

PORTFOLIO — 2026

XAIME BETANCUR

Graphic Designer + Brand Strategist

Based in Medellín · Available worldwide
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SELECTED WORK

Design with purpose and memory. Brand identity, packaging, illustration and strategy — built from Latin American culture, delivered to the world.

A curated overview of brand identity, packaging, editorial and illustration work.

16+

YEARS

3

MARKETS

MPS

SVA NY

01

BRAND IDENTITY

2 projects



01

BRAND IDENTITY · PACKAGING

Rico Superfood

A tropical açaí brand built for the Middle East — where Brazilian jungle flavor meets premium retail in Qatar.

Rico Superfood · 2024



02

BRAND IDENTITY

Forevervital

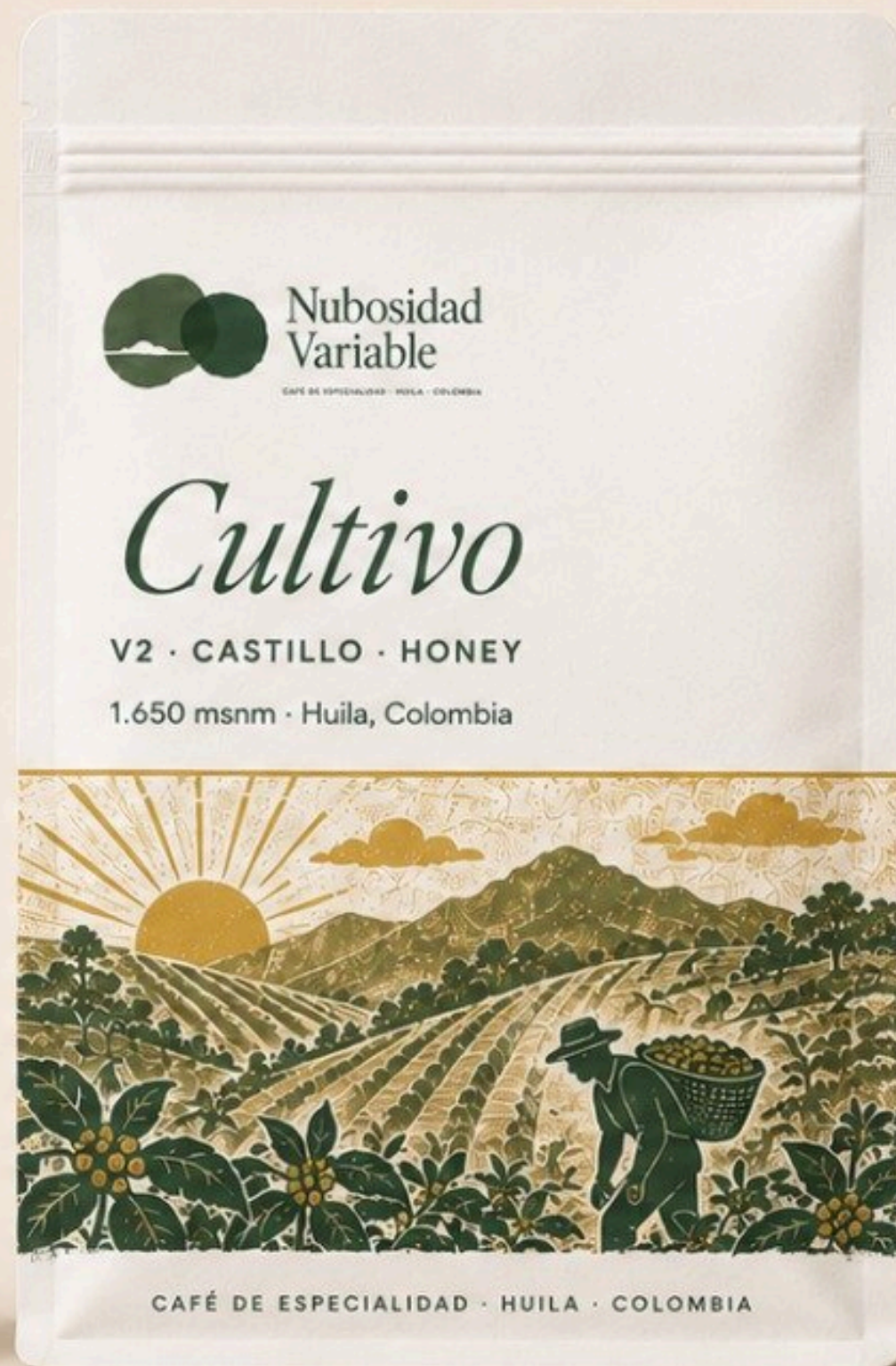
A contemporary visual identity for a health and wellness company focused on trust, vitality, and accessibility. The system combines a bold typographic approach with a flexible visual language designed to scale across physical and digital touchpoints.

