Portfolio

Rodolfo Sebastian

Vitae

EDUCATION AND CREDENTIALS

2025

EAST TEXAS A&M UNIVERSITY

Master of Science in Buisness Analytics

An approved Science, Technology, Engineering and Mathematics (STEM) program. The program offers studentsan 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 instituion-based.

Professional Experience

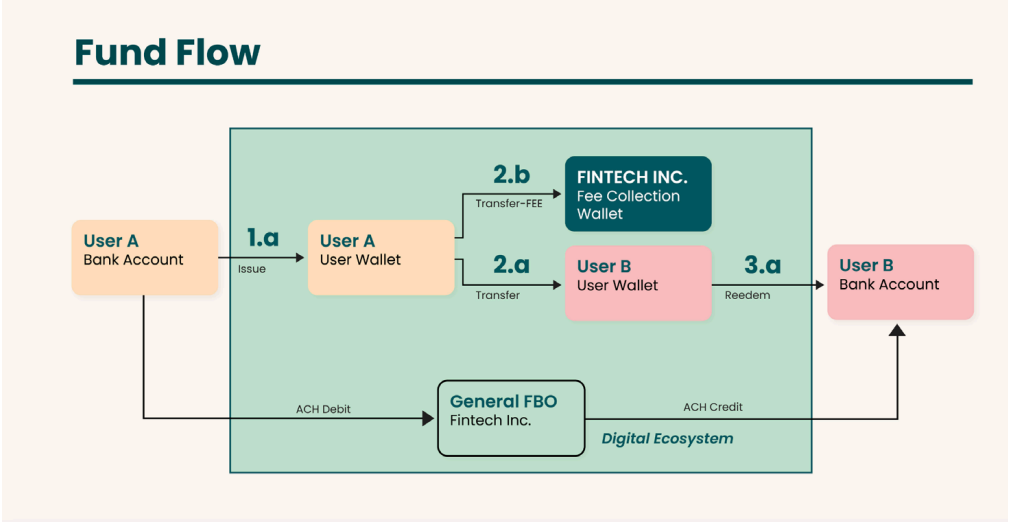
PROFESSIONAL WORK

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

Led the full strategic plan for a fintech app infrastructure, including UI/UX design, branding guidelines, porject development, fund flows, data flows, and a roadmap for 50-state bank licensing. Led and collaborated with multiple developers to design and build the Beta app, gaining hands-on experience with design systems, data flows, and integrating APIs to make the product robust and cost-efficient. The beta app 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://www.cashmit.com/



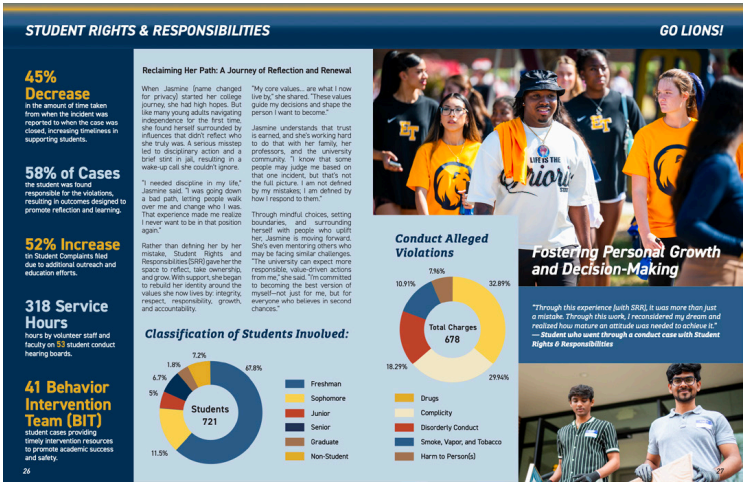
PROFESSIONAL WORK

PROFESSIONAL WORK

Responsible for providing creative direction, analytics, conceptual development, and cross-functional collaboration with Executive Directors, while producing data-driven marketing and design materials for East Texas A&M University's Division of Student Affairs, Dean of Students, and affiliated departments.

