

# OTTO ZAISER

# DESIGNER

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## PROFILE

### Summary

I am a professional designer, currently living in Buenos Aires, Argentina. I am always seeking the best way to give an innovative and creative solution to visual communication. I am open to new ideas and concepts regarding design and illustration, that's because I'm an art enthusiast and spend most of my free time learning, practicing and researching about new trends.

### Links

<http://www.dgotto.com.ar>  
<https://ar.linkedin.com/in/ottozaiser>  
<https://www.behance.net/ottozaiser>  
<https://vimeo.com/ottozaiser>



## KNOWLEDGE, SKILLS & TOOLS

### DESIGN

- Graphic design
- Branding & Identity
- Typography
- Pixel-perfect

### ART

- Illustration
- Character design
- Cartooning
- Comics

### VIDEO

- Motion Graphics
- 2D Animation
- Flash animation
- Video edition

### KITCHEN

- Pizza
- Risotto
- Beef Stew
- Pasta sauces

### WEB DESIGN & FRONT-END DEVELOPMENT

- UX Design
- UI Design
- Interaction Design
- Usability

- User Centered Design
- Responsive Design
- Wireframing
- Prototyping

- HTML
- CSS3
- Bootstrap
- SASS/LESS

- Javascript
- jQuery
- Grunt/Gulp
- Bower

## JOB EXPERIENCE

01/2002-11/2004

**MULTIMEDIA  
DESIGNER**

Freelance

11/2004-12/2005

**WEB DESIGNER**

AXG Tecnonexo

05/2006-02/2014

**LEADER  
MEDIA  
SPECIALIST**

TeleTech

02/2014-11/2015

**SENIOR  
MULTIMEDIA  
DESIGNER**

Globant

01/2016-Today

**FULL STACK  
DESIGNER**

Freelance

# CASE OF STUDY



Viñetas Sueltas is a non-profit organisation that makes a comic event once a year. I am lucky to be part of it and I've been in charge of the website design for the event since 2008.

Technology was changing non-stop from 2008. So, the first 2 years, the website was made in Flash. The third year turned to be a fixed width HTML with some basic jQuery making the navigation, and the fourth year a full width single page with some responsive design.

The event was on stand-by for a few years, and on 2016 the event was resumed. This last website was a responsive single page design.

All these years web develop change a lot, but there was always one constant through the years: I only had just 2 weeks to make the website from scratch while working on my day job.

Are you ready to go back? Where we're going, we don't need roads...

2008



Remember the good old days? I had to make this website in one week because the event was sudden.

- Adobe Flash 7
- ActionScript 2.0
- Wordpress Blog
- Lightbox

2009



I re-used graphics, and added some character animation to the mascot. It seems grunge style was in.

- Adobe Flash 9
- ActionScript 2.0
- HTML (tables)
- Wordpress Blog
- Lightbox

2010



We were getting real. Steve Jobs didn't like flash. HTML5 was coming back hard and I had to get back.

- HTML
- CSS
- jQuery

2012



A single page was a great breakthrough because it's a static website that is online just 2 weeks a year.

- HTML5 (single page)
- CSS3
- Almost Responsive
- Javascript

2016



Finally we arrive to the present.

This time I was going to use a build system and make this from scratch using all the resources and tools that I could think of to make this process easier than the previous years.

I could talk previously with the illustrator about the colors, composition and layout of the poster, and I knew that the list of guest to the event will not be ready until the last days.

It was painless to make a JSON with the guests data, so I could add, remove or modify easily the guest list.

I set up a Gulp with Bower and Bootstrap, and started this journey once again.

- HTML5
- CSS3
- Responsive
- Javascript
- Gulp
- Bower
- Bootstrap
- FontAwesome
- JSON
- PHP Form
- Minified



14 AL 16 DE OCTUBRE DEL 2016, PALAIS DE GLACE, BUENOS AIRES  
★ENTRADA LIBRE Y GRATUITA★

### INVITADOS



Poteco Scierenski

Resido en Buenos Aires del 2012. Publico en la revista 'Papelitos' en el 2010 y en la 'Caricatura' y publica sus trabajos en medios graficos de Argentina, Brasil, Chile, Colombia y otros paises. Trabaja para productores graficos y trabaja en su propio estudio de ilustracion y animacion. Premio Roca, Premio Roca, Premio Roca. Es fundador del estudio de animacion 'Studio 10' - Actualmente pertenece al grupo de humor satirico 'Migajas'.



### FERIA Y EXPOSICIONES



#0086