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Javier Product Issoglio Designer Portfolio



This is an interactive PDF. For a
better visualization please use
Adobe Acrobat.

Introduction / About me

 I am a Senior Product Designer with over 17 years of experience designing digital products that combine strong UX/UI foundations, clear product vision, and real business impact. I work at the intersection of design, strategy, and execution, helping teams turn complex problems into simple, scalable solutions.

 My background is rooted in multimedia and graphic design, with formal education in design and continuous training in UX/UI, game design, and interactive technologies. Over the years, I evolved into a product-focused role, leading design decisions, defining workflows, and collaborating closely with engineering, product, and business stakeholders.

 I specialize in startups, gaming and gamified products, and health-tech platforms, where clarity, usability, and system thinking are critical. I enjoy working on products that require structure, decision-making, and long-term vision—especially platforms, tools, and mobile experiences that must perform in real-world conditions.

 I work daily with tools such as Jira, Miro, GitLab, Google Workspace, Slack, Discord, and the Adobe Creative Suite, and I have hands-on experience with Blender, Unity, Unreal Engine, and modern AI tools like ChatGPT and Gemini to optimize workflows, documentation, and product discovery.

 I'm most effective in environments where I can lead through design, act as a bridge between teams, and contribute beyond screens—shaping product strategy, improving processes, and ensuring that what gets built truly solves user and business needs.



Achievements



LiRO – Online Pet Medical Records

What: Founded and led the product vision and execution of a digital platform replacing paper-based veterinary medical records with a centralized online system.

How: Defined product strategy, UX architecture, and workflows; led a multidisciplinary team of 4 collaborators; worked closely with veterinarians to align the product with real-world operational needs.

Impact: Enabled veterinarians to fully eliminate paper records, increased client return rates through automated vaccination and deworming reminders, and reduced in-clinic administrative time by over 50%.

Tech & Methods: Product Strategy, UX/UI Design, Agile, Scrum, User Research, Figma, Jira, GitLab, Adobe Suite, ChatGPT, Gemini.



TGA – Video games for corporate training

What: Led product ownership and delivery for large-scale gamified educational products, including the successful public launch of a multi-platform educational game.

How: Acted as formal Product Owner and primary bridge between client, development, design, learning, and delivery teams; defined gameplay systems, documentation standards, and delivery processes.

Impact: Achieved a smooth and successful launch across web and mobile platforms by ensuring product clarity, alignment, and readiness; significantly reduced delivery friction and rework through early issue detection and structured documentation.

Tech & Methods: Product Ownership, Cross-functional Leadership, Agile, Jira, Miro, Figma, Documentation Frameworks.



Game Cloud Network

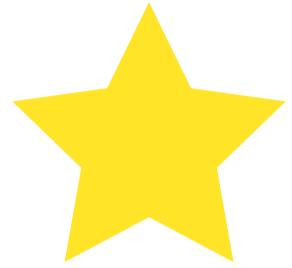
What: Led product design and 3D production for mobile games, overseeing end-to-end delivery across multiple titles.

How: Supervised and coordinated a team of 6 3D artists, defined production workflows, and collaborated closely with project management and art direction to optimize pipelines.

Impact: Reduced error margins and rework by standardizing asset production processes, improving delivery consistency and overall production efficiency.

Tech & Methods: Product Design, Workflow Optimization, Scrum, Agile, Jira, Miro, Blender 3D, Adobe XD, Substance Painter.

★ Featured projects



LiRO — Digital Pet Health Platform

LiRO is my flagship product and the project that most accelerated my growth as a Product Designer. As the main founder, I led the end-to-end vision, strategy, and execution of a web and mobile platform that digitizes pet medical records and connects veterinarians with pet owners in a shared ecosystem.

The product solves a core industry problem: fragmented, paper-based workflows and inefficient veterinary management. LiRO centralizes medical histories, clinic operations, and owner communication, while delivering smart notifications and health reminders.

I owned the full product lifecycle—from user research and UX strategy to UX/UI design, storytelling, documentation, and close collaboration with front-end and back-end teams. The MVP is currently in use by veterinary clinics in Córdoba, Argentina, with real users and continuous iteration based on real-world feedback.

LiRO represents true product ownership, combining business decisions, UX, prioritization, and technical constraints into a living, evolving product.

B-Bot — Teaser Trailer

The B-Bot teaser was a high-autonomy project where I led nearly the entire creative and technical process. The goal was to introduce the B-Bot character and its universe through a visually engaging teaser capable of generating emotion, identity, and anticipation.

I was responsible for conceptual research, visual direction, 3D modeling, rigging, animation, shaders, scene composition, and final rendering. The Art Director acted mainly as a final validator, reflecting the level of ownership and trust involved.

This project highlights my ability to build visual worlds from scratch, lead creative teams, and execute at a high technical standard. It demonstrates strong product judgment applied to storytelling, presentation, and emotional impact.

Holcim — Brand Implementation & Multidisciplinary Projects

My work at Holcim was a long-term, high-complexity engagement that shaped my professional foundation. I participated in the adaptation and implementation of Holcim's global brand identity following the acquisition of Cementos Minetti, across more than 10 cement plants in Argentina.

The project included on-site surveys, asset inventory, brand guideline localization, industrial signage, and large-scale graphic production. Over time, my role expanded into the creation of interactive training programs, safety videos, branding education, 2D animations, 3D assets, and digital content.

Holcim strengthened my ability to scale visual systems, work in complex industrial environments, and optimize real production workflows with consistency and rigor.

Index

TGA

(PO | Aventura Edenor)

 January 2025 - January 2026

[Remote]

Role(s)

- Product Owner
- Product Designer
- Product Manager

Description

I worked as Product Owner leading the entire product area for Aventura Edenor, a large-scale educational game developed for Edenor, Argentina's leading electric utility company. I played a central role in ensuring product clarity and readiness from early conception through public release across web and mobile platforms. Acting as the main product counterpart for the client, I combined strategic product leadership with hands-on execution to deliver a polished, market-ready experience aligned with business, educational, and user needs.

Key Responsibilities

- End-to-end leadership of the product area throughout the project lifecycle.
- Direct contribution to the public launch across web and mobile platforms.
- Acting as the primary product liaison with the client, supporting alignment and decision-making.
- Translating business and educational requirements into clear product definitions.
- Coordinating cross-functional collaboration among 20+ team members.
- Ensuring product quality, usability, and clarity prior to release.
- Co-creating gameplay mechanics and progressive difficulty systems.
- Improving product workflows through documentation standards and enhanced Jira practices.
- Supporting development to unblock deliverables and maintain production velocity.
- Hands-on contribution to Product Design when needed.

Tools

Jira | Miro | Figma | Notion | Slack | Confluence | Google Workspace |
ChatGPT | Gemini | Adobe After Effects | Premiere Pro | Power-BI



Qmarq

VinylVerse

17 December 2023 – May 2024

[Remote]

🎯 Role(s)

- Product Designer
- 3D Team Lead + 3D generalist
- Technical Artist

📝 Description

I contributed to the design and production of VinylVerse, a game focused on vinyl record trading and listening within customizable 3D environments. My role combined product design, visual research, and technical leadership, taking ownership of both the conceptual definition of virtual spaces and the creation and implementation of optimized 3D assets for game engines. A strong emphasis was placed on accurately recreating real-world, limited-edition furniture while maintaining real-time performance and technical consistency.

⚙️ Key Responsibilities

- Conceptual and visual research of real-world collectible and limited-edition furniture.
- Low-poly 3D modeling of furniture, props, and environmental assets
- Accurate recreation of real-world proportions, dimensions, and details.
- Design and optimization of shared materials and texture systems.
- Development of efficient shaders compatible with Unity and Unreal Engine.
- Technical leadership of the 3D team, defining quality standards and workflows.
- Implementation of 3D assets and materials directly within Unity.
- Rendering and production of visual assets and videos for product presentation.

