

B R A N D I N G

WELCOME TO
MY PORTFOLIO

V I S U A L A R T S



W E B D E S I G N

JEAN SOTO

S O C I A L M E D I A

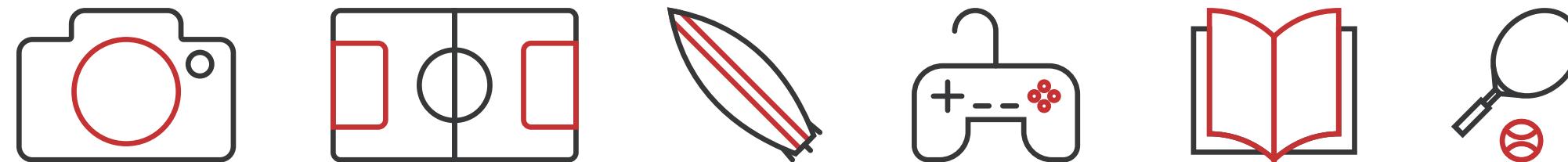
**"THE BEST WAY TO
PREDICT THE FUTURE
IS TO CREATE IT".**

—ABRAHAM LINCOLN



ABOUT ME

Hi, my name is Jean Soto, a visual artist based in the Dominican Republic. I have a degree in Visual Communication from the Altos de Chavón School of Design. I am one of the lucky ones that his work is also his hobby. I always look for creative & visual solutions to have the best balance between functionality, aesthetics and effectiveness.



INTERESTS

Visual Arts

Branding

Editorial Design

Graphic Design

Illustration

Social Media

UI/UX

CURRICULUM

INFO

Nombre	Jean Soto
Edad	25 years
Nationality	Dominican
Identification ID	001-1940273-3
Languages	Spanish, English

CONTACT

Phone	(829) 639-9124
Email	jeancarlossoto7@gmail.com
Instagram	instagram.com/itsjeansoto
LinkedIn	linkedin.com/jeansoto

QUALITIES

Creativity	██████████
Organization	██████████
Teamwork	██████████
Punctuality	██████████
Communication	██████████
Responsibility	██████████

SKILLS

Photoshop	██████████
Illustrator	██████████
AfterFX	██████████
UI/UX	██████████
Photography	██████████
Cinema 4D	██████████

REFERENCES

+ Humberto Contreras

Creative Director
Compass Audiovisual
(809) 801-2593

+ Betsy Vilorio

Executive producer
Compass Audiovisual
(809) 914-3304

+ Claudio Troisemme

Art Director
Cazar DDB
(809) 697-7925

+ León Guzmán

Associate Creative Director
The Table Creative Agency
(829) 257-8771

+ Karen Brunat

Creative Director
Forero CTC
(849) 889-5022

+ Ruben Acevedo

Vice-President
Pinturas Popular
(809) 697-7925

EDUCATION

▼ SEPTEMBER 2001 - JUNE 2014

Primary & High School
Colegio Domínico-Americano

▼ SEPTEMBER 2015 - MAY 2018

Visual Communication
Altos de Chavón School of Design

▼ OCTOBER 2019 - MARCH 2020

Integral Creativity
Brother | School of Creatives

EXPERIENCE

▼ JULY 2018 - OCTOBER 2019

Compass Audiovisual
Graphic Designer

▼ OCTOBER 2019 - PRESENT

Pages BBDO
Visual Designer

BRAND ING

100



ELECTRIC PARADISE

Re-Branding of a music festival using virtual reality to create an audiovisual sensory experience, where different digital artists create worlds so that people can live unique moments.



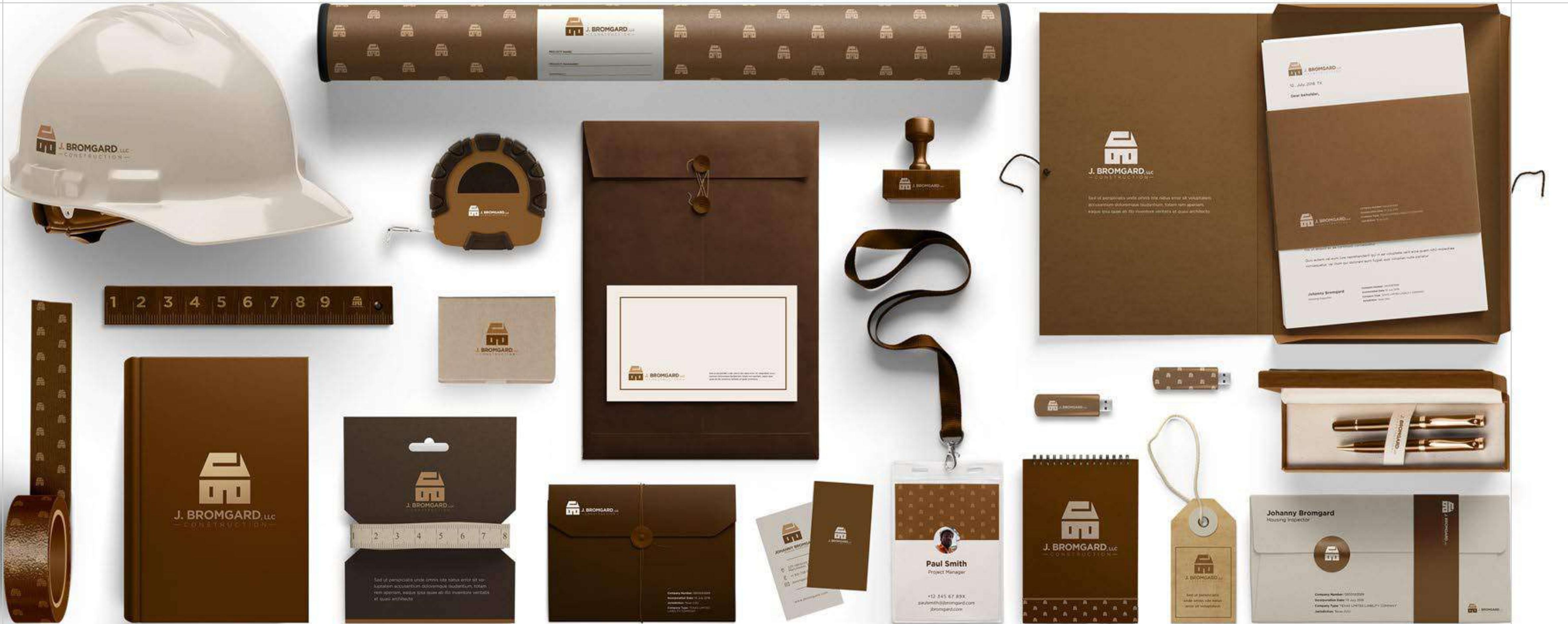
ST. PETERSBURG

A brand proposal for one of the cities nominated for the 2024 Summer Olympics. Inspired by the union of continents, a running track and one of the most iconic Russian elements, the matryoshka doll.



