

# Ruben Garcia

Art director and Motion graphics designer

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## CAREER OBJECTIVE

To work as a motion designer in an organization where I can be a part of motion graphics designing process and contribute my best efforts in mutual success. Now focusing on my passion for 3D animation and 2D motion graphics I am happily working in London always looking for further opportunities with companies whom I can bring my flare and further my skills.

## EDUCATION

Certificate: **Diploma in Multimedia and Web design.** Year: 2011  
Institute: Belfast Metropolitan College

Degree: **Bachelor's degree in Advertising with Marketing** Years: 2005-2008  
Institute: Escuela Superior de Publicidad

Certificate: **Diploma in 3D Graphics design.** Year: 1999  
Institute: Trazos Madrid

Degree: **Bachelor's degree in Media studies and Production.** Years: 1994-1999  
Institute: Universidad Complutense de Madrid

## WORK EXPERIENCE

**Employer:** Potion Pictures Ltd. London

**Position:** Motion Graphics designer: (From Aug 2013-Currently)

My current position is a motion graphic designer. Some of my functions as a senior designer are:

- Developing concepts for the projects.
- Developing motion graphics content for broadcasting: logos, Main sequences, Visual FX, etc..
- In collaboration with the Lighting director and the Creative team, developing motion graphics content for LCD screens and projections. Some of the Shows I have worked on are:
  - **The Voice of Ireland.** RTE
  - **The Voice of UK.** ITV 1
  - **Strictly come dancing.** BBC one
  - **Mercury Prize Awards.** Channel 4
  - **BBC One Live Edinburg Castle**

**Freelance:** (Belfast 2012 to 2013)

In Belfast worked as a freelance. Some of my clients were:

- **Shakinda Productions**
- **Flickr Animation Studios**

**Owner:** Azul 9

**Position:** Art director/ Motion designer (2007-2011)

I spent five years managing successfully my own studio developing commercial, management and strategic skills. My responsibilities were:

- **Creative duties:** Creating concepts; overseeing all aspects of the creative team, managing the graphics team and overseeing the final art product.
- Developed design and layout solutions for TV shows and projects.
- Managed to apply new technological design innovations.
- Incorporated innovative animation and graphic design.
- Developed 3D and 2D computer graphics and motion graphics designs.

**Employer:** I.E.D. Madrid

**Position:** Professor: Master course in Motion graphics and 3D Animation (2008-2010)

I was professor at I.E.D, one of the most recognized schools of design based in Italy, Brazil and Spain: My subjects were:

- Shading, Lighting, Rendering and Texturing
- Workshops: E-on Software VUE 10

**Employer:** Europroducciones TV

**Position:** Motion designer (1999-2007)

During more than 7 years I worked in this company based in Madrid. I started as a Motion graphics designer and as time went by I ended managing the Graphics Department. We worked for most of the Spanish broadcasters producing TV shows, films, and series:

**Job functions as a motion designer:**

- Brainstorming with the creative team to discuss and developing concept for the projects
- Developing motion graphics content for broadcasting
- Providing design solution for 2D/3D animation, rotoscoping, Chroma Keying and matte paintings
- Performing post production and VFX for different short films
- Executing all tasks and responsibilities within deadline
- Design leaflets, posters and paper material.

**Employer:** Brinda Communication and Marketing

**Position:** Contributor and freelance (2004-2006)

I was a contributor in this advertising agency sporadically.

**Job functions as a contributor were:**

- Providing technical advice and design solutions for 3D medical animation
- Designing medical leaflets, posters and paper material.
- Designing 3D medical visualizations

**Employer:** Telson / Vertice 360

**Position:** Internship as a 3D Generalist and Motion designer (1998)

**Job functions during this period:**

- Rotoscoping, masking and removing Chroma keys.
- Modeling 3D objects
- Animating logotypes and designing main titles for TV shows.

## SKILLS & AWARDS

*Software:* **Adobe Creative Suite:** Photoshop, After effects, Illustrator, Premiere, Flash, Dreamweaver

**3D Software:** Maya, Cinema 4D, Eon VUE, Final Cut Pro.

*Operating Systems:* Windows (All versions and service packs). Mac OS

*Soft skills:* My experience in a wide range of disciplines allows different approaches to creative problem solving. I am a highly organized and efficient worker, and I pride myself in having a dedicated and professional attitude towards delivering quality work within tight deadlines, foreseeing setbacks and acting resourcefully. I also strive to constantly improve my skills.

*Awards and Nominations:*

I was nominated in the KNIGHTS OF ILLUMINATION AWARDS for the graphics display content for BBC CHILDREN IN NEED ROCKS 2013

## REFERENCES:

**Oliver Hernandez**

Head of On-Air

Paramount Comedy Channel

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**Graham Robinson**

Director

Shakinda Productions

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## Languages:

**Spanish:** Written and spoken: **Mother tongue**

**English:** Written and spoken: **Proficiency C1**

## Interests:

I have keen interest in everything regarding animation, branding, graphic design, typography, VFX.. But I am also passionate about history, mythology, politics, science, philosophy, anthropology and sociology. I love traveling and discovering new cultures. ...But what I like the most is researching the reason for everything.