

Curriculum Vitae
Rodolfo Sebastian

Vitae

EDUCATION AND CREDENTIALS

2025

EAST TEXAS A&M UNIVERSITY

Master of Science in Business Analytics

An approved Science, Technology, Engineering and Mathematics (STEM) program. The program offers students an opportunity to develop expertise in the art and science of business analytics in this high-demand field. Students will learn how to collect, organize, analyze, optimize and interpret Big Data.

2020

THE UNIVERSITY OF TEXAS AT AUSTIN

Bachelors of Science in Radio-Television-Film

Radio-Television-Film Austin, seeding both the high-tech industry and vibrant arts community. It's where you can write / direct / edit / shoot / produce; where you can gain understanding of the historical, cultural, industrial and global contexts surrounding film, television, and advertising.

2024

EAST TEXAS A&M UNIVERSITY

Master of Fine Arts in Visual Communication

The Master of Fine Art with an emphasis in Visual Communication Design centers on meeting the needs of practicing professionals in the expanding field of Visual Communication Design who aspire to achieve a higher level of proficiency in creative design innovation, design professional practice and/or to pursue a career in design education. MFA program explores creative process innovation; design development and inter-disciplinary design community initiatives.

2024

MFA THESIS TOPIC:

*An easy method of voting for Texas Counties
Electronic voting app featuring ID verification
and a ledger-secured electronic ballot for
public elections and institution-based.*

Professional Experience

PROFESSIONAL WORK

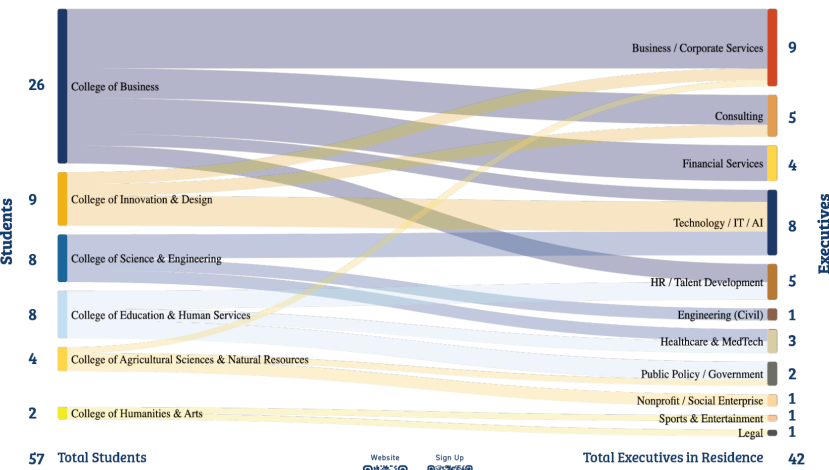
Designed and coded a custom Sankey diagram using D3.js, implementing precise datasets provided by the Chief Academic Officer and Executive Director. Applied East Texas A&M University branding by integrating official hex color codes and typography into the visualization. Developed the full diagram in

JavaScript within a web-hosted environment, including functionality to download a high-resolution PNG with a transparent background. Integrated the finalized Sankey graphic with accompanying pie-chart visualizations in Adobe InDesign to produce a polished, double-sided Executive in Residence one-page report.

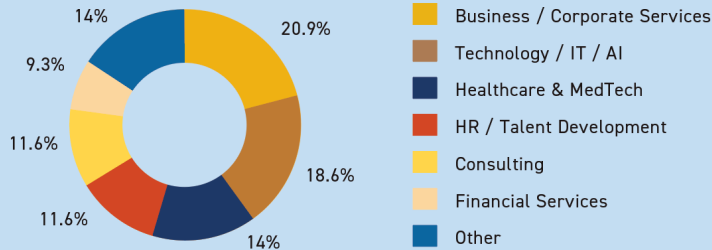
Connecting Students to Executive Expertise

This visualization demonstrates how students from across the East Texas A&M University engage with leaders from diverse professional sectors through the Executive in Residence Program. Each flow represents students gaining access to real-world industry insight, mentorship, and career guidance.

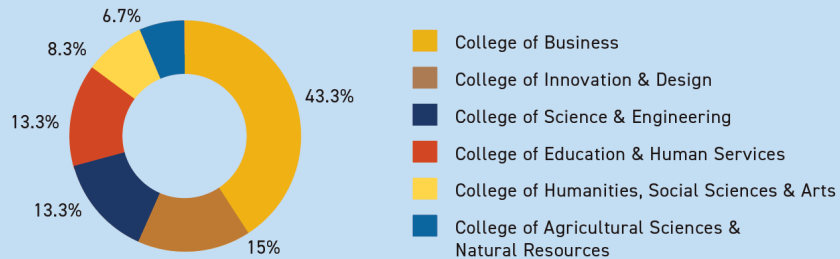
- 6 Academic Colleges represented
- 50+ Students gaining mentorship and professional exposure
- 10+ Executive Career Sectors involved
- 100% aligned with workforce-ready outcomes



