

01

2013

Every chapter connects.



A CREATIVE EYE. A BUILDER'S MIND.

01 / THE BEGINNING

The eye was already there.

Pilsen, Chicago. 2013.

A fashion shoot for an independent luxury brand based in Chicago, with pieces sold in boutiques.

I was young and still learning the business. Looking back, I can recognize the talent.

The clothing. The light. The architecture of home. So much of what moves me was already here.



FROM THE 2013 PORTFOLIO

*Thirteen years later, I am making room
for this part of myself again.*

A creative eye. A builder's mind.



03 / THE WORK AHEAD

Everything comes together here.

Every chapter, long or brief, shaped what I bring today.

01 NORDSTROM

Service, details, and client experience.

02 TRUNK CLUB

Style, presentation, and operations.

03 LUXURY RESIDENTIAL

Project management. Vision into reality.

04 COMMERCIAL CONSTRUCTION

Coordination, relationships, and delivery.

05 CONSTRUCTION TECHNOLOGY

Systems, workflows, and change.



THE ARCHIVE / PILSEN, 2013

NOW / GUZMAN JUAREZ DESIGN STUDIO

Creative direction with a photographer's eye
and the discipline to move an idea forward.

BUILDING WITH PURPOSE.

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