ARTURO VILLAGOMEZ / PORTFOLIO CASE STUDY

Making financial analysis clear

Identity, language and resources to build on the analysis

Leadership · Financial communication · Brand system

Conceptual scene · Approved brand materials



Conceptual scene · Arturo Villagomez

THE PROBLEM / MY CONTRIBUTION

From analysis to the conversation

THE CHALLENGE

Analysis needs an audience that understands its implications and a team that can build on it. The challenge was to translate the firm's methodology into clear materials for introducing services, onboarding clients and reviewing results.

MY CONTRIBUTION

I led a brand and communication system connecting identity, language, data visualisation and practical work materials. It includes commercial and financial review presentations, reusable documents, educational content and proposals for digital channels.



HOW I APPROACHED IT

Design that supports financial understanding

01

Organise

Structure information for each financial conversation.

02

Explain

Connect the numbers with assumptions and decisions.

03

Build on it

Create reusable resources with shared usage principles.



Approved materials from the firm
No client data or files

Approved envelope from the firm · Conceptual scene

OUTCOME / CAPABILITIES

A methodology others can build on

We built a collection of resources and templates with shared usage principles. My contribution was to connect design with financial understanding: structure information, make assumptions visible and help analysis lead to a conversation about decisions.

CAPABILITIES

Communicating financial results

Financial information design

Reusable methodology

SCOPE

The examples show the firm’s communication materials. They contain no client files or client results.

Explore the website / amezcfo.com