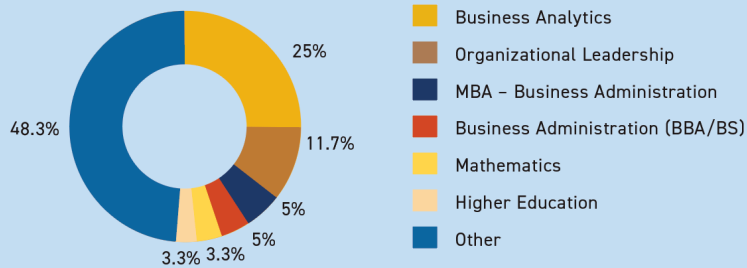
Executives Industry Representation



ETAMU College Distribution Breakdown



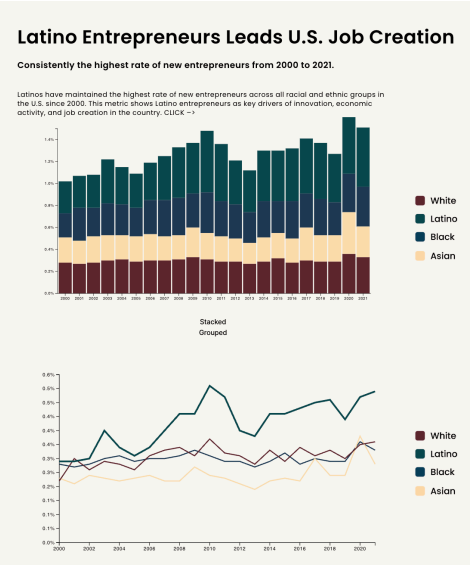
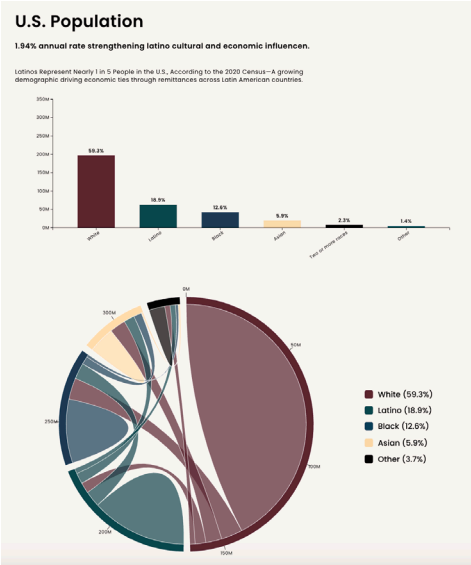
Student Degree Breakdown



PROFESSIONAL WORK

Designed and coded a series of interactive data visualizations for a professional website, combining principles of visual communication with modern data science tools. Leveraged JavaScript, AI-assisted design workflows, HTML, and D3.js libraries to build chord diagrams, population graphs, and dynamic layouts

driven by U.S. Census data. Each visualization was fully interactive—clickable, explorable, and styled with precision—showcasing both design systems and technical coding expertise. The work demonstrated the integration of storytelling, accessibility, and advanced data coding for web-based engagement.

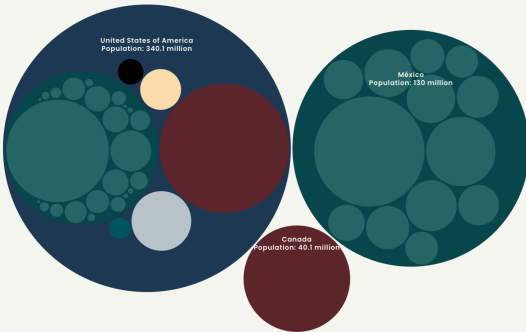


PROFESSIONAL WORK

Latinos Power North America’s Growth

Over 196 Million Strong Across Canada, the U.S., and Mexico.

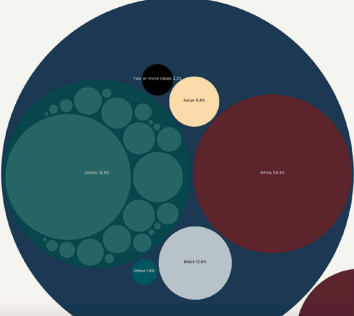
Latinos represent a combined 200 million people in North America: 16M in Canada, 85 M in the U.S., and 130M in Mexico. That’s over 42% of the region’s 486 million population. This makes Latinos a defining cultural and economic force within the USMCA (North America), one of the two largest regional blocs in the world—driving trade, innovation, and continental unity. [CLICK ->](#)