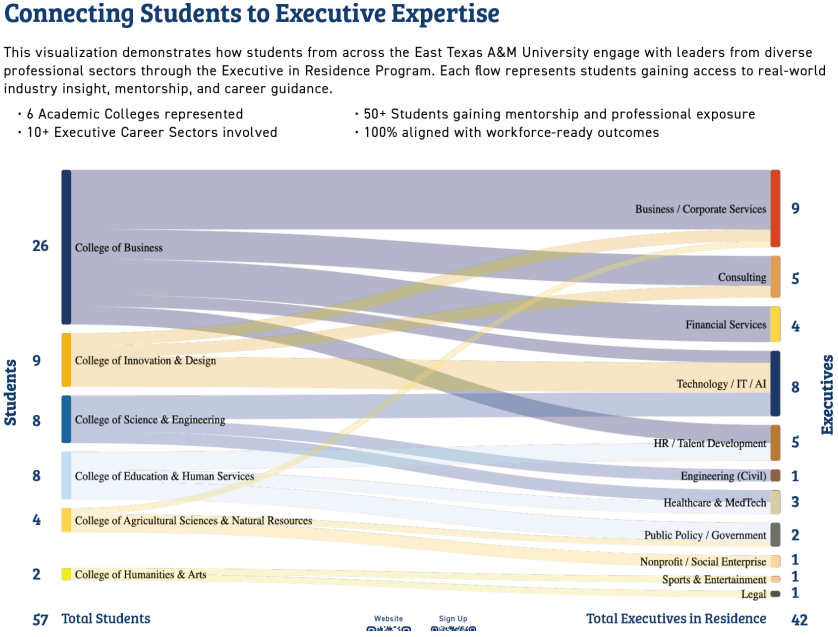
Established a unified visual system using the university's primary color palette and transformed complex datasets into clear, accessible infographics and layouts. Integrated data from 12 Student Affairs departments to balance narrative storytelling with measurable outcomes in the Impact Report 2024-2025.

PROFESSIONAL WORK

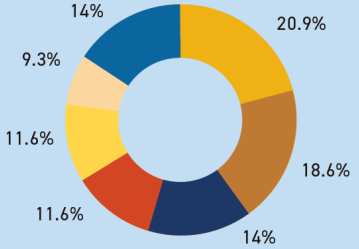


PROFESSIONAL WORK

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.

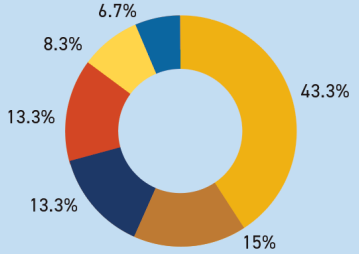


Executives Industry Representation



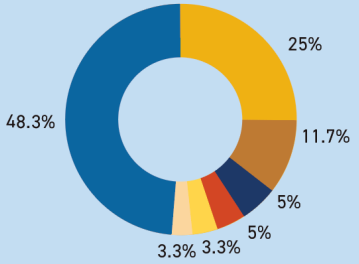
- Business / Corporate Services
- Technology / IT / AI
- Healthcare & MedTech
- HR / Talent Development
- Consulting
- Financial Services
- Other

ETAMU College Distribution Breakdown



- College of Business
- College of Innovation & Design
- College of Science & Engineering
- College of Education & Human Services
- College of Humanities, Social Sciences & Arts
- College of Agricultural Sciences & Natural Resources

