

# SANTIAGO ARCINIEGAS GÓMEZ

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Portfolio: <http://www.asoftcreature.com/>

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Current Location: Bogotá, Colombia

## Summary:

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My areas of expertise include graphic design with a good understanding of marketing materials, base CSS+HTML coding, social media design, digital illustration and video editing and. Have a 10 year experience in Visual communications and arts. and graduated with a BSc. in Social Communications and Visual Media from Sergio Arboleda University in 2010 I have been enjoying my work as a freelance designer for various clients around the world.

## Education

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2023  
Comercio de Bogotá

**Certificate Course, Contemporary Arts** - Certificate Level, ARTBOtutor, Camara de

- Formulation of artistic projects, Design and communication of cultural projects.
- Skills in collaboration and exchange with peers and a team of artists, researchers, and professionals in the art and culture field.
- Logistical and self-management tools that are part of the daily practice of the artist's work today.
- Analysis on the dynamics related to creative processes, as well as methodological and epistemological aspects referred to the field of art and creation.

2011  
Grau.

**Certificate Course, Illustration** - Certificate Level, Taller de Arte Digital, Fundación

- Digital techniques such as digital painting and vector illustration.
- Image interpretation, reading and composition.
- Analogue techniques such as inks, watercolor, acrylic paint and other techniques.

2005 – 2010

**BS. Social Communications and Visual media**, Sergio Arboleda University

- The course gave me practical experience of a wide range of professional aspects of Communications in Multimedia. Via mock client briefs, addressing realistic commercial projects, I undertook the study of and gained skills in:
  - Storytelling
  - Graphic Design
  - Web Design
  - Creative/Editorial Writing
  - Proofreading
  - Media Analysis
  - Journalistic Investigations
  - Video Production
  - Pitch Writing and IPR issues

2002 – 2004

**(IT) Training programs - Certified**, New Horizons, Bogotá  
CIW (Certified Internet Webmaster) E-Commerce, CIW Foundations, CIW Web Site Design, Core hardware & OS A+ Essentials.

## Hired Work Experience

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March 2012

Retainer or Full time Consultant as **Graphic Designer / Illustrator**

- Present

- I've enjoyed collaborating with US-based software companies like Lightspeed Trader and Malbek as a retainer, where I've provided creative support to their marketing teams. My contributions span a diverse array of materials, such as web and print content, as well as artistic projects. I've been involved in character design and motion graphics, and have assisted teams in developing brand manuals, executing brand implementation, and managing transitions. As well creating mockups of SaaS products.
- This work has also included crafting various marketing materials, including photography montages, PowerPoint decks, video edits, web ads, motion graphic animations, leaflets, invitations, and other print collateral. Additionally, my experience extends to web administration, podcast editing, and the design of product logos and event identifiers

March 2007

**Freelance Graphic Designer / Illustrator**

- Present

- Working with a variety of clients such as Editorial Lonja de propiedad raiz de Bogotá, The Canada-Colombia Chamber of Commerce, Amavivir.com, Mistta. Oya Solutions. Drone Legends. among others. I deliver custom-made website layouts, email newsletters and Illustrations.
- This work has also included marketing material that includes, photography montages, video editing, web ads, motion graphics animation, leaflets and invites, among other printed materials.

March 2013

**App UI Design, Graphic Design for DocDep.com**

- May. 2014

- In charge of re-designing the UI of their SaaS portfolio that consisted of several integrated web based applications.
- Conceptual creation of App UI. As well as CSS implementation on HTML 5, Java and Jason Based application. Using Lotus Notes environment.

September 2010

**Mesaenlinea.com GUI Design, Graphic/ Web Designer for Web Applications (Partnership)**

- February 2013

- Responsibilities: creating innovative, forward thinking visual environments for web solutions.
- CSS + HTML coding, delivering HTML ready templates generated from PSD designs, using Java to generate visual effects.

February 2010

**Politécnico Grancolombiano, Whitney University, Graphic Designer (Freelance)**

- Present

- Worked on a several project simultaneously:
  - Redesigned various existing academic publications. Including journals like Paradigma and Panorama. The aim was to create dynamic and forward-looking magazines that kept legacy elements of previous publications but improved on layout and space management and, in an effective way showcase, research projects carried on by the university.
  - Created and developed a new concept design for a poetry periodic publication. **Enclave de palabras** and pure science academic journal **Elementos**.
  - Type set and laid out **academic material** for as various publications, including illustrating covers and articles for on-going publications adjusting to international academic standards such as APA.
- Attended meetings on regular basis, brainstormed & communicated my ideas to a wide range of professionals
- Used my research, organization and time-management skills to ensure that tight deadlines were met efficiently
- Worked closely with editors, authors and content producers to deliver high-quality solutions
- In charge of the web design and implementation of online publishing platforms for the University such as Wordpress, OJS, OMP and OCS.

## Publications

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### Self Published Photobook Crowdfunded Via Indiegogo. (2018)

- [Photography]. Genre: Photoessays & Documentaries. Language: English. (318 pages). ISBN 978-1543941111. [Hardcover].

### Graduate Thesis Published at Science Journal Publication (Revista A1 No.1, Universidad Sergio Arboleda, ISSN: 2216-0078 2011)

- FuckYeah Anime: Estudio del Diseño del Anime Japonés como generador de prácticas placenteras <http://www.usergioarboleda.edu.co/investigacion-comunicacion/estudio-anime-japones.htm>

## Skills

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Graphic Tools	Adobe Illustrator, Adobe Photoshop, Adobe InDesign,
Web Development	Adobe XD, HTML, CSS, Blocs
Multimedia Authoring Tools	Adobe After Effects, Premiere, Cap Cut
Office Tools	Microsoft Word and PowerPoint.
Web Based Publishing Applications	Hubspot Basic Management, Wordpress, Tumblr.
Languages	TOEFL Score: 104 as of 2011 - learned at <b>Intensive English Course</b> , Buckswood Grange International School, Uckfield, East Sussex UK - 1997 Spanish is my native language. Italian B2

## Portfolio and Personal Projects

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- **Artist Portfolio** <http://asoftcreature.com>
- **Graphic design, video editing** <http://www.behance.net/asoftcreature>
- **Art Collective** (With David Ricciulli) – **Scriptwriting, Digital Painting** <http://softcreatures.com>