



# Hi! I'm Gabriel,

ART DIRECTOR & DESIGN MANAGER

Greetings from the vibrant city of San José, Costa Rica! For over a decade, I've embarked on an exhilarating journey, conquering diverse visual and marketing challenges. Let's create something amazing!

Recent Work:

@claroscuro.cr

Key Projects:

claroscurocr

Personal Site:

claroscuro.website

## SKILLS

### Language

Spanish	██████████	Native
English	██████████	Advanced
Portuguese	██████████	Intermediate
Italian	██████████	Basic

### UX - UI Design

Adobe XD	██████████	Advanced
Figma & Figjam	██████████	Advanced
Miro	██████████	Intermediate
Optimal Workshop	██████████	Intermediate
Principle	██████████	Intermediate

### Design

Illustrator	██████████	Advanced
Photoshop	██████████	Advanced
In Design	██████████	Advanced
Sketchbook	██████████	Advanced
Procreate	██████████	Intermediate

### Programming

Wordpress	██████████	Advanced
HTML & CSS	██████████	Advanced
React Native	██████████	Basic
Angular	██████████	Basic
Javascript	██████████	Basic

### Animation & 3d

Zbrush	██████████	Advanced
After Effects	██████████	Intermediate
Premiere	██████████	Intermediate
Animate	██████████	Intermediate
Maya	██████████	Intermediate
Magica Voxel	██████████	Intermediate
3D Max	██████████	Basic
Wings	██████████	Basic
Cinema 4d	██████████	Basic

## EDUCATION

- 2021 - 2023** **Master's Degree in UX & UI**  
*Universidad Oberta de Catalunya – Spain*
- 2020 - 2021** **Master's Degree in Digital Marketing**  
*EUDE Business School – Spain*
- 2024 - Current** **Licenciate's Degree in Marketing**  
*Instituto Tecnológico de Costa Rica – Costa Rica*
- 2024 - Current** **Bachelor's Degree in Multimedia Design**  
*DaVinci – Argentina*
- 2013 - 2023** **Bachelor's Degree in Business Management**  
*Universidad de Costa Rica – Costa Rica*
- 2012 - 2017** **Bachelor's Degree in Advertisement Design**  
*Universidad Americana – Costa Rica*
- 2021 - 2021** **Micro Master's Degree in UX & UI**  
*Universidad de Ingeniería y Tecnología – Perú*
- 2021 - 2021** **Post-Degree in Front-End Development**  
*Universidad Cenfotec – Costa Rica*
- 2014 - 2014** **Technician in Basic Animation Techniques**  
*Instituto Nacional del Aprendizaje – Costa Rica*
- 2017 - 2019** **Completed the 3rd Year in Digital Animation**  
*Universidad Veritas – Costa Rica*
- 2013 - 2014** **Advanced Conversational English Course**  
*Universidad de Costa Rica – Costa Rica*
- 2022 - 2023** **Conversational Portuguese Course**  
*Centro de Estudios Brasileños – Costa Rica*

**Certifications:** I have completed a range of certifications to enhance my design and project management skills, including courses from Crehana, Platzi, Google, Scrum Study, Cenfotec, California Institute of Arts, among others. For more details about my certifications and experiences, feel free to connect with me on LinkedIn.

## AWARDS & EXHIBITIONS

### 2014 Young Lions Student Participation

Cyber Category

### 2015 Student Volcanoes Participation

Print Category

### 2016 Poster Exhibition

FTA 10 years of controversy

Gallery C.R.A.C Art

### 2017 Sculpture Exhibition

No Bienal Costa Rica

Gallery Kroma Arte

### 2018 Third Place in Technology Category

"Lunchpad" device project

Business Fair 2018 UCR

### 2018 First Place in the Kolbi Challenge

"Woki" Software project

Les 24h de l'innovation

### 2018 Exhibition of Typographic Posters

10 years - Lorem Ipsum

Museum of Arte Contemporáneo

### 2019 3D Digital Modeling & 3D sculpting

Exhibition and selection in MUA

Universidad Veritas

### 2019 3D Sculpting

Design Fest

Universidad Veritas

### 2020 Winner of HackCovi-19 Costa Rica

Botica Project

Universidad de Costa Rica, MICITT y PNUD

### 2023 Attendee

Max Design Fest

Adobe

### 2024 Attendee

Adobe Bootcamp

Adobe

### 2024 Attendee

Config Design Fest

Figma

## EXPERIENCE

### Design & AV Manager

Prime Video & Amazon Studios (2024 - Current)

### Sr. Visual Designer

Prime Video & Amazon Studios (2023 - 2024)

Led visual design projects, contributed to brand strategies, and collaborated with cross-functional teams.

### Director Freelancer

Claroescuro Estudio (2013 - Current)

Created marketing materials for organizations such as the European Union, MAG, UN, and the Red Cross

### Professor in Visual Design Freelancer

Universidad Cenfotec (2021 - 2023)

Taught UX/UI principles and Figma to Web Design students.

### Associate Graphic Design Manager

Syniverse (2021 - 2023)

Managed daily operations, led design projects for digital and print media, and coordinated with sales, marketing, and external contractors.

### Marketing & Communication Executive

SYKES Costa Rica (2019 - 2021)

Designed digital and print media, collaborated with agencies, created marketing strategies, and tracked campaign metrics.

### Graphic Designer Freelancer

Zelia Marketing (2018 - 2021)

Created and published social media content and developed tailored content calendars.

### PowerPoint Designer Freelancer

Know More (2018 - 2020)

Enhanced presentation content and tracked performance metrics.

### Senior Visual Graphic Designer Freelancer

Laureate International (2018 - 2019)

Designed digital and print assets for marketing campaigns, collaborated with universities on strategic visual campaigns, and created animated graphics and videos to enhance media strategies.

### Graphic Designer & Marketing Coordinator

Gimnasios 360 Fitness (2015 - 2018)

Managed workflow, designed marketing materials, and collaborated on app and website UX strategies.

### Graphic Designer

Universidad Americana (2014 - 2015)

Developed digital and print media, along with animated graphics for corporate marketing.

## HOBBIES



Photography



Museums



Videogames



Cinema



Drawing



Series

