



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

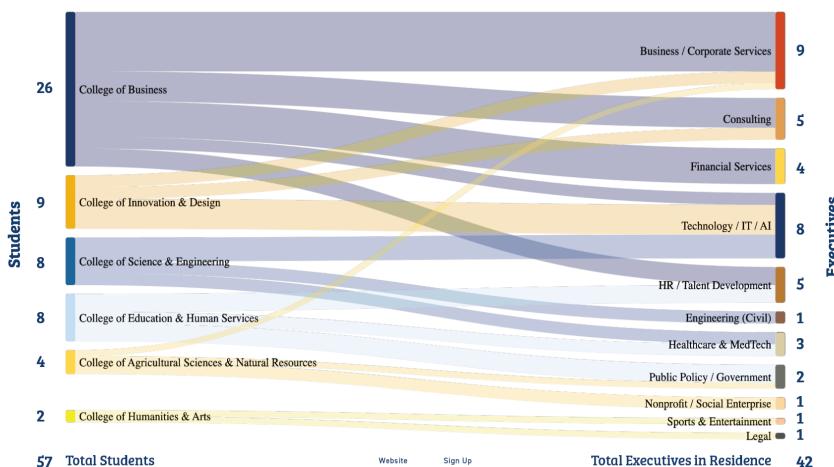
Designed and coded a custom Sankey diagram using D3.js, implementing precise datasets provided by the Chief Academic Officer and Executive Director. Applied East Texas A&M University branding by integrating official hex color codes and typography into the visualization. Developed the full diagram in

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.

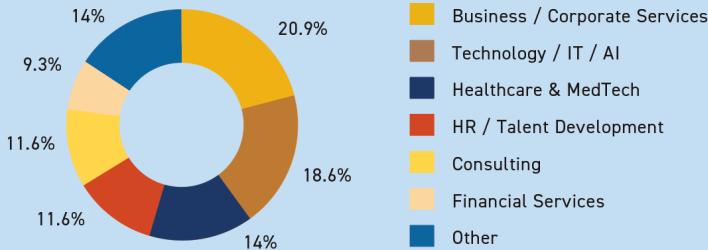
Connecting Students to Executive Expertise

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.

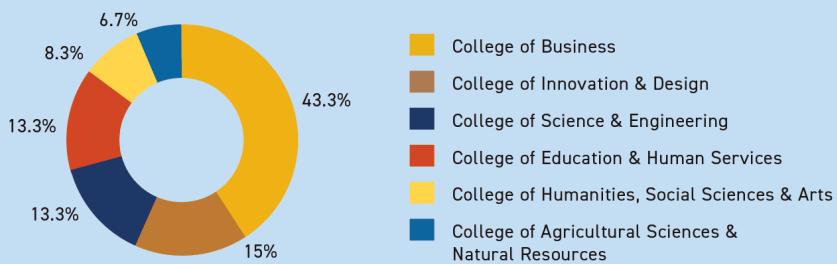
- 6 Academic Colleges represented
- 10+ Executive Career Sectors involved
- 50+ Students gaining mentorship and professional exposure
- 100% aligned with workforce-ready outcomes



