SERGIO REBOLLEDO

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★ Work experience

Graphic designer + UX / UI designer (Full-time)
Plexpert Canada Inc. - Toronto, ON
Jun. 2018 - Present
- Branding, campaign design and advertising of diverse products.
- Design of printed and digital pieces to support the branches in Canada, Germany, Thailand, China.
- Info-graphics and illustration to explain and promote technology products and services.
- UX / UI design for B2B software and mobile apps to assist processes in plastic industry.
- UX / UI design and web design for online courses focused on industrial technology.
- Motion graphics and video edition for eLearning - online courses, product trailers and social media.
- Web design and visual content creation for the websites of the 4 branches.
- Contribution to planning marketing and communication strategies to promote digital products and services in North America, Europe and Asia.

Graphic designer + Director assistant (Freelance)
Antares Editorial, York University - Toronto, ON
Jun. 2017 - Feb. 2022
- Graphic design pieces and video edition to promote cultural celebrations.
- Design for presentations and assistance for events at York University, supported by diverse Latin American consulates in Toronto.
- Web design and web content creation.

Graphic designer + UX / UI designer + Project coordinator (Part-time)
Seneca College International - Toronto, ON
Feb. 2017 - Aug. 2018
- Graphic design of material (in printed and digital media) for academic conferences and skill development sessions.
- Web design and web content creation for a micro-website.
- Presentation design and instructional design to orient international students.
- In-person customer service and event coordination for international students and foreign officials.

Art director + Graphic designer + UX / UI designer (Full-time)
1 Simple Idea - Mexico
Oct. 2013 - Aug. 2016
- Art direction and UX / UI design for mobile apps.
- Illustration and concept art for mobile games and for external commercial brands.
- Design of advertising material and branding for diverse products and brands.

💡 Skills

- **Adobe Creative Suite**
- **Microsoft Office**
- **UX / UI design**
- **Illustration**
- **Branding**
- **Motion graphics**
- **Video edition**
- **Photography**
- **HTLM/CSS**

💬 Languages

**Bilingual in
English and Spanish**

🎓 Education

UX Design Professional Certificate
Google - Online
Six-month program - Present

Interactive Media Design Diploma
Seneca College - Toronto, ON
Two-year program

BA degree in Design for Graphic Communication
University of Guadalajara - Mexico
Four-year program

Courses in Design Philosophy, Visual Narrative and Exp. Design
National University of Cuyo - Argentina
Four-month program