

Portfolio

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:

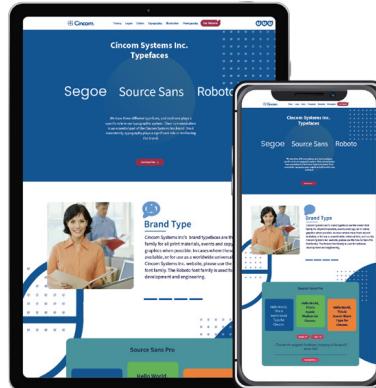
An easy method of voting for Texas Counties Electronic voting app featuring ID verification and a ledger-secured electronic ballot for public elections and institution-based.

Professional Experience

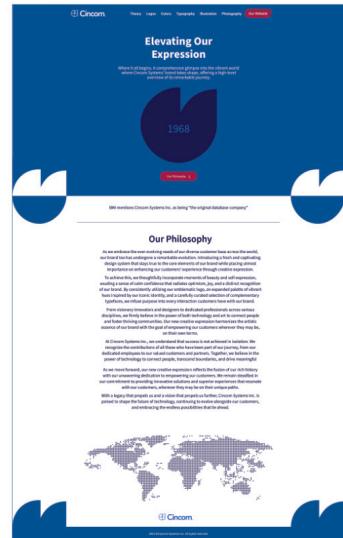
PROFESSIONAL WORK

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.



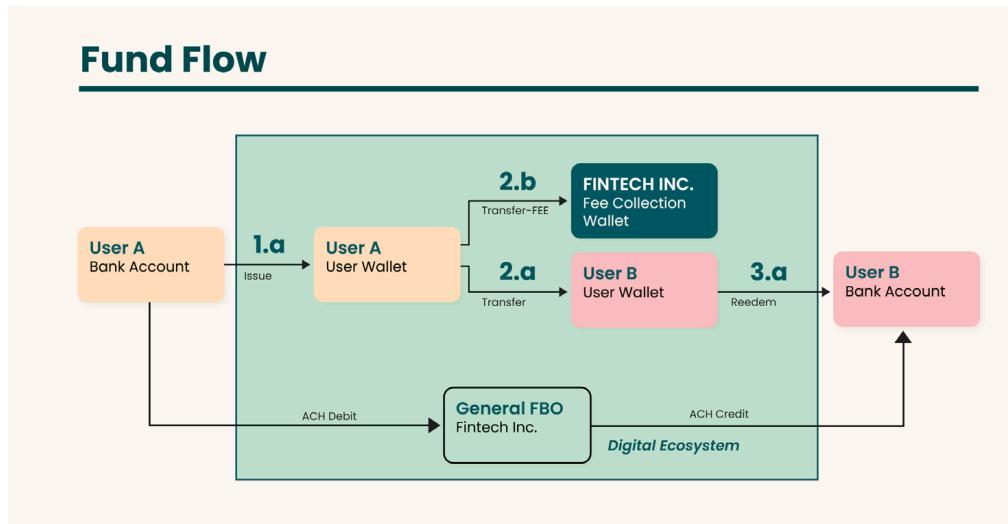
PROFESSIONAL WORK



PROFESSIONAL WORK

Led the full strategic plan for a fintech app infrastructure, including UI/UX design, branding guidelines, project 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

STUDENT RIGHTS & RESPONSIBILITIES

GO LIONS!

45% Decrease
in the amount of time taken from when the incident was closed, increasing timeliness in supporting students.

58% of Cases the student was found responsible for the violations, resulting in outcomes designed to promote reflection and learning.

52% Increase in Student Complaints filed due to additional outreach and education efforts.

318 Service Hours have been volunteered at staff and faculty on 53 student conduct hearing boards.

41 Behavior Intervention Team (BIT) student cases providing timely intervention resources to promote academic success and safety.

26

Reclaiming Her Path: A Journey of Reflection and Renewal

When Jasmine Truett changed her major, she had high hopes. But like many young adults navigating independence for the first time, she had her fair share of setbacks. Influenced by peer pressure and a disciplinary action and a brief stint in jail, missing class, and a wake-up call she couldn't ignore.