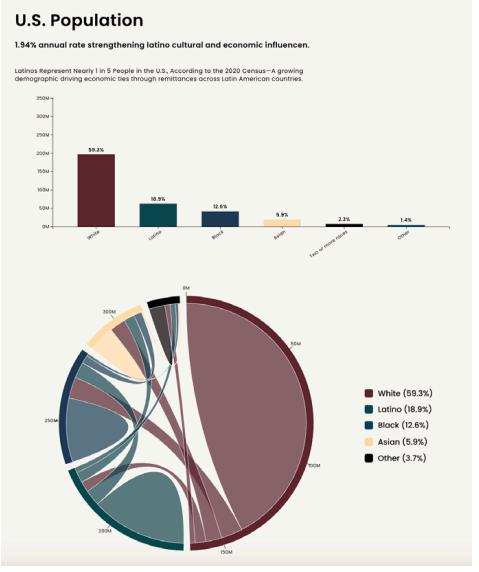
Student Degree Breakdown

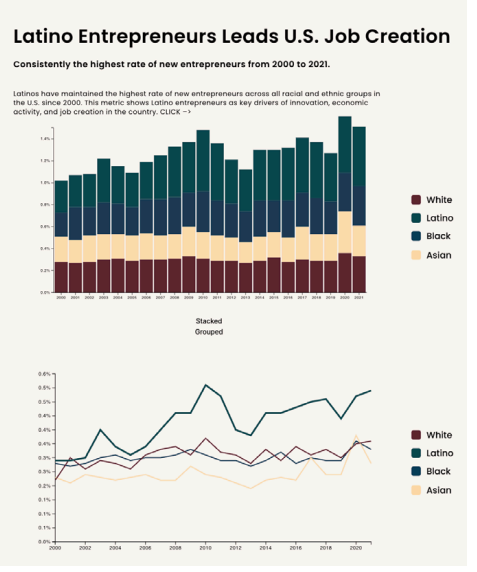


- Business Analytics
- Organizational Leadership
- MBA – Business Administration
- Business Administration (BBA/BS)
- Mathematics
- Higher Education
- Other

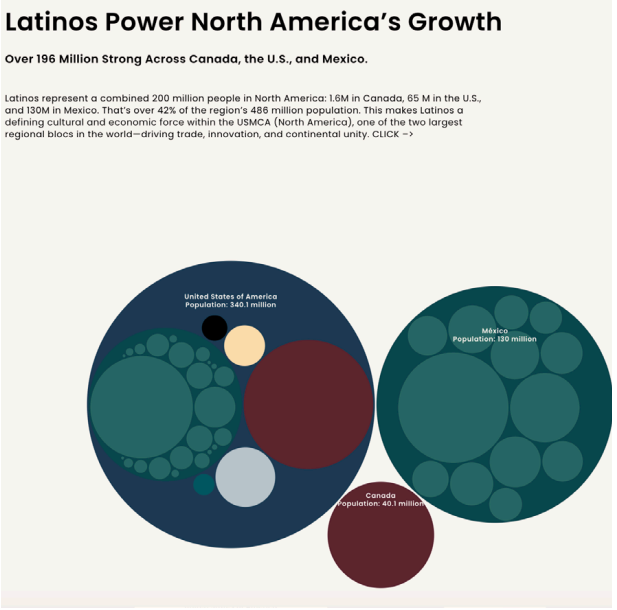
PROFESSIONAL WORK

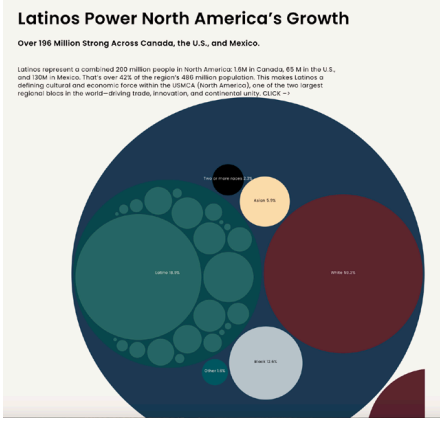
Designed and coded a series of interactive data visualizations for a professional website, combining principles of visual communication with modern data science tools. Leveraged JavaScript, AI-assisted design workflows, HTML, and D3.js libraries to build chord diagrams, population graphs, and dynamic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

