

Rigoberto Pinto

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Rigo.PintoJr@gmail.com | 909-210-8165 | Anaheim, CA | [LinkedIn](#) | [Portfolio](#)

Art director, illustrator, and graphic design leader with a passion for using visual storytelling to bring ideas to life.

SKILLS

Art Direction | Concept Design | Illustration | Graphic Design | Creative Direction
Branding & Identity | Digital Illustration | Animation | Character Concepting | Fluent in Spanish

TOOLS

Adobe Photoshop | ZBrush | InDesign | Adobe Creative Suite | Illustrator | Gouache
Mac | Android | IOS | Microsoft Office Suite | Google Suite | Figma | Slack

EXPERIENCE

Wild Canary Animation (Freelance)

2019-2020/ 2023

Animation studio producing original content for the entertainment industry *Burbank, CA*

Storybook Artist

- Collaborated with Art Director to create captivating storyboards and illustrations for children's market viability testing
- Introduced Agile Methodologies and sprints to art team to improve workflow and meeting deadlines consistently
- Created sketches and hand-drawn illustrations, establishing story pace and themes, collected feedback, and produced clean line drawings and vibrant coloring
- Provided subject matter expertise to fortify product viability and establish story pace and themes

Mattel (Contract)

6/2022-6/2023

A multinational \$5.3B toy manufacturing and entertainment company

Los Angeles, CA

Designer-Special Projects

- Led the ideation, sketch, and design for a variety of Mattel plushie toys across multiple IPs; leveraged Photoshop to bring concepts to life
- Collaborated with Project Manager and Creative Director to create three unique designs for plushie concepts; translated sketches into 2d prototypes and then into a physical product

Google

12/2019-3/2023

A \$279.8B American multinational technology company

Playa Vista, CA

Art Director

- Led creative direction for market-ready app; oversaw development of characters, backgrounds, fonts, colors, and overall process from ideation to launch
- Conceptualized, edited, and finalized 6 original GIF designs in collaboration with SportsManias, resulting in 15% increase in digital shares of animated GIFs
- Revitalized existing GIF artwork for the Google/Tenor project by working across a team of 20 creatives and project managers to create digital content that is sharable on a global scale
- Spearheaded sprints to create team efficiencies, streamline workflow, and hit all deadlines
- Shared regular updates with leadership team on project goals and timelines

Zya Music (Acquired by Google)

Music Gaming application

1/2018-1/2019

Calabasas, CA

Lead Designer

- Developed artwork strategies and created all artwork, character designs, concepting, props, and layouts for two applications on the iOS platform
- Formulated collaborative approach with marketing team to ensure visual themes and user test data were optimized for mobile platform; launched testing and QA to locate and fix bugs

OTHER EXPERIENCE

Production Assistant, Dash Radio 2014-2015

Promotions Specialist, Grupo Radio Centro 2012-2013

Promotions Specialist, Entravision 2012-2013

Promotions Specialist, Spanish Broadcasting System 2011-2012

AWARDS & RECOGNITION

Fast Company's Design by Innovation Awards 2022

Top Games & Apps | "Custom Stickers" by Google

EDUCATION & TRAINING

ArtCenter College of Design | Bachelor of Fine Arts | *Illustration & Entertainment Arts*

Pasadena City College | General Arts | *Art Studies*