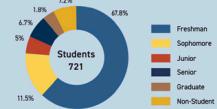
"I needed discipline in my life," Jasmine said. "I was going down a bad path, letting people walk over me and change who I was. That experience made me realize I never want to be in the position again."

Rather than defining her by her mistakes, Student Rights and Responsibilities (SRR) gave her the space to reflect, take ownership, and grow. With support, she began to rebuild her identity around the values she now lives by: integrity, respect, responsibility, growth, and accountability.

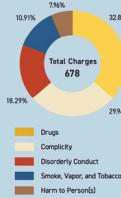
"My core values... are what I now live by," she shared. "These values guide my decisions and shape the person I want to become." Jasmine understands that trust is earned, and she's working hard to do that with her family, her professors, and the university community. "I know that some people may judge me based on that one incident, but that's not the full picture. I am not defined by my mistakes. I am defined by how I respond to them."

Through mindful choices, setting boundaries, and surrounding herself with people who uplift her, Jasmine is moving forward. She's even mentoring others who may be facing similar challenges. "The university can expect more responsible, value-driven actions from me," she said. "I'm committed to becoming the best version of myself—not just for me, but for everyone who believes in second chances."

Classification of Student Charges Involved:



Conduct Alleged Violations



Fostering Personal Growth and Decision-Making

"Through this experience [with SRR], it was more than just a mistake. Through this work, I reconsidered my dream and realized how mature an attitude was needed to achieve it."
— Student who went through a conduct case with Student Rights & Responsibilities



RESIDENTIAL LIVING AND LEARNING

GO LIONS!

Finding Home Through Residential Living and Learning

When Emma Hughes arrived at East Texas A&M University as a freshman, she felt like a fish out of the crowd. The excitement of starting college was quickly replaced by feelings of loneliness and disorientation. Surrounded by students who seemed to already know where they belonged, Emma questioned whether she had made the right choice.

"When I first arrived," Emma said, "I felt overwhelmed around my peers, isolated, and completely unconnected."

Everything began to change when she connected with Residential Living and Learning (RLL) through community events, quiet conversations, and small acts of

kindness. Emma began to feel seen. "People like Charlie, a resident assistant, offered advice and support. They took the time to listen, to offer a safe and judgment-free space where I could share what I was going through."

With the encouragement and support of RLL community, Emma grew in confidence. Little by little, she stepped out of her shell. She found the courage to speak up, to connect with others, and to embrace her place on campus. "I went from someone who just blended out to someone who can walk into a room and connect with anyone she wants. They helped me become someone I'm proud of."

What stood out most to Emma was

how deeply RLL invested in her growth. "What makes RLL so special is that they care about more than just how you're doing in the moment; they care about who you're becoming," Emma said. "They've helped me think about my future, build meaningful relationships, and find joy in being here."

"I really don't believe I could have made it through my first year without RLL. They were there for me. I'm endlessly grateful."

Emma's story is a powerful reminder that growth often comes in small, quiet moments. It's one connection to change everything. At East Texas A&M, students don't just find a place to live; they find belonging.

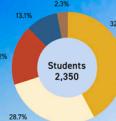
89%
ROOMMATE AGREEMENT COMPLETION RATE

Resident Assistants (RA) facilitated intentional Lion Chat conversations, fostering meaningful connections with residents.

2,315
STUDENTS

in On-Campus Housing, representing a 74% accuracy rate in the fall semester.

Housing Type



Residential Living and Learning gave me more than just a place to live; it gave me strength, being part of a community that supports one another through challenges, taught me how to stay grounded under pressure, and responded with empathy. I've learned how to balance responsibilities, manage challenging situations, and develop my emotional intelligence. This experience has shaped the way I see myself and the people around me, and it's something I'll carry with me long after my time at East Texas A&M.
—Liamie Lopez, Junior, Animal Science

35,000+
LION CHAT SUBMISSIONS
Resident Assistants (RA) facilitated intentional Lion Chat conversations, fostering meaningful connections with residents.

