



JORGE CALDERON R. [STARMANFUNK]

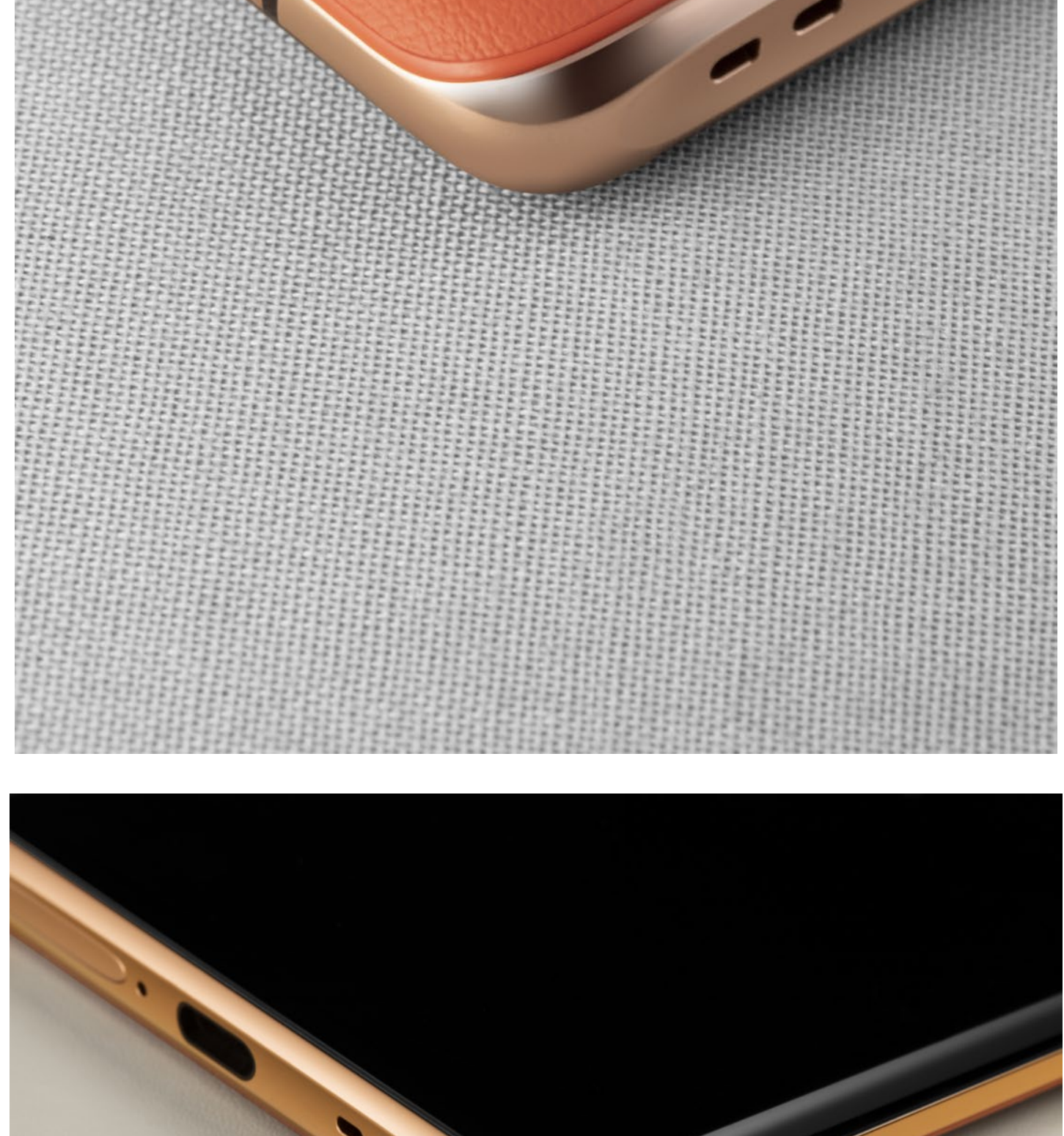
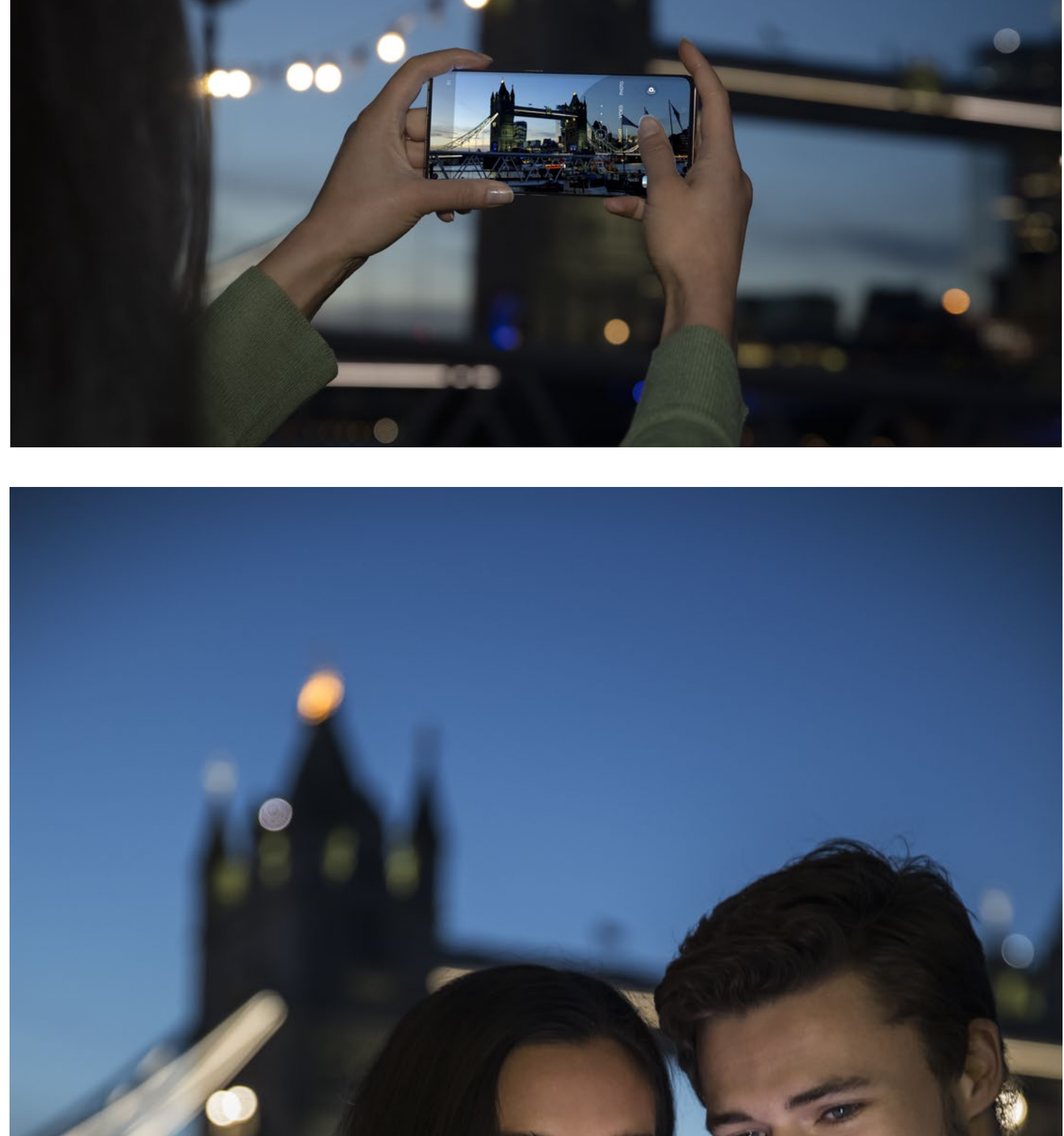
*LEAD DESIGNER - SENIOR DESIGNER - ART DIRECTION.
PORTFOLIO 2020*

[CREATIVE DIRECTION]

OPPO FIND X2 : SOCIAL MEDIA LIFESTYLE PHOTOGRAPHY - KSP

MY ROLE:

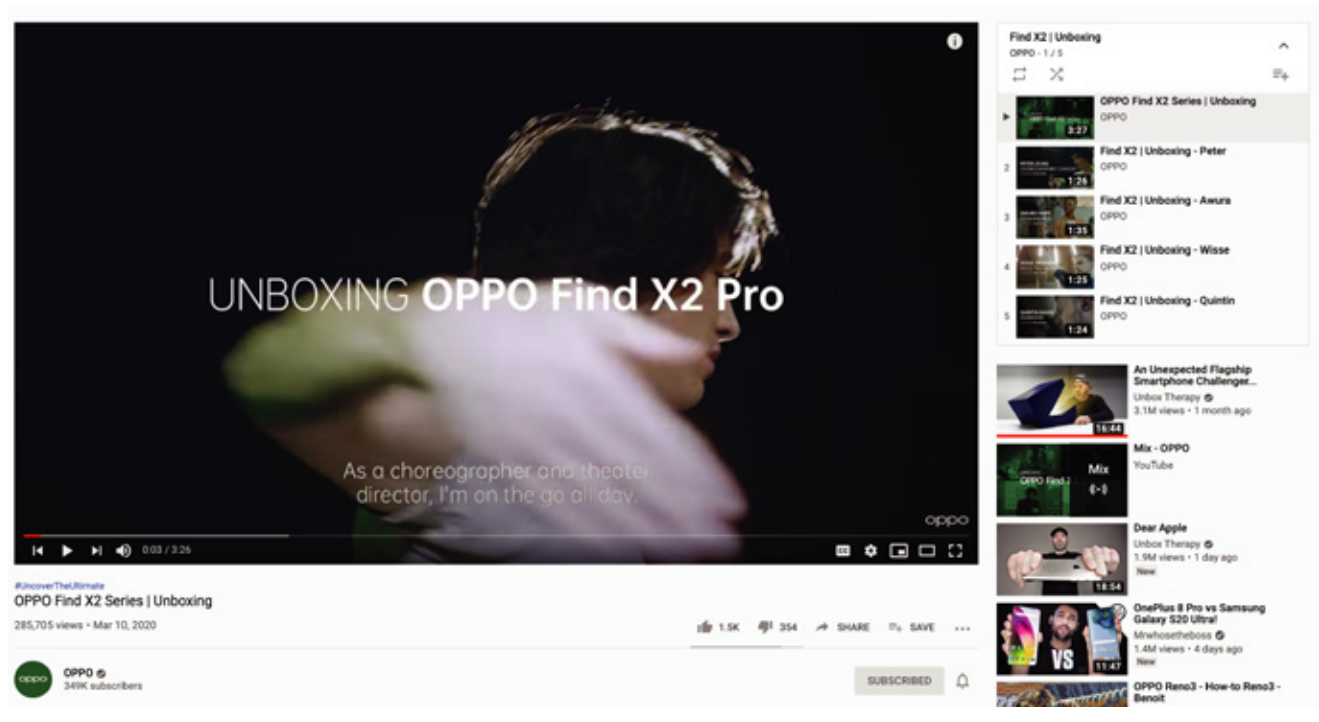
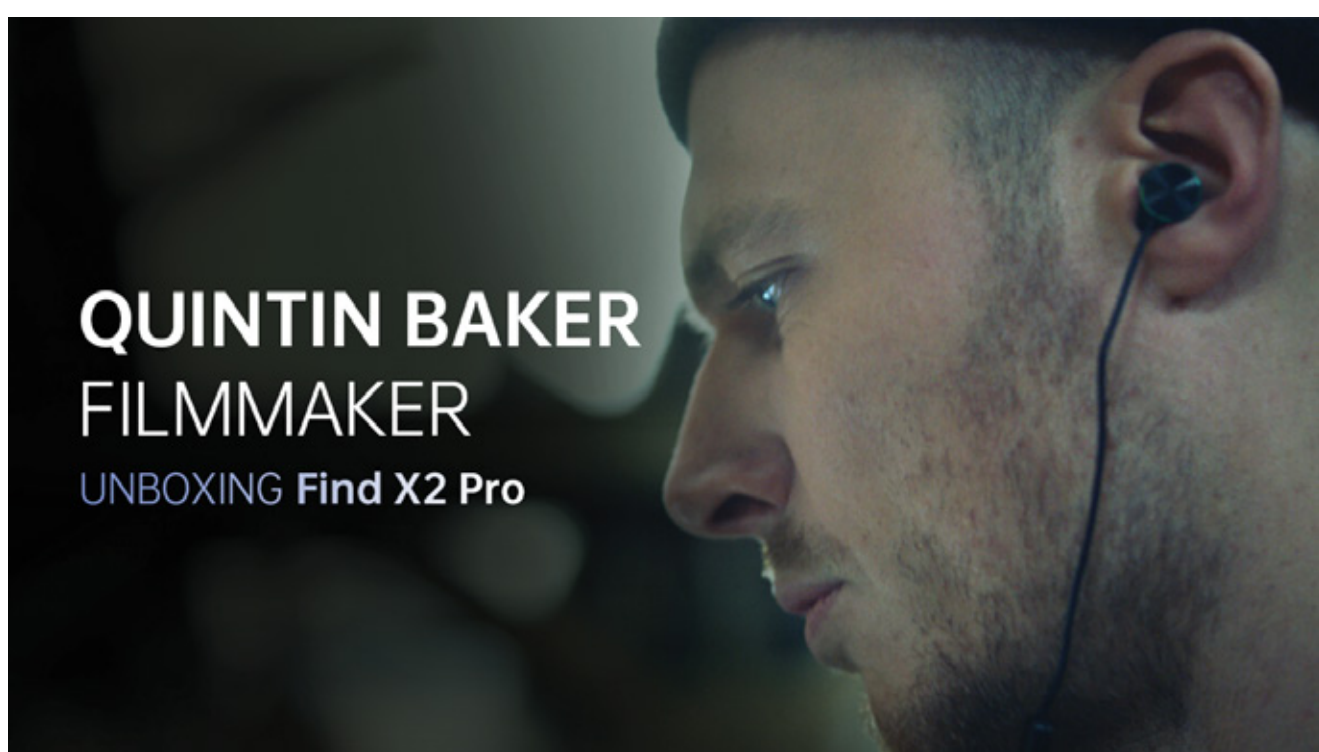
ART DIRECTION.



OPPO FIND X2 : UNBOXING

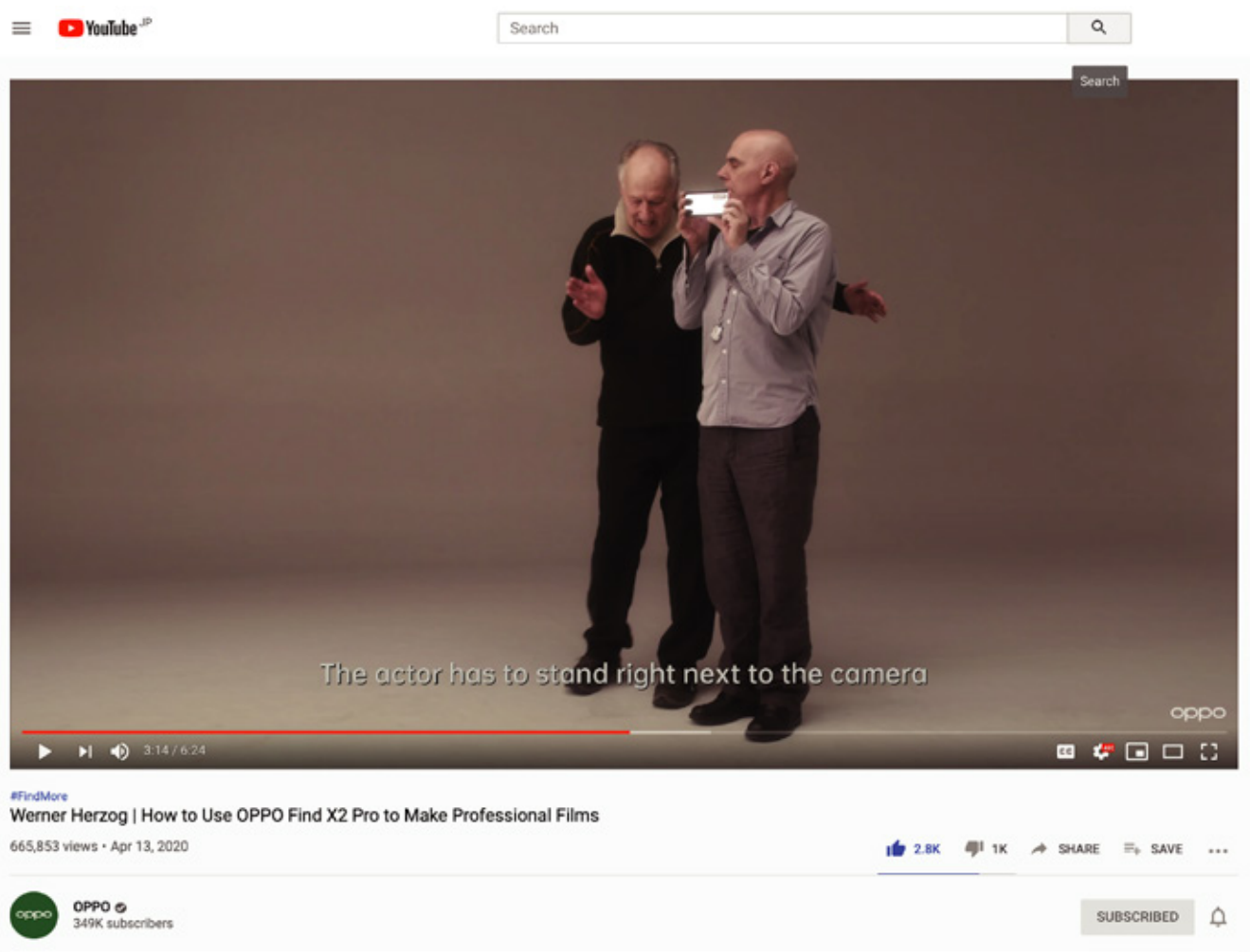
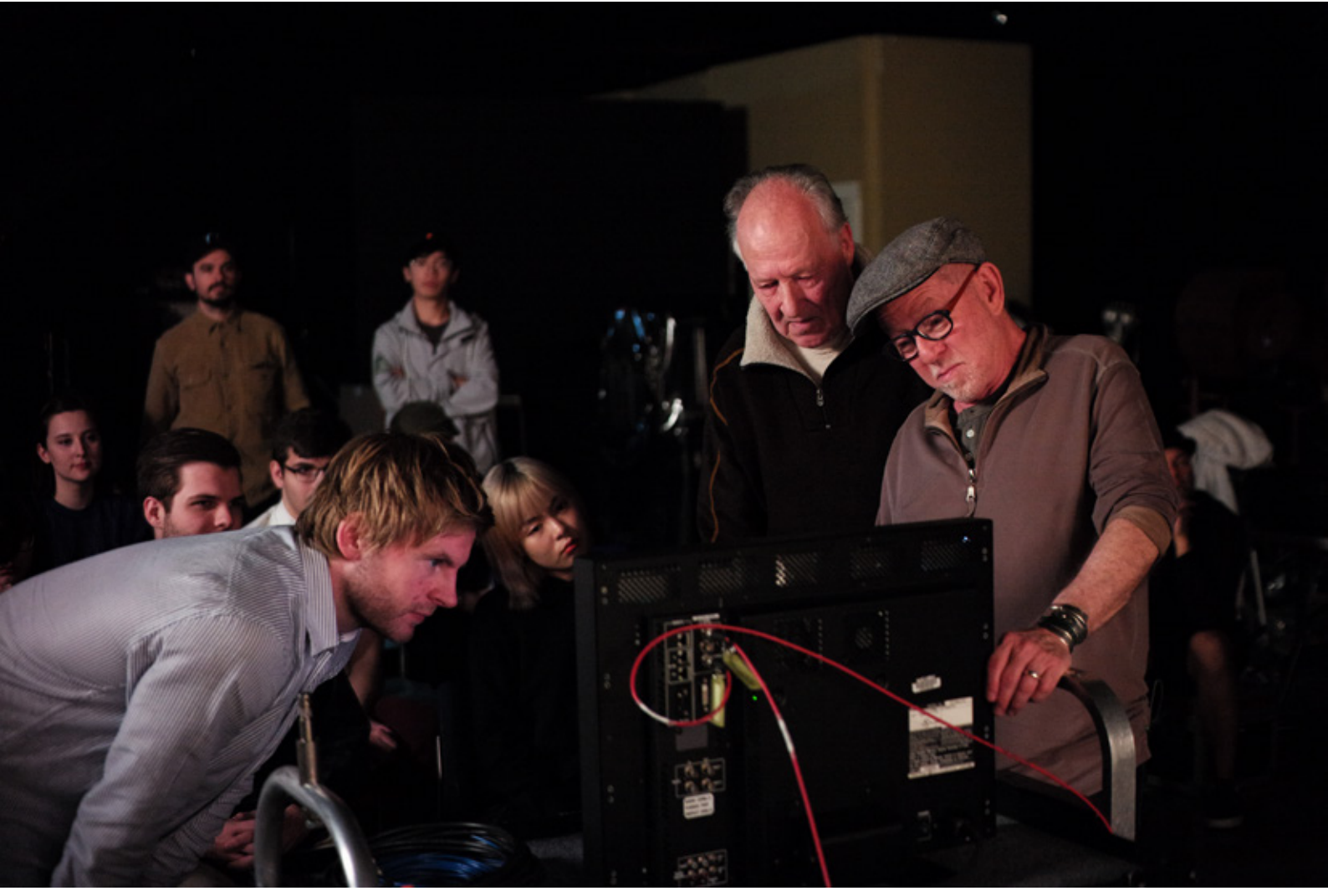
MY ROLE:

