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Frank Martin Urben

Projects/Content Manager, Art Director, Designer, Illustrator, Animator, Photographer
40 years old
Languages: English (advanced), German (intermediate), and French (basic)

Educational background:

Bachelor's in graphic design	**08/01/2002 - 07/31/2006**
Fine Arts University of São Paulo	
Bachelor's and associate degree in Biology	**02/01/1999 - 11/31/2001**
Santa Cecília University	

Professional experience:

Conexia Education   2022 – to date

Editor and *Art Director*

- Ensuring adherence to the graphic design of materials diagrammed by third parties;
- Develop the layout of books ensuring the application of the graphic design and distribution of content on the pages within the deadline;
- Create graphic projects and graphic design materials, in addition to contributing to the diagramming of specific materials;
- Manage the editorial flow of materials and illustrations via Trello, ensuring compliance with the schedule;
- Ensure the technical conversion of files for printing to the standards of the graphic industry;
- Register the specific needs and the conditions and deadlines to execute the layout;
- Apply corrections to existing materials;
- Ensuring that the archives are always up to date and organized.

Tutoria Girassol and Aurora ABTAA Projects (Educational Platforms)
2020 – to date

Project Manager and Art Director

- Preparation, together with the customer, the scope and requirements document based on the customer's concepts and needs;
- From the Requirements Document, I decoupled them into stories to initially transform them into macro activities (I use agile methodology);
- Broke macros into micro activities for the backlog;
- From the Backlog, I estimated effort and priced each set of activities, organized production schedule to define Sprints and reached a deadline, all together with the development team;
- Set up Scrum panel to monitor the status of activities and thus extract the necessary indicators to assemble the dashboards with information for the client and team to follow the development;

• Followed the team to ensure goals and deliveries;
• I was an information bridge between the client and the development team.
• I did crisis management when the project was tight and most importantly: be clear and direct in communications with stakeholders.

Autonomous, working from home   2020 – to date
Art Director, Designer, Illustrator, Photographer, and Video Editor
- Creating the visual identity for the Aurora (Brazilian Association of Anthroposophical Artistic Therapists) website, social media, and advertisement.
- Writing the script and editing videos for Igor Rafailov's tourism project.
- Creating editorial illustrations for the "Meus Sonhos" (My Dreams) Project.
- Producing comic books, political cartoons, and comic strips for personal projects.

Parteira Sincera (Sincere Midwife)   2018 – 2019
Art Director, Designer, Illustrator, Photographer, and Video Editor
- Creating the company's visual identity and logo.
- Producing and maintaining the website and social media.
- Photographing and shooting for the activities in the projects.
- Directing and editing the audiovisual material for the Parteira Sincera.
- Creating advertisement pieces for events and speeches.

FID Financial Business/ FeedoBem Portal   2017 – 2018
Project/Content Manager and Art Director
- Planning and managing the creation and development of the Feedobem Portal.
- Developing infrastructure studies to sustain a large size portal. Working out budgets for development, content creation, and marketing teams.
- Together with the team, defining concepts for the brand and product/content to feed the portal.
- Leading art teams, producing comic books, comic strips, posts for social media, advertisement videos, thumbnails for the portal calls, and creating editorial illustrations to enrich the texts in the portal.

Daccord/Escribo S.A.   2012 – 2016
Art Leader
- Creation and production of educational material (DEOs), such as games, animations, illustrations, animated infographics, designing printed books and e-books for *Escribo* and their clients as well (*Editora Abril, SOMOS, Ática, FTD Educação, Editora Saraiva, Ético, Cultura Inglesa, Learning Factory, Editora IBEP-Nacional*).
*Promoted to **Projects Manager***
- Producing educational e-books with games, narratives, animations, videos, image galleries, etc.
- Reformulating the company's visual identity, creating new websites for the brands and products.
- Developing marketing pieces, interfacing with the company's marketing and sales teams.
- Conceptualization, visual identity, and interaction design (UI) of an innovation tool to produce educational objects (*Frei.re Lab*).

Pearson publishing company –
Educational Systems and Digital Media   2010 – 2012
Animator/Senior Illustrator
- Creating and developing characters, sceneries, and animations.
- Producing animated and interactive infographics.
- Developing editorial illustrations.

Promoted to **High School Material Production Supervisor**
- Responsible for controlling the production and delivery of that period's products.
- Guiding and helping in the search for creative solutions to improve the quality and speed the production of games, animations, infographics, illustrations, and videos.

Promoted to **General Production Supervisor**
- Besides the abovementioned job description, the responsibility was increased, as I took on the whole project (including elementary and middle school).
- Leading a team of 30 people, including animators, illustrators, programmers, designers, video and sound editors, voice actors, and trainees.

Continuing education:

Porto Digital   August 1, 2012 – February 1, 2013
Course on Agile Project Management
PMI-ACP course with the human resources development program at *Porto Digital* of Recife, lasting six months, four hours a week.

Quanta   April 10, 2010 – February 1, 2011
Course on Concept Art
Course on concept art techniques and styles, given by Eduardo Schaal, with a course load of 160 hours.

Tomie Ohtake Institute   August 1, 2006 – December 15, 2006
Course on Narrative and Illustration
Course on book narrative and illustration, given by the illustrators Andrés Sandoval and Fernando Vilela, with a course load of 48 hours, plus the final project.

Tomie Ohtake Institute   July 1, 2006 – December 1, 2006
Course on Child Book Illustration
Given by illustrators Odilon Morais and Fernando Vilela, with a course load of 48 hours, plus the final project.

Cinema Course   May 10, 2003 – July 12, 2003
Total Cinema Course: production, script, direction, photography, and legislation, given by filmmaker Walter Webb, with a course load of 54 hours.

Course on Freehand Drawing   2001
Given by Dalton de Luca. Duration, six months.

Course at the Comic Book Factory   1999
Given by Roger Cruz, Alexandre Jubran, Eduardo Schaal, Roberto Campos, and João Prado, for six months.

Expositions:	**Illustration Exposition** **December 8, 2008 – January 23, 2009**

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Illustration Exposition **December 8, 2008 – January 23, 2009**

Participated as an illustrator at the Magical Moment of Creation. The exposition took place at the CITI space, on Paulista Avenue. Curator of the exposition: Jacob Klintowitz.

Photography Exposition **January 7, 2008 – February 22, 2008**

Participated as a photographer in the Pathways of Art: Four Young Artists. The exposition took place at the CITI space, on Paulista Avenue. Curator of the exposition: Jacob Klintowitz.

Experience
with Software:

Jira (advanced)
Trello (advanced)
Slack (intermediate)
Adobe Photoshop (advanced)
Adobe Illustrator (advanced)
Adobe Flash (advanced)
Adobe Premier (advanced)
Adobe InDesign (advanced)
Adobe Acrobat 10 (advanced)
Adobe Encore (intermediate)
Adobe After Effects (basic)
Adobe Comp (intermediate)
Adobe Capture (intermediate)
Figma (intermediate)
Infinite Painter Android (advanced)
ArtFlow Android (advanced)
Medibang Android (advanced)
Autodesk Sketchbook (intermediate)
Inkscape (advanced)
Inker Android (advanced)
Canvas (advanced)
Da Vinci Resolve (intermediate)
Corel Painter (intermediate)
Corel Draw 13 (intermediate)
QuarkXPress (basic)
MySql (basic), SQLite (basic)
HTML + CSS (basic).

PS: I can easily learn to work with software and systems!