903
PROGRAMS
offered, ensuring consistent opportunities for student connection and growth.

1,249
CARPETS
installed in October 2025 across 14 campus buildings.

Where Living Meets Learning



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PROFESSIONAL WORK

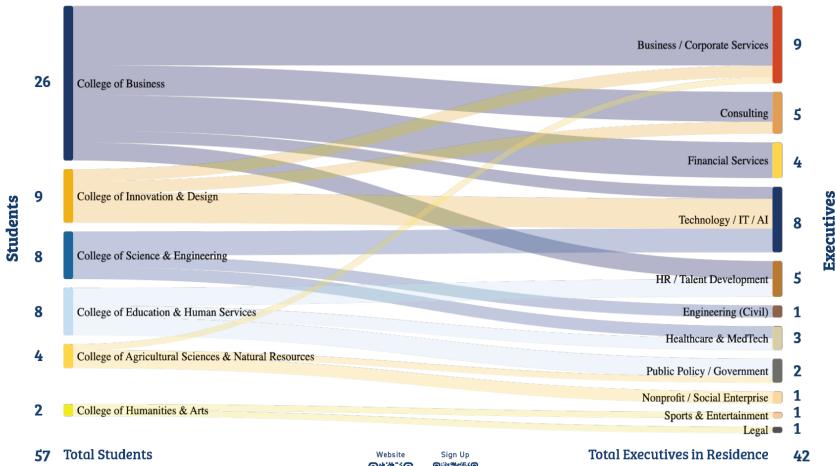
Designed and coded a custom Sankey diagram using D3.js, implementing precise datasets provided by the Chief Academic Officer and Executive Director. Applied East Texas A&M University branding by integrating official hex color codes and typography into the visualization. Developed the full diagram in

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.

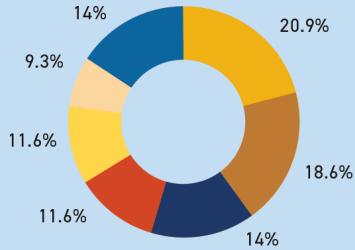
Connecting Students to Executive Expertise

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.

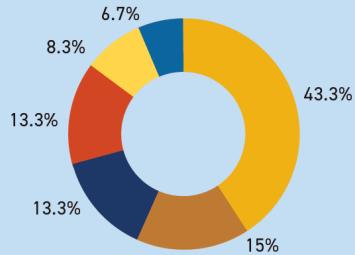
- 6 Academic Colleges represented
- 10+ Executive Career Sectors involved
- 50+ Students gaining mentorship and professional exposure
- 100% aligned with workforce-ready outcomes



