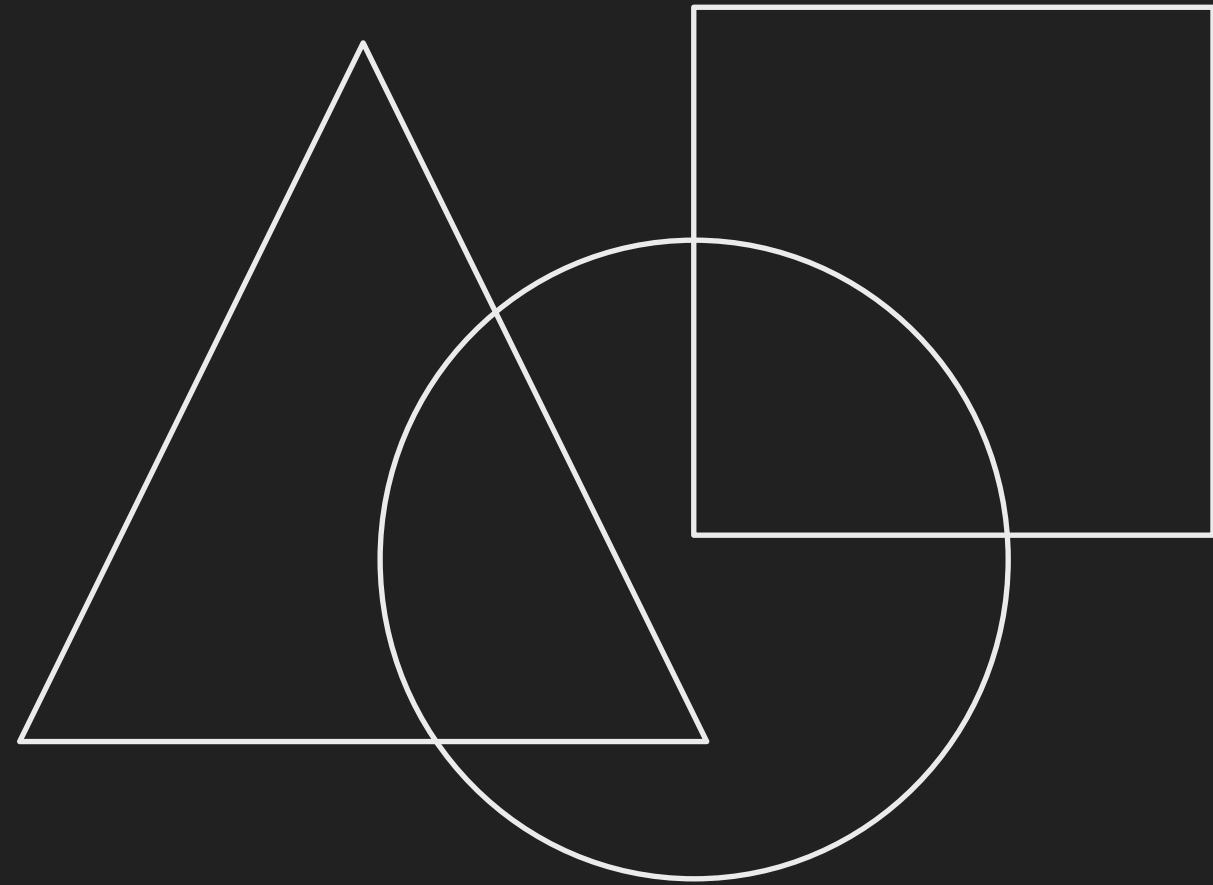


Julian Rodriguez



cv & work portfolio

CV

— Project manager/Designer/Web Developer

Sidekick Media, Galway, Ireland.(April 2021 - Present)

Worked with over 100 clients across various industries in Ireland, handling both B2B and B2C projects. I developed and implemented digital strategies, created design assets and brochures, managed social media accounts, and designed and developed websites. I also conducted marketing calls to address the specific needs of each business. Furthermore, I managed paid advertising campaigns on social media and Google Ads, taking care of the complete strategy from conception to design and execution.

— Project manager / Designer / Programmer

Potterzone, Freelance. (March 2010 - Present)

Creator of the Harry Potter app "Potterzone" for Android and iOS devices, downloaded by more than 10 Million users across the globe. Design of assets, manage translations and responsible of a group with more than 20 people from different languages and nationalities in Europe, Latin America, USA, among others.