🛠️ Tools

Blender 3D | Substance Sampler | Substance Painter | Miro | Illustrator |
Photoshop | Unity | Unreal Engine |



Qmarq

(B-Bot trailer)

 September 2023 - January 2024

[Remote]

Role(s)

- Product Designer
- 3D Team Lead
- Art & Technical Lead

Description

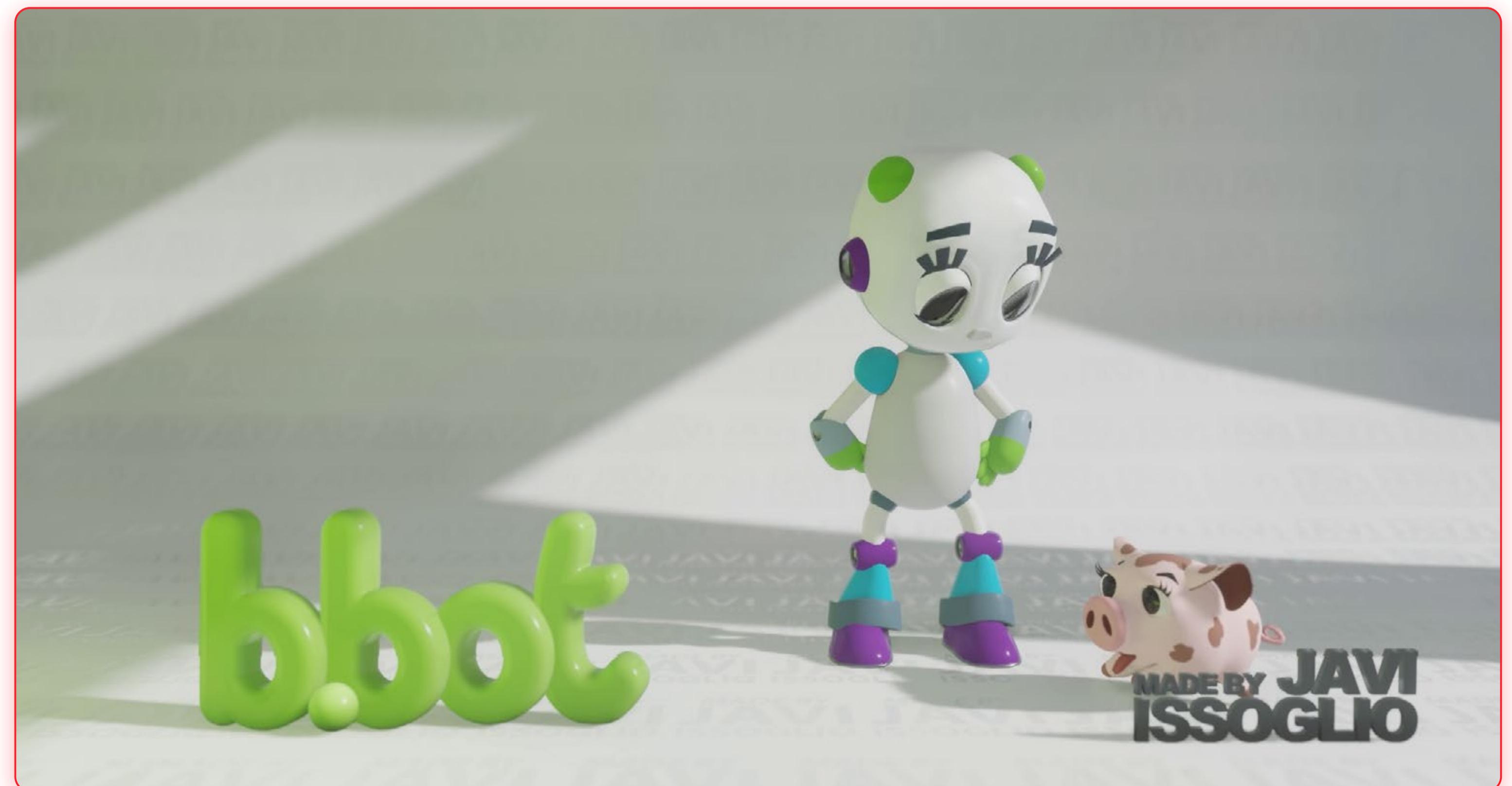
I led and executed nearly the entire B-Bot teaser trailer with full creative and technical autonomy. The goal was to introduce the character and its world through a visually engaging piece featuring a soft, expressive 3D atmosphere. From early visual research and concept development to final rendering, I made key decisions across storytelling, art direction, and technical execution, with final validations handled by the Art Director.

Key Responsibilities

- Conceptual and visual research to define tone, style, and narrative direction.
- Leadership of the 3D team, ensuring visual cohesion and technical quality.
- 3D modeling of the B-Bot character, environments, and props.
- Design and construction of immersive 3D scenarios.
- Creation of props to support storytelling and visual depth.
- Development of custom textures, materials, and shaders.
- Rigging of characters and objects for advanced animation.
- 3D animation focused on expression, fluidity, and personality.
- Scene composition, lighting, and final video rendering.

Tools

Blender 3D | Substance Painter | Photoshop | Illustrator | After Effects |
Premiere | Leonardo.ai | Miro | Jira



Finnegans

FinnApp Agro(Mobile app)

17 December 2021 - March 2022

[Remote]

Role(s)

Product Designer

Description

I worked directly with Finnegans on the design of FinnApp Agro, a mobile-first solution built for rural field operations with limited or no connectivity. The goal was to solve real operational challenges such as task tracking and stock control, prioritizing reliability in offline environments. My role focused on understanding field constraints, defining robust user flows, and designing a simple and dependable experience for users working in demanding conditions.

Key Responsibilities

- Analysis of rural operational workflows with limited connectivity.
- Identification of critical constraints affecting field workers.
- Design of a mobile-first, offline-capable solution.
- Design of user flows tailored to operational roles and tasks.
- Creation of end-to-end wireframes and user flows.
- Translation of complex field processes into a clear, reliable user experience.
- Collaboration with stakeholders and technical teams to validate design decisions.

Tools

Miro | Adobe XD | Illustrator



Microsoft Azure

(HLC trailer)

17 December 2021 – February 2022

[Remote]

🎯 Role(s)

- Product Designer
- Art Director
- 3D Artist
- Animator

📝 Description

I took an end-to-end role in the production of a 3D trailer for Microsoft Azure, covering everything from narrative conception and art direction to final rendering and post-production. The project required a strong storytelling approach, visual consistency, and solid technical execution to communicate complex concepts in a clear, engaging, and enterprise-grade visual language.

⚙️ Key Responsibilities

- Script creation and narrative supervision.
- Storyboarding and visual storytelling definition.
- Main character and visual universe design.
- 3D modeling of characters, props, and environments.
- Creation of textures, materials, and shaders.
- Character rigging and animation.
- Full design of all 2D and 3D visual elements.
- Scene setup, lighting, and final rendering.
- Video editing and complete post-production.

🛠️ Tools

Blender 3D | Substance Sampler | Substance Painter | Miro | Illustrator |
Photoshop | After Effects | Premiere Pro



Game Cloud Network

Xappa world

17 September 2021 – August 2023

[Remote]

🎯 Role(s)

- Product Designer
- 3D Team Lead
- Senior 3D Artist

📝 Description

I worked at Game Cloud Network as a Product Designer and 3D Team Lead, primarily contributing to XAPPA, a game designed to reflect users' emotional states and help them navigate everyday situations. Over a two-year period, I collaborated closely with the Art Director and development team to ensure visual consistency, technical quality, and proper asset integration within the game engine. I played a key role in production, quality control, and client-facing deliverables, consistently showcasing progress and maintaining high standards.

⚙️ Key Responsibilities

- Product design contribution to the emotional and visual experience of the game.
- Leadership of the 3D team, defining technical and quality standards.
- 3D modeling of characters, props, and environments.
- Creation of optimized textures, materials, and shaders.
- Character rigging and 3D animation.
- Technical support to developers during Unity asset implementation.
- Quality control of 3D assets produced by the art team.
- Rendering of visual material and motion graphics for client presentations.
- Preparation of deliverables to clearly communicate progress and quality to stakeholders.

