

Valentín Durán Werneke

Design for brands, with the reasoning behind it.

I'm a third-year BA (Hons) Marketing student at York St John University. I design with Photoshop, Illustrator, GIMP and web tools. Below: what I did, the tools, and why I made each design decision. All work comes after, clearly separated.

Projects

RDK – DJ press kit website



What I did

Designed a one-page press kit for a Cádiz DJ (Afro House, Latin Tech, Tech House): profile, live sets, music, career, photos, technical rider and booking. Unreleased: the artist chose not to launch it. [Open the website →](#)

Tools

Web (HTML, CSS, JavaScript).

Design decisions

A dark, club-like palette with a single red accent that echoes the stage light, so the photos carry the mood. A circular badge with the genres around the name works as the main mark and tells promoters his style at a glance. One page, ordered the way a promoter decides: who he is, how he sounds, where he has played, what he needs, how to book.

ESSDM – social media content

Instagram [@sevillademoda](#) · [see the 20 posts and reels](#)

What I did

During my marketing internship at ESSDM, a fashion school in Seville (April–June 2025) I managed the school's social media and created digital content for promotional campaigns and events.

Tools

Instagram (posts and Reels), Facebook, X.

AI-assisted work

Separate from the projects above. Personal project: one AI-generated virtual influencer, kept recognisable across scenes. All images are AI-generated.



Also: an AI video for Línea 013 Cerramientos — [watch it →](#)

Tools

Photoshop

Illustrator

GIMP

Wix

PrestaShop

fal.ai

Contact

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