Latinos Power North America’s Growth

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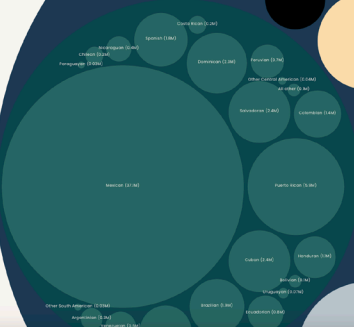
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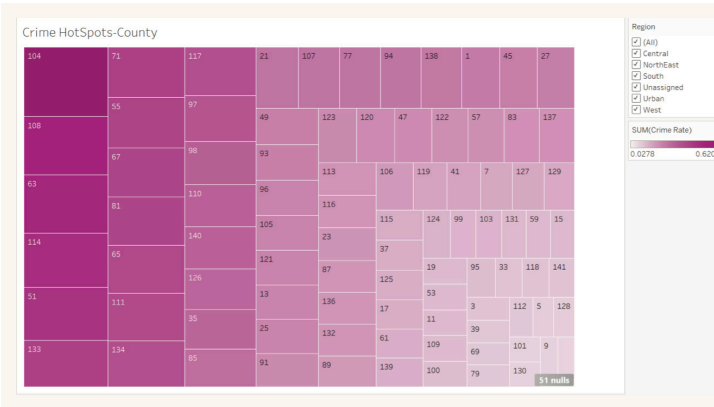
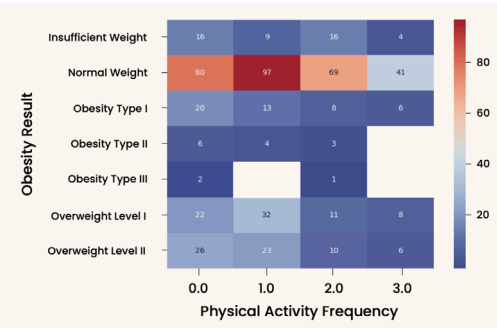
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PROFESSIONAL WORK

Developed enterprise-grade dashboards using Tableau and Microsoft Power BI to analyze national datasets on crime distribution and obesity statistics. Designed interactive visualizations that connected multiple data sources, modeled performance, and uncovered key social and health trends. Special attention was given to color palettes and design implementation to ensure the dashboards were not only functional but also aesthetically engaging. Built for clarity, scale,

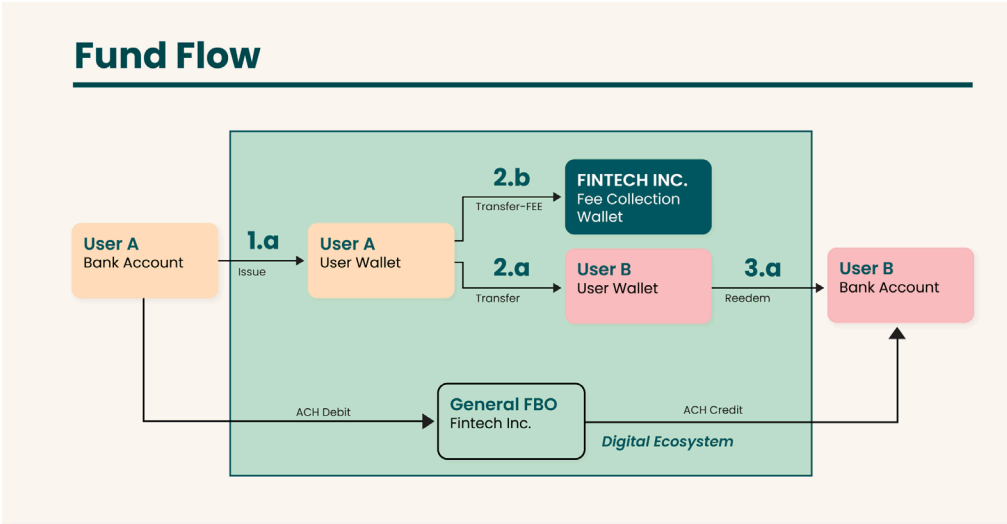
and real-time decision-making, the dashboards showcased the ability to translate raw data into actionable insights across industries.



PROFESSIONAL WORK

Led the full strategic plan for a fintech mvp app, including branding guidelines, marketing strategy, financial projections, fund flows, data flows, and a roadmap for 50-state bank licensing. Led and collaborated with multiple developers to design and build the Minimum Viable Product (MVP) app, gaining hands-on experience with design systems, data flows,

and integrating APIs to make the product robust and cost-efficient. The MVP served as the foundation for incorporation and strategic partnerships with technology firms, leading to a robust infrastructure and collaboration with experienced banking partners to secure top-tier alliances and finalize the fully licensed app platform. Link – <https://pre.cashmit.com/>



PROFESSIONAL WORK



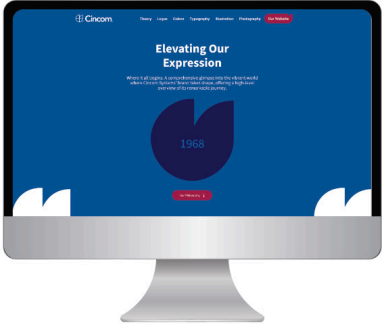
PROFESSIONAL WORK

Developed UI/UX designs and landing proposal webpages for Cincom Systems Inc., showcasing an adept blend of branding, creative design, and typography. For the third proposal, a color palette dominated by Cincom’s two primary colors, blue and white,

symbolized innovation, clarity, and trust. The layout was modern and sleek, focusing on user-friendly interfaces and cutting-edge design elements, reflecting the company’s pioneering role in the tech industry.



