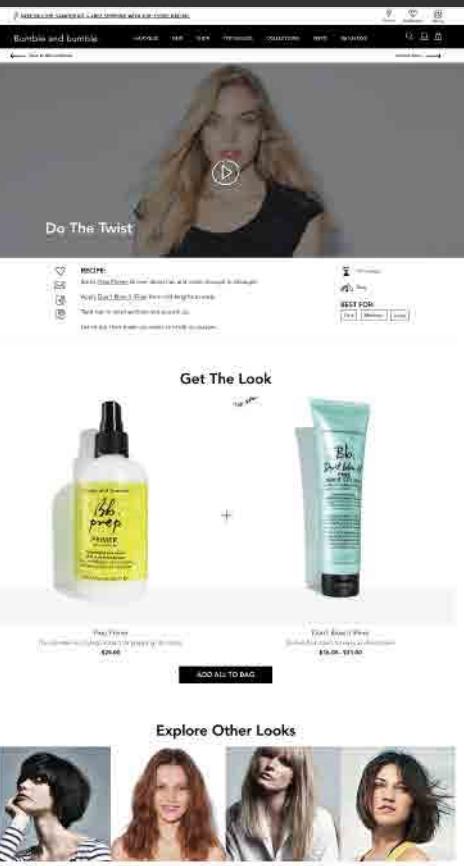
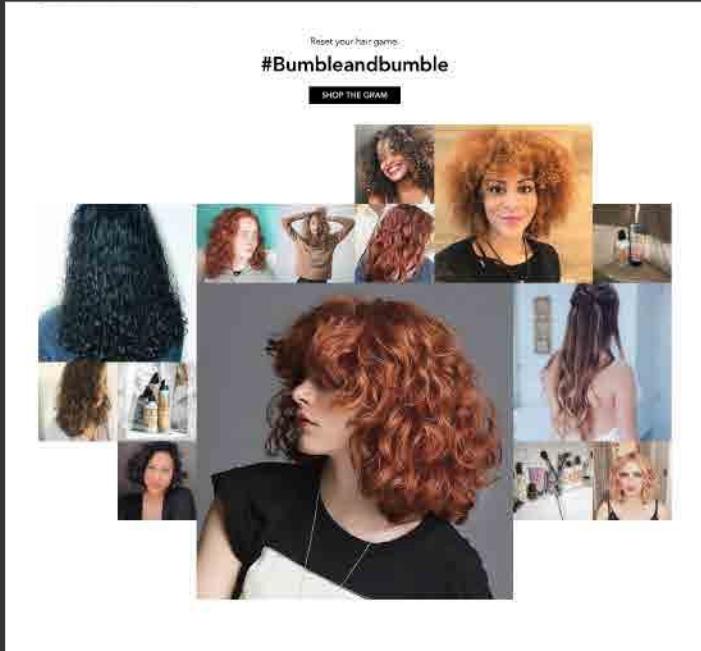
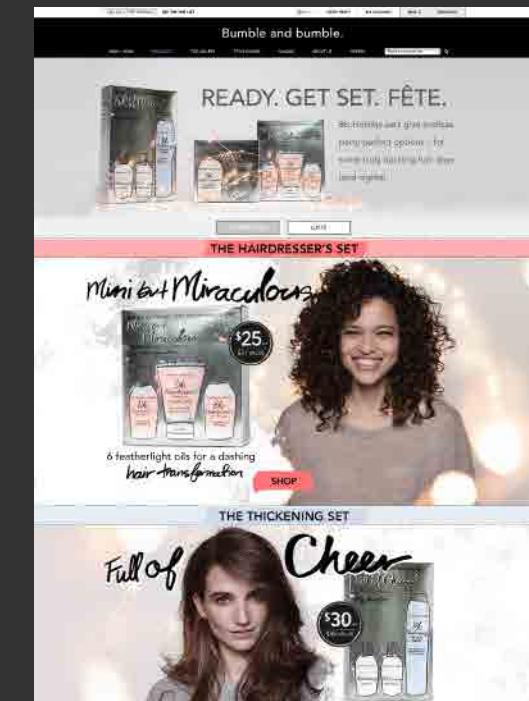
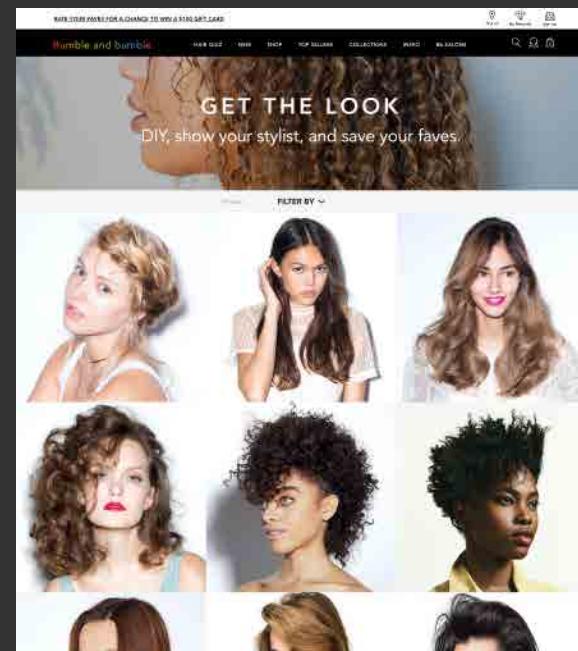
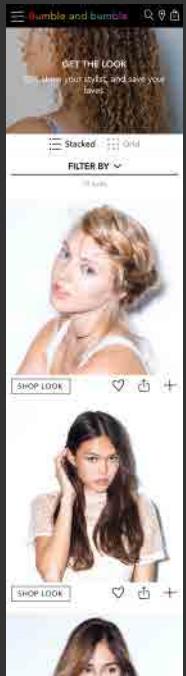
Bumble and bumble was always more than just a hair care brand, it is a culture that customers want to be a part of. Bumble represents the rebellious nature and artistry of hair stylists, a balance of edgy and upscale, and most importantly a non-judgmental persona. Tap into the rebellious nature of the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