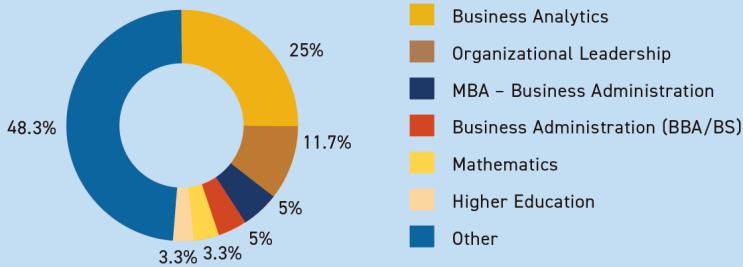
Executives Industry Representation



ETAMU College Distribution Breakdown

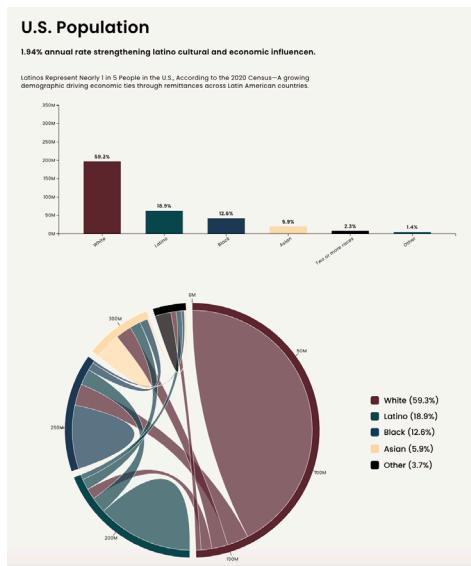


Student Degree Breakdown

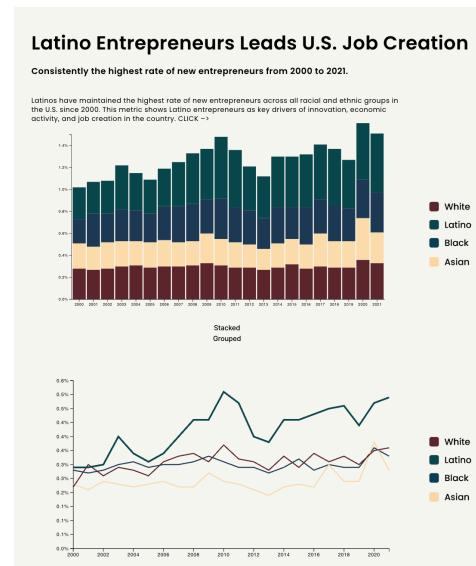


PROFESSIONAL WORK

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.

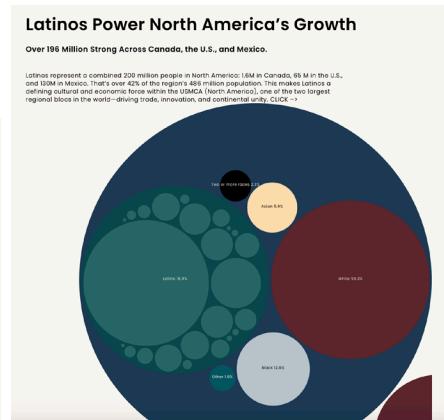
Latinos represent a combined 200 million people in North America: 1.6M in Canada, 65 M in the U.S., and 130M in Mexico. That's over 42% of the region's 486 million population. This makes Latinos a defining cultural and economic force within the USMCA (North America), one of the two largest regional blocs in the world—driving trade, innovation, and continental unity. [CLICK →](#)



Latinos Power North America's Growth

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

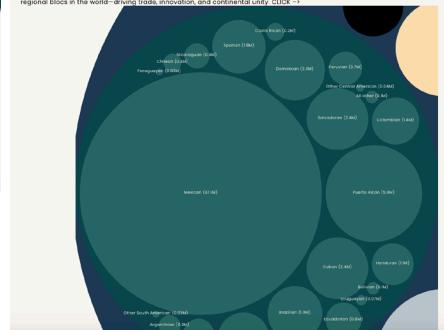
Latinos represent a combined 200 million people in North America: 16M in Canada, 66M in the U.S. and 130M in Mexico. That's over 42% of the region's 486 million population. This makes Latinos a defining cultural and economic force within the USMCA (North America), one of the two largest regional blocs in the world—driving trade, innovation, and continental unity. [CLICK HERE](#)



Latinos Power North America's Growth

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

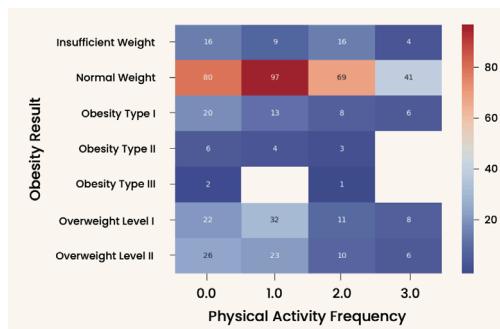
Latinos represent a combined 200 million people in North America: 1.6M in Canada, 85M in the U.S., and 130M in Mexico. That's over 42% of the region's 486 million population. This makes Latinos a defining cultural and economic force within the USMCA (North America), one of the two largest regional blocs in the world—driving trade, innovation, and continental unity. [CLICK →](#)



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.

