

FRANCISCO GUTIÉRREZ-RODARTE

DIGITAL GRAPHIC DESIGNER & FRONTEND DEVELOPER

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About myself.

I am a Digital Graphic Designer and Front End Developer with eight years of experience in digital content design work. I have experience working with large and small businesses in projects related to motion graphics, web design & development, video editing and other technical design disciplines. I am passionate about finding innovative solutions to complex challenges, and I enjoy working closely with my clients to ensure that the work is of the highest quality.

Design Tools.



Coding Languages.



Skills.

GitFlow Process, Third Web Parties, UI & UX Design, Foundation, WordPress, Photography, Video editing, Social media marketing, Cross-functional teamwork, Agile & Lean Methodologies

Languages.

English | Professional working proficiency, Spanish | Native speaker

References.

- Luis Carlos Pardo Alvarez, Sr. Graphic Designer and Content Creation Design Team Leader at Samsung Research Tijuana
- Dra. Lucia Beltran Rocha, Academic Director at CETYS University
- Cecilia María García Muñoz, Projet Manager Luciérnaga Agency

Hobbies



EDUCATION.

CETYS University Ensenada, BC BFA Digital Graphic Design CETYS Honorary Academic Medal 2010-2015	Soonchunhyang University Asan, South Korea Academic Exchange Program English Teacher Assistant 2013-2014	LABASAD Barcelona School of Arts and Design Barcelona, Spain Master's degree in Motion Graphics 2021-2022	University of Denver Denver, Colorado Fullstack Coding Web Development Bootcamp 2023
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PROFESSIONAL EXPERIENCES

CETYS University 2017-2022
Academic Program Dean and Digital Graphic Design Associate Professor

- Coordinated the department's schedule of course offerings with the aim to expose students to the cutting-edge technology in the field.
- Coordinated events such as Digeek, Expo Ingenieria, IDGD Talks and Expo IDGD which were designed to expose students to the digital design industry and provide an outlet for students to network with industry professionals.
- Taught several Digital Graphic Design courses such as Introduction to Digital Graphic Design, Motion Graphics, Multimedia Programming and Web Design & Development to university students of different levels.
- Created posters, flyers and social media content to advertise the professional areas of expertise of the academic program of Digital Graphic Design at CETYS University.
- Designed and supervised the web development of the CETYS University website and worked on a mobile application design proposal for students and teachers where they can access general information about the University.

SOME Studios 2016-2022
Creative Director - Graphic Designer Freelance Agency

- Planned, designed and produced branding, marketing materials, web design and development, and promotional videos for a varied number of nonprofit organizations such as the environmental conservation groups Pronatura Mexico AC., Raise the River and health and wellness organizations such as Todos Santos.
- Designed a 2D/3D motion graphics science video for Simon Fraser University to showcase the University's research efforts in finding novel antibiotic therapeutics.
- Led the digital design and marketing efforts of several international sporting events such as the TRIJEX Triathlon in Ensenada, Baja California, Mexico, where I designed a wide variety of marketing print and digital applications including flyers, signage, flags, social media graphics, motion graphics, web design and development.

Samsung Research Tijuana 2014-2017
Sr Content Creation Graphic Designer

- Lead several graphic design projects for Business-to-business and Digital Signage Expos in America, Europe and Asia focusing on its solutions and digital signage displays content.
- Designed and developed creative solutions for the Samsung touch screen displays that where showcase at InfoComm and CES some of the largest technology conferences and expos focused on the AV industry.
- Visited Samsung Electronics Co., Ltd., headquarters at Suwon, South Korea in the capacity of content creation support for the biggest LED Display inauguration in South Korea, and gave presentations to Board Members regarding Samsung Mexico's progress in current and future projects.
- Additionally, I collaborated with app and frontend developers to create interactive Smart TV and web applications. These collaborations led to several entertaining games and digital signage solutions for Retail, Health, Hospitality, QSR and other companies.

OTHER EXPERIENCES AND AWARDS

Department of Languages, Literatures and Cultures. University of Denver (DU) 2023
Won 1st place in the 2023 International Women's Day sticker competition with the theme "Embrace Equity".

Council for Racial Justice and Equity (CRJE) University of Colorado Boulder (CU) 2023
Designed a representative enamel pin of the student-led activist organization that challenges existing policies and practices of Colorado Law to increase diversity, equity, and racial justice.

ADG Laus Graphic Design and Visual Communication Awards, Spain 2023
Master's degree project selected by LABASAD Barcelona School of Arts and Deisgn to participate at the Spain Laus Awards that recognize the best projects in five categories: Graphic Design, Digital, Advertising, Audiovisual and Students.

FEMINEW Volunteering 2019
Led an Animation and Mobile App Integration workshop for the FEMINEW event. A collaboration between Consulate General of the United States in Mexico and CETYS University aimed at high school women with the purpose to empowered women and promote the interest in science, engineering and mathematics, as well as such as entrepreneurship and innovation.

CETYS Honorary Academic Medal 2015

Corporación del Fuerte-California State University San Bernardino Scholarship 2015

Awarded a scholarship to be part of a full-time, week-long seminar on the Business and Corporate Culture Program at CSU San Bernardino.

Colorado State University Council of International Student Affairs (COISA) 2014
Worked with the CSU Council of International Student Affairs (COISA) and created the organization's original logo and branding applications.

Cultural Internship Scholarship 2013
Participated in the 1:1 Language Exchange Program and granted the Cultural Internship Scholarship that covered the dormitory fee waiver at Soonchunhyang University, South Korea.

International Mobility Scholarship 2013
Awarded the International Mobility Scholarship, administered by the General Directorate of International Relations (DGR) and granted by the Secretary of Public Education (SEP) in order to promote the training of Mexicans in foreign universities in Canada, Europe or Asia Pacific.

TOP CHINA Santander, Beijing China 2013
Awarded the Top China Santander - FIMPES Scholarship to be part of a cultural and academic program at the Beijing Technological Institute (BIT) .