Mobile design examples



Desktop homepage



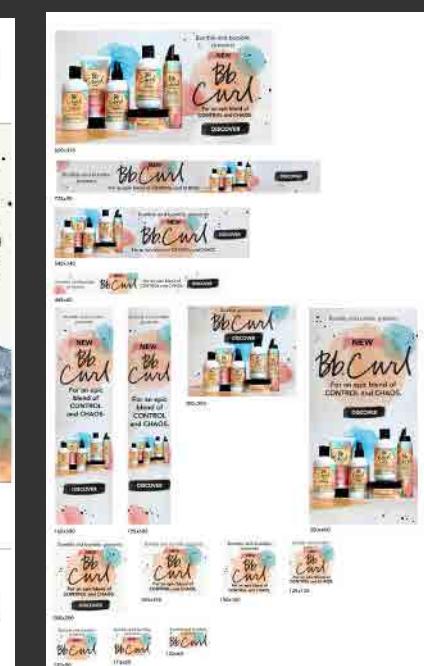
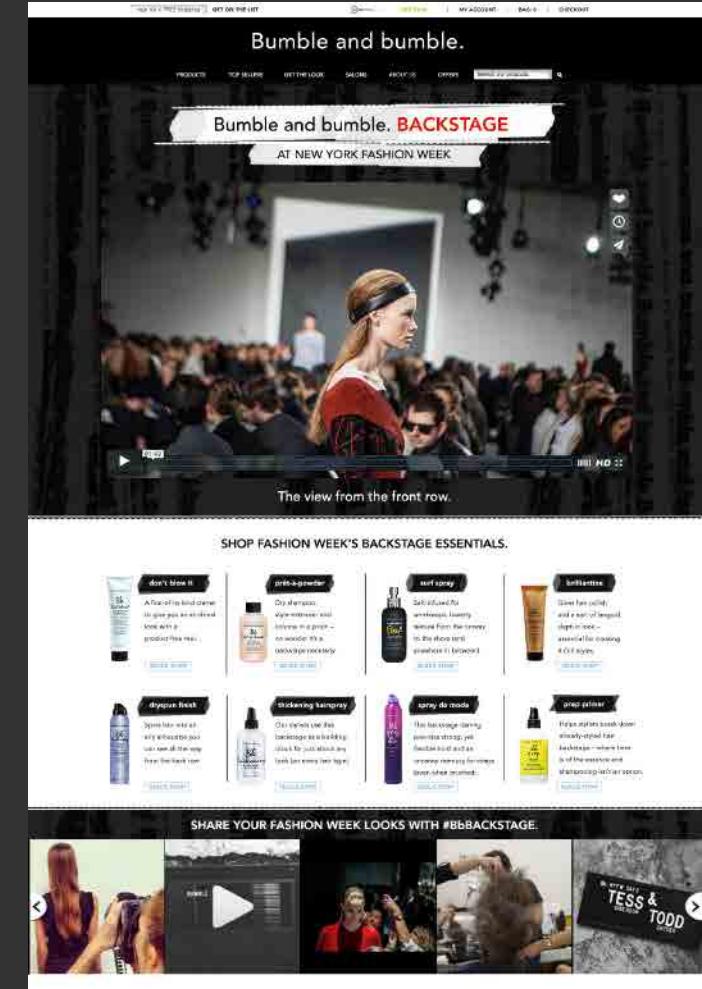
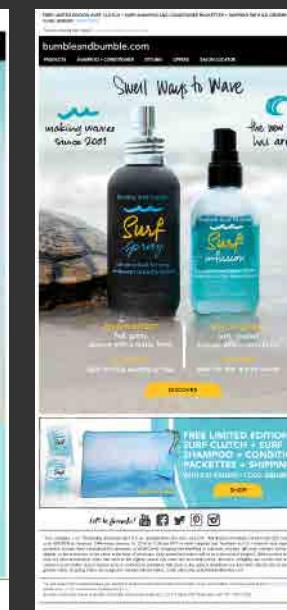
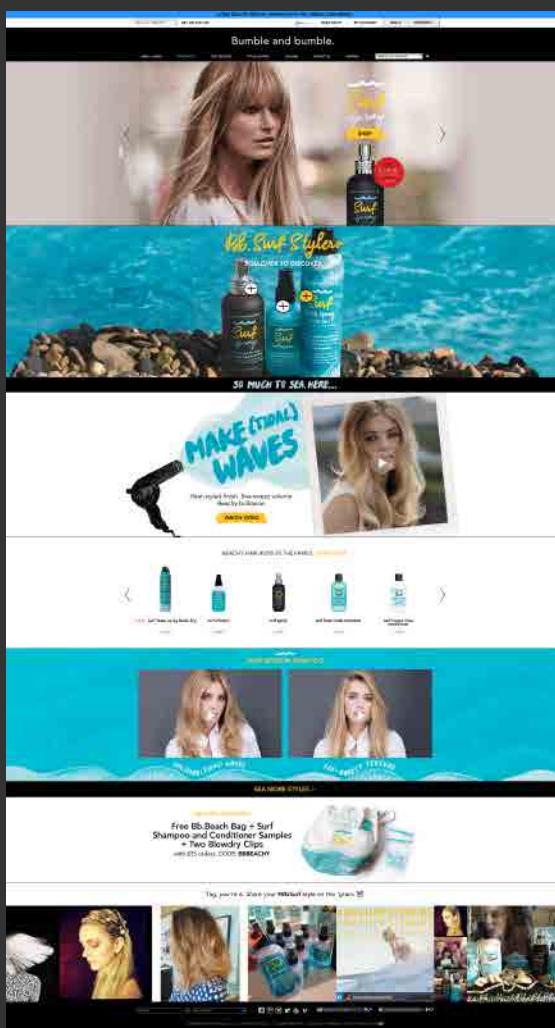
Lookbook

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Gift Set Landing Page

UGC Exploration Experience

Various 360 Launches



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Surf Spray

Ocean breeze waves, everyday.

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

Bb.CURL SQUAD
TAKING CUES

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

WHO IT'S FOR

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

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

#BUMBLE AND BUMBLE

Default state Hover state

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

Style Guide

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Utility Icons
 hover state is change color to #959595

Handwritten Numbers & Symbols

Social Icons
 hover state is change color to #959595

Arrows & misc Elements

Icons

Font Styles

My hair is the best hair.



Straight to Wavy Techniques

PART 1/4 – LEVEL 2

This is the first of a 4 part series on straight to wavy hair techniques for a variety of hair types and using a variety of tools + products

[▶ Play](#) [+ My List](#)

Popular On-demand Courses



Repair Techniques 101
Instructor: Erickson

5:20 [Curl Management 101](#)
Instructor: Jess

live streaming education platform

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Bumble and bumble.University

10:25 / 30:05

• LIVE CLASS IN PROGRESS

Curl Technique 101
Instructor: Jess

Class Materials

< Topic 2 of 12 >

Live Chat

Speak up!

How much pressure should I apply to the curler?
Amanda Could you please show us that last curl technique again, slower?
Joe It was too fast for me too. Thanks.

[Mistha \(Instructor Assistant\)](#)
[Say...ask...answer...repeat](#)

[What's on your mind?](#)

Straight to Wavy Techniques
PART 1/4 – LEVEL 2

This is the first of a 4 part series on straight to wavy hair techniques for a variety of hair types and using a variety of tools + products

[▶ Play](#) [+ My List](#)

Popular On-demand Courses

Repair Techniques 101
Instructor: Erickson

Curl Management 101
Instructor: Jess

Summer Waves: Quick Style
Instructor: Franklin

Silky Smooth Hair
Instructor: Mischa

Flat Iron Technique
Instructor: James

Bumble and bumble.University

• LIVE CLASS IN PROGRESS
Spray Techniques 101
Instructor: Barbara

24:15

Class materials

Topic 2 of 12: The right spray

< Topic 1: Why use hairspray >

Classroom

STUDENTS (35) LEVEL

1	Amanda	Atlanta	780
2	Tim	New York	705
3	Rachel	Nashville	640
4	Jennifer	Los Angeles	600
5	Joe	Chicago	575
6	Suzy	New York	545
7	Samantha	Houston	300

Live Chat

Amanda: Could you please show us that last spray technique again, slower?
Joe: It was too fast for me too.
Barbara (Instructor): Yes, I will repeat at the end.
Amanda: Thank you!

[Chat message](#)

THE SKINCARE QUEEN (DR. PIMPLE POPPER)

A minimal and modern aesthetic to broaden customer reach.

BACKGROUND

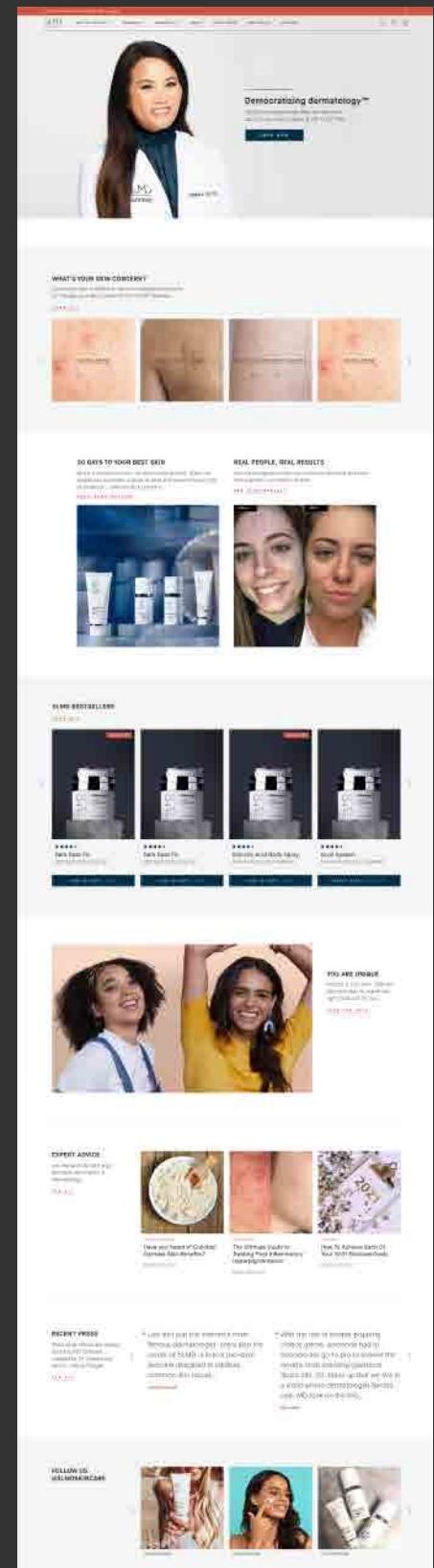
Sandra Lee, AKA Dr. Pimple Popper is known for her videos showing extractions and extreme skin conditions. She launched a skincare line which needed to live independantly of extreme content and target a wider audience base.

