koepke

Portfolio

2026

Visual Artist
// Web Designer



www.luiskoepke.com



Luis Koepke

Senior graphic designer with eight years across agencies, brands and startups. I work in graphic design, 3D, motion and UI/UX: key visuals, social campaigns, packaging, product renders and web interfaces.
I started in architecture, so I still think in structure first. I care how something works as much as how it looks, and I like owning a project from the first sketch to the final render.

hello@luiskoepke.com 324 497 2523 // Medellín, Colombia

Professional Skills

Graphic Design
Branding, campaigns, packaging, print, social content
Photoshop · Illustrator · After Effects · Premiere

Motion
Animation, launch films, social video, title design
After Effects · Premiere · Blender

Development
WordPress themes and plugins, native iOS apps
WordPress · Elementor · PHP · JavaScript · Xcode · Swift

3D & VFX
Modeling, animation, rendering, simulations, compositing
Blender · ZBrush · Cinema 4D · Unreal Engine 5

UI/UX
Interfaces for web and apps, user flows, prototypes
Figma · Spline

Where I've worked

Graphic, Motion & 3D Designer — Feb 2025 — Present
Publicis Groupe Colombia · Freelance
Graphic, motion and 3D for agency brands like Renault, from sketch to final art.

Art Director — Aug 2021 — Nov 2023
onhigh producciones · Full-time
Art direction for graphic and audiovisual work, leading the whole creative team.

Graphic Designer — Dec 2025 — Present
XKLA by El Cursales · Freelance
Digital pieces and visual content for this brand and its campaigns, per project.

Graphic Designer — Oct 2021 — May 2022
300bees
Graphic design for client brands: logos, visual concepts and the digital pieces.

Graphic Designer — Oct 2024 — Jul 2025
MDS Digital · Full-time
Marketing campaigns and social content for brands like Western Union (via Samy).

Senior Graphic Designer — Dec 2019 — May 2020
Global Concept · Full-time
Senior designer and creative lead: brand identity, logos and social for clients.

Graphic Designer — Jan 2023 — Dec 2024
Fume Vapors · Full-time
3D renders, key visuals and launch art for Fume Eternity and its nicotine pouch.

UI/UX & Graphic Designer — Aug 2018 — Jan 2021
BrandingCo · Full-time
UI/UX design for digital platforms, and brand identities for the agency clients.

Art Director & Product Designer — Jan 2021 — Mar 2024
Blaze Vapor · Full-time
Art direction for a Miami brand: packaging, 3D product renders and campaign art.

User Interface Designer — Dec 2019 — May 2020
Probienestar SAS · Full-time
Interfaces for digital products, including ProbiApp, first place at CoCrea 2019.

LA SOLUCIÓN PERFECTA





LA IDEA

QUE SE ACABE EL DÍA, PERO NUNCA SOL.

SOL ES LA PIEZA CLAVE QUE ENCAJA EN CUALQUIER SITUACIÓN, MOMENTO O LUGAR. SIN IMPORTAR EL CONTEXTO, SIEMPRE ES LA SOLUCIÓN PERFECTA.

LA DINÁMICA

ESCANEA, LLENA Y GANA.

JUNTA LOS 4 INDIVIDUALES DE SOL, ESCANEA EL QR Y DEJA TUS DATOS. CON TU CÓDIGO RECLAMAS 4 CERVEZAS PARA TI Y TUS AMIGOS.

EN LA CALLE

DE DÍA O DE NOCHE, SIEMPRE SOL.

VALLAS, CAMIONES Y PARADEROS SE ADAPTAN A CADA LUGAR Y A CADA HORA, PARA QUE SOL APAREZCA DONDE ESTÉ EL MOMENTO.









PROPUESTA DE LUIS KOEPKE. PRESENTADA EN 2024 COMO PRUEBA PARA PUBLICIS GROUPE. NO PRODUCIDA NI AVALADA POR PUBLICIS NI CERVEZA SOL.

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CERVEZA
Original de México
LA SOL UCIÓN PERFECTA
DESDE 1899
EL EXCESO DE ALCOHOL ES PERJUDICIAL PARA LA SALUD


CERVEZA
Original de México
LA SOL UCIÓN PERFECTA
DESDE 1899
EL EXCESO DE ALCOHOL ES PERJUDICIAL PARA LA SALUD


SOL
DESDE 1899
QUE SE ACABE EL DÍA, PERO NUNCA SOL.
LA SOL UCIÓN PERFECTA
DESDE 1899
901 500 005

LA PRIMERA NOTIFICACIÓN OFICIAL POR EXCESO DE RUIDO PUBLICITARIO

Edelman

Ad Noise (Law)

EL RUIDO

Si tu vecino pone vallenato a las 3 a.m., multa. Si un bar se pasa de decibeles, multa. Pero si una marca llena de ruido las redes.. **NADA.**

LA IDEA

Analizamos más de 5.000 marcas en Latam.
Enviamos notificaciones directas a las más ruidosas.



4.000 A 10.000
ads al día

27.4M USD
inversión en Latam de publicidad

90%
de los adultos ven mínimo un OOH al día

49%
dejó de comprar por ver el mismo anuncio varias veces

ES EL RUIDO — ANALIZAMOS MÁS DE 5000 MARCAS — ENVIAMOS NOTIFICACIONES DIRECTAS — NOS VOLVIMOS SU ALIADO TRANSPARENTE — RECONFIGURAMOS LA CONFIANZA EN LATAM



Campaña presentada a la competencia **Young Lions 2026** por **Nicolás Cardona** y **Brandon Villegas.** Un proyecto desarrollado bajo el formato de la competencia, que plantea el desafío de construir una propuesta creativa en un tiempo limitado de 48 horas.