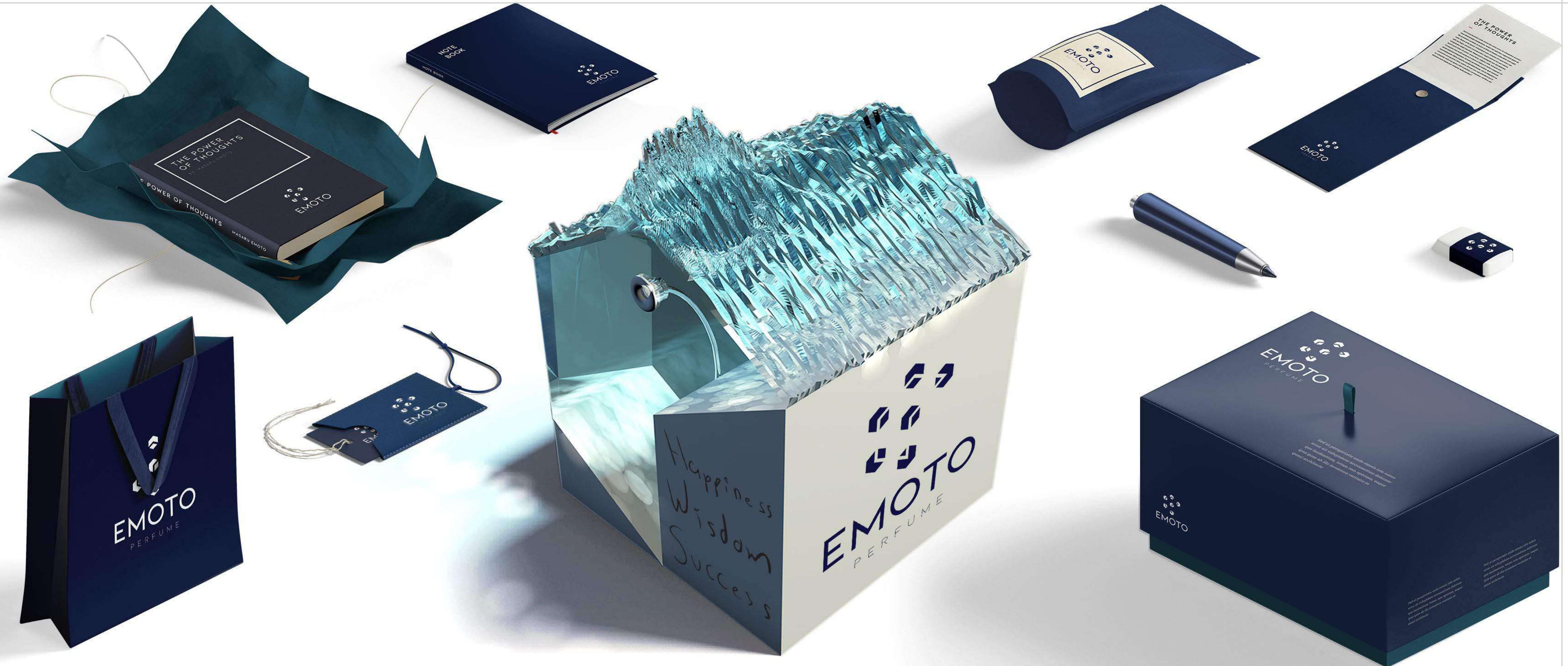
BILLY SUPERMARKET

Creation of a brand with cost effective communication solutions for a low-income supermarket in the colonial zone. Inspired by Billy's B, the feeling of family that their customers experience with their amazing service, and a supermarket cart.



J. BROMGARD

Branding a construction company based in Texas, USA. The logo is built with the initials J and B, upside down, forming a house.



PERFUME EMOTO

Creation, design and development of a perfume inspired by Masaru Emoto's scientific experiments where simple positive words, written, thought or said, affect the water particles in a significant way, causing them to be fostered in people's lives.



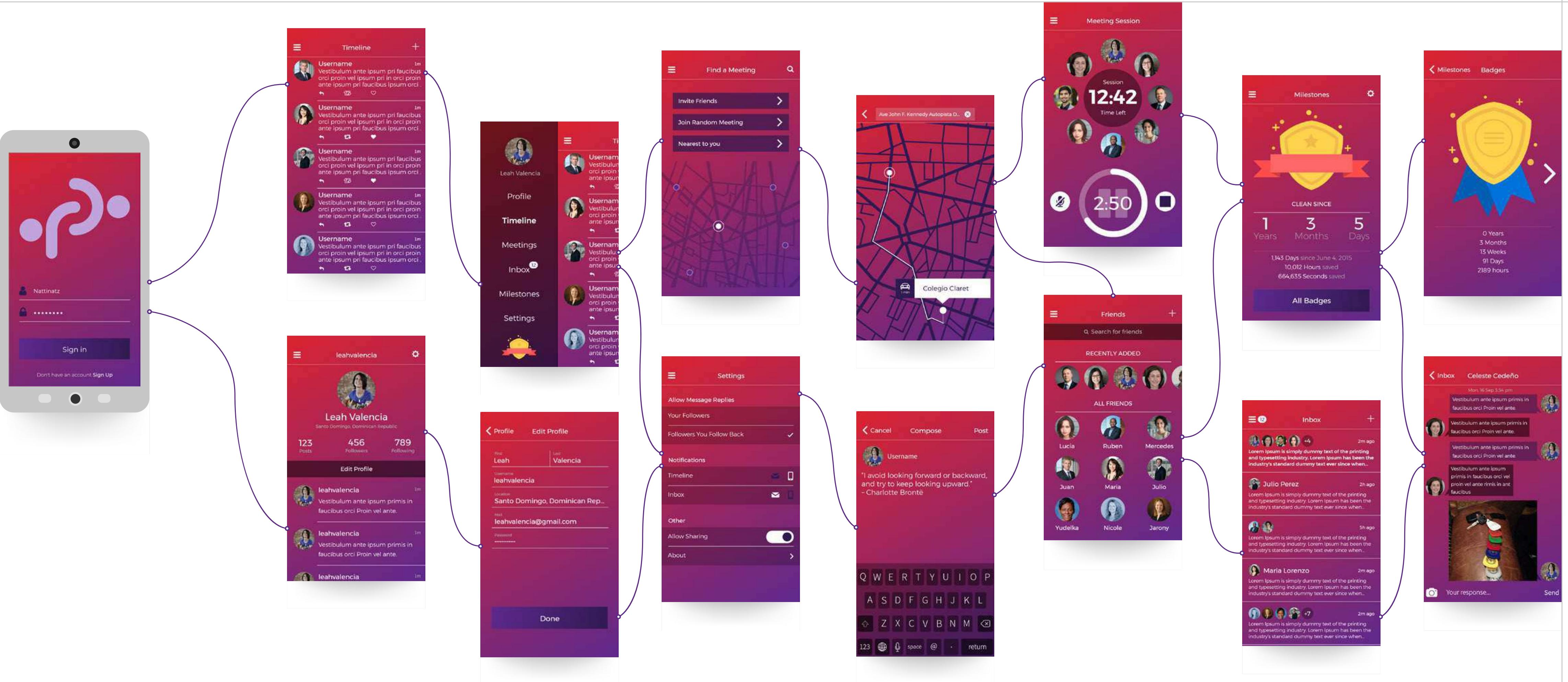
KAYNOA

A sustainable place on our golden island that offers unforgettable experiences to all who visit it, providing food for both the body and the soul, with a high respect for nature and the environment.

WEB DESIGN

002





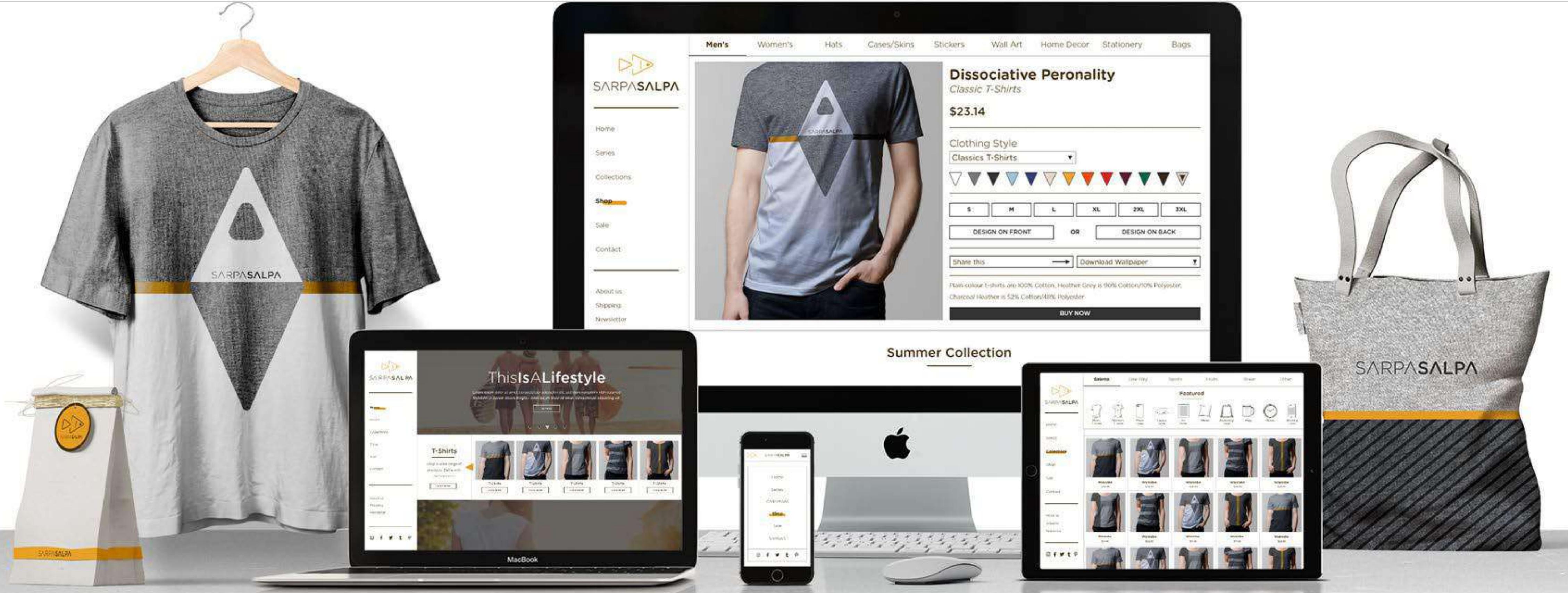
RECOVERY PORTAL

An alternative to Narcotics Anonymous meetings. This app offers live group calls and the ability to talk and meet more people who are overcoming or have already overcome different types of addictions.