CONCEPT

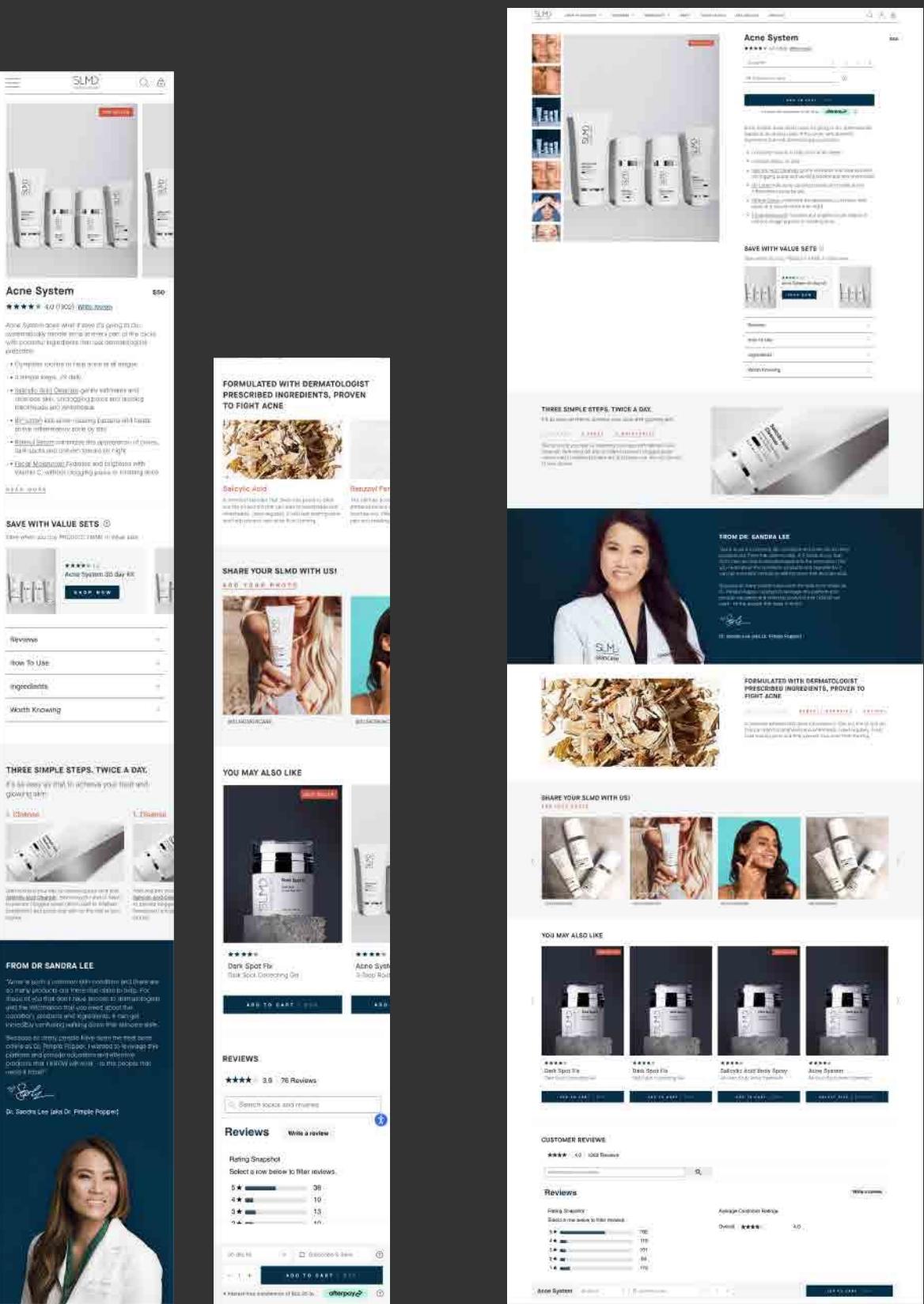
Present Dr. Sandra Lee as the most trustworthy voice in skincare. By weaving content and ecommerce together in a way that educated users as they shopped we would gain their trust. At every educational touchpoint we created a path into the purchase funnel. The minimal aesthetic would also work towards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