Mi participación estuvo enfocada en la dirección y ejecución del diseño gráfico, la edición audiovisual y el desarrollo de aportes creativos y estratégicos que contribuyeron a la construcción y materialización de la campaña.

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MÁS&MÁS™

COMPRA LO NUESTRO

¡VIVE LA INDEPENDENCIA!

CONCEPTO

Resaltar el valor de los productos locales colombianos y su conexión con nuestras raíces culturales e históricas.

ESTRATEGIA

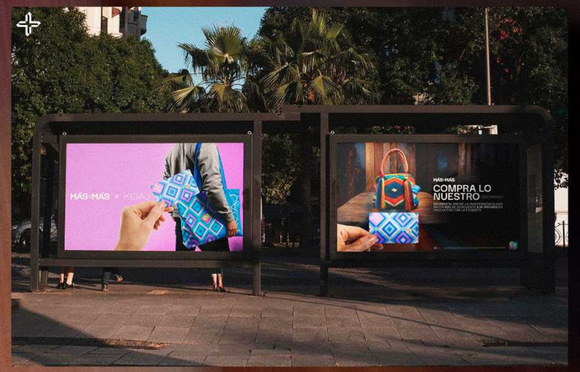
Fechas patrias como el Día de la Independencia, con descuentos de hasta el 50% en productos seleccionados, sin intereses.

IDENTIDAD VISUAL

Patrones tradicionales de las mochilas colombianas en una paleta moderna y fresca.

Campaign proposal “Compra lo Nuestro” (Buy Our Own) for Más&Más, encouraging Colombians to buy from local artisans and entrepreneurs. The concept pairs photography with a woven diamond pattern drawn from local crafts and runs across posters, bus shelters, a billboard, digital screens, kraft bags, a landing page and “Tejiendo un país”, an app activation where people customize a woven backpack and enter to win through a QR code.





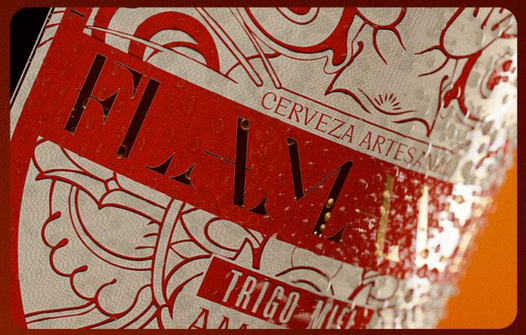


COCINA AL FUEGO

FLAMANTE













CLIENT
Flamante

YEAR
2026

SERVICES
Label Design, 3D Packaging

I designed Flamante's craft beer from label to final image. I created the label and packaging, built and rendered the bottle in 3D, from the embossed glass to the condensation, and produced the mockups and key visuals that present the product.


CERVEZA ARTESANAL
FLAMANTE
TRIGO MIEL
AMARGOR BAJO
5% ALC/VOL
EL EXCESO DE ALCOHOL ES PERJUDICIAL PARA LA SALUD
LOTE N° 01 · CERVEZA ARTESANAL FLAMANTE
BOTELLA Nº 0015 DE 4968
VOLUMEN 330 ml
GRADUACIÓN ALCOHÓLICA 5,0 % alc./vol.
WITBIER · TRIGO & MIEL · EDICIÓN LIMITADA
FLAMANTE

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CLIENT
La Más Draga

YEAR
2025

SERVICES
3D, VFX

In collaboration with Dylan Bolívar, I built the 3D worlds and visual effects for La Más Draga: temples, jungles, deserts and landscapes of fire that turn a blue-screen set into a mythic universe. Dylan handled the integration and compositing of the talent.









Peligro


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BELO

SPECIALTY COFFEE

CLIENT
Belo Coffee

YEAR
2026

SERVICES
Branding, Packaging, Illustration

I created the brand identity, illustrations and packaging for Belo, a specialty coffee from Pueblo Bello, Cesar. The “B” distills a mountain, the coffee’s origin, while hand-drawn fauna and flora from the region wrap each label. Color identifies every variety, and clear typography keeps origin, process and altitude easy to read.




BELO
SPECIALTY COFFEE
BLEND MUSKOX
PROCESO
TOSTACIÓN
VARIEDADES
COLOMBIA
CATURRA
BOURBON AMARILLO
PUEBLO BELLO, CESAR
NOTAS 86
BELO
SPECIALTY COFFEE
VARIEDAD CASTILLO
PROCESO
TOSTACIÓN
colombia
ALTURA 1400 - 1800
FINCA COSTA RICA / PUEBLO BELLO, CESAR
NOTAS 84
BELO
SPECIALTY COFFEE
BOURBON ROSADO
PROCESO
TOSTACIÓN
colombia
ALTURA 1600 - 1900
FINCA EL MIRADOR / PITALITO, HUILA
NOTAS 87
BELO
SPECIALTY COFFEE
GESHA
PROCESO
TOSTACIÓN
colombia
ALTURA 1700 - 2000
FINCA LA ESPERANZA / ACEVEDO, HUILA
NOTAS 89
BELO
SPECIALTY COFFEE
WUSH WUSH
PROCESO
TOSTACIÓN
colombia
ALTURA 1600 - 1900
FINCA BUENAVISTA / PLANADAS, TOLIMA
NOTAS 88

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The Prince of Mourning



YEAR
2025

SERVICES
3D Modeling, Texturing

In collaboration with Dylan Bolívar, I created the 3D mask for the book Prince of Mourning. I modeled and textured every detail, from the metal filigree and hanging chains to the ornate red and gold surfaces. Dylan handled the final compositing of the image.

