

JORGE GALLEGOS

GRAPHIC DESIGN, PHOTOGRAPHY
& ART DIRECTION

PORTFOLIO

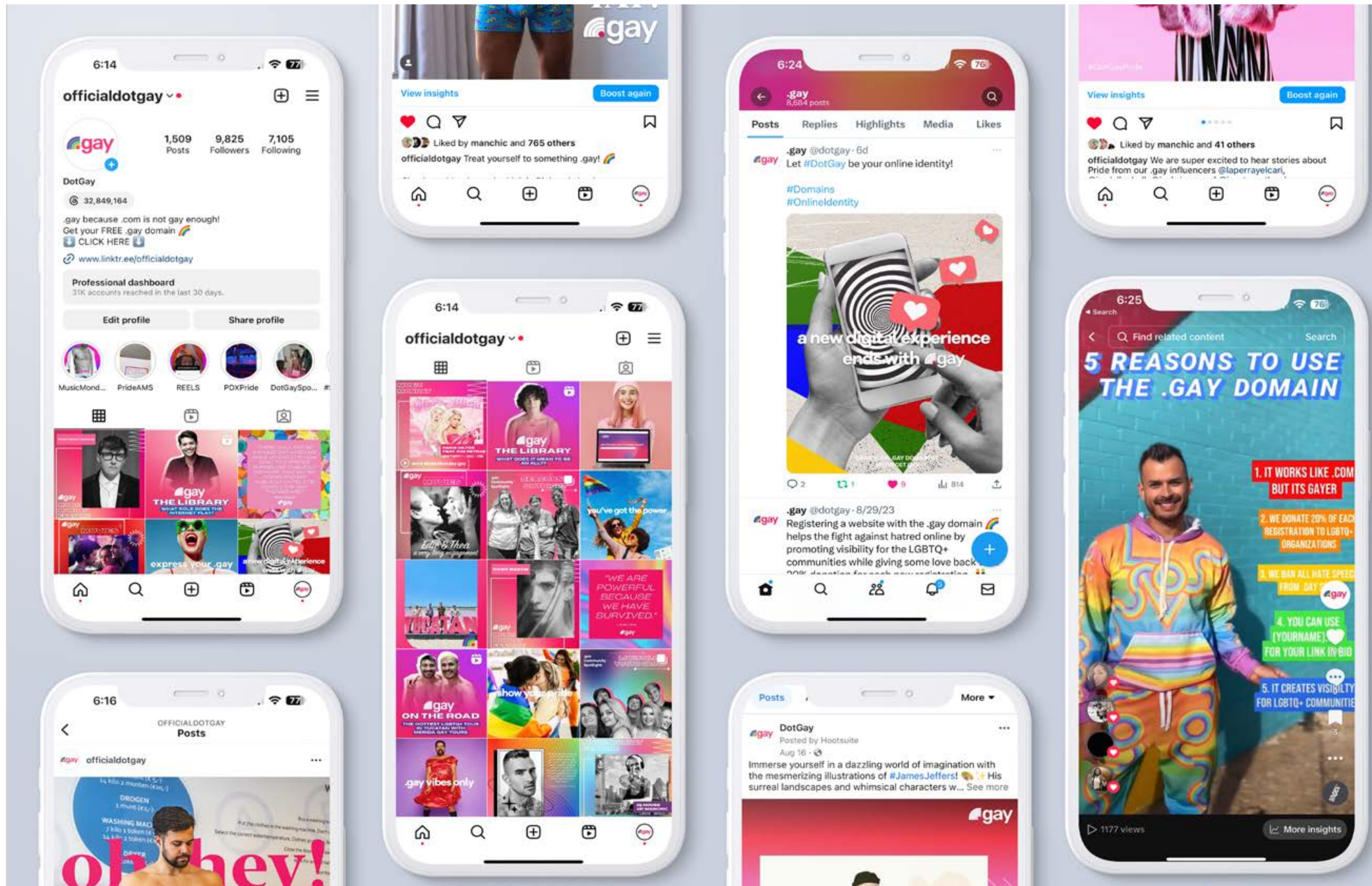


→ **.GAY DOMAIN**

Location: Remote

Year: 2022-2023

The .gay domain's new brand identity and content creative direction strategy aimed to create a beautiful and cohesive integration of the domain's established core brand values into a fresh and dynamic social media identity that was captivating and engaging.