🛠️ Tools

Blender 3D | Substance Sampler | Substance Painter | Miro | Illustrator |
Photoshop | Unity | Unreal Engine | Adobe XD | After Effects | Premiere |



Game Cloud Network

Paper Lumos / Origata

17 September 2021 – August 2023

[Remote]

Role(s)

- Product Designer
- 3D Team Lead
- Senior 3D Artist

Description

I worked on the development of the Origata video game, collaborating closely with the Art Lead and the development team. My role focused on leading 3D prop production, defining and optimizing materials and textures for real-time environments, and ensuring proper technical implementation within the game engine. I also contributed to level design and created 2D animations for the UI, helping deliver a visually consistent, optimized, and cohesive player experience.

Key Responsibilities

- Leadership of 3D prop modeling and environment assets.
- Coordination and creation of optimized textures and materials.
- Development of materials compatible with Blender and Unity.
- Game performance and asset weight optimization.
- Technical implementation of 3D assets in Unity.
- Collaboration on level design and layout adjustments.
- Creation of 2D UI animations.
- Ongoing collaboration with art and engineering teams to maintain visual and technical consistency.

Tools

Blender 3D | Substance Sampler | Substance Painter | Miro | Illustrator |
Photoshop | Unity | After Effects | Premiere |



Game Cloud Network

Seismic

September 2021 – August 2023

[Remote]

Role(s)

- Product Designer
- Senior 3D Artist
- Motion Graphics

Key Responsibilities

- Leadership of the 3D team, defining technical and quality standards.
- 3D modeling of characters, props, and environments.
- Creation of optimized textures, materials, and shaders.
- Character rigging and 3D animation.
- Technical support to developers during Unity asset implementation.
- Quality control of 3D assets produced by the art team.
- Rendering of visual material and motion graphics for client presentations.
- Preparation of deliverables to clearly communicate progress and quality to stakeholders.

Tools

Blender 3D | Miro | Illustrator | Photoshop | After Effects | Premiere |



Game Cloud Network

Tap and Field

17+ September 2021 – August 2023

[Remote]

Role(s)

- 2D motion animator
- UX/UI designer
- Motion Graphics

Key Responsibilities

- 2D animation.
- Defining speed and keyframes.
- Rendering of visual material and motion graphics for client presentations.

Tools

Adobe XD | Illustrator | Photoshop | After Effects |



Startup - LiRO

LiRO - Digital pet medical records platform

17 July August 2019 – Present

[Hybrid]

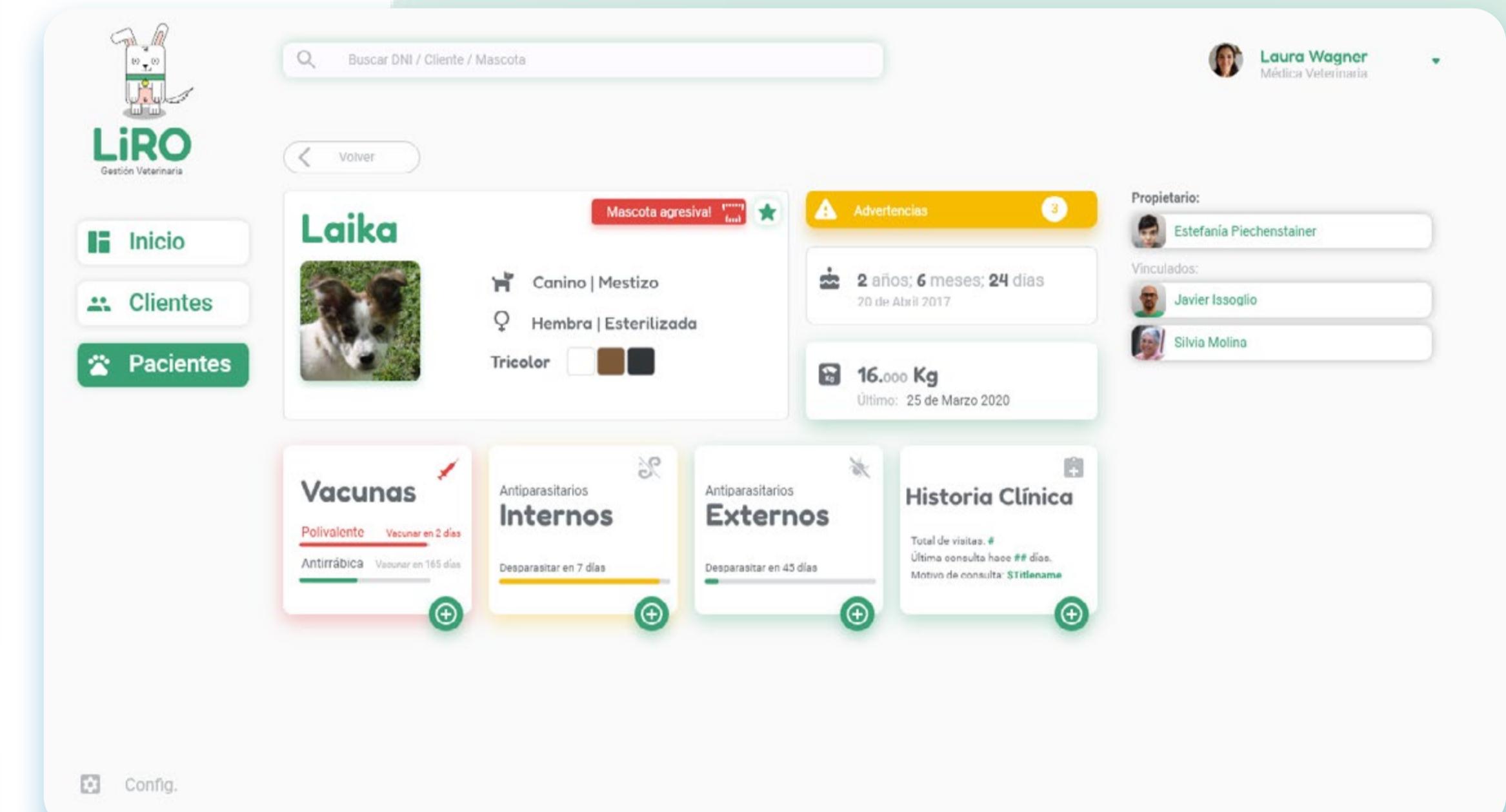
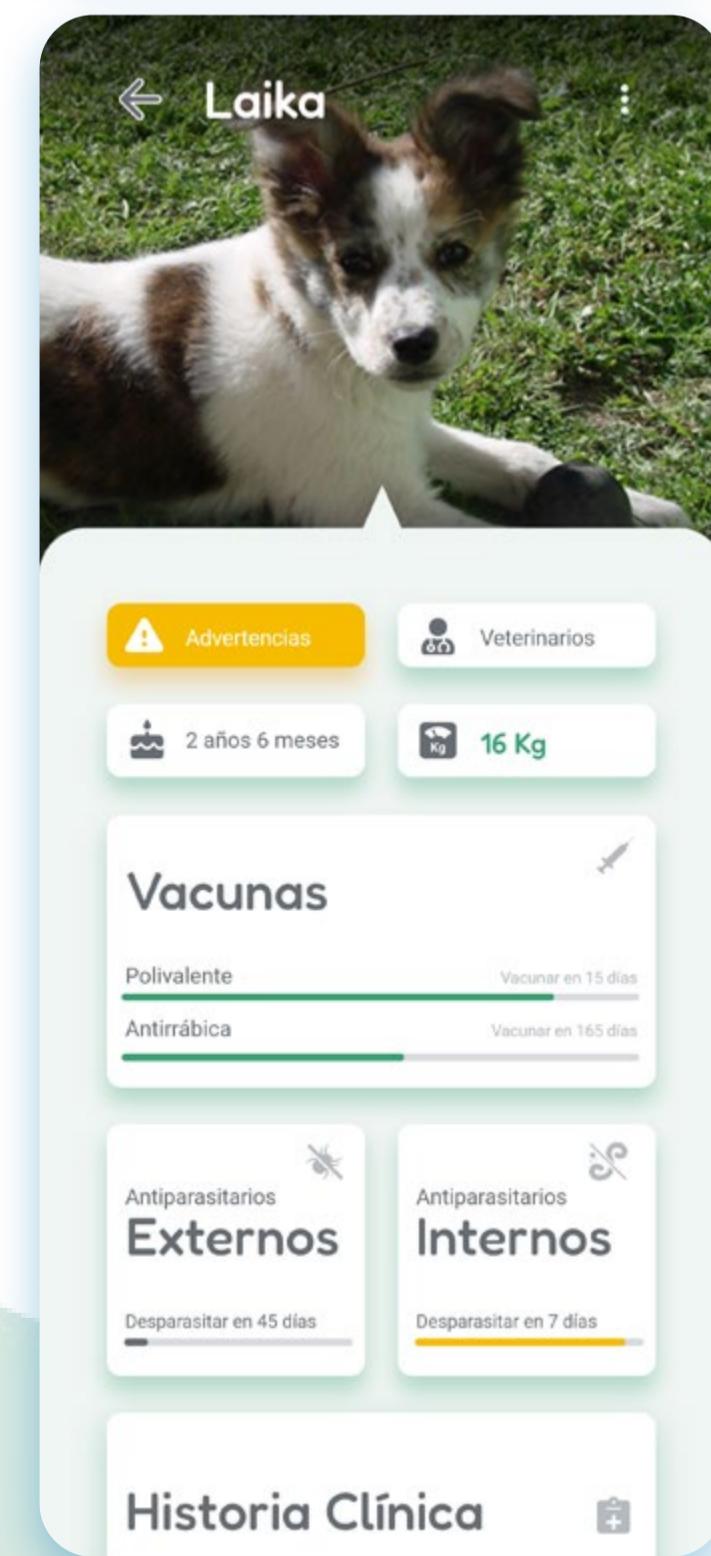
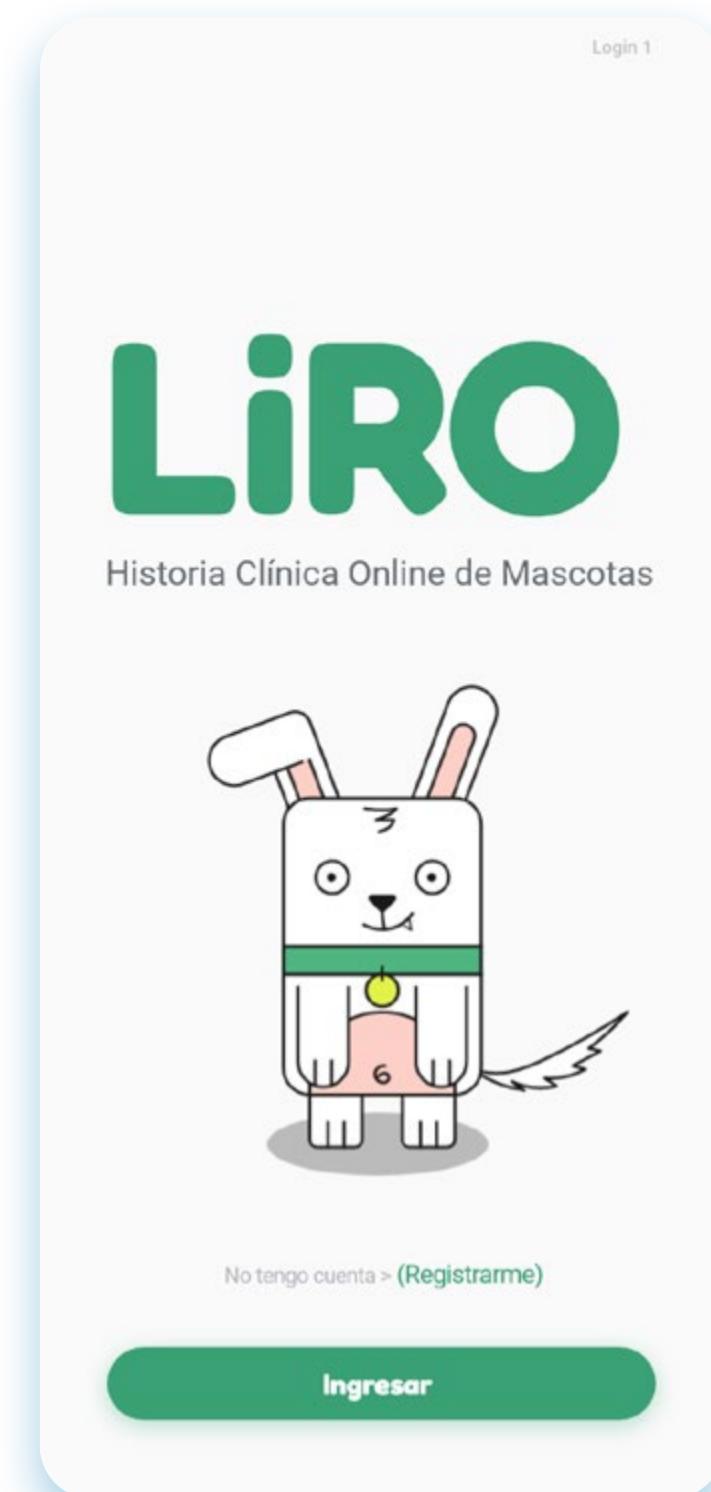
Role(s)

