Creating **wireless connections** between **users and brands**

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We built and designed this world in a creative way, not because it is necessary. **But because it is inevitable.**

Scroll to explore

01/

Knowledge is the steam that moves a machine in the necessary direction.

Ai Ps Lr Dw Ar Id Dn Xd An Ae

-A 2004-2005
Computer Repair
↳ UTN

-B 2005-2010
Art Direction
↳ ISP

-C 2009-2010
Adobe After Effects

-D 2013-2014
Adobe Dreamweaver
↳ Dot Zero

-E 2013-2016
Degree on Anthropology
↳ University of Bs.As.

-F 2015-2016
Artistic Photography
↳ Bs.As Photography

-G 2020-2022
Digital Media Technology
↳ Australian College of Business Intelligence

-H 2021-2021
Digital Marketing
↳ Google Digital Garage

-I 2021-2022
Ux - Ui Design
↳ Coderhouse

-J 2021-2022
Convertion Optimization
↳ Cxl

02/

Experience is the wisdom to know when the machine needs to move.

During these years, I became an all-rounder in different scenarios and situations.

15 years on the business

-A 2007-2011
TCC La Factoria
I perform on different projects for national and international companies as an art director and graphic designer.
↳ factoria.com.ar

-B 2013-2015
Honrar La Vida
In this ONG, I was in charge of all the visual aspects, such as branding, social media, print, and communication.
↳ honrarlavida.com.ar

-C 2013-2015
Informacion Publica
In this political-related magazine, I was in charge of the editorial, ad design, and photography for the articles.
↳ informacionpublica.com.ar

-D 2013-2017
Oculus Communication
In this boutique studio I performed designing, photographing, and managing clients.
↳ oculus.com.ar

-E 2015-2016
Dinalight Signgage
As a freelance graphic designer, I was involved in branding and communication projects for the brand.
↳ dinalight.com

-F 2016-2016
Varni Communication
As a freelance graphic designer, I delivered designs for the biggest casino network in Argentina.
↳ varni.com.ar

-G 2016-2017
Connected Group
In Connected, I worked with brands such as Sony and UIP to deliver design support for media and movies.
↳ connectedgroup.com.ar

-H 2015-XXXX
Pix Visuals
In this one-of-a kind 3D studio I got involved in the branding design for diverse building projects all over Argentina.
↳ pixvisuals.com.ar

-I 2013-2020
Eje Publicitaria
At Eje Publicitaria, I developed campaigns for Argentinians and recognised international brands.
↳ ejepublicitaria.com.ar

-J 2021-2024
Upside Digital
As a digital designer, I created UI, web, and social media assets for lead collection and performance marketing.
↳ Upside-digital.com.au

03/

Results are not about being right, but about doing the right thing at the right time.

This PDF has a limited number of work images to ensure that you get the best experience possible.

See more online

Online
- Social media design
- Mailing design
- Banner and online ads
- Website visuals
- Digital retouching
- HTML & CSS knowledge
- Wordpress
- Mockups

UX & UI
- User research
- User Persona
- Information architecture
- User flow
- Wireframes
- Prototyping
- Testing

Offline & Printing
- Merchandise
- Billboards
- Stationery
- Corporate Brochure
- Packaging design
- Signage
- Editorial
- Magazines and newspapers

Branding
- Logo design
- Brand definition
- Brand identity
- Naming
- Presentations
- In-store experience
- Advertising

Photography
- Portraits
- Events
- Lighting setup
- Photo editing
- Product photography
- Food photography
- Social media photography
- Drone photography

Video
- Motion graphics
- Video production
- Video Edition
- Social media videos
- Tv compositions
- Training videos

Some projects I was involve includes the next brands:

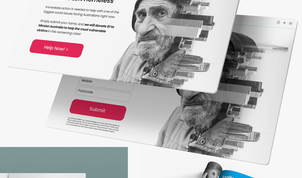
Personal Argentina
Repsol YPF
Gigaset
Pampa Energia
ADT
Molina Canuelas
Codere
Karcher
iSelect

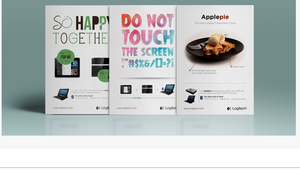
Logitech LATAM
Qatar Airlines
Blackberry
Ternium
AMD
Greenpeace
Hero Motorbikes
Rawsar Motorbikes
Stone

Alcatel
Metrogas
Rehau
Siemens
Mission Australia
Make a Wish
Cetrogar
Goodyear
Abbot

Conrad
Glacier
Netflix
Sony
Sancor Seguros
Tecnocom
Dinalight
Simply Energy
Skilled to Build

Fiserv
Billy Explores
UIP
Elaion
Slater & Gordon
Secure Your Future
Don Quijote
SAE
FDO





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Key information

Santiago Cuevas
Art director, all-round graphic and digital designer with knowledge in coding, photography, and digital marketing.
↳ Freelance | Inhouse | Outsourced

Where?
Based in Sydney, Australia, but open to work worldwide.

How to reach?
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This is a great opportunity to grab a coffee and talk about the future.

See more online

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