Next health

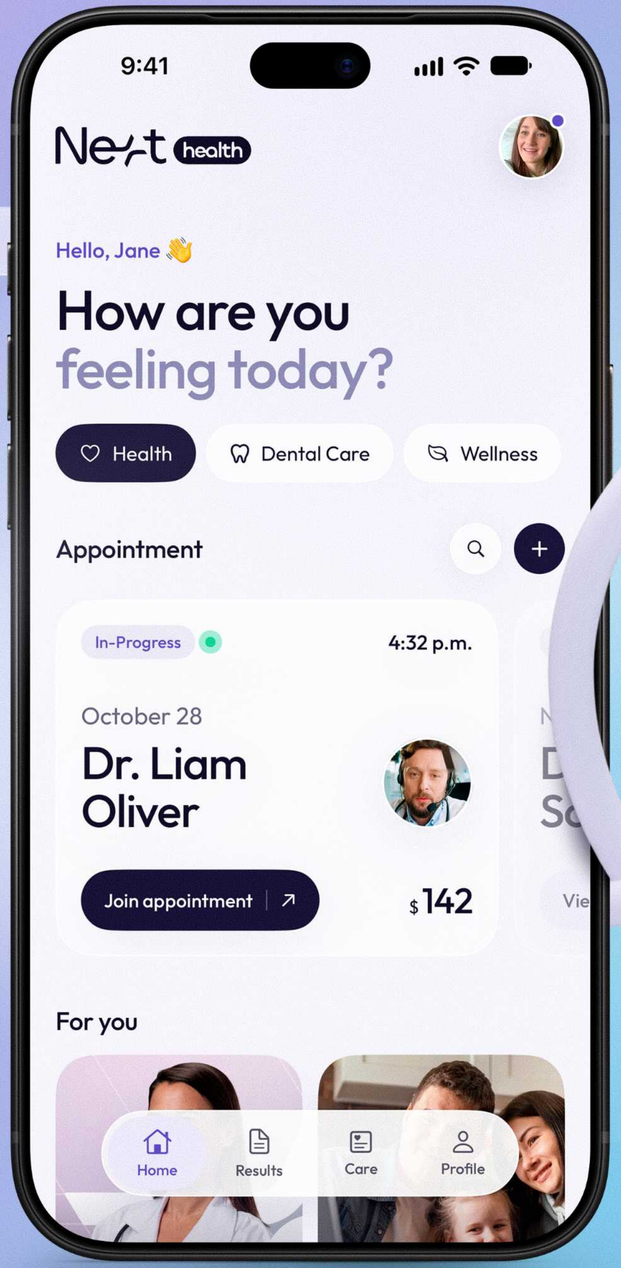
Healthcare made easy



YEAR
2025

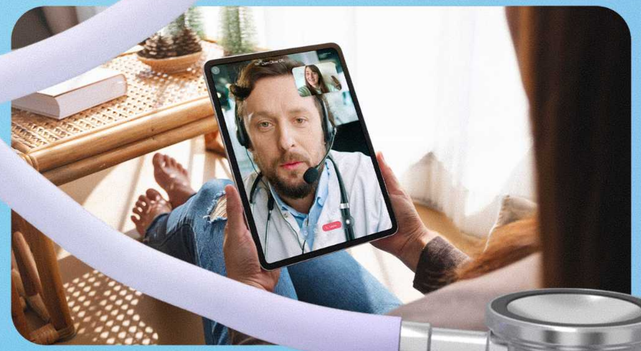
SERVICES
Branding / App design

I designed the Next Health brand and translated it into a calm, accessible mobile app. From the first appointment to video visits and lab results, every screen was shaped to make healthcare feel simple, secure and human.











global trade
connecting the world

GLOBE + TRADE ROUTES + HASHTAG GRID

CLIENT
GlobalTrade

YEAR
2024

SERVICES
Branding

I designed the identity for GlobalTrade, an import-export company. The symbol merges a globe, trade routes and a hashtag-like grid to express a global network with a digital-first mindset. Here I modeled the ships in 3D and simulated their wakes to draw it at sea.



03
Concepto

Modernidad y tecnología

La forma que recuerda a un hashtag enfatiza la modernidad de la empresa y su enfoque digital. Indica que la marca está integrada en el mundo digital actual, utilizando plataformas tecnológicas para mejorar la eficiencia y expandir su alcance.

Red Global

La red formada por los círculos entrelazados visualiza una red global de rutas comerciales, destacando la capacidad de la empresa para integrar y conectar múltiples puntos geográficos a través de sus servicios.

Conectividad e Interacción

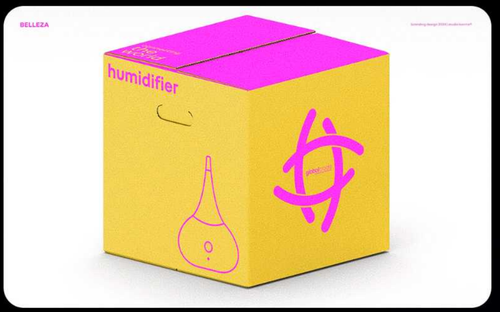
Las intersecciones de los círculos representan la conectividad y la interacción entre diferentes mercados y culturas. Esto refuerza la misión de la empresa de servir como un enlace vital en la cadena de suministro internacional.



09
Tarjetas de presentación







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BASEBLUE POWER

CLIENT
BaseBlue Power

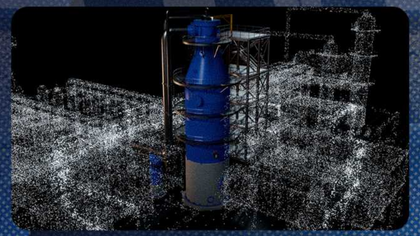
YEAR
2026

SERVICES
Branding, 3D, Motion

I created the identity, the 3D and the film for BaseBlue Power, an HDF Energy project powering data centers in the Permian Basin, Texas, with hydrogen fuel cells. The “B” is a lightning bolt that also works alone as the symbol. I built the whole plant in 3D.

