- Founder & CEO
- Content Designer
- Senior Product Designer
- Product Owner
- QA tester

Description

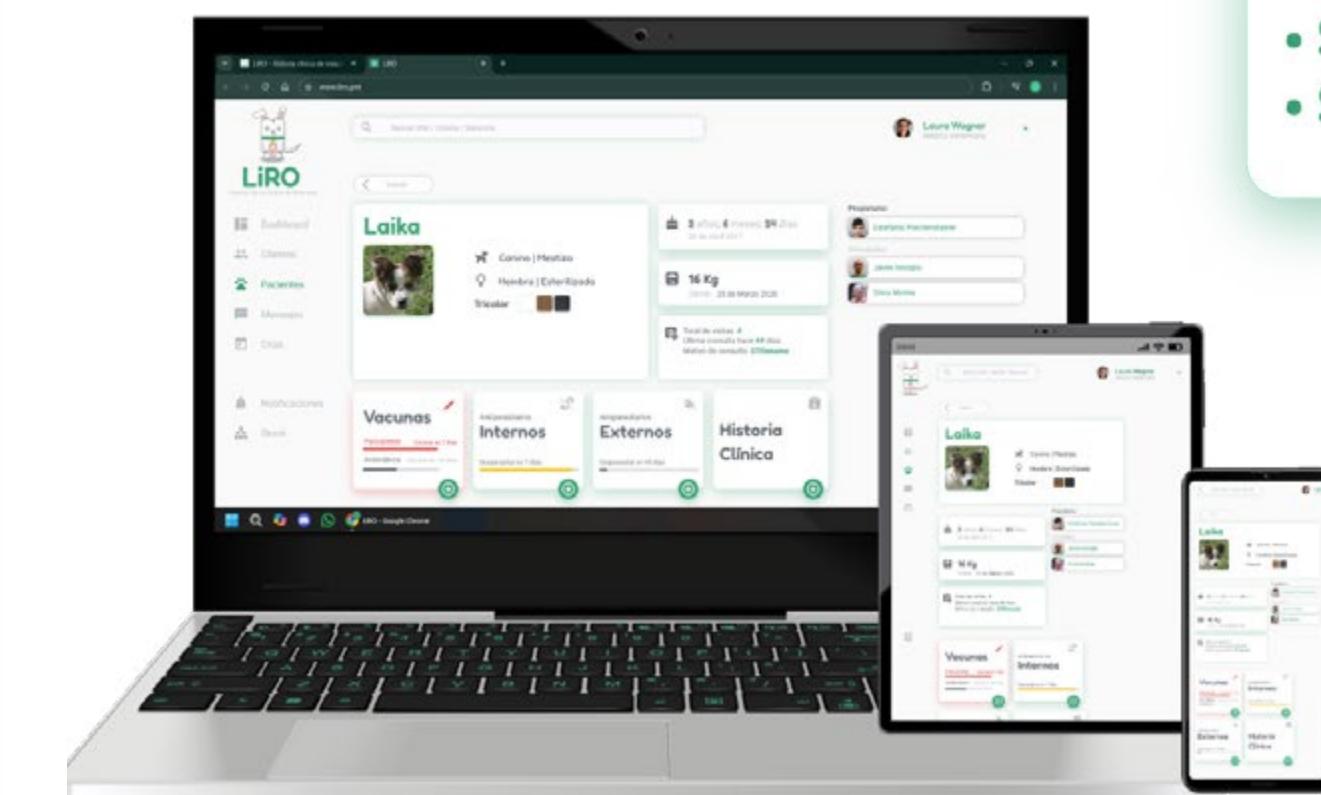
I am the main founder and end-to-end product owner of LiRO, a web and mobile platform designed to digitize and streamline pet healthcare management. LiRO connects veterinarians and pet owners through a shared digital medical record, replacing paper-based processes and reducing repetitive administrative work.