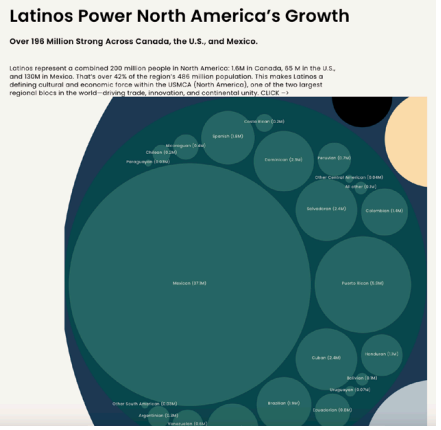




PROFESSIONAL WORK

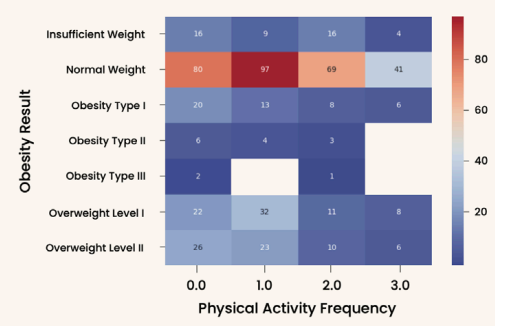


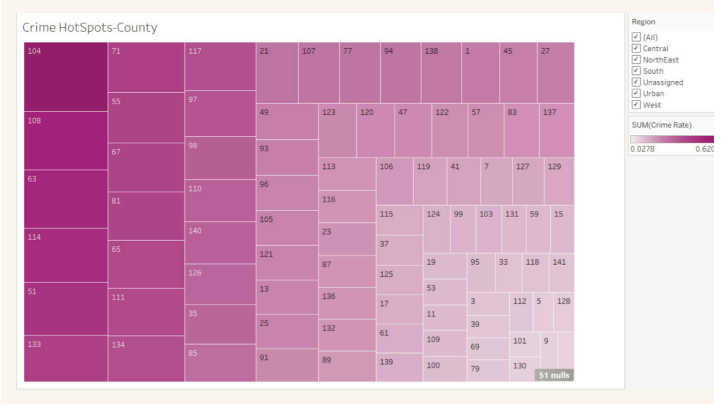




PROFESSIONAL WORK

Developed enterprise-grade dashboards using Tableau and Microsoft Power BI to analyze national d atasets 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.



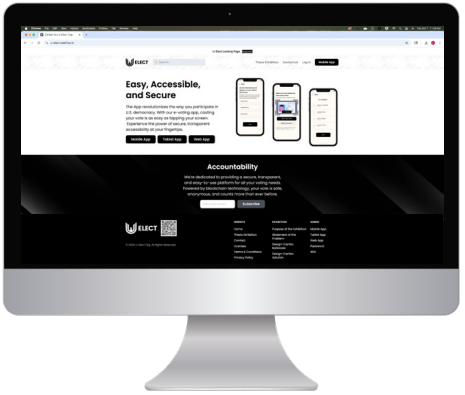


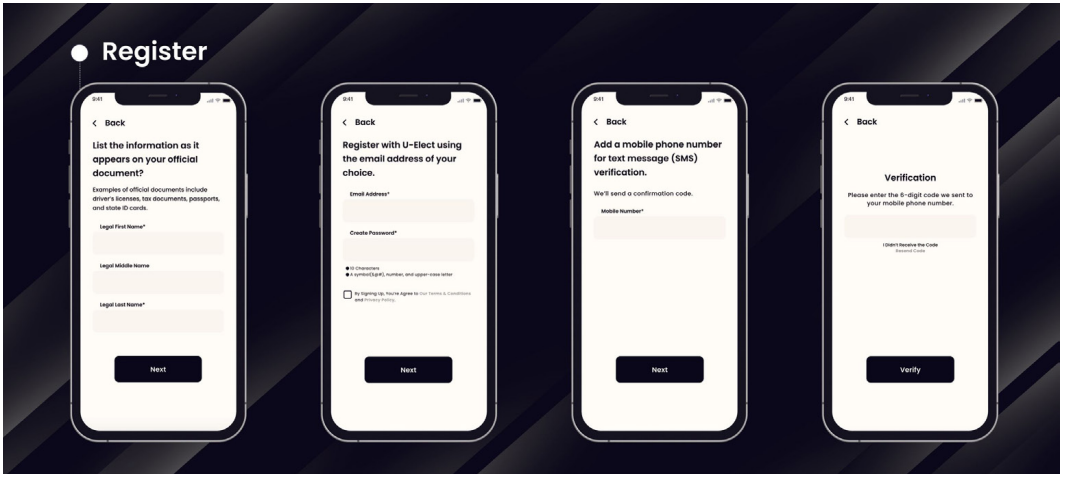
PROFESSIONAL WORK

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

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.