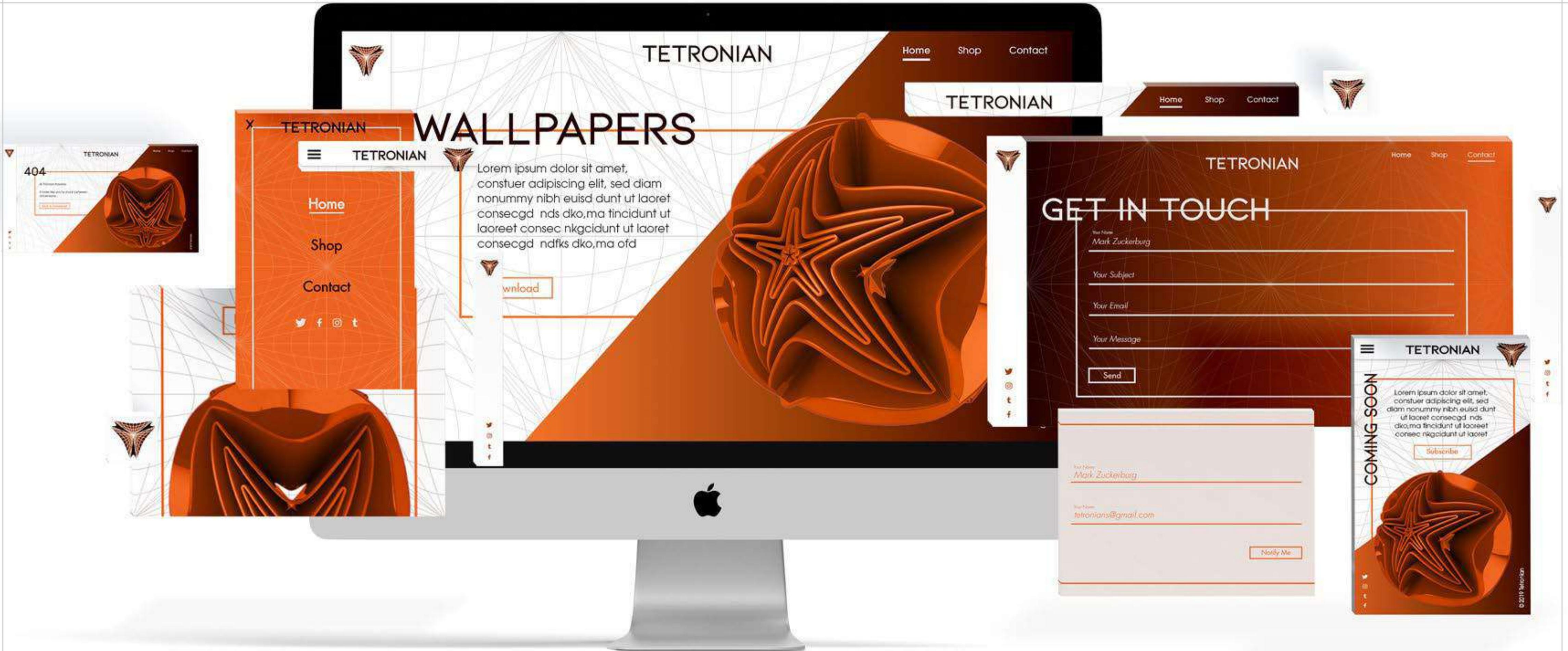
EMOTO

Creation of the website for the Emoto perfume, shown before. Talking a lot about the concept, where it comes from, who might be interested and how this can help you change your life.



SARPA SALPA

A website for a clothing brand, not only focused on selling merchandise but also selling it as a way of life.



TETRONIAN

A personal challenge of pure design. This page is to present the artworks, download them as wallpaper, learn more about the project, buy the products or contact me.



OUTENTIK SOCCER

A website for a football account. It shows the designs that can be downloaded for free, many curious football facts, and many products to buy as well.

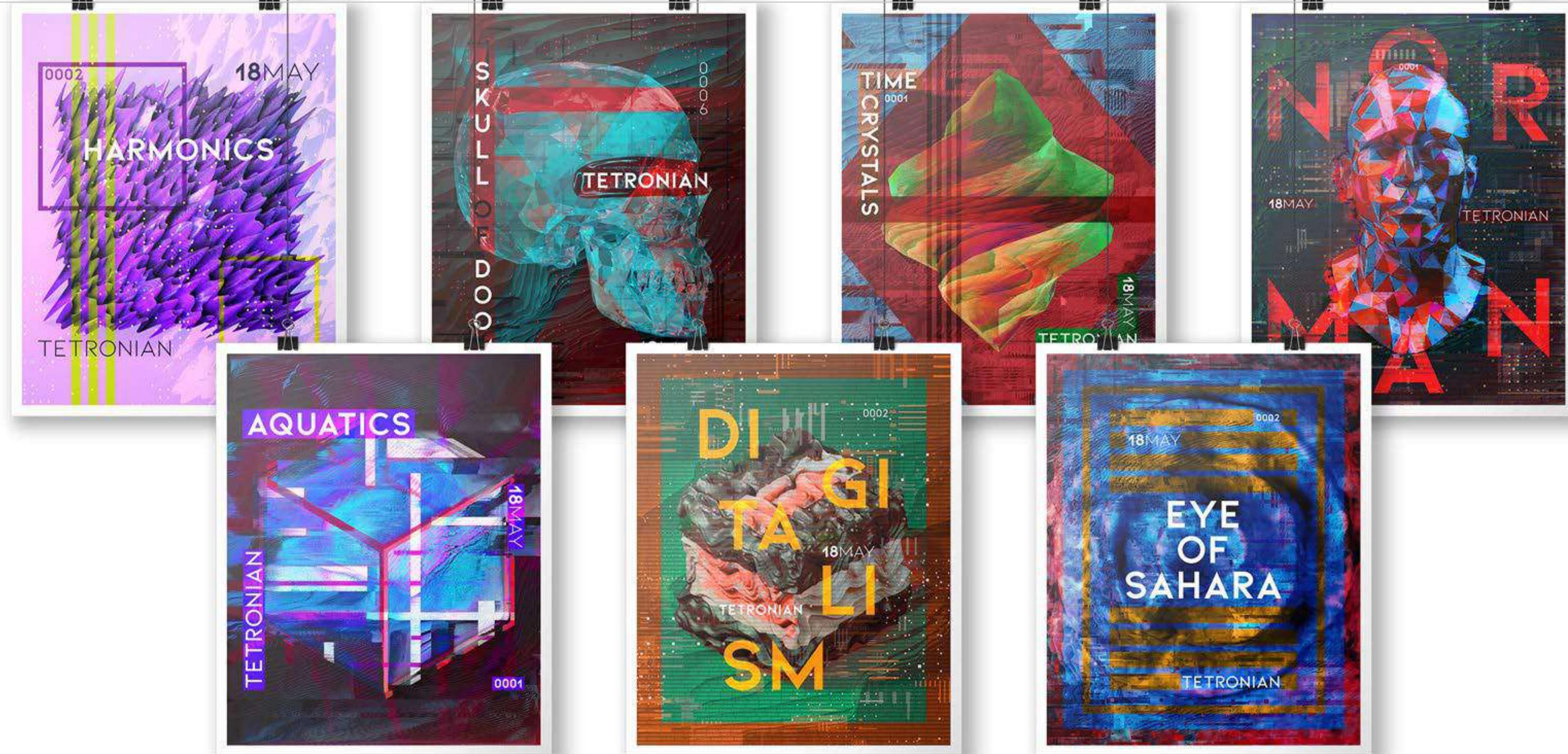


JEAN SOTO

Design of my personal website.