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RITVALES

THE EYE

It represents the festival's collective consciousness: the point where music, technology and people converge.

THE MACHINERY

The invisible system that makes the festival possible: precision, technology and production working in sync.

THE HANDS

They activate the mechanism and symbolize the human energy that brings the ritual to life.





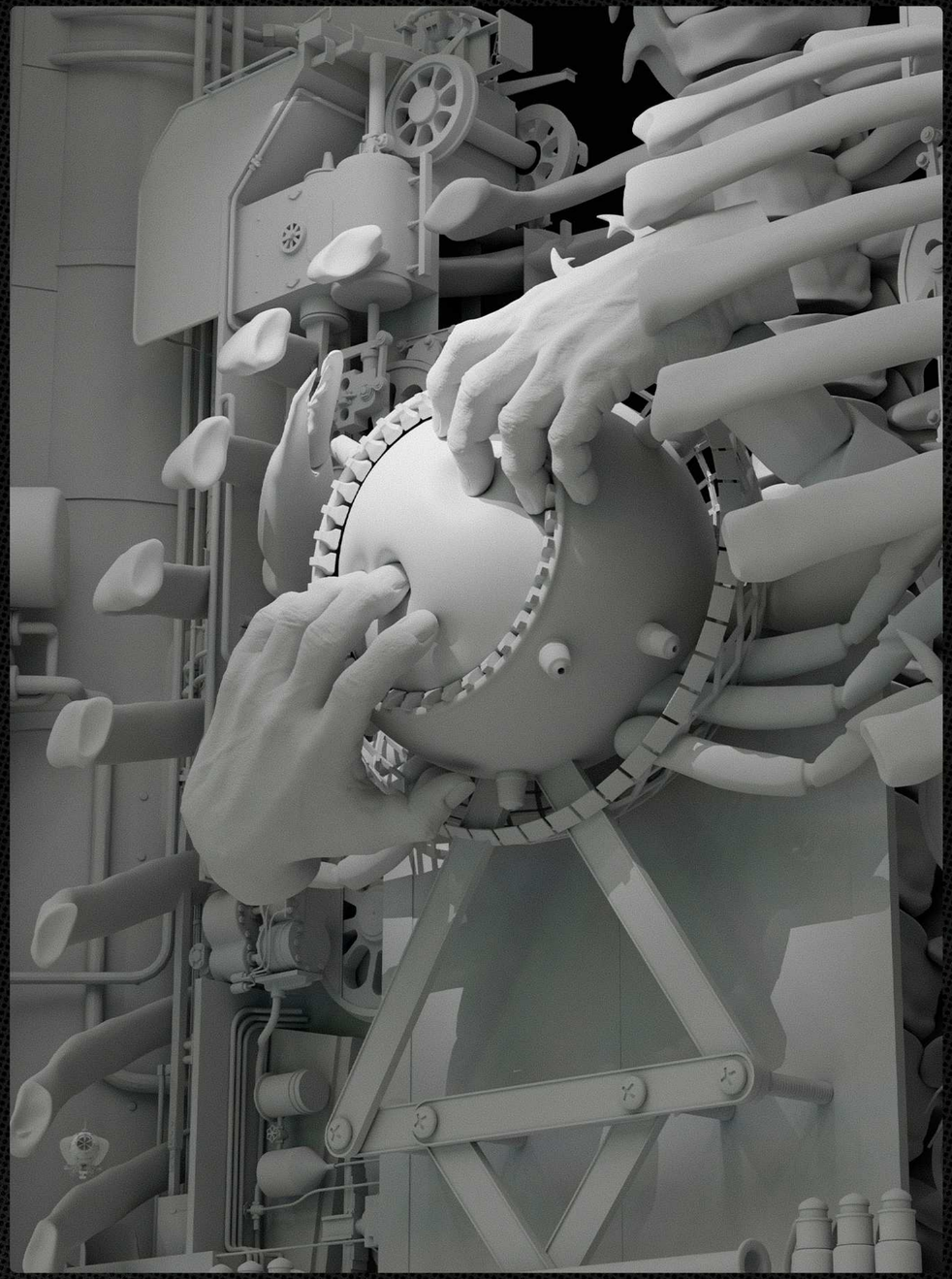
PROJECT
Ritvales

