

# SEBASTIAN MALLOL

## EXPERTISE AND SKILLS

### TECHNICAL

Adobe suite (Ai, Ps, Id, Pr, Ae, Lr), Sketch, Office (Wrd, Exl, Ppt), Autocad, Cinema4D, Zbrush, Keyshot, Sketchup, Unity, Fusion, Atom, Xcode.

Html5, css, Javascript, Php, Sql, Python, Ios/Swift.

### LANGUAGES

- English
- Spanish
- Italian
- Catalan

### PROFESSIONAL

- Full stack developer
- Design-minded
- Project management
- Creativity & Problem solving

## WORK EXPERIENCE

### FREELANCE CREATIVE DESIGNER & BRAND DEVELOPER

2006 - 2018

Designed a variety of material for clients including branding, packaging, web, video and photography. Clients included educational, non-profit, art, design, retail, high-end fashion and industries.

- Provided interactive web design and graphic design services.
- Developed and implemented marketing communications strategies.
- Designed and managed brand development for small and mid-sized business clients.
- Designed social networking strategies for non-profit and for-profit organisations.
- Consulted as a partner with the company Sistemica Consulting, for clients on holistic branding strategies: including investment in new assets and optimisation of content, cost reduction and implementation strategies.

### INTELECTOR SL

2011 - 2018

**Co-founder and Full-stack developer** at Intelctor, a web development, Internet domain registrar and web hosting company.

- Web development and creation of online strategy: SEO,SEA, Affiliate and Google analytics management; Social Media for the company.
- Performed routine updates, upgrades and overall maintenance of websites and servers.
- Acquisition of new clients through cold calls, email campaigns and alternative marketing ideas.
- Direct negotiation with clients about costs and budgets in order to close the projects.
- Provided art direction and UX/UI design for various online business development projects.
- Collaborated with copywriters on the creation of unique concepts that incorporated traditional and innovative strategies in alignment with advertising and marketing goals.

## CONTACT ME

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### ESMA PROYECTOS

2014 - 2016

**Creative designer** responsible for the art direction, design and execution of multiple fashion shows and special events for high-end clients.

- Facilitated the planning, logistics and coordination for events of all types.
- Constructed budgets and negotiated vendor contracts to ensure the best interest of the client was upheld.
- Created graphic works, décor and themes to develop and execute our clients visions at unique venues.
- Managed events on-site to deliver outstanding client experience using leadership skills, sound decision and agile solutions.
- Prepared client presentations including mood boards, CAD drawings, 3D modelled and rendered visualisation of the designs.
- Designed custom furniture, lighting, tile, carpeting, signage and millwork.

### MONTA MUNDO SL

2011 - 2014

**Marketing and Communication** of the global strategy covering 4 main channels: distribution, wholesale, retail and e-commerce for our own fashion labels: Maians (footwear), Indhy (headwear) and Me & My Friend (clothing).

- Product: Create and Implement new ideas seasonally and Coordinate its development with factory. From conceptualisation to design and creation.
- E-commerce / Digital: Creation and maintenance of Maians online store. Implementation of online marketing actions, SEO, SEA and digital campaigns based on conversion and brand awareness.
- Social Media: Strategic planning and content creation per brand and channel.
- Press / PR: Build key relations with the fashion Industry: online/offline press, opinion leaders and events. Create the content needed for press and B2B relations: from catalogs to fashion shooting productions.
- Retail: Increase POS presence and develop several online/offline actions in 'Camino', our own retail store.

### PICHIGLAS STUDIO

2007 - 2013

**Junior Interior Designer** for the firm. Assisting projects that included retail, bar and restaurant designs.

- Prepared furniture and finish presentation boards, including 3D modelled and rendered visualisation of the designs.
- Designed custom furniture, lighting, tile, carpeting, signage and millwork.
- Executed CAD drawings of floor plans, furniture plans, elevations, millwork, demolition, details and reflected ceiling plans.
- Coordinated contract interior design projects in many phases of the conception and construction.
- Generated budgets, proposals and specification packages for furnishings, lighting and equipment.
- Provided extensive research of furniture, lighting and materials as well as construction products and value engineering solutions.

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## CLIENTS

Hermes, Louis Vuitton, Viktor & Rolf, Tous, Nike, Mango, CorteFiel, Nudie Jeans, Springfield, Women'Secret, Andrea Vientec, Maians, Nespresso, Happy pills, Wala, MBFWM, 080 Barcelona Fashion, Gran Canaria Moda Cálida, Generalitat de Catalunya, Cabildo de Gran Canaria, XarxaFP...