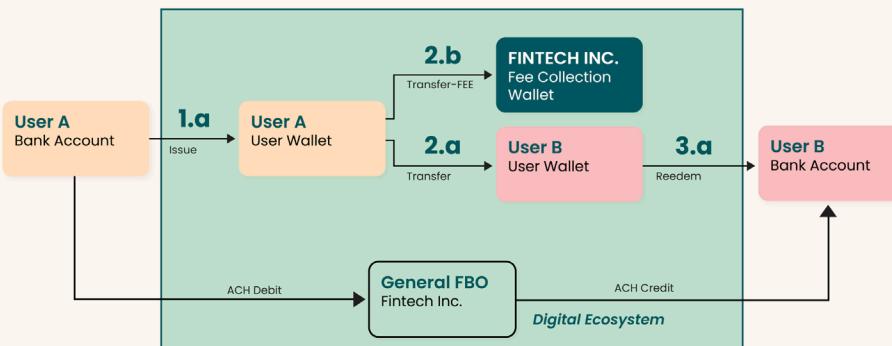


PROFESSIONAL WORK

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/>

Fund Flow



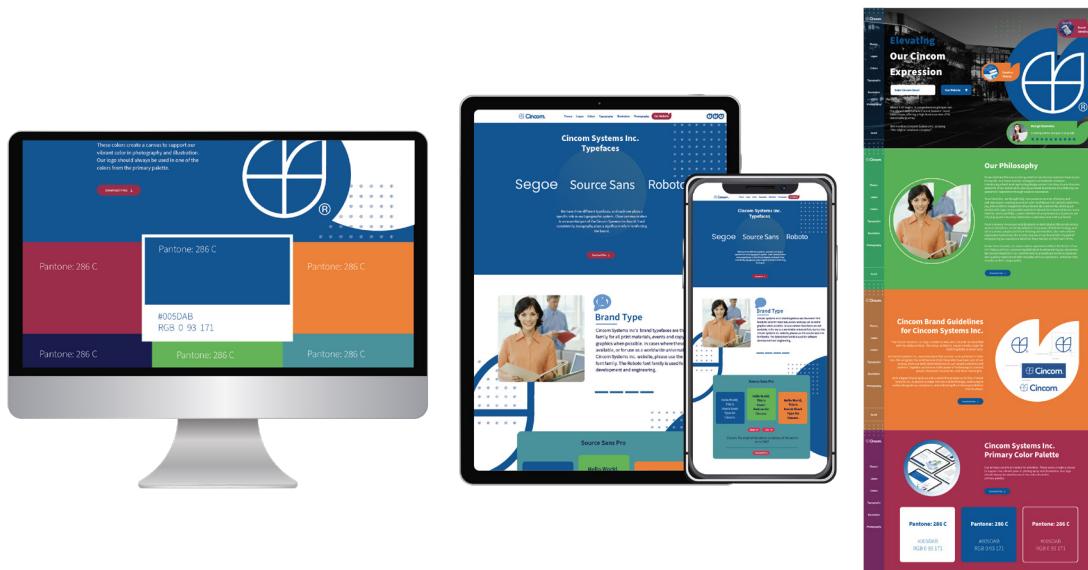
PROFESSIONAL WORK



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

Elevating Our Expression

Where art begins, a communication designer in the vibrant world where Cincom Systems' visual takes shape, offering a high-level overview of its mission and vision.

IBM mentions Cincom Systems Inc. as being "the original database company."

[Our Philosophy](#)

Our Philosophy

As we embrace the ever-evolving needs of our diverse customer base across the world, our brand has undergone a remarkable evolution. Our new creative expression is a reflection of how our brand stays true to the core elements of our brand while placing constant importance on elevating our customer's experience through creative expression.

To achieve this, we thoughtfully incorporate moments of beauty and joy into our visual language. Our new creative expression radiates optimism, joy, and a distinct recognition of our brand. By combining the best of both worlds, we have created a brand that is both relevant and inspired by our iconic identity, and a carefully curated collection of new elements that will continue to inspire life into every interaction customers have with our brand.

From visionary innovators and designers to dedicated professionals, our new creative expression reflects the power of both technology and art to connect people and foster innovation. It is a reflection of our commitment to maintaining the artistic essence of our brand and the goal of empowering our customers to do the same.

At Cincom Systems Inc., we understand that success is not achieved in isolation. We recognize the contributions of all those who help to shape our brand, and we are grateful for the support to our valued customers and partners. Together, we believe in the power of our new creative expression to connect people, transform boundaries, and drive meaningful.

As we move forward, our new creative expression reflects the forward-thinking nature of our brand and our commitment to empowering our customers. We remain steadfast in our mission to create a better world through our products and experiences that resonate with our customers, wherever they may be.

With a legacy that projects an vision that projects as far as, Cincom Systems Inc. is poised to shape the future of technology, technology, and innovation for our customers, and embracing the endless possibilities that are ahead.

[Download PDF](#)

Elevating Our Expression

Where art begins, a communication designer in the vibrant world where Cincom Systems' visual takes shape, offering a high-level overview of its mission and vision.

IBM mentions Cincom Systems Inc. as being "the original database company."

[Our Philosophy](#)

Our Philosophy

As we embrace the ever-evolving needs of our diverse customer base across the world, our brand has undergone a remarkable evolution. Our new creative expression is a reflection of how our brand stays true to the core elements of our brand while placing constant importance on elevating our customer's experience through creative expression.

To achieve this, we thoughtfully incorporate moments of beauty and joy into our visual language. Our new creative expression radiates optimism, joy, and a distinct recognition of our brand. By combining the best of both worlds, we have created a brand that is both relevant and inspired by our iconic identity, and a carefully curated collection of new elements that will continue to inspire life into every interaction customers have with our brand.

From visionary innovators and designers to dedicated professionals, our new creative expression reflects the power of both technology and art to connect people and foster innovation. It is a reflection of our commitment to maintaining the artistic essence of our brand and the goal of empowering our customers to do the same.