CONTENT CREATIVE DIRECTION

The new content assets integrated .gay key messaging alongside high-quality photography, video, and graphics, using elements like color and photo treatment to unify them to achieve a cohesive aesthetic and overall look across all social media platforms.

**SOCIAL
VISUAL
IDENTITY**



MARKETING MATERIALS



Treefort Music Fest Print Ad (Flyer)

SCRUFF
Edge-to-edge
digital ad



My responsibilities extended to implementing the principles of the new content strategy across diverse marketing materials, both in print and online. The core mission was crystal clear - establishing a consistent and resonant brand presence that would strike a chord with LGBTQ+ communities and allies.

Scruff Digital Ad

a new digital experience ends with 

- A domain name that represents **YOU** and your community
- 20% of all revenue goes towards LGBTQ+ organizations like **GLAAD** and **Centerlink**.
- Banning and taking down hateful sites creates a **safer internet for everyone!**



GET YOUR FREE .GAY DOMAIN

SCAN ME at www.gay.to learn more

BOARD OF DIRECTORS

Ez Jenkins Board Chair	Sharon Callahan Deputy Board Chair	Tiffany E. Warren Vice Chair, Development
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Shanell Bree	Frankie Grande	Charal S. Miller
Samantha Brook	Ashlene Hayes	Antonio Parrish
Richard F. Clark	Nick Hess	Colleen Taylor

Dennis Hopper Campbell

34 GLAAD MEDIA AWARDS



GLAAD Media Awards Ad for Digital Program

MERCH



ART DIRECTION

For .gay merch promo images, I conceptualized and created a bold and expressive visual aesthetic reflecting the spirit of pride, individuality, and unity the LGBTQ+ community embodies.



Co-created .gay's first capsule collection with LGBTQ+ artist Lisa Marie designed other templates for various types of merchandise.

VIDEO PRODUCTION

As .gay's in-house content creator, one of my responsibilities was to conceptualize and produce engaging video content for Instagram and TikTok. For coming up with unique and creative ideas for different topics, shooting and editing high-quality videos, and publishing them at optimal times for maximum engagement.





MANCHIC SOCIAL

Manchic Social is an independent boutique content creation agency founded by blogger and social media influencer, Jorge Gallegos. With his extensive experience in the digital marketing industry, he saw an opportunity to expand his reach and offer his services to a wider audience.