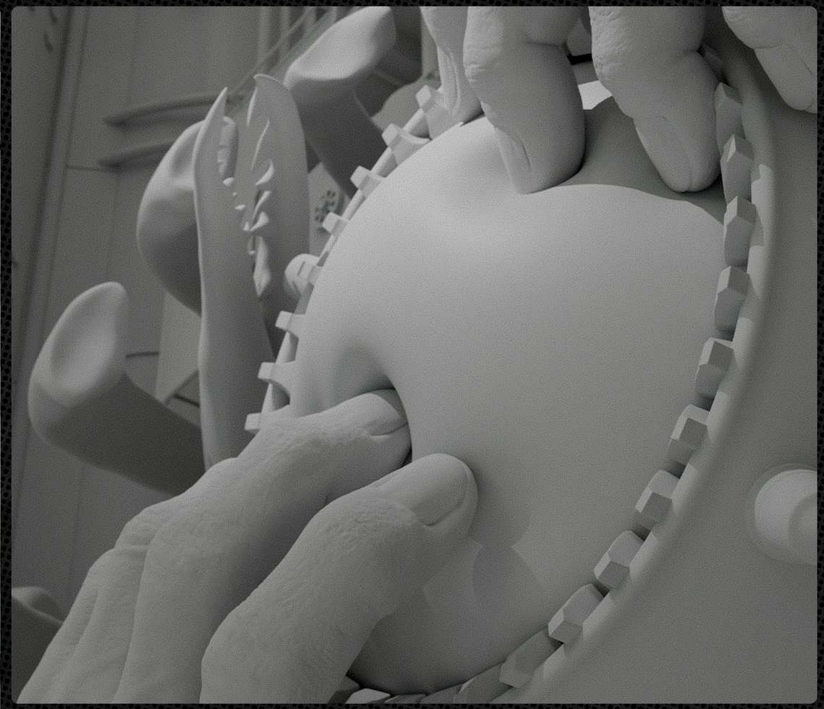
YEAR
2026

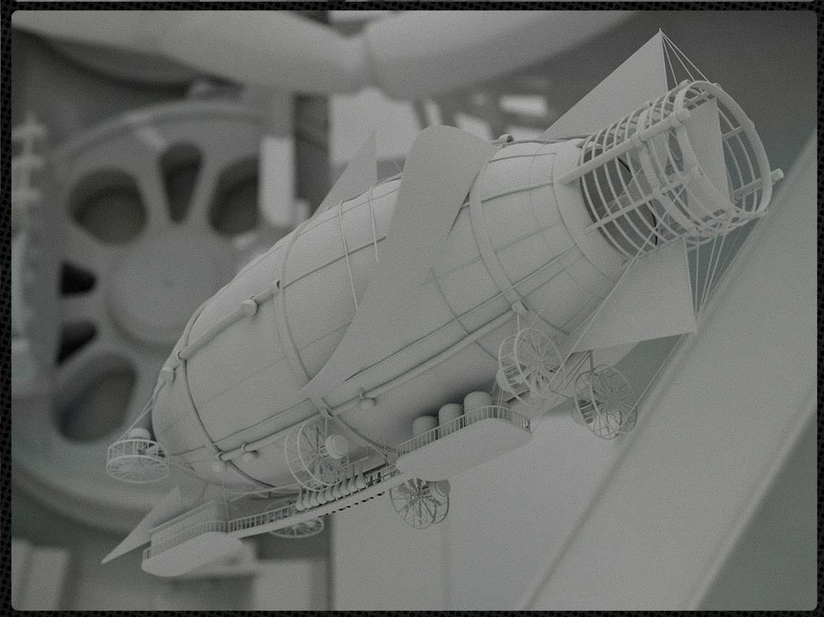
SERVICES
3D, Design

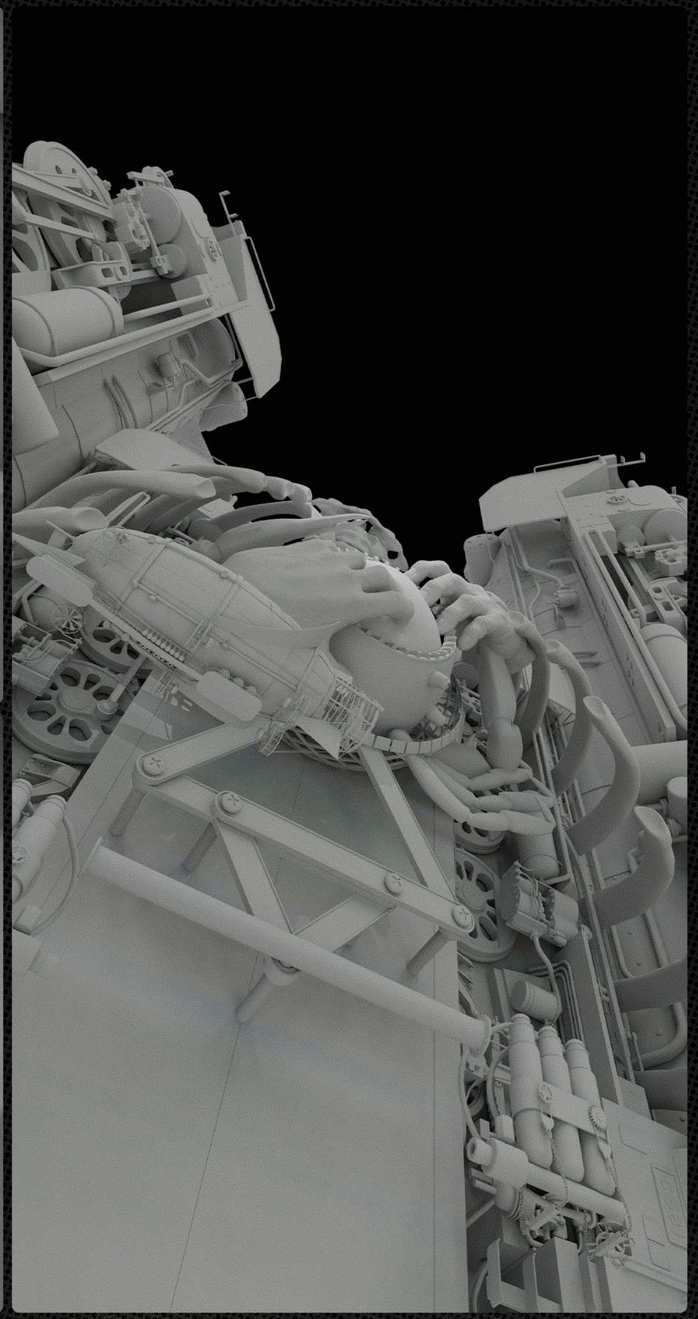
Ritvales is a self-initiated festival concept I created as a design test for BreakfastLive. I designed the key visual and the posters around one image: human hands setting a machine in motion.

SELF-INITIATED CONCEPT BY LUIS KOEPKE, CREATED IN 2026 AS A DESIGN TEST FOR BREAKFASTLIVE. NOT COMMISSIONED OR ENDORSED BY RITVALES.