At Cincom Systems Inc., we understand that success is not achieved in isolation. We recognize the contributions of all those who help to shape our brand, and we are grateful for the support to our valued customers and partners. Together, we believe in the power of our new creative expression to connect people, transform boundaries, and drive meaningful.

As we move forward, our new creative expression reflects the forward-thinking nature of our brand and our commitment to empowering our customers. We remain steadfast in our mission to create a better world through our products and experiences that resonate with our customers, wherever they may be.

With a legacy that projects an vision that projects as far as, Cincom Systems Inc. is poised to shape the future of technology, technology, and innovation for our customers, and embracing the endless possibilities that are ahead.

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



ELECT

Statement of the Problem

Today's Voting Accessibility Issues in the U.S. and Texas

In today's age of modern technology, the U.S. electoral system is facing issues of accessibility and distrust.

1.8 Million Texas voters have lost the right to vote (registered). [\(Source\)](#)

Electoral Reform
"What would have been the outcome of voter suppression if it had been voting instead?" [\(New research\)](#)

13% "at most 100,000 people reported to have voted in the 2020 election (unverified). [\(Source\)](#)

65% of Americans believe voting openly from the electoral system is "untrustworthy". [\(Source\)](#)

No Online Voting available in every U.S. state, including "leader" (Oregon). [\(Source\)](#)

U.S. Polling Place Closures

Texas has the most polling place closures in the U.S. since 2010. [\(Source\)](#)

Texas closed 750 polling places

74 of those closures were in Dallas county



Decrease in number of polling places

- 50%+ decrease
- 25% to 50% decrease
- 10 to 25% decrease
- 5 to 10% decrease
- No change or increase

U.S. Cycles of Concern: Distrust and Societal Change

80 Year Cycle
"Within history, political theory posits out that every four generations, a crisis shakes up society and leads to new ways of doing things" [\(Source\)](#)

79% of Americans
"Report being concerned about how their data is being used by companies (75) or the government (64)." [\(New research\)](#)

Next Transition
"The United States is entering another period of social and economic instability that will conclude in the late 2020s" [\(Forecast\)](#)

Institutional & Socioeconomic Cycles in the U.S.

Institutional Cycles (80 years)

1st cycle	2nd cycle	3rd cycle
1789-1865	1865-1913	1913-1993

Socio-Economic Cycles (50 years)

1st cycle	2nd cycle	3rd cycle	4th cycle	5th cycle
1789-1839	1839-1889	1889-1939	1939-1989	1989-2039

Chart showing the relationship between the two cycles, with the 5th socio-economic cycle overlapping the 3rd institutional cycle.

U.S. Voter Data is at Risk by Surveillance Capitalism

Surveillance Capitalism

88% majority shares

50 million U.S. users

Big Three Pose a Conflict of Interest Risk to E-Voting

Prevent future for-profit scandals, like Facebook Inc.

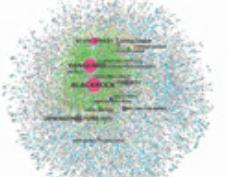
Protect voters' data and avoid for-profit APIs

"The general rule is to avoid any conflict of interest or even the appearance of a conflict of interest in government-contractor relationships."

The diagram uses different colors to show the level of ownership kept by the Big Three

- Big Three (Microsoft, Amazon, Google)
- Big Three are the largest shareholders
- Big Three are the 2nd largest shareholders

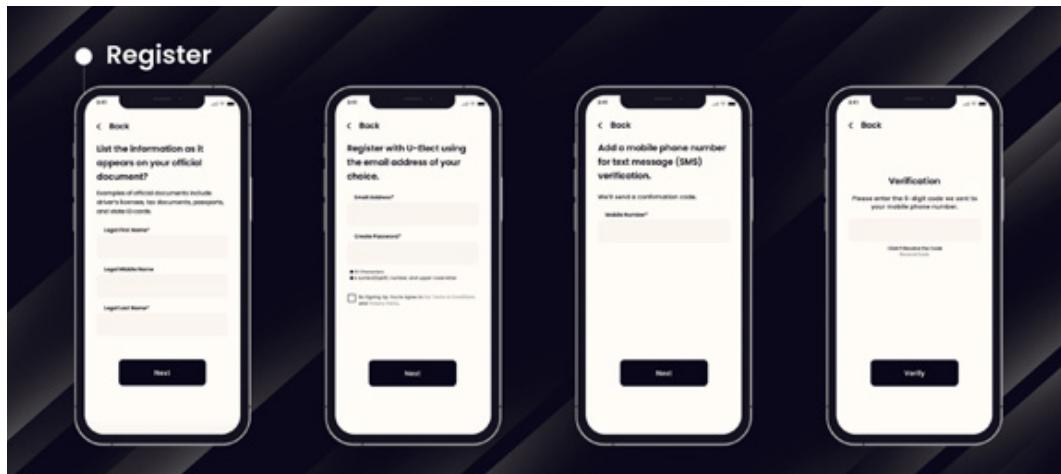
Her revised article "Holder power of the Big Three for concentration, oligopoly, branding, influence, based on data collection



