

Pablo Licata

UX/UI & Graphic Designer

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Experience

June 2008 – Present

Electromidia - Perfil

eletromidia.com.br - www.perfil.com

Design Coordinator & UX/UI Designer. Responsible for the design and implementation of the advertising plan for major client accounts:

- Advising clients on the most appropriate advertising media
- Adaptation of the client's content to the corresponding media
- Coordination of storyboards and materials management
- Creation of brand manuals and isologo
- Design of graphic advertising pieces, web, video, and animation (motion graphics)

Among the main achievements are:

- Set up and coordinate the design area, with all its procedures and assemble a work team
- Producing a commercial for McDonald's, which competed in advertising awards
- Developed non-traditional advertising for Nike that included technology and games in their branches

September 2014 – November 2020

DEDO

Av. Dorrego 1940 4i

Visual Designer & Digital Creative

- Responsible for the graphic and digital design of integrated campaigns for national clients (Quilmes/Brahma, Paladini, Natura) and international clients (Netflix, MTV, Disney/Marvel, Johnson & Johnson).
- Created key visuals, visual identities, social media assets, commercial presentations, and audiovisual content.
- Developed creative concepts alongside the strategy and accounts teams.
- Participated in the design of websites and landing pages, with a strong focus on UX/UI communication.
- Coordinated with external designers and digital production vendors.
- Collaborated with the Art Direction and Operations departments to ensure consistency and efficient delivery of materials.

August 2007 – May 2008

Latin Data Communication & Localization Services

www.latin-data.com

Multimedia Designer (Graphic and Web)

- Graphic and digital advertising design
- Creation of advertisements and brochures
- Website design
- Animation production
- Development of CDs and interactive virtual cards

Skills

Graphic Design
Web Design
Photo Editing
Video Editing
Front-end Developer
HTML & CSS
JavaScript
Product Design
Design Systems
Interaction Design
Visual Design
Responsive Design
Wireframing
Prototyping
Information Architecture
Storyboarding
User Journeys
Human-Centered Design
Accessibility UX
Qualitative Research

Tools

Figma
Adobe CC
+ Photoshop
+ Illustrator
+ XD
+ After Effects
+ Premiere Pro
+ InDesign
+ Audition
Visual Studio Code

Languages

Spanish, Native
English C1

Education

HTML5/CSS3 Web Development
UTN BA

Google UX/UI Design
Professional Certificate

Multimedia Designer
Escuela Multimedial Da Vinci

Systems engineering
UTN & CAECE (3 years)