



JUAN
RODRIGUEZ
CUBERES

NATIONALITY

ARGENTINA

LANGUAGES SPOKEN

Spanish - native
English - Second language

URL

www.juanrodc.com
instagram.com/johnrodc
behance.net/johnrodc

PHONE NUMBER

(+61) 414 224 802

E-MAIL

dg.juanrod@gmail.com

EDUCATION

- 2016 - 2017 **AUSTRALIAN PACIFIC COLLEGE - Melbourne, Australia**
VET - Diploma of Leadership and Management
- 2013 - 2014 **BROTHER - ESCUELA DE CREATIVOS - Argentina**
Art direction Annual Course
- 2006 - 2012 **UNIVERSIDAD DE BUENOS AIRES - Argentina**
Degree: Graphic Design (completed)
- 2004 - 2006 **ESCUELA DE ARTES VISUALES MARTIN MALHARRO - Argentina**
Art School - Graphic Design (Tertiary)
- 2004 - 2004 **EMMANUEL COLLEGE - Boston, USA**
English Summer Course
- 2001 - 2003 **COLEGIO IDRA - Argentina**
High School - Art, Design and Communication
IGCSE - International General Certificate
of Secondary Education

WORK HISTORY

- MAR . 2024
TODAY **FREELANCER - Ocean Grove, Australia**
SENIOR GRAPHIC DESIGNER & ILLUSTRATOR
- FEB . 2023
FEB . 2024 **GRINDSTONE - Geelong, Australia**
SENIOR GRAPHIC DESIGNER

Working closely with the Creative Director and broader creative and digital teams. Interpreting client briefs and translating complex data and information into graphic outputs. High proportion of hands-on creative design execution, across a wide range of applications including branding and digital design.
- JUL . 2021
JAN . 2023 **FREELANCER - Ocean Grove, Australia**
SENIOR GRAPHIC DESIGNER & ILLUSTRATOR
- JAN . 2017
JUN . 2021 **CLEMENGER BBDO - Melbourne, Australia**
SENIOR GRAPHIC DESIGNER

Craft Department - key role in developing graphic solutions for print/OOH within tight timelines and on multiple projects simultaneously. Working closely with Creative Directors. Editorial design, branding, illustration and photo retouching. Helping Digital designers with day-to-day tasks. Main clients: NAB, BMW, Snickers, Ford, Belong, Carlton Draught, VB, AU Post, Myer, AFL, TAC.
- OCT . 2015
SEP . 2016 **SAATCHI & SAATCHI - Melbourne, Australia**
GRAPHIC DESIGNER - FREELANCE (in-house)

In charge of all different graphic layouts and art direction mostly on Bank of Melbourne. Helping with Cadbury print assets. Finish Art when needed.

THE URBAN LIST - Melbourne, Australia
DIGITAL GRAPHIC DESIGNER - FREELANCE (in-house)

The leading online go-to guide around Australia. Responsible for the digital graphic layouts and assets for the different cities in Australia. Art direction.

IRIS WORLDWIDE - Sydney, Australia
GRAPHIC DESIGNER - FREELANCE (in-house)

Collaborate in the ideas and graphic layouts for Adidas All Blacks new jersey. Reporting to art directors in charge of the campaign.



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WORK HISTORY

MADE BRANDING AGENCY - Sydney, Australia GRAPHIC DESIGNER - FREELANCE (in-house)

As part of a small creative team, responsible for designing new logos and creating new brochure layouts. Photography retouching.

303 MULLENLOWE - Sydney, Australia GRAPHIC DESIGNER - FREELANCE (in-house)

In charge of creating and design a Keynote presentation for the Aussie pitch. Getting all the assets and ideas together to make a unified graphic project.

CHE PROXIMITY - Sydney, Australia GRAPHIC DESIGNER - FREELANCE (in-house)

Working together with Art Directors and Copywriters on the Cancer Council Australia pitch. Creating new graphic layouts and assets to be presented.

THE STATION AGENCY - Sydney, Australia GRAPHIC DESIGNER - FREELANCE (in-house)

Responsible for thinking ideas and designing posters and invitations for an internal teaching program at Nestle Australia.

CLEMENGER BBDO - Sydney, Australia GRAPHIC DESIGNER - FREELANCE (in-house)

Looking for graphics solutions and creating the new look & feel for Tourism Australia infographics, updating guidelines & usage. Reorganising Hungry Jacks menu boards.

LANDINI ASSOCIATES - Sydney, Australia GRAPHIC DESIGNER - FREELANCE (in-house)

Multidisciplinary design studio. Creating new layouts for the digital Brand Central site for Bunnings Warehouse, setting the basic guidelines for the interactive use.

DAVID JONES - Sydney, Australia GRAPHIC DESIGNER - FREELANCE (in-house)

Merchandising department. Creating layouts and visual communication for the new David Jones stores - Melbourne and Gold Coast. Graphic assets for Christmas.

FRIENDS OF LEON GALLERY - Sydney, Australia GRAPHIC DESIGNER - FREELANCE (in-house)

Well known modern art space specialized in fashion illustration and Pop Art. Designing window decals/invitations/catalog for Les Petit Fours Exhibition.

- MAY . 2013
AUG . 2015

LEO BURNETT ARGENTINA - Buenos Aires, Argentina SENIOR GRAPHIC DESIGNER

Projecting ideas and visual communication to create assets for different important companies. Attend client meetings and present creative materials and ideas. Multitasking on multiple projects in a fast-paced environment. Main clients: Mc Donalds, Fiat, Iveco, Samsung and Warsteiner.

- JUN . 2012
JAN . 2013

J. WALTER THOMPSON ARGENTINA - Buenos Aires, Argentina GRAPHIC DESIGNER

In charge of all Nokia graphic layouts for Argentina, Chile and Peru. Design digital and print pieces such as brochures, posters and banners.

- DEC . 2011
JUN . 2012

DDB ARGENTINA - Buenos Aires, Argentina FINISHED ARTIST

Assure files meet quality standards for print and matched provided specs. Review files for color consistency within brand standards.



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• JUL . 2010
AUG . 2011

ANDAESTUDIO - Buenos Aires, Argentina
GRAPHIC DESIGNER

Execute creative design across a range of media to meet marketing communications goals. Editorial design, branding and photo retouching.

• JUL . 2008
JUL . 2010

TELEMEDIA LATIN AMERICA - Buenos Aires, Argentina
GRAPHIC DESIGNER

Designing graphic layouts for TV ads and TV game shows. Adapt layouts for web banners and WAP services in mobile. Create final files for Chile and Colombia.

• DEC . 2006
MAR . 2007

RESORT AT SQUAW CREEK - Lake Tahoe, CA, USA
GUEST RECEPTION / PBX OPERATOR

Work and Travel program - Winter season.

• DEC . 2005
APR . 2006

SNOW VALLEY MOUNTAIN RESORT - Running Springs, CA, USA
SKI INSTRUCTOR - KID SCHOOL

Work and Travel program - Winter season.

SOFTWARE SKILLS

ADOBE ILLUSTRATOR	● ● ● ● ● ○	ADOBE PREMIER	● ● ○ ○ ○ ○
ADOBE INDESIGN	● ● ● ● ● ○	KEYNOTE	● ● ● ○ ○ ○
ADOBE PHOTOSHOP	● ● ● ● ● ○	MICROSOFT OFFICE	● ● ● ● ○ ○
ADOBE AFTER EFFECTS	● ○ ○ ○ ○ ○	FIGMA	● ● ○ ○ ○ ○

ART SHOWS

- 2020 **BUSHFIRE FUNDRAISING - To be Frank Bakery - MEL, Australia**
Held an exhibition showing my personal artworks.
- 2019 **MOSS DECK ART SHOW - Skateboard Charity Auction - MEL, Australia**
Held an exhibition showing my personal artworks.
- 2019 **SOLO EXHIBITION - Senors - Torquay, Australia**
Held an exhibition showing my personal artworks.
- 2018 **SOLO EXHIBITION - Bside Gallery - MEL, Australia**
Held an exhibition showing my personal artworks.
- 2017 **DECKSFORCHANGE - MEL, Australia**
Being selected at the skate deck design contest about global social problems.
- 2016 **CANCER COUNCIL'S BREAKTHROUGH ART FESTIVAL - SYD, Australia**
Being selected to participate at the Breakthrough Art Festival.
- 2016 **DECKSFORCHANGE - SYD, Australia**
Being selected at the skate deck design contest about global social problems.
- 2016 **RAW EXHIBITION - NATURAL BORN ARTISTS - SYD, Australia**
Being part of the selected artists to feature my artworks at RAW Sydney event.

REFERENCES

- **Jane Sefton - Grindstone, AU**
CREATIVE DIRECTOR
jane.@grindstone.com.au
+61 0409 424 767
- **Steve Leadbeater - Clemenger BBDO, AU**
HEAD OF CRAFT
steve.leadbeater@clemenger.com.au
+61 402 511 857