



## Diego Arévalo Pliego

Designer, Storyteller & Innovator | Crafting Experiences in Industrial Design, Branding & Packaging

● Mexico City, MX

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### About Me

For over 30 years, I have been shaping ideas into tangible experiences, blending industrial design, graphic storytelling, and brand strategy. My work spans furniture, retail environments, packaging, and craft beverage branding, always guided by a commitment to innovation, aesthetics, and cultural authenticity.

I see design as a bridge between function and emotion—whether it's a flat-pack bamboo chair, a retail display, or the identity of a craft beer, every detail tells a story. I co-founded multiple design studios and a craft brewery, combining entrepreneurship, creative direction, and design thinking to craft projects with impact, personality, and a distinctly Mexican identity.

### Professional Journey

#### Consoulting 2020 – Present

I help brands, especially in food and beverage, find their voice through design. From craft beer labels to complete visual identities, I combine graphic design, concept development, and narrative strategy to create memorable experiences that resonat culturally and emotionally..

#### Founder – Cervecería Genial – Mexico City, MX

Creative Director & Brand Strategist / 2020 – Present

Building a craft brewery from the ground up has allowed me to merge design, storytelling, and sensory experience. Every label, every sip, every event is crafted to communicate a story, connect with people, and celebrate culture

#### Cocoa Furniture – Mexico City, MX

Engineering & Production | Commercial Furniture / 2018 – 2020

I led the engineering and production of commercial furniture for renowned brands across Latin America, including Adidas, Sfera, Sunglass Hut, and Nespresso. My work ensured every piece was precise, scalable, and aligned with the brand's aesthetic, using CNC and digital manufacturing to turn ideas into reality.

Independent Design Consultant – Mexico City, MX

Branding, Packaging & Storytelling

#### Wedgewood Furniture – Edo. de México, MX

Co-Founder & Lead Designer / 2012 – 2020

I designed eco-friendly bamboo furniture lines, emphasizing flat-pack, tool-free assembly. My designs were recognized internationally with the A' Design Award and Best Booth Award at Las Vegas Market Show, reflecting the fusion of practicality and elegance.

#### Popett POP S. de R.L. de C.V. – Mexico

Co-Founder & Design Coordinator / 2009 – 2017

I led the development of innovative point-of-sale products, bridging creative design and production efficiency, delivering impactful retail experiences.

#### Earlier Roles – Various Design Studios & Agencies, Mexico / 1994 – 2008

Directed industrial and graphic design teams at DosMS, F-Design Studio, Manufacturas Mundiales, and more.

Developed over 100 packaging solutions and retail displays for global brands such as Nestlé, L'Oréal, Purina, Gillette, Kraft, and Ricolino. Specialized in conceptualization, brand storytelling, and high-end production, gaining recognition in Quórum Awards and other international competitions.

## Awards & Recognition

BID (Ibero-American Design Biennial) Finalist, Madrid, Spain, 2022 – Craft beer packaging design  
A' Design Award Winner, Furniture & Homeware, 2015 – Wedgewood Furniture  
Best Booth Award – Las Vegas Market Show, 2016 – Wedgewood Furniture  
Quórum Bronze Award, 2004 – DosMS S.A. de C.V.  
Quórum Honorable Mention, 1999 – Artefacto Diseño

## Core Strengths

**Creative Direction & Conceptualization** – Turning ideas into compelling visual narratives  
**Industrial & Furniture Design** – From residential to commercial spaces  
**Brand Identity & Graphic Design** – Crafting memorable logos, packaging, and campaigns  
**Storytelling & Experience Design** – Engaging audiences through design and culture  
**Innovation in Materials & Production** – CNC, prototyping, and eco-friendly solutions  
**Team Leadership & Project Management** – Guiding creative teams to deliver impactful work

## Languages

Spanish (Native)  
English (Fluent)