Forevervital · 2025

02

PACKAGING

12 projects



03

PACKAGING DESIGN

Nubosidad Variable

A specialty coffee brand built around weather as emotional metaphor — the moodiness of highland growing conditions translated into a full visual system.

Nubosidad Variable · 2024



04

PACKAGING

HüPP

Packaging design for a Dominican Republic product line — building visual identity for a brand operating in the Caribbean market.

IDEINCA / HüPP · 2023–2024



05

PACKAGING DESIGN

Pasión por el Fuego

A four-SKU hot sauce packaging system for the Dominican Republic market — tropical identity, artisan character, and shelf presence built around a single flame.

Pasión por el Fuego · 2024



06

PACKAGING DESIGN

La Concordia

Packaging design for a Colombian single-origin coffee brand — where the traditional tiled floors of Antioquia's pueblos become a visual identity for four coffee-growing towns.

La Concordia · 2019



07

PACKAGING DESIGN

Omugi

Packaging design for a modern tea brand built on restraint — no additives, no shortcuts, and a Zen-inspired visual language for the U.S. market.

Omugi · 2021



08

PACKAGING DESIGN

Neonu

Label design for a premium yacón syrup entering the North American organic market — where an unfamiliar root sweetener had to earn shelf trust in three seconds.

Neonu · 2022



09

PACKAGING DESIGN

Just Pressed

Packaging design for a Canadian organic juice brand — where radical simplicity, not illustration, became the visual signature across nine cold-pressed SKUs.

Just Pressed · 2023



10

BRAND IDENTITY · PACKAGING

Belle Girl

Brand identity and packaging system for a premium New York skincare line — ten products unified by warm minimalism, gold accents, and a consistent shelf language.

Belle Girl · 2023



11

BRAND IDENTITY · PACKAGING

Biofert

Brand identity and packaging system for an urban gardening product line — color-coded fertilizers, plant care, and grow kits built for the first-time home farmer.

Biofert · 2022



12

BRAND IDENTITY · PACKAGING

HAUTE

Brand identity and packaging system for an ultra-premium American caviar house — ten varieties held together by a single architecture of gold, color, and restraint.

HAUTE · 2023



13

PACKAGING DESIGN

Holmes Cay

Label design for Holmes Cay's single cask rum program — six origins held together by one radically transparent system, built to read like a spec sheet rather than a marketing label.

Holmes Cay · 2023



14

PACKAGING DESIGN

Forevervital — Packaging System

The packaging system that extends the Forevervital identity into physical product — translating a trust-driven brand language into shelf-ready structures across the wellness product line.

Forevervital · 2025

03

ILLUSTRATION

2 projects



15

ILLUSTRATION · PRODUCT

Trópico Eterno

Brand identity and product design for a Latin American illustrated scarf collection — where visual culture becomes wearable.

Trópico Eterno / XB Cultural · 2024



16

EDITORIAL ILLUSTRATION

La Casa de Bernarda Alba

A series of editorial illustrations inspired by Federico García Lorca's tragedy — rendered in digital engraving to capture the repression, darkness, and dramatic tension of the play.

Editorial / Personal · 2024

04

EDITORIAL

5 projects



17

EDITORIAL DESIGN

La Casa de Bernarda Alba — Edición de Lujo

A luxury cover and slipcase for Editorial Universidad de Granada's definitive edition of Lorca's tragedy — a cascade of gold keys standing in for Bernarda and her five daughters, confinement rendered as ornament rather than iron bars.

Editorial Universidad de Granada · 2024



18

EDITORIAL DESIGN

One Hundred Years of Solitude

Cover design for the English-language ("Anglo-Saxon") hardcover edition of García Márquez's masterpiece — where the yellow butterflies of Macondo become the visual key to the entire cover.

