

Gustavo Jimenez

Graphic Designer

Specialising in premium digital advertising

Experienced in HTML, CSS,

JavaScript | Animation

0426 243 922

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jimo1150@gmail.com

Software and
Development Skills

Photoshop

Illustrator

After Effects

Premiere

Animate

InDesign

Microsoft Office

Google Web Designer

HTML

CSS

JavaScript

GreenSock

Experience

3DUX

(Formerly Sony DADC
New Media Solutions)
Sydney, Au

3dux.com.au

Team lead for current domestic and global online advertising campaigns

Directing the visual design focused on animation production for Audible Australia, empowering the audiobook product with a premium and accessible local brand design.

Visual design, localisation, animation, and production of online campaign assets for PlayStation, Stan, Universal Sony Pictures, Paramount and 20th Century Studios, including out of home executions and rich media digital activations via Google DoubleClick Studio, Sizmek and publisher hosted ads.

Transformed clients’ briefs into multi-channel assets following brand guidelines and collaborated with account management teams to deliver projects on time and on budget.

Established a high level online brand strategy optimising processes for several online rich media channels for Stan.

Notable Clients Serviced
Audible Au, PlayStation (SIE), Sony Music, Stan,
Universal Sony Pictures, Paramount.

Warner Bros. Home Ent.

Sydney, Au

Sep 2012 – Jun 2015

Liaised directly with external and internal clients to bring large online campaigns to a satisfactory outcome

Managing the online department at Warner Bros. while training and leading 3 designers

Successfully managed to bring all the outsourced video production in-house allowing absolute control over the economics and the visual design, brand recognition and products visual unity.

Created TV commercials for nationwide visibility. Online pre-rolls and videos-presentations for WB and WB-related brands internal use.

Transformed the online department from banners only campaigns to vast campaigns including email marketing, out of home, TV commercials and YouTube pre-rolls by optimising processes, timeframes, and costs for online and TV production.

Fostered high-value relationships with key stakeholders across the business and established an inspiration email digest to engage creativity within the marketing team.

Frontier Australia
Sydney, Au
Aug 2009 – Aug 2011

frontieraustralia.com.au

- Implemented strong marketing initiatives with stakeholders, acquiring Warner Brothers and Trend Micro accounts
- Localisation, animation, and new production initiatives of online campaigns of worldwide supplied assets
- Design and maintenance of websites, Freedom Foods, Trend Micro Warner Brothers
- Design and optimisation of email marketing campaigns using Campaign Monitor

Digital Caravan
Sydney, Au
Aug 2009 – Aug 2010

- Skinned websites via content management systems (CMS), oversaw development of front end production (DotNetNuke)
- Worked closely with senior designer and senior programmers in website design deployment.
- Implemented email marketing initiatives with vision6, also following the Analytics for several clients in Australia and New Zealand.

smartfix® Pty Ltd
Sydney, Au
Nov 2008 – Aug 2009

- Concept development including wireframing, mockups, and site architecture and oversaw development of front end production through to deployment.
- Smartfix website front end refreshed to match W3C Standards of the time XHTML, CSS2, JavaScript and Flash.
- Executed successful marketing pieces through various digital mediums, resulting in higher traffic engagement and conversion