PROFESSIONAL WORK



PROFESSIONAL WORK

The exhibition aims to showcase innovative methods and emerging technologies that could improve the voting process, focusing on non-profit organization, integrity, accessibility, and security. Through interactive displays and

demonstrations, the audience will learn about the potential of mobile e-voting applications, with based encryption ledger technology, to provide equal opportunity to every voter, regardless of their location or physical abilities.

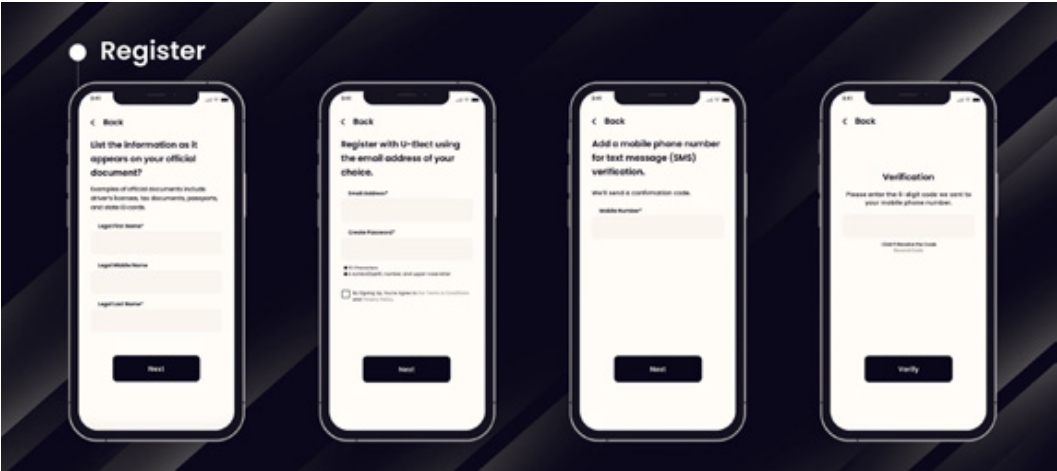
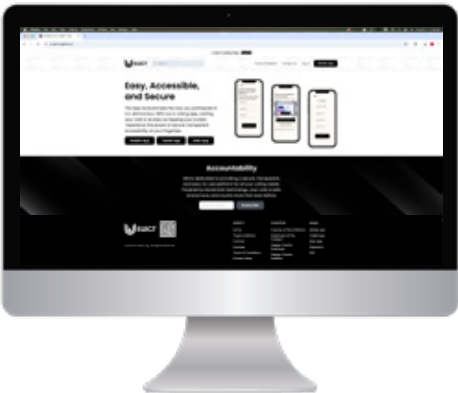


PROFESSIONAL WORK

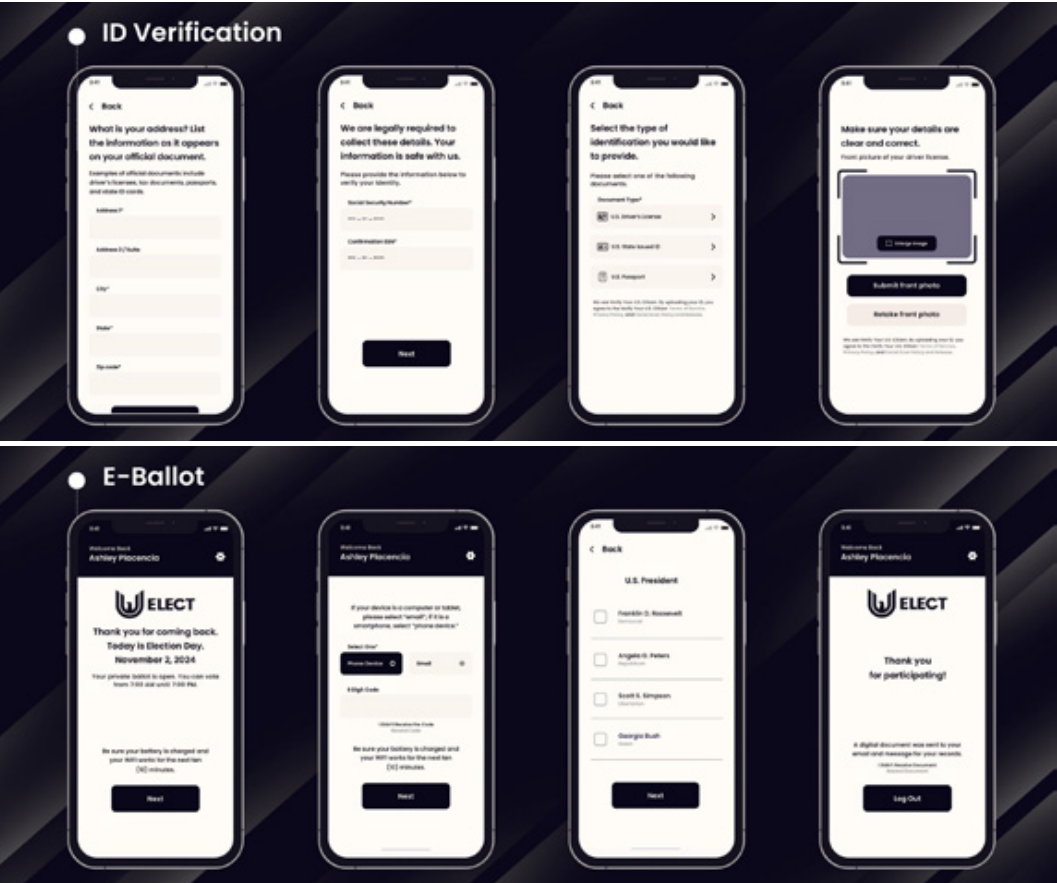
[illegible]

