



JUAN  
RODRIGUEZ  
CUBERES

## NATIONALITY

ARGENTINA

## LANGUAGES SPOKEN

Spanish - native  
English - Second language

## URL

[www.juanrodc.com](http://www.juanrodc.com)  
[instagram.com/johnrodc](https://www.instagram.com/johnrodc)  
[behance.net/johnrodc](https://www.behance.net/johnrodc)

## PHONE NUMBER

(+61) 414 224 802

## E-MAIL

[dg.juanrod@gmail.com](mailto: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

- JAN . 2017  
JUN . 2021 **CLEMENGER BBDO - Melbourne, Australia**  
SENIOR GRAPHIC DESIGNER - Sponsored  

As part of the Craft department, key role in developing and executing graphic solutions for a range of assets within tight timelines and on multiple projects simultaneously. In charge and involved in large number of pitches. Working closely with Art Directors and Creative Directors. Editorial design, branding, illustration and photo retouching. Helping Digital department with day-to-day tasks such as banners and social animations. NAB brand guardian. Main clients: NAB, BMW, Snickers, LaTrobe University, Ford, Pedigree, Carlton Draught, VB, AU Post, Myer, AFL, Tourism Victoria, TAC, Beyond Blue +
- 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.
- BRAINS DESIGN - Sydney, Australia**  
GRAPHIC DESIGNER - FREELANCE (in-house)  

Creating new branding ideas and graphic system for the Led screens at Telstra CIC (Costumer Insight Centre) located in Sydney. Mostly visuals for their 360 led ring.
- 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.
- THE CORE AGENCY - Sydney, Australia**  
GRAPHIC DESIGNER - FREELANCE (in-house)  

Helping art directors with graphic layouts and ideas for the Cancer Pathology Australia pitch. Photo retouching for campaign.



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## WORK HISTORY

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### **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	● ● ● ● ● ○	KEYNOTE	● ● ● ● ○ ○
ADOBE INDESIGN	● ● ● ● ● ○	MICROSOFT OFFICE	● ● ● ● ○ ○
ADOBE PHOTOSHOP	● ● ● ● ● ○		
ADOBE AFTER EFFECTS	● ● ○ ○ ○ ○		

## ART SHOWS

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

## REFERENCES

- **Leon Wilson - Saatchi & Saatchi, AU**  
CREATIVE DIRECTOR  
leon.wilson@saatchi.com.au  
+61 3 8538 8800
- **Steve Leadbeater - Clemenger BBDO, AU**  
HEAD OF CRAFT  
steve.leadbeater@clemenger.com.au  
+61 402 511 857