

CURRICULUM VITAE

JORGE LUIS CALDERÓN RODRÍGUEZ

Accomplished and energetic Graphic Designer with a solid history of achievement in Videogame Art direction. Packaging Design, Product development, Social Media, Branding. Editorial and Typography.

Areas of expertise include Illustration, Art Direction, Marketing campaigning Management, Design Team Leadership.

Industry: Videogames / Toys / Electronic Consumers / Mobile

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AWARDS

- Student award, IV Condor de Oro, National Academic Contest : 2007
- Winner of 3rd National Contest Graffiti: Quito-2007
- Academic Recognition, Caracol de Plata Fourth Edition, Mexico 2009
- National Finalist Animec and beroAnimec: 2009
- National Grafitti Championship China 2017 - First Place.

EDUCATION

- JUL-2004 Institución Educativa Santa María Goretti
- High School Diploma
- Quito - Pichincha
- August-2006 May-2011 Graphic Designer Engineer
- Visual Design and Communications
- Issued February 2013.*
- Israel Technological University
- Quito - Ecuador.

LANGUAGES

Spanish	_____	100%
English	_____	90%
Chinese	_____	10%
Japanese	_____	5%

SKILLS

Logo Design
 Visual Systems Design
 Typography Design
 Poster Design
 Illustration
 Digital Illustration
 Video Edition
 Motion Graphics
 Photography
 Toy Design and Prototype
 3D Illustration
 2D animation
 3D animation
 3D Modeling

Scripting
 Guideline Design
 Public Presentations

Time Management
 Campaign Plan and design.
 Design Resource Management
 Social Media Content Creator
 Campaing Management.
 Competor Analysis

Painting
 Sculpture

SOFTWARE

Adobe Photoshop
 Adobe Illustrator
 Adobe Indesign
 Adobe Premiere
 Adobe Light Room
 Adobe After Effects
 Adobe XD - Sketch
 Procreate

Cinema 4D
 KeyShot
 Spark AR

Keynote - Pages
 Microsot Powerpoint
 Microsoft Excel
 Microsoft Word

Miro
 Figma
 Teamvision
 Bootcamp
 Gantt Project
 Microsoft Projects

Oil and Acrylic artist
 Clay and Epoxy

EXTRA CURRICULAR (ARTS)

- Quito-2006: Winner of National Graffiti Contest: ·
- Guayaquil-2006: Winner of 2nd UESS Graffiti Competition:
- Lima, Peru 2010: National Representative M.O.S. international Street art Festival:
- Brasil 2011: National Representative Kolirius international Street art Festival: Rio de Janeiro.
- Buenos Aires Argentina 2011: National Representative M.O.S. international Street art Festival:
- March to August 2018 Art Resident of Jardin Orange.
- Ney York 2018: Recipient of the TDC20 grant, by Alicia Keys and Swizz Beats "The Dean Collection"
- Los Angeles 2018: Group Exhibition In Corey Helford Gallery, "Lucky 13th" Curated by Risk MSK.
- Denver Colorado July 2019: Group Exhibition in Mirrus Gallery, "Psyconauts"

HOBBIES

- Hip-Hop Production
- Running and Hike.
- Camping
- Social volunteer
- Fine Arts: Oil, acrylic and sculpture.
- Muralism and Street art.
- Film and script
- Music: Play Drums
- Skateboarding
- Snowboarding
- Breakdance
- Martial Arts
- Downhil - Mountain Bike.

EXPERIENCE

June 2019 - June 2021

OPPO Mobile Overseas -

Overseas Social Media Creative Director -
Global Digital Campaigning Manager

- Elevate FindX2 In the global social Media platforms with creative relevant content for the Audiences.
- Direction of FindX2 visual campaign for Youtube, Facebook, Instagram and Facebook.
- Collaboration with 3rd party production agencies for the execution of global campaigns for FindX2
- How-to and Unboxing campaigns, On-site Art Direction production in Europe.
- Customization of Social Media material for all platforms 2019 - 2021.
- Creative Support for Branding department overseas division.
- Creation of Social media Design guidelines for the global regions and in-house Design agency.
- On-Site support for Europe and USA shooting Creative Direction and management of Design deliverables.
- Direction, craft, design, and shooting and postproduction of Holiday content for Social Media Campaigns, including AR Filters.
- Design of global accounts visual presence: Youtube and Instagram.
- Design of content for international Newsrooms.
- Create, conceptualize and produce the Campaigning #GoForIT for FCBarcelona as Official Mobile phone sponsor, reaching 650 millions of impressions in total, Spain and worldwide.

