bordes DECK

Value isn’t always *understood*

I design ways to make it legible.

Brand strategy, B2B communication and design.

Christian Bordes / Buenos Aires, Argentina



PRACTICE & CAPABILITIES

Design, communication and technology as one practice

Over 25 years of experience bringing together systems thinking, creative direction and digital production. My work explores the relationship between an organisation’s goals, what it knows and how it communicates, combining analysis with direct involvement in design and implementation.

Strategy & communication

For organisations seeking to clarify their value proposition, strengthen their identity and communicate complex expertise or services.

- Brand positioning and architecture
- B2B and technical communication
- Institutional identity
- Content strategy
- Information architecture

Design & production

Visual judgement, practical experience and technical independence to bring design, content and technology together in tangible outcomes.

- Visual identity and art direction
- Editorial design and marketing communications
- Web design and development, from planning to delivery
- Photography and image production
- SEO and AI search visibility

End-to-end projects, specialised contributions and clearly defined assignments for businesses, studios and independent professionals.

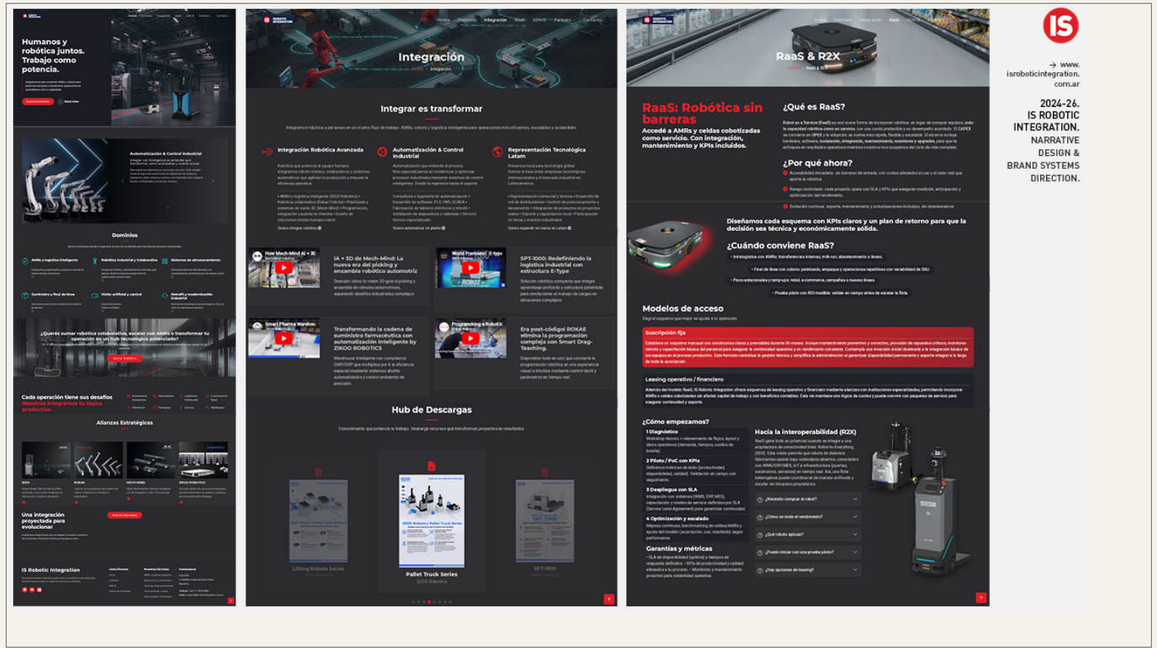
IS ROBOTIC INTEGRATION · INDUSTRIAL AUTOMATION & ROBOTICS

When technical expertise needs an identity of its own

IS Soluciones Industriales had an established track record in industrial engineering and automation. The arrival of its first autonomous mobile robot (AMR) opened up a new business opportunity in robotics.

