

OSCAR UGALDE
DIGITAL PRODUCTION
DIGITAL ART DIRECTOR
GRAPHIC DESIGNER

CONTACT

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SOCIAL

linkedin.com/in/oscarubalde

PROFESSIONAL SKILLS

Photoshop
Illustrator
Adobe Creative Suite
Invision Prototyping
Jira Management
Platform
Project management
Layout design
Cross Team
Collaboration

PERSONAL SKILLS

Bilingual (Spanish)
Reliable and profes-
sional
Organized
Time Management
Creative Spirit
Fast Learner
Motivated
Team player

EDUCATION

Bachelor of Arts:
Major in Advertisement
Bachelor of Arts:
Major in Marketing and Communication
Universidad Latina de Costa Rica
Certification in print, Graphic Design,
and Visual Design
San Francisco State University
Video Production full certificate
Bay Area Video Coalition (BAVC)

ABOUT

I am an expert in digital and graphic design with over 9 years of experience working on large-scale and small-scale projects.

WORK EXPERIENCE

Digital Art Director / Video Producer / Editor

*California Families Rise. Non Profit Organization. August 2021 - Present
San Francisco, CA*

As Digital Art Director I am responsible for the conception, design, and execution of digital visuals to be used in online advertising, The CFR's website, digital marketing, social media and even print graphics.

As Video Editor my task is taking the raw footage shot by me (sometimes) and turning it into the final product. This means following an outline, script or shot list and assembling the footage into one cohesive video or film.

DIGITAL PRODUCTION DESIGNER/ GRAPHIC DESIGNER

Freelancer | Feb 2012 - August 2021

- Conceptualized, planned, and executed original designs for a widerange of website properties.
- Gathered specifications and other key details to meet the requirements of site development.
- Produced sample sites and received feedback about draft sites.
- Develop clean well-executed design concepts.
- Coordinate with UI Programmers to strategize and execute userinterfaces.
- Created digital and print layouts for diverse materials.
- Coordinated vision with customers, marketing and project managers.

CONTRACT EXPERIENCE

Graphic Designer / Visual Designer (Full Time Contract)

DocuSign – San Francisco, CA

- Work with a wide range of digital media and use graphic design software.
- Think creatively and develop new design concepts, graphics and layouts.
- Prepare rough drafts and present your ideas.

Associate Visual Designer Web Production Artist (Full Time Contract)

Truecar.com – San Francisco, CA

- Partnered with various company business units to create high-level graphics and layouts for TrueCar, Inc. web properties Iterates through design ideas very rapidly.
- Adhered to usability principles and designs for cross-platform/cross-browser access.

Visual Designer for E Marketing and UI (Full Time Contract)

FICO San Jose, CA

- Design compelling email campaigns
- Play an important role in brainstorming for various types of campaigns
- Produce assets for website and A/B tests
- Wireframing to create new layouts in the site