From initial concept to an MVP currently used by veterinary clinics in Córdoba, Argentina, I led product vision, strategic decision-making, and the complete user experience. This project significantly accelerated my growth as a Product Designer by requiring real-world decisions across business, UX, technology, and prioritization.



Mejor gestión veterinaria

- En cualquier dispositivo
- Siempre Online
- Siempre Accesible



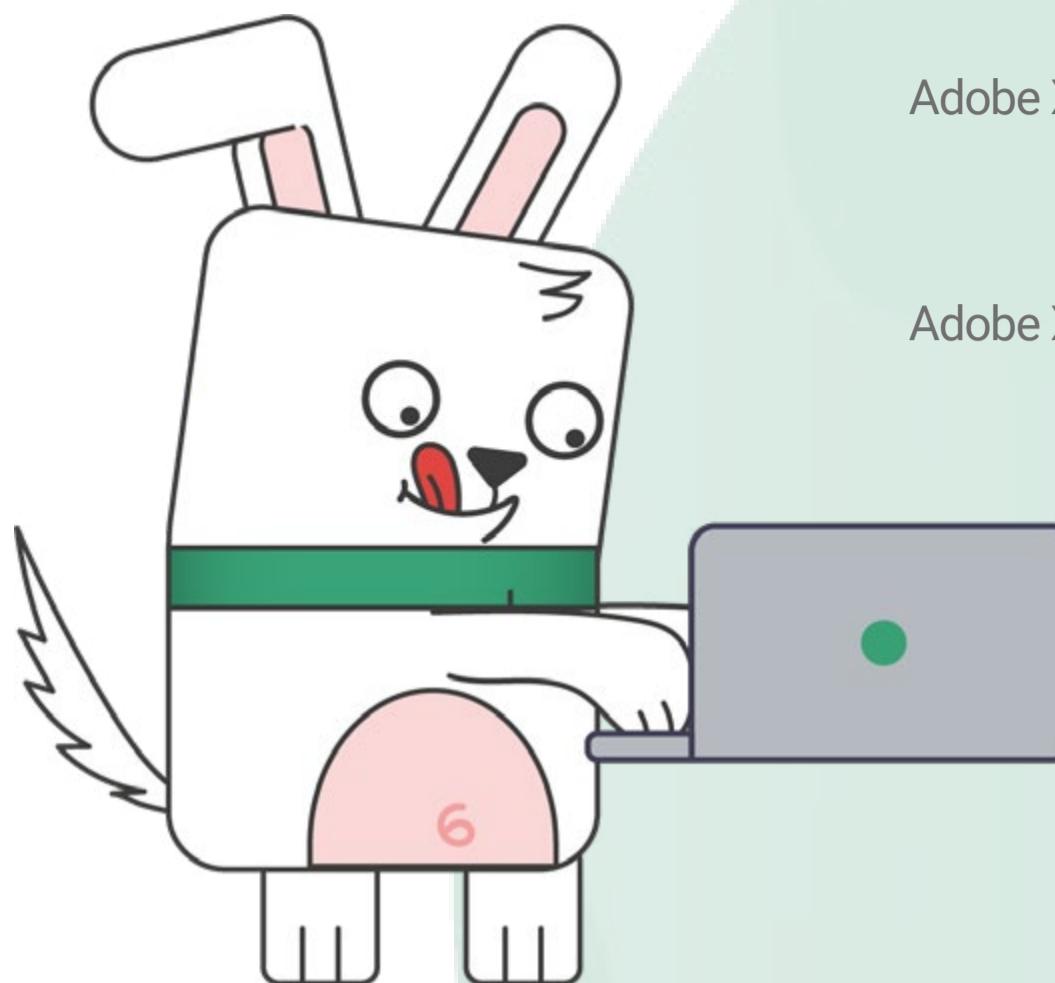
LiRO - Online Medical History for Pets

⚙️ Key Responsibilities

- Definition of product vision, value proposition, and long-term roadmap
- User research with veterinarians and pet owners to uncover real operational pain points.
- Design of end-to-end user flows for veterinary management and pet medical records.
- UX and UI design for web platform and mobile apps (Android and iOS)
- Design of notification systems for vaccinations, deworming, check-ups, and appointments.
- Development of product storytelling, brand voice, and communication strategy.
- Creation of visual identity, main character, and animated/static illustrations.
- Functional and technical documentation for front-end and back-end development.
- Continuous collaboration with engineering teams to validate, iterate, and evolve the MVP.
- Feature prioritization, hypothesis validation, and data-informed decision-making.
- Ongoing MVP monitoring in active veterinary clinics and user acquisition efforts.

🛠️ Tools

Blender 3D | Miro | Jira | Gitlab | Github | Google Workspace | Adobe XD | Illustrator | Photoshop | Indesign | After Effects | Premiere Pro | Notion | Chat Gpt | Gemini | Leonardo.ai | Slack | Discord | Dreamweaver | Vs Code | Microsoft Office: (Access; Excel; Word; Power Point) | Power-Bi



Adobe XD - Full Web Design

Adobe XD - Full App Design

Equipo Multidisciplinario



**Javier
Issoglio** (CEO)

Diseñador:
• Gráfico/ Audiovisual/
interactivo/ Ux_Ui



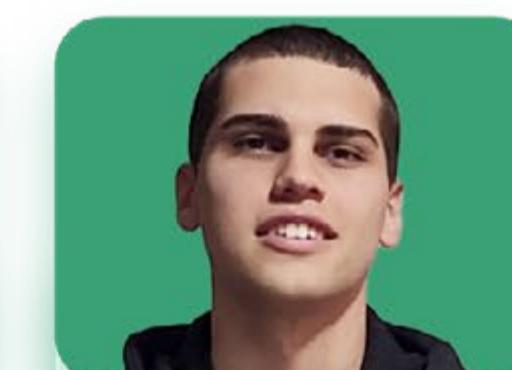
**Nicolás
Ballaman** (CTO)