— Programmer / App & Web Developer

Ride app, Buenos Aires, Argentina. (June 2018 - May 2020)

Ride is a mobile app where you can rent boats and excursions. I was given the chance to design the UI/UX for the app as well as develop the code. The main features include an user log in and sign up area, a private messages section, the possibility to book a boat/excursion and payments inside the app using credit cards.

— Event management / Project manager / Marketing

Warner Bros. Home Video / AVH, Buenos Aires, Argetina.
June 2011 - August 2012

Responsible for the design, marketing and execution of the official launch event of **Harry Potter and the Deathly Hallows - Part Two** in DVD and Blu-Ray for more than 400 people.

Education

— Digital Marketing at College of Management and IT

Grade: Distinction - Ireland - 2021

— MA in Multimedia Design at Faculty of Fine Arts, UNLP

Grade: 88/100 (1:1) - Argentina - 2019

— Project Management at Faculty of Fine Arts, UNLP

Grade: 100/100 (1:1) - Argentina - 2018

— UX Design at Faculty of Fine Arts, UNLP

Grade: 80/100 (1:1) - Argentina - 2016

— Certificate in Arts at School of Artistic Education No. 2

Argentina - 2010

Skills

Animation, graphic design (digital and printing), video edition, sound design, photography, stereoscopic design, branding, programming, web design, web development, UI/UX Design.

Programming

HTML, PHP, CSS, Actionscript, Javascript, jQuery, MySQL, Ajax, Processing, micro:bit, Arduino.

Software & tools

Affinity Designer, Microsoft 365 (inc. office suite), Adobe suite, Affinity Photo, Gimp, Construct, Wix, FTP, Sony Vegas PRO, Audacity, Mixcraft, 3D Combine, Oracle VM Virtualbox, Pure Data, Wordpress.

Talks, Publications & Exhibitions

— Acapella: Gestural music through a wearable interface

Published in 2020 by the National System of Digital Repositories of the Ministry of Science, Technology and Innovation of Argentina.

— The digital journey of Potterzone

Speaker - Mexico - 2019

— 2nd University Biennial of Art and Culture

Exhibitor - Argentina - 2012

About me

Hey there! I'm Julian, originally from La Plata, Buenos Aires, Argentina—quite a leap from where I find myself now. Since I was a kid, I've been obsessed with taking apart toys (sorry to my brothers!) and putting them back together, always curious about how things work and why they look the way they do.

At 9 years old, I joined an Arts School in my city, where I got into all sorts of classes like literature (Greek mythology is my jam, but let's save that for another day), drama, pottery, drawing, music, you name it.

My journey into the digital world began early; my first website was made when I was just 12 years old. From that point on, I embarked on a self-taught journey into programming, honing my skills through online resources like YouTube and, later, formal education at university.

As my academic journey progressed, I decided to pursue a degree in Multimedia Design at the Faculty of Fine Arts (UNLP), a path that unexpectedly — or not, really — extended to seven years and me signing up for a second degree to teach design. Yeah, I guess you could say I'm a bit of a nerd.

In 2019, I got an amazing opportunity to move to Ireland, thanks to the Embassy of Ireland in Argentina. But, you know, life happened, and we all had to deal with that thing we'd rather forget — Covid-19. Anyway, after a bit of a delay, I finally made it to Ireland in January 2021, where I have finished my studies of Digital Marketing at CMIT. Because, hey, you can never have too many qualifications, right?

So, here I am, trying to sprinkle a bit of design and marketing love in my new home, Galway. If you're reading this, it means I'm on the right track.

