

Santiago Rubén Ávila Sandoval

Packaging and Brand
Designer

Personal information

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Bucaramanga, Colombia

Abilities

- **Creative:** I am an expert visual designer, and I can easily find a solution to target a specific market.
- **Proactive:** I work autonomously, and bring puntual results.
- **Constant learning:** Since my career is technological, I keep updating with latest trends.
- **Advanced expertise in dieline creation and manipulation for complex packaging.**
- **Photorealistic 3D mockup and rendering for product visualization** (Adobe Dimension, SketchUp, Cinema 4d).
- **Strong understanding of print production processes and preparing print-ready files.**
- **Management of advanced software:** I utilize advance software programs, design tools, video, web and 3d animation.
- **Expert Photographer**



Passionate and detail-oriented Packaging and Brand Designer with over 24 years of experience in creating unique graphic solutions, from concept to final production. Expert in dieline creation and manipulation, product mockups, and maintaining visual brand identity. Proven ability to work autonomously and as part of a team, committed to staying updated with the latest design trends and technologies. Willing to work remotely.

Portfolio: www.fiorum.net
https://www.instagram.com/fiorum_design/

Work history

Freelance Packaging & Brand Designer | Founder Fiorum | *Sep 2021 – Present*

Lead an independent design studio providing strategic visual solutions for a diverse range of clients, from independent artists to established companies.

- **Packaging Design & Brand Identity:** Spearheaded the end-to-end design process for packaging projects, including dieline creation and manipulation, label design, and box layouts. Developed consistent brand identities and print collateral (catalogs, posters, business cards), ensuring all designs met technical specifications for production (print-ready files).
- **3D Visualization & Product Photography:** Created photorealistic 3D renders and mockups to visualize packaging concepts and architectural projects, translating ideas into high-value commercial images. Directed and executed product photography sessions for e-commerce listings and catalogs.
- **Digital & Web Design:** Designed and managed responsive WordPress websites with a focus on User Experience (UX). Created engaging visual content for social media campaigns to enhance clients' digital presence.

Editorial Designer House of Ecuadorian Culture | *Jun 2013 – Aug 2021*

- **Publication Design & Layout:** Led the art direction and layout design for a wide range of literary works, art books, and catalogs. Managed the entire production process from concept to print-ready files, ensuring high typographic standards and attention to detail.

Software & Tools

- **Adobe Creative Suite (Expert):** Illustrator, Photoshop, InDesign, **Adobe Express** (Advanced content creation).
- **Generative AI & Ideation:** Adobe Firefly (Specialized in Firefly Boards for collaborative ideation and moodboarding), ComfyUI, Replicate.
- **Packaging & 3D:** Adobe Dimension, Cinema 4D , SketchUp, Dieline Creation.
- **Web Design & CMS:** WordPress (Elementor Expert), Joomla, HTML/CSS.
- **Content Platforms:** Canva (Proficient for team templates and quick assets), Social Media Design.
- **Video Editing & Motion:** Adobe Premiere Pro, Adobe After Effects.

Languages

English

- Spoken, Good
- Written, Good
- Understanding, Advanced

German

- Spoken, Fair
- Written, Fair

- **Brand & Marketing Collateral:** Designed comprehensive promotional materials including posters, brochures, logos, and banners, maintaining visual brand consistency across all printed assets.
- **Digital Strategy:** Managed and updated the department’s website and launched the bookstore’s social media presence, promoting the transition to digital book formats.

Packaging Designer Arteflex | Apr 2006 – Jun 2012

- **Flexographic Packaging Specialist:** Specialized in the design and prepress of flexible plastic packaging for mass-consumption brands. Collaborated directly with clients to translate marketing goals into functional, high-quality packaging solutions.
- **Technical Prepress & Retouching:** Executed advanced photographic retouching and file preparation, ensuring all designs met rigorous flexographic printing standards. Expertly handled dieline manipulation and color separation
- **Production Supervision:** Provided technical support during the printing phase (press checks) to troubleshoot issues and ensure the final output matched the approved design intent.

Packaging Designer Flexiplast S.A. | Apr 2002 – May 2005

- **Structural Packaging Design:** Specialized in the manufacturing of flexible packaging, focusing on the precise creation and manipulation of mechanical plans (dielines) and technical schematics for production.
- **Prepress & Production:** Managed the full prepress workflow, preparing print-ready files and ensuring that all designs met strict manufacturing specifications.
- **Client & Sales Consultation:** Partnered with the sales division to provide technical design support for national and international clients, translating their requirements into feasible and attractive packaging solutions.

Editorial Designer Hojas y Signos | Sep 2001 – Apr 2002

- **Editorial & Print Design:** executed layout and design for a wide variety of printed materials, including books, magazines, and commercial catalogs.
- **Creative Collateral:** Designed custom graphic assets such as posters, calendars, and invitations, ensuring high-quality standards for final print production.

References

Patricio Herrera Crespo

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Ing. Arturo Sánchez

Manager of Flexipast S.A. ·
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Editorial Designer Don Bosco Printing | Jan 2001 – Jul 2001

- **Print Design & Layout:** Designed a wide range of editorial and commercial materials, including books, magazines, catalogs, and posters, working directly within a printing workshop environment.
- **Photo Retouching:** Performed photo retouching and image enhancement for various print projects, ensuring optimal quality for final reproduction.

Packaging Designer Fupel Cia. Ltda. | Jun 1999 – Jun 2000

- **Flexible Packaging Production:** Worked within a manufacturing environment dedicated to flexible packaging, gaining foundational expertise in industrial design constraints and production workflows.
- **Technical Design & Prepress:** Responsible for the creation of mechanical plans (dielines) and executing prepress tasks to prepare designs for final manufacturing.

Editorial Designer Sepcolor | Jan 1998 – Jun 1999

- **Color Management & Prepress:** Gained advanced technical expertise working at the country's pioneering firm for digital color separation. Mastered color treatment and the preparation of files for high-quality professional printing.
- **Graphic Design & Layout:** Executed the design and layout of various editorial materials, including books, magazines, brochures, and posters, ensuring strict adherence to print standards.
- **High-End Retouching:** Collaborated closely with industry experts in photo retouching to ensure superior visual fidelity and color accuracy in all graphic outputs.

Education

San Francisco de Quito University

Associate in Graphic Arts, Design and Communication
Graduated: 2001

Almirante Nelson Naval Academy

High School. Specialty: Physicist - Mathematical 1994

Colegio Cardenal Spellman

Elementary and Middle School 1980-1990