



JULIO TOBAR

INTERACTIVE DESIGNER

JULIOUS360.COM

QUALIFICATIONS

- Strong design, composition and typography skills with the ability to produce outstanding designs and visual concepts that carry the intended message while inspiring and captivating target audiences across wide-ranging communication initiatives (including responsive websites, social media campaigns, print, and motion).
- Effective at keeping up with the latest tools, technologies, trends, and best practices without sacrificing creative ingenuity and dynamism.
- Accustomed to handling multiple projects simultaneously, with little notice and short turnarounds, all while maintaining a detail-oriented, pixel-perfect design standard, and a positive team-player attitude with the ability to take and apply directions deftly at the highest level of quality.
- Keen ability to solve creative and technical challenges by finding and exploring solutions.

EXPERIENCE

DAMAGE: THE ESPORTS AGENCY • MULTIMEDIA DESIGNER • April 2020 - Present

- Concept and design of digital, motion graphics & video editing, social media campaigns, and other deliverables in a fast-paced environment, always delivering top-notch quality.

WILSHIRE LAW FIRM • MULTIMEDIA SPECIALIST • January 2019 - November 2019

- Provided strong creative vision and concept designs for the firm's global re-branding.
- Developed and implemented visual brand guidelines and enforced brand consistency across all media channels in conjunction with development and content teams.
- Concept and design UX/UI, motion graphics, optimized landing pages, display ads, organic and paid social media campaigns, and other deliverables in a fast-paced environment, always delivering top-notch quality.
- Collaborated with paid media team to measure design success and implement performance-based assets and design updates, leading to a steady increase in both conversions and exposure.

ANSIBLE • CONTRACT DIGITAL DESIGNER • October 2018 - December 2018

- Hands-on 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.
- Created templates for various online initiatives.

TRIGGER GLOBAL • DIGITAL ART DIRECTOR • May 2017 - October 2018

- Worked with product leaders, 3D artists, and engineers to identify and convey critical information needed for user engagement. Translating concepts into compelling designs that effectively resonated with target audiences.
- Designed intuitive interfaces that carry complex information in a format easily digestible to a casual user.
- Designed and mapped out user-flows, wireframes, motion UI and prototypes.



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EXPERIENCE

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

- 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, Lockheed Martin, among others.

MCBEARD MEDIA • SOCIAL MEDIA LEAD DESIGNER • Jan 2014 - Nov 2014

- 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.

SAPIENT NITRO • PRODUCT DESIGNER • Jan 2011 - Dec 2013

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

DISNEY INTERACTIVE • SR. INTERACTIVE DESIGNER • Dec 2009 - Jan 2011

- Functioned as a resource for new and existing initiatives, including branding, e-communications, events, websites and other ad hoc projects.
- Maintained and refreshed existing websites, and various print materials.
- Project managed creative campaigns and products, completing tasks on time and on budget, collaborating with producers and developers.

AYZENBERG GROUP • ART DIRECTOR • Feb 2007 - Sept 2009

- Concept & execution of print, web and on-air ideas for video game divisions at Disney, Sony, 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.

WARNER BROS. IDEA PLACE • SR. ART DIRECTOR • April 2005 - Nov 2007

- Concept and execution of consumer and trade theatrical campaigns, as well as key art explorations & collateral materials for Warner Bros. Feature films.
- Image retouching, color correction and built of final hi-resolution files.
- Quality control, mentoring & supervision of junior designers.
- Encouraged fresh ideas and out of the box thinking with a tenacious whatever-it-takes team attitude.

JOHNSON AND MURPHY ADVERTISING • ART DIRECTOR • March 1997 - Jan 2005

Concept & execution of print advertisements, including collateral, ad campaigns, outdoor campaigns, logo design and other initiatives for some of TV's top shows at the time, including Friends, Seinfeld, ER, West Wing, Buffy The Vampire Slayer, Everybody Loves Raymond, Angel, Ellen and many others. Concept and design of Seinfeld logo as well as ABC Kids.



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RELEVANT SKILLS

- Experience with 360 campaigns with the ability to carry a brand's concept, voice, goals, and objectives through digital media, motion graphics, and print while pushing creative boundaries.
- Outstanding at research and implementation of the latest trends in design, advertising & social media.
- Conceptual thinker, flexible & self-starter with an eye for detail.
- Experience with color correction, retouching, image manipulation & video editing.

EDUCATION

STUDIO ARTS - Los Angeles, CA Certificate of completion in Cinema 4D modeling, animation and motion graphics.
PASADENA ART CENTER OF DESIGN - Pasadena, CA Certificate of completion in Web design & motion graphics.
UCLA EXTENSION - Westwood, CA Certificate of completion in Graphic design & advertising.
LAVC - Los Angeles, CA Graphic arts Associate degree.

DESIGN EXPERIENCE

Branding. Interactive design. Interfaces, ux-ui, responsive sites, mobile apps (including AR), digital kiosks design.
Communication deliverables. Wireframes, site maps, user-flows, Adobe XD prototypes, motion UI, presentations.
Social media campaigns. Static and motion graphics, Video editing, banners, Snapchat Lenses, Email blasts.
Visual design. Key art design, ideation and composition, typography, retouching, color correction.
Print initiatives. Ad campaigns, billboards (outdoor), brochures, collateral, sell sheets, promo kits, packaging.

SOFTWARE

Expert level with Adobe Creative Suite, Photoshop, Illustrator, After Effects, Premiere Pro, InDesign, Adobe XD & others.
Experience with Cinema 4D, WordPress. Working knowledge of HTML and CSS.

SOFT SKILLS

Leads by example, always taking the initiative. Appreciates the value of joining forces and working in partnership with others yet always ready to ride solo when needed. Problem solver. Strong work ethic. Flexible & adaptable. Interpersonal skills with a good sense of humor. Good communication skills written and verbal.

LINKS

Miscellaneous Portfolio: Rebelliouspixel.com Additional Print samples: [Print Samples](#)