Front-End Developer
• Web & Mobile
• Flutter Mobile
• Angular



**Francisco
Busleiman** (COO)

Back-End Developer
• Java Developer



**Juan Manuel
Quinteros**

Back-End Developer
• Java Developer



**Laura
Wagner**

Médica Veterinaria
MP: 2235
• Asesoramiento
• Podcast Veterinario



StartUp

Digital Vaccine Card

17 March 2019 – August 2019

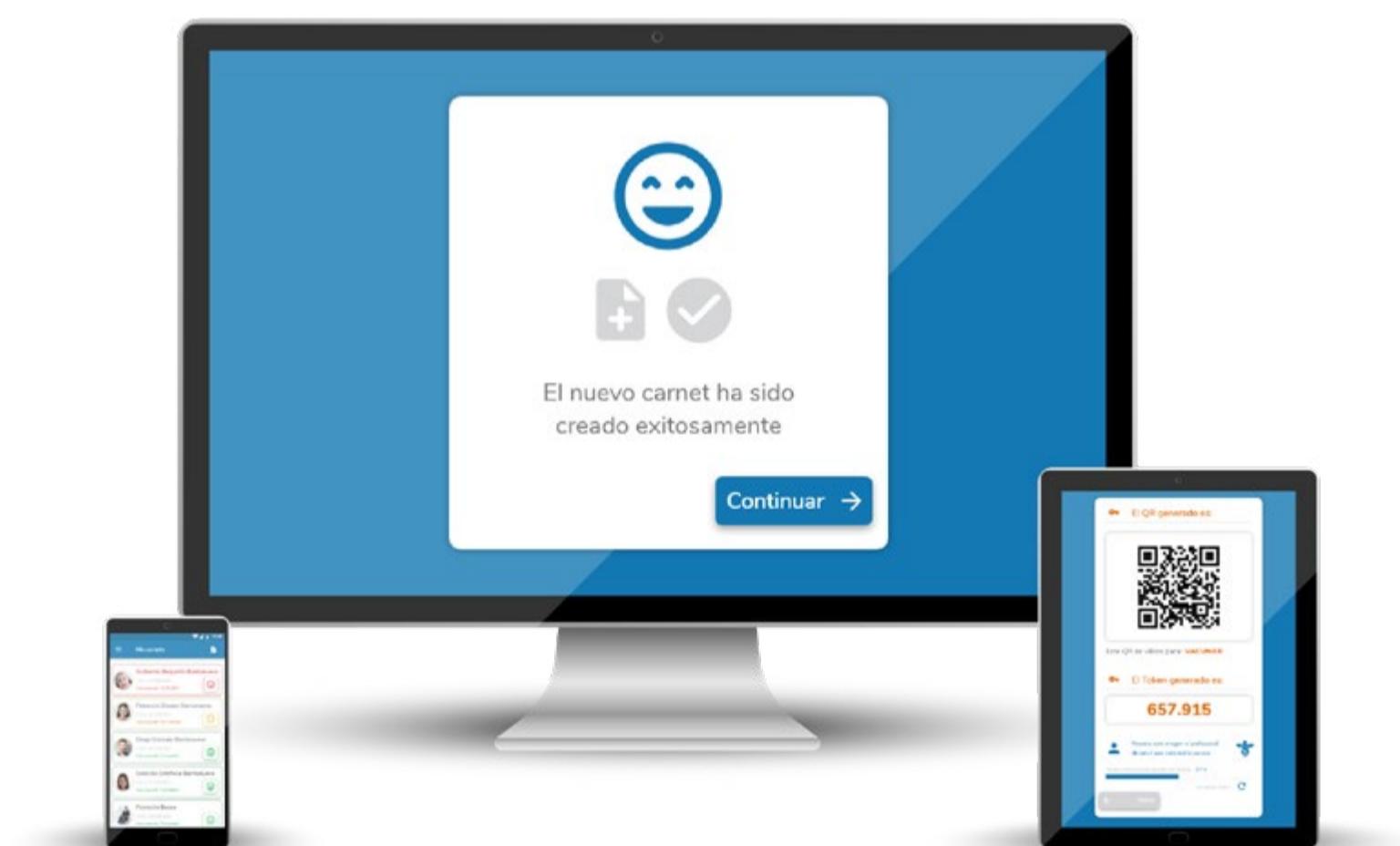
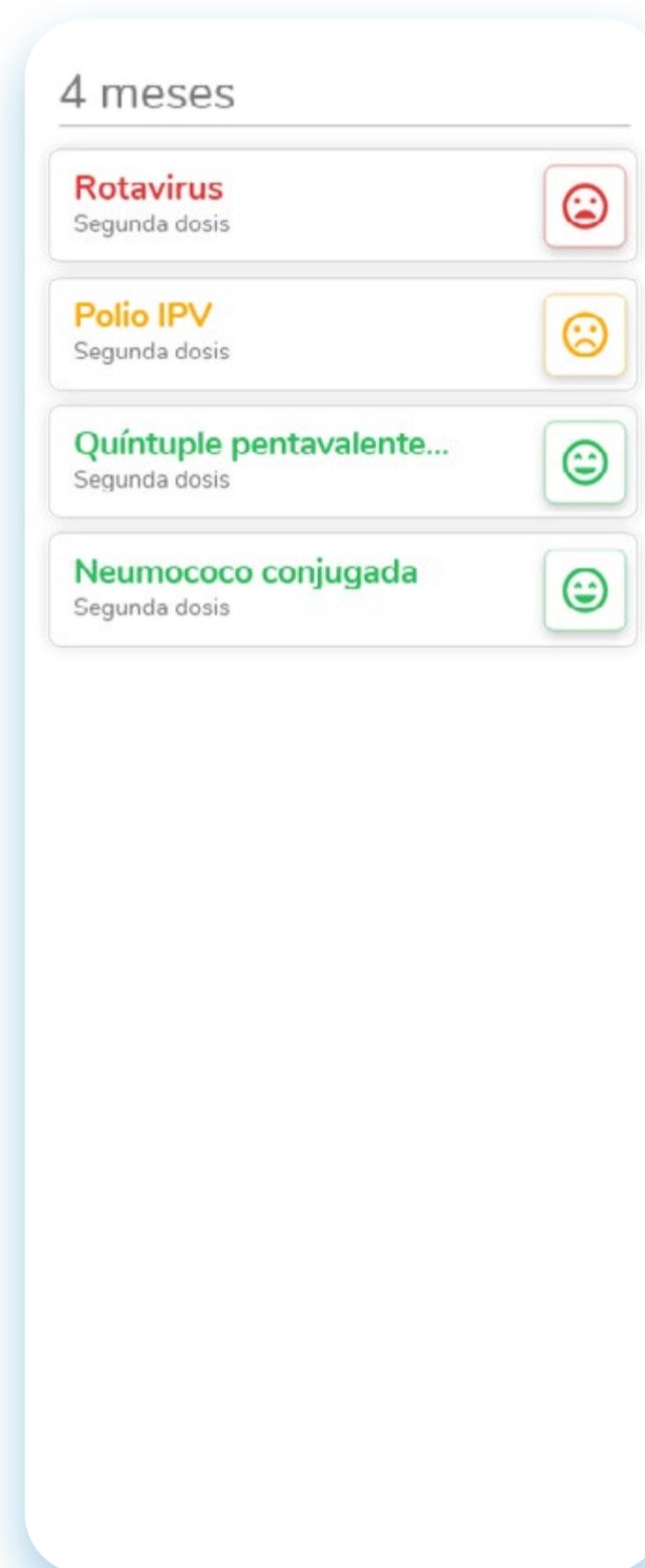
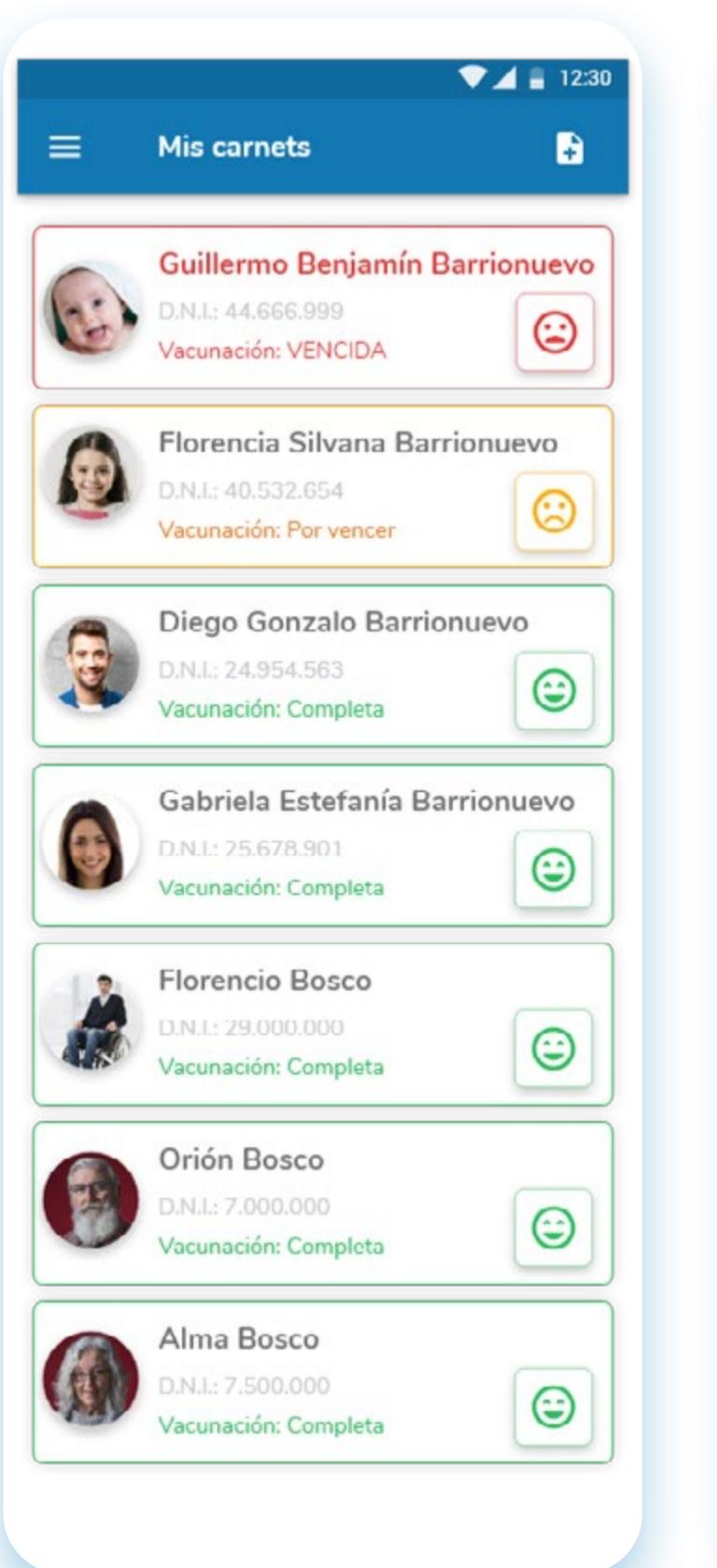
[On-Site]