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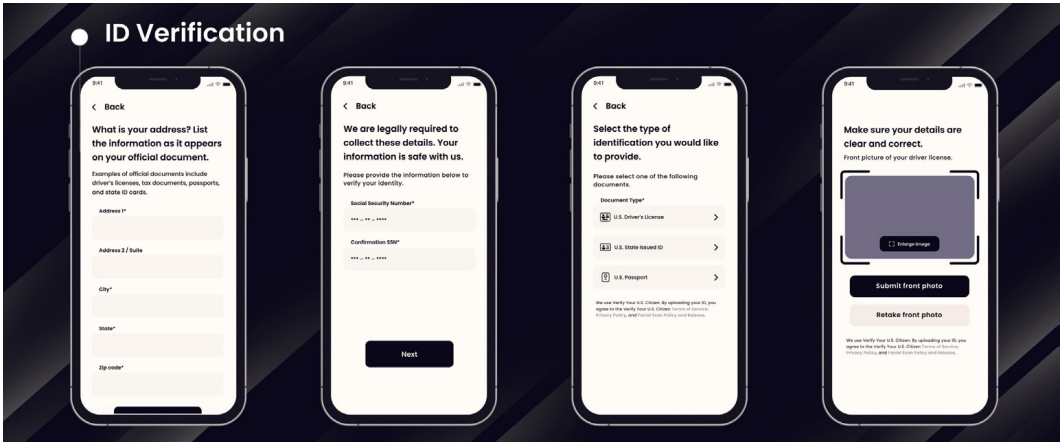

