

# JULIO TOBAR

D I G I T A L   D E S I G N E R

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JULIOTOBAR1@GMAIL.COM  
LINKEDIN.COM/IN/JCTOBAR

REBELLIOUSPIXEL.COM

## [QUALIFICATIONS]

Strong skills in branding, typography and visual design.

Conceptual thinker with design sensibilities around the user experience, loves solving complex problems through smart, visual storytelling.

Capable to interpret data-driven performance metrics to inform future concepts or iterations. Keeps up with latest tools, technologies and trends and appreciates "best practices" but is willing to get creative and experiment to push boundaries creating results.

Highly detail-oriented, with a drive for perfection down to the last pixel but still agile enough to concept and execute.

## [EXPERIENCE]

January 2019 - Present **WILSHIRE LAW FIRM • DIGITAL MULTIMEDIA DESIGNER**

- Lead creative responsible with the firm's global re-branding including Main website & landing pages, developing and maintaining brand guidelines.
- Concept & execution of social content for all of their social media channels.
- Understands, translates and applies performance metrics data to visual Campaigns that carry the tone and voice of the firm. Helped with the steady Increase of their conversions and social exposure.

October 2018 - December 2018 **ANSIBLE • PRODUCT DESIGNER CONTRACT**

- Lead creative on re-design of Kia.com.
- Participated in creative ideation and brainstorming.
- Helped to establish the visual tone on some of the main vehicle landing pages.
- Provided production ready files to Dev. Worked with a cross-channel team.

May 2017 - October 2018 **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.
- Translated concepts into compelling designs that effectively communicated with target audiences.
- Collaborated with developers and producers on timing and deliverables.

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

- Designed 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 included: Toyota, Infiniti, Mazda, Botox, Bell Helicopters, Boeing,

## [SKILLS]

- Strong design and composition skills with the ability to produce high-quality & visually appealing designs and animations.
- Strong typography skills.
- Able to maintain clients' brand requirements, goals, and objectives while pushing creative boundaries.
- Outstanding at research and implementation of the latest trends in design, advertising & social media.
- Experience with 360 campaigns.
- Color correction, retouching and image manipulation.
- Conceptual thinker with an eye for detail.

## [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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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.

## Jan 2011 - Dec 2013 **SAPIENT NITRO • ART DIRECTOR - PRODUCT DESIGNER**

- Concept and execution of interactive initiatives for Call of Duty, Adidas and other Brands.
- Creation of IA diagrams, flows, wireframes, prototypes.
- Provided information graphics, visually attractive presentations and any other graphic design and animation support required.

## 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

- User interfaces
- User experience
- 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.