**ABSOLUT
ELYX**

→ **MANCHIC SOCIAL**

Location:USA

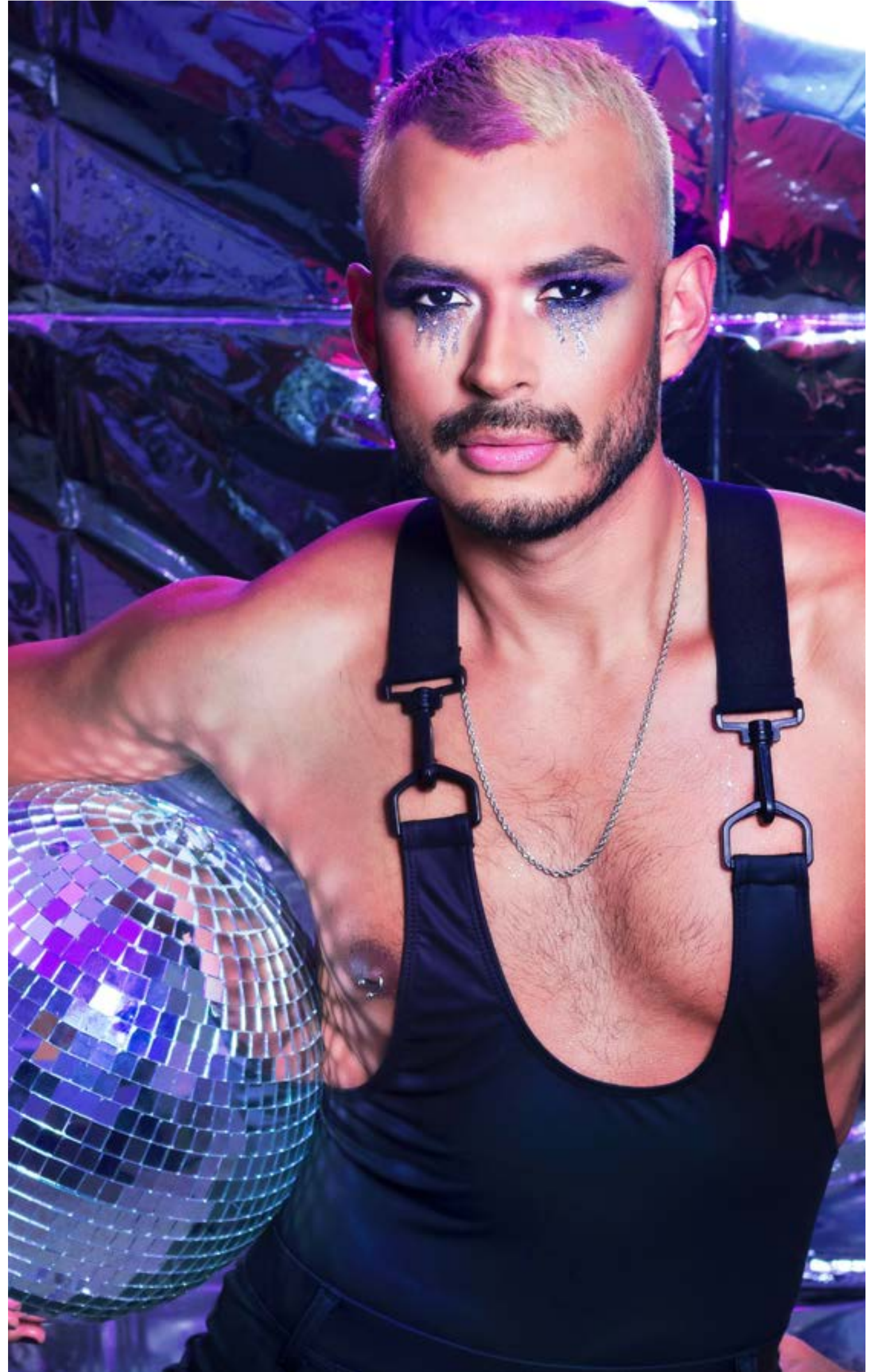
Year: 2017-2023



"How To Throw An Epic Cocktial Party"
Art Direction
Photos: Chelsea Wardell



**DISCO
ODYSSEY**



"Manchic's Birthday Extravaganza"
Art Direction & Set Design
Hair: Tony&Guy / Make Up:Vanessa Marie
Photos: Sergio Amaro



**NURX
APP**



"30th Anniversary World AIDS Day"
Art Direction & Photo Editing
Photos: Travis Matthews

**THE
GLENLIVET**





"My All-Time Favorite The Glenlivet Cocktail"