ART DIRECTION, ON-SITE PRODUCTION, STORYBOARD, SCRIPTING
AND CREATIVE CONCEPT.



OPPO FIND X2: HOW TO

MY ROLE:
ART DIRECTION, STORYBOARD, SCRIPTING, VIDEO EDITING,
INTRO ANIMATION. CREATIVE CONCEPT.



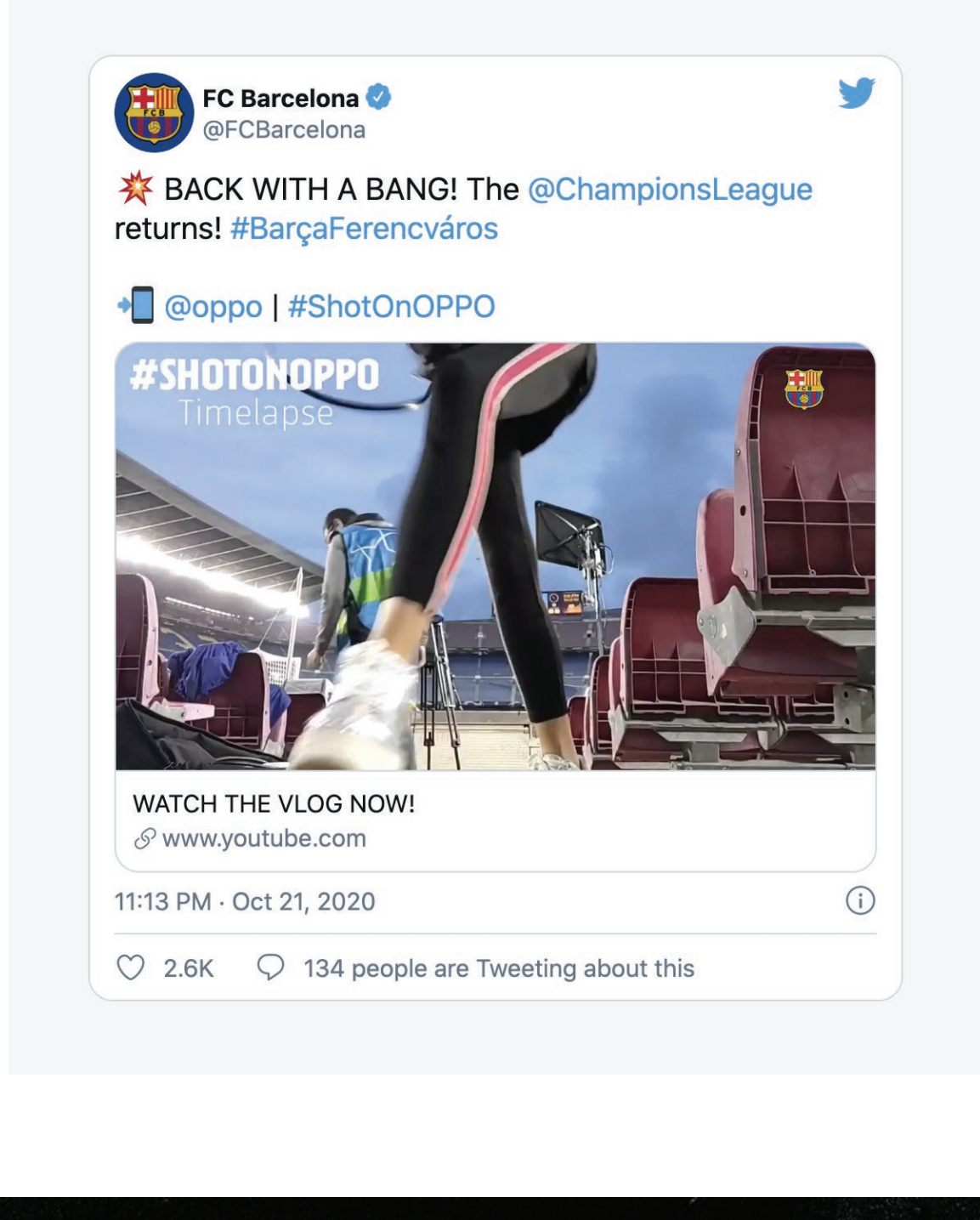
OPPO FC BARCELONA: GO FOR IT SM CAMPAING

MY ROLE:

MANAGE THE FC BARCELONA PARTNERSHIP, MANAGE THE RIGHTS DURING COVID-19 TO CONNECT FANS AND THE TEAM WITH TECHNOLOGY.
PROPOSE ACTIVATION IDEAS - ENSURE PRODUCT PLACEMENT ON EVERY FCB STUDIOS PRODUCTION.

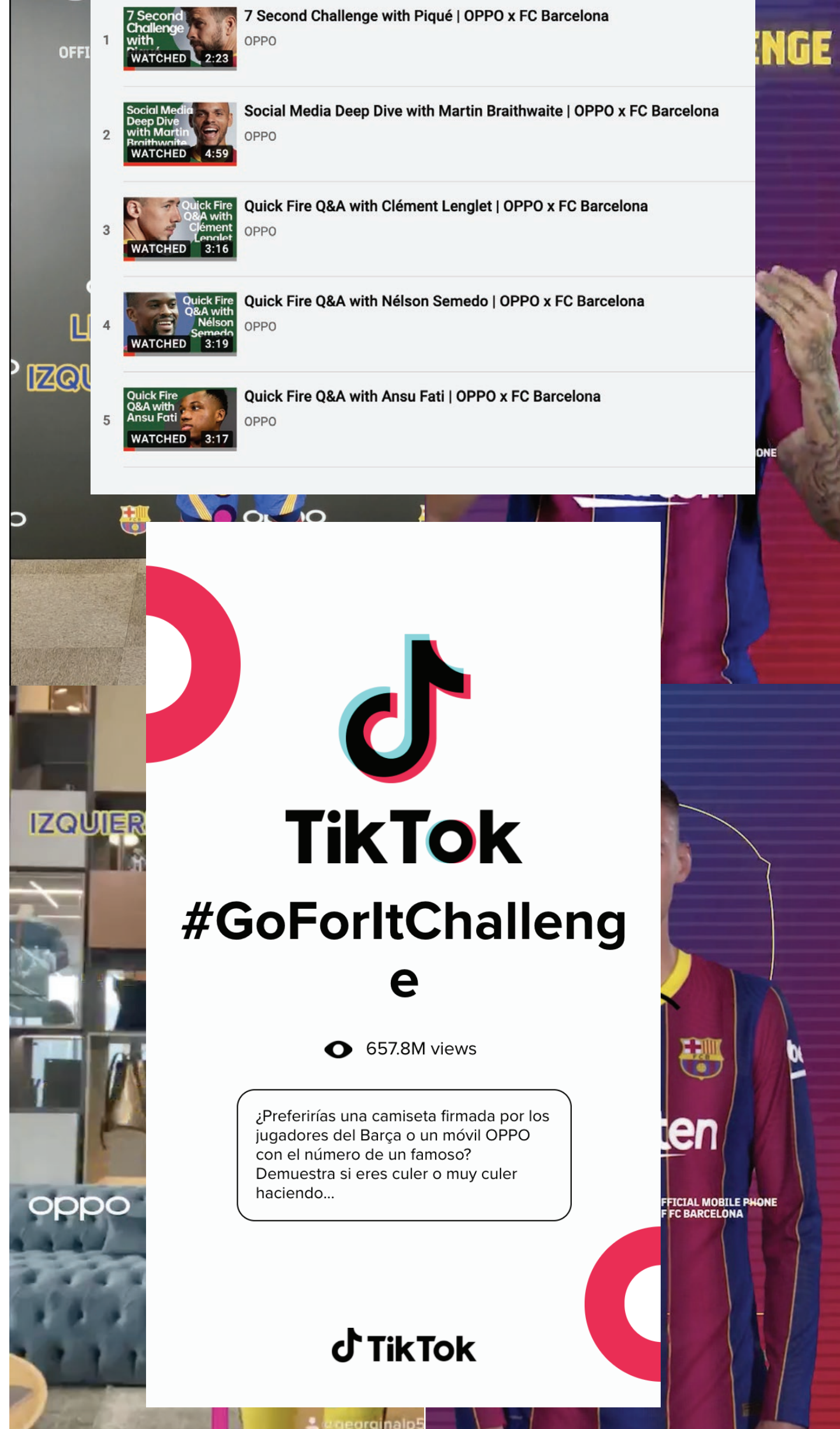
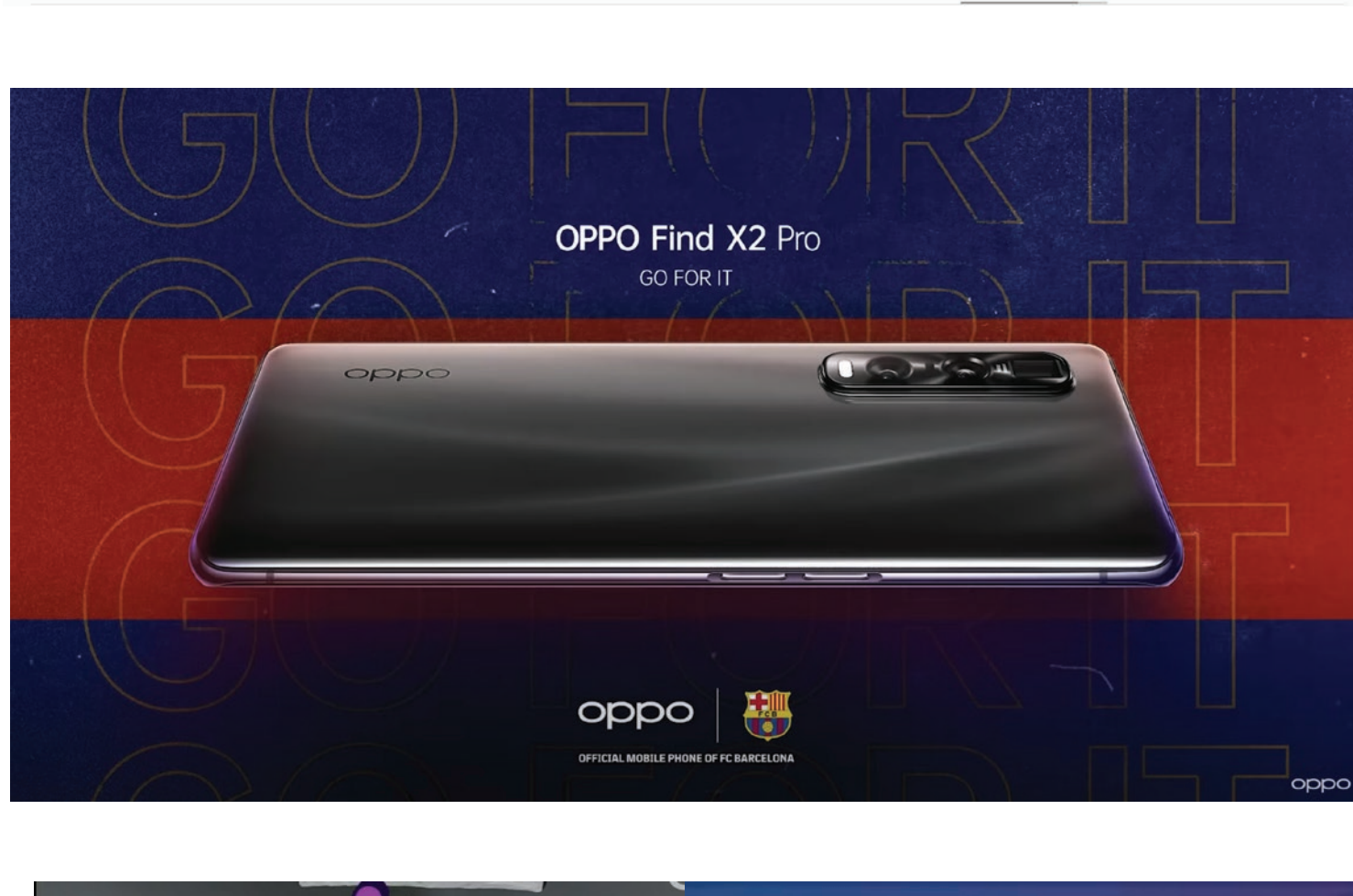
OPPO
Reno4 Series 5G

oppo | FCB
OFFICIAL MOBILE PHONE OF FC BARCELONA



#GoForIt
Quick Fire Q&A with Ansu Fati | OPPO x FC Barcelona
117,952 views · Nov 25, 2020