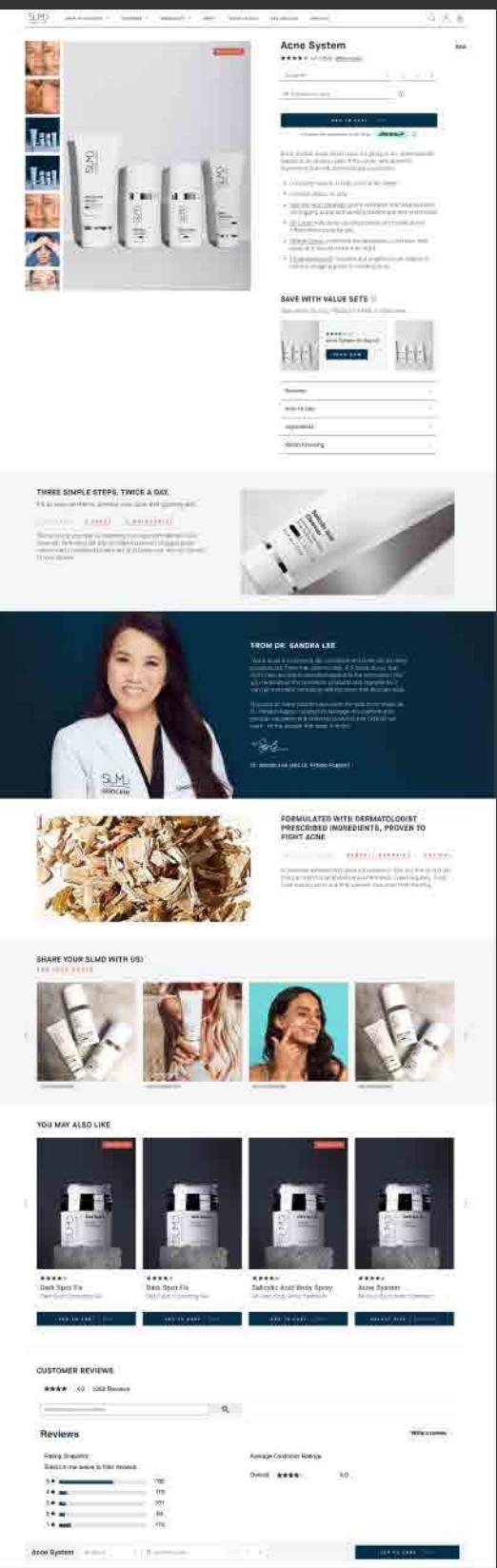
Mobile Homepage



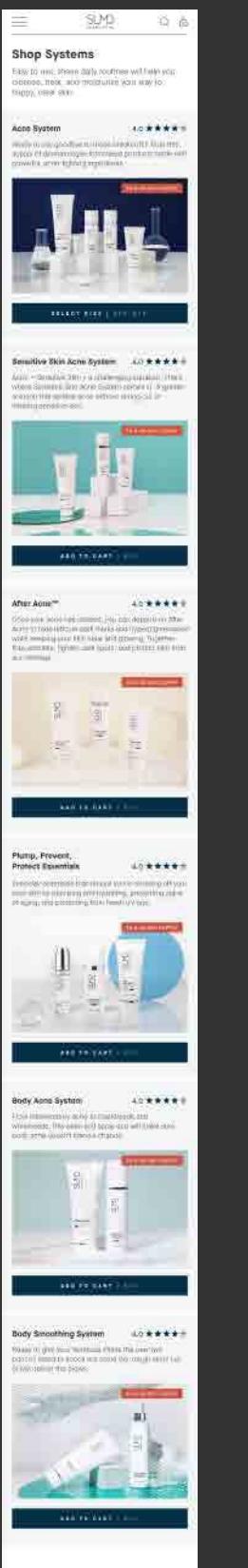
Desktop Homepage



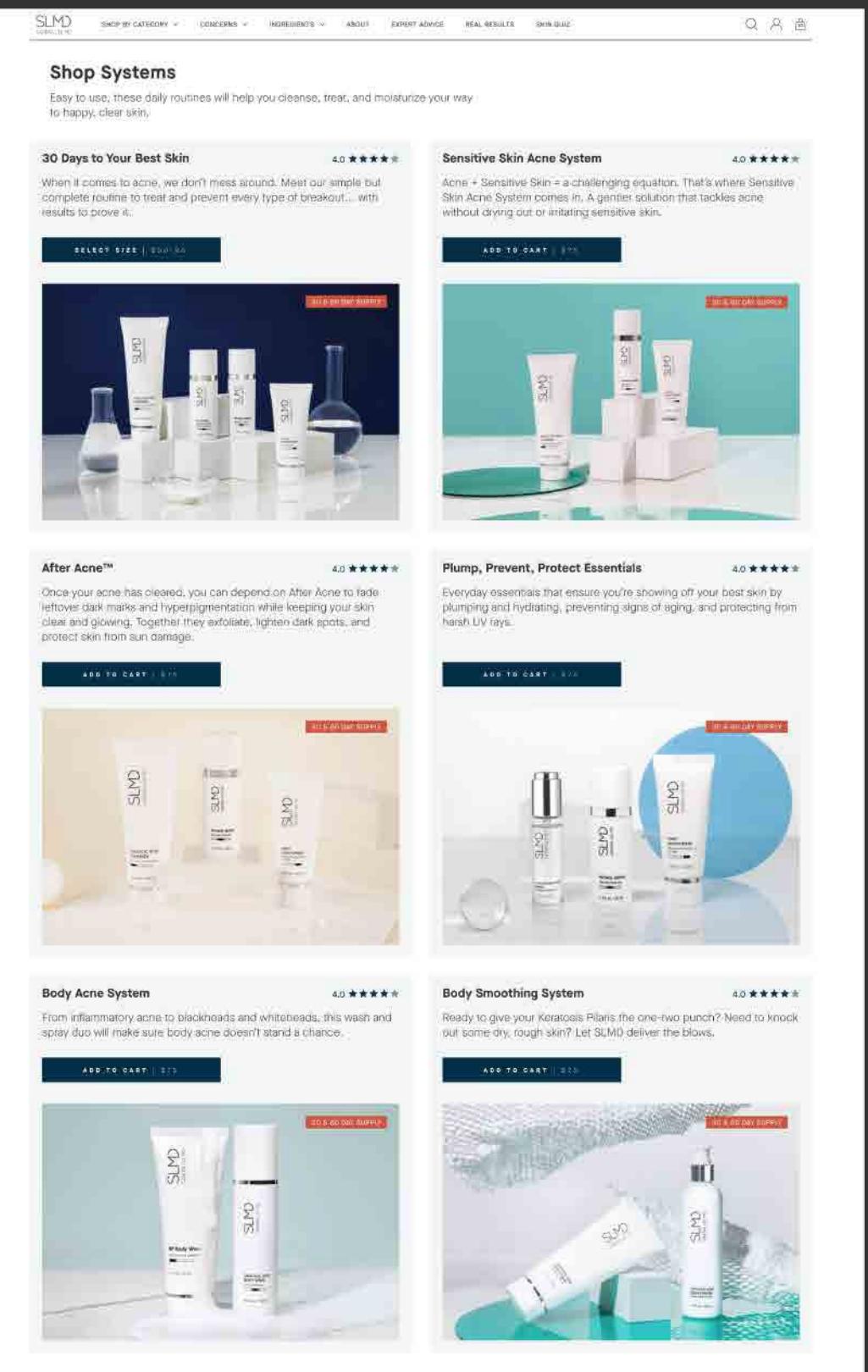
Mobile Product Page

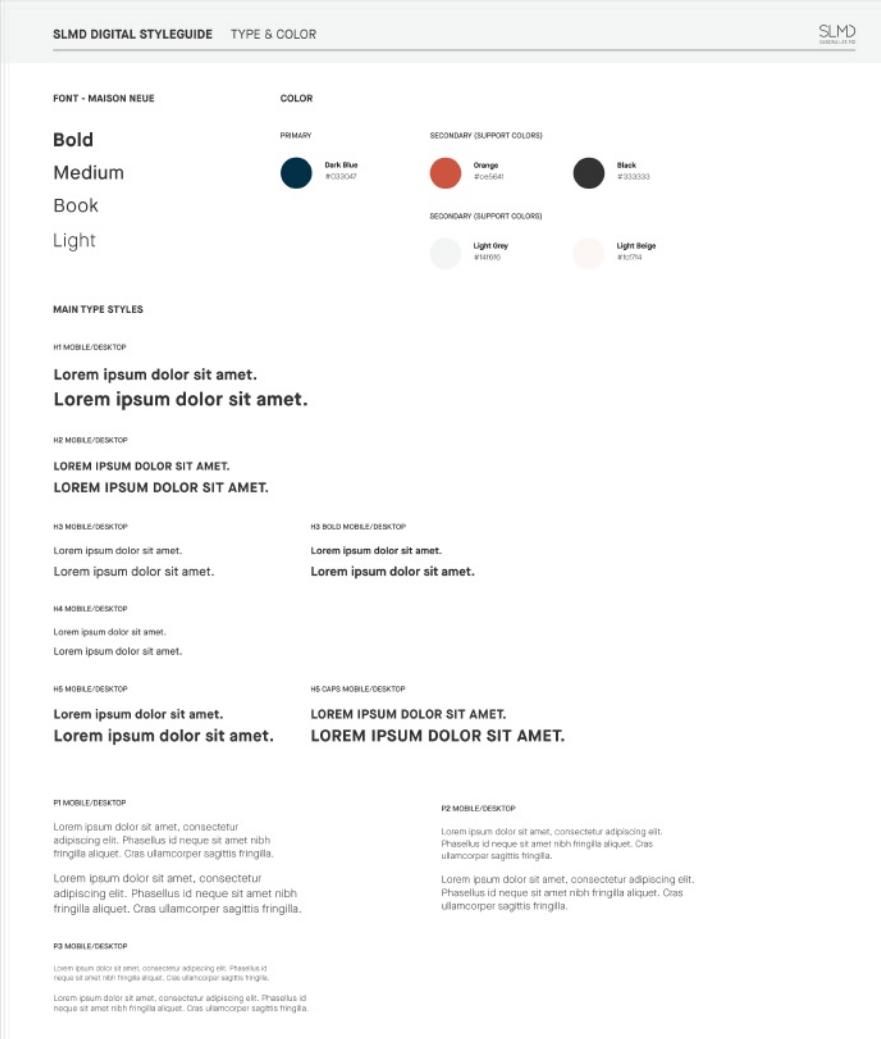


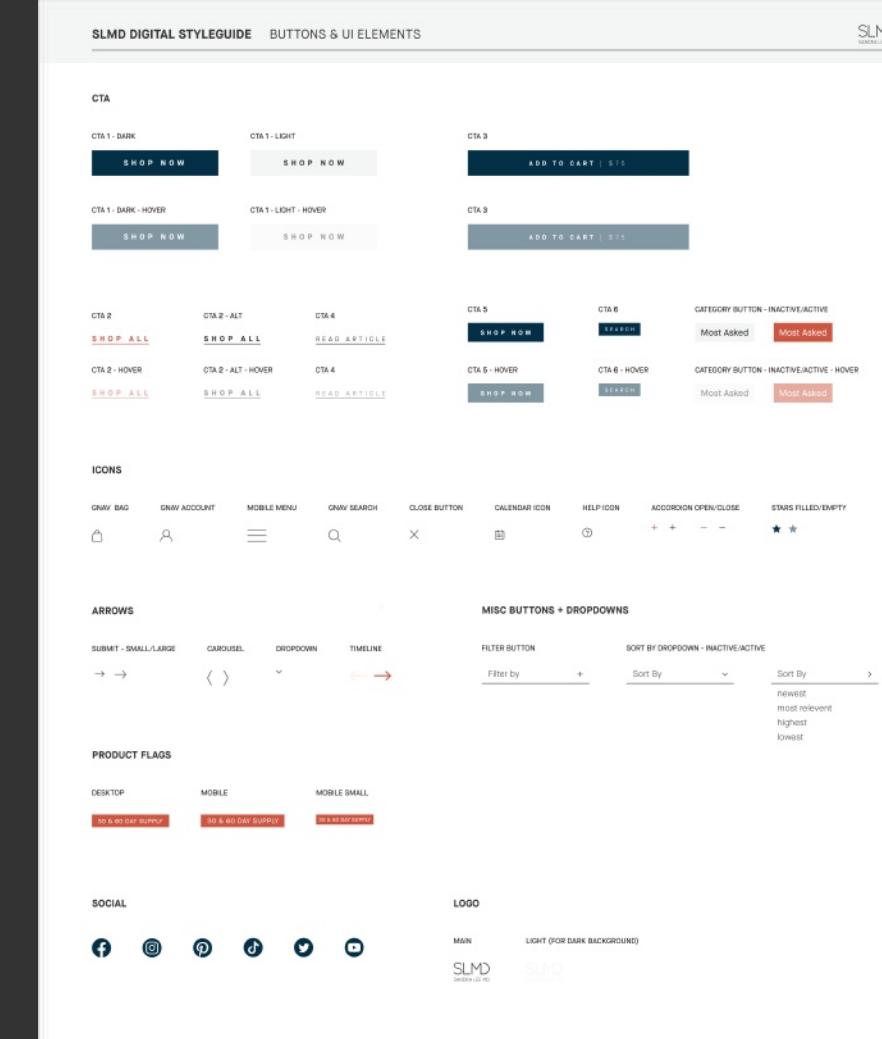
Desktop Product Page

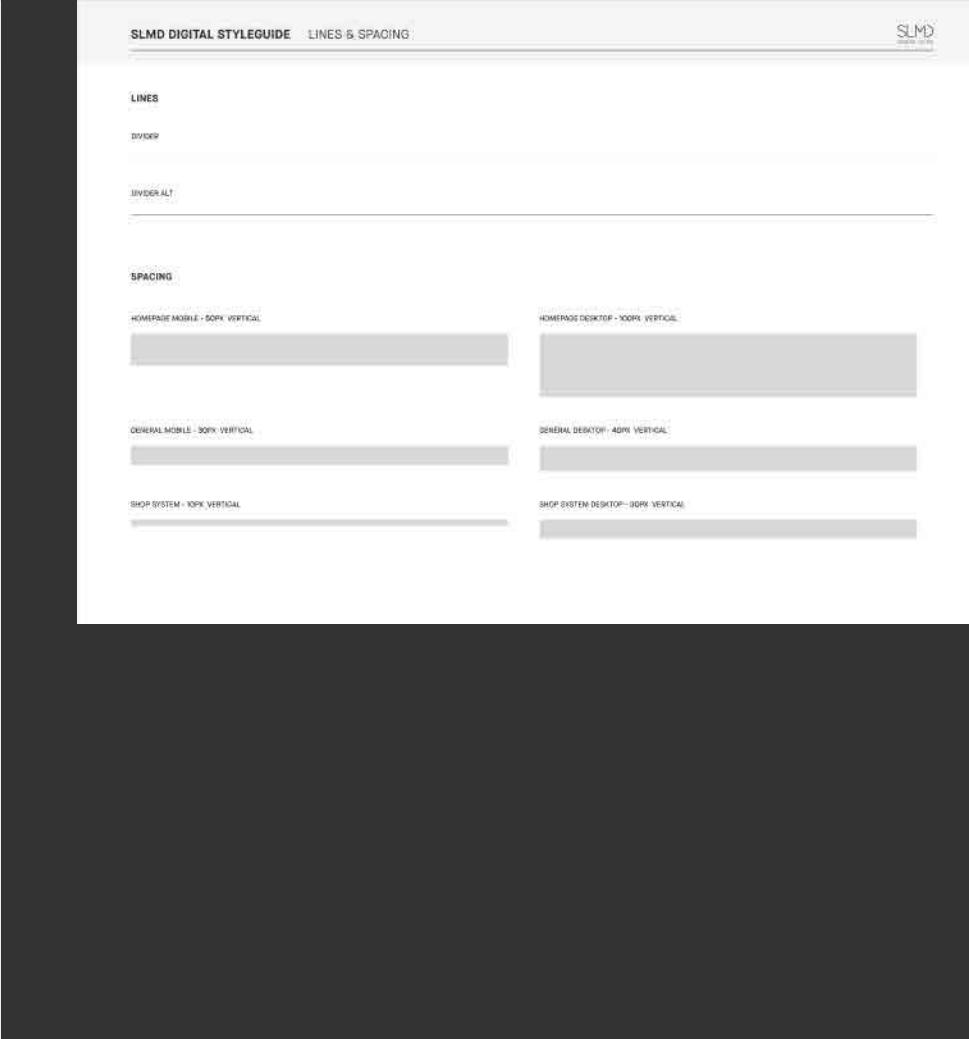


Mobile/Desktop System Page









Style Guide