Role(s)

- Co-founder
- Product Designer
- UX/UI Lead

Description

I co-founded a startup focused on fully digitizing human vaccination records. The product targeted both regular citizens and healthcare professionals (nurses working in hospitals and vaccination centers). I led the UX/UI design area, conducting user research, defining critical user flows, and shaping the overall product experience. I worked closely with front-end and back-end developers to deliver a secure, functional MVP in a highly sensitive health data environment.



Key Responsibilities

- Co-founding the project and leading the UX/UI design function
- Conducting qualitative user research with key vaccination system stakeholders in Córdoba.
- Identifying core insights and translating them into product requirements
- Designing distinct user flows for citizens and healthcare professionals
- UX and UI design for mobile applications across both user roles
- Definition of functional and non-functional requirements, including security and privacy.
- Close collaboration with front-end and back-end development teams
- Design and delivery of a fully functional MVP with vaccine history tracking and expiration alerts.

Tools

User Research | UX Design | UI Design | Wireframing | Prototyping |
Adobe XD | Adobe Illustrator | Adobe Photoshop | Adobe After Effects |
Product Documentation | Cross-functional collaboration

UCC (Universidad Católica de Córdoba)

ICDA | Escuela de negocios

 September 2019 – December 2021

[Remote]

Role(s)

- Graphic Designer
- Video Editor
- Product Designer

Description

I collaborated with Universidad Católica de Córdoba and its ICDA Business School during the pandemic-driven transition to fully digital education.

I played a key role in adapting academic content for online platforms by editing, post-producing, and optimizing recorded classes, as well as designing visual and audiovisual assets for institutional communication and social media.

Key Responsibilities

- Definition of visual and conceptual strategies for digital educational content.
- Video editing and post-production of recorded classes for e-learning platforms.
- Optimization of audiovisual content for online distribution.
- Graphic design of institutional and promotional assets.
- Creation of animated assets and motion graphics for social media.
- Production of static and video-based content for digital communication.
- Ongoing collaboration with academic and communication teams.

Tools

Adobe Illustrator | Adobe Photoshop | Adobe After Effects | Adobe Premiere | InDesign



ICDA
Escuela de Negocios



Qmarq

3DEO – Technical visualization of metal 3D printing

17 January 2021 – December 2021

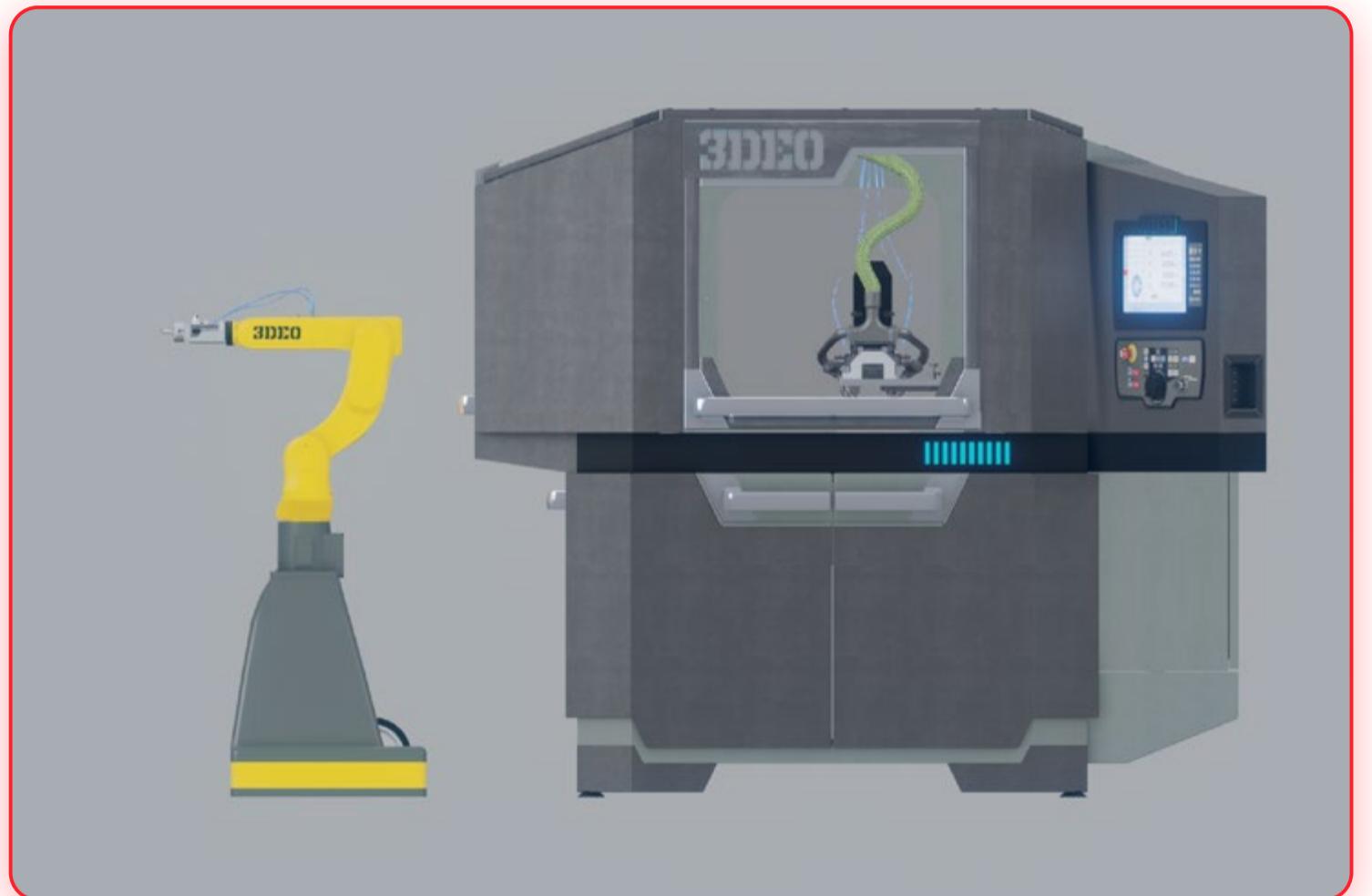
[Remote]

🎯 Role(s)

- 3D Artist
- Technical Artist
- Animator

📝 Description

I contributed to the creation of high-precision technical 3D animations to accurately represent 3DEO's innovative metal 3D printing process. The goal was to clearly communicate a complex industrial workflow while maintaining strict technical accuracy in scale, mechanics, and machine behavior. I also supported the company's website by producing animated backgrounds, demonstrations, and visual examples showcasing the capabilities of the technology.