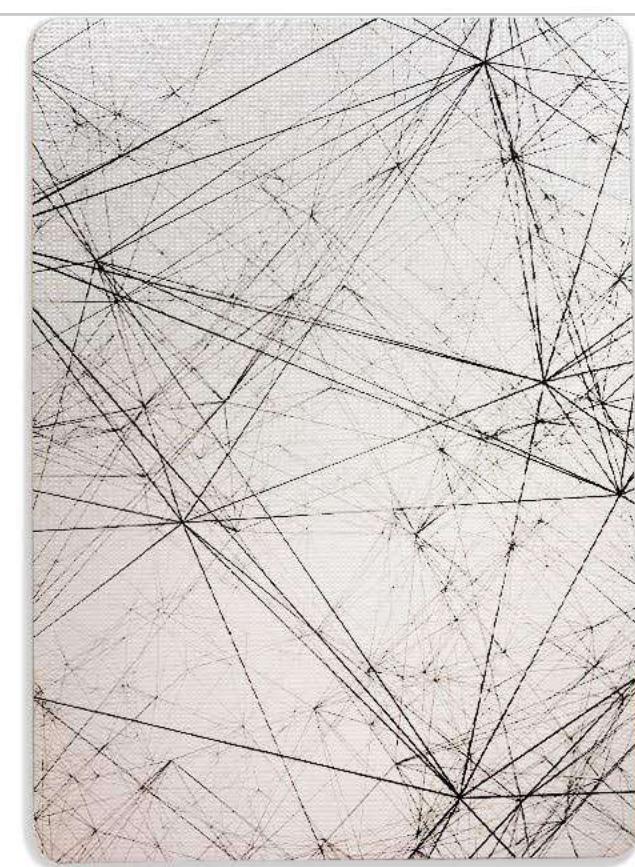
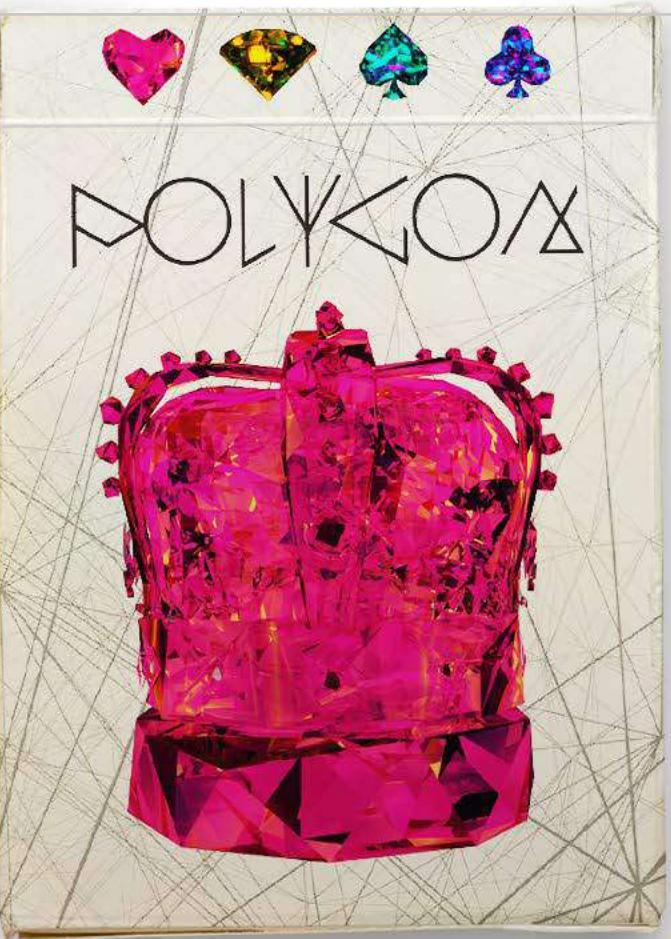
VISUAL ARTS

300



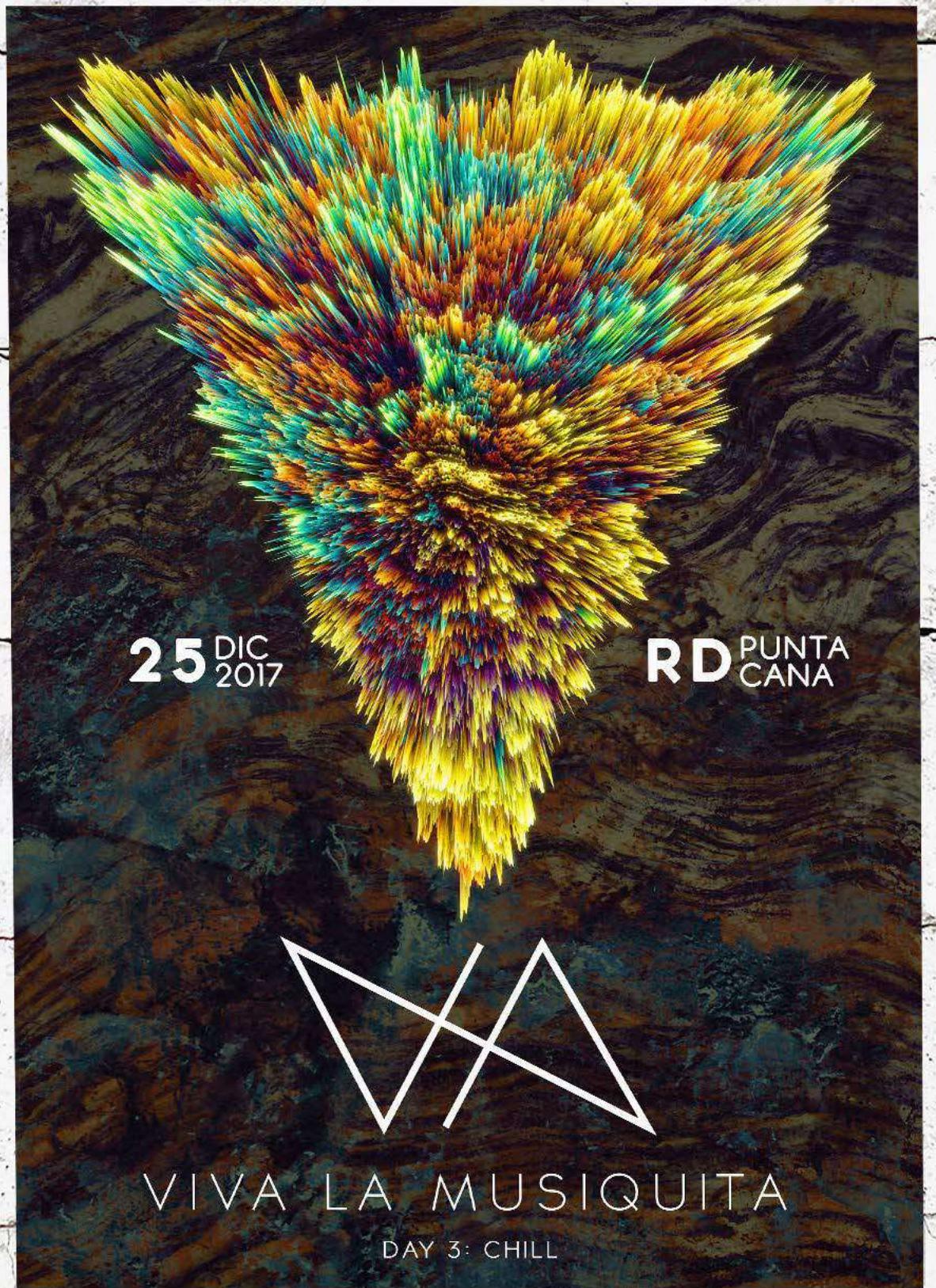
TETRONIAN

Some of the design pieces for a personal project of pure design, shown before.