Editorial / Personal · 2022



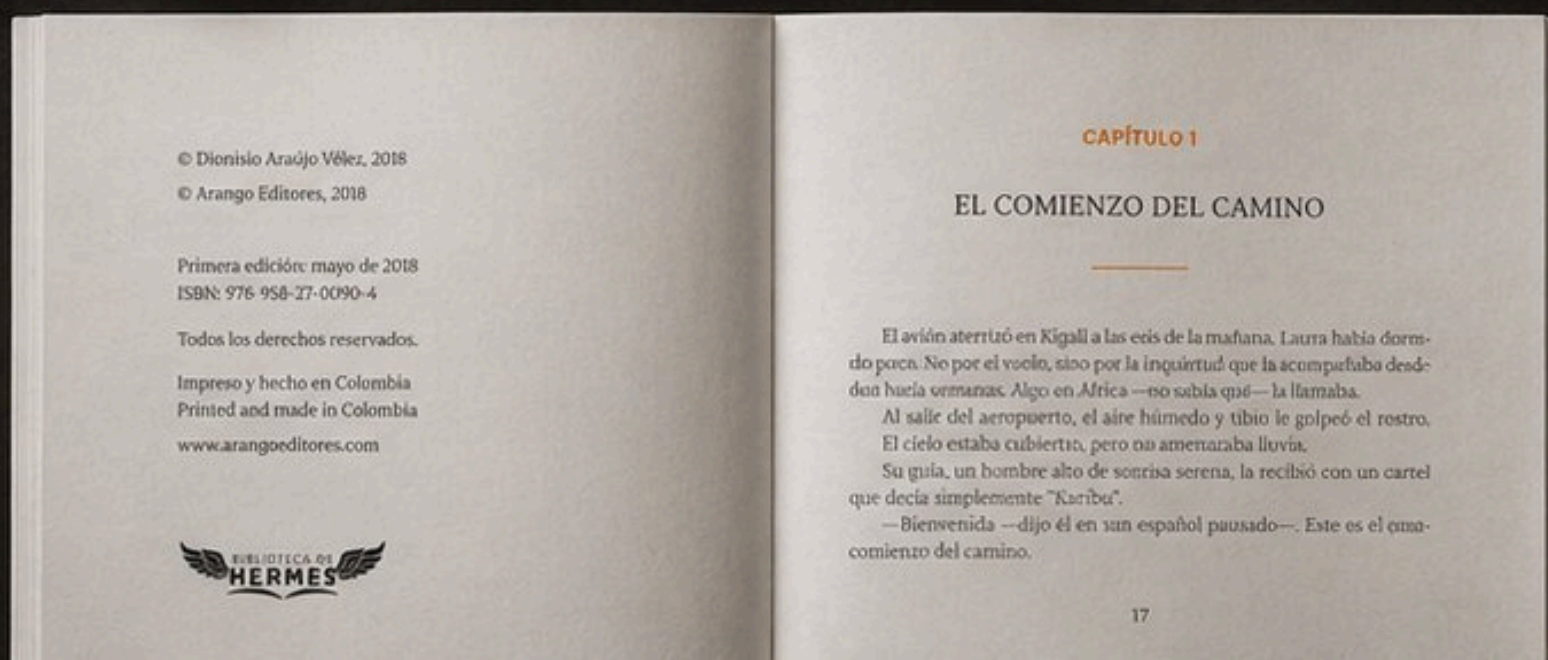
19

EDITORIAL DESIGN

Kibo

A full jacket design for Dionisio Araújo Vélez's novel — Kilimanjaro rendered as a golden-hour threshold between the cradle of humanity and its restless present, for Arango Editores' Biblioteca de Hermes collection.