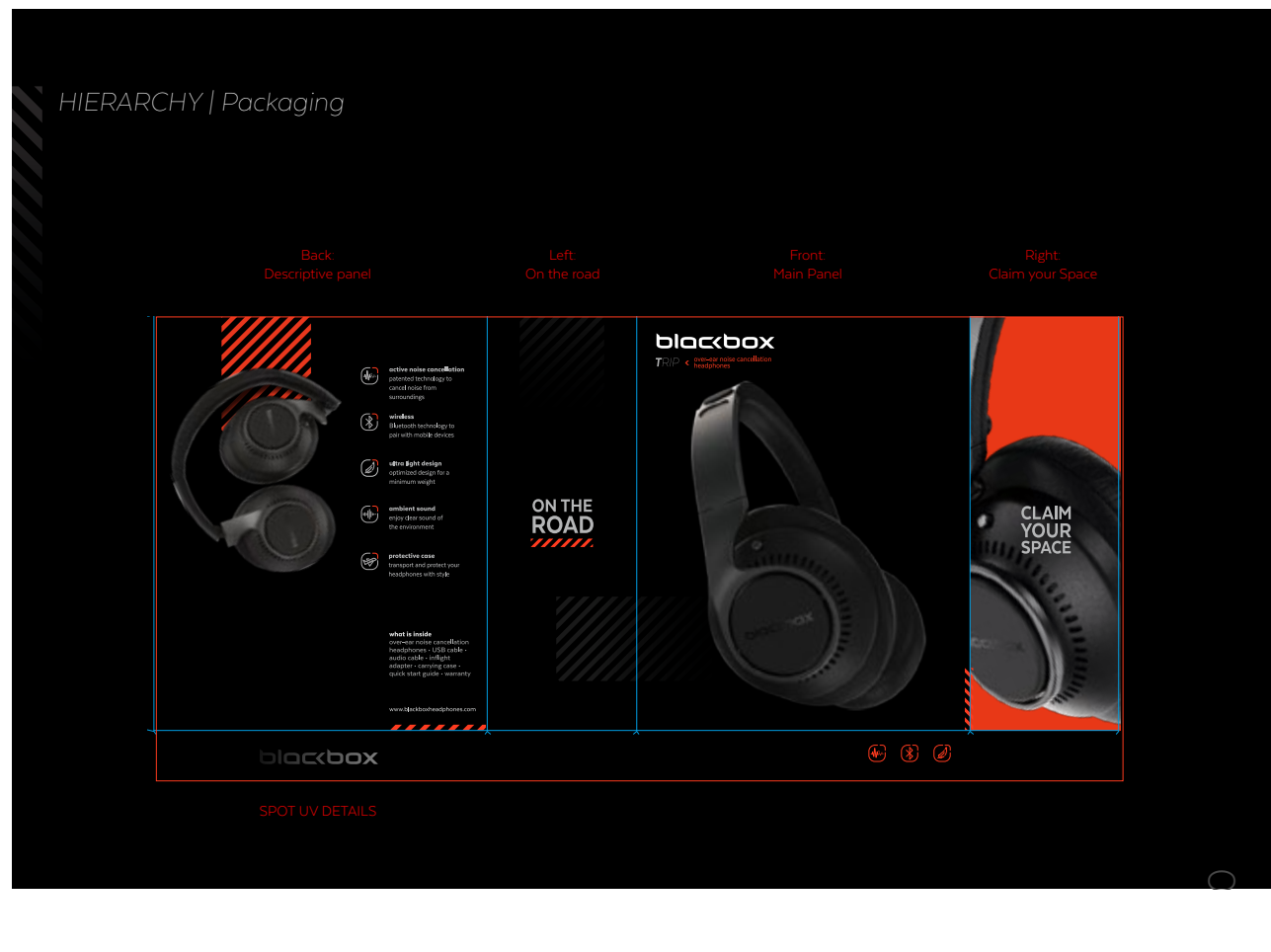
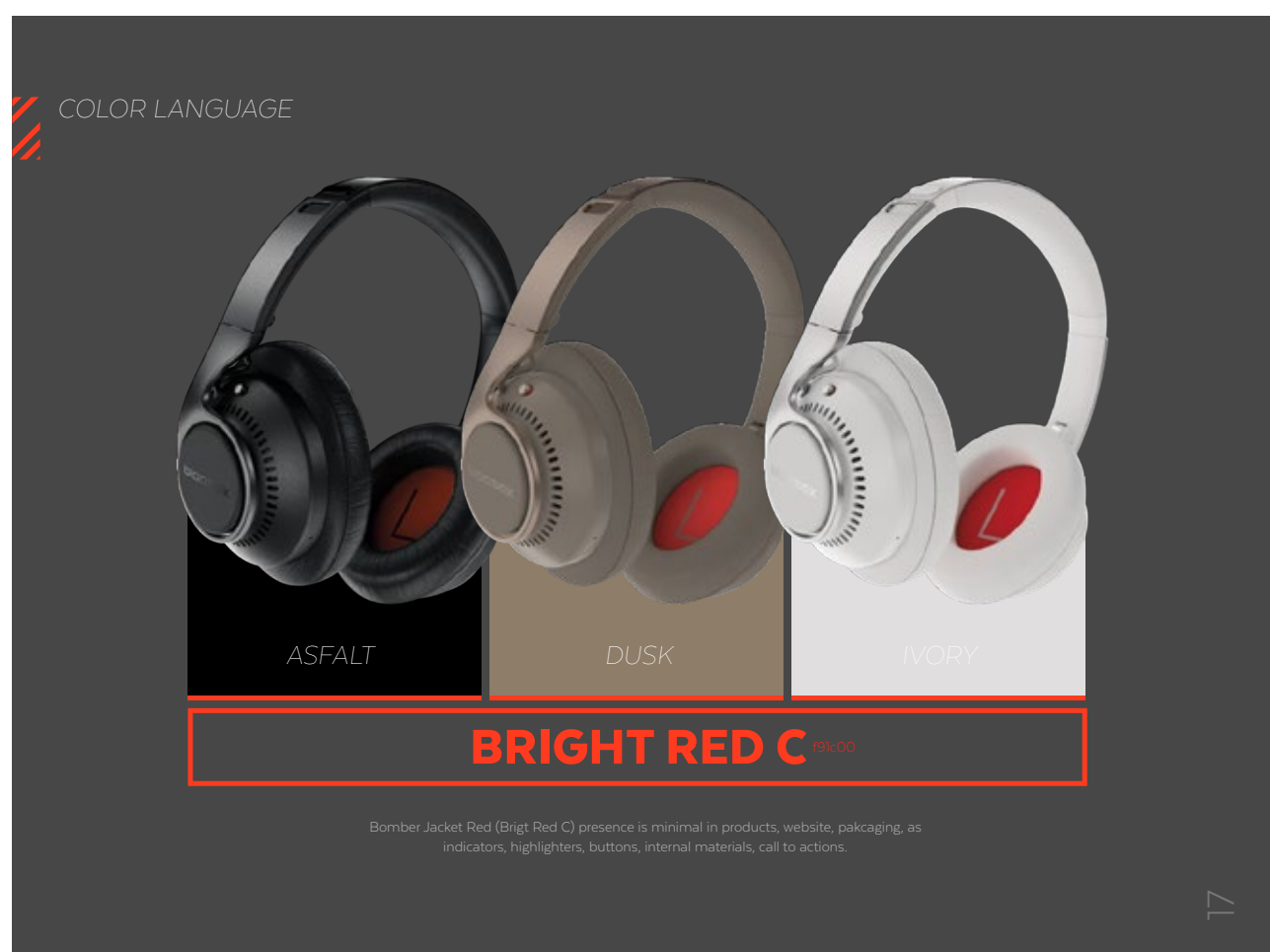
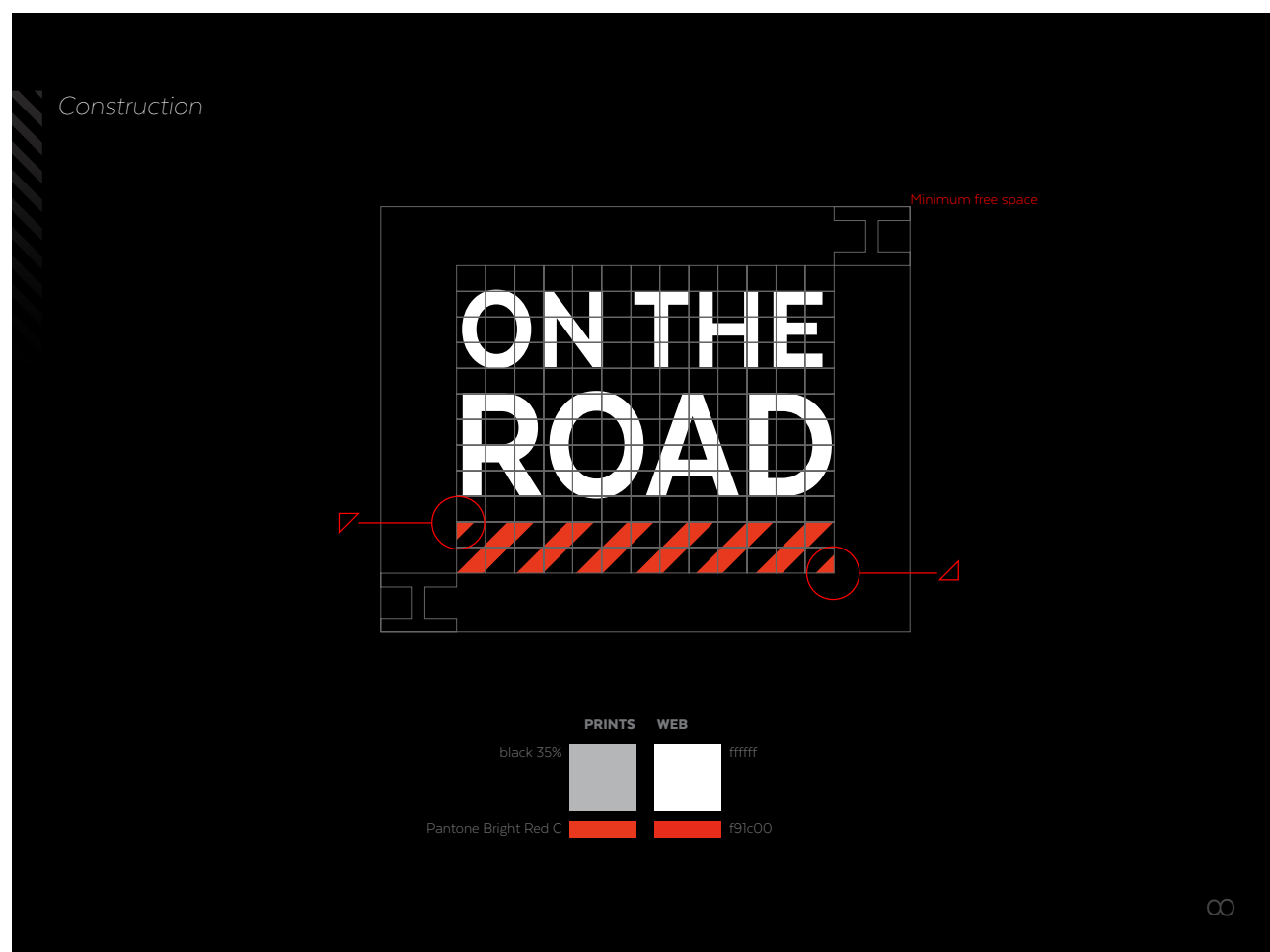
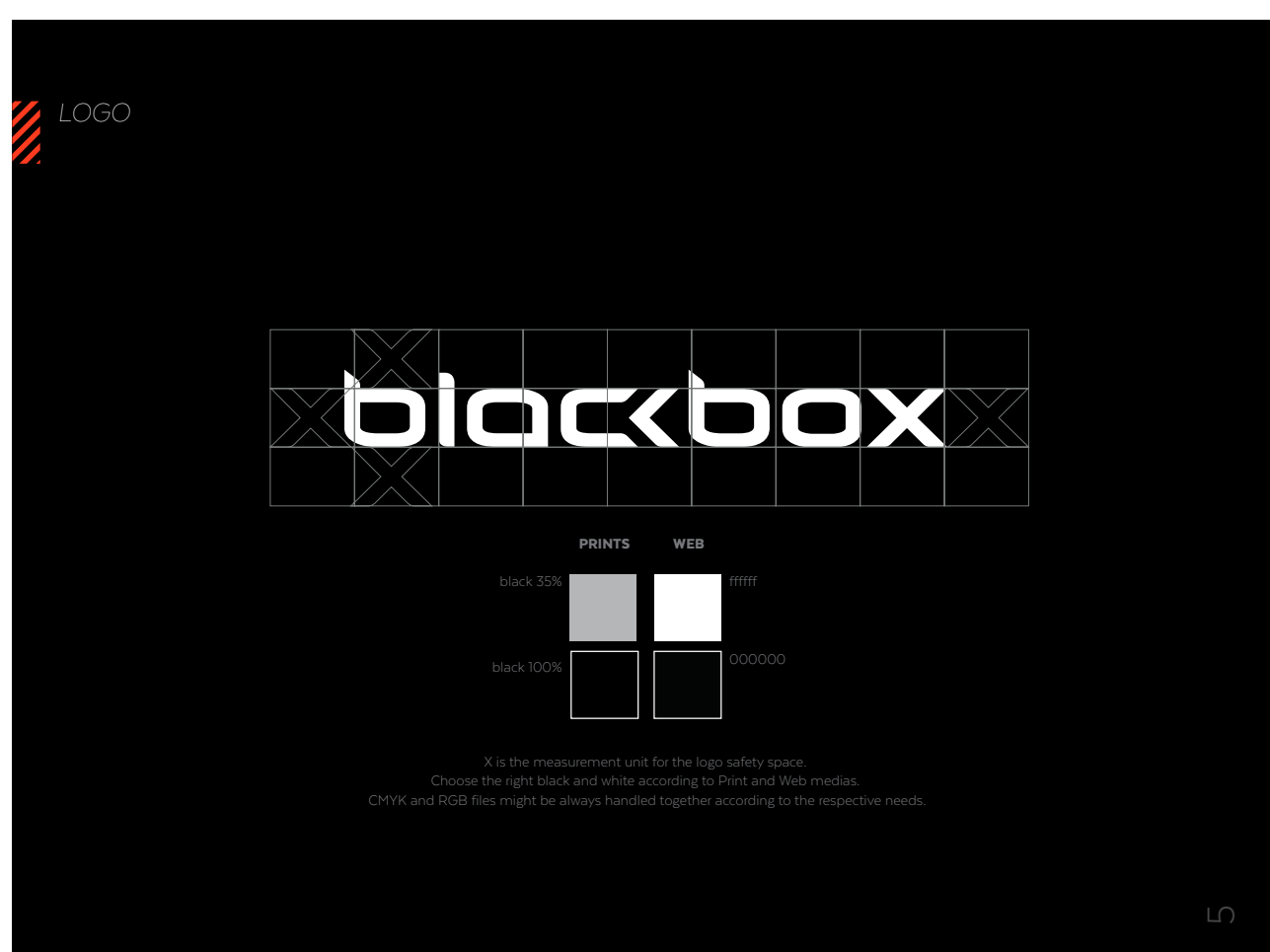
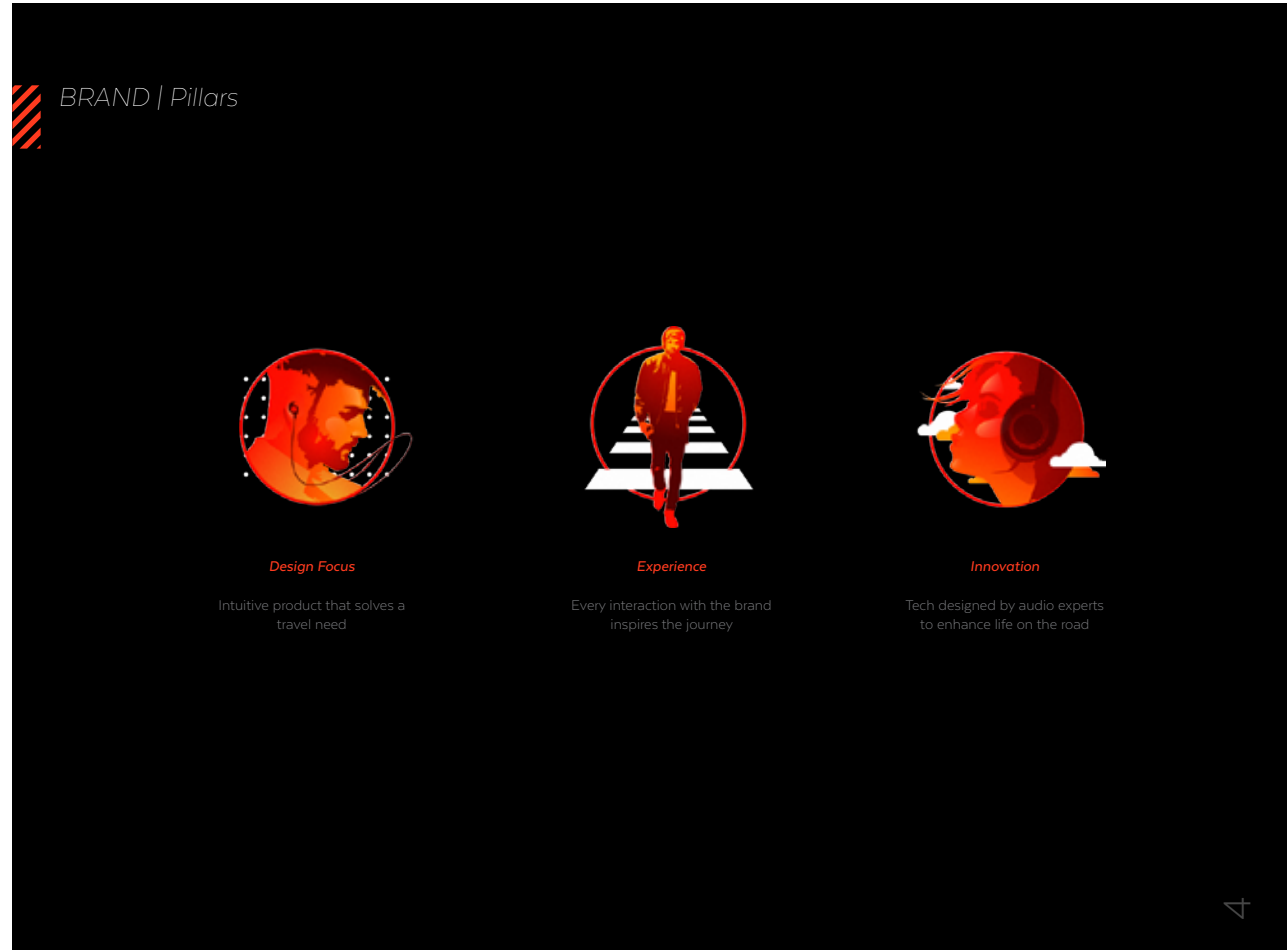
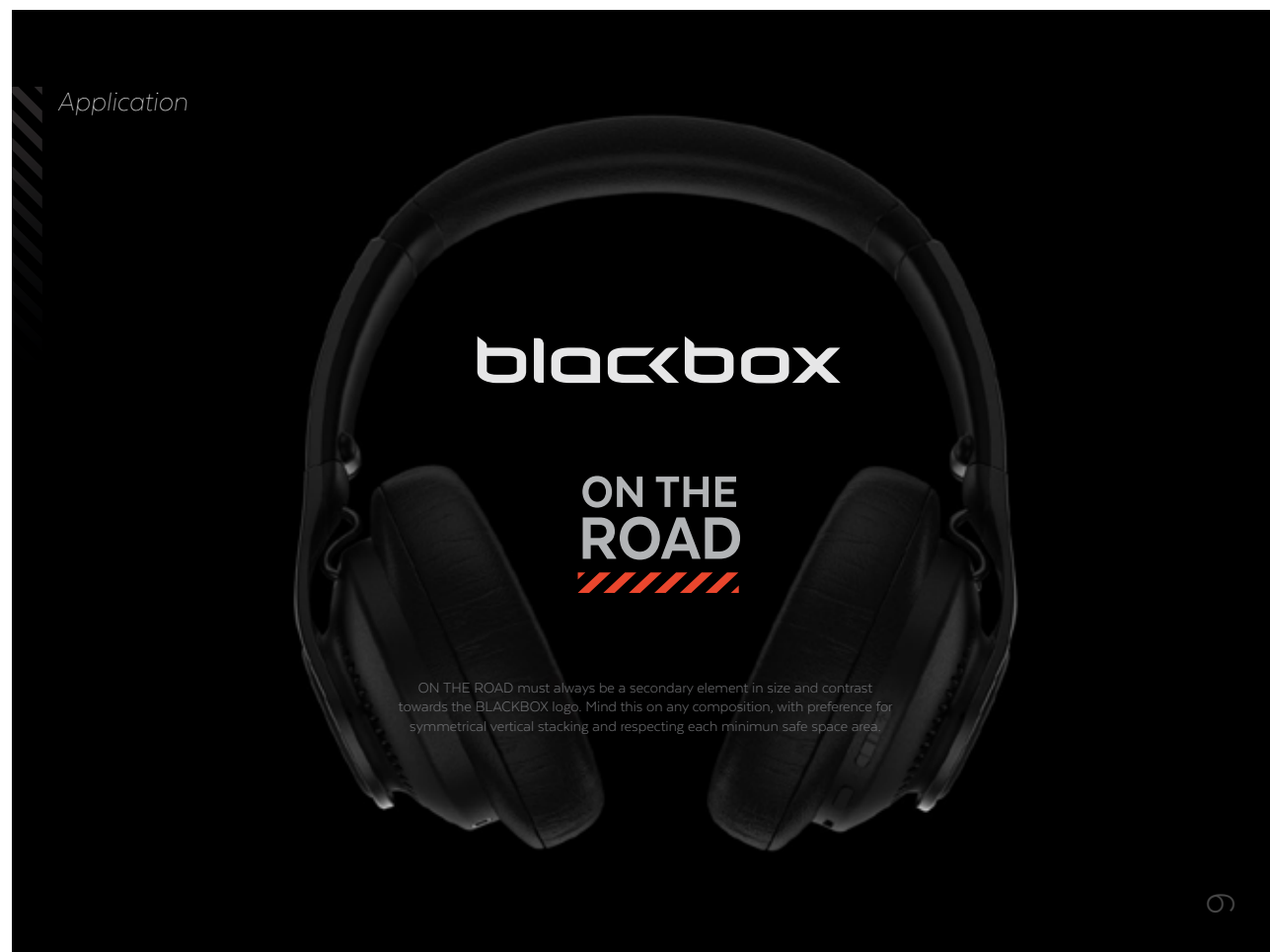
677 165 SHARE SAVE ...