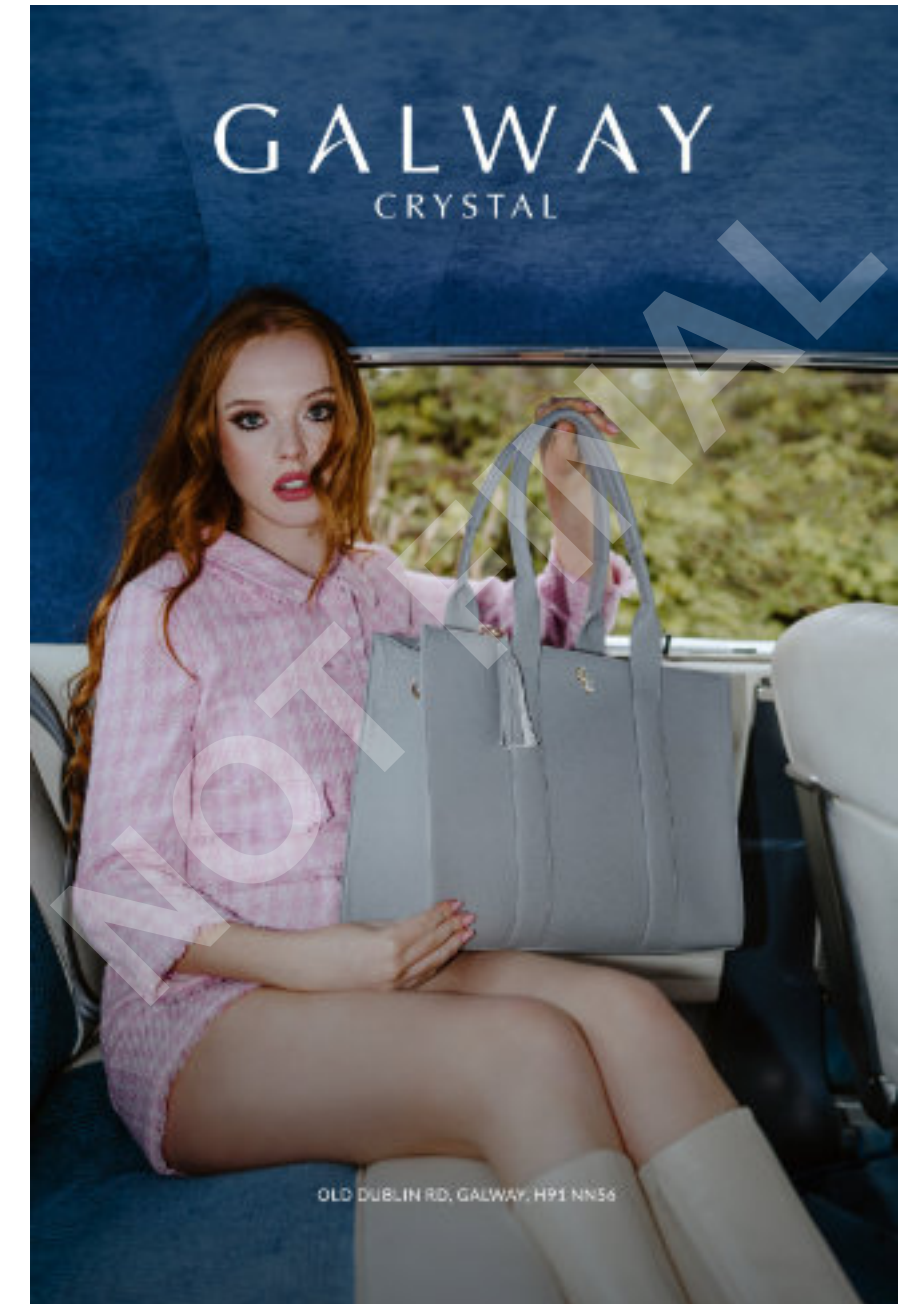
The selected projects illustrate the diverse array of businesses I have collaborated with and highlight my experience in the engineering and software fields, event management, event design, and more. Should you wish to see additional work or learn about other projects I have undertaken, please feel free to contact me.

References are available upon request.

Galway Crystal

Galway Irish Crystal is one of Ireland's leading giftware brands, based in the vibrant city of Galway along The Wild Atlantic Way. With over 50 years of experience in the crystal and giftware industry, they serve customers through their elegant Georgian showroom, various stores across Ireland and abroad, and a thriving online business. Their beautiful Galway shop has become a popular shopping and dining destination, where visitors can explore their offerings and enjoy a meal at the restaurant. Recently, they introduced a new line of Claddagh Ring Jewellery, drawing inspiration from Galway, the birthplace of the iconic Claddagh Ring.