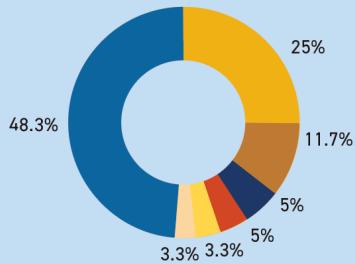
Executives Industry Representation



ETAMU College Distribution Breakdown



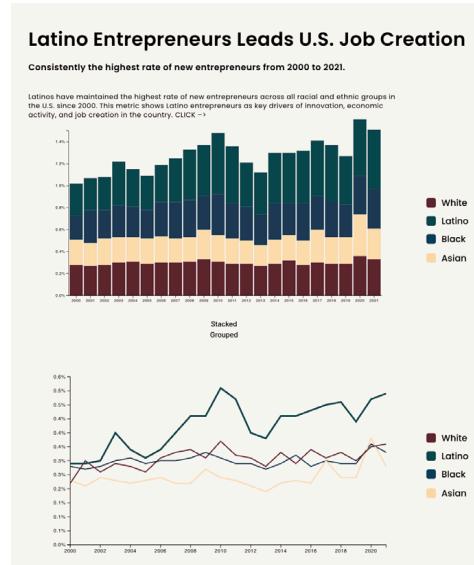
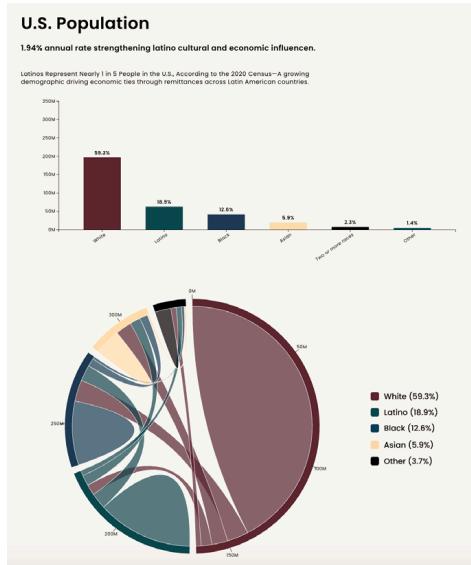
Student Degree Breakdown



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

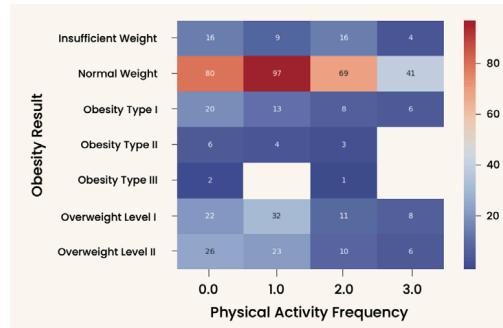
driven by U.S. Census data. Each visualization was fully interactive—clickable, explorable, and styled with precision—showcasing both design systems and technical coding expertise. The work demonstrated the integration of storytelling, accessibility, and advanced data coding for web-based engagement.



PROFESSIONAL WORK

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

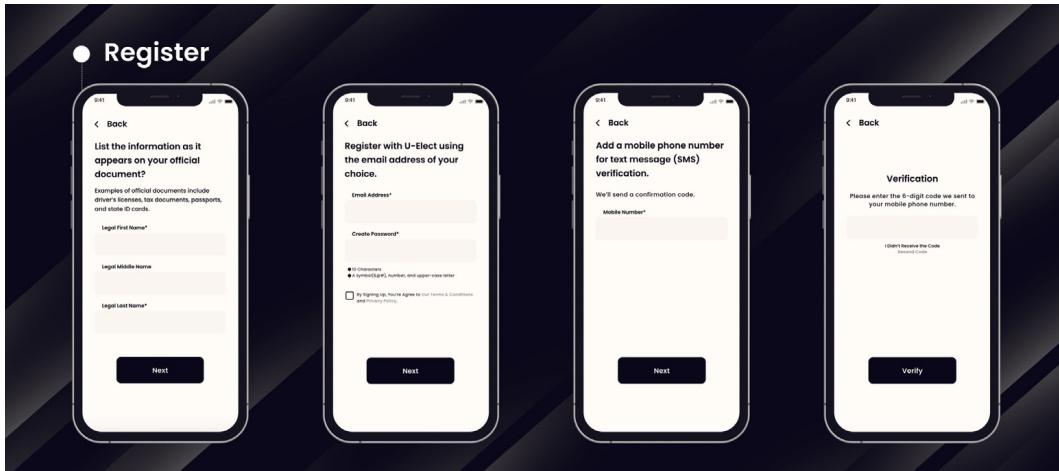
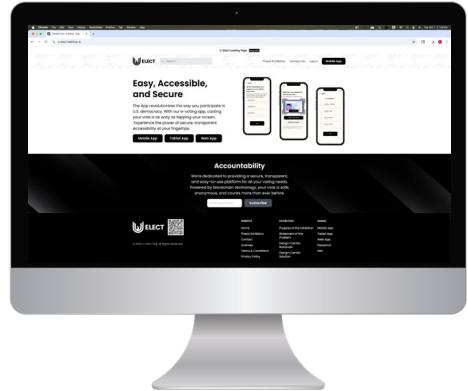
The exhibition aims to showcase innovative methods and emerging technologies that could improve the voting process, focusing on non-profit organization, integrity, accessibility, and security. Through interactive displays and

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.