PROFESSIONAL WORK

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

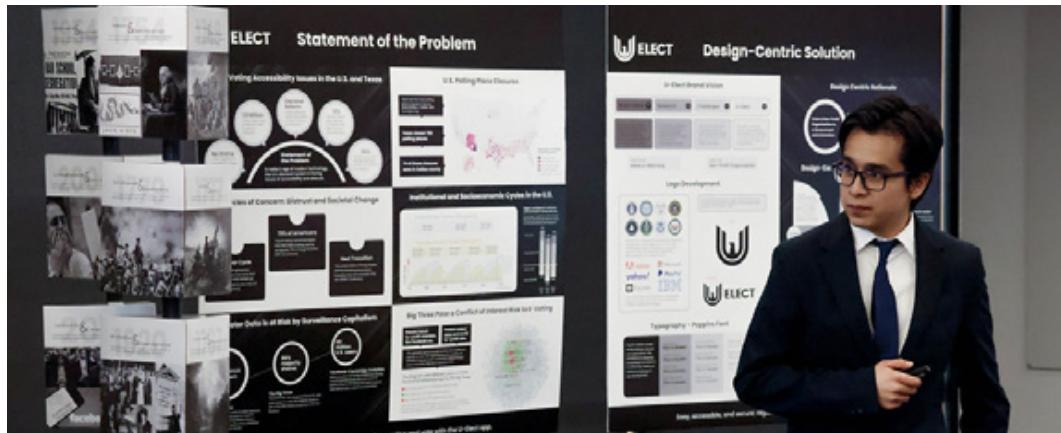
● **ID Verification**

● **E-Ballot**

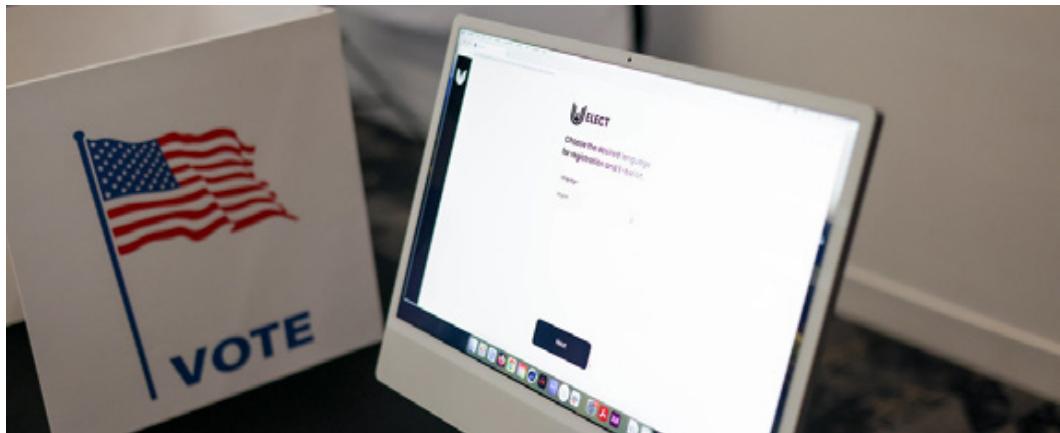
● **W ELECT**

● **E-Ballot**

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.



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

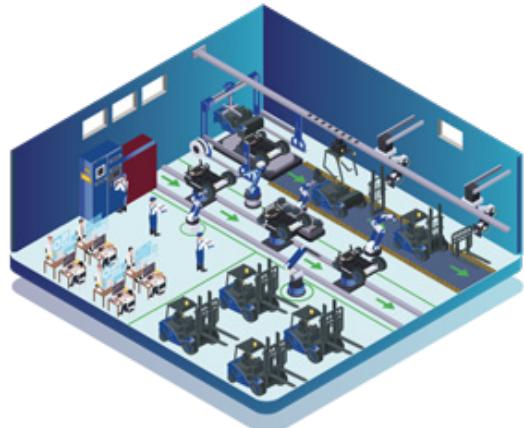
thorough understanding and representation of these complex concepts. This included the integration of cutting-edge design techniques to ensure that each graphic not only conveyed information effectively but also engaged the viewer aesthetically.



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

STUDENT RIGHTS & RESPONSIBILITIES

45% Decrease
in the amount of time taken when the incident was reported to the office, from the time it was received, to the time it was investigated.

58% of Cases
The student were found to be in violation of the regulations, resulting in measures designed to promote reflection and learning.