I had the privilege of managing Galway Crystal's social media accounts in the first half of 2023. During this time, I created diverse posts to highlight their products, boost sales, and engage with users, utilising stunning graphics and videos I produced to convey a fresh image of luxury and style for their brand. Additionally, I managed their social media ads, contributed to the redesign of their website to feature their new bag collection, and covered the Galway Races on their social media, where Galway Crystal was a sponsor. I also created behind-the-scenes videos for their handbag collection, which were later used on TV shows and by other companies, and produced video reels for social media content.







hygge

a calm, comfortable time with people you love; a complete absence of frustrations, or anything overwhelming

often enjoyed with good food, drinks, warm blankets and candlelight.

3 interesting facts about wool



GALWAY
IRISH CRYSTAL



GALWAY
IRISH CRYSTAL

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Connemara Seaweed

Connemara Organic Seaweed Company, based in the west of Ireland, produces a variety of health supplements derived from seaweed found in the Irish Sea. I had the pleasure of creating the promotional material for their new 2024 supplement range.

To complete this project, I began with some older packaging designs, which I digitally modified using studio images of the products. My task included crafting the ideal background for these photos, so I visited Barna Beach to capture the necessary images with my equipment, which I later used in the editing process. I created draft posters from these photos and sent them to the company for approval. Following their feedback, I performed colour correction and additional editing on the backgrounds.

Once the backgrounds were approved, I photographed the products in a compact studio, carefully recreating the natural lighting from the beach shots. I then digitally removed the white studio background and seamlessly merged the product images with the beach backgrounds, ensuring the lighting and environment matched perfectly.



Process



Photography with environment



Isolated product photo in studio



Final result

Process



Photography with environment



Isolated product photo in studio



Final result

Galway Science & Technology Festival

Since its inaugural event in 1998, the Galway Science & Technology Festival (GSTF) has stood as a beacon of inspiration, education, and excitement in the fields of Science, Technology, Engineering, and Mathematics (STEM). Over the years, the festival has captivated audiences of all ages, thrilling, inspiring, and instilling a passion for STEM subjects.

My involvement with the festival has been extensive and multifaceted. As a designer, I've played a pivotal role in shaping the festival's visual identity and promotional materials. I've had the privilege of designing captivating posters for both the 2022 and 2023 editions, carefully aligning them with themes provided by the organisation. These posters, adorned with vibrant colours and engaging graphics, have served as powerful invitations for attendees to immerse themselves in the world of STEM.

In addition to posters, I've designed flags, newspaper advertisements, brochures, and signage that adorned the streets of Galway. Each piece of collateral was meticulously crafted to capture the essence of STEM and inspire curiosity in all who encountered it.

For the 2022 edition, I undertook a rebranding initiative and modified the logo that had been in use since 1998. The goal was to create a version that could be used in both negative and positive formats, as well as in various screen and printable sizes. This update ensured the logo's versatility and modern appeal, enhancing its usage across different media.

A significant milestone in my involvement with the festival was the opportunity to manage its social media presence for the 2022 edition. This marked the first time the organisers entrusted this task to a professional team, and I took great pride in curating engaging content that sparked conversations and built excitement leading up to the event. I also created a promotional video for the 2022 festival, leveraging the power of visuals and storytelling to convey the festival's mission and offerings.

Looking ahead to the 2023 edition, I embarked on the ambitious task of redesigning the festival's website. With a keen understanding of the festival's audience, which predominantly comprises families, I aimed to create a user-friendly, engaging online platform. Embracing principles of simplicity, minimalism, and playfulness, I designed a website experience that not only showcases the festival's offerings but also facilitates seamless navigation and interaction. Vibrant reds and blues were incorporated into the design, injecting energy and excitement into every page.

I also had the opportunity to create videos for the festival, as well as design materials that were featured in the Galway Advertiser and the City Tribune. Additionally, I designed flags that decorated all of Salthill during the event, along with banners and posters that adorned the streets of Galway and the university to promote the festival during the 2022 and 2023 editions.

Check out the trailer for the 2022 exhibition, edited by me, including animation of posters and more.

<https://www.youtube.com/watch?v=HiUZOQVGKrs>







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<https://www.youtube.com/watch?v=HiUZOQVGKrs>

Left:

Poster for the 2022 edition of the festival, with theme given by the organisation: "*Infinite possibilities*". The organisation wanted to highlight the excitement of children of various ages attending the event.