Education

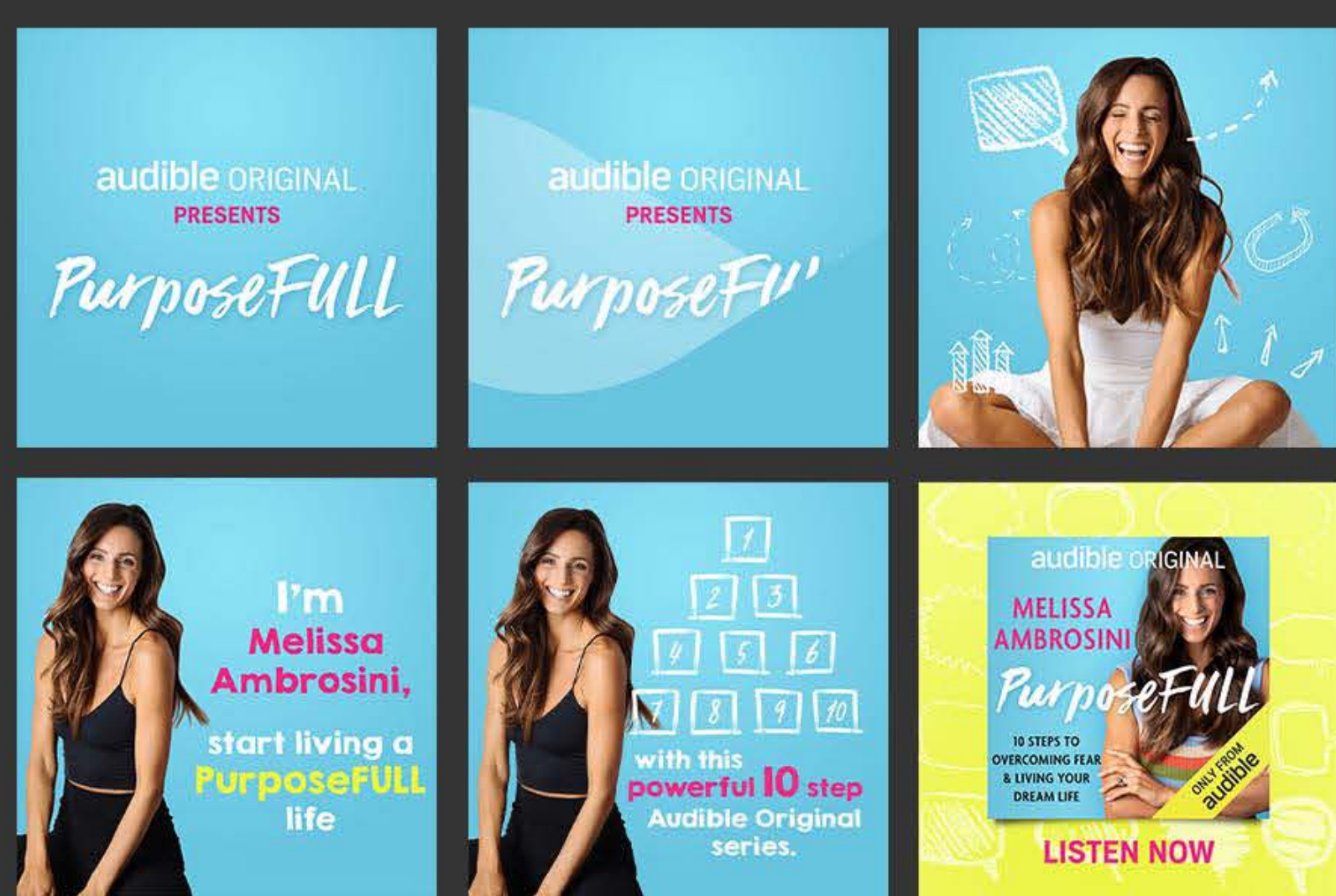
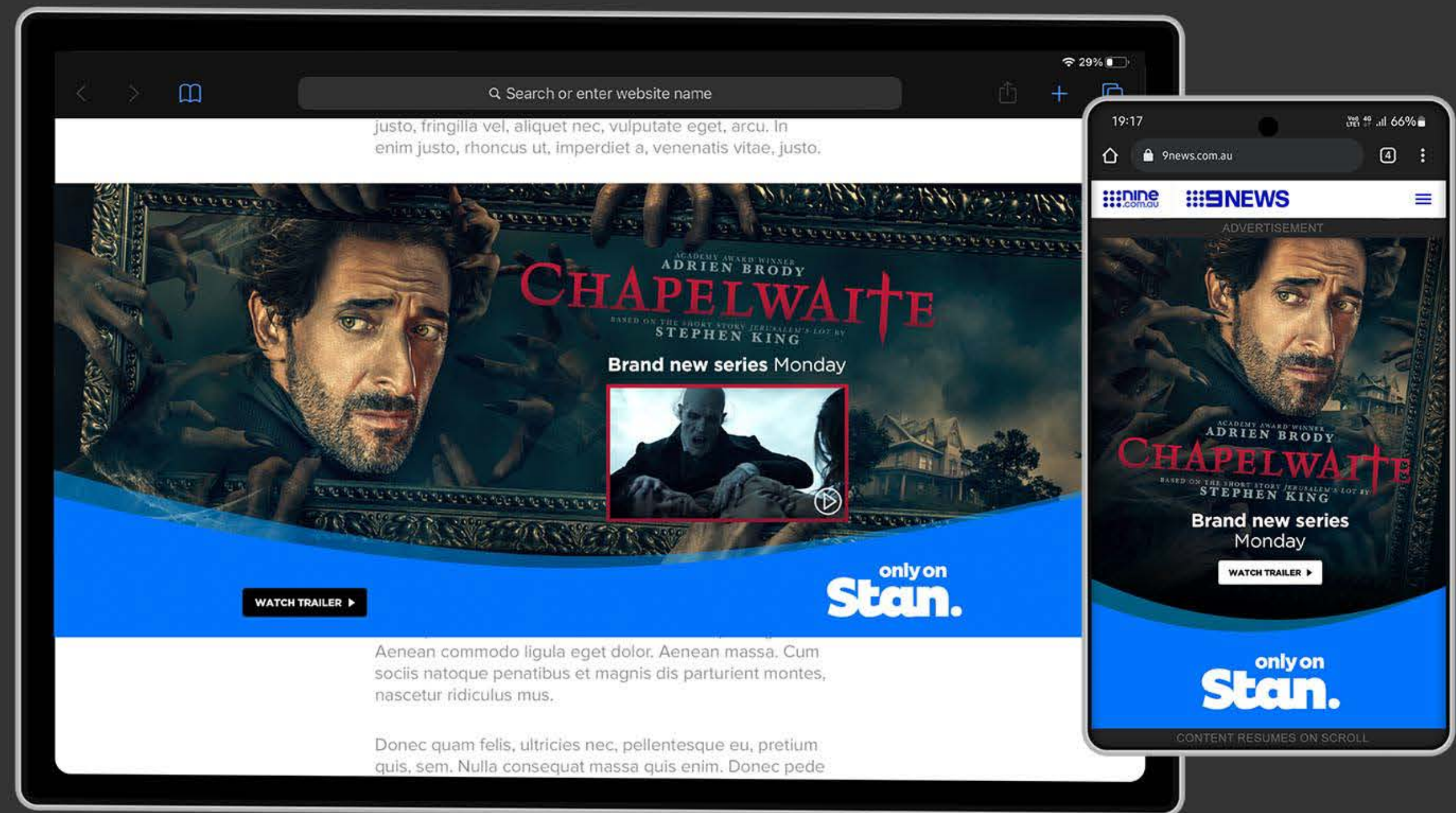
Jorge Tadeo Lozano University Bogota, Colombia 2005 - 2005	Jorge Tadeo Lozano University Bogota, Colombia 2004 - 2004
Webite design. Certificate	Multimedia. Certificate
Jorge Tadeo Lozano University Bogota, Colombia 1999 - 2004	
Professional in Graphic Design	