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LUXURY WAIKIKI HOTEL EXPERIENCE

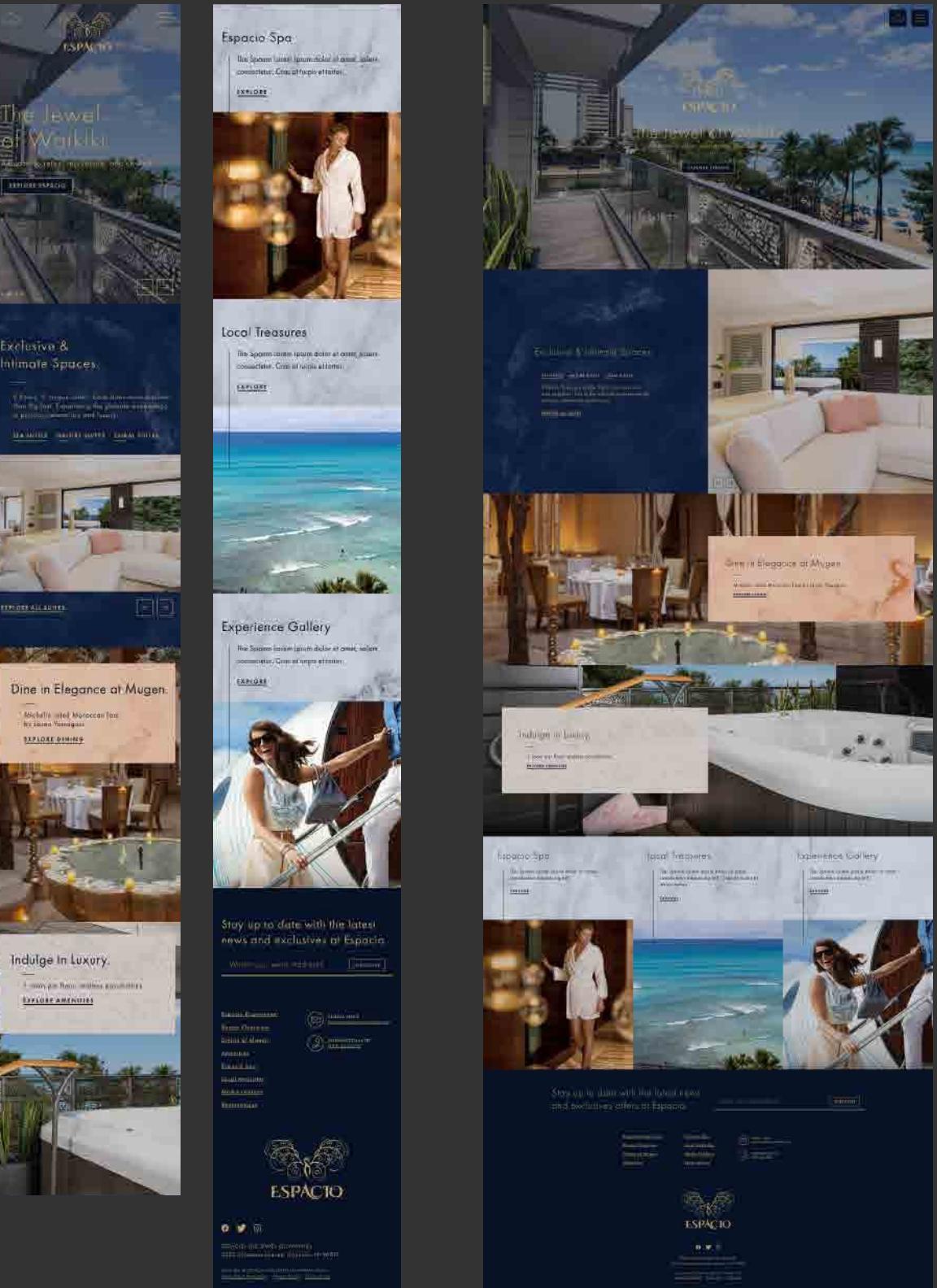
Presenting an experience unparalleled to any other in Hawaii.

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.



Desktop and mobile homepage

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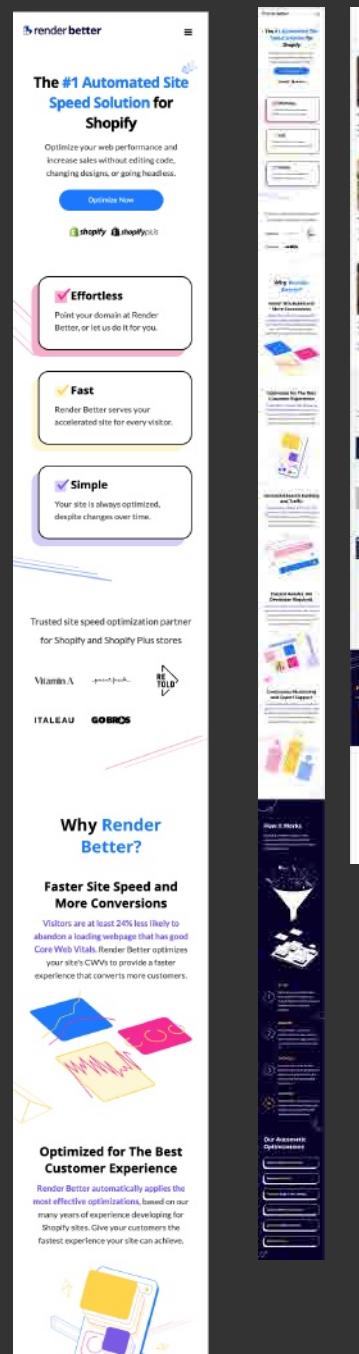
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RENDERBETTER, FASTER, STRONGER