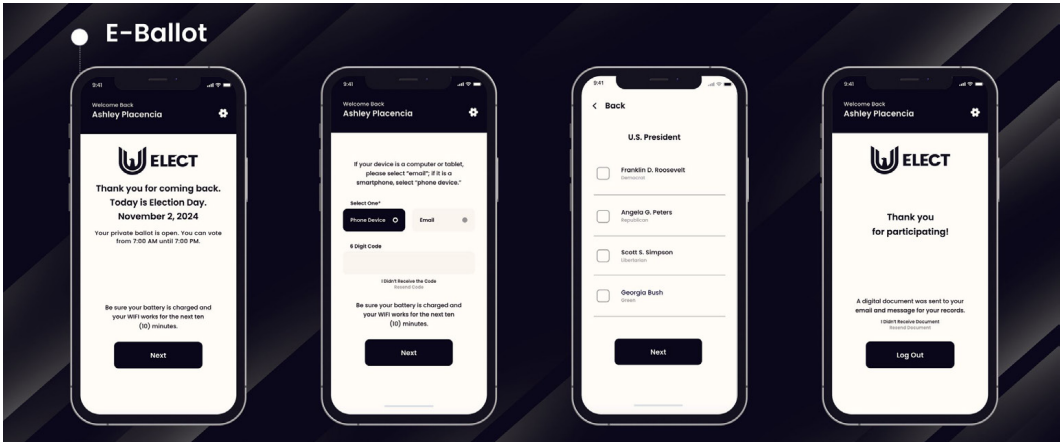

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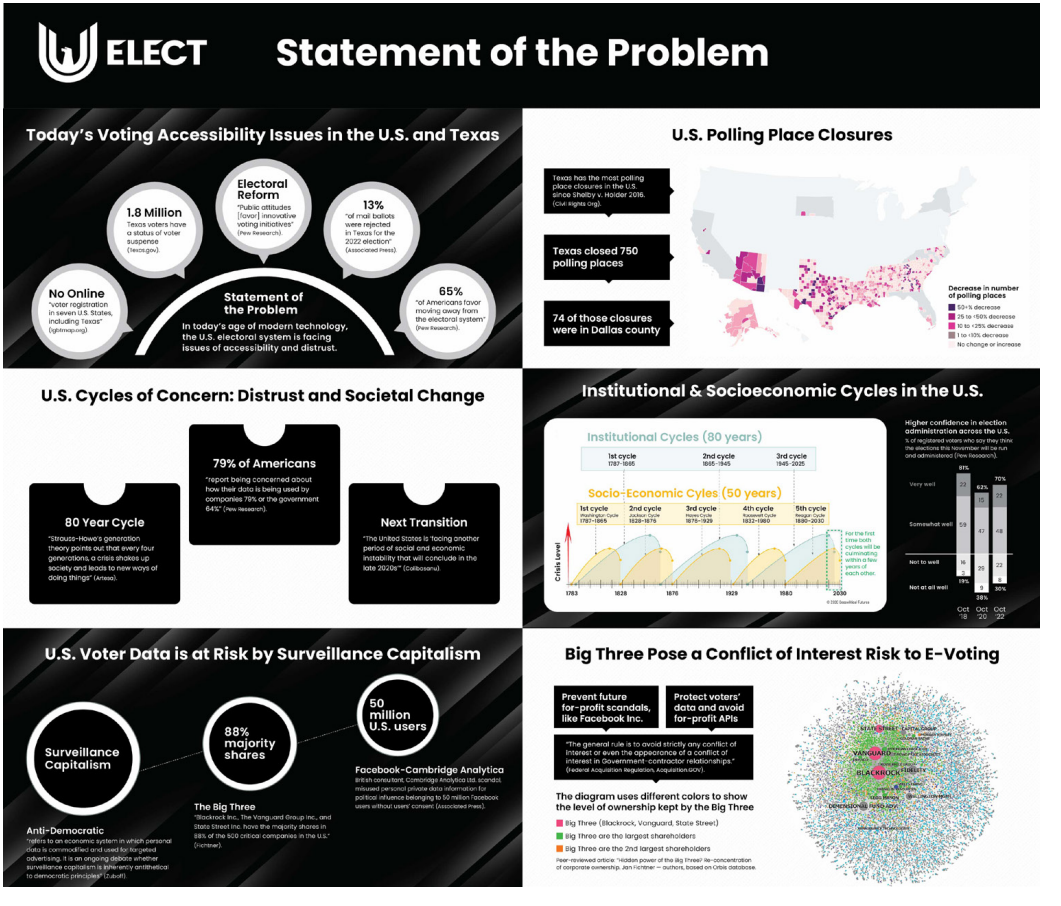

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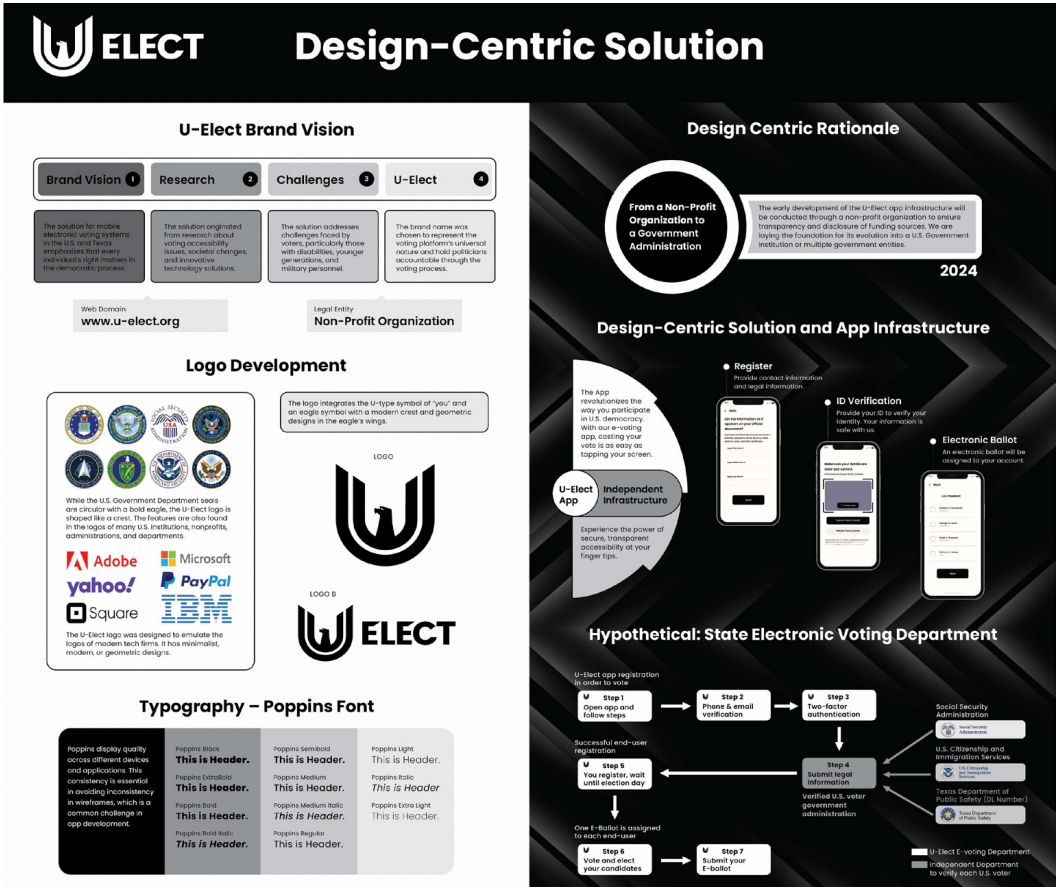