Arango Editores · 2018





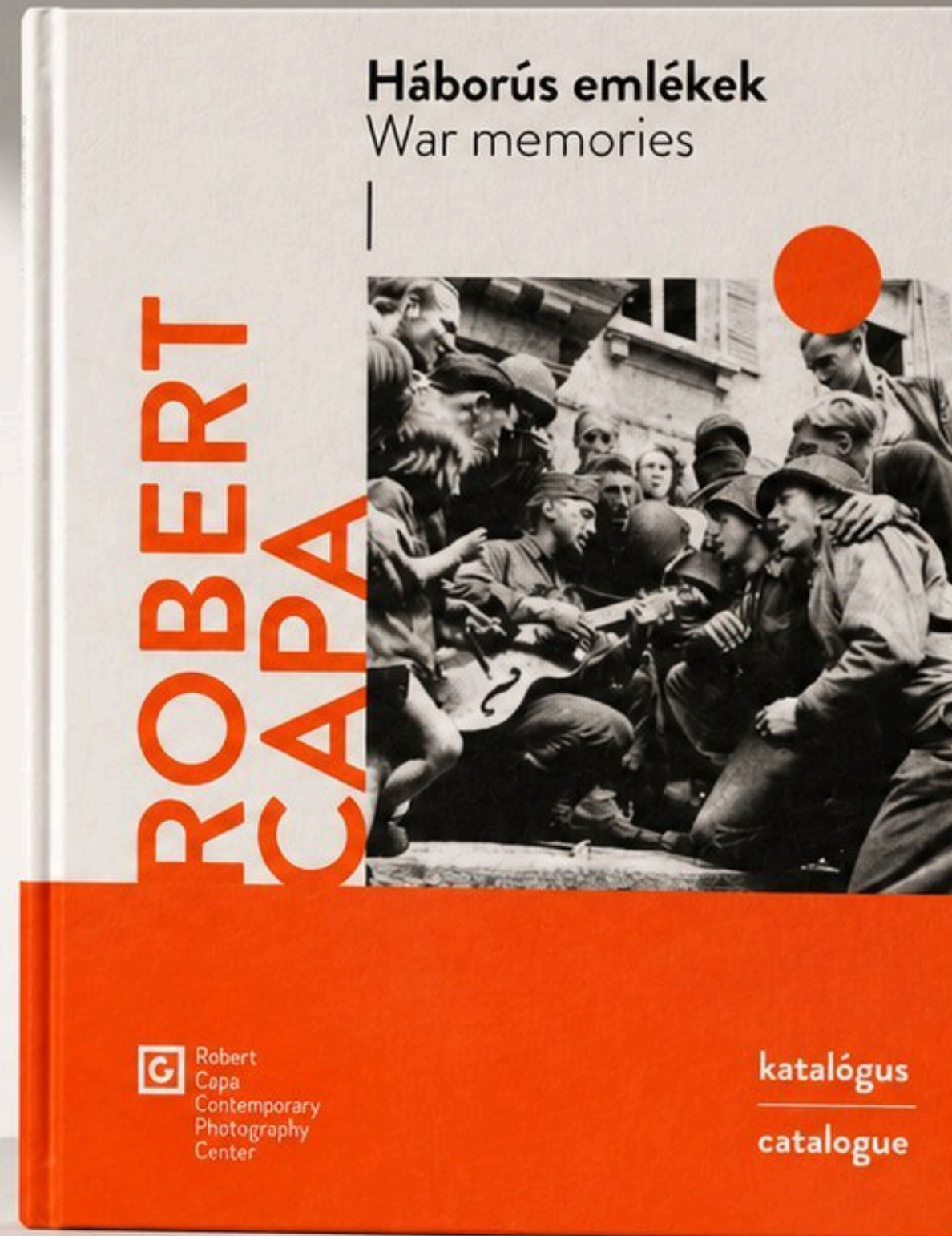
20

EDITORIAL DESIGN

El Club de los Perdedores

A 10th-anniversary commemorative cover for Lorena Amkie's YA novel, for Amiba Editorial — a scrapbook of marker doodles, tape, and hand-lettering that reads like a teenager's notebook rather than a designed poster.

Amiba Editorial · 2026



21

EDITORIAL DESIGN

Robert Capa: War Memories

The bilingual exhibition catalog for the Robert Capa Contemporary Photography Center in Budapest — "Háborús emlékek / War Memories," drawn from a collection of more than 2,000 prints, negatives, and documents.

Robert Capa Contemporary Photography Center, Budapest · 2022

05

ALBUM DESIGN

2 projects



22

ALBUM DESIGN

Raíces

Editorial album design for an acoustic record inspired by nature, the return to origin, and simplicity — built around botanical illustration and generous white space.

Lucía Herrera · 2025



23

ALBUM DESIGN

Desierto

A conceptual album package inspired by memory, solitude, and open landscapes — blending expressive black-and-white imagery with earthy tones and bold typography to reflect the emotional character of the music.

Juan Palma · 2025

Let's build something worth remembering.

GET IN TOUCH

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