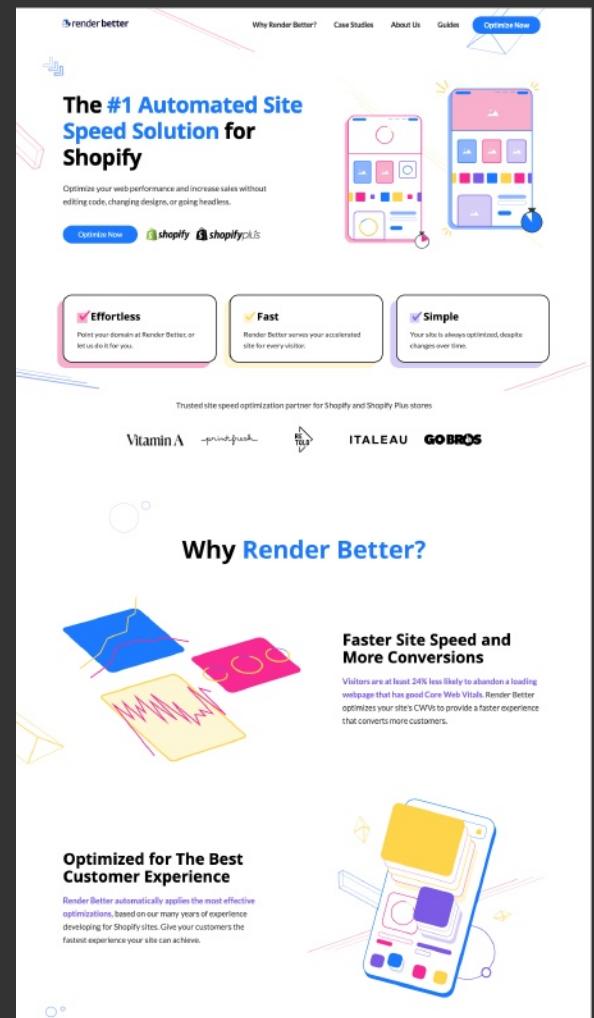
Making the business of core vitals energetic and educational.

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 metaphorically represent elements of a sites building blocks and a bright energetic color scheme to capture attention.

Mobile Homepage



Desktop Homepage



PRESTIGE FASHION TRADE EVENTS SITE

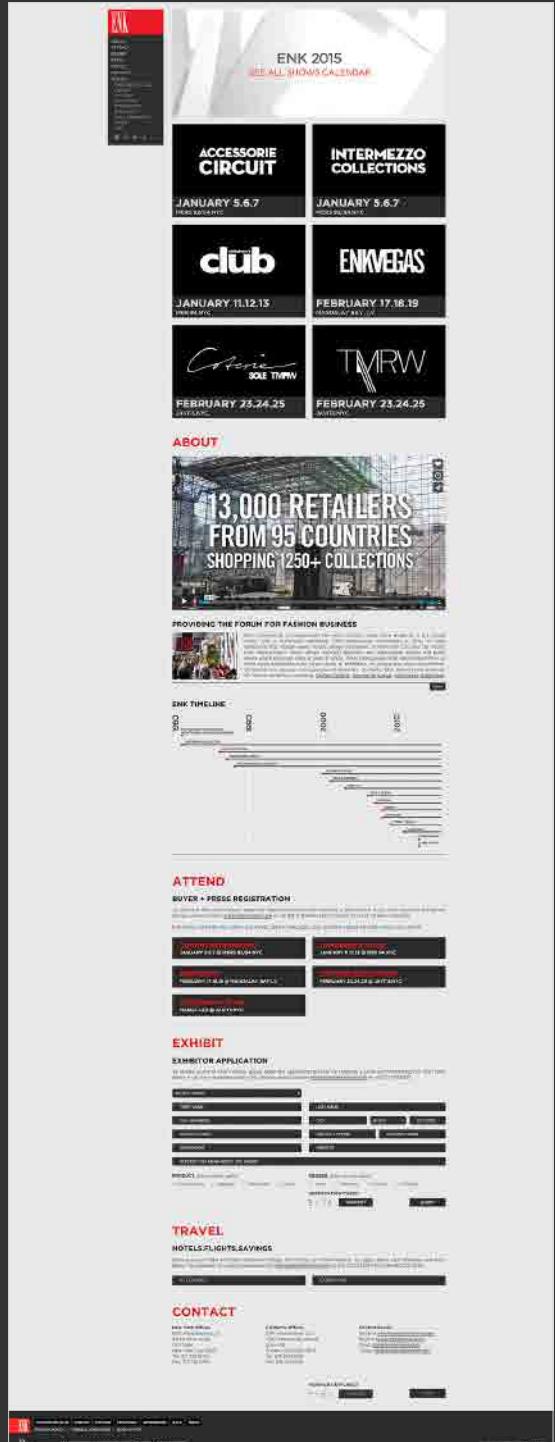
Creating a cohesive digital language for a company with 9 unique international brands, and a particularly difficult founder.

BACKGROUND

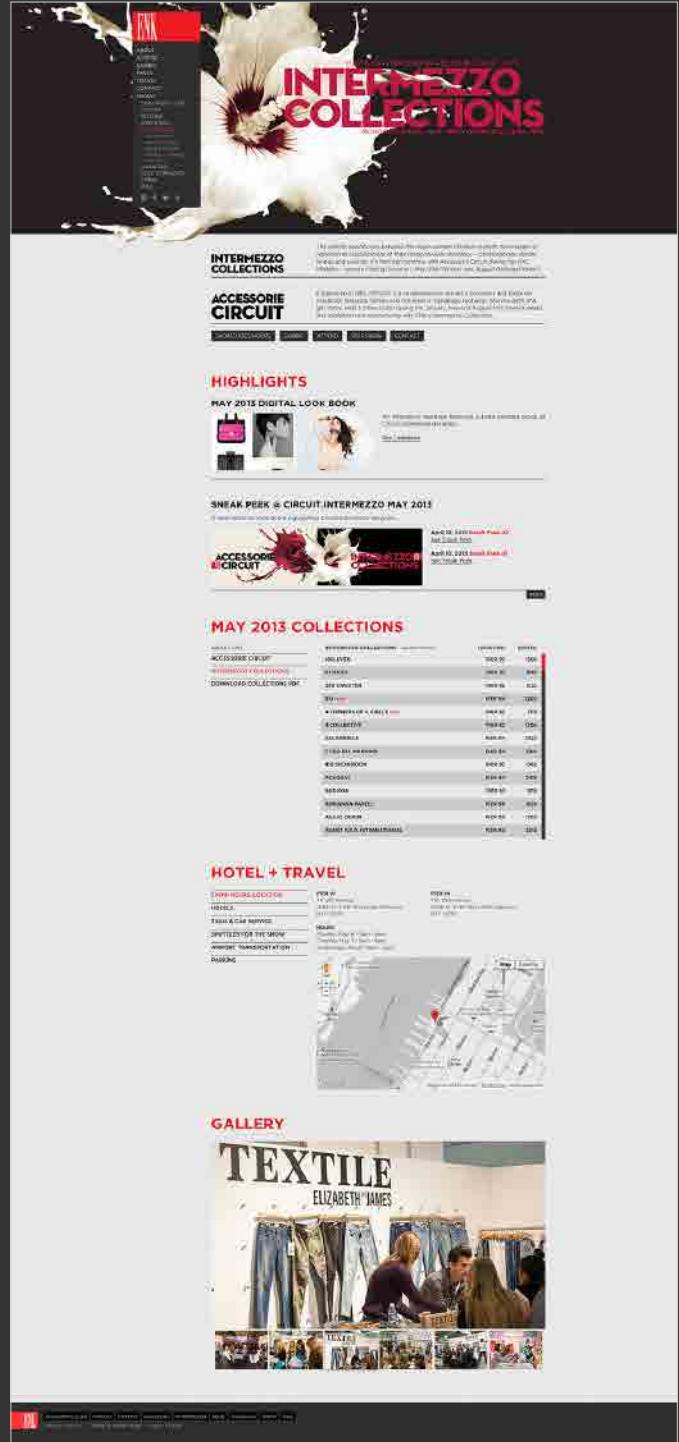
ENK International was the most exclusive fashion & apparel trade show producer in the United States (sold to Informamarkets in 2019). Their online presence in 2012 consisted of 9 singular flash sites which were quickly becoming obsolete.

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.



