

JULIO TOBAR

ART DIRECTOR

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[SUMMARY]

In my journey as a professional creative, I've had the opportunity to wear numerous hats across different areas of specialty. UX/UI, key art design, motion, color correcting & retouching, you name it... As a result, I have the ability to work on multidisciplinary projects of various complexities. With the sole goal in mind of bringing meaningful aesthetics, strategy, and compositions together as one, while delivering the best possible product or solution.

[EXPERIENCE]

May 2017 - Present **TRIGGER GLOBAL • DIGITAL ART DIRECTOR**

- Hands-on creative from start to finish on AR and VR applications.
- Participates in creative ideation and brainstorming.
- Ux / Ui design. Establishes the visual tone.
- Understands and maintains clients' brand requirements, goals, and project objectives while pushing creative boundaries.
- Translates concepts into compelling designs that effectively communicate with target audiences.
- Collaborates with developers and producers on timing and deliverables.

Nov 2014 - 2017 **INHANCE DIGITAL/SPINIFEX • INTERACTIVE DESIGNER**

- Design experiences for digital, touch and gesture-based murals, kiosks, iPad apps, interactive games, web design and VR properties for a variety of clients in the entertainment, medical, automotive, aerospace and defense industries.
- Clients Toyota, Infiniti, Mazda, Botox, Bell Helicopters, Boeing, Lockheed Martin, ABC, ABC Family, CBS, Disney, Sony, Paramount and Warner Bros among others.

Jan 2014 - Nov 2014 **MCBEARD MEDIA • SOCIAL MEDIA LEAD DESIGNER**

- Lead Designer on Ridley Scott's "EXODUS" movie, Agent 47, Blackhat and Diet Coke's social media campaign.
- Collaborated with FOX designing a wide variety graphic looks for their main social media platforms: Facebook, Twitter, Instagram and Pinterest.

Dec 2012 - Dec 2013 **BEACHBODY • SR WEB DESIGNER**

- Concept and design of online acquisition programs for Beachbody's partners family of brands.
- Projects included: Insanity, P90X, T25 and others.
- Successfully collaborated with cross-channel teams including technology and business leads, product managers, print art directors and others.
- Played a key roll on the launch of Shaun T's Focus T25 workout program.

[SKILLS]

- Strong design and composition skills with the ability to produce high-quality designs that align with the client's vision, digital strategy and goals.
- Art direction.
- Strong typography skills.
- Experience with 360 campaigns with the ability to carry a brand's concept & voice through interactive design, motion, and print.
- Skilled in color correction, retouching and image manipulation.
- Conceptual thinker with an eye for detail.
- Outstanding at research and implementation of the latest trends.
- Able to maintain clients' brand requirements, goals, and objectives while pushing creative boundaries.
- Experience collaborating with cross-channel teams including developers, product managers, business, and others.

[SOFTWARE]

Expert level with Adobe Creative Suite
Photoshop - Illustrator - After Effects
InDesign - Adobe XD & others
Cinema 4D
Presentation software
WordPress
Working knowledge of HTML and CSS
Ability to work on PC and MAC systems

[EDUCATION]

PASADENA ART CENTER OF DESIGN.

Web design & motion graphics.

UCLA EXTENSION.

Graphic design & advertising.

STUDIO ARTS.

Cinema 4D modeling, animation and integration in motion graphics.

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Jan 2012 - Dec 2012 **GUITAR CENTER • SR VISUAL DESIGNER**

- Essential player designing user experience of Guitar Center sites, mobile apps and internal processes.
- Creation of IA diagrams, flows, wireframes, prototypes.
- Provided information graphics, visually attractive presentations and any other graphic design and animation support required.
- Maintained and refreshed their branding on existing and new initiatives.

Jan 2011 - Jan 2012 **SAPIENT NITRO • ART DIRECTOR**

- Concept and execution of interactive initiatives for Call of Duty, Adidas and other Brands.

Dec 2009 - Jan 2011 **DISNEY INTERACTIVE • SR. INTERACTIVE DESIGNER**

- Functioned as a resource for new and existing initiatives, including branding, e-communications, events, websites and other ad hoc projects.
- Maintained and refreshed existing web, print and internal materials.
- Project managed creative campaigns and products, completing tasks on time and on budget, collaborating with producers and developers.

Feb 2007 - Sept 2009 **AYZENBERG GROUP • ART DIRECTOR**

- Concept & execution of print, web and on-air ideas for video game divisions at DISNEY, Sony as well as clients at EA and Konami.
- Involved in frequent meetings with clients, internal creative and production departments to ensure the best possible results of projected goals, milestones, and deliverables. Supervision of junior staff.

April 2005 - Nov 2007 **WARNER BROS. IDEA PLACE • SR. ART DIRECTOR**

- Concept and execution of consumer and trade theatrical campaigns, one sheets, key art explorations & collateral materials.
- Image retouching, color correction and built of final hi-resolution files.

[DESIGN EXPERIENCE]

Branding

Interactive Design

Ux - Ui

Wireframes - flows - site maps

Prototypes

Motion ui

Websites

Mobile Apps

Games

Kiosks

Social media campaigns

Presentations

Motion Graphics / Video editing

Print Design

Ad campaigns

Key art design

Outdoor

Brochures and collateral

[RELEVANT PROJECTS]

- Mercedes Benz - VR app design.
- Honda - AR mobile app design.
- Moviebill - AR mobile app design.
- Infiniti - App design.
- Mazda USA - App design.
- Mazda Australia - App design.
- V-280 Helicopter - Ui / Ux
Digital instrumentation design.
- NFL - Redzone. Digital campaign.
- Fandango - Digital campaigns.
- Ridley Scott's "EXODUS"
Social media campaign.
- Diet Coke - social media campaign.
- Adidas.com - Ui / Ux design.
- Call Of Duty - Web design.