Right:

Poster for the 2023 edition of the festival, featuring the theme provided by the organisation: "*What it means to be human*". This design presents a vision of AI as a complement to humanity, emphasising collaboration rather than conflict.

26 YEARS

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Engineering Skillnet

Engineering Skillnet collaborates closely with engineering firms to identify skill gaps and tailor bespoke programmes to address them.

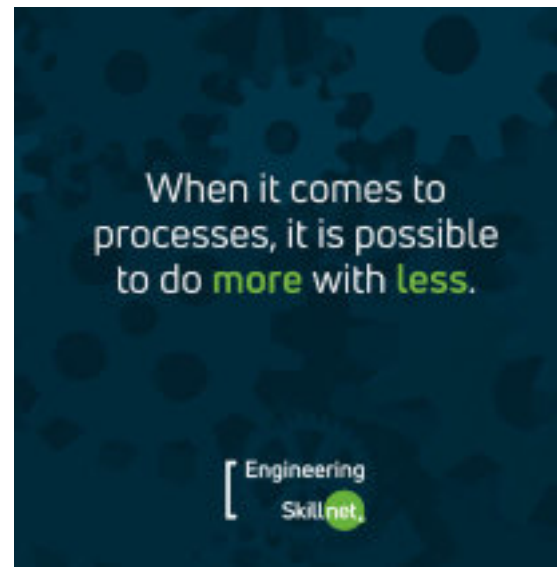
The courses offered by Engineering Skillnet cater to diverse sectors such as automotive, aviation, energy, construction, agriculture, and more, including core elements of sub supply sectors like machinery and fabricated products.

In my role with Engineering Skillnet, I took charge of their social media management, leveraging various platforms to engage with business managers and owners within the Irish engineering sector. I curated a content strategy aimed at highlighting the importance of continuous learning and professional development, showcasing the benefits of joining the Skillnet and participating in their training programmes.

Beyond just creating posts, I delved into the realm of graphic design, meticulously crafting images and assets to accompany each social media post. These visuals were designed to be eye-catching and informative, effectively conveying the message of the importance of upskilling in the engineering industry.

Moreover, I extended my design expertise beyond social media, creating impactful brochures, infographics, and engaging video content. Each piece was carefully designed to resonate with the target audience and to be easy to read, compelling managers to take action and invest in training for their teams.

Overall, my work with Engineering Skillnet encompassed a multifaceted approach to communication and design, aimed at fostering a culture of continuous learning and skill development within the Irish engineering sector.



