

ARMANDO BRETON OLGUIN CREATIVE DESIGNER

Portfolio: www.bretonstudio.mx

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PERSONAL STATEMENT

“ I am a creative designer, with over 7 years of experience in the product design industry and 4 years in the interaction design industry.

I also develop and create visually engaging marketing concepts for digital and print media. Over the years, I have created graphic and 3D projects for print, e-commerce, retail stores among others.

My passion is to create concepts and bring them to life through good design.

I expect love, laughter, tears and plenty of coffee.”

MY LIFE AT A GLANCE

Interacting

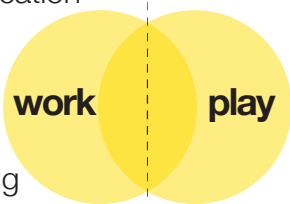
Pitches
Requirements
Meetings
Training & Education

Socialising

Friends
Trips away
Dancing
Parties

Thinking

New ideas
Learning
Planning
Problem solving



Hobbies

Triathlon
Water sports
3D Modeling

Implementing

Improving
Creating
Experiencing
Storytelling

Holidays

New Destinations
New Experiences
The beach

STUDIES AND EXPERIENCE

2004 -2008

Bachelor Degree of Industrial Design
Universidad Iberoamericana
Mexico, DF

2015 - 2016

Masters of Interaction Design & Electronic Arts
University of Sydney
Sydney, Australia

February 2006 - January 2007

Junior Designer
Siemens PLM Software / Mexico
www.plm.automation.siemens.com/es_mx/

I collaborated in the Marketing division, working for the graphic and editorial areas.

January 2007- January 2008

Senior Designer
Batraspirits / Mexico
www.batraspirits.com

I developed the new brand identity of their “Fat Ass” Tequila (Packaging and graphic design).

January 2008 - November 2015

Senior Designer
Wartengroup / Hong Kong
www.wartengroup.com

Wartengroup is a trading company that sells products to retail stores such as Costco, Sam's Club, Sears, Liverpool and Walmart.

I developed a new brand identity for the company as well as the graphic and industrial design proposals for all of their upcoming sales products, including final packagings.

December 2015 - 2017

Senior UX Designer
Fairfax ACM Regionals / Australia
www.fairfaxmedia.com.au

I designed a progressive web app for the Sydney Morning Herald that works to increase online engagement and improve the overall experience for both audiences and advertisers through digitally innovative means.

SOFTWARE EXPERTISE

Photoshop



Illustrator



Indesign



Adobe XD



Sketch



Axure RP



AutoCAD

