

Carlos Oliveras Colom

Lead Brand Designer

Lettering Artist

Illustrator

He/
Him

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DESIGNING SINCE 2014 — **FOCUS** Problem Solving, Branding, Visual Systems, Iconography

PLENTY Lead Brand Designer — 2019 - Present

At Plenty, a young indoor vertical farming start-up. As the solo designer for a almost 2 years - I became a pillar to design & brand look of Plenty. I have helped the brand transition from what it was to what it is today. I have been laying the ground work, creating a solid base and visual system that flows seamlessly on all aspects of the brand.

- Design, develop and evolve brand while documenting in guidelines.
- Create an Iconography and Illustration system.
- Design Packaging & Packaging System for products.
- Create an array of marketing material from printed to digital.
- Lead the design vision for the brand & overview the work of others.
- Art direction of brand and photography.
- Website wireframing and design.

SNAPCHAT Senior Brand Designer — 2019

I was brought to help create a brand system that would flow and compliment their app in order to release their first marketing campaign which featured their 2019 logo update. I was able to help create the system and also implement it in their first international campaign about "Real Friends" that was divided in two phases.

- Create a brand system: Update iconic yellow color, Chose a font family & Create guidelines.
- Concept, Design & Implement 2-phased marketing campaign about "Real Friends" using the brand system created.
- Establish typographic treatments based on app native fonts.
- Storyboarded and collaborated with animators.

TBWA\ MEDIA ARTS LAB (APPLE) Mid-Designer — 2016-2019

For Apple, I got to work on a multitude of their marketing projects for their array of products, but specially for Apple Music. I got to create a campaign introducing the music streaming platform to the world. I was in it from beginning to end — concept, design and execution of a global visual language of music. Which then was the documented in guidelines to be able to localize it around the world.

- Help concept the Apple Music Introduction to the world.
- Design, and develop a visual language that flowed naturally with the existent Apple Music platform and Apple as a parent brand. Then implement campaign for placements all around the world.
- Collaborate with studio that helped us bring to life all 3D animations.
- Lead the campaign visual look, storyboard and collaborate with editors.

FREELANCE 2021 — Present

As DonCarrros, my virtual alias name, I have been able to collaborate with multiple companies as a lettering artist and illustrator.

- Companies like Amazon Music, Adobe, WIRED Magazine, LA Times, Microsoft, EDC, American Greetings, SAXX Underwear, Meati & others.

RADIO DISNEY Designer — 2016

JIBJAB STUDIOS Junior Designer — 2015

RINGLING COLLEGE DESIGN CENTER Junior Designer — 2014-2015

EDUCATION

(2015) BA in Graphics & Interactive Communications, Ringling College of Arts & Design

SKILLS & SOFTWARE

Bilingual: English & Spanish
Pro: Adobe Creative Suite, Figma, Keynote, Google Suite & Procreate.

THINGS I CARE ABOUT

Work: Cohesion, Smart Design, Simplicity, Function, Respect, Diversity & Communication.

Personal: Equality, Openness, Positive Vibes, Family, Artwork, Traveling, Balance, Spontaneity, Drag & Music.