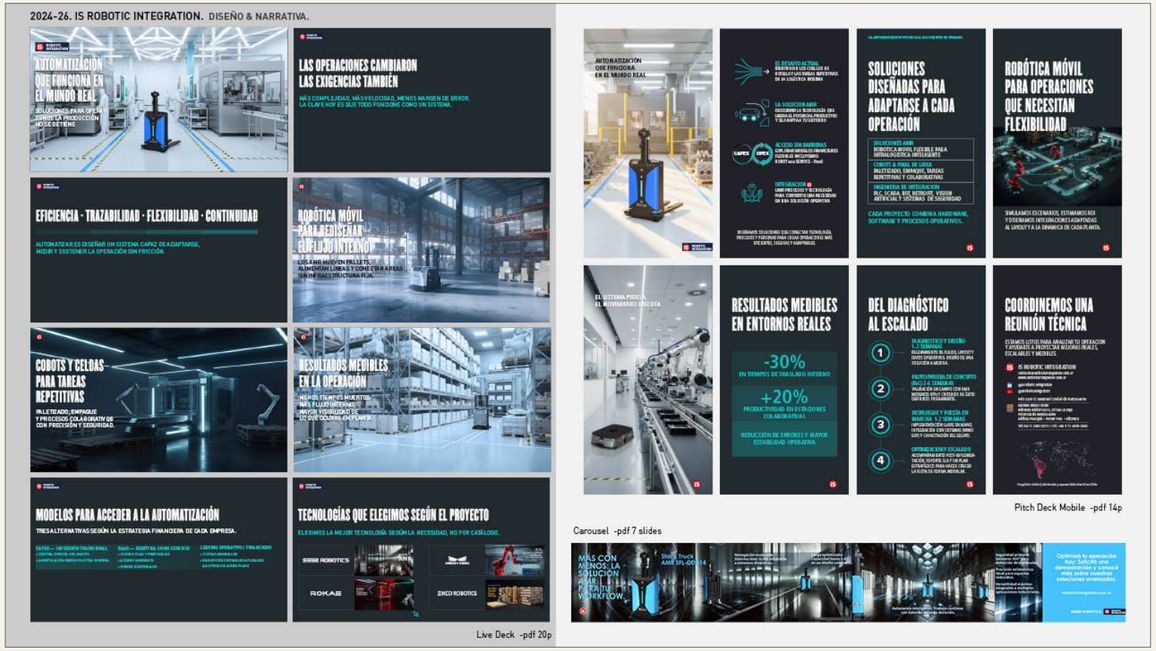
With few specialised integrators operating in the market, and building on the company's existing technical expertise, I proposed establishing a distinct commercial identity positioned around industrial robotics integration. This led to **IS Robotic Integration**.

The project covered naming, positioning, brand architecture, visual identity, B2B communication, technical content and the digital platforms that gave this new activity its identity.