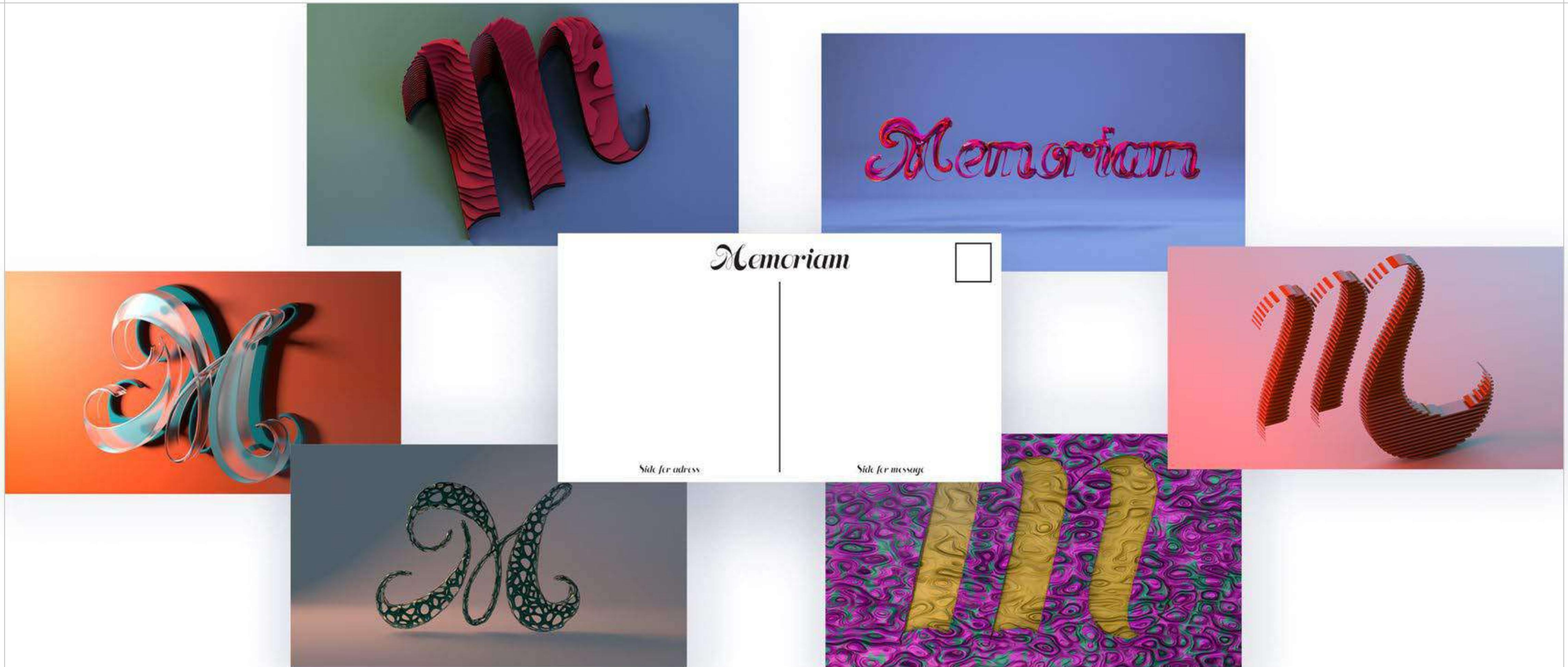
POLYGON

Design of a card game inspired by polygons, the most basic element for the creation and simulation of three-dimensional figures.