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mazza®









CLIENT
Mazza

YEAR
2026

SERVICES
Branding, Packaging

I built the identity for Mazza, a rice-bread bakery and coffee shop. The name comes from "masa," the dough; the mascot is a dachshund, long and stubborn like a good loaf. I drew a custom typeface and a stackable wordmark, and carried them onto the packaging.

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FLORA®











CLIENT
Sodas Flora

YEAR
2026

SERVICES
3D, Merch, Social

For Flora, sparkling sodas and waters made in Colombia from heritage recipes, I took the herbarium beyond the can: a display cart modeled in 3D, caps, shirts and social pieces that keep every flavor in bloom. The flowers come straight from the website.

Web







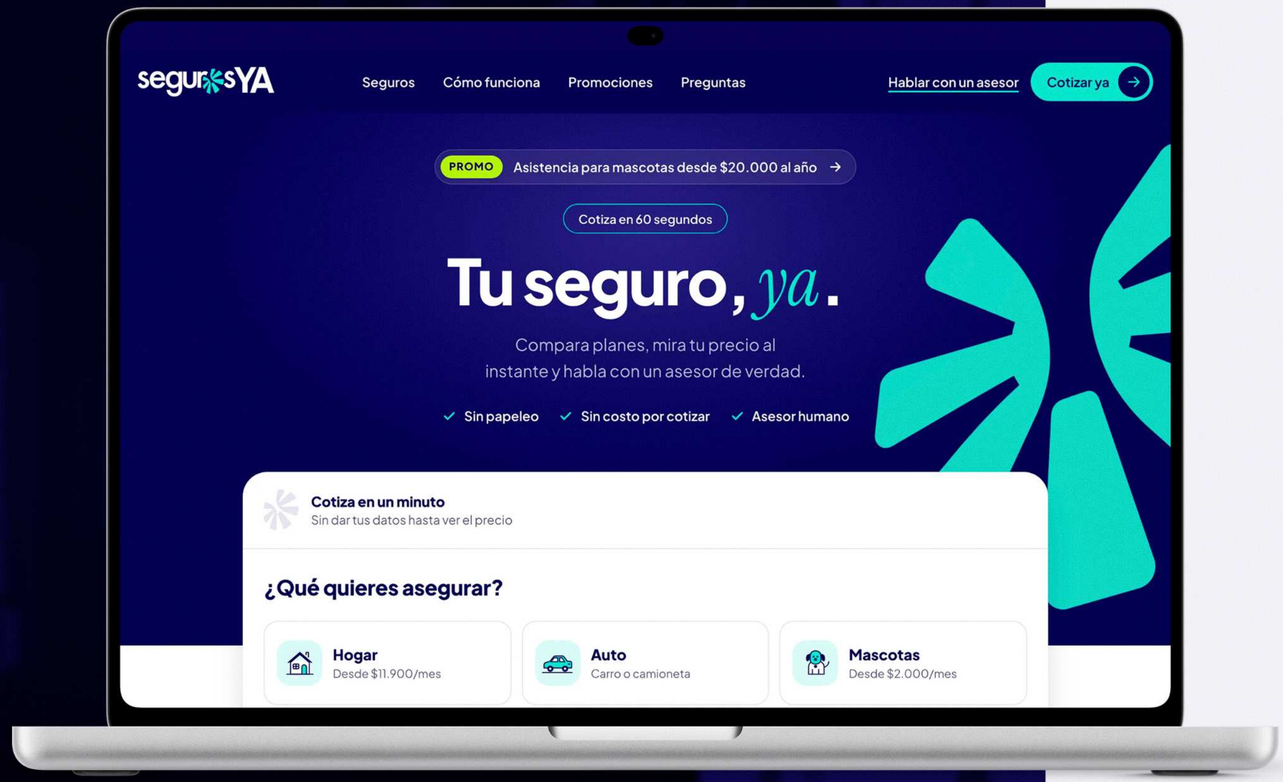
Website for Flora, sparkling sodas and waters made in Colombia from heritage recipes. The concept is a herbarium that fizzes: botanical engravings that sway, a bee that flies with the scroll, a solid color for each flavor and the can as the hero. Scope: web design and development, a flavor catalog and a custom management dashboard.