Identity and digital platforms

1/4



Communication and technical materials

2/4

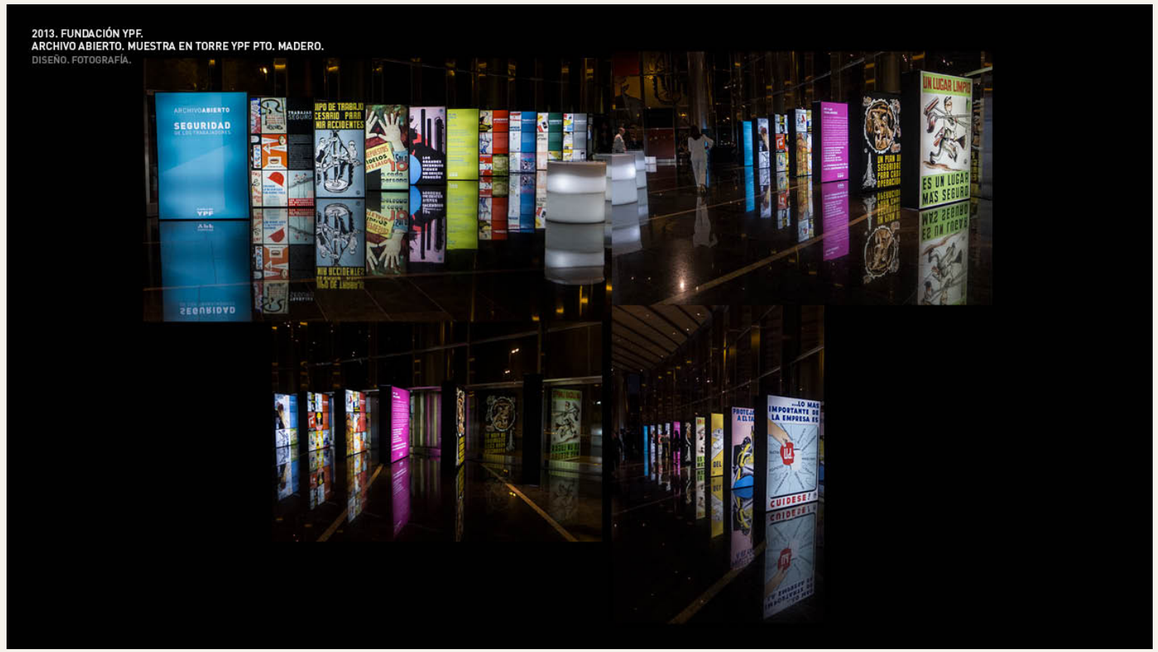
CRAFT & PRODUCTION

Craft as a design capability

A practice shaped by visual experimentation, technical knowledge and production.

baugrund was the name I gave my independent practice when I started it in 1998. It was a space for work and experimentation that evolved through different media, visual languages and technologies.

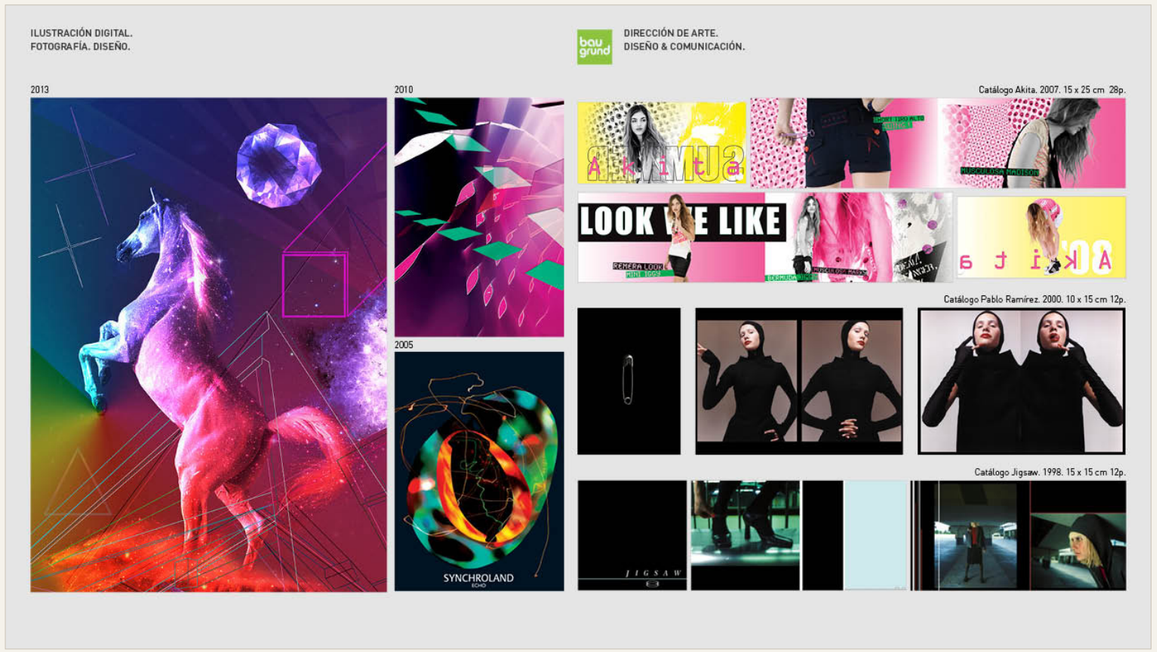
From visual identity and editorial design to photography and web development, this experience gave me the ability to produce work independently, with design decisions informed by a practical understanding of the media involved.



Archivo Abierto · Fundación YPF

Curatorial work, photography, exhibition catalogue and exhibition design using materials from the institution's historical archive.

1/4



baugrund · Independent practice

Visual identity, graphic design, photography and web development through an ongoing practice of experimentation and production.

1/4

COLLABORATION & CONTACT

Different needs, different ways to collaborate

I work with businesses, organisations, independent professionals and studios on identity, communication and digital design projects of different scopes.

I can contribute to strategic decisions, join an existing team or take responsibility for a specific piece of work, with agreed roles and deliverables.

Strategy & communication · Design & production · Specialized collaborations

Christian Bordes

Buenos Aires · Argentina

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Let’s talk →

To design is to find the structure that sustains meaning.