52% Increase
in Student Complaints Filed
An increased approach and education efforts.

318 Service Hours
Students have volunteered and faculty on 53 student service learning projects.

41 Behavior Intervention Team (BIT)
Students receive one-on-one emergency intervention resources designed to support academic success and safety.

Reclaiming Her Path: A Journey of Reflection and Renewal

Athen, Jasmine, became charged for a serious offense during her journey, she had high hopes, that maybe many would see her in the long run, she found herself surrounded by people who did not care about her, the way she was. It seemed that she had to constantly prove herself, and that she was not good enough, and that she was not good enough, in all, resulting in a downward spiral that she couldn't seem to get out of.

"I needed to change, I did not want to be a part of that, I wanted to be a part, a better, growing person. That experience made me realize that I wanted to be a better person, I wanted to be in the right place, I wanted to be a better person, and accountability."

Rather than deferring her to her immediate, Student Rights and Responsibilities, the Office of Student Conduct chose to reflect, take ownership, and work with her to help her to reflect and to reflect her identity around the values of responsibility, respect, responsibility, and accountability.

"My core values... are what I have learned, and I have learned that I have to guide my decisions and shape the person I want to become."

Throughout her journey, working with the Office of Student Conduct, she has been able to work with people who will support her, in a growing, forward, direction. She has learned that she may be facing similar challenges, but that she is not alone, and that she can be held accountable for her actions, and that she can be learning to become the best version of herself, and that she can be a better person, for the people who believe in her, and for the people who believe in her growth, and success.

Classification of Students Involved:

Classification	Percentage
Freshman	47%
Sophomore	15.3%
Junior	15.3%
Senior	10%
Graduate	7.7%
Non-Student	2.6%

Conduct Alleged Violations

Conduct Alleged Violation	Percentage
Total Charges	67%
Drugs	22.8%
Complicity	16.2%
Disorderly Conduct	10.6%
Smokes, Vapes, and Tobacco	3.8%
Harass/Perso	1.6%

Fostering Personal Growth and Decision-Making

"Through this experience with OSCR, it is more than just a resource. Through this work, I reexamined my strengths and realized how much an attitude one needs to have achieves it." - Student who participated in a recent meeting with students.

RESIDENTIAL LIVING AND LEARNING

GO LIONS!

Finding Home Through Residential Living and Learning

When Emily Hughes arrived at East Texas A&M University, she was a little nervous about the transition. She was nervous about the new environment, the new people she would meet, and the new responsibilities she would be held accountable for. She was nervous about the students and mentors she would live with, the challenges she would face, and the opportunities she would have to grow and learn. She was nervous about the unknowns that lay ahead, and the challenges that she would face in her new home.

Emily Hughes, a first-year student at ETAM, is one of many students who have chosen to live in the Residential Living and Learning program. This program is designed to provide students with a supportive and challenging environment where they can grow and learn.

Emily Hughes, a first-year student at ETAM, is one of many students who have chosen to live in the Residential Living and Learning program. This program is designed to provide students with a supportive and challenging environment where they can grow and learn.

89%

AGGREGATE AGREEMENT COMPLETION RATE

Residents Agreements (RA) for incoming freshman last year demonstrated that communication, fostered by meaningful interactions between faculty and students, was key to success.

2,315

STUDENTS

of ETAM students are currently in RA, nearly 80% of the total enrollment.

89%

AGGREGATE AGREEMENT COMPLETION RATE

Residents Agreements (RA) for incoming freshman last year demonstrated that communication, fostered by meaningful interactions between faculty and students, was key to success.

2,315

STUDENTS

of ETAM students are currently in RA, nearly 80% of the total enrollment.

Housing Type

Housing Type	Percentage
Students	2,350
Residents in Suites	38.7%
Residents in Doubles	32.2%
Residents in Apartments	3.2%
Residents in Privates	13.6%
Resident Assistants (RA)	2.3%

35,000+

LOW CHAT SUBMISSIONS

Resident Assistant Submissions

903

PROGRAMS

Offering something different for everyone, our programs are designed to help you succeed in college.

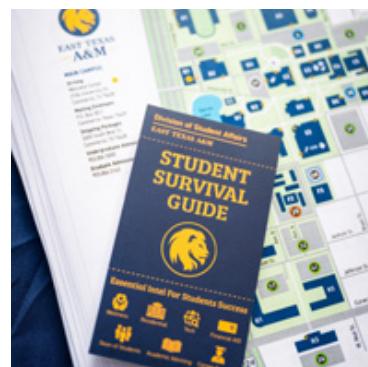
1,249

CAMPERS

From the summer before you start college to the summer after you graduate, we have something for everyone.