⚙️ Key Responsibilities

- High-fidelity 3D modeling of industrial machinery, environments, and components.
- Creation of characters and visual elements for technical demos
- Development of textures, materials, and shaders for technical visualization.
- Advanced use of shapekeys, constraints, and drivers in Blender 3D.
- Detailed animation of mechanical processes and printing workflows.
- Rendering of technical animations for marketing and educational purposes.
- Production of animated backgrounds and examples for the corporate website.
- Modeling and animation of parts demonstrating the printer's output capabilities.

🛠️ Tools

Blender 3D | Adobe After Effects | Adobe Premiere Pro | Photoshop
| Illustrator |



Qmarq

Transformers-style 3D Trailer (Client: Uber)

17 March 2017 – December 2020

[Remote]

🎯 Role(s)

- 3D Artist
- Technical Artist
- Animator

📝 Description

I contributed to the production of a stylized 3D cartoon trailer for a Uber campaign in California, creating anthropomorphic characters capable of smoothly transforming between vehicles and humanoid forms. Working closely with the Art Director, I addressed complex technical challenges involving topology, rigging, and animation to achieve seamless transformations while preserving facial expressions and full character mobility.

⚙️ Key Responsibilities

- Visual research and reference gathering for vehicles and machinery.
- Low-poly 3D modeling optimized for complex deformations.
- Creation of toon-style shaders, materials, and textures.
- Advanced rigging using shapekeys, constraints, and drivers in Blender.
- Animation of transformation sequences inspired by films such as Transformers.
- Delivery of Unity-ready assets for engine integration.
- Rendering, video editing, and post-production of the final trailer.

🛠️ Tools

Blender 3D | Unity | Adobe After Effects | Adobe Premiere Pro | Photoshop



Qmarq

B-bot (Mobile game)

17 March 2017 – December 2019

[Remote]

Role(s)

- 3D Artist
- Technical Artist
- Game Asset Developer

Description

I contributed to the development of an educational mobile game aimed at helping young children learn toilet training habits through play. Working closely with the Art Director and development team, I was responsible for creating fully optimized 3D game assets and animations for real-time use, as well as producing animated renders and videos used in ongoing marketing campaigns. The project received international recognition and remains active to this day.

Key Responsibilities

- Low-poly 3D modeling optimized for mobile platforms.
- Creation of textures, materials, and real-time shaders.
- Implementation of shapekeys, rigging, and optimized animations.
- Delivery of Unity-ready game assets for developer integration.
- Technical collaboration with developers to ensure smooth engine implementation.
- Rendering and production of animated marketing videos.
- Video editing and post-production for promotional content.

Tools

Blender 3D | Unity | Adobe After Effects | Adobe Premiere Pro | Photoshop
| Substance Painter |

Awards

Winner of the Creative Child Awards for two consecutive years.



Infoclima S.A.

Educational audiovisual content development

 June 2016 – December 2018

[Hybrid]

Role(s)

- Educational Content Developer
- Product Designer

Description

I developed educational audiovisual content focused on basic meteorology for the city of Córdoba's weather channel, targeting both the general public and meteorology students. The project involved full ownership of the educational product, from technical research and pedagogical structuring to filming, editing, and post-production. The resulting video series achieved hundreds of thousands of views on YouTube and received highly positive feedback for its clarity, accuracy, and production quality.

Key Responsibilities

- Analysis and adaptation of technical meteorology materials for educational use.
- Research and close collaboration with professional meteorologists
- Design of the educational program and content structure.
- Scriptwriting, narrative development, and voice-over documentation.
- UI and visual support design for educational content.
- Filming assistance and production coordination.
- Video editing and post-production using After Effects.
- Voice-over synchronization, sound design, and audio effects integration.

Tools

Adobe After Effects | Premiere Pro | Illustrator | Photoshop | Blender |
Google Docs | YouTube

01- Las atmósfera

02- La temperatura

03- Unidades de temp.

04- Trasnferencia del calor

05- Presión atmosférica

06- El viento

07- Tipos de vientos

08- Estados del agua

09- Ciclo del agua

10- La humedad

11- El Sol

12- Estaciones del año

13- La radiación solar

14- Espectro electromag..

15- Formación de nubes

Cise - Webdoors

Multimedia Design Academic Program

 May 2013 - December 2014

[On-Site]

Role(s)

Professor / Senior Multimedia Designer

Description

I was invited to design and launch a new Multimedia Design academic program, covering both digital tools and core graphic design principles. My role went beyond teaching software, focusing on building strong conceptual foundations in design fundamentals, best practices for print and digital media, and visual thinking. This approach enabled students to adapt quickly to new tools and technologies throughout their professional growth.

Key Responsibilities

- End-to-end design of the academic curriculum and course structure.
- Teaching core graphic design principles for print and digital environments.
- Training students in design best practices, composition, typography, and color theory.
- Hands-on instruction in graphic design, video, animation, and 3D tools.
- Mentoring and guidance through practical projects and evaluations.
- Adapting educational content to different skill levels and learning curves.

Tools

Adobe Flash (animation) | Adobe Premiere | Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Corel Draw | Blender 3D |



Holcim [ARG]

Brand guidelines implementation and multidisciplinary projects

September 2023 - January 2024

[Remote]

🎯 Role(s)

- Photography Assistant
- Graphic Designer
- 2D Animator
- 3D Modeler
- Product Designer

📝 Description

I contributed to the adaptation and implementation of Holcim's corporate identity following the acquisition of Cementos Minetti in Argentina. The project spanned more than 10 cement plants, requiring the evaluation, localization, and supervision of the global brand guidelines across diverse industrial contexts. My role evolved from operational support to end-to-end ownership of visual, educational, and digital solutions, while streamlining workflows and significantly accelerating large-scale asset production.

⚙️ Key Responsibilities

- On-site photographic surveys and inventory of legacy branded assets across multiple industrial plants.
- Translation, localization, and adaptation of global brand guidelines
- Graphic design for printed materials and industrial signage.
- Photo editing and brand transition simulations over existing photographic assets.
- Workflow optimization to enable high-volume asset production
- Development of interactive onboarding and branding training programs
- Production of safety training videos and online educational content
- Creation of 2D animations, 3D advertising assets, and motion graphics
- Contribution to UX/UI design, UX research, and digital learning experiences.

🛠️ Tools

Adobe Photoshop | Illustrator | InDesign | After Effects | Premiere Pro
| Blender 3D | CorelDRAW | Google Docs | Microsoft Word | Adobe Acrobat Pro | Adobe Flash | Dreamweaver |



The Holcim logo, which consists of a stylized 'H' icon followed by the word 'Holcim' and the text 'Una empresa de LafargeHolcim'. To the right of the logo is the slogan 'Fortaleza. Desempeño. Pasión.'

Inducción en H&S para visitas y nuevos ingresantes

Three photographs illustrating industrial operations. The first shows an aerial view of a large cement plant with various structures and storage tanks. The second shows a yellow construction crane operating next to a tall concrete building. The third shows a quarry with piles of aggregate and a yellow bulldozer.

Freelance

2005 - Present

[Hybrid]

- Product designer
- 3D Modeler and Texturizer.
- Scripts + Storyboards.
- Editorial graphic design.
- Branding creator.
- 2D y 3D Animation.
- 3D ARQ
- Sound + Video editor.
- Video post-production.
- Multimedia Advisor.
- Graphic Designer

LAC [ARG]
2019

LAC [ARG]
2019

LAC [ARG]
2018

Colegio de Ingenieros [CBA]
2018

Dopaso y Asociados [CBA]
2015 - 2020

Centro Almacener [CBA]
2018

Canal 12 [CBA]
2018

Canal 12 [CBA]
2016

Canal 12 [CBA]
2017

LAC [ARG]
2014

UCR (campaña)
2013



Coca Cola [ARG]
2012

Universidad Siglo 21
2012

OSDE - URG emergencias
2011



Consuman
2010



Info AD
2009

FIAT [ARG]
2005