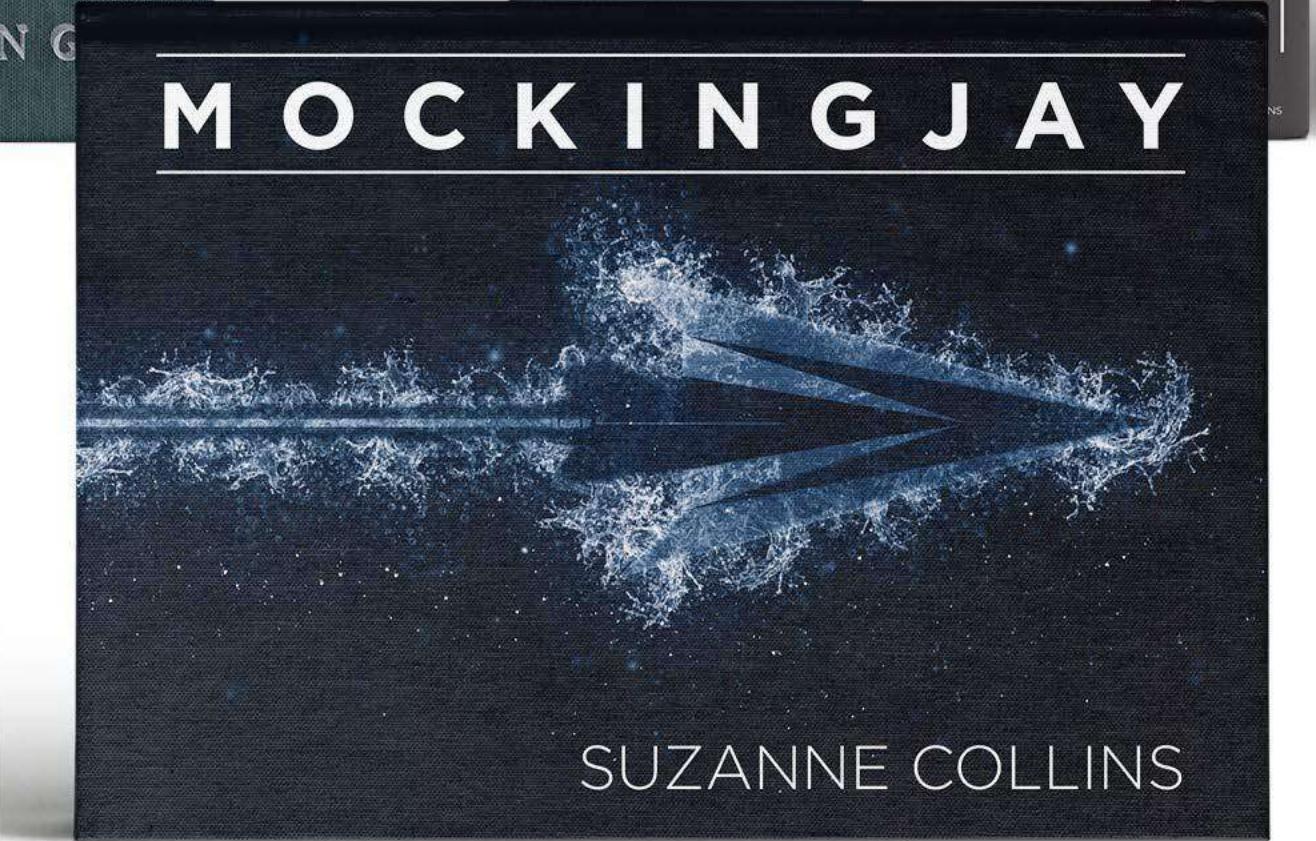
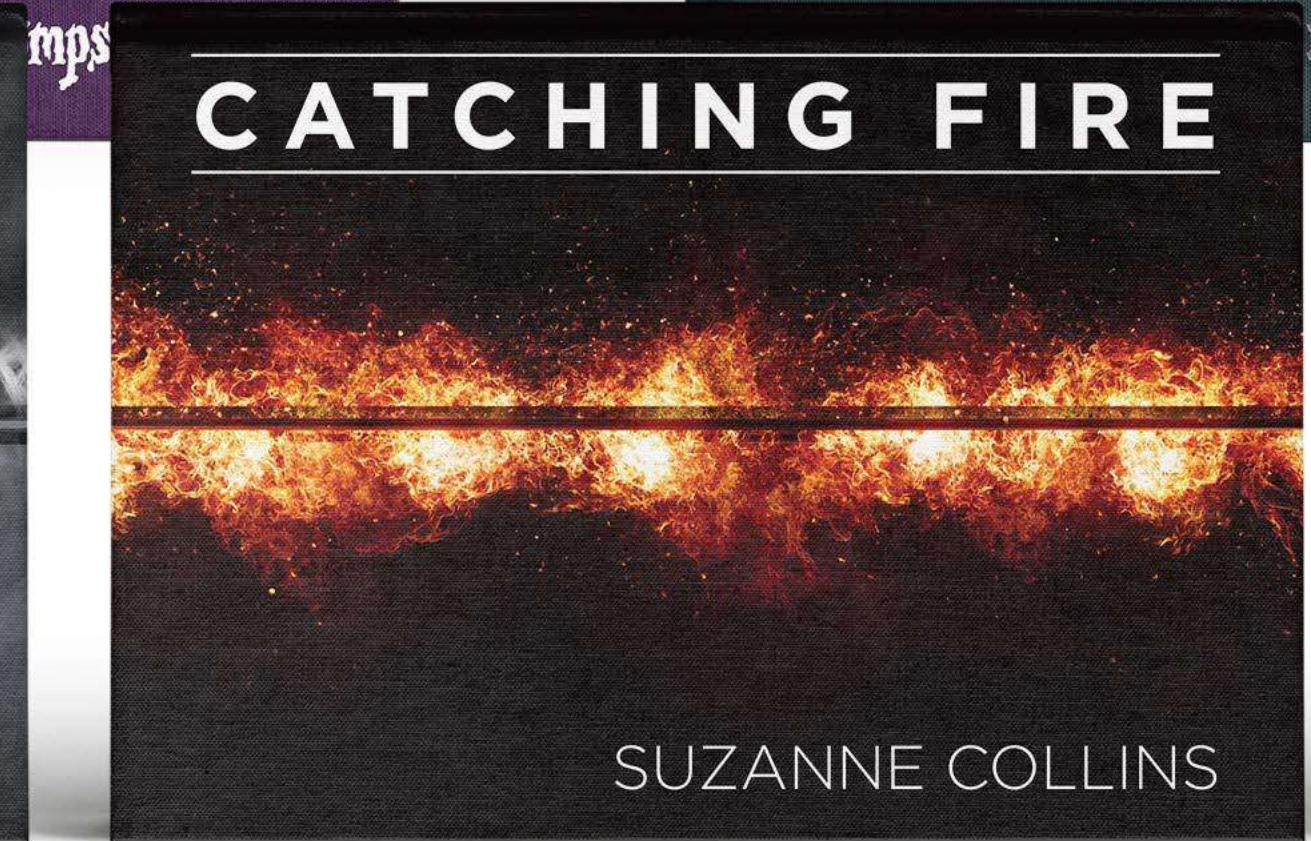
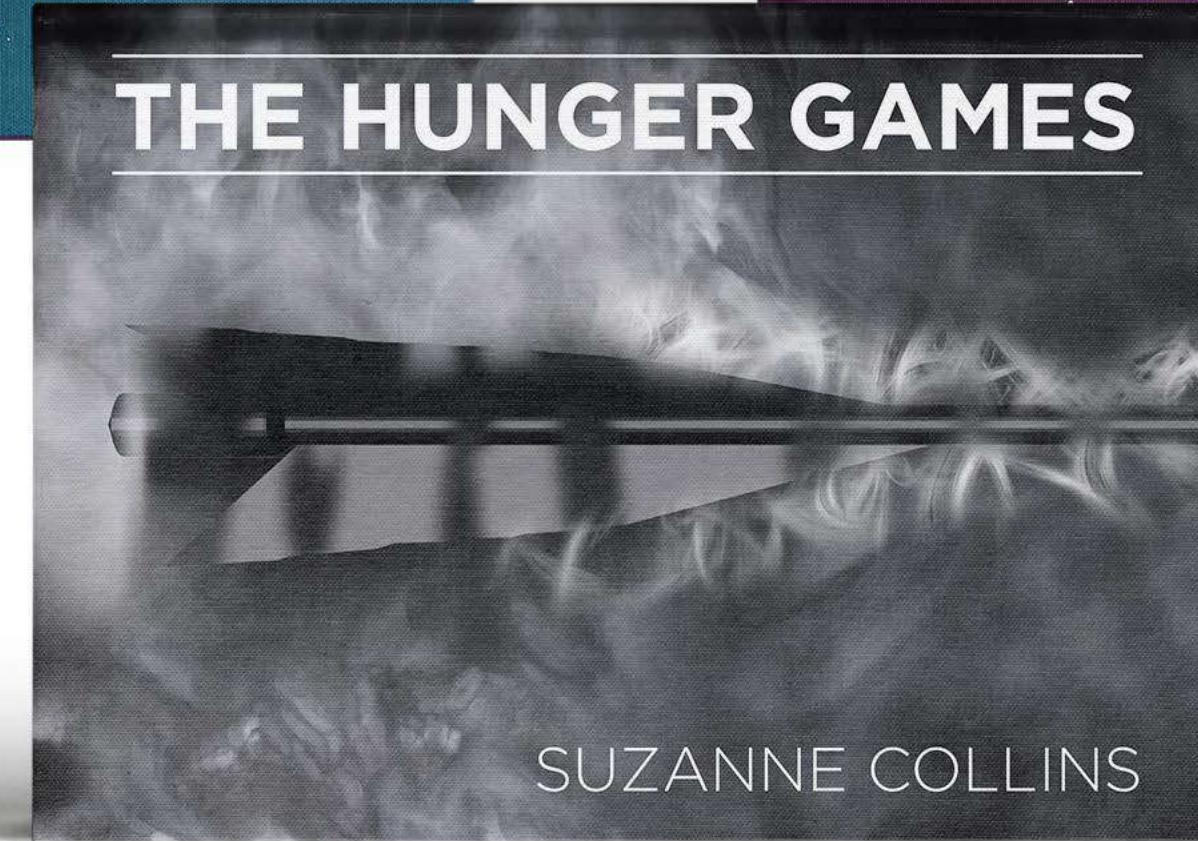
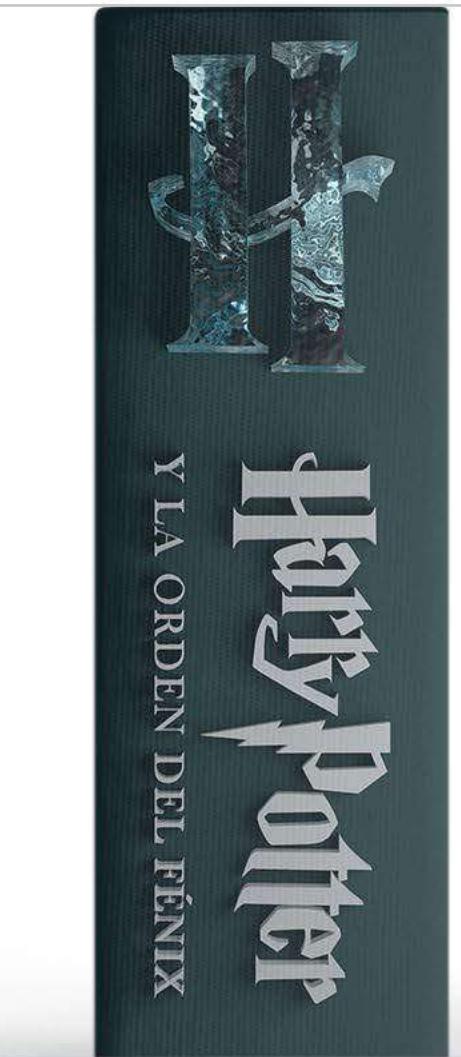
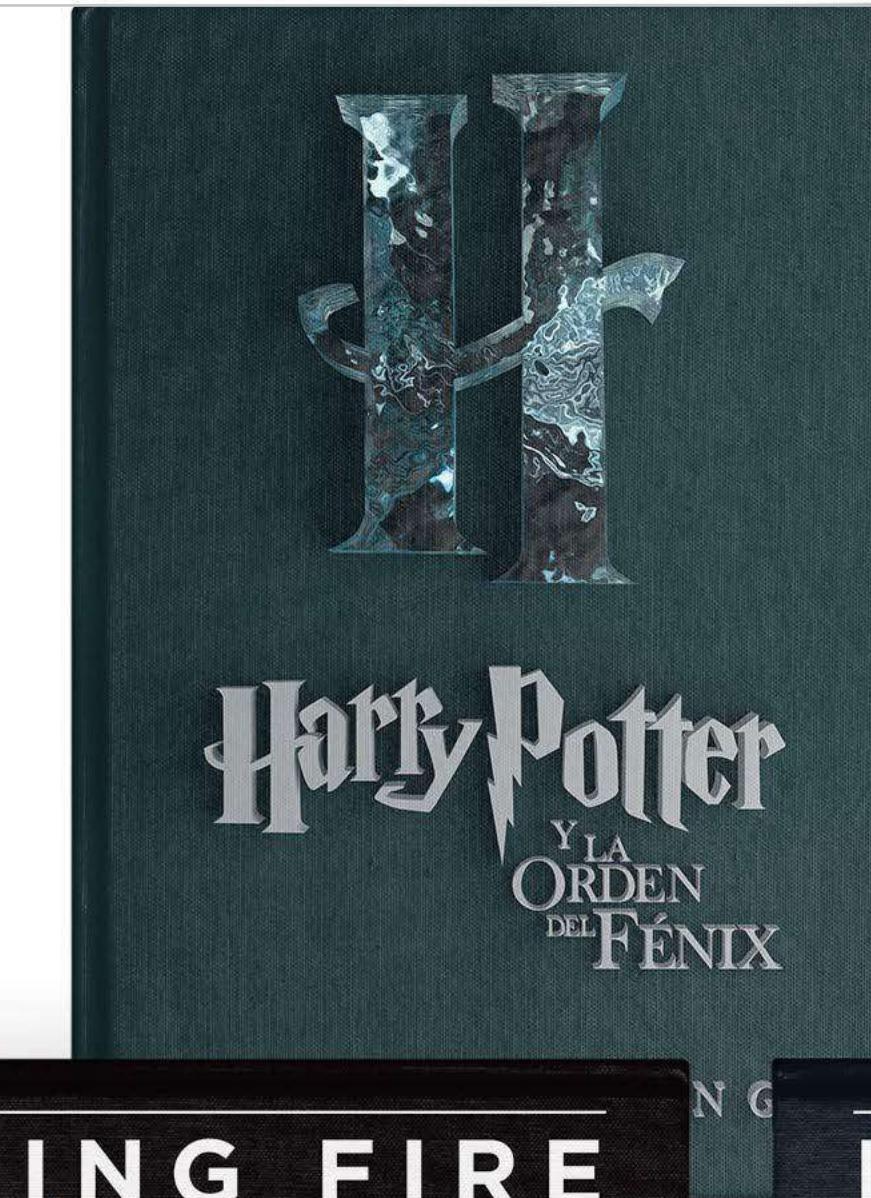
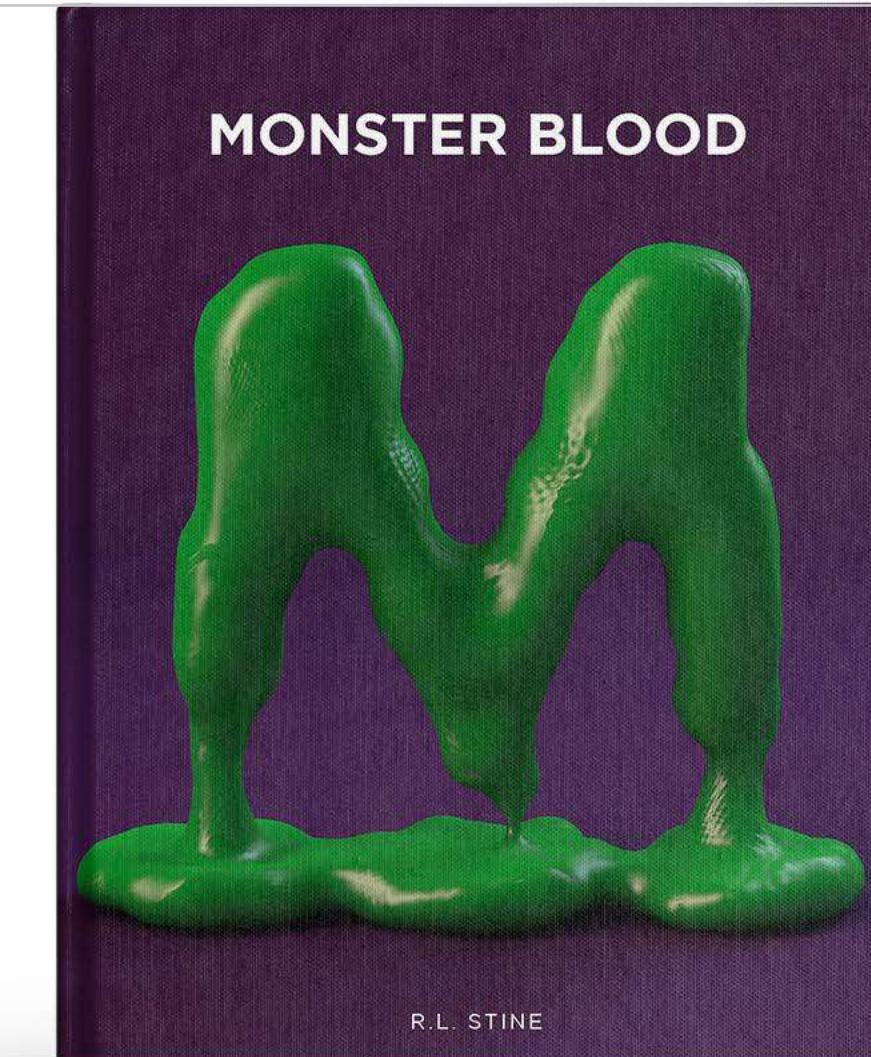
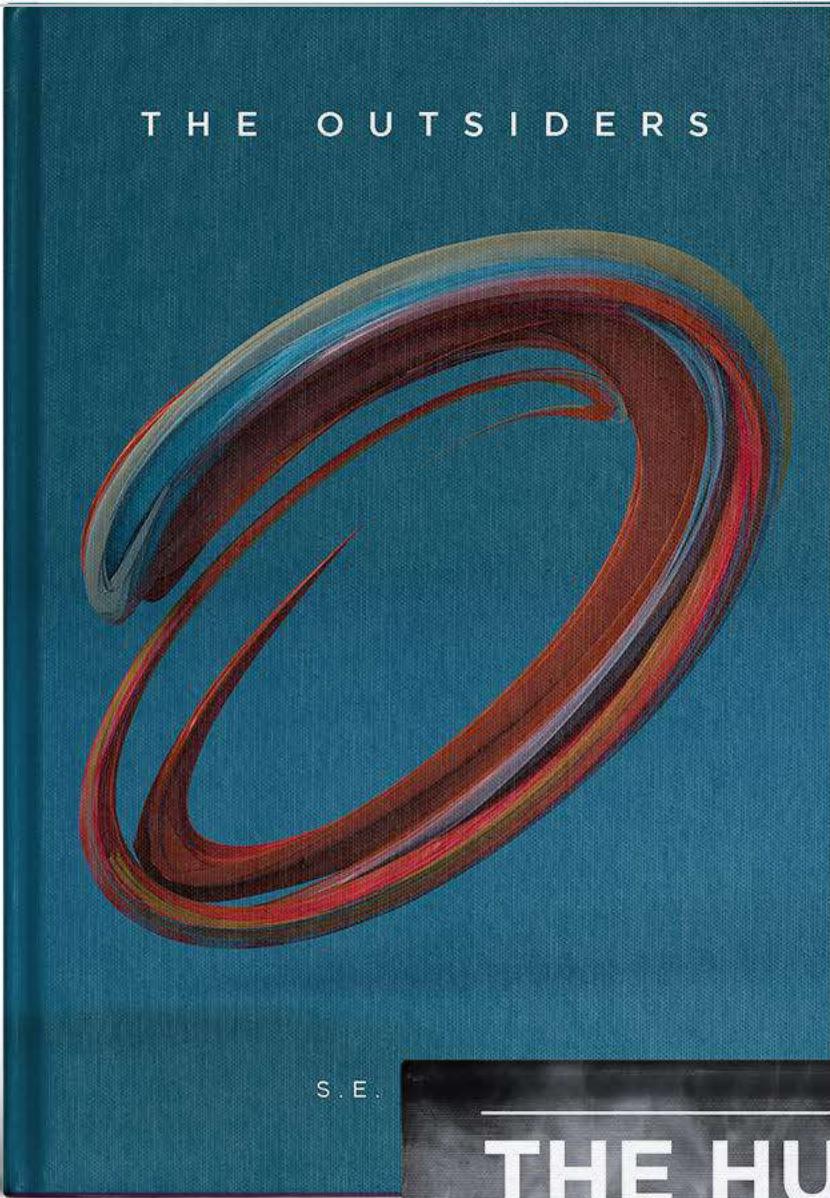
VIVA LA MUSIQUITA