PROFESSIONAL WORK

● ID Verification

9:41

< Back

What is your address? List the information as it appears on your official document.

Examples of official documents include driver's licenses, tax documents, passports, and state ID cards.

Address 1*

Address 2 / Suite

City*

State*

Zip code*

9:41

< Back

We are legally required to collect these details. Your information is safe with us.

Please provide the information below to verify your identity.

Social Security Number*

Confirmation ID#*

Next

9:41

< Back

Select the type of identification you would like to provide.

Please select one of the following documents.

Document Type*

- U.S. Driver's License
- U.S. State Issued ID
- U.S. Passport

We use Verify Your U.S. Citizen. By updating your ID, you agree to the Verify Your U.S. Citizen Terms of Service, Privacy Policy, and Contact Us. Policy, and Release.

9:41

Make sure your details are clear and correct.

Front picture of your driver license.



Submit front photo

Retake front photo

We use Verify Your U.S. Citizen. By updating your ID, you agree to the Verify Your U.S. Citizen Terms of Service, Privacy Policy, and Contact Us. Policy, and Release.

● E-Ballot

9:41

Welcome back
Ashley Placencia



Thank you for coming back. Today is Election Day. November 2, 2024

Your private ballot is open. You can vote from 7:00 AM until 7:00 PM.

Be sure your battery is charged and your Wi-Fi works for the next ten (10) minutes.

Next

9:41

Welcome back
Ashley Placencia

If your device is a computer or tablet, please select "email"; if it is a smartphone, select "phone device."

Select Device*

Phone Device Email

6 Digit Code

Didn't Receive the Code Resend Code

Be sure your battery is charged and your Wi-Fi works for the next ten (10) minutes.

Next

9:41

< Back

U.S. President

- Franklin D. Roosevelt Elect
- Angela O. Peters Elect
- Scott S. Simpson Elect
- Georgia Bush Elect

Next

9:41

Welcome back
Ashley Placencia



Thank you for participating!

A digital document was sent to your email and message for your records.

Elect Ballot Document Receipt Document

Log Out

PROFESSIONAL WORK

ELECT Statement of the Problem

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

- 1.8 Million** Texas voters have a status of voter suspension. (Texas.gov)
- Electoral Reform** "Public attitudes [favor] innovative voting initiatives" (New Research)
- 13%** of mail ballots were rejected in Texas for the 2022 election. (Associated Press)
- No Online** voter registration in seven U.S. States, including Texas. (gutenberg.org)
- 65%** of Americans favor moving away from the electoral system. (New Research)

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

U.S. Polling Place Closures

Texas has the most polling place closures in the U.S. since Shelby v. Holder (2013). (Civil rights org.)

Texas closed 750 polling places

74 of those closures were in Dallas county

Decrease in number of polling places

- 45%+ decrease
- 25 to 45% decrease
- 15 to 25% decrease
- 1 to 15% decrease
- No change or increase

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

79% of Americans report being concerned about how their data is being used by companies, 70% of the government, 64% (New Research).

80 Year Cycle
"The crisis-how's generation these points out that every four generations, a crisis shakes up society and leads to new ways of doing things" (New)

Next Transition
"The United States is facing another period of social and economic instability that will conclude in the late 2020s" (Collaborator)

Institutional & Socioeconomic Cycles in the U.S.

Higher confidence in election administration across the U.S. is registered voters into the party from the elections that resemble it in form and administration. (New Research)

Institutional Cycles (80 years)

1st cycle	2nd cycle	3rd cycle
1927-1956	1956-1985	1985-2025

Socio-Economic Cycles (50 years)

1st cycle	2nd cycle	3rd cycle	4th cycle	5th cycle
1927-1969	1929-1976	1976-1995	1992-1980	1992-2020

For the first time both 2-cycle and 5-cycle are overlapping within the span of each other.