PROFESSIONAL WORK

The app offers a user-friendly interface and secure platform for casting ballots, ensuring every vote counts. By engaging with the presentations at this exhibition, the audience will gain a deeper understanding of the challenges facing traditional voting methods and the exciting possibilities emerging technologies offer. Ultimately, the goal is to inspire action toward creating a more democratic and accessible voting process for all.



PROFESSIONAL WORK



PROFESSIONAL WORK



PROFESSIONAL WORK



PROFESSIONAL WORK

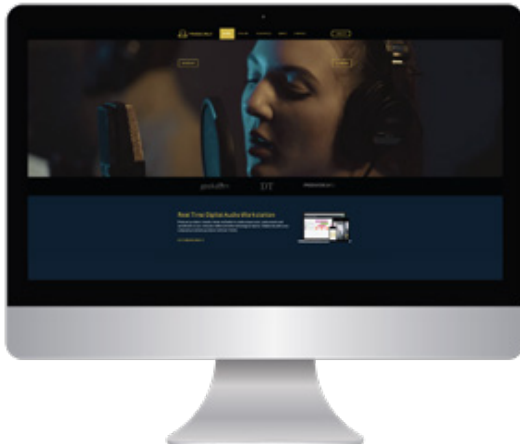


PROFESSIONAL WORK

Producerly LLC is a San Antonio-based real-time digital audio workstation. Its visual identity is simple and technologically conscious, and the designs are technological and minimalistic. A musician or producer who uses Producerly is a vivid and creative collaborator. The design relies heavily upon a vibrant, bright

color palette from dark music studios and colorful lights to have these musical qualities.

The website relies heavily on black to distinguish the brand colors from the dark studio background and keep the musician's tools central to the designs, color, and imagery.



PRODUCERLY 



PROFESSIONAL WORK

The task involved developing isometric graphics for several service areas. The design for Software Services was an exploration into the digital infrastructure, visualizing complex networks and systems in a comprehensive manner. Additionally, the graphics encapsulated the delicate balance of risk assessment, showcasing a

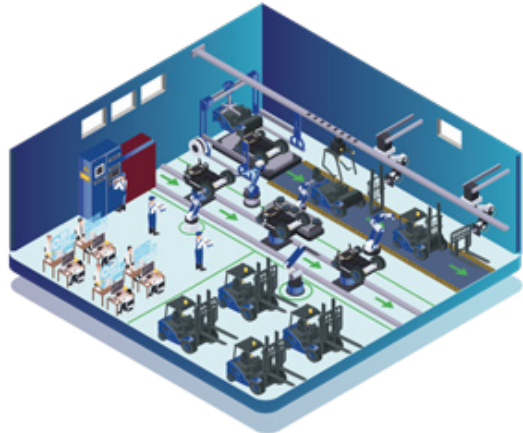
thorough understanding and representation of these complex concepts. This included the integration of cutting-edge design techniques to ensure that each graphic not only conveyed information effectively but also engaged the viewer aesthetically.



PROFESSIONAL WORK

The designs involved the creation of isometric graphics for several service areas, including two specific designs for the website. The first design focused on an airplane's engines, capturing the complexity and precision of aerospace engineering. Subsequently, attention was turned to an isometric design for the website, depicting a forklift factory

with detailed accuracy. This work was further extended to more isometric designs, each tailored to specific industrial areas where Cincom Systems offers its software solutions to clients. These designs were not only visually engaging but also effectively communicated the diverse applications of Cincom's software in various sectors, from manufacturing to aviation.