CLIENT
Sodas Flora

YEAR
2026

SERVICES
Web

Web







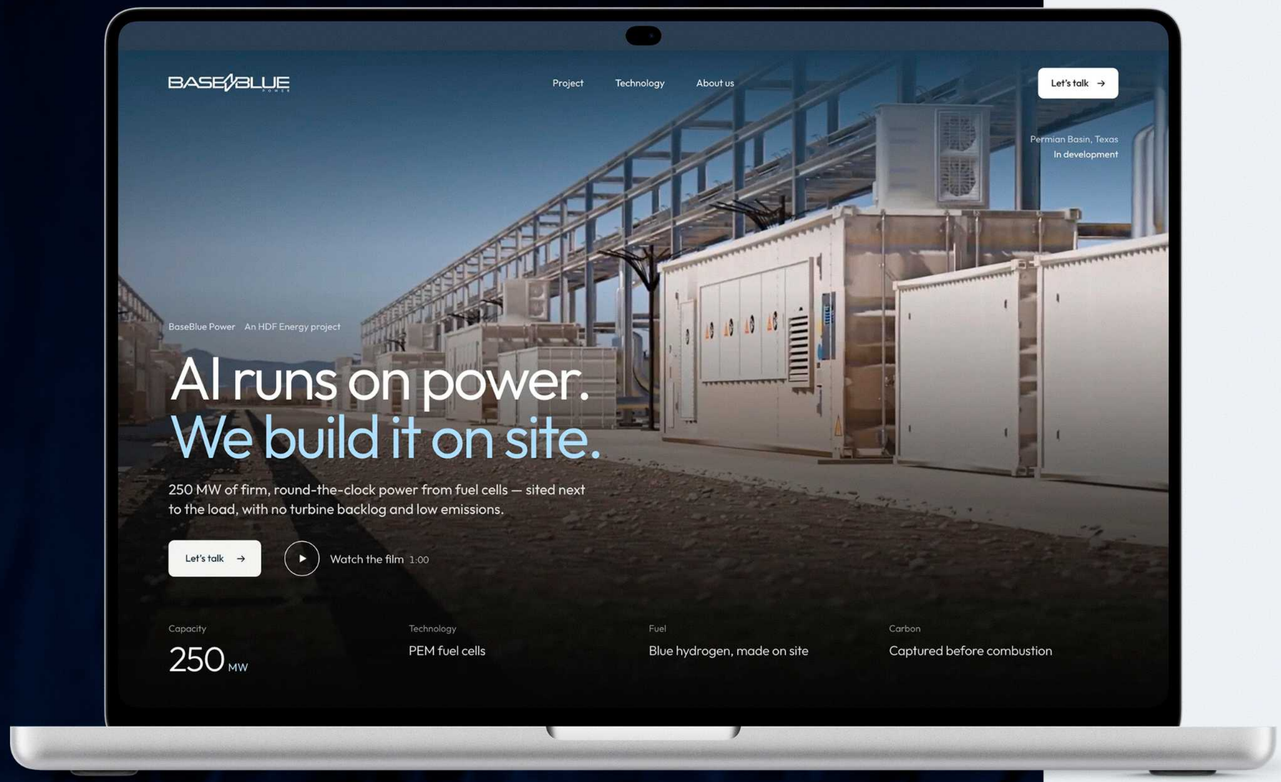
Website for SegurosYa, an insurance agency that quotes online and backs every customer with human advisers. The direction: the clarity of a fintech app with the care of a real adviser. Scope: web design and development, quote tool, live chat and a custom management dashboard.

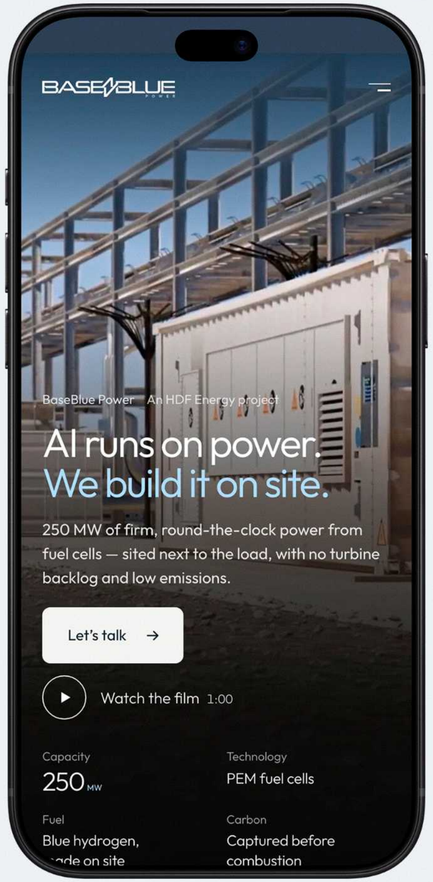
CLIENT
SegurosYa

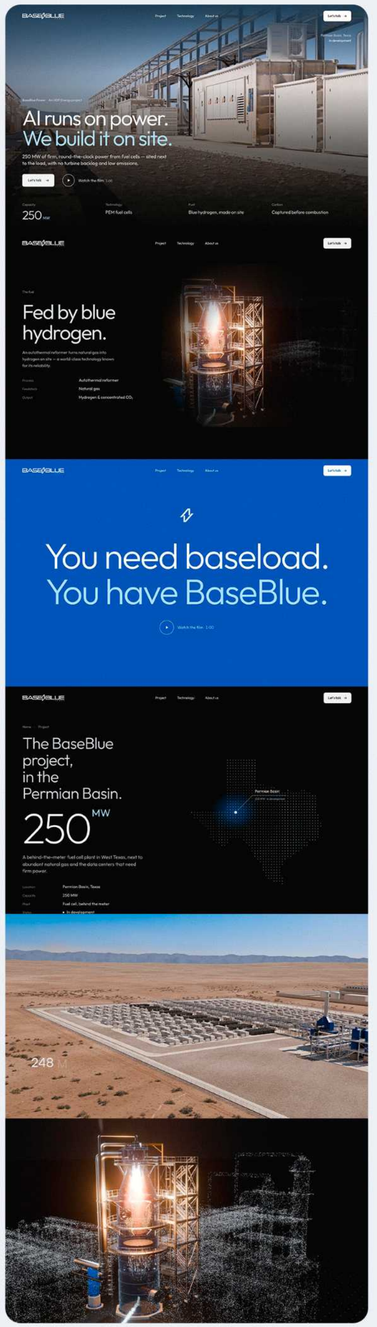
YEAR
2026

SERVICES
Web, UI/UX

Web







Website for BaseBlue Power, an HDF Energy project that will supply 250 MW to data centers in the Permian Basin, Texas, using hydrogen fuel cells built right next to them. The plant was built in 3D and carried into the deck, the film and the site.

