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SEBASTIÁN FORERO

Graphic Designer and Professional advertiser from the Jorge Tadeo Lozano University of Bogota; Master in Communication Design from the Politecnico di Milano. Knowledge and experience in editing, composition and conceptualization of editorial, branding, user experience in web and audiovisual pieces. I look forward to combine my illustration skills, motion graphics, information design and front-end web programming code. I am responsible, punctual and passionate about learning, leadership skills and passion about sports and 4x4



EDUCATION

School - Primary and high school, 2008
Abraham Lincoln School. Bogotá, Colombia.

Bachelor degrees - Advertising degree, 2012
Jorge Tadeo Lozano University. Bogotá, Colombia.

- Graphic Design degree, 2014
Jorge Tadeo Lozano University. Bogotá, Colombia.

Masters degree - Master in Communication Design, 2016
Politecnico di Milano. Milan, Italy.

Workshops - New aesthetics of data visualization, 2015
Held by Francesco Franchi and Nicholas Felton. Faenza, Italy.
- Sintesi e geometria di un volto, 2015
Held by Pablo Lobato. Vicenza, Italy.

Certified courses - Adobe Creative suite CS5
Jorge Tadeo Lozano University. Bogotá, Colombia.

Language - Spanish. *Mother Language*
- English. *C1*
- Italian. *B2*



WORK EXPERIENCE

Freelance - Illustration
El Kanka (Spain), De Vuelta (Spain), Talento Nacional - Manuel Medrano (Colombia), Terminal de Transportes Bogotá (Colombia).

Entrepreneur - Arancia Design 2015 (founder)
Stationary products. Instagram: @aranciadesign. Bogotá-Milan.

- SouthDrinks 2015
Communication director. Germany
Brand creation, label and package design, communication and social network strategies.

- Young & Rubicam** - Fast training, 2013
2 week fast-training, gained after winning the 1st place at the "Rally for the Earth", organized by Young & Rubicam and Jorge Tadeo Lozano University. Bogotá, Colombia.
- ProduccionAparte** - Illustration, infographics and motion graphics (2013)
Clients like: Federación Nacional de Cafeteros, Pacific Rubiales, Senator John Sudarsky, Chevrolet, Totto, Marketmedios, Alpina, British Council. Bogotá, Colombia.
<http://produccionaparte.com/>
- Tadeo InHouse** - Art direction stage (2012)
Clients like: Fundación Somasca Andina and Café Oma Bogotá, Colombia.
- Immigrant Records** - Tour manager asistant - rodie (2010)
Logisitic and organization in cocerts for bands like: Gamma Ray (Germany), Lacuna Coil (Italy), H2O (USA). Bogotá, Colombia.
- Volunteer** - TECHO foundation (2011-2012)
Construction of emergency houses. Volunteer at Villa Nueva (2011) and J. J. Rondon (2012) neighborhoods. Bogotá, Colombia.
- Performer at the closing ceremony of the UEFA Champions League final (2016)
With the roles: Strip y Strip-Cloth.



- Illustration** - Digital and analog, from concept to execution techniques
Softwares like Photoshop and Illustrator. Analog techniques like airbrushing.
- Infographics** - Data analysis and visual reppresentaion.
Basic knowledge of tools for data analysis but with the willing of learning in a more deep way the uses of some softwares if necessary.
- Editorial** - Diagramation, content and flow of information
Capable to stablish work methods to develop an editorial product and its content.
- Video** - Motion Graphics
Basic knowledge of narrative structures, realization of story boards, 2D animation with Adobe After effects.
- Code** - Knowledge of basic HTML5, CSS and JS
Static web sites front-end development
- Personal** - Huge interest in learnign
From history to technical skills, i have a constant will and necessity of learning new things. I don't give up looking for solutions to the challeges of each day, if a software helps I learn how to use it.



AWARDS

Slapps - Brand design exposition, Second place. (2013)
Corporate identity project, winner of 2nd place on the Sixth Visual Identity Exhibition, which shows the most remarkable projects realized on 2013, more than 100 projects were presented

BIVO campaign - Health and Wellnes, First place. (2013)
Award for the "Rally for the earth" contest, organized by Young & Rubicam and the Jorge Tadeo Lozano University. Our campaign proposal was to change the old tradition of burying people, replacing coffins with biodegradable urns with tree seeds, we expect to change old plane cemeteries with forests, and the headstones with trees as a symbolic prolongation of life.

Insecti-Audition - Digital "cut out" animation shortlist. (2013)
1 of the 8 project selected between more than 40 clips for the "ANITA" animated clip festival at Jorge Tadeo Lozano Festival.



CONTACT

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