June 2018 - June 2019

Grandsun Electronics.

Lead Graphic Designer Blackbox - Cleer - 233621

- Presentation for Blackbox brand personas and design direction.
- Execution of brand design for Prints and Digital media of Cleer and Blackbox brands.
- Design direction of 3D assets production with 3rd party Agencies.
- Production of deliverables for brand Workshop of brand 233621, participation and analysis of brand protection for 2019, trends, market and user cases.
- Revision and Photo retouch of Packaging render files for Blackbox products.
- Factory visit for mass production of Packaging design.
- Editorial design of Blackbox Guideline brand book.
- Visit to Japan for the packaging International Fair as part of the research and development program of 2019 brands.
- Direction of Ally Photography direction with 3rd Party agency models and VPhotographer.
- Collaboration with 3rd party design agencies for Visual collaboration for Cleer.
- Execution of Cleer Packaging guideline 2019 design document.
- Execution of Brand guideline for Blackbox Packaging and Website.
- Art direction, Photography shoot in-site at Utah Park City.
- Preparation of visual campaign for CES show in Las Vegas for Cleer and Blackbox, product video art direction and brand VA
- Design lock down of 233621 Brand logo and packaging direction.

EXPERIENCE

Sep 2015 - Feb 2018

Harman Technologies International

Principal Graphic Designer / Lead Graphic Designer JBL -Underarmour..

- Provides creative solutions to graphic communication problems such as illustration details, graphic communication cells like logo enhancement, iconography design, photo retouch, color correction, pattern designs, conceptual art, sketching, structure concepts, creative approach to the future OBBE program.
- Manage to get the resources that the team request for the proper work environment including tools, materials, information, and team building activities.
- Assist continually to Traffic management meeting to understand the week project needs and to communicate the availability of the team, in case of any critical situation will need to communicate to design manager or take design decisions according to the problem.
- Coordinates administrative aspects of production, including delegation for preparing final designs for presentation, checking and approving color, copy, layout, the final quality of images for print production or web distribution.
- Ensures that all parties are informed of and meet deadlines.
- Approves on-site revision requests and delegate members to assists if required, goes to on-site revisions if the project requires.
- Help and advise the client in bringing together pre-construction information, create briefings, and provide the information designers and Internal clients need to carry out their duties, such as the guidelines, briefing forms, extra info.
- Responsible to check the work of Graphic designers to Managing system,
- Responsible to sign design documents and align on-site visits with the team in case considers is necessary in coordination with Manager.

Jul 2012 - Sep 2015

Light Up Toys LLC.

Creative Director

- Prepare sketches of ideas, detailed drawings, illustrations, artwork, or blueprints, using drafting instruments, paints and brushes, or computer-aided design equipment, Based in Shenzhen report to USA.
- Develop industrial standards and regulatory guidelines.
- Advise corporations on issues involving corporate image projects or problems.
- Design graphic material for use as ornamentation, illustration, or advertising on manufactured materials and packaging or containers.
- Coordinate the look and function of product lines.
- Fabricate models or samples in paper, wood, glass, fabric, plastic, metal, or other materials, using hand or power tools.
- Participate in new product planning or market research, including studying the potential need for new products.
- Develop manufacturing procedures and monitor the manufacture of their designs in a factory to improve operations and product quality.
- Research product characteristics such as the product's safety and handling qualities, its market appeal, how efficiently it can be produced, and ways of distributing, using and maintaining it.
- Direct and coordinate the fabrication of models or samples and the drafting of working drawings and specification sheets from sketches.
- Modify and refine designs, using working models, to conform with customer specifications, production limitations, or changes in design trends.
- Confer with engineering, marketing, production, or sales departments, or with customers, to evaluate design concepts for manufactured products.

EXPERIENCE

Aug 2010 - Jul 2012

Karibu Games International

Art Director - Illustrator

- Create designs, concepts, and sample layouts based on knowledge of layout principles and aesthetic design concepts, from Quito, report to Barcelona and Munich.
- Prepare illustrations or rough sketches of material, discussing them with clients or supervisors and making necessary changes.
- Manage own accounts and projects, working within budget.
- Conceptualise and help design interfaces for multimedia games, and devices.
- Work with creative directors to develop design solutions.
- Prepare detailed storyboards showing sequence and timing of story development for video-game production.
- Create custom illustrations or other graphic elements for each kind of video-game to fit each client need.
- Research current trends and new technology, such as video-game / programming production techniques, computer software, and game design trends.
- Create two-dimensional and three-dimensional images depicting objects in motion or illustrating a process, using computer animation programs.
- Design complex graphics and animation, using independent judgment, creativity, and computer equipment.
- Script, plan, and create animated narrative sequences under tight deadlines, using computer software and hand drawing techniques.
- Research, explore and apply new software or engines to accomplish next level video-games according to the actual market on demand.

