

# Sebastian Cortes L

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Art Director · Web Designer · Quite Creative	sebastiancortes.info	sebael10@gmail.com	+61 4 3260 0829

## Bio

I'm a versatile designer, capable of leading groups and strongly oriented to generate an outstanding user experience. I like to be part of a team, making an active contribution to the creative environment. I strongly believe in ongoing learning through reflective practice.

I've got a pretty good musical taste.  
I don't drink coffee... too often.

## Education

### University of Chile

Graphic Designer, Highest Honors

### University of Melbourne

Master of Publishing and Communications

## Professional Experience

### University of Melbourne Dec 2015 - Present

Digital Communications Coordinator

I started as an intern in June 2016 and enjoyed every day working with an incredible team of 12 people. I was promoted to this role in December, which represents one of the biggest challenges of my career and I'm looking forward to meeting the expectations.

**Responsibilities:** Lead a small team of three to deliver communications projects and campaigns across a range of platforms including students.unimelb, my.unimelb and social media.

### University of Chile May 2013 - March 2014

Web Designer

As part of the Architecture Information group, I was responsible for leading the design team that created a front-end digital platform for students, academics and employees to manage all requests and administration issues, avoiding unnecessary paperwork and optimizing time.

**Responsibilities:** To create the guidelines for the front-end development. Apply good practices of usability. HTML, CSS and Javascript implementations.

### Cencosud May 2012 - May 2013

Web Designer

Cencosud is a massive enterprise in Latin America. I worked here for a project that consisted on the update of all the retail e-commerce websites for the Latin American countries where Cencosud is present (Argentina, Brazil, Chile, Colombia and Peru).

**Responsibilities:** Participate in creating flows, determine business rules and UX, UI.

## Skills

### Design

I like to use detail in all my designs, being meticulous and rigorous in all my final products.

I use colour creatively to optimise the design and explore innovative, edgy practices to ensure my work stands out from the rest.

### Art Direction

I am constantly researching new trends and techniques to keep my practice current. Years of experience has helped me to be clear when making decisions about a client's requirements and solutions for their project. That's the challenge, to be the protagonist between the customer requirement and the final product.

### Leadership

I have the skills to lead groups and the capabilities to do it in a way that draws on all team members' talent and expertise, promoting excellence in practice and accountability for the final product.

### Synaptic May 2011 - Apr 2012

Art Director

Located in Chile, my first assignment involved the establishment and leadership of the design team responsible for developing and implementing solutions for clients' email interfaces and transactional and corporate websites.

**Responsibilities:** Design and Art Direction. Team leadership and supervision of the design, HTML and CSS code.

### Lovestock&Leaf - Melbourne, Australia

Apr 2010 - Feb 2011

Web Designer

My first time in Australia was a rewarding experience. While working for Lovestock & Leaf I further developed my communication, interpersonal and organisational skills. The experience developed my knowledge of Western business practices and allowed me to become familiar with the Australian workplace culture. I gained valuable experience that strengthened my design skills to conceptualise client briefs. The projects were quite varied, from music labels, the health industry, telecommunications, business and not-for-profit organisations., utilising my creative and artistic flare to match varied requirements.

**Responsibilities:** Design, HTML and CSS Coding. Interaction with outsourced programmers (China, India and Australia).

## Cardumen

2008 - Mar 2010

Art Director

I worked in Cardumen's creative area, where I learnt about conceptualisation and how to apply it to social network and clients' presentations. It was an exciting challenge working under pressure and tight deadlines.

**Responsibilities:** Art Direction and concept briefs. Active participation in the creative process.

**Highlights:** I was fundamental in signing Bridgestone as a client. The project was Deja Vu, and it was released in Latin America. I undertook the concept design, art direction and managed the client relationship.

## Cardumen 2006 - 2008

Web Designer

I entered this agency as a freelance designer for Codelco's project (the National Corporation of Copper), which led to full-time employment as a designer, developing my skills in project management and client relationship management. Clients included Santander Bank, Los Heroes, Pepsi, Coca-Cola and Ripley.

**Responsibilities:** Design and production of the graphic pieces for many formats: web, animations for TV screens and graphics for ATMs.

## Freelance 2005 - 2006

Within this time, I worked mainly in print design and websites. I regularly worked with two agencies: Duo Studio and Machina Design, demonstrating my capability to deliver projects to meet client requirements on time and within budget.

**Responsibilities:** Design and production of the graphic pieces for many formats. Interaction with design agencies. Management of projects.

## Copesa 2003 - 2005

Graphic Designer

Copesa is a massive consortium, and I worked mainly in the area of print design and identity & branding for clients including La Tercera and Diario 7 (Newspaper), Radio Zero, Que Pasa (magazine) and D deportes, among others.

**Responsibilities:** Design and production for printing design. Approval of color tests. Interaction with professionals from different backgrounds.

## TVN 2003

Graphic Designer

I completed an internship in TVN (a TV station) which resulted in employment after graduation. In TVN, I worked in the information area completing designs and animations for news and educational programs. I enjoyed these assignments, requiring design thinking and application of techniques for live broadcast. I was able to work under pressure, within really tight deadlines and to meet high-quality standards for the live programs. It was a rewarding experience to see the products of my work broadcast nationally.

**Responsibilities:** Design and production of graphics. Be part of the editorial process. Work with TVN's corporate manual.

## Assistant Teacher 2002 - 2004

Geometry I - University of Chile

I taught this class for first-year design students. It was a great experience, assisting me to improve my public speaking and presentation skills.

**Responsibilities:** Reinforcement of class content, doubt resolution, evaluation exercises and be the link between the teacher and the students.

## References

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