Very well, Somewhat well, Not so well, Not at all well

Confidence	Oct '18	Oct '20	Oct '22
Very well	53%	42%	25%
Somewhat well	36%	35%	48%
Not so well	10%	17%	12%
Not at all well	1%	4%	15%

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

50 million U.S. users

88% majority shares

Surveillance Capitalism

Anti-Democratic
"There is an economic system in which personal data is collected and used for the good of advertising. It is an ongoing debate whether surveillance capitalism is a new contribution to democratic principles" (C. Adolf)

The Big Three
"Facebook Inc., The Vanguard Group Inc. and State Street Inc. have the majority shares in 88% of the top critical companies in the U.S." (New)

Facebook-Cambridge Analytica
"Data consultant, Cambridge Analytica Ltd. scandal, raised personal privacy data information for political influence belonging to 50 million Facebook users without users consent. (Associated Press)"

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 strictly any conflict of interest or even the appearance of a conflict of interest in Government-contractor relationships." (Federal Acquisition Regulation, Acquisition Regulation)

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

- Big Three (Facebook, Vanguard, State Street)
- Big Three are the largest shareholders
- Big Three are the 2nd largest shareholders

Peer-reviewed article: "Hidden power of the Big Three" in concentration of corporate ownership, and further - details, based on Open Database

PROFESSIONAL WORK



Design-Centric Solution

U-Elect Brand Vision

Brand Vision 1

Research 2

Challenges 3

U-Elect 4

The solution for mobile electronic voting systems in the U.S. and Texas emphasizes that every individual's right matters in the democratic process.

The solution originated from research about voting accessibility issues, societal changes, and innovative technology solutions.

The solution addresses challenges faced by voters, particularly those with disabilities, younger generations, and military personnel.

The brand name was chosen to represent the voting platform's universal nature and hold participants accountable through the voting process.

Web Domain
www.u-elect.org

Legal Entity
Non-Profit Organization

Logo Development



While the U.S. Government Department seals are circular with a bold eagle, the U-Elect logo is shaped like a crest. The feature are also found in the logos of many U.S. institutions, nonprofits, administrations, and departments.

The U-Elect logo was designed to emulate the logos of modern tech firms, it has minimalist, modern, or geometric designs.

The logo integrates the U-type symbol of 'you' and an eagle symbol with a modern crest and geometric designs in the eagle's wings.



LOGO A



LOGO B

Design Centric Rationale

From a Non-Profit Organization to a Government Administration

The early development of the U-Elect app infrastructure will be conducted through a non-profit organization to ensure transparency and disclosure of funding sources. We are laying the foundation for its evolution into a U.S. Government institution or multiple government entities.

2024

Design-Centric Solution and App Infrastructure

U-Elect App

Independent Infrastructure

Experience the power of secure, transparent accessibility at your finger tips.

Register

Provide contact information and legal information.



ID Verification

Provide your ID to verify your identity, your information is safe with us.



Electronic Ballot

All electronic ballot will be assigned to your account.



Hypothetical: State Electronic Voting Department

U-Elect app registration in order to vote

Step 1

Open app and follow steps

Step 2

Phone & email verification

Step 3

Two-factor authentication

Successful end-user registration

Step 5

New registers, wait until election day

Step 4

Submit legal information

Verified U.S. voter government administration

One E-Ballot is assigned to each end-user

Step 6

Vote and elect your candidates

Step 7

Submit your E-Ballot

Social Security Administration

U.S. Citizenship and Immigration Services

Texas Department of Public Safety (DL Number)

Texas Department of Public Safety

U-Elect E-voting Department

Independent Department to verify each U.S. voter

Typography – Poppins Font

Poppins display quality across different devices and applications. This consistency is essential in avoiding inconsistency in awareness, which is a common challenge in app development.

Poppins Black
This is Header.

Poppins Bold
This is Header.

Poppins Bold Italic
This is Header.

Poppins Bold Italic
This is Header.

Poppins Semibold
This is Header.

Poppins Medium
This is Header.

Poppins Medium Italic
This is Header.