Creation, design and development of a music festival. This lasts for a week and a different type of electronic music is played each day, from Lo-Fi to deep house. Each color expresses a feeling.



MEMORIAM POSTCARDS

Creation of postcards for fans of typography, exploring different results with the "Memoriam" font, created by Rebecca Alaccari and Patrick Griffen in 2004.



BOOK COVERS

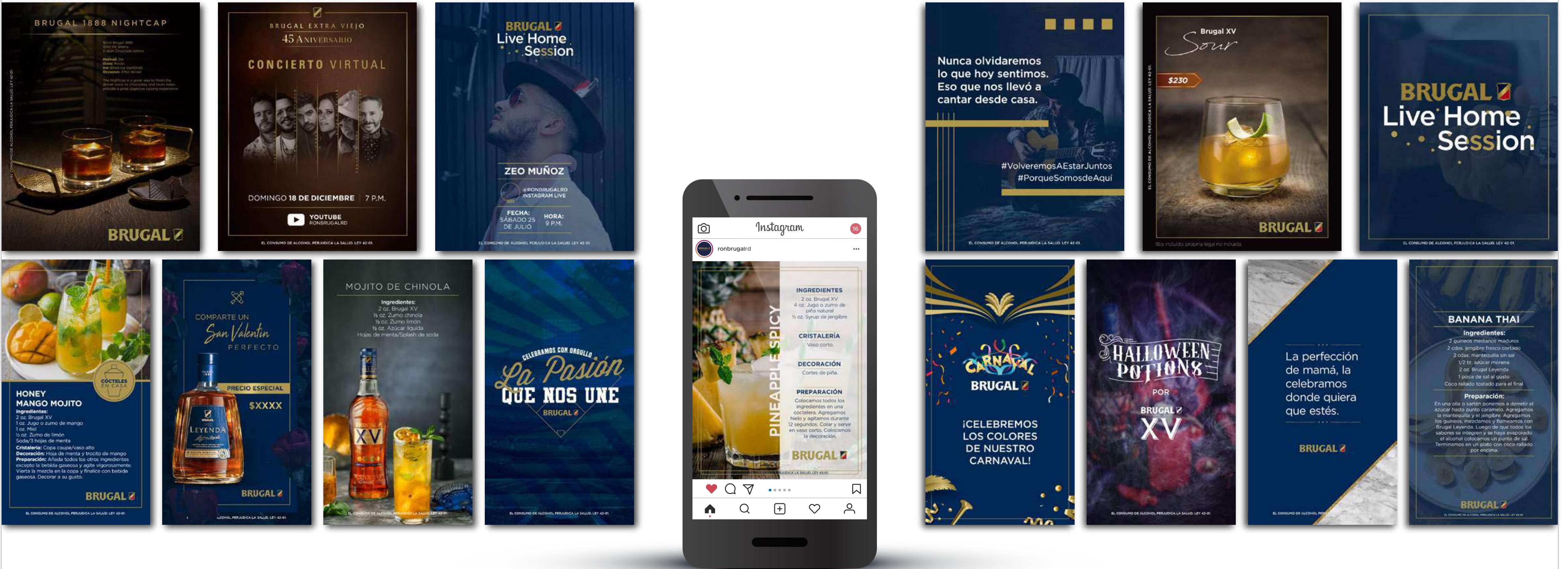
Designs and experimentations of some book covers, exploring different moments, feelings and sensations about them.