Jul 2012 - Sep 2015

Light Up Toys LLC.

Creative Director

- Present new game design concepts to management and technical colleagues, including artists, animators, and programmers from Ecuador, report to Canada and USA.
- Solicit, obtain, and integrate feedback from design and technical staff into original game design.
 - Document all aspects of formal game design, using mock-up screenshots, sample menu layouts, gameplay flowcharts, and other graphical devices.
 - Prepare two-dimensional concept layouts or three-dimensional mock-ups.
 - Keep abreast of game design technology and techniques, industry trends, or audience interests, reactions, and needs by reviewing current literature, talking with colleagues, participating in educational programs.
 - Collaborate with artists to achieve appropriate visual style.
 - Create two-dimensional and three-dimensional images depicting objects in motion or illustrating a process, using computer animation or modelling programs.
 - Design complex graphics and animation, using independent judgment, creativity, and computer equipment.
 - Apply story development, directing, cinematography, and editing to animation to create storyboards that show the flow of the animation and map out key scenes and characters.

R E C O M E N D A T I O N S

"There is very few creatives in China, and not many in the world that share Jorge's contemporary view of how to execute creative on Digital Channels. The reason Jorge's creative is so effective, is owing to his deep understanding of the digital marketing channels.

I worked on several campaigns with Jorge, and I have witnessed him oversee and produce video, image, sound, and 3D graphics, a true multimedia expert and an unbelievable talent."

Jake Hissitt

Global Social Media Lead
Alibaba Group

"Jorge can interpret a brief and deliver professional results without fail, whether he is leading a team or getting his hands dirty executing creative work himself.

Aside from the many projects we've both worked on, it's always inspiring to discuss the latest creative, marketing and social media trends and he can easily apply his knowledge to the latest thing, be it something cutting edge like VR or 3D to traditional illustrative work."

Tim Page

Brand partnerships, digital marketing,
consumer electronics and culture.
ANKER

"Jorge is an excellent designer who not only has a lot of talent as a self-made artist, but is also able to quickly grasp and understand consumers (even in China), while adapting his approach and creative thinking for the target consumer. A pleasure to work with for strategists, Jorge possesses a rare and exceptional skill that makes design truly executable and impactful for business "

Jennifer Wei

Brand, Product and Innovation
Strategist.

R E C O M M E N D A T I O N S

"Jorge and I have worked together on some challenging video production projects, including an ad film production in the middle of the pandemic breakthrough in 2020. His creativity, experience and sense of esthetics were an incredible added value to our success. He does whatever it takes to help colleagues and gets things done. As a plus, his sense of humor can make even the long working hours nicer than ever! He's a great asset to OPPO and would be so to any other organization looking for expert creatives."

Micol Puzio

Senior Global Brand Partnerships
Manager at OPPO | Partnerships |
Marketing & Advertising

"All his artistic works and products bring always his unique signature, a dynamic and vibrant use of colours and bold lines and patterns. His visual identity and style are always contemporary, iconic and eye-catching."

Sara Peluso

CMF Designer
Jaguar Cars - United Kingdom

"Energetic, alive, restless and urban is the inimitable work of Starman. the color of each piece of this artist gives the viewer a nice question: do you want to be happy? "

Miguel Angel Belinchon

Belin

REFERENCES

Blue Lizard Games, CEO, Chavez Alfredo achavez@bluelizardgames.com
DA, Aylon Wilo, wiloarte@gmail.com, (593) 0985412396
Executive Producer, Vera Heraclitus Kamikase, kakovera74@hotmail.com, (593) 084259191
Light Up Toys: Design Manager - Jehudah Husband jhusband@lightuptoys.com
Harman Design Manager, Joshua Fisher - jfisher818@hotmail.com
Cleer Senior Design Manager: Kenneth Lam kenneth.Lam@cleeraudio.com
OPPO: Digital Team Manager, Heber dxid@oppo.com