PROFESSIONAL WORK

Responsible for giving creative direction, conceptualizing, collaborating with Executive Directors, and producing marketing-design materials for East Texas A&M University's Division of Student Affairs, Dean of Students office. Developed campaigns that unified the division's visual identity across print and

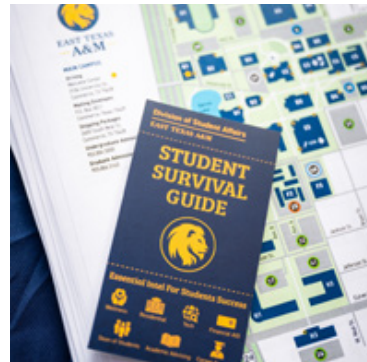
digital channels and campus visibility. Executed branded initiatives including impact reports, guidebooks and event promotions, ensuring consistency with institutional goals. The work emphasized storytelling, accessibility, and measurable impact, positioning the division as a trusted hub for student resources.



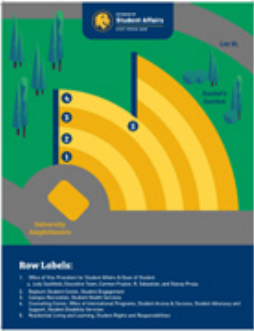
PROFESSIONAL WORK



PROFESSIONAL WORK



PROFESSIONAL WORK



PROFESSIONAL WORK



TOPGOLF



ROAR ON LIONS!

EVENT MAP



First Floor 101-134

Bay	101	102	103	104	105	106	107	108	109	110	111	112	113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128	129	130	131	132	133	134
Bay	101	102	103	104	105	106	107	108	109	110	111	112	113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128	129	130	131	132	133	134
Bay	101	102	103	104	105	106	107	108	109	110	111	112	113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128	129	130	131	132	133	134

Second Floor 201-240

Bay	201	202	203	204	205	206	207	208	209	210	211	212	213	214	215	216	217	218	219	220	221	222	223	224	225	226	227	228	229	230	231	232	233	234	235	236	237	238	239	240
Bay	201	202	203	204	205	206	207	208	209	210	211	212	213	214	215	216	217	218	219	220	221	222	223	224	225	226	227	228	229	230	231	232	233	234	235	236	237	238	239	240
Bay	201	202	203	204	205	206	207	208	209	210	211	212	213	214	215	216	217	218	219	220	221	222	223	224	225	226	227	228	229	230	231	232	233	234	235	236	237	238	239	240



Student Affairs

EAST TEXAS A&M



ROAR ON, LIONS! SCHEDULE

6:00 PM

Doors Open Check-In

Check-in opens in the lobby of Topgolf! Once our hosts arrive, check in, grab your tickets and head to the 1st floor to check in.

6:30 PM

Scholarship Drawing

We want to keep your ticket (provided at check-in) handy and enter for your number to be called. Prizes will be given to the winner.

7:00 PM

Pictures with the President and Lucky

Each ticket holder will have your picture taken with our President, Dr. Mark Riddle, and our mascot, Lucky the Lion (Lions Lounge & Gift Shop).

7:30 PM

Prize/Swing Announcement

We want to keep your ticket (provided at check-in) handy and enter for your number to be called. Prizes will be given at the stage on the 1st floor.

8:00 PM

Scholarship Drawing

We want to keep your ticket (provided at check-in) handy and enter for your number to be called. Prizes will be given at the stage on the 1st floor.

8:30 PM

Prize/Swing Announcement

We want to keep your ticket (provided at check-in) handy and enter for your number to be called. Prizes will be given at the stage on the 1st floor.

9:00 PM

Event Wrap-Up

Thank you for attending, and we can't wait to hear you ROAR ON, Lions!



Student Affairs

EAST TEXAS A&M





SAVE THE DATE

August 20-30

LIONS WILL BE WELCOMING YOU!



Student Affairs

EAST TEXAS A&M

AUG 22

OSE Bilingual

Location: OSE Bilingual

AUG 22

RSC Takeover: Greek Edition

Location: RSC Takeover: Greek Edition

AUG 23

Lions Volleyball vs UT Tyler

Location: Lions Volleyball vs UT Tyler

AUG 24

Rangers Game Shuttle!

Location: Rangers Game Shuttle!

AUG 25

Donuts & Directions

Location: Donuts & Directions

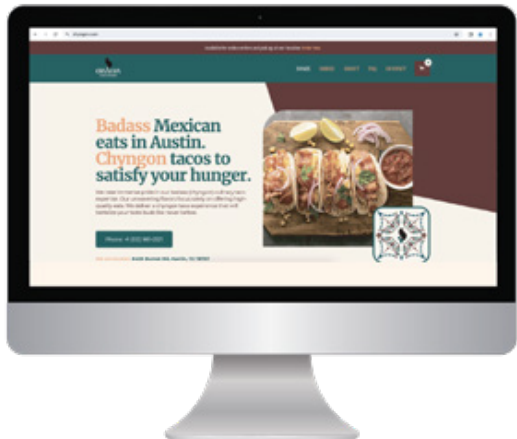
PROFESSIONAL WORK



PROFESSIONAL WORK

The task at hand was to create a new brand for Chyngon Eats, a family-owned business that prides itself on its immense passion and pride in serving authentic Mexican food with a distinctive Chyngon flair. This project was born out of a deep-rooted desire to share the vibrant flavors of Mexico with the Austin

community. The challenge was to capture the essence of traditional Mexican cuisine, infusing it with unique family recipes and techniques. The process involved crafting everything from the logo to the menu design, ensuring that each element reflected the authenticity and quality of their offerings.