SOCIAL MEDIA

004



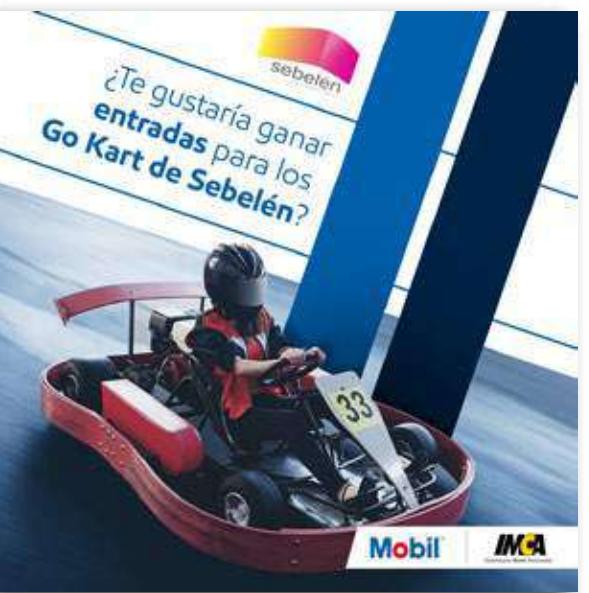
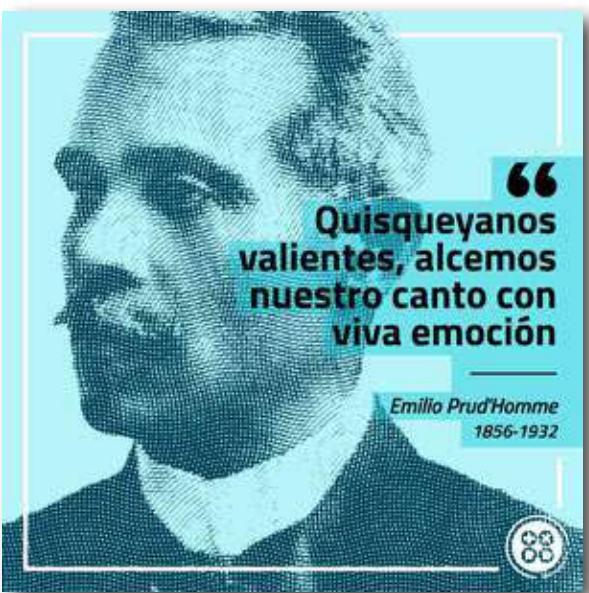
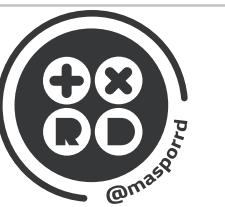
BRUGAL



BRUGAL

It is a brand that markets rum from the Dominican Republic internationally. It stands out for being a premium country brand, which is essential to take into account when making communication and design decisions.

Mobil

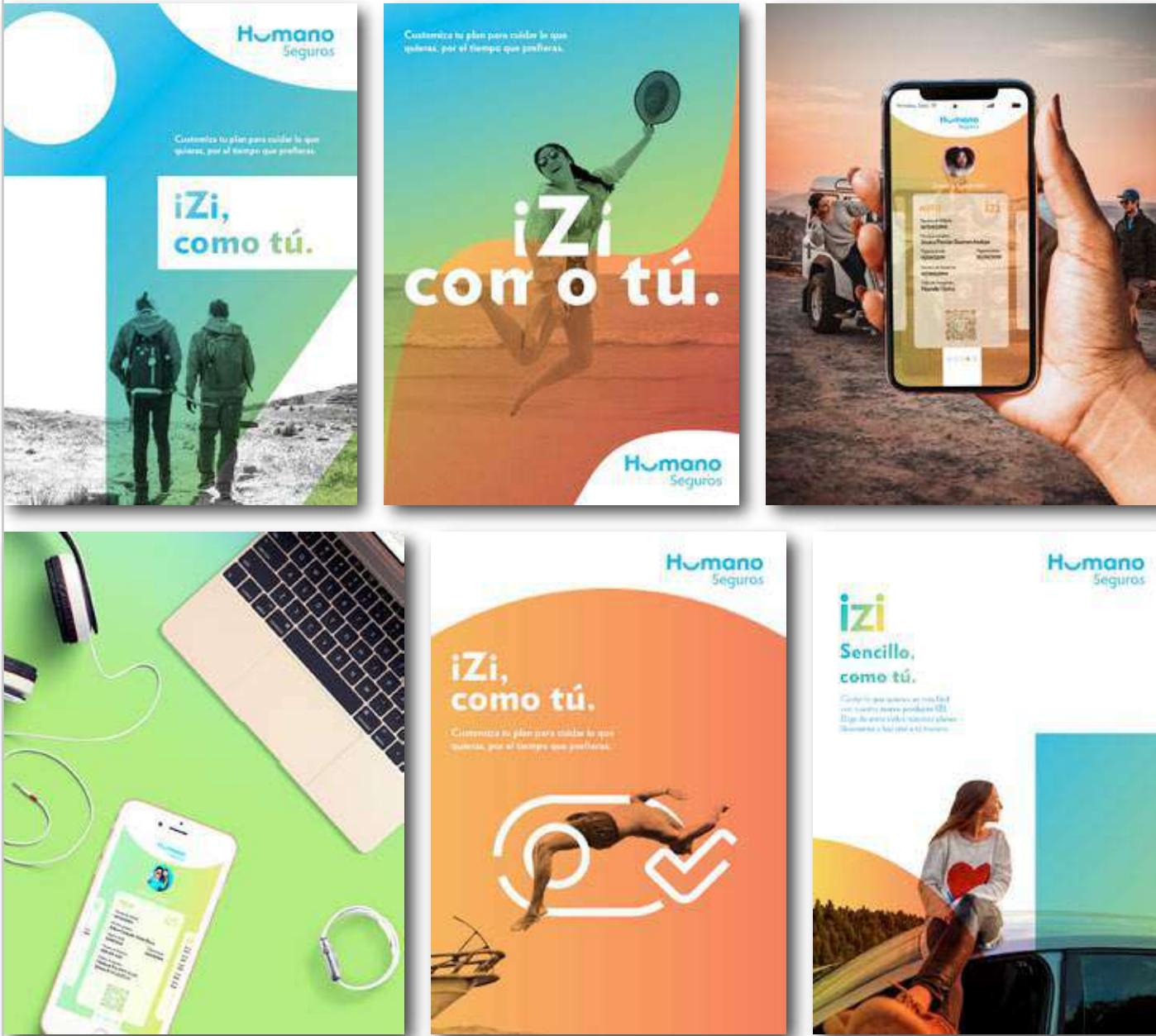


MÁS POR RD - MOBIL

Mas Por RD: A medium that highlights all that is positive about the Dominican Republic, our values, achievements and what makes us unique as Dominicans.

Mobil: Manufacturer of motor oil.

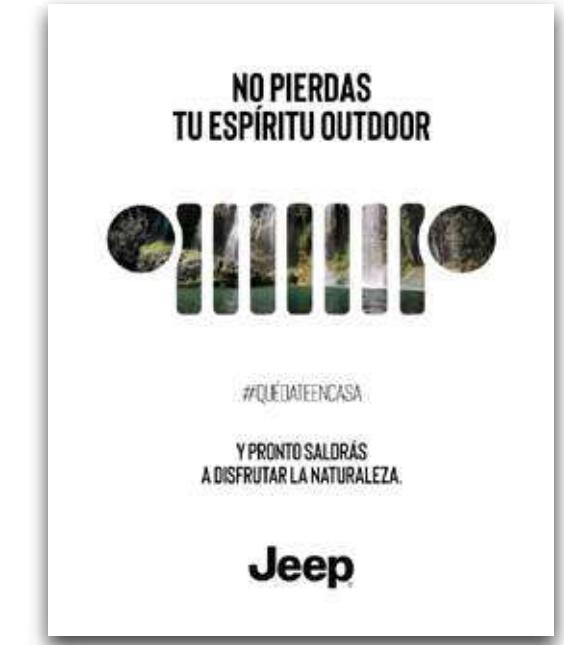
izi



Rica



Jeep



unicef

Give away



IZI - RICA - JEEP - EVERGO - UNICEF

Some brands a little more free and fun, that up to a point you have greater possibilities of exploration.



SAY HI!

I would like to know about your project, what it can do and what it can help you with. Also if you just want to text me or maybe you even want to buy me a coke, don't hesitate to contact me.

CONTACT

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LinkedIn	linkedin.com/jeansoto

THANK
YOU!

