

Curriculum Vitae

PERSONAL INFORMATION

Name: BERNARDO BALDIVIEZO
Address: 14 Holmwood Avenue, Croydon, CR2 9HY
Tel: 0755 341 0717
Email: fataldesign616@gmail.com
DOB: 10th July 1986
Website: <http://www.fataldesign.net>

SUMMARY

I'm a Creative Digital Developer with over 10 years of experience in design, development, branding, team management and innovation. My expertise spans various industries, including healthcare, technology, and entertainment, where I've crafted tailored digital solutions to meet diverse client needs.

Beyond my professional work, I'm passionate about music, comic books, and video games, which inspire my personal projects in web and media design. I collaborate with partners worldwide, bringing creativity, organisation, and a commitment to delivering innovative work within deadlines. Ideally looking for a permanent post in which I can, firstly, design, code and develop, expand my horizons, learn more skills, share my ideas with a team and have fun whilst doing so.

EMPLOYMENT HISTORY

Dec 2018 to date

Head of Development - DDB Remedy London

- Managing a team of fullstack Developers.
- Active research of LLM's, Machine Learning and its potential usage in the industry.
- Liaising with internal teams, including Accounts, Project Managers, Creatives and Designers.
- External liaison with third party dev teams and suppliers.
- Project oversight across a wide range of applications.
- Collaboration across network agencies at a global level.
- Leveraging the usage of emergin technologies and AI within the business.
- Provided active guidance and mentoring to junior team members.
- Prepared multiple internal and external presentations to further engage with clients and teams.
- Provided client consultation on digital technologies across EMEA and the US.

July 2015 – Dec 2018

Interactive Designer - DDB Remedy London

- Multidisciplined work across a variety of platforms (Digital and Print)
- Front/Back End development of Websites using Git and Waffle for version control and task assignment
- Designed and developed Web Applications for multiple clients using integrated tools such as motion sensors, Raspberry PI, Javascript, NodeJS and others
- Handcoding and development of interactive HTML5 banners and deployment using Google's DoubleClick.
- Video Editing and rendering
- Print materials design and artworking
- IOS App development and design using SWIFT
- Assisted team lead managing the studio team and freelance contractors in both digital and print disciplines

July 2012 – July 2015

Web Designer: DST Applied Analytics - London.

- Web and Graphic Design
- Website planning and creation including backend coding and styling
- HTML Email handcoding
- Multiple .NET driven websites Front End development
- Database integration with Front End tools
- Dynamic website coding (Jquery, Javascript)

August 2011 – July 2012

Creative Executive: Tacit Creations Limited, Caterham - Surrey.

- Web and Print Design
- Website planning and creation including backend coding and styling
- Website maintenance and email setup, Search Engine Optimisation and website analytics tracking
- Logo design and branding
- Newsletter design and administration
- Client liaison

May 2011 – October 2011

Freelance Graphic Designer: BME Global Ltd.

Freelance Graphic Design work involving:

- Liaison with the internal contact and development of external client briefings
- Layout design for advertisements, logotype design, press conference advertisement campaign designs
- Venue dressing designs (press conference backgrounds, roll up banners)
- Designs for environmental advertisement campaigns (posters, flyers, invitations, business cards)
- Work involved meeting very tight deadlines and coordinating times with clients in Saudi Arabia

QUALIFICATIONS

Several courses taken during career, including SDLC, Mentoring, Management, Veeva Certification and others.

August 2007 – August 2010

Bachelor Degree in Graphic Design and Visual Communication, Atenea Institute of Superior Studies, La Paz – Bolivia.

Dissertation title: 'YPFB Corporate Identity Manual' (design of the whole corporate identity for an oil company from scratch; involving design of logotypes, typographies, uniforms, company products, websites company vehicle lettering and stationary etc).

February 2004 – July 2006

Apprenticeship in Law (Bolivian), Loyola University, La Paz - Bolivia

Training in Bolivian general law involving taught lessons as well as placements within legal practices.

IT SKILLS

- Adobe Creative Suite (all of it, from Photoshop to After Effects).
- Figma (including design systems).
- Devops, server setup.
- Version control using Github/Gitlab.
- Proficient with Javascript API integration, including OpenAI.
- Proficient with WebGL and ThreeJS for immersive 3D web applications.
- Front End frameworks: React, Vue, Vite.
- Version control using Git (Proficient in both Github desktop and console command version control)
- Programming languages; PHP, .NET, Javascript, Lua.
- CSS and preprocessors (LESS, SASS, HAML).
- Javascript/Typescript.
- Database creation and management MySql, PHPMyAdmin.
- Web design interface and administration; User Interface, CMS (Drupal, Joomla, Wordpress, Umbraco).
- Font edition and creation software; Fontographer, FontLab, Font Creator.
- Third party device integration (Raspberry PI, Python)
- ArtCut (Cutting Plotter operation).
- Video and Audio Edition

INTERESTS

Art, music, drawing, travel, video-gaming, design, movies and sometimes coding a personal videogame project of mine, as well as dedicating some time to being a Star Wars nerd.

REFEREES

Available upon request.