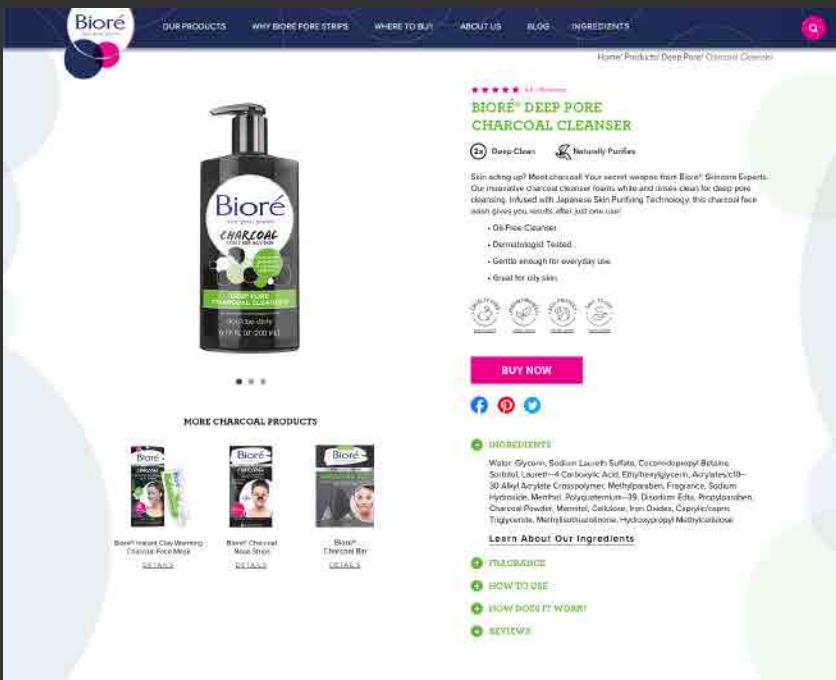
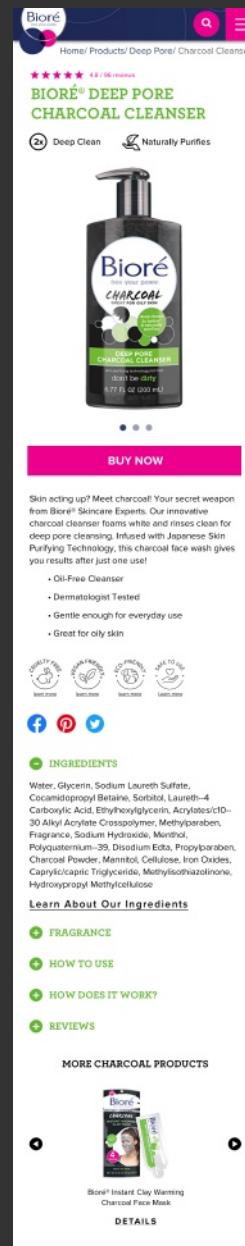
Home page



Event landing page

BIORÉ MODERNIZATION

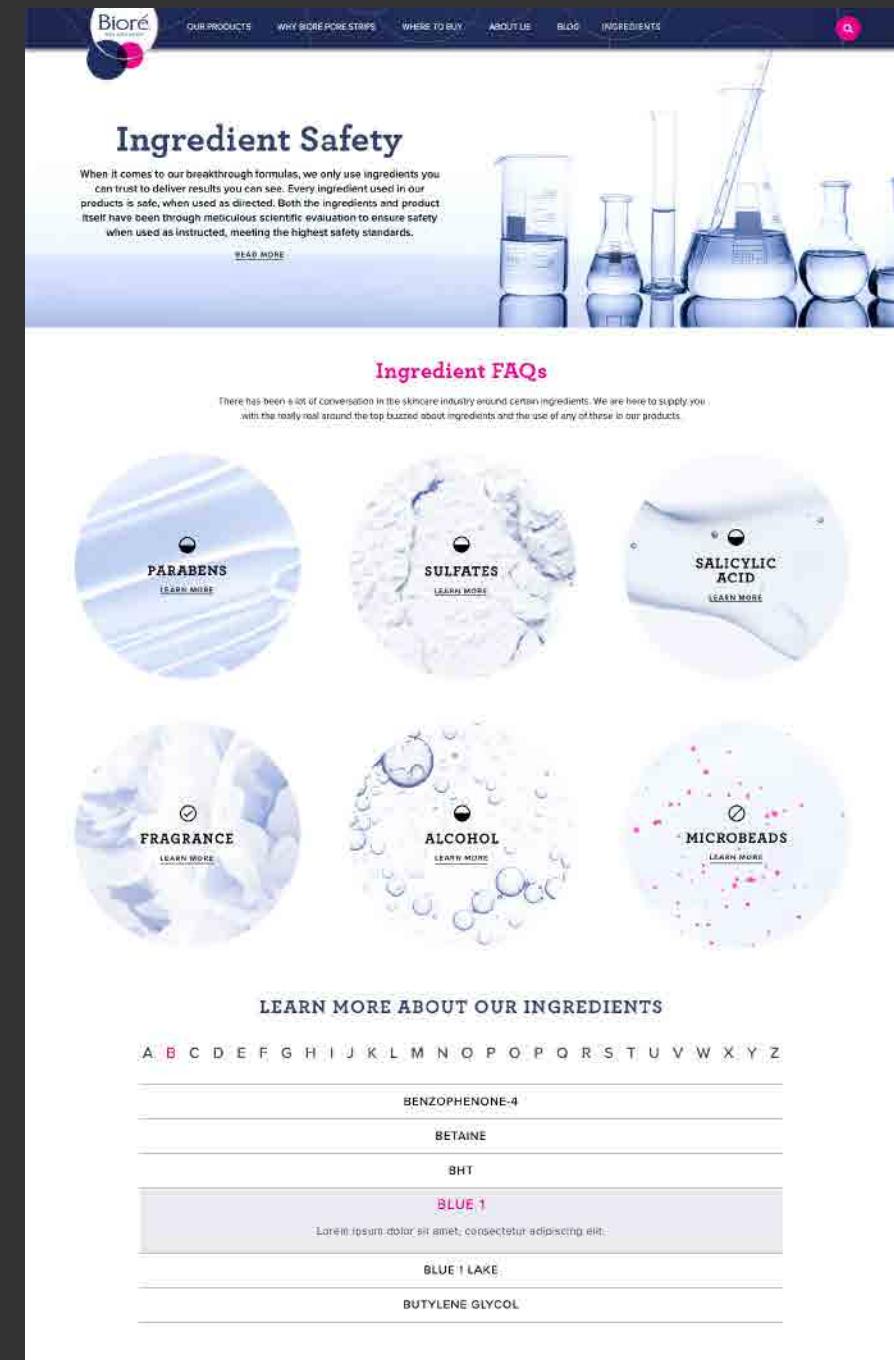
Selective UX improvements with a mobile priority



Desktop and mobile PDP Modernization



Desktop and mobile Ingredients information landing



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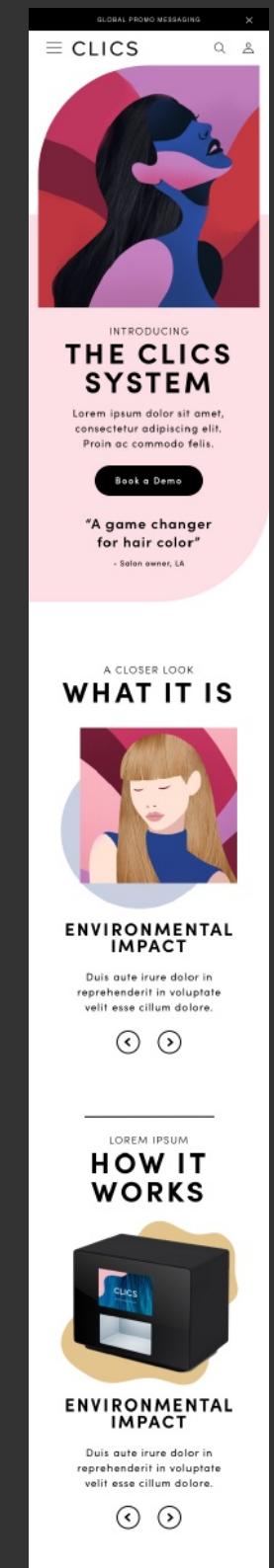
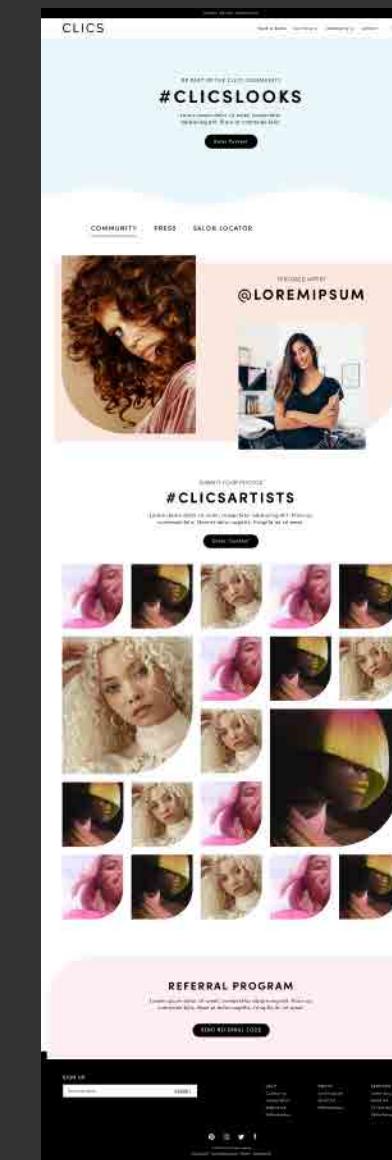
AdrianCabrero.com Hello@AdrianCabrero.com 646.441.8200

