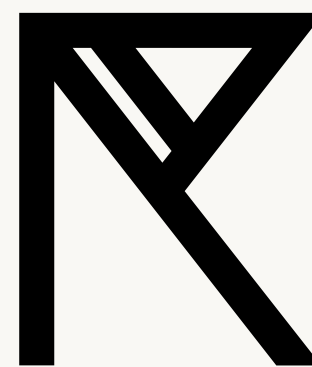# Giancarlo Renzi Y.

Raido: "ride, journey" is the reconstructed Proto-Germanic name of the r- rune of the Elder Futhark.

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bio: I am **Multidisciplinary Designer** with over **8 years of experience** in the design field, holding a **Bachelor's and Master's Degrees in Industrial Design**. Throughout my career, I have cultivated a specialized **expertise in Branding,** honed through extensive work experience, continuous learning via courses, hands-on practice, and dedicated research. My **skill set** spans a wide range of disciplines, including graphic design, 3D modeling, product rendering, photography, sound design, music production, signage, interior design implementations, and video editing. I have had the privilege of collaborating with both boutique studios and international companies, and for the past 2 years, I have worked **full-time as a freelancer,** serving a diverse range of clients with effective design solutions. I am currently based in Albany, New York.

experience

Work

(2014-Current) Freelance - Multidisciplinary Designer: Since 2014, I have been running my own brand "Raido" for music production and mastering, which has expanded to include my design services for concurrent freelance clients. My work includes logo design for tech startups and design studios in Panama, UI graphic design for video games[1], branding for media/content creators, and lobby redesign for one of Amazon's buildings in Costa Rica. Full-time freelancing since 2023.

(2023-2024) The Publica - Head of Design/Branding: Brand inception and management of small design team for a news-media startup.

(2022-2023) Lionbridge - Senior Graphic Designer: Serving Motorola as part of Lionbridge's Global Team, I wasresponsible for designing training prints and decks, as well as creating social media assets. Additionally, I handled branding work, such as packaging for launch kits, carrier-specific branding, and promotional material logos.

(2018-2021) <elastica> - Multidisciplinary Designer: As a part of a team of designers at a boutique design studio in Costa Rica, I worked on furniture, signage, and environmental graphics for hospitality and retail spaces. My responsibilities also included graphic design, video editing, photography, music, and sound design for branding, including projects for Honda Costa Rica and Marriott Hotels.

(2019-2020) YogaHealer - Multidisciplinary Designer: Working remotely for a US-based company, I was responsible for content development during their December-February social media/events campaign. This included creating graphic designs for flyers, landing webpages, banners, and other assets, as well as video editing and sound design for their two podcasts.

(2016-2017) Duco Lab - Industrial Designer: As an Industrial Designer at a Mexican design firm, I specialized in furniture design and graphical work.

Education

(2018) ELISAVA Barcelona School of Design and Engineering (Spain): Master's in Product Design and Development

(2010-2015) Universidad Veritas (Costa Rica): Bachelor's in Product Design.

(1996-2010) Lincoln Internation School (Costa Rica): Elementary, Middle, and High School with IB certificates in Math, Physics and Computer Science.

1: Unfortuntaly, due to the nature of some of these projects (some still in development), they can't be included in the portfolio but can be shown privately.

skills/softwares

General Skills:

Brand Creation:
Development from Concept to Brandbook and Applications.
Social Media Content development:
Graphic Design, Motion Greaphics, Copy, +
3D Modeling and Rendering:
Blender and game/production ready assets
Signage, environmental graphics:
Development of 2D/3D assets for production.
Furniture Design:
Design and Blueprints for furniture, preferably metal and wood.
User Research and User Persona Profiling:
Research for Product Development.
Photography and Video:
Shooting and Editing.
Sound Design and Music Production:
10+ years of experience. Music, Sound Design and Soundtracking.

Softwares:

Graphic Design and Photography
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe Ligthroom
Figma
Midjourney and other AI Image generators
Video
Adobe Premiere
Adobe After Effects
3D
Blender
Plasticity
Substance Painter

Audio
Ableton Live 12