PROFESSIONAL WORK

Directed the complete sub-brand for East Texas A&M University’s Division of Student Affairs, creating a unified identity across digital and print channels. The creative direction initiative defined a comprehensive color and typography system, developed branded campaigns (“Lion Lineup,” “Mane Guide,”

“ICYMI,” “Lucky’s Tips”), and designed mascot and iconography for consistent student engagement. We ensured with the Marketing Division to align on standards and built a reusable design system, so the toolkit applies only to Division of Student Affairs content (not university-wide or other departments).

Primary Logo



Primary Logo



Secondary



Tertiary



Primary Colors



Typography

Headline

Din Non-Condensed Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
tuvwxyz

Additional Weights



Bree Serif Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
stuvwxyz

Additional Weights



PROFESSIONAL WORK

Creating the Brand

MANE
Guide

LION
Spotlight

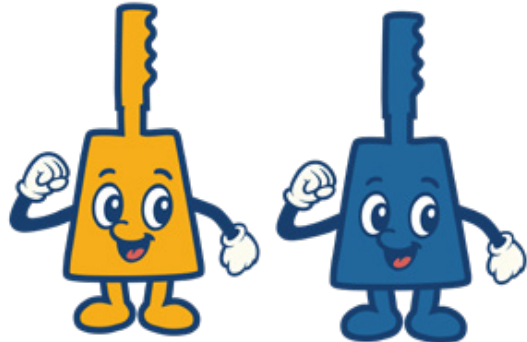
Lion
Lineup

((Lion
Live))

ICYM!

Lucky's
Tips

Students Affairs Mascot



friendly welcoming cheerful

Students Affairs Colors

CMYK: 80/42/0/25
PMS: 646
RGB: 32/103/157
HEX: 20679D

CMYK: 100/60/0/50
PMS: 2955
RGB: 0/56/108
HEX: 00386C

Students Affairs Post Design



PROFESSIONAL WORK

Students Affairs Dates



Students Affairs Deadline

Deadline

Log Your Community Service Hours
May 5 at 11:59 p.m. | Submit online via myLeo

Have you volunteered to support a local or campus initiative? ETAMU's ServiceScript-style program allows you to officially record your service to the community on your ETAMU transcript.

www.etamu.edu/studentaffairs/servicehours

MAY 19

Lions Countdown to Graduation
Noon - 2 p.m. | RSC Front Lawn

Countdown to Graduation is a tabling event where campus departments come together to provide helpful and timely information to all students—especially graduating seniors.

Stop by for snacks, games, entertainment, and photo ops—and discover how to stay connected with ETAMU after graduation!

Student Affairs + ETAMU Joint Promotion



Student Affairs Department-Only Outreach



Student Affairs Icons



PROFESSIONAL WORK


Under the vision of the Chief Academic Advisor and the Executive Director of Industry Partnerships at East Texas A&M University's Division of Academic Affairs in Dallas, I designed and developed branded materials to support the Executive in Residence Program. The initiative connected accomplished business leaders with students through

mentorship, workshops, lectures, and strategic advising, empowering student success with real-world insight. I also created the invitation for "Legal Leaders" series and designed the materials for the Dallas Datathon, ensuring visual consistency, accessibility, and alignment with institutional goals



PROFESSIONAL WORK

beth@etamusa.edu'."/>

Executive in Residence Program

Empowering Student Success Through Executive Insight

What is the Executive in Residence (EIR) Program?

The Executive in Residence Program at A&M University connects students with accomplished business leaders who share their wisdom and insight into the student success experience through mentoring, guest lectures, workshops, and events. A&M University champions student success practices as well as innovation in teaching and learning environments.

Why become an Executive in Residence?

- Engage the next generation of leaders
- Gain valuable insights into the student success experience
- Develop an in-person relationship with students
- Engage with "social thought" leaders

New You Can Do Image

Help business clients at university organizations
 Increase your visibility in the community
 Develop high potential students and emerging faculty
 Showcase your resources to undergraduate and graduate students

New Commitment

- You can commit for as little as one month or as long as one year
- Payment plan: \$5000 cash fee – \$20 fee to maintain an engagement with students per year

Program Schedule


EIR sessions are hosted in:

- Spring (January, February, March, April, and May)
- Summer (June and July)
- Fall (September, October, and November)

Get all the details on the EIR and find out how each month benefits "The Student."
[Click on the links below to learn more about your university](#)

Let's Welcome a Change Together

Dr. D. Sherrill
 Executive Director
 East Texas A&M University Office
 1000 University Drive
 P.O. Box 21000
 Lufkin, TX 75901-0000
 409.281.2200
sherrill@atam.utexas.edu





Executive in Residence Program

Empowering Student Success Through Executive Insight



Your Commitment

The Executive in Residence (EIR) Program at East Texas A&M University–Dallas is your opportunity to connect directly with accomplished leaders who have built successful careers in industries you aspire to join. These executives bring real-world insight, career advice, and professional connections directly to you, helping bridge the gap between classroom learning and the workplace.

