



# BA. GD. Randazzo, Marcelo Ezequiel

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## Technical Skills:



## Education.

### Bachelor's Degree in Visual Communication Design

National University of Rosario (University)

2024

Average: 9 - PG: 3.9

#### Relevant projects:

- [Proyecto Final de Diseño Estratégico \(ONG MSR\)](#)
- [Typography Design](#)
- [Investigation History of Design through Dracula Posters](#)
- [3D Animation Short movie "Atacan"](#)

### Technician in Graphic Design 2011

School of Art of Luján (College)

2011

A: 9

### Technician in electromechanical equipment and installations

Escuela Técnica Nacional N1 Luján (Technical High School)

2005

A: 8



## Complementary Training.

- **3D Design with Blender** (15 years of experience)
- **Community Manager and Advertising** | CoderHouse (2022)
- **Diploma in Full Stack React.js** | UTN (2021)
- **Diploma in UX/UI Design** | CoderHouse (2021)
- **Digital Marketing** | Google (2021)
- **Animation in After Effects** | Domestika (2017)



## Professional Experience.

### Freelancer | General Designer

(2024 - Present)

- Design, branding, photography, video, Motion Graphics and creation of stands for various companies:
  - Wassington SA, Molino Argentino, 100 Ducados, Balcarce, Paissan Hnos SA (Pavir), Serce SA, Mayorista GalleGol, Progan, Progan Brasil, among others.
- Training in 3D Design for professionals.
- Featured projects:
  - [3D Animation Design for Wassington S.A. \(Agroindustry\)](#)
  - [Stand Design for Pavir for Expo Batev 2024](#)

**Sifap S.A. | Marketing and Design Manager**

**(2018 - 2024)**

- Website renovation.
- Development of digital marketing strategies and social media management.
- Creation of packaging designs with 3D visualization for more than 200 products.
- Design and production of P.O.P. material, displays and stands
- Desarrollo de Producto ([Infinite Pencil](#) y [Solid Poster Paint](#))
- Contact with suppliers (China)

**Mycar S.A. (Vital) | Trade Marketing Manager**

**(2016 - 2018)**

- Design and supervision of points of sale with a focus on customer experience.
- Implementation of marketing actions at points of sale, achieving an increase in sales of promoted products.
- Design of illustrated instructions and internal training.
- Design of renovation of points of sale and opening of new spaces:
  - [Design and 3D visualization of the renovation of the Racks](#)
  - [Design and 3D visualization of new space](#)

**Paisan Hnos. S.A. (Pavir) | Design and Communication Manager**

**(2014 - 2016)**

- Paisan Hnos. S.A. (Pavir) | Design and Communication Manager.
- Development of advertising campaigns in public spaces
- Development of advertising campaigns in editorial media (Clarín, La Nación, Arq).
- [Packaging Design](#)

**The Art Bureau S.A. | Semi-Senior Designer**

**(2012 - 2014)**

- Branding and design projects for corporate and state clients.