Where Living Meets Learning

PROFESSIONAL WORK



PROFESSIONAL WORK



PROFESSIONAL WORK

 EAST TEXAS A&M	 ROAR ON, LIONS! SCHEDULE
Doors Open/ Check-in Check-in opens to the public at 6:00 PM. Once our lions' crews check in, their team counts will begin when doors open to the public.	8:00 PM Scholarship Drawing The state to keep your ticket (Unmarked at check-in). Handy, and tickets for your number to be called. You must be present to accept scholarships.
6:30 PM Scholarship Drawing We will be drawing your ticket (marked at check-in) and names for your number to be called. You must be present to accept scholarships.	8:30 PM Prize/Swag Announcement The state to keep your ticket (Unmarked at check-in). Handy, and tickets for your number to be called. Prizes will be given at the stage on the floor.
7:00 PM Pictures with the President and Lucky We will be taking pictures with the President, Dr. Mark Riddle, and our athletes with our Presidents, Lucy the Lion (Majors Lounge) & Lila Suite (Residence Halls).	9:00 PM Event Wrap-Up The state to keep your ticket (Unmarked at check-in) and names for your number to be called. We can't wait to hear you cheer! Loyal!
7:30 PM Prize/Swag Announcement We will be drawing your ticket (marked at check-in) and names for your number to be called. Prizes will be given at the stage on the floor.	 Student Affairs East Texas A&M

 University of Student Affairs <small>Student Health & Well-being</small>	
AUG 22 <small>8:00 AM - 10:00 AM</small>	OSU Bilingual
	<small>Location: Main Conference Room</small>
AUG 22 <small>8:00 AM - 10:00 AM</small>	RSC Takeover: Greek Edition
	<small>Location: Student Health & Well-being</small>
AUG 23 <small>8:00 AM - 10:00 AM</small>	Lions Volleyball vs UT Tyler
	<small>Location: University Gymnasium</small>
AUG 24 <small>8:00 AM - 10:00 AM</small>	Rangers Game Shuttle
	<small>Location: University Gymnasium</small>
AUG 25 <small>8:00 AM - 10:00 AM</small>	Donuts & Directions
	<small>Location: University Gymnasium & Main Hall</small>

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



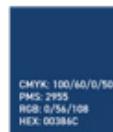
Secondary



Tertiary



Primary Colors



Typography

Headline

Din Non-Condensed Family

**A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z**
**a b c d e f g h i j k l m n o p q r s
t u v w x y z**

Additional Weights

Bree Serif Family

**A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z**
**a b c d e f g h i j k l m n o p q r s
t u v w x y z**

Additional Weights

PROFESSIONAL WORK

Creating the Brand

MANE
Guide

Lion
Lineup

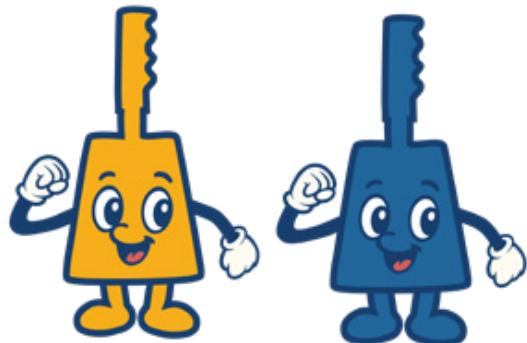
ICYMI

LION
Spotlight

((Lion
Live))

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 myLearner

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

www.etsmtu.edu/studentsaffairs/thesishours

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



Executive in Residence Program
Empowering Student Success Through Executive Insight

What is the Executive in Residence Program?

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

Why You Should Participate

By participating in the EIR program, you will:

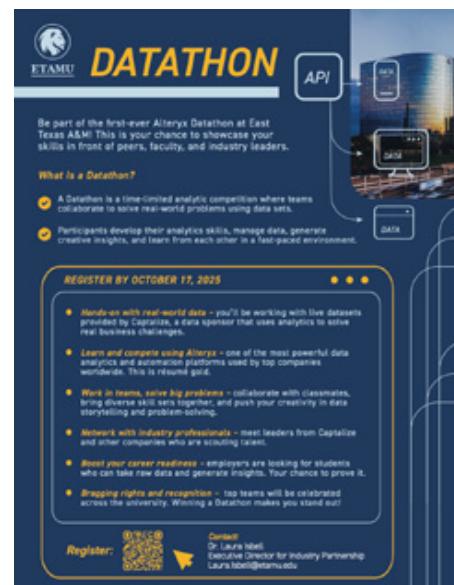
- Gain direct mentorship from industry leaders who have walked the path you want to take.
- Build a powerful professional network before you graduate.
- Get insider advice on how to stand out in competitive job markets.
- Learn real-world skills that employers are looking for right now.
- Apply classroom knowledge to real industry challenges and projects.