FIRST-OF-A-KIND DIGITAL HAIR COLOR SYSTEM

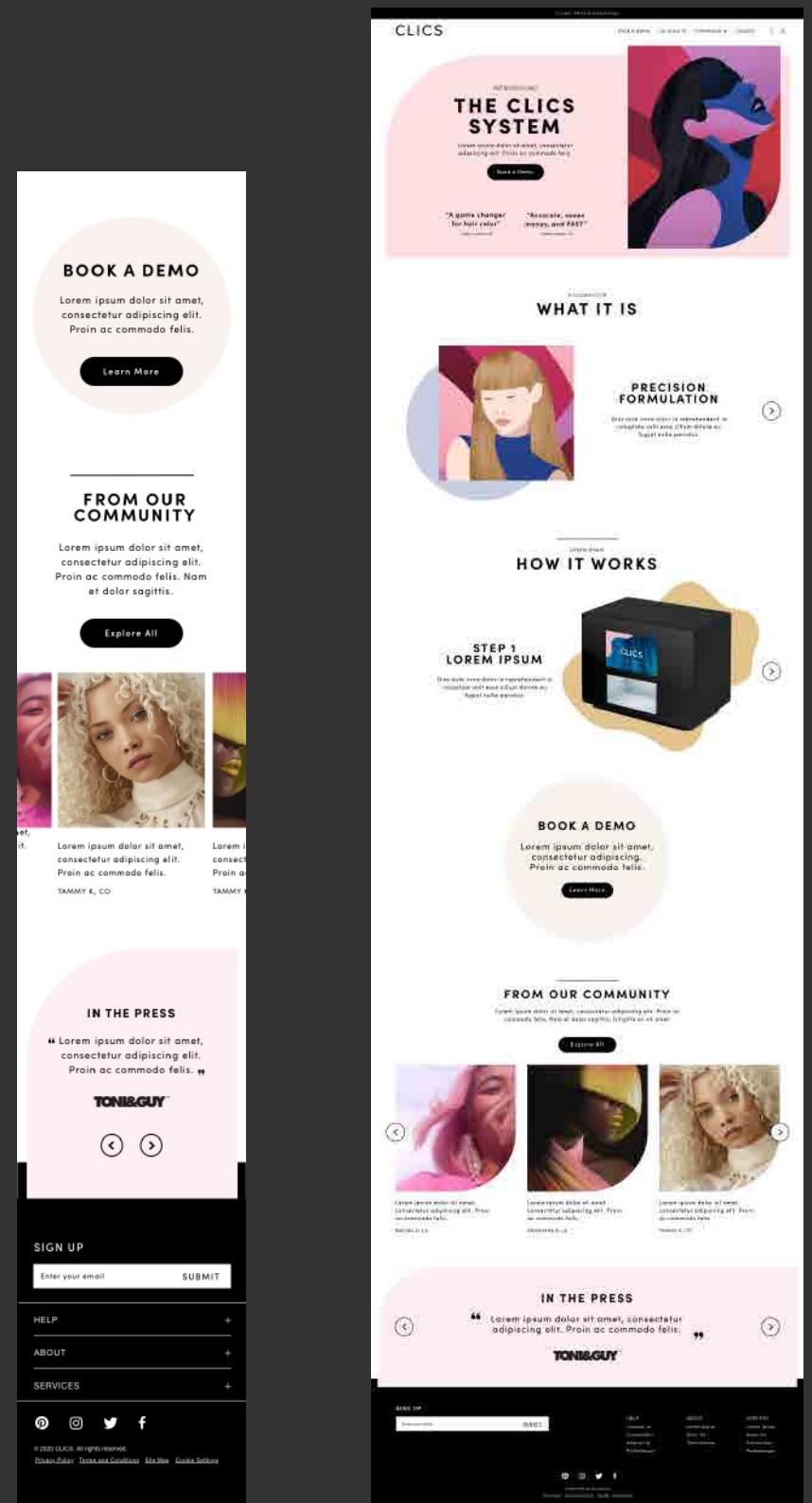
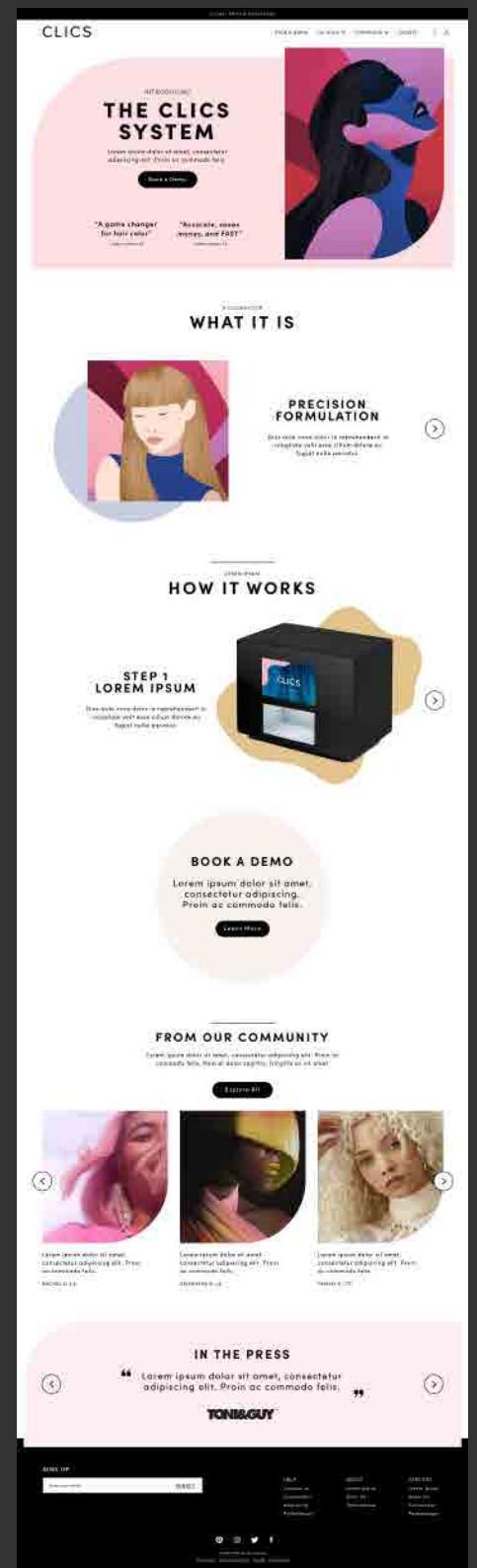
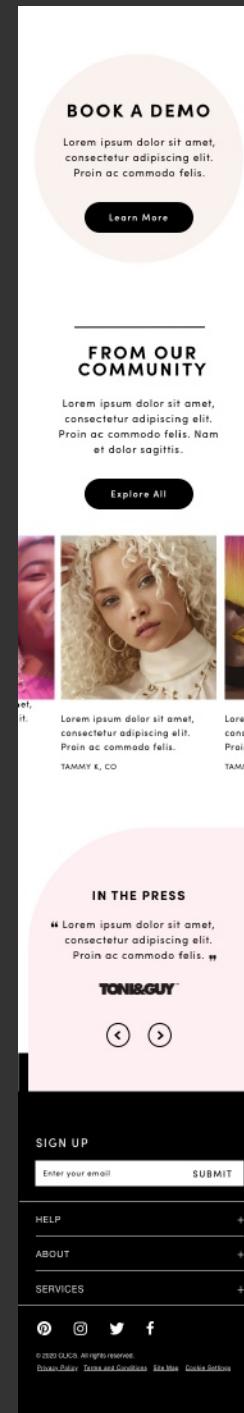
Clics invented a hair color management system that simplifies color mixing process and replenishment.



Desktop and mobile community page



Desktop and mobile homepage



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