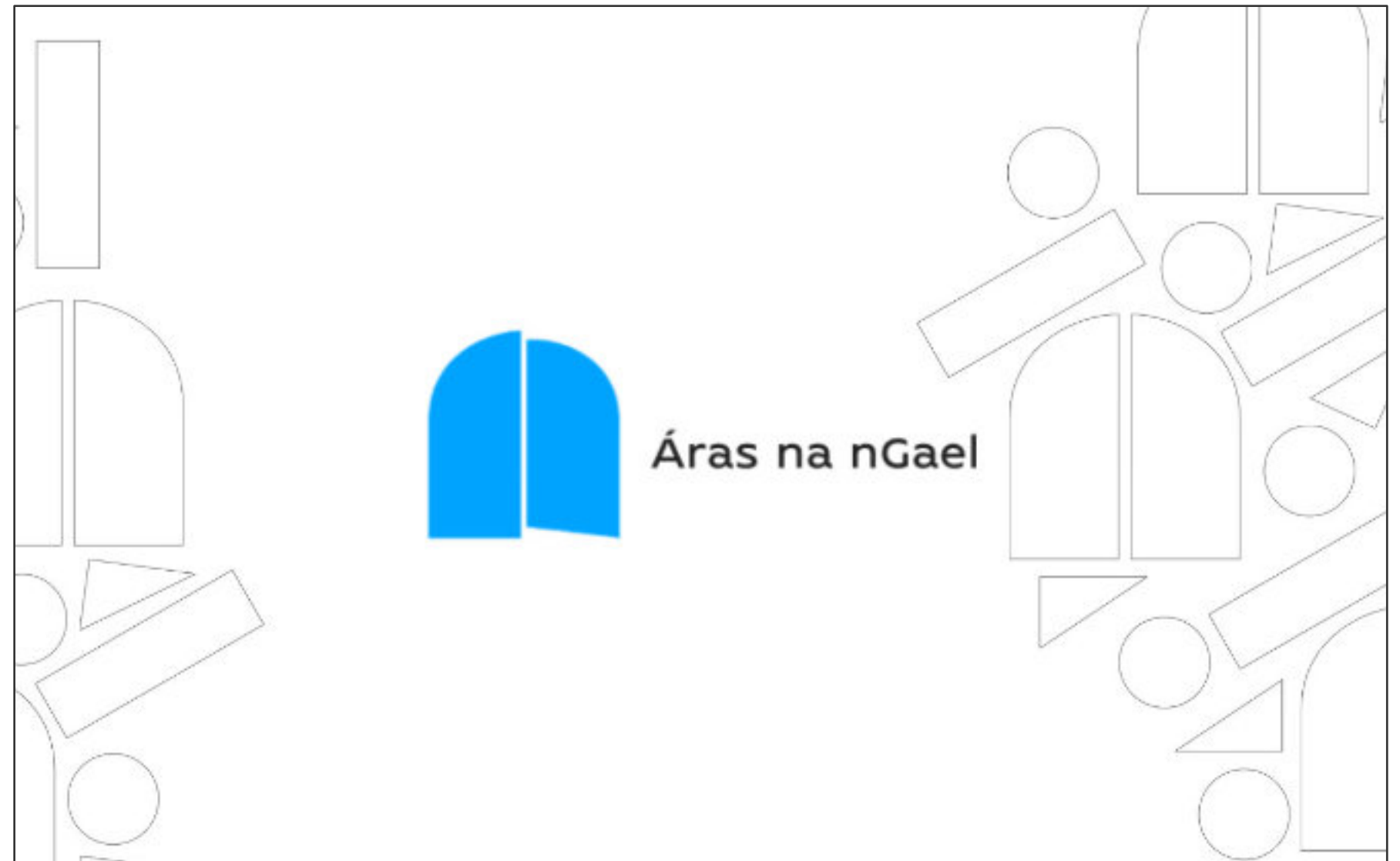
— Áras na nGael

Áras na nGael stands as Galway's vibrant Irish-language hub, serving as the cornerstone of the Irish-language voluntary sector in the city for over 25 years. With its doors open year-round, from dawn till dusk, the centre warmly welcomes over 10,000 visitors annually, hosting a diverse array of events for over 25 community groups.

For Áras na nGael, I embarked on a transformative journey to refresh its corporate image, drawing inspiration from the iconic blue doors that symbolise the cultural heart of the centre. Building upon the existing logo, I revitalised the colour palette, infusing it with vibrancy to reflect the lively spirit of the community it serves. Additionally, I crafted a suite of assets inspired by the logo's simple shapes, such as squares, rectangles, circles, and triangles, creating a cohesive visual identity that resonates with Áras na nGael's ethos.

In tandem with the new branding, I spearheaded the development of three bespoke websites, each tailored to cater to the diverse needs of Áras na nGael's audience. The cultural centre's website serves as a comprehensive hub for members, offering insights into activities, latest news, and events. The Irish classes website features a robust Learning Management System, empowering students with virtual learning capabilities, user registration, payments, and opportunities to connect with fellow learners. Lastly, the Club Áras na nGael members area provides a personalised experience, enabling members to earn points, access digital membership cards and QR codes, while offering staff seamless management of members and funds.

Over the course of a year and a half, I dedicated myself to this project, honoured to contribute to the esteemed legacy of Áras na nGael in Galway City and beyond.







Áras na nGael

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Irish Language & Cultural Centre in Galway City

Offering the best entertainment, cultural events and language courses in the province of Connacht since 1935.

[Our Courses](#)