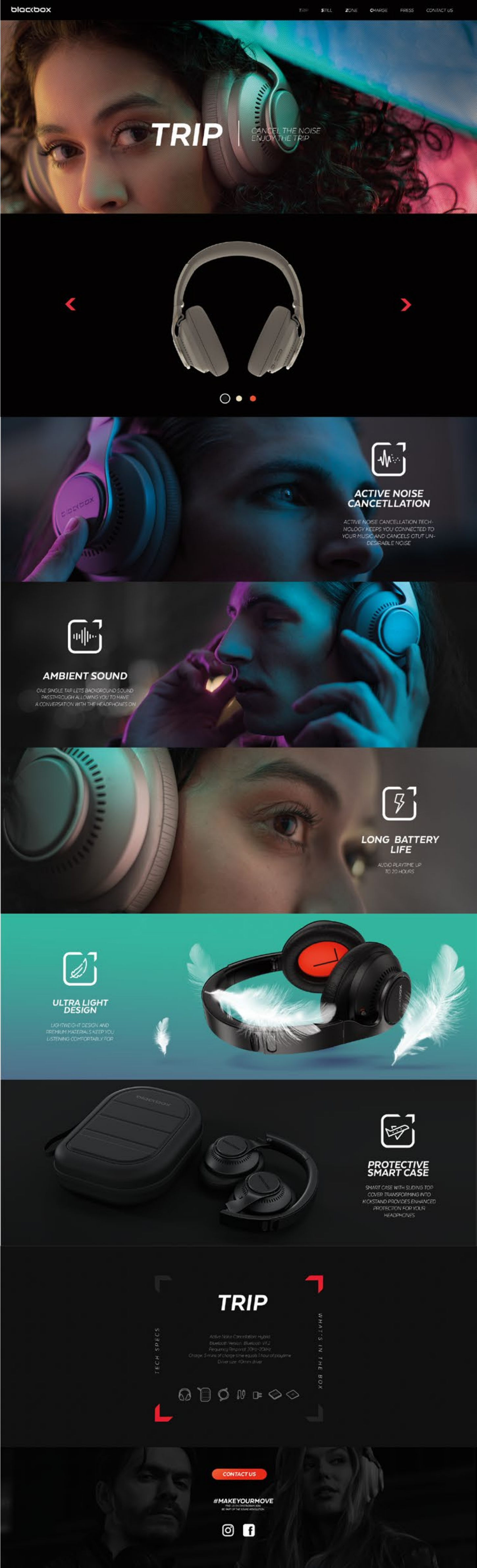


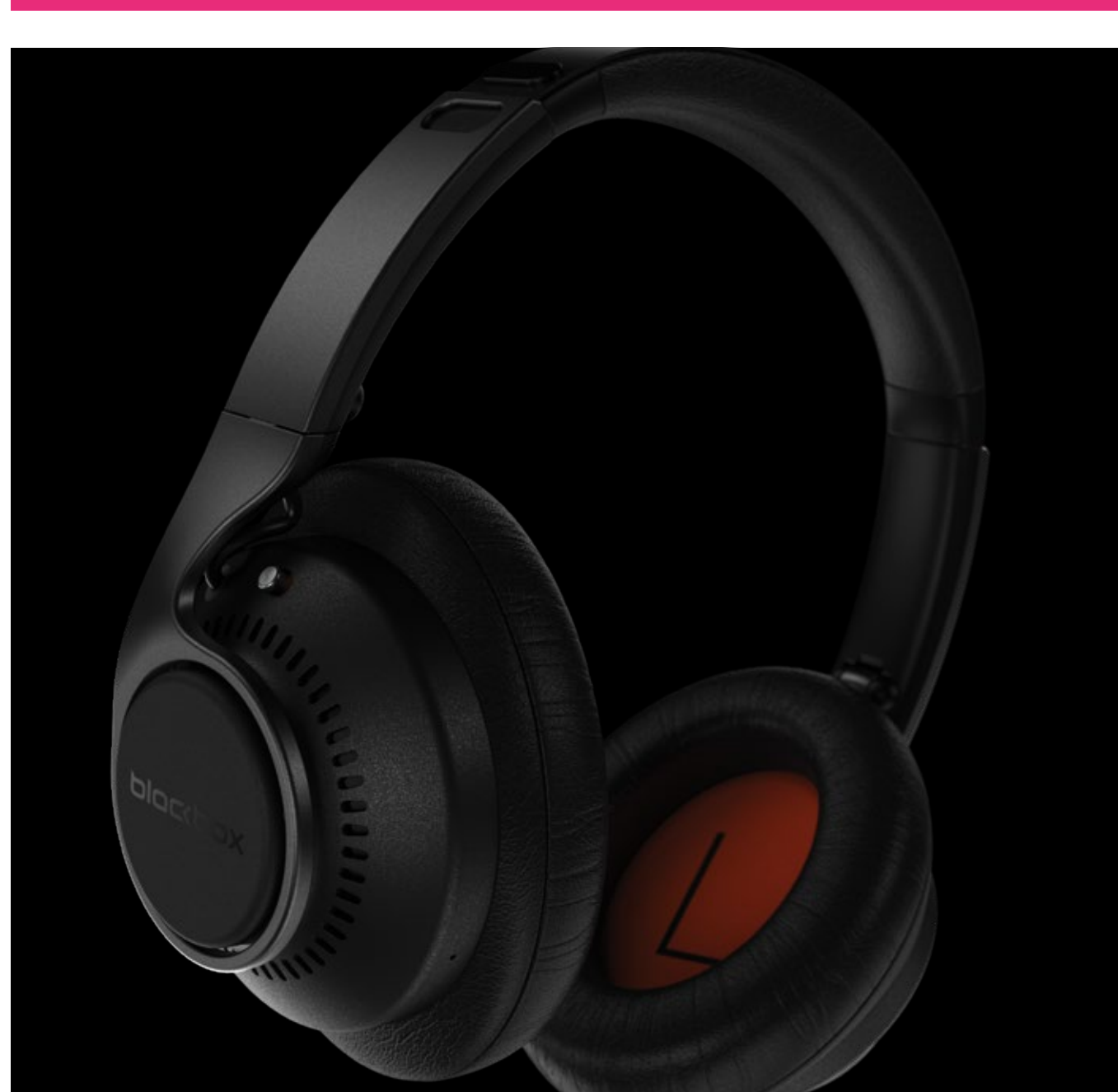
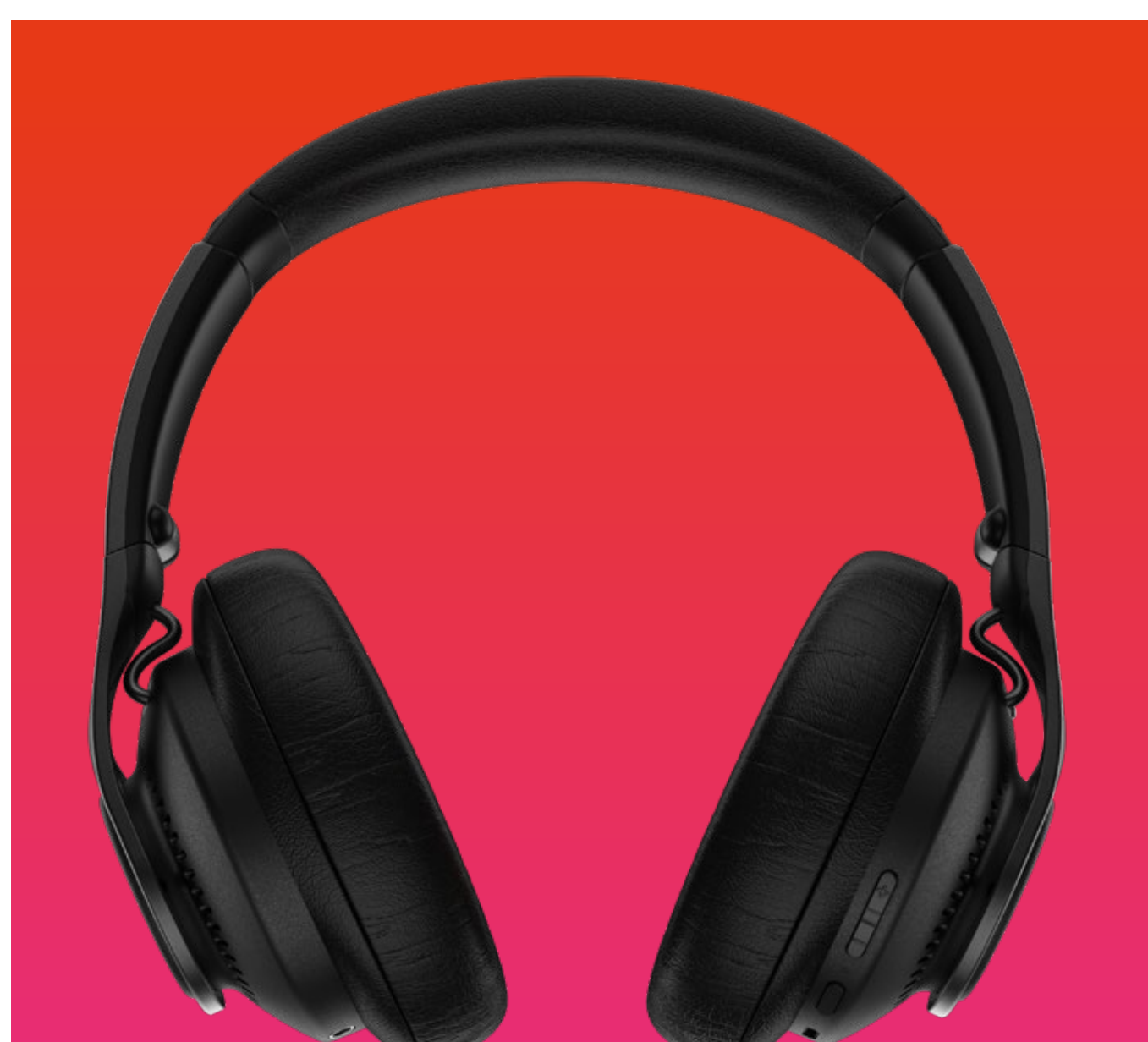
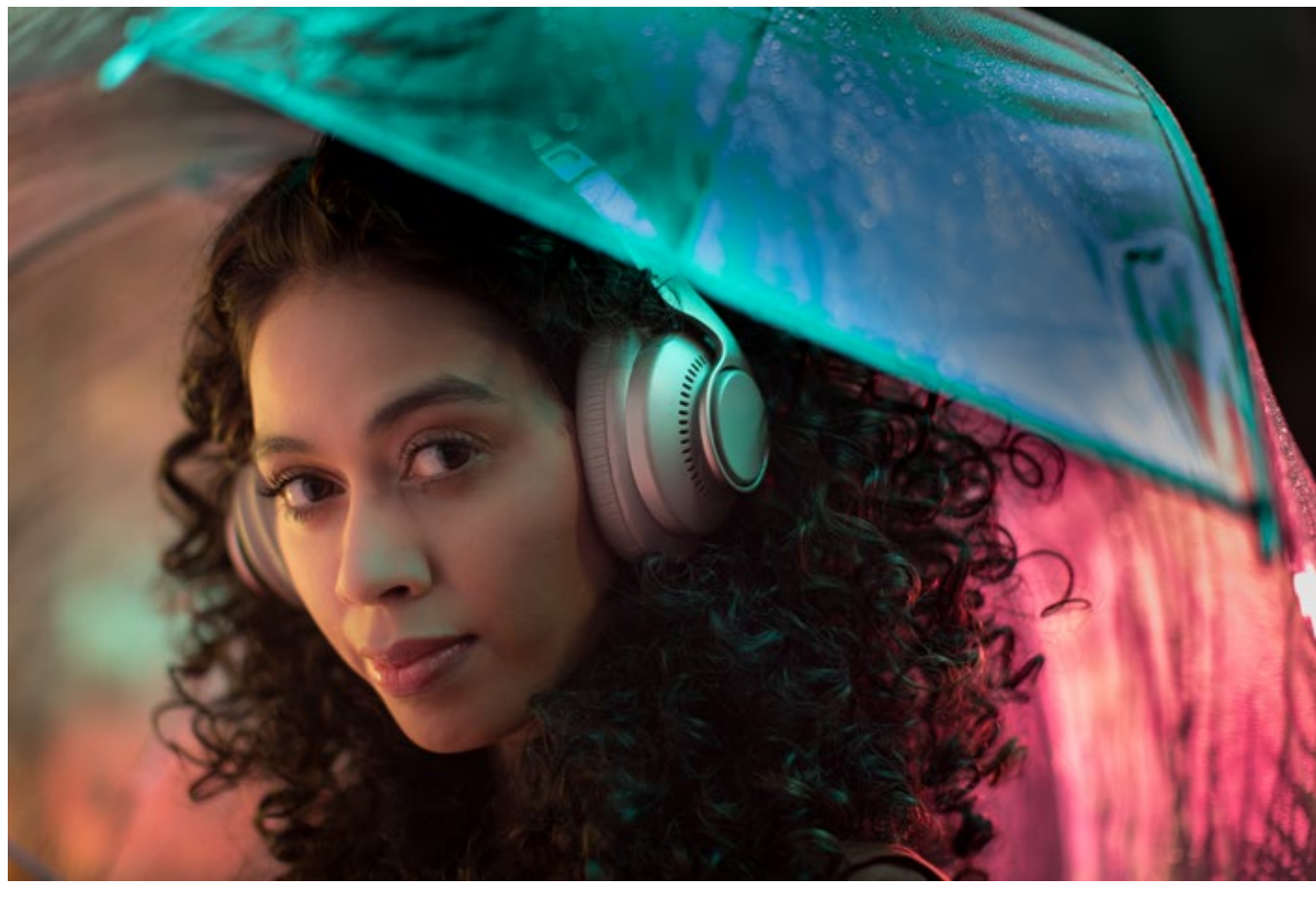
BLACKBOX: BRAND GUIDELINE

MY ROLE:

ART DIRECTION, DESIGN EXECUTION, PACKAGING DESIGN, WEBSITE
PROTOTYPE DESIGN. BRAND GUIDELINE. PRODUCT RENDER VIEW DIRECTION,
COLOR CORRECTION, PRINT COLOR MASTERING.
KVISUALS, PROMOTIONAL VIDEO ART DIRECTION.