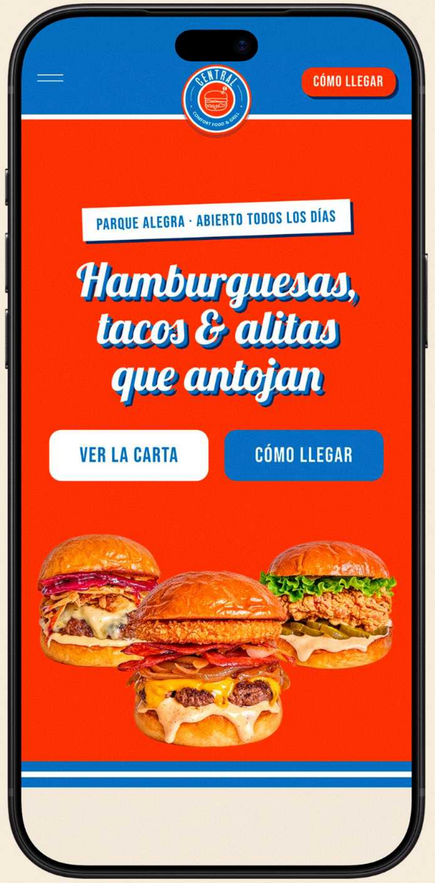
CLIENT
BaseBlue Power

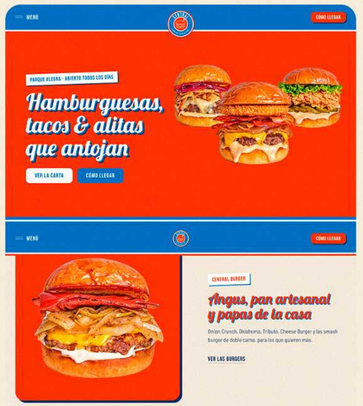
YEAR
2026

SERVICES
Web

Web









Website for Central, a comfort-food burger joint at Parque Alegra mall in Barranquilla. The site brings its printed menu to the web: script headings, cut-out burgers on color cards and flat offset shadows. Scope: web design and development, digital menu and a custom management dashboard.

CLIENT
Central Burgers

YEAR
2026

SERVICES
Web, UI/UX

Web











Website for Flamante, a Japanese fire-cooking restaurant in Barranquilla. A dark, cinematic scroll with smooth motion tells the chef's story and presents the full menu (robata, omakase and bar), updated from a custom dashboard. Scope: web design and development and the menu dashboard.

CLIENT
Flamante

YEAR
2026

SERVICES
Web, UI/UX

Web

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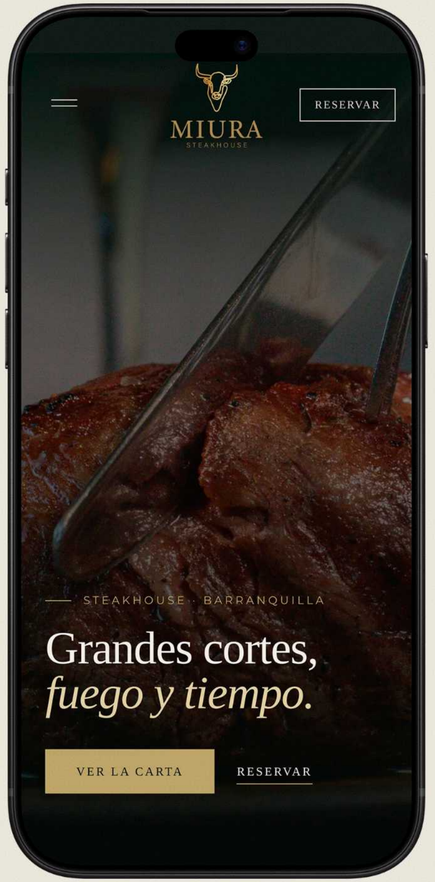




Website for Miura Steakhouse, a dry-aged steakhouse in Barranquilla. The design borrows the language of a white-tablecloth dining room with its own cellar: near-black green, cream and fine gold rules. Scope: web design and development, digital menu and a custom management dashboard.

CLIENT
Miura Steakhouse

YEAR
2026

SERVICES
Web, UI/UX

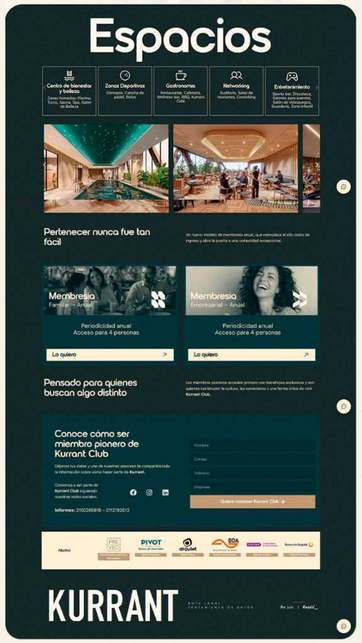
Web









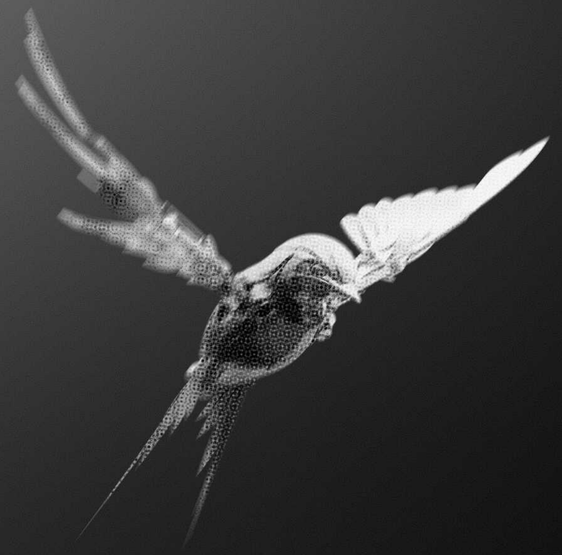


Website for Kurrant Club, a new social and business club in north Bogotá. An editorial landing page that moves from the building's architecture to its spaces and membership options, ending in a lead form connected to the sales team. Scope: web design and development.

CLIENT
Kurrant Club

YEAR
2026

SERVICES
Web, UI/UX



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Let’s build the next one together.

hello@luiskoepke.com | www.luiskoepke.com