Art Direction

Photos: Jonas Park



**MR
TURK**

#HOLAMRTURK



"HOLAMRTURK Launch"
Art Direction
Photos: Chelsea Wardell
Video: Alex Barba

PRADA
MARFA

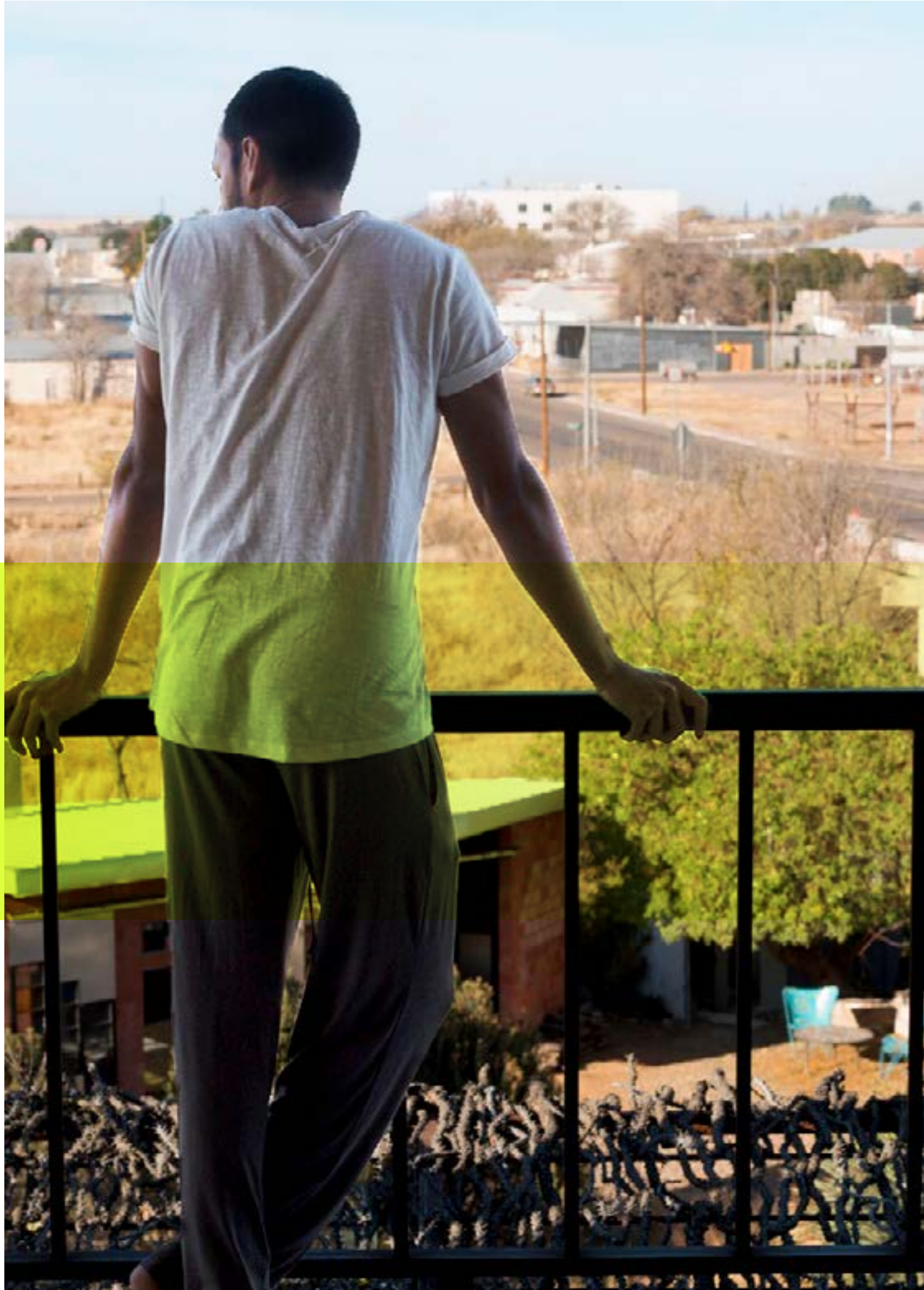
PRADA
MARFA

PRADA

PRADA

MARFA





"Marfa Hill House"
Art Direction
Photography: Chelsea Wardell

**WINE &
SPIRITS**





"Truly Lemonade "
Art Direction &
Photography

"WINC"
Art Direction &
Photography

PHOTOGRAPHY



"Pilot Grooming"



"BABE Rose"



"POO-POURRI"



"Liquid Ice"



"Good Guy"



"CHEERS ORS"



"Anthony"



VIDEO PRODUCTION

→ [CITIZENM BOWERY NEW YORK](#)

→ [CITIZENM PRIDE](#)

→ [TINDER - STARTS WITH A SWIPE](#)

→ [ATWATERSKIN PRIDE](#)

→ [DOTGAY EN ESPANOL](#)

→ [HEY MISTR](#)

→ [MANSCAPED](#)

→ [MAVI JEANS](#)

→ [AUTHENTIC WHAREHOUSE SALE](#)

→ [EXPLORING MONAHANS SANDHILLS](#)

→ [INSIDE OF HOUSE OF DIFFA 2018](#)

→ [MARFA HILL HOUSE](#)

→ [ABSOLUT ELYX HOLIDAY](#)

SATURDAY AGENCY

*My time at Saturday Agency was full of creative synergy.
I joined forces with the rest of the team to ideate and
execute captivating digital content for "Gay Travel
Magazine."*



**GAY TRAVEL
MAGAZINE**



→ **BEAR & BUTTLERFLY INN**

Location: Asheville, NC

Year: 2017

One of our most exciting projects was [the editorial feature for *Bear & Butterfly Inn*](#), starring the magnetic Colby Melvin and the stunning Seth Fornea. This endeavor pushed me to explore sensuality and storytelling, where I meticulously crafted each frame to convey an alluring

narrative – this allowed me to challenge the boundaries of my photography skills, resulting in a visually stunning editorial that I'm genuinely proud of.



ART DIRECTION





GUYSPY APP

GuySpy was a location-based social network and dating app designed for gay, bisexual, and curious men. This online platform was available on Android, iOS, as well as web browsers.