How You Can Engage with Executives

- Participate in exclusive individual or small-group mentorship sessions.
- Work on your projects with guidance from industry professionals.
- Get personalized feedback on your career goals and job search strategy.
- Gain industry-specific insights to help you with your academic and professional choices.
- Attend fireside chats and executive round tables on trending business topics.

www.etamu.edu/dallas

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



DATATHON

Be part of the first-ever Alteryx Datathon at East Texas A&M! This is your chance to showcase your skills in front of peers, faculty, and industry leaders.

What is a Datathon?

A Datathon is a time-limited analytic competition where teams collaborate to solve real-world problems using data sets. Participants develop their analytics skills, manage data, generate creative insights, and learn from each other in a fast-paced environment.

REGISTER BY OCTOBER 17, 2023

• **Hands-on with real-world data** - you'll be working with live datasets provided by Capitize, a data sponsor that uses analytics to solve real business challenges.

• **Learn and compete using Alteryx** - one of the most powerful data analytics and automation platforms used by top companies worldwide. This is a reveal goal.

• **Work in teams, solve big problems** - collaborate with classmates, bring diverse skill sets together, and push your creativity in data storytelling and problem solving.

• **Network with industry professionals** - meet leaders from Capitize and other companies who are attending.

• **Show your career readiness** - employers are looking for students who can take raw data and generate insights. Your chance to prove it.

• **Bragging rights and recognition** - top teams will be celebrated across the university. Winning a Datathon makes you stand out!

Register: www.etamu.edu/dallas

Carded:
Dr. Laura Isbell
Executive Director for Industry Partnership
Laura.Isbell@etamu.edu

PROFESSIONAL WORK



The website for the Executive in Residence Program at East Texas A&M University-Dallas. The header includes the ETAMU logo and the URL "www.etamu.edu/eir". The main title is "Executive in Residence Program" with the tagline "Empowering Student Success Through Executive Insight". Below the title, there is a section titled "What is the Executive in Residence (EIR) Program?" which describes the program's mission to connect students with accomplished business leaders, offering real-world insight into the academic setting, students engage through monthly one-on-one meetings, and receive professional development. It also lists "How You Can Engage!" which includes attending monthly breakfasts, meeting with executive mentors, and participating in professional development. The "Your Commitment" section details the time commitment of two hours per month for up to eight months, and the "Take the First Step Toward Your Career Success" section encourages users to sign up for an upcoming EIR event. QR codes for the website and sign-up are provided. The footer includes "Let's Make a Difference Together" and the contact information: Dr. Laura Isbell, Executive Director for Industry Partnership, East Texas A&M University-Dallas, Laura.isbell@etamu.edu.

The promotional page for the Executive in Residence Program. The header features the ETAMU logo and the title "Executive in Residence Program" with the tagline "Empowering Student Success Through Executive Insight". Below the header is a large image of three people (a woman and two men) standing in front of a large window overlooking a city skyline. The main content area is titled "Your Commitment" and describes the program's mission to connect students with accomplished business leaders, offering real-world insight into the academic setting, students engage through monthly one-on-one meetings, and receive professional development. It also lists "How You Can Engage!" which includes attending monthly breakfasts, meeting with executive mentors, and participating in professional development. The "Take the First Step Toward Your Career Success" section encourages users to sign up for an upcoming EIR event. QR codes for the website and sign-up are provided. The footer includes "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

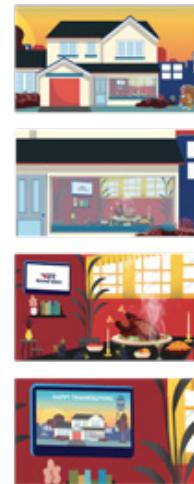


 The University of Texas at Austin Environmental Science Institute

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.



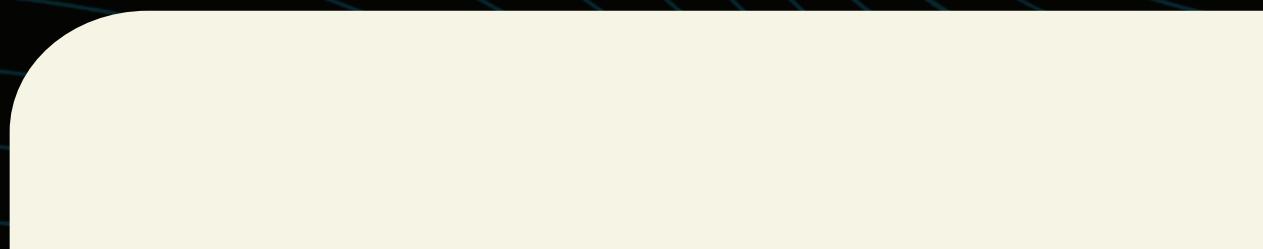
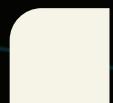
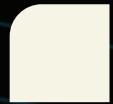
PROFESSIONAL WORK

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