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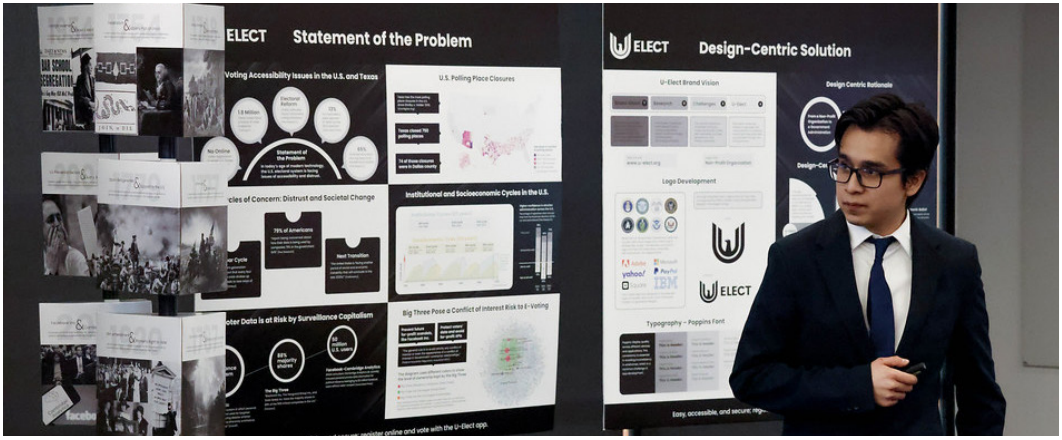

PROFESSIONAL WORK

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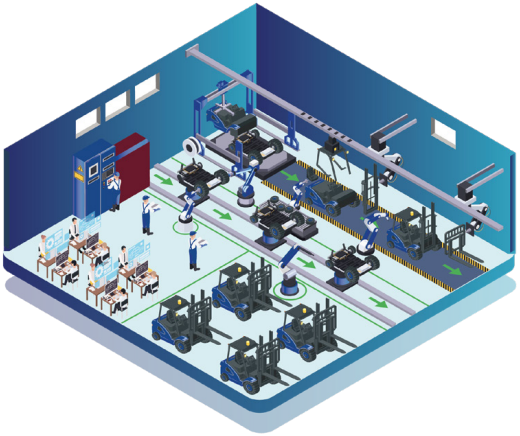
The task involved developing isometric graphics for several service areas. The design for Software Services was an exploration into the digital infrastructure, visualizing complex networks and systems in a comprehensive manner. Additionally, the graphics encapsulated the delicate balance of risk assessment,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

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

Portfolio

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