**GRAPHIC
DESIGN**



GUY SPY

**SHOW ME
ALL YOUR
LUV**

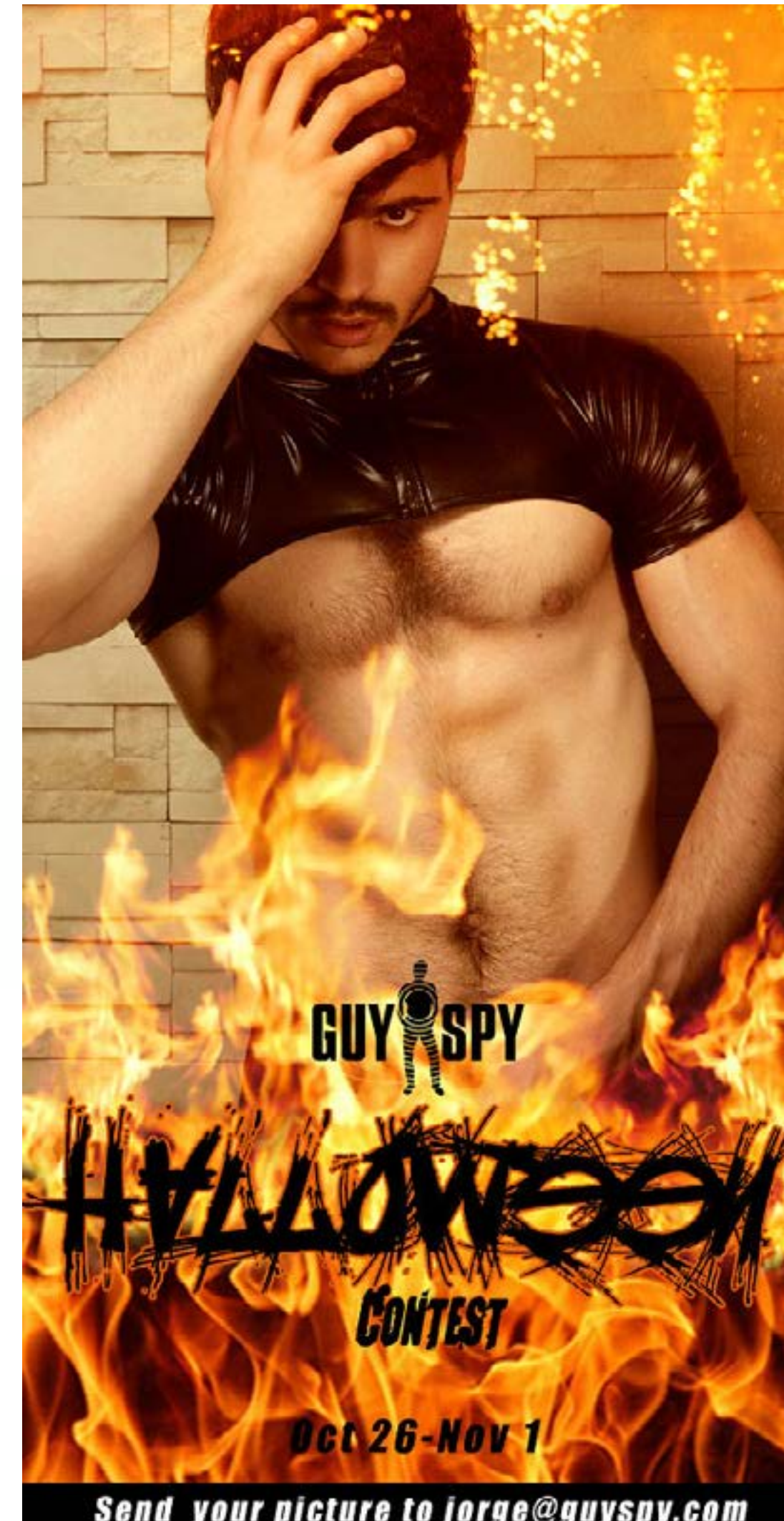
Send your picture to jorge@guyspy.com

→ GUYSPY APP

Location: New York

Year: 2011-2014

As the graphic designer for GuySpuy - a pioneer gay dating app, I revamped their visual presence across social media and marketing channels with captivating illustrations. At the same time, as their photographer, I captured the energy and excitement of various LGBTQ+ events. Being part of a platform dedicated to connecting LGBTQ+ individuals was not just a project to add to my resume but a meaningful experience.



GUY SPY

**HALLOWEEN
CONTEST**

Oct 26-Nov 1

Send your picture to jorge@guyspy.com



DAYS **GUY SPY** XXXX



Hustaball - New York 2013



GLBT Expo - New York 2013



STIFF by GuySpy - New York 2013

FOR MORE VISIT

www.manchic.gay

SAY HI!

hola@manchicsocial.com