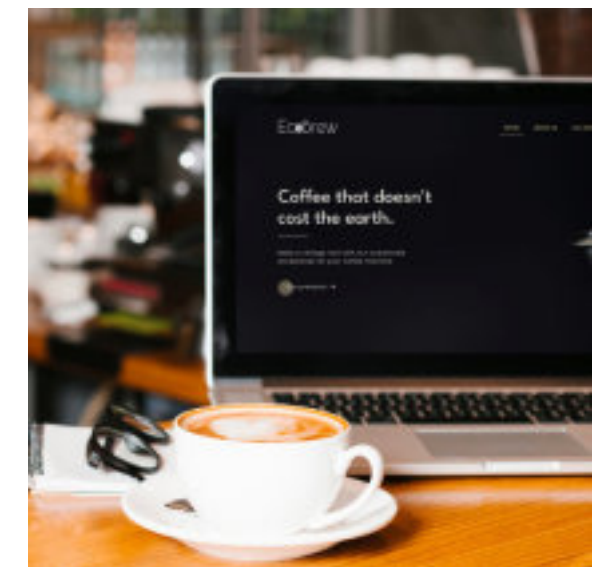
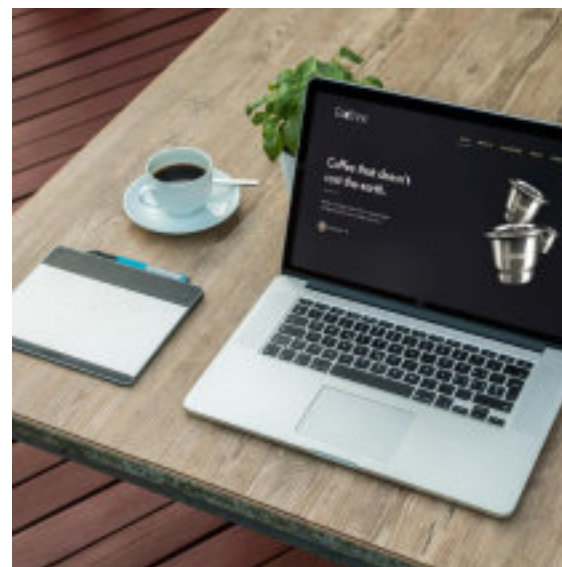
— Ecobrew

EcoBrew is the embodiment of a love for coffee intertwined with an unwavering commitment to sustainability. Their stainless steel coffee capsules, designed for infinite reuse, exude luxury while championing eco-conscious practices.

For the EcoBrew website, I embraced the client's vision of presenting the metal reusable coffee pods as pieces of luxury jewellery. Dark hues dominated the website, allowing the product photography to take centre stage and speak for itself. Through meticulous editing, I elevated the images to exude a polished and opulent aesthetic without compromising their essence.

Incorporating a classic sans-serif font, I infused movement into the website design, with layers dynamically interacting as users navigate through the pages. This subtle animation, combined with a dark gradient background transitioning between blacks and blues, evoked a sense of luxury, sustainability, and dynamism—perfectly encapsulating the client's desired brand identity.

While I wished to implement a logo redesign to harmonise with the revamped aesthetic, the client opted to retain the existing logo. Nonetheless, EcoBrew remains one of my favourite projects, exemplifying the fusion of design, sustainability, and luxury that I am passionate about.



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Good for the planet

We are committed to sustainability in all aspects of our business, our packaging is free from plastic and is either recyclable or compostable.

Beagh Castle

Nestled beside the charming village of Ballysteen, Beagh Castle Cottages stand as a testament to centuries of history and heritage. These lovingly restored 300-year-old cottages offer not just accommodation, but a journey through time, with panoramic views of the 800-year-old Beagh Castle and the Shannon estuary.

For Beagh Castle Cottages, I undertook the creation of a website and branding that encapsulate the essence of this historic location. Drawing inspiration from the castle's storied past, I meticulously designed a logo featuring a rectangle symbolising the sturdy castle walls, intertwined with a Viking hat as a nod to the area's fascinating Viking history. The website, developed on WordPress, exudes an air of minimalist sophistication, allowing the breathtaking imagery to take centre stage.

I have incorporated subtle rectangular and square shapes to evoke a sense of refined luxury, while the colour scheme of muted grey with a subtle hint of blue echoes the timeless elegance of the castle's stonework. Delicate touches of dirty gold add a rustic allure, harmonising beautifully with the vibrant door colours, creating a welcoming yet distinctly luxurious atmosphere for visitors to explore and immerse themselves in the history and beauty of Beagh Castle Cottages.





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everything you need to create the most memorable day of your life.



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Our cottages

There are five holiday cottages looking out at the castle and onto the water. The 300 year old cottages have recently been restored but still feel like you have travelled back in time. They were originally lived in by soldiers and later became Coastguard cottages. Two of the cottages have a family room with a King and single bed, along with a comfortable

thank you