Poppins Regular
This is Header.

Poppins Light
This is Header.

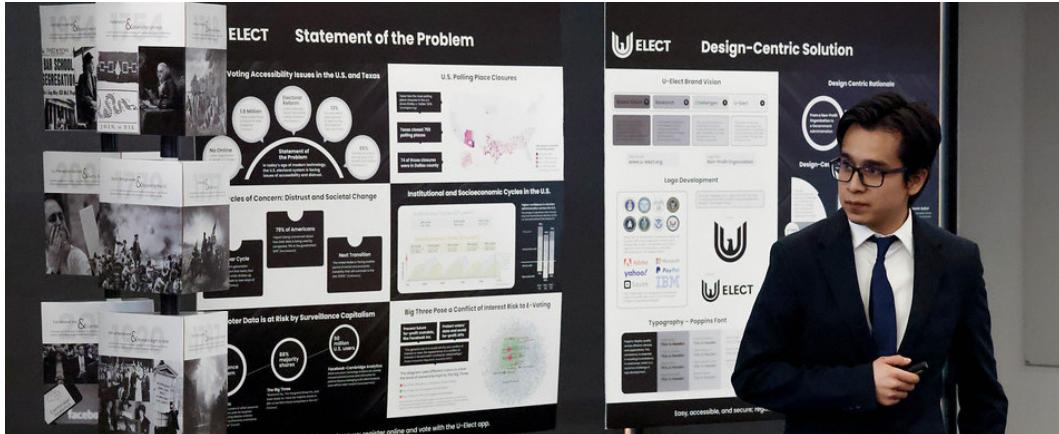
Poppins Italic
This is Header

Poppins Extra Light
This is Header.

Rodolfo Sebastian | Vitae

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PROFESSIONAL WORK



PROFESSIONAL WORK



PROFESSIONAL WORK



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

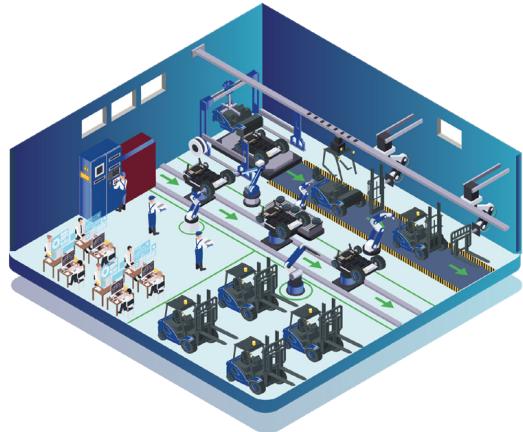
thorough understanding and representation of these complex concepts. This included the integration of cutting-edge design techniques to ensure that each graphic not only conveyed information effectively but also engaged the viewer aesthetically.



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

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.



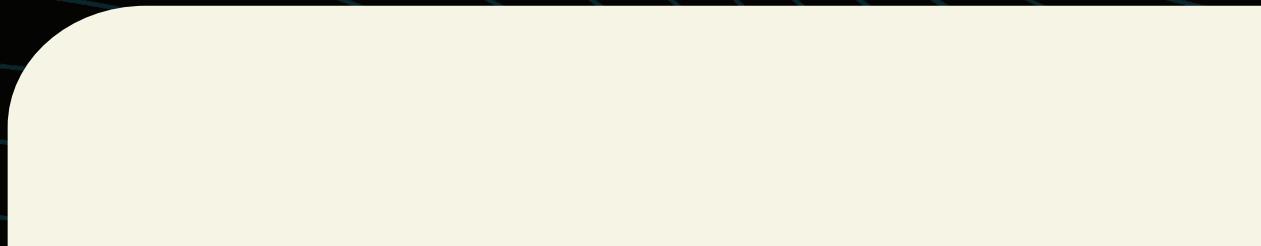
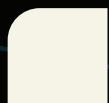
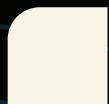
Hot Science.tv

 **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

Rodolfo Sebastian