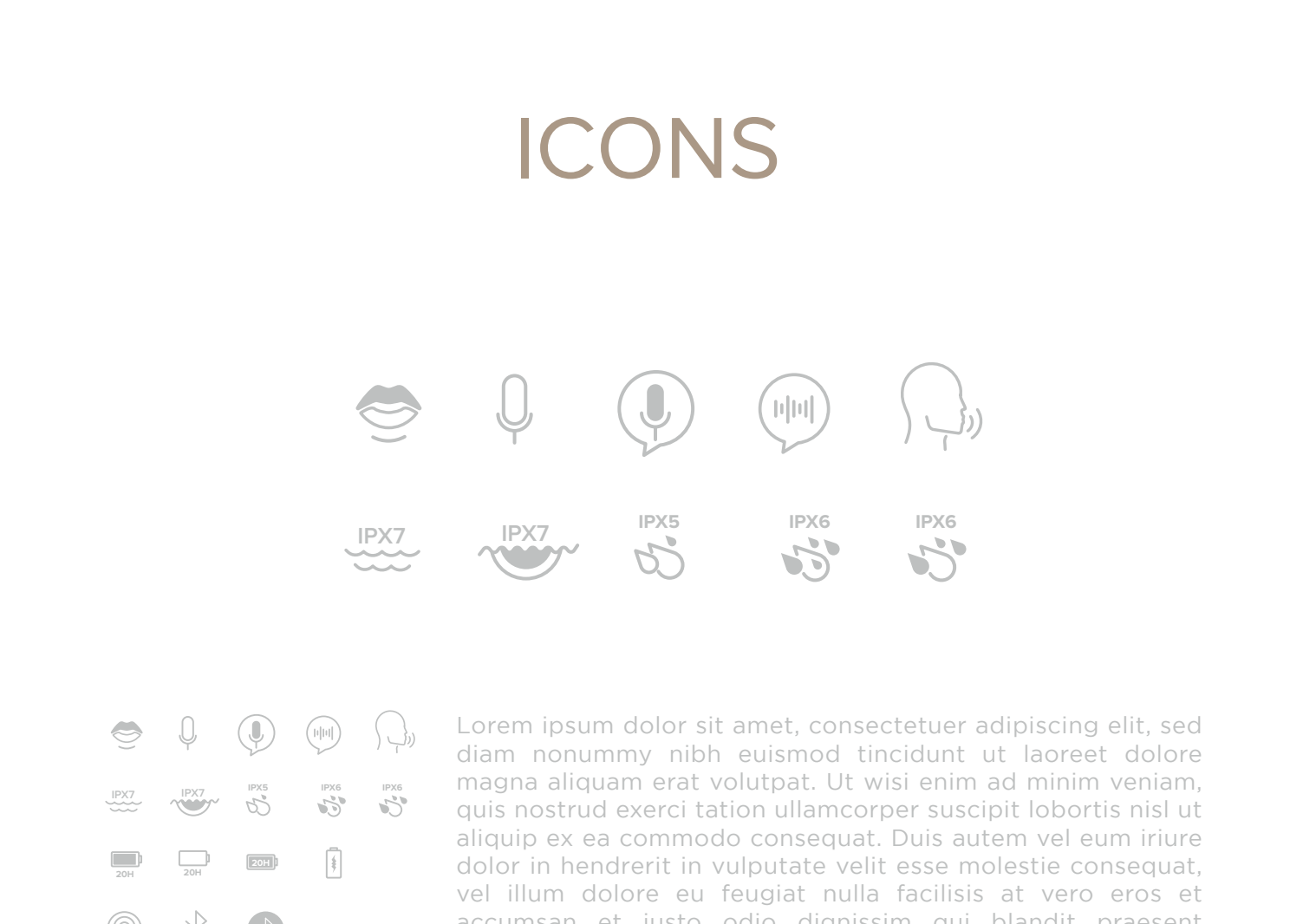
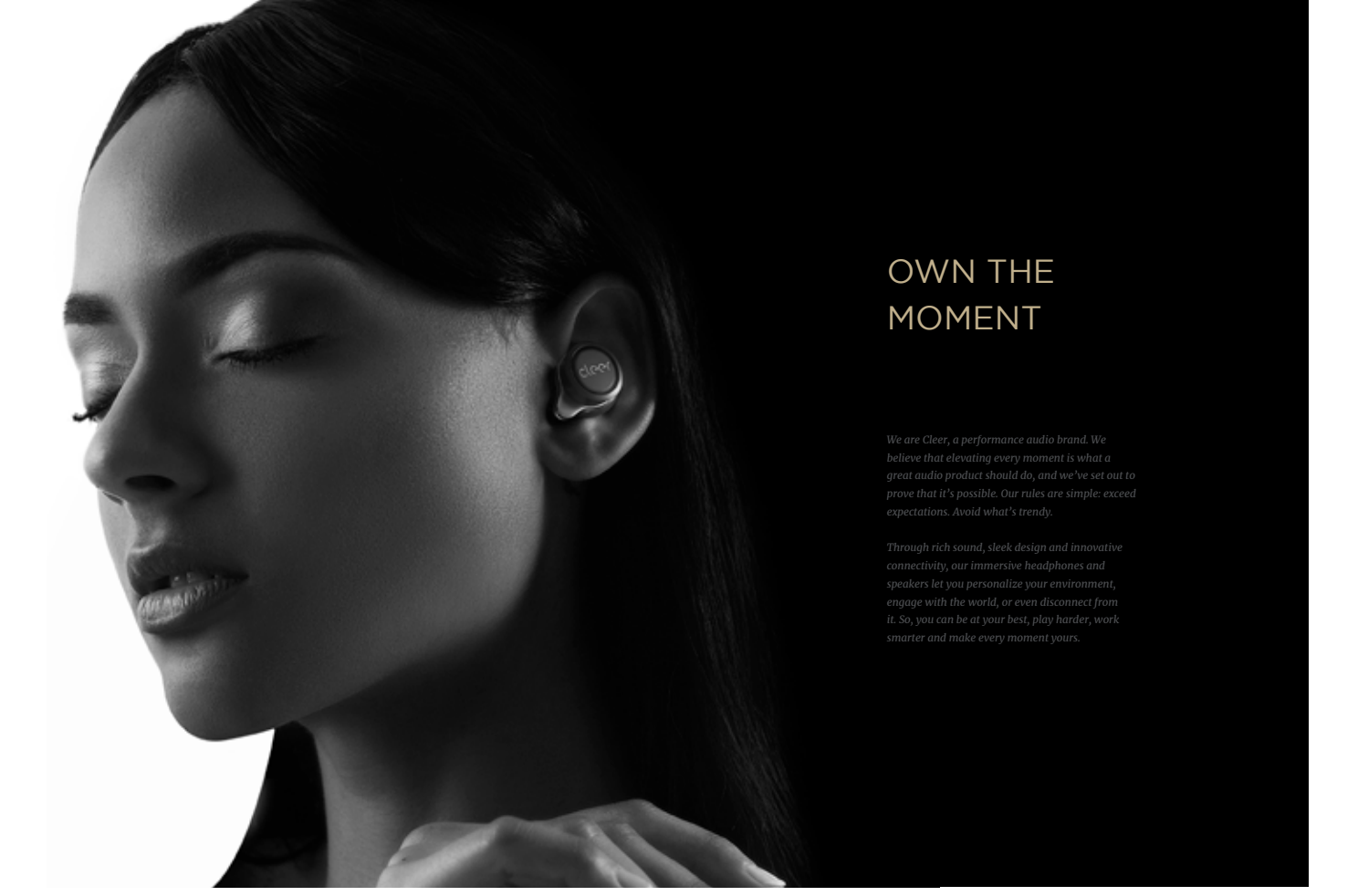
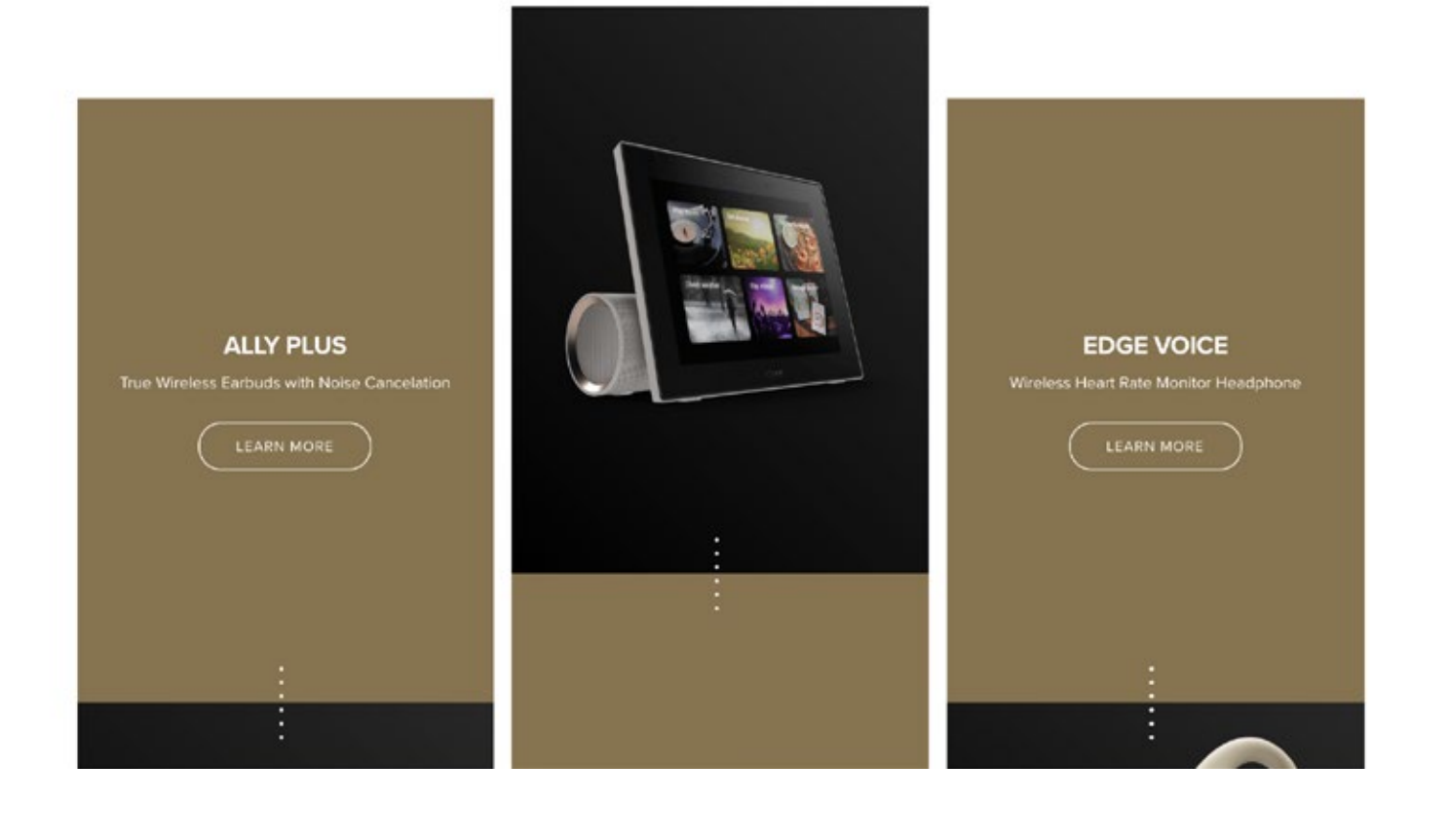
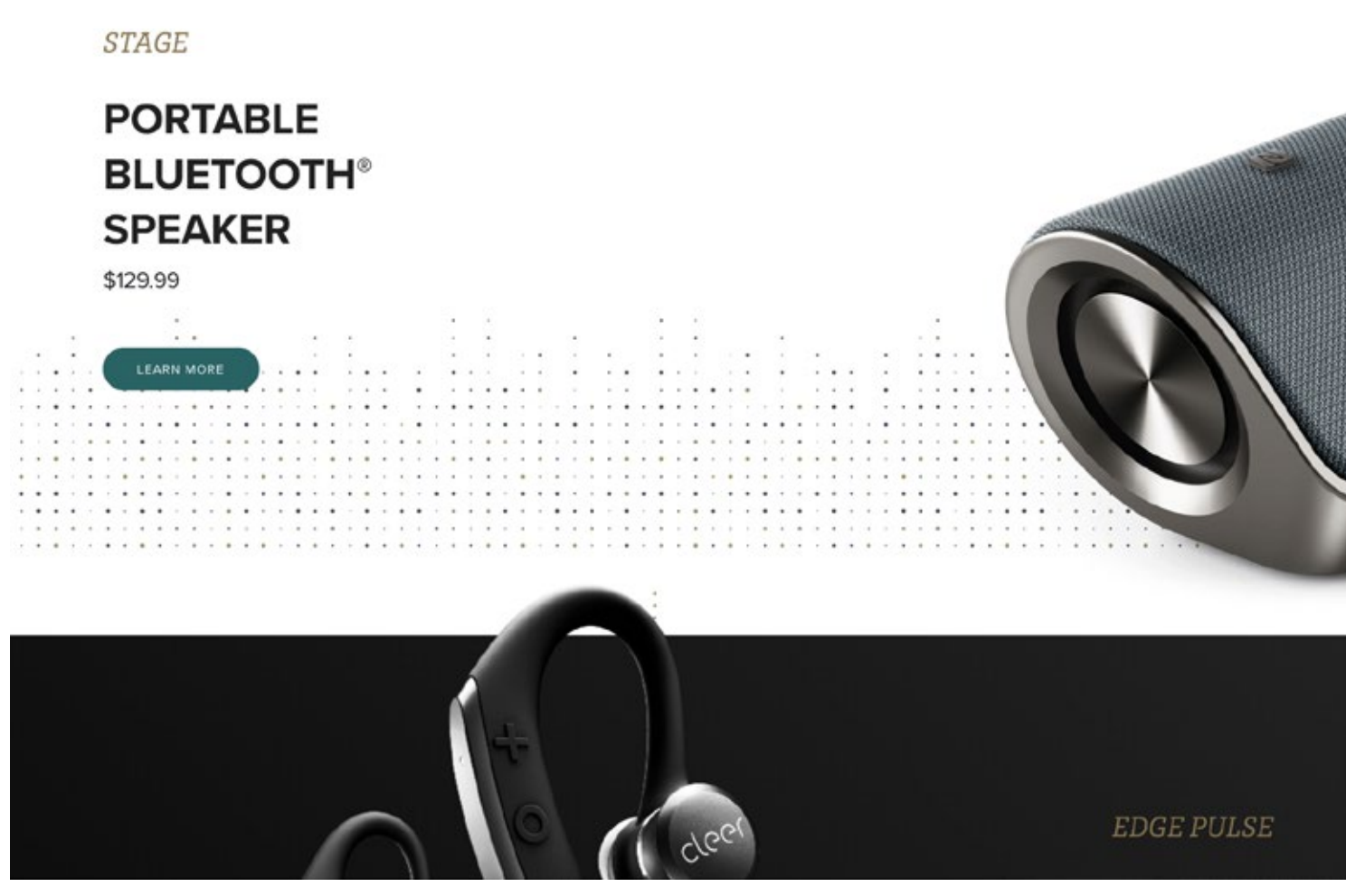
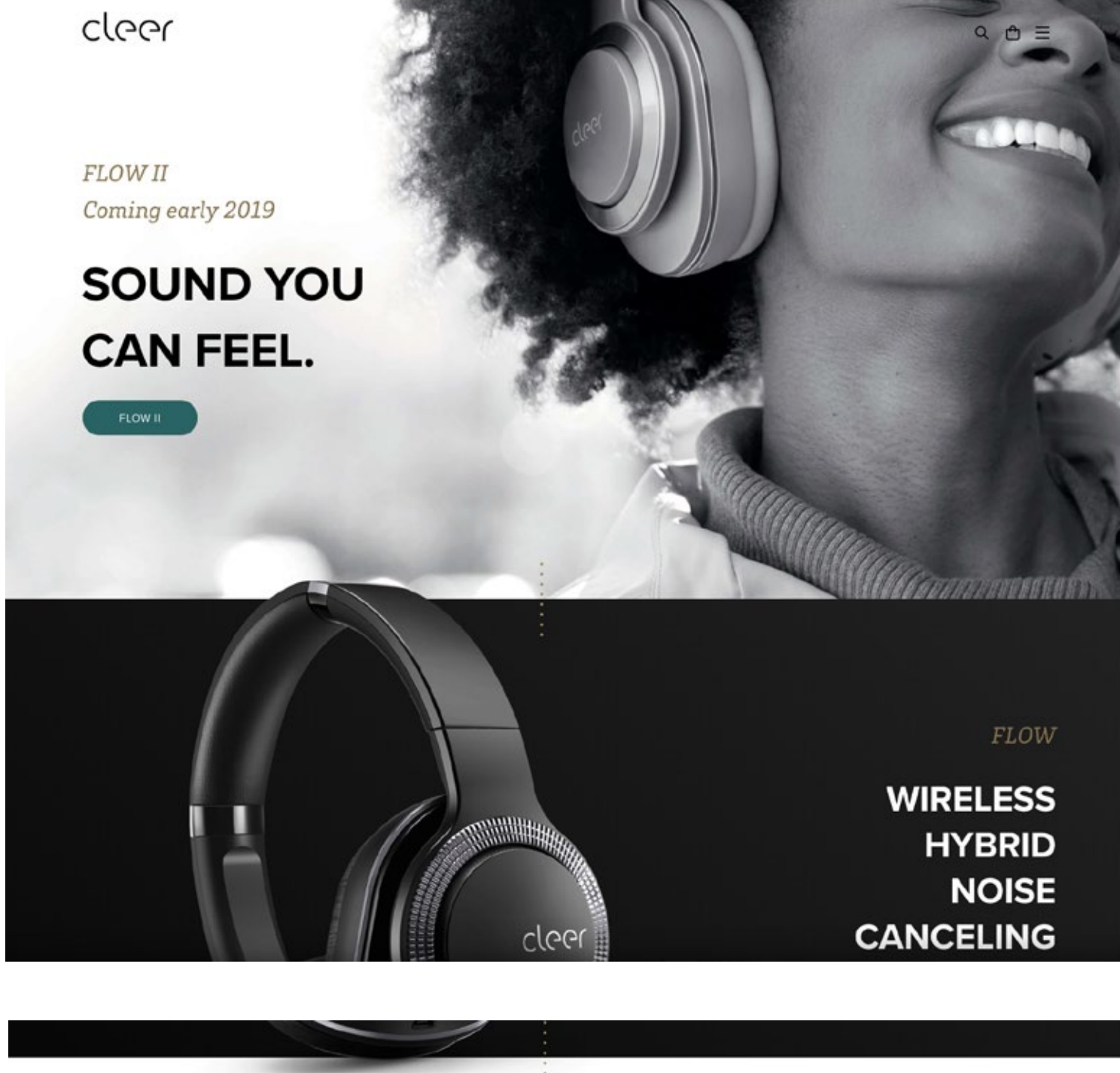




CLEER: BRAND GUIDELINE

MY ROLE:

ART DIRECTION, DESIGN EXECUTION, PACKAGING DESIGN, WEBSITE
PROTOTYPE DESIGN. BRAND GUIDELINE. PRODUCT RENDER VIEW DIRECTION.



Icons for Cleer products: lips, microphone, speech bubble, person's head, person's head with microphone, IPX7, IPX7, IPX5, IPX6, IPX6, battery, USB-C port, USB-A port, USB-C port, USB-A port.



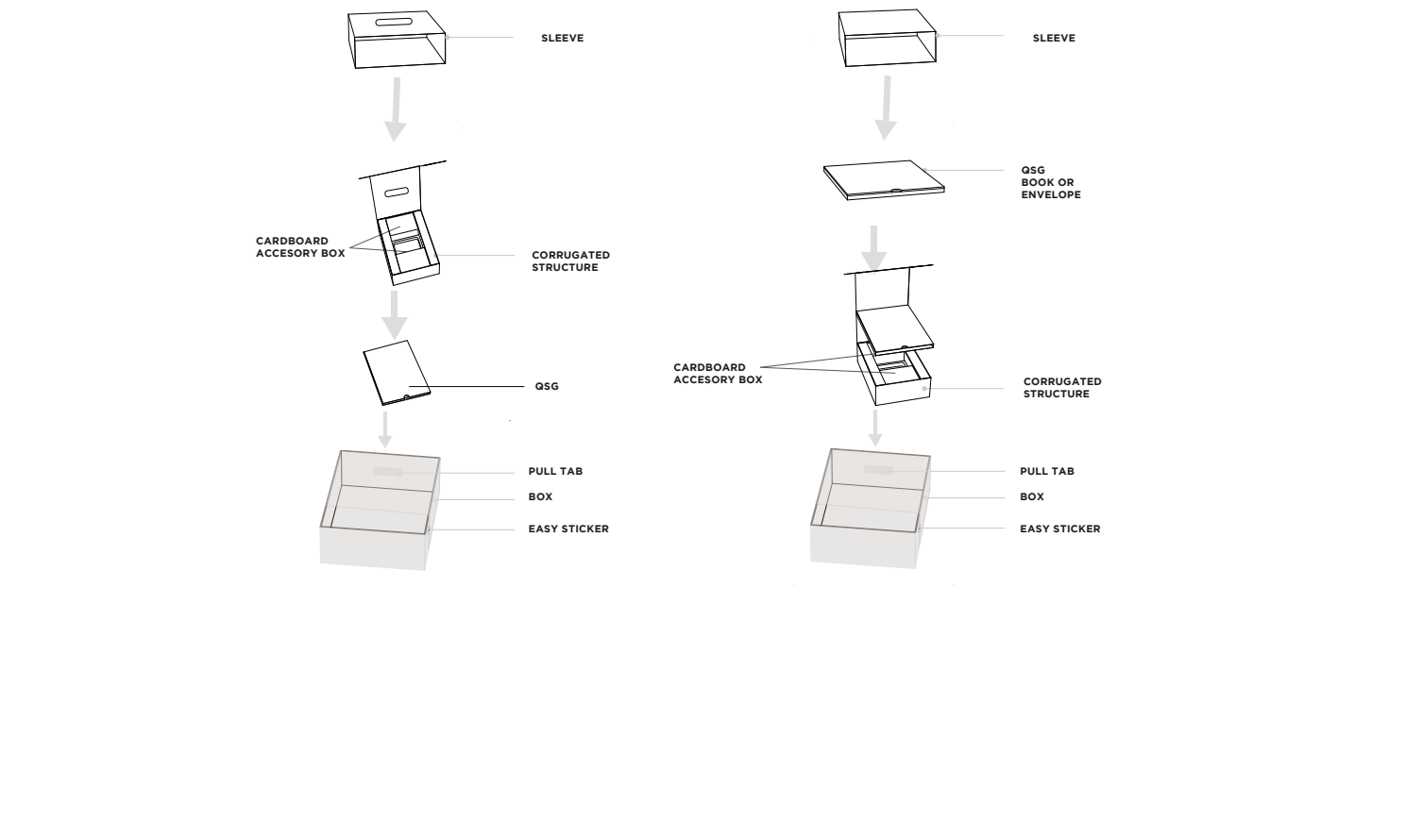
Icons for Cleer products: lips, microphone, speech bubble, person's head, person's head with microphone, IPX7, IPX7, IPX5, IPX6, IPX6, battery, USB-C port, USB-A port, USB-C port, USB-A port.