Take the First Step Toward Your Career Success

Spaces in the EIR program are limited, and demand is high. Scan the QR code below to sign up for an upcoming EIR event

Website



Sign Up



Contact:
Dr. Laura Isbell
Executive Director for Industry Partnership
East Texas A&M University–Dallas
Laura.isbell@etamu.edu

PROFESSIONAL WORK

In designing Teacher Guidelines for the younger generation, a key focus was on the “Cool Activities” tailored to complement favorite episodes of the series. This documentary series, renowned for making science fun and accessible, is a foundation for these educational materials. The overarching mission, centered on STEM education, is driven by the belief in its power to improve the world.

Each guide reflects the show’s celebration of scientists as heroes, honoring their research and contributions. Additionally, the vibrant animations and inspiring storytelling of the series, which illuminate the wonders of the natural world, are seamlessly integrated into the guidelines, enriching the educational experience for young learners.



Hot Science.tv

TEXAS Moody
The University of Texas at Austin
Moody College of Communication

TWO SHOT WEST

**The Winkler
Family Foundation**

The University of Texas at Austin
Environmental Science Institute

PROFESSIONAL WORK

Go Round Rock envisioned an interactive motion graphics illustration scene for the Thanksgiving holiday. I meticulously crafted this video to be showcased on their various social media channels, ensuring an engaging experience for the audience. The design featured an illustrated, colorful home and turkey, capturing the essence of Thanksgiving.

The video was brought to life in a multilayered, interactive illustration, with effects that created a captivating loop video. The journey began with a panoramic city view and a cozy home. The frame then zoomed in, inviting the viewer into the house, where a delicious turkey and a TV proudly displayed the Round Rock CVB logo.



PROFESSIONAL WORK

The Visit Conroe Halloween video was showcased on their social media platforms. I aimed to convey an interactive, fun, and spooky Halloween mood. The campaign consisted of two variations: a forest backdrop and a campfire interacting on a spooky night day. I animated the campfire, glowing animal eyes, and the water to incorporate motion into

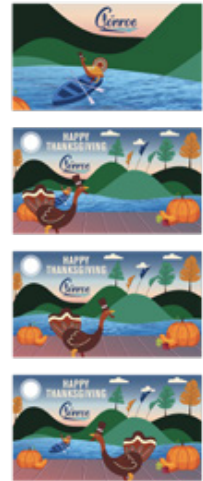
the video. I formatted the design for flexibility in various dimensions to post on Facebook and Instagram. The video animation within the design upholds its integrity at all sizes.



PROFESSIONAL WORK

In this video, I included vector turkey graphics as a visual symbol for Thanksgiving. The video was designed so that the turkey could move from the left side of the frame to the right side as if he were walking and dancing. The other turkey graphic is placed on a boat in the background to represent Conroe's outdoor activities. I

used fall colors combined with Visit Conroe's brand colors to convey the atmosphere of Thanksgiving. Each holiday video was designed to tell small stories within the motion graphic illustrations to draw the viewer's attention.

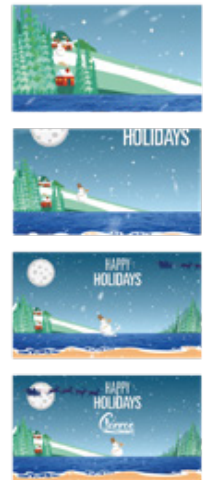


PROFESSIONAL WORK

Step into a world of warmth and comfort with Conroe's iconic lake-inspired video. The design, integrated with Conroe's brand color and winter-themed assets, features a moving lake graphic and a snowman enjoying the winter holiday. Picturing the snowman sliding into the lake with a cup of hot chocolate, while Santa and his reindeer fly above, creating a

cozy and relaxing holiday atmosphere.

The Christmas lake illustration, tightly cropped to create an abstract motion background, is a playful representation of Conroe's lake community. The motion graphics illustration was displayed on Conroe's social media community during the winter holidays.



PROFESSIONAL WORK

Taylor, Texas, asked me to create a Halloween-themed video representing their brand. I designed vector graphics and turned them into an engaging Halloween season video. The vector graphics and designed a Halloween-themed landscape to set the scene for a spooky night. I was designing a Halloween train to represent the Taylor train that emerges from

the hills close to the frame to open the video.

After the train disappears from the frame, the Happy Halloween type appears from puffs of smoke I designed. The Halloween-themed motion graphics interaction invites viewers to engage with Taylor Texas platforms during Halloween.





Curriculum Vitae

Rodolfo Sebastian