Languages

Enlgish, Spanish (Native)

References

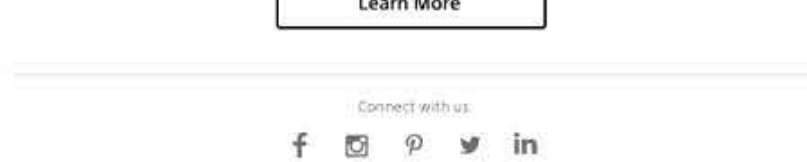
Kenny Wan Senior Creative Strategist and Communication Designer - IBM 0478 606 082	Mario Rivero Senior Graphic Designer - NSW Goverment 0403 413 719
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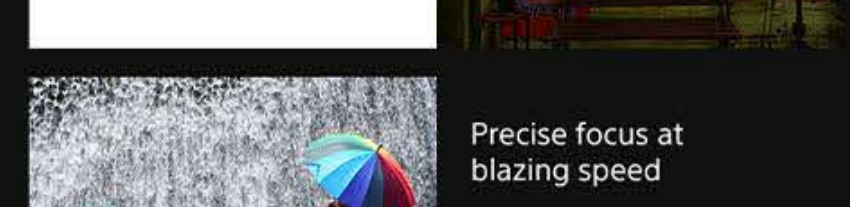
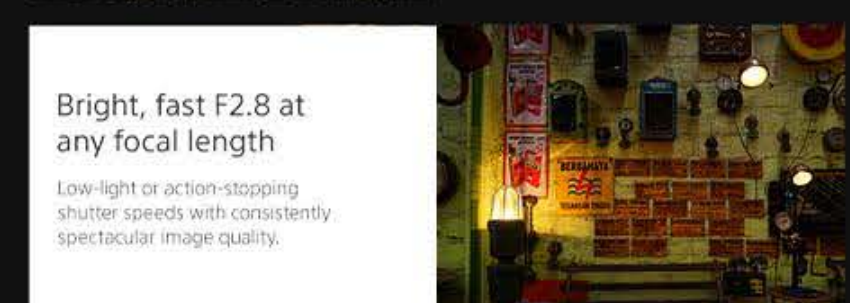
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