Icons for Cleer products: lips, microphone, speech bubble, person's head, person's head with microphone, IPX7, IPX7, IPX5, IPX6, IPX6, battery, USB-C port, USB-A port, USB-C port, USB-A port.



Icons for Cleer products: lips, microphone, speech bubble, person's head, person's head with microphone, IPX7, IPX7, IPX5, IPX6, IPX6, battery, USB-C port, USB-A port, USB-C port, USB-A port.



Icons for Cleer products: lips, microphone, speech bubble, person's head, person's head with microphone, IPX7, IPX7, IPX5, IPX6, IPX6, battery, USB-C port, USB-A port, USB-C port, USB-A port.



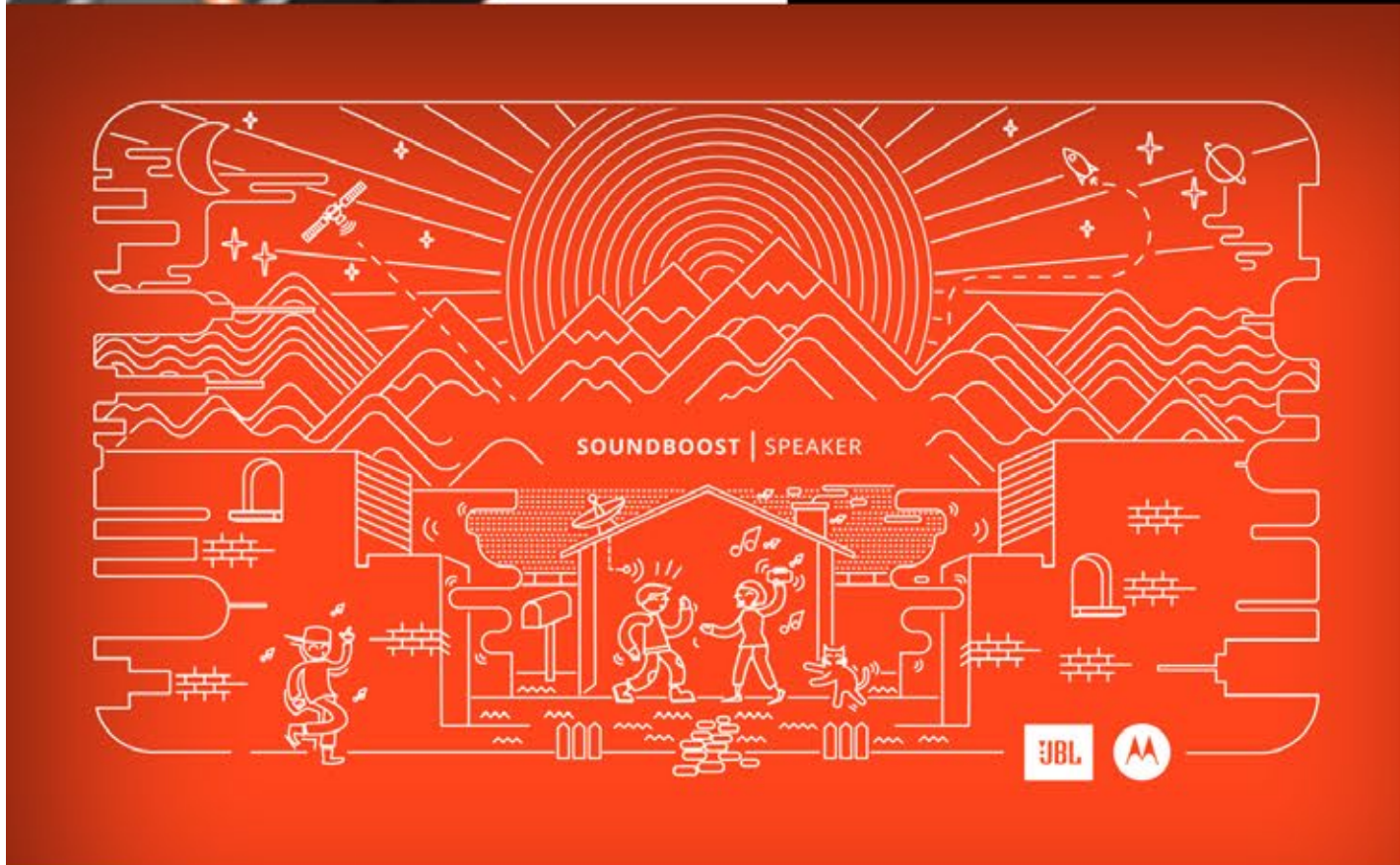
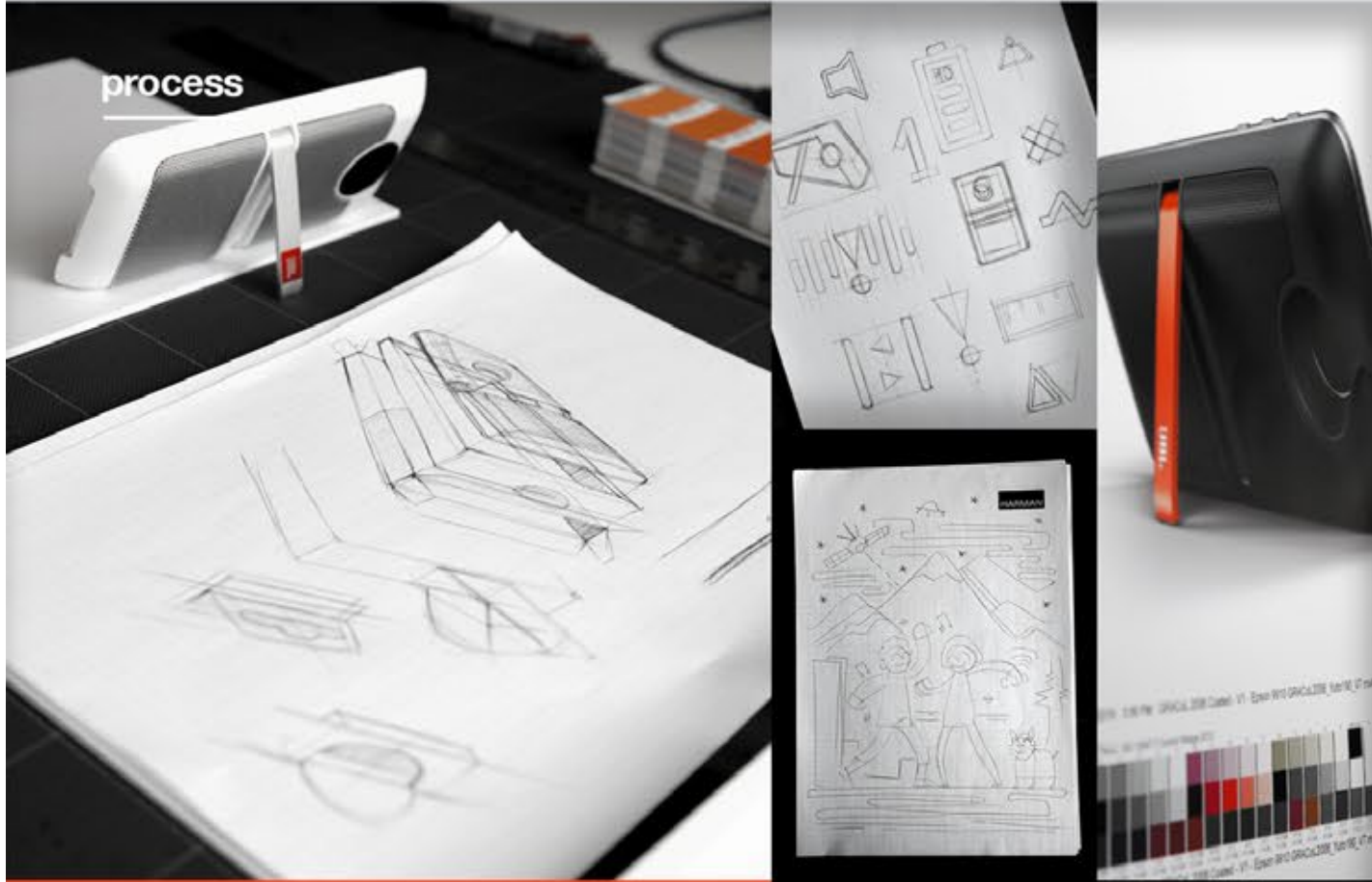
SOUNDBOOST

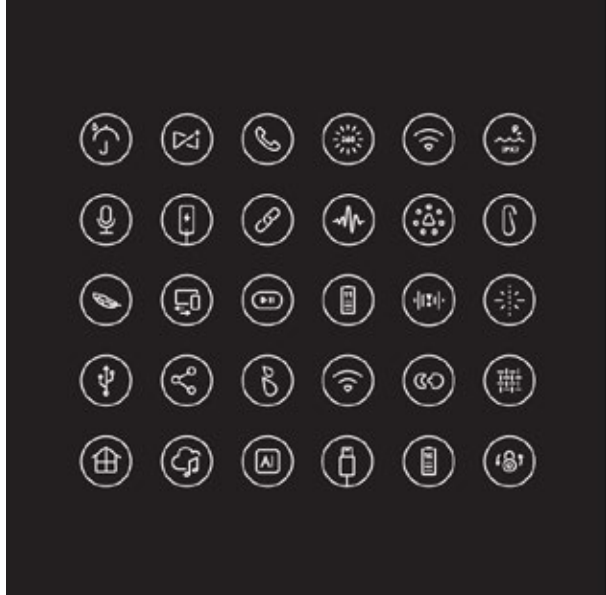
JBL / Motorola collaboration

#packagingdesign



Since the few past years JBL has been participating with the world renown brand Motorola in the co-design and development of a new portable adaptable speaker with the legendary JBL sound, expanding the possibilities of bringing the party to new further places that any JBL portable speaker went before in the size of your pocket. JBL Soundboost is offering an advanced sound quality that any producer can offer until now. For these reasons The packaging design department of Harman design center in participation with Motorola designers presented an original graphic solution to communicate the values of the brand and the particular values of the product in the frame of both brand guidelines. Using the most advanced standards of printing quality to preserve 75 years of a brand iconic colors and elements, photo-realistic renders edited and printed with zero discrepancies from the original products in order to show all the design efforts of the design team to all regions worldwide. In the same time protecting and warranting the quality of the product from the production line to the final user with the most efficient and strong packaging structure developed and tested to pass worldwide standards and requirements. In order to communicate the colorful lifestyle we invested efforts in the creation of the original Soundboost story illustrations and patterns that communicates the colorful JBL lifestyle in a cool and trendy graphic line present in the front panel as a high quality Chrystal clear UV selective ink with high gloss and textures hidden at first view though always ready to be discovered as an unexpected detail.





FACEBOOK

INSTAGRAM

TIENDA

QUIENES SOMOS

INTI

SKATEBOARDING

MADE IN USA - DESIGNED IN THE "INCA EMPIRE"

QUIENES SOMOS

EN INTI SKATEBOARDING CREAMOS EN EL TRABAJO EN EQUIPO, MANTENEMOS A LA VANGUARDIA NUESTROS PRODUCTOS CON DISEÑOS CREATIVOS EN LAS ÚLTIMAS TÉCNICAS MUNDIALES, PRODUCIÉNDOLOS CON CREATIVIDAD, PAISAJE Y RESPONSABILIDAD EN CADA IMPULSO QUE DAMOS.

INTI SKATEBOARDING BUSCA CONVULSIONAR EN UNA DE LAS MARCAS MÁS INFLUYENTES EN EL SKATEBOARDING LATINOAMERICANO, PROPORCIONANDO A LA COMUNIDAD SU CULTURA Y DEPORTES DE ÉLITE EN LAS DIFERENTES CIUDADES Y PAÍSES EN LAS QUE IMPLANTE LA MARCA.

CARACTERÍSTICAS ÚNICAS DE NUESTRAS TABLAS

MADERA 100% AMERICANA, DISEÑADA, PRODUcida Y DESARROLLADA POR SKATERS, MÁS DE 10 AÑOS DE EXPERIENCIA EN LA CONSTRUCCIÓN DE SKATEBOARDS EN LAS ÉLTICAS TÉCNICAS MUNDIALES, NOS PERMITEN OFRECER LAS SIGUIENTES CARACTERÍSTICAS QUE HACEN DE INTI "LA MARCA OLÍMPICA DEL SKATE LATINOAMERICANO".

BOARD CRUSHER APPROVED

SOLO TRES PRODUCTORES DE SKATEBOARDING DEL MUNDO PUEDEN PASAR ESTA PRUEBA, NOSOTROS SOMOS UNOS DE ELLOS.

PLY X7

7 LÁMINAS DE MADERA

TECNOLOGÍA DE PUNTA GARANTIZA EL PESADO Y LIGADO DE NUESTRAS LÁMINAS, TRANSFORMANDO EN UN POP MÁS ALTO Y MÁS FUERTE.

DECK SHAPE

CORTADAS CON LA MÁS ALTA TECNOLOGÍA LÁSER Y CORTADORES CNC COMPUERTADOS PARA ADAPTARSE MEJOR A TU CUERPO Y ESTILO.

PRESENTAMOS NUESTRA PRIMERA COLECCIÓN 2018

INCA LEGENDS

DISPONIBLE EN 8" / 8.25"

[INTI]

[VIRACocha]

[URU]

SOLUCIÓN DE PRIMAVERA 2018

2018 VIRACocha

DISPONIBLE EN: 8" / 8.25"

ESPECIFICACIONES TÉCNICAS

ADD TO CART

SOLUCIÓN DE VERANO 2018

2018 INTI

DISPONIBLE EN: 8" / 8.25"

ESPECIFICACIONES TÉCNICAS

ADD TO CART

INTI LIFESTYLE

LÍNEA DE ROPA CALLEJERA DEDICADA AL SKATEBOARDING

PRIMAVERA Y VERANO 2018

T-SHIRTS

BEANIES

ACCESORIOS

PARAFERNALIA

INTI STREETWEAR COMING SOON 2018

COTTON T-SHIRT "CORONA" 25\$

ESPECIFICACIONES TÉCNICAS

ADD TO CART

APROBADO!

EN CONCLUSIÓN

MORE POP BEST OLLIES

CARACTERÍSTICAS

BOARD CRUSHER APPROVED

LA PRUEBA CONSISTE EN LANZAR UNA BOLSA DE 50 LIBRAS SOBRE LA TABLA DESDE UNA DISTANCIA DE 1 METRO, LOS SKATEBOARDERS DEL MUNDO PUEDEN PASAR ESTA PRUEBA, NOSOTROS SOMOS UNOS DE ELLOS.

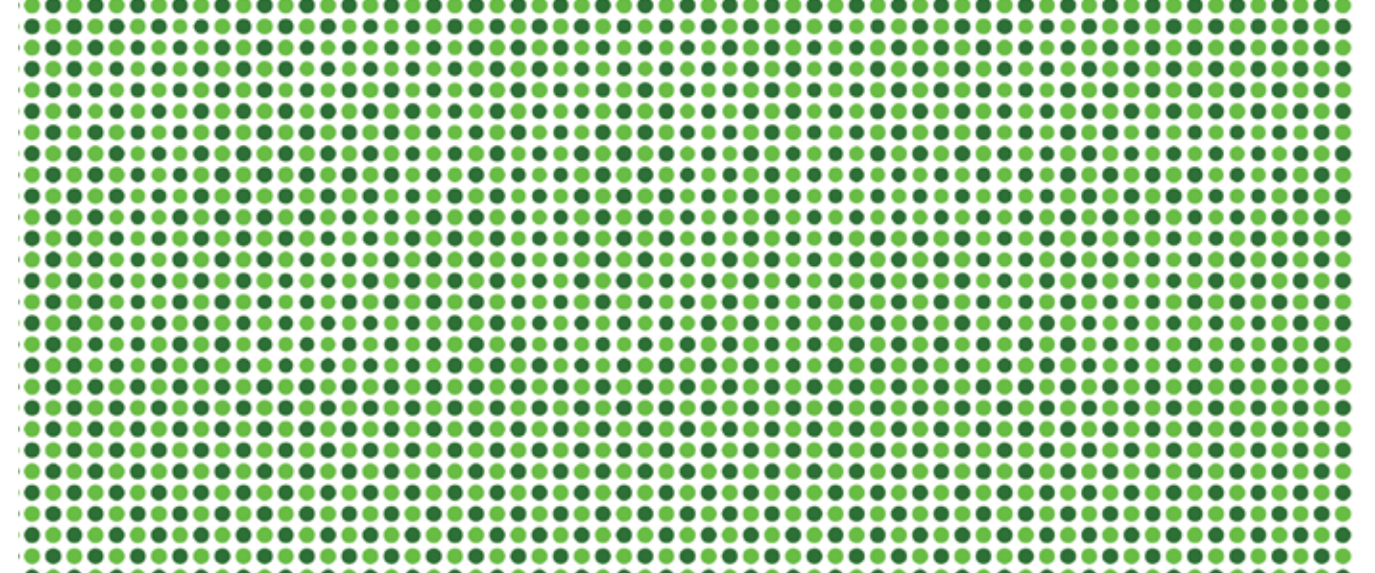
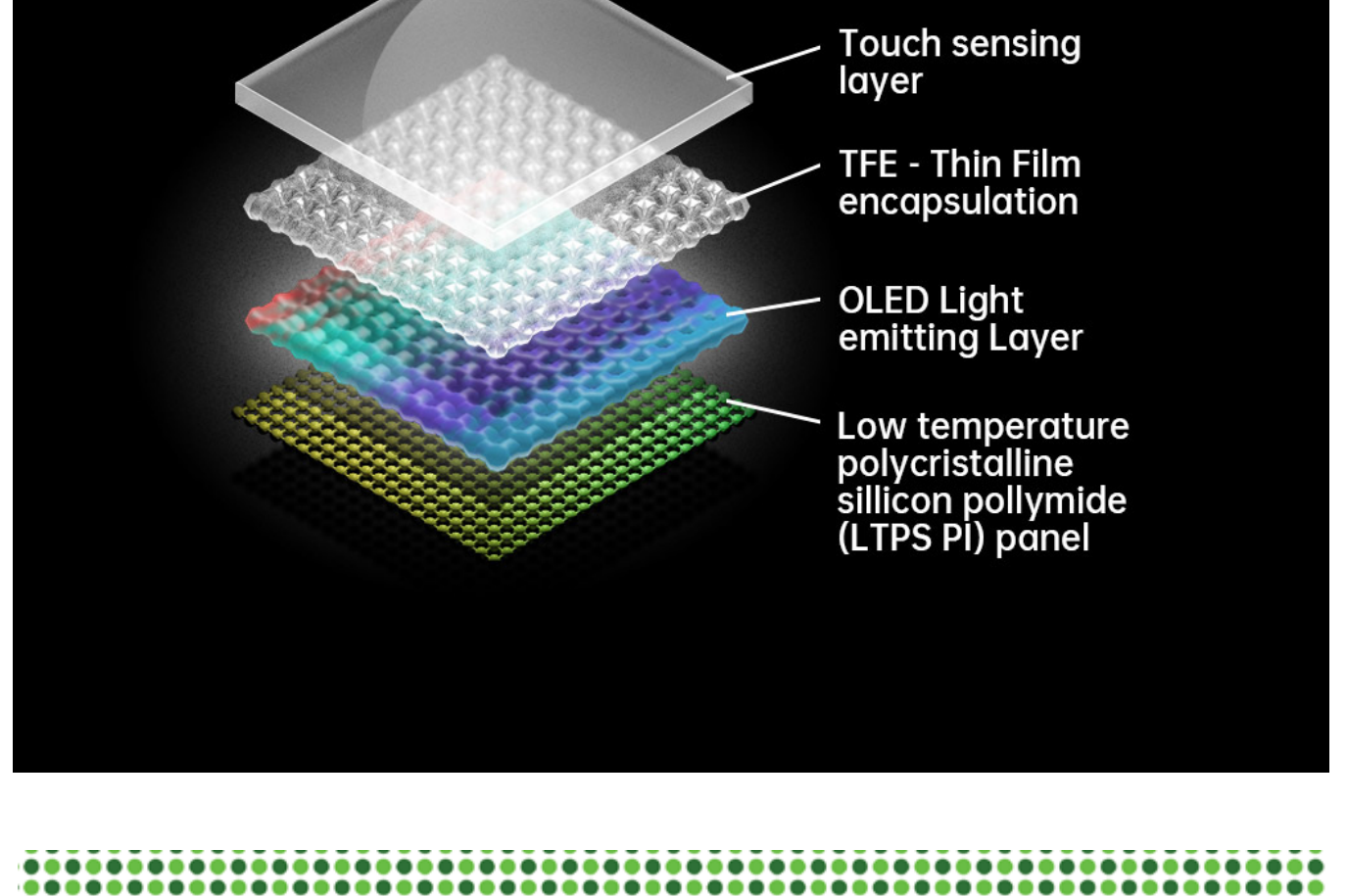
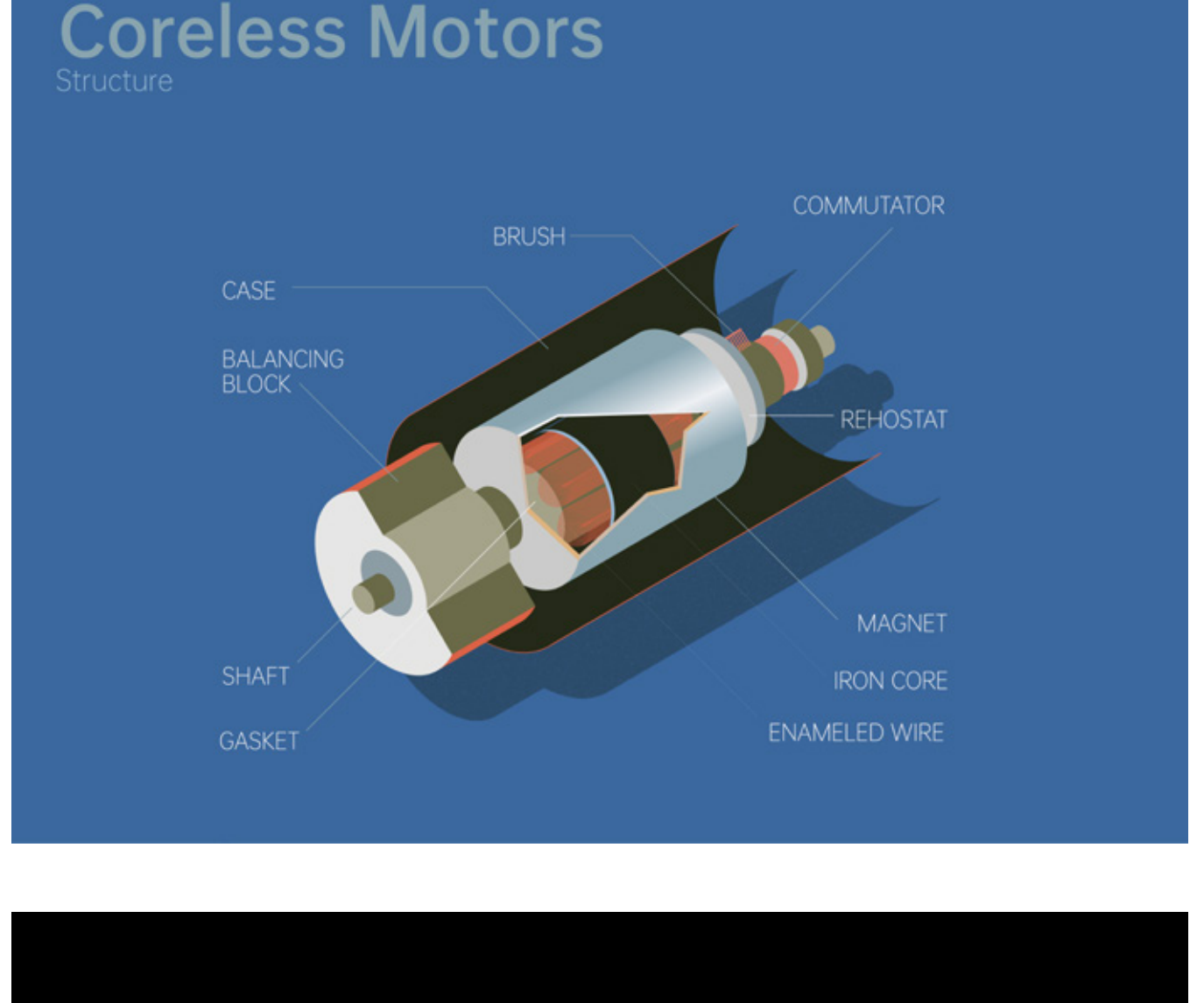
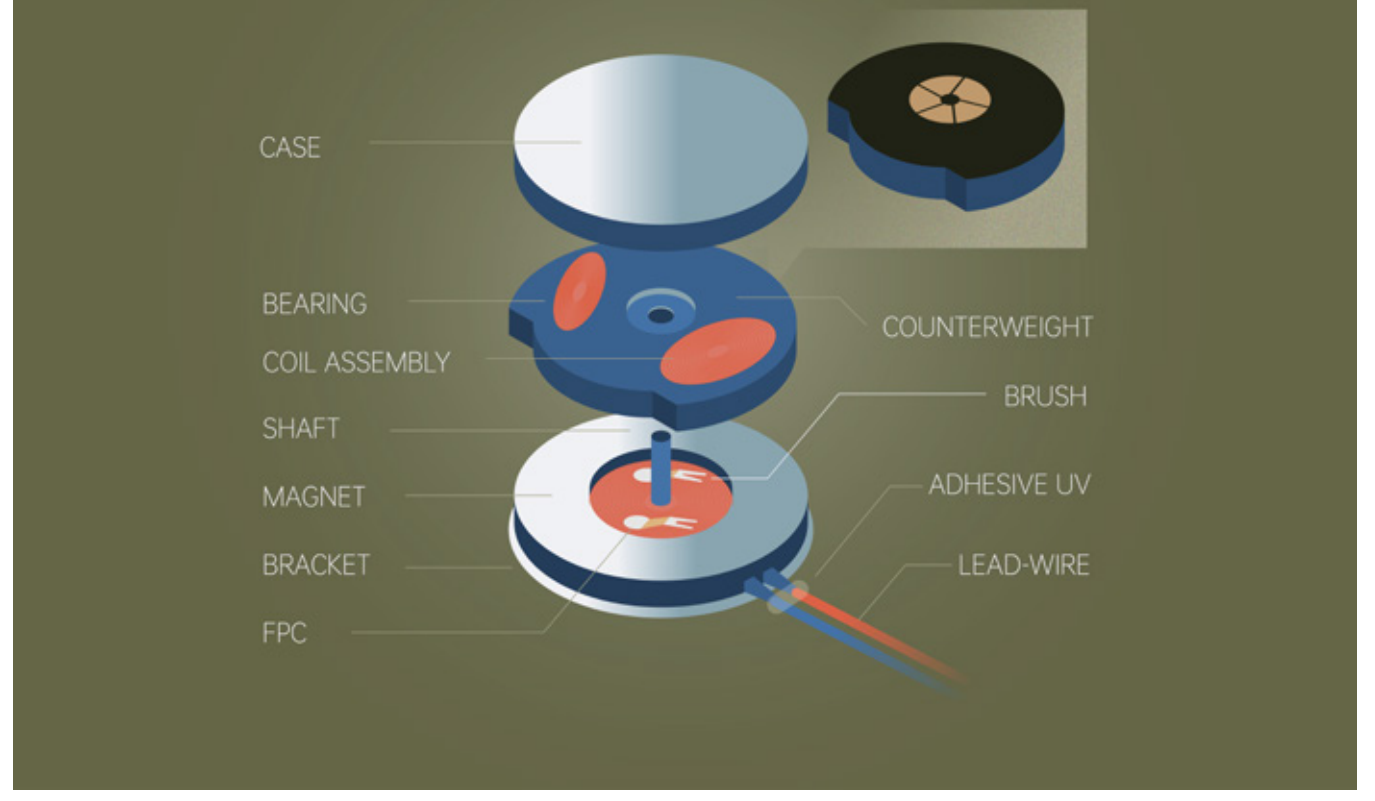
PROYECTOS A TRÁVÉS DEL ACTIVO SOCIAL EN REDES SOCIALES

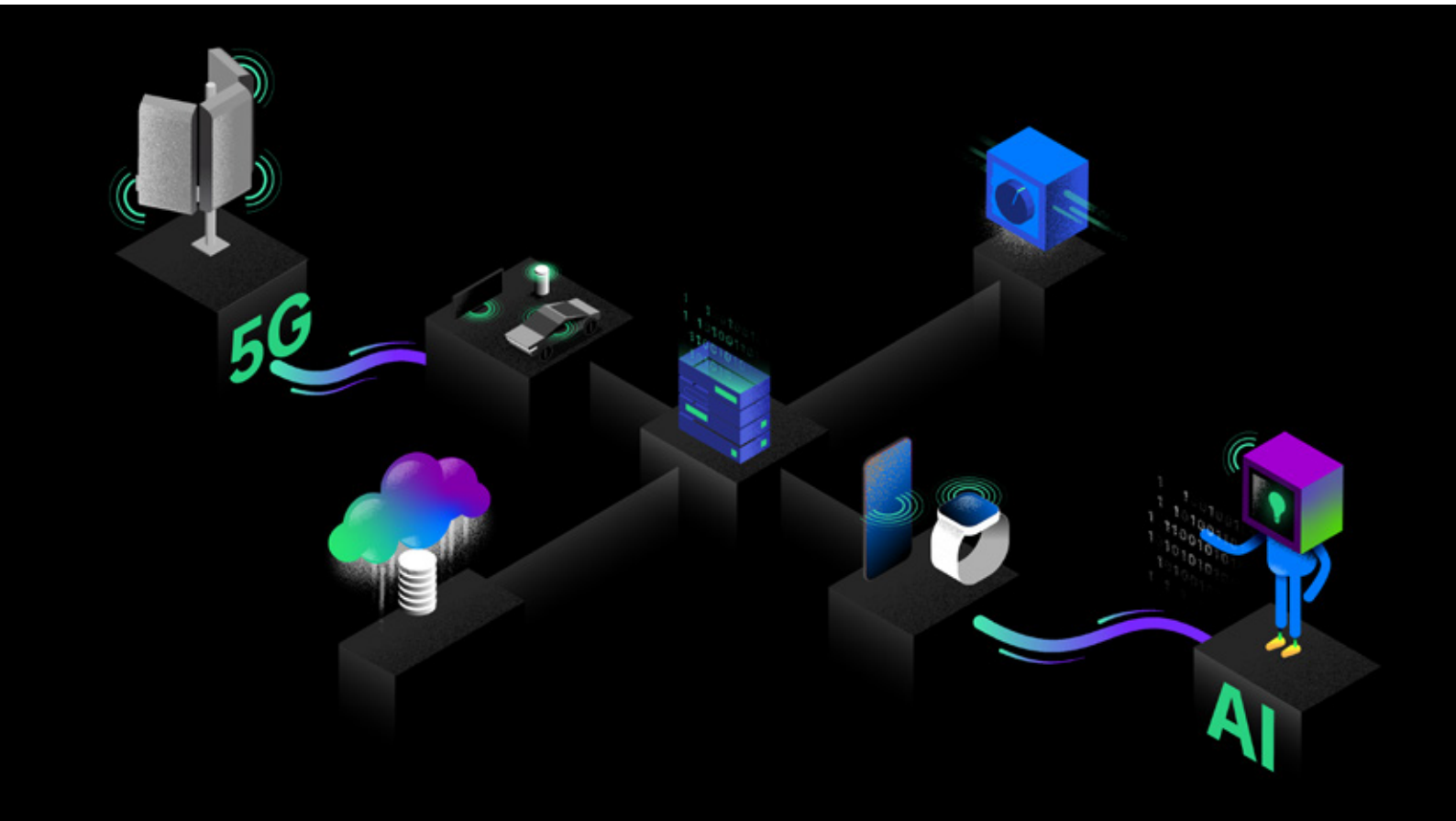
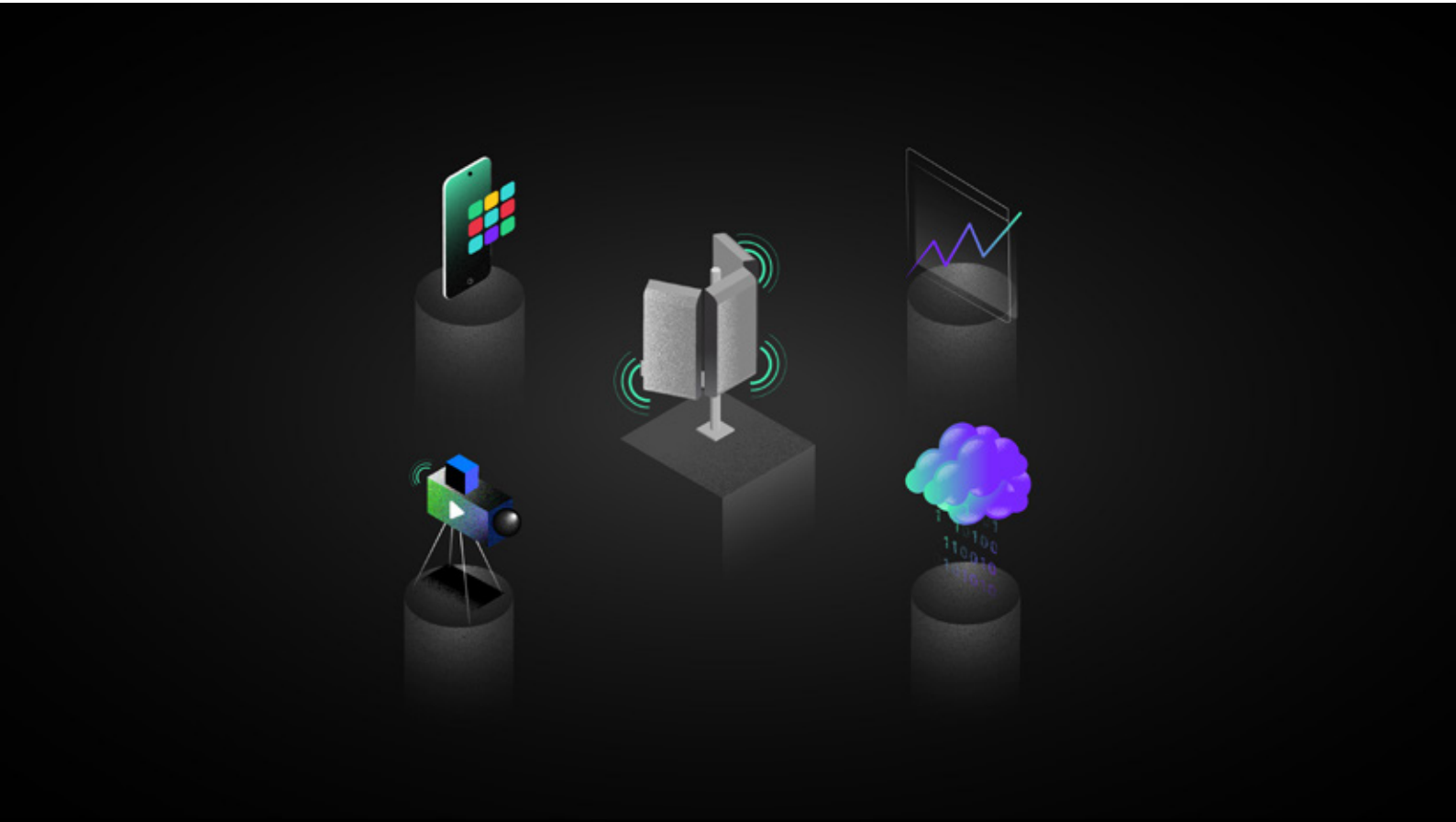
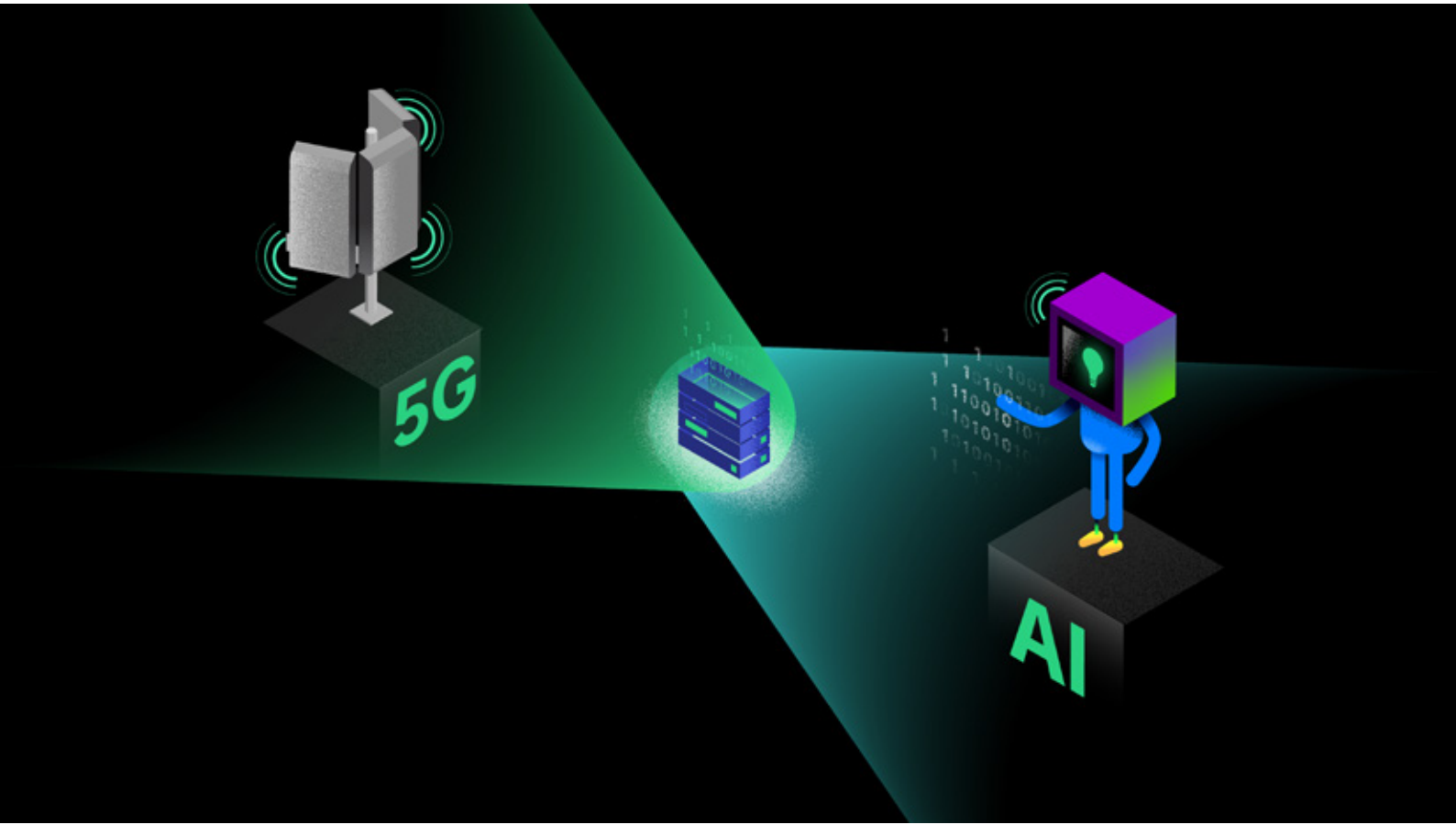
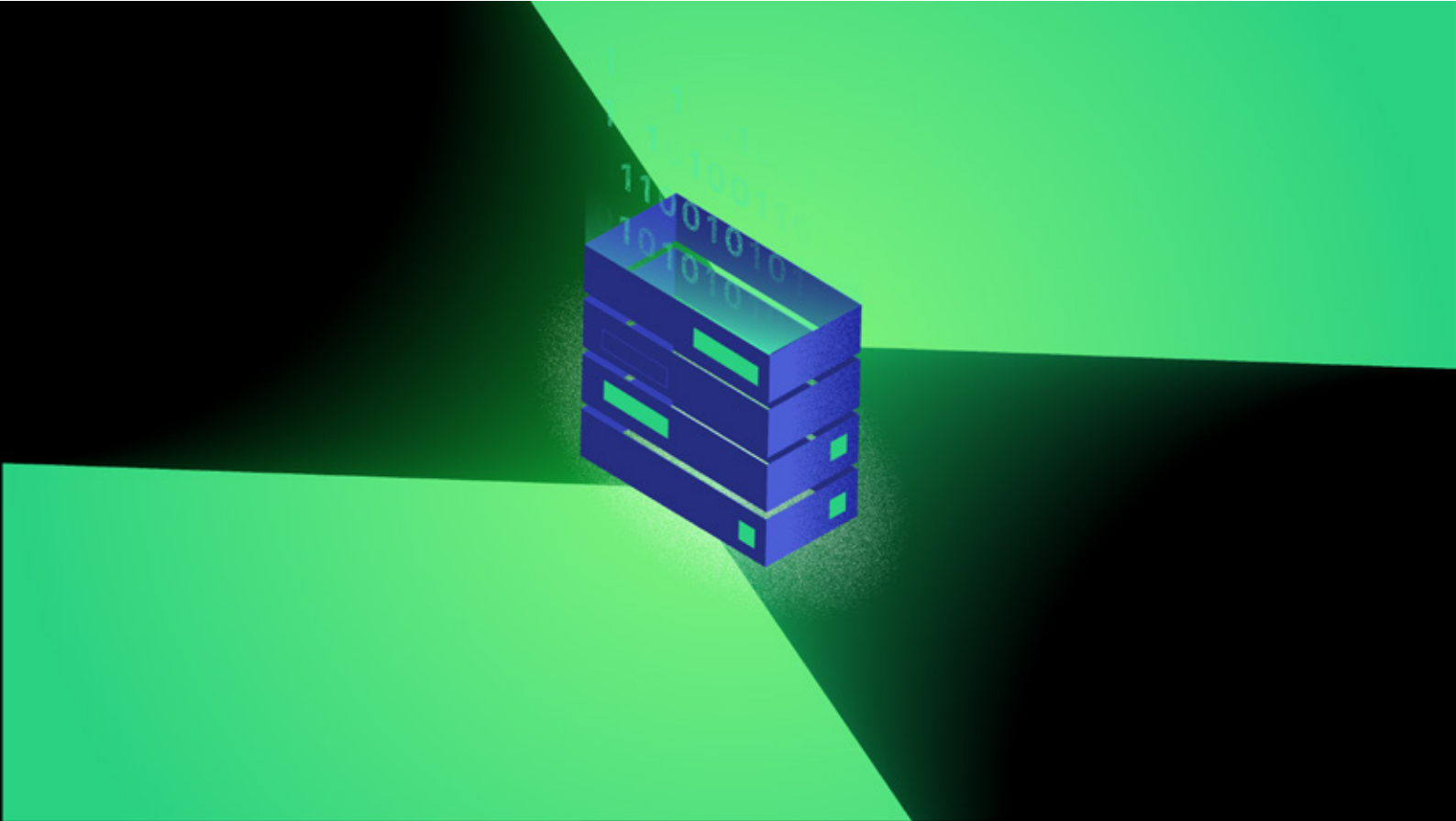
CREES TENER LO QUE HACE FALTA PARA SER UNO DE NUESTROS PRO SKATERS? ESCRÍBENOS

INSTAGRAM.COM/INTI_SKATEBOARDING

FACEBOOK.COM/INTISKATEBOARDING

MADE IN USA - DESIGNED IN THE "INCA EMPIRE"





RUGGED RIDE

product video for Clip 2

#animation

JBL

Clip 2 is an ultra portable wireless speaker that offers best in class sound with new clipping system to make it fit to any outdoor activity. Clip 2 can be taken to the extremes with its rugged design and waterproof IPX7 standard. This is why the video needed to clearly communicate outdoor usage, and highlight the durability and sturdiness of the product. The video is also a part of the consistent visual storytelling style for the whole JBL portables family, so it needed to follow specific guides on what it should look and feel like. Considering all that, Clip 2 was put in a small "rock island" environment, communicating outdoor activity, with clear visual cues connecting it with rock climbing and hiking. Having this elements allowed playing with the carabiner which is built in the product, since it could be clipped around and attached to different parts of the scene. Speaker was animated in such a way to emphasize its lightness and ability to be carried with ease. One of the main challenges was camera rotation timing and speaker animation, since the action needed to happen in the frame seen by camera which is constantly rotating and the rope needed to react on speaker's movements. The rock formation was hand sculpted and textured to provide overall cartoonish look but at the same time really detailed mesh which can be perceived as real. Final animation was complimented by color grade and 2D motion graphics, to provide dynamic and interesting flow that keeps attention.



Bratislav Videnovic
Visual Artist

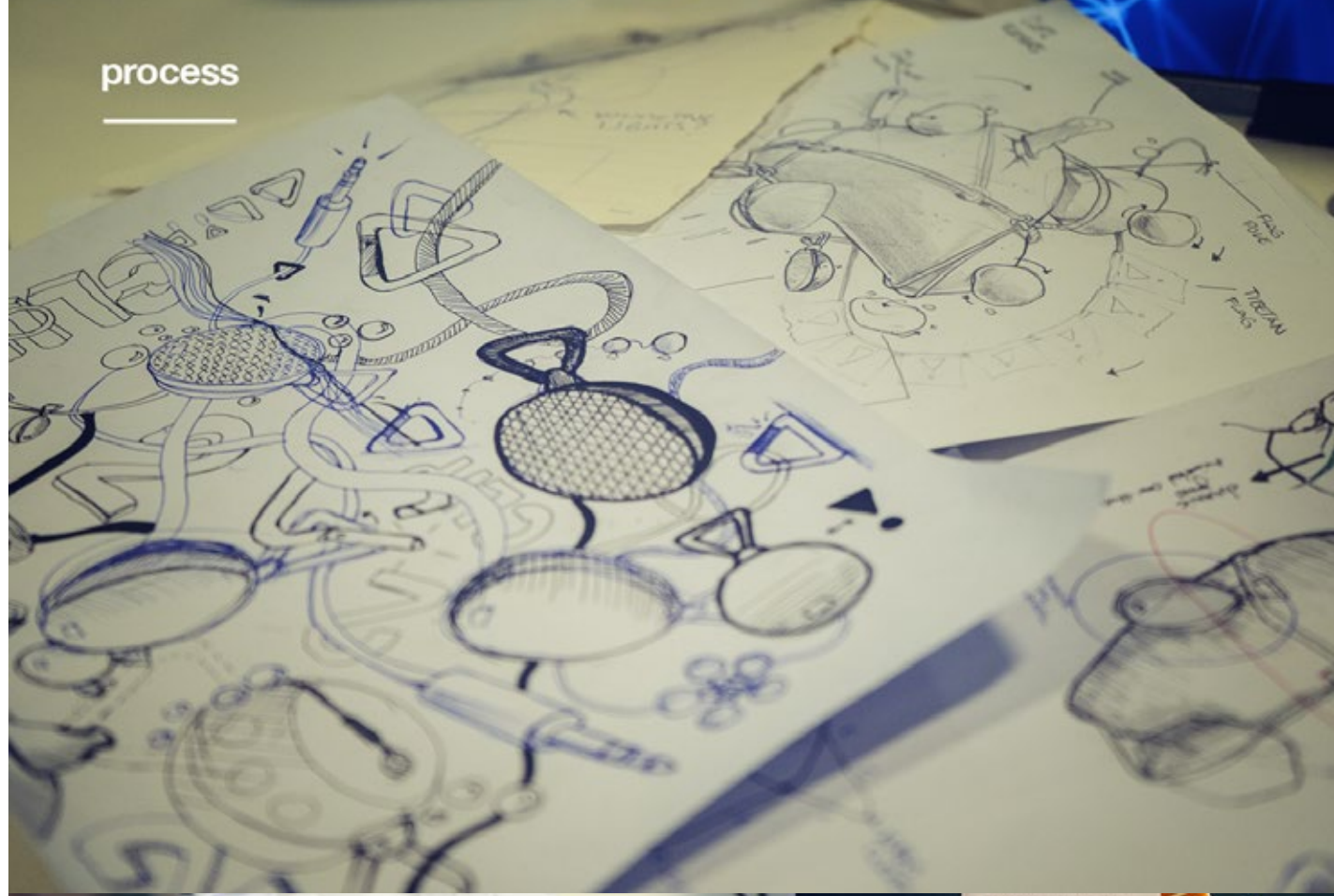


Alexander Efimov
Principal UI Designer



Jorge Calderon
Sr Graphic Designer

process



details



Every part of the speaker is shaded with physically correct material to clearly communicate different properties and get the realistic look of the speaker.

Different small assets are modeled and textured in order to provide recognizable and unique setting and make connection with possible use cases.

Simulated water splashes, underwater refraction and bubbles are used to communicate IPX7 waterproof standard.

Every small detail on the speaker is carefully shaded in order to provide unlimited rotations, movements and camera positions.

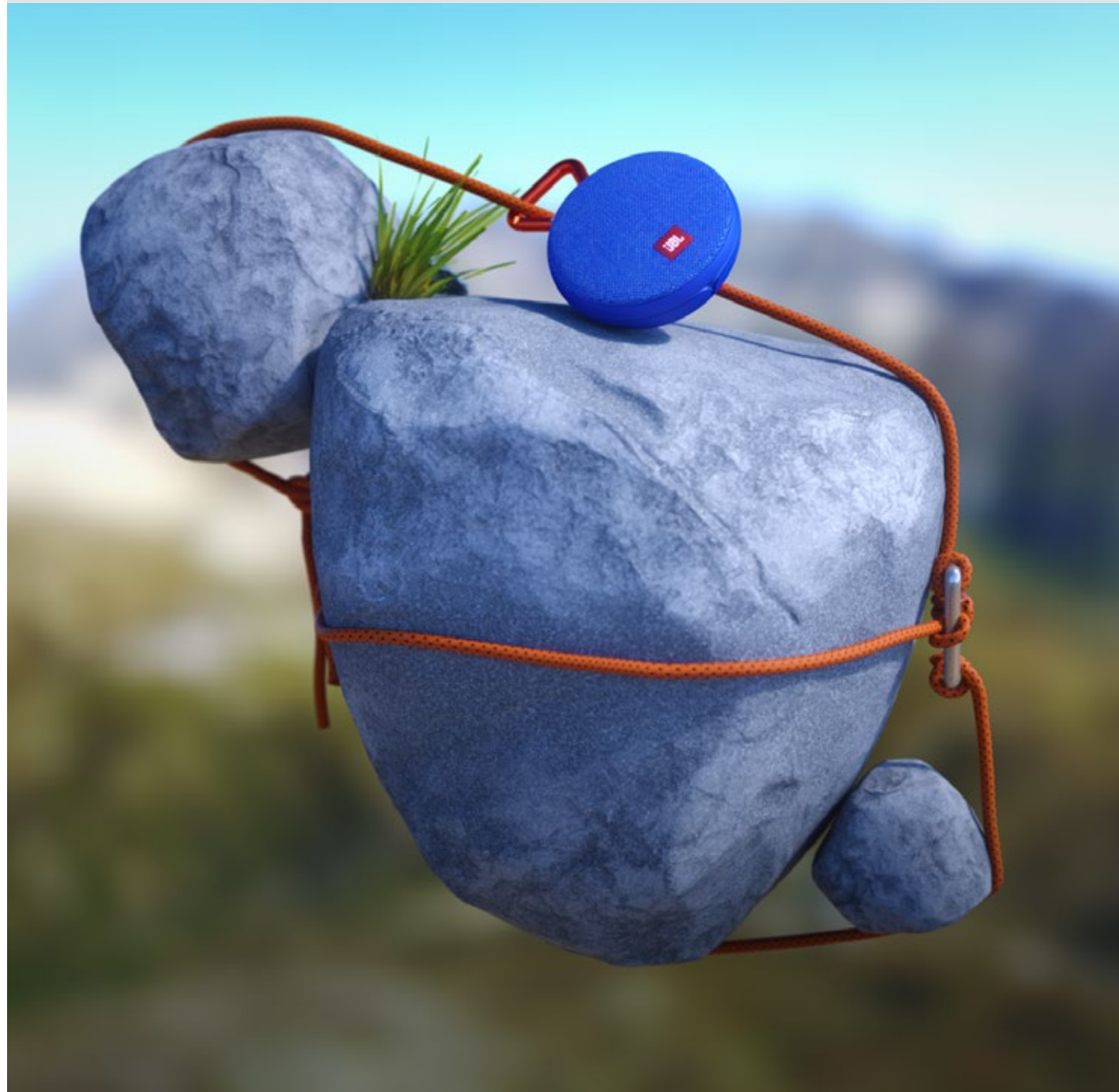


FIGURE
DESIGN

2017 - BRAND DESIGN STUDIO / BARCELONA

EQUIPORT

2016 - EQUIPORT BRAND DESIGN / MADRID

POPNOISE

2017 - POPNOISE BRAND / BARCELONA

MADE IN
THE
COM

2016 - MADE IN THE COMMERCE PRODUCTIVITY / BARCELONA

1822
ET

2017 - 1822 ET BRAND DESIGN / BARCELONA

SKY
MAX

2016 - SKY MAX BRAND DESIGN / BARCELONA

STAR

2016 - BRAND DESIGN STUDIO / BARCELONA

Roots

2016 - ROOTS BRAND DESIGN / MADRID

MFC

2016 - MFC BRAND DESIGN / BARCELONA

elegance
BOUTIQUE

2016 - ELEGANCE BOUTIQUE BRAND DESIGN / MADRID

AWARD

2017 - AWARD BRAND DESIGN / BARCELONA

i&d.

2016 - I&D BRAND DESIGN / BARCELONA

Dare
to
Listen

2017 - DARE TO LISTEN BRAND DESIGN / BARCELONA

吾美有言

2016 - WU MEI YOU YAN BRAND DESIGN / BARCELONA

WINGS

2017 - WINGS BRAND DESIGN / BARCELONA

THE
CITY
CHALLENGE
budgetplaces.com

2016 - THE CITY CHALLENGE BRAND DESIGN / MADRID

STAR

2017 - STAR BRAND DESIGN / BARCELONA

GRAFFITI
MEETING

2016 - GRAFFITI MEETING BRAND DESIGN / BARCELONA

КРА КЕМ

2017 - KRA KEM BRAND DESIGN / MADRID

mti
SKATEBOARDING

2016 - MTI SKATEBOARDING / BARCELONA

GRAFFITI

2017 - GRAFFITI BRAND DESIGN / BARCELONA

Paty
Rodriguez

2016 - PATY RODRIGUEZ BRAND DESIGN / BARCELONA