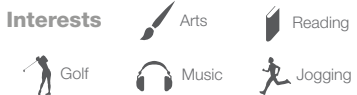
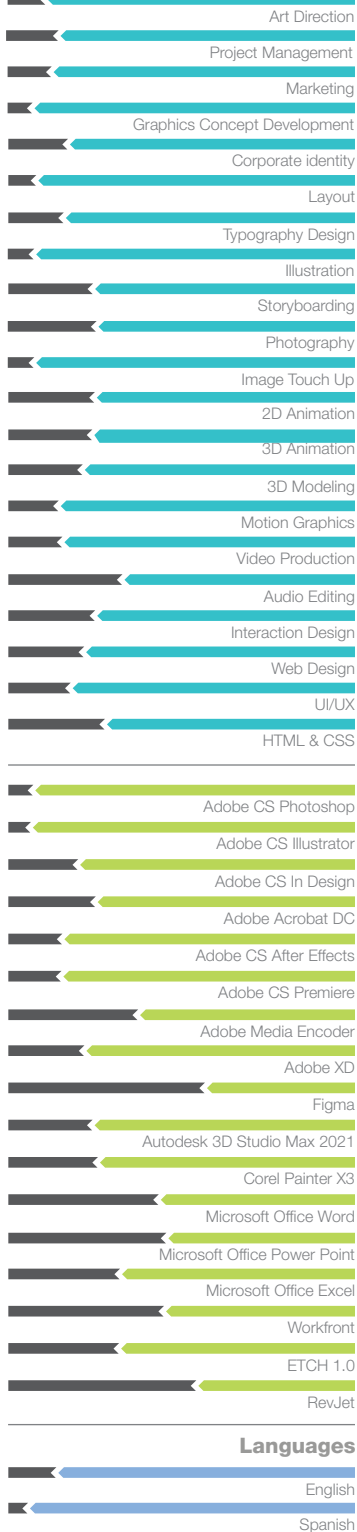




Juan Biancardi

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Skills & Expertise



EXPERIENCE

The Home Depot Field: Retail, E-Commerce, Advertising & Marketing.

Digital Designer/Visual Designer. Nov 2017 - Present. Greater Atlanta, Georgia, USA.

•Co-Responsibilities: Primarily work on art direction, vector-based illustrations to highlight product specifications on the pip. UX / UI design and prototyping research, and collaboration with different teams. Assisting in developing and illustrating category landing pages for various departments across www.homedepot.com Working closely with other designers, eContent analysts, writers and business partners to implement design and illustration solutions.

Achievements:

- Art direction for all the Rich Content projects since 2019.
 - I Implemented the use of animations on our Rich Content team.
 - Improving sales on www.homedepot.com through Rich Content for private brands.
 - Training on utilizing new technologies like REVJET, or 3D softwares.
 - Review and creation of our brand standard guide and REVJET guide.
 - Side Projects: Home Depot Holiday 2020 illustrations, and collateral Advertisement for internal projects.
- Creation of the all the graphics for the most successful Holiday for the entire company.

Strengths:

- Team trainer on new platforms.
- Set up multiple trainings and drafted training guide.
- Helped design submission template used by all requestors.
- Approver of all creative for Rich Content (previously was a SR Manager role)
- Quickly learn and adopt new platforms - chosen to meet partner team to learn, advise and train on ETCH 2.0.
- Lead weekly creative reviews for the team of 9 designers.
- Designed Brand Standards for all Rich Content to be implemented on 100's of thousands of OMSIDs site wide.

Everwell Parts Field: Products, Advertising & Marketing

Art Director. May 2015 - Nov 2017. Doral, Florida, USA.

•Co-Responsibilities: Primarily working on art direction, graphic concept development for web and printing, basic HTML and CSS coding, web design, UX/UI design, image design for social networks, motion graphics and animation, 3D modeling, marketing campaigns, packaging design, Image editing, commercial photography, video and audio editing.

Great HealthWorks Field: Wellness, Advertising & Marketing

Motion Graphic Designer. October 2014 - May 2015. Fort Lauderdale, Florida, USA.

•Co-Responsibilities: Graphic concept development for 2D and 3D animation, motion graphics, 3D modeling, traditional and digital illustration, image editing, video and audio editing, graphic facilitation, video scribing.

Figment Design Field: Graphic Design, Advertising & Marketing

Senior Graphic Designer & Illustrator. April 2014 - October 2014. Miami, Florida, USA.

•Co-Responsibilities: Graphic concept development for printing and web, basic HTML and CSS coding, web design, user interface design, 2D and 3D animation, motion graphics, flash animation, 3D modeling, traditional and digital illustration, image editing, video and audio editing.

Spinto LLC Field: Graphic and Industrial Design

Art Director & Designer. April 2012 - April 2014. Miami, Florida, USA

•Co-Responsibilities: Creative direction and advertising strategies, graphic concept development for web, basic HTML and CSS coding, web design, user interface design, 2D and 3D animation, motion graphics, flash animation, 3D modeling, Image editing, video and audio editing.
•Product concept development for ceiling fans and other products.

Universidad Rafael Belloso Chacin Field: Education

Media Designer. January 2006 - August 2011. Maracaibo, Zulia, Venezuela.

•Co-Responsibilities: Graphic concept development for web, basic HTML and CSS coding, web design, user interface design, multimedia and web, 2D and 3D animation, motion graphics, flash animation, image editing, video and audio editing, animated infographics.

EDUCATION

University Rafael Belloso Chacin (Universidad Rafael Belloso Chacin)

Educational Advancement. Completion date: January 2009 Duration: 1 year. Maracaibo, Zulia, Venezuela.

AP Animation

3D Character Animation and Special Effects. Completion date: January 2005 Duration: 1 year. Caracas, Distrito Capital, Venezuela.

The University of Zulia (La Universidad del Zulia)

Bachelor in Graphic Design. Completion date: April 2002 Duration: 5 years. Maracaibo, Zulia, Venezuela.

CONFERENCES / PUBLICATIONS / AWARDS

Driver vs Driver 2 (Golf Channel and Wilson)

TV Reality Show Contest about Golf Club Design (Graphic and Industrial Design) Made it into the finals. November 2017 to February 2018. Will be on-air on Fall 2018. Chicago, Illinois, USA.

A Venezuelan Branding Book

Venezuela CMYK - Brands. Pages: 121,151, 158. November 2012. Publisher: Grupo Intenso C.A. Caracas, Distrito Capital, Venezuela.

Universidad de Palermo

Exhibitor. Speech on Infographics for web based courses. July 2008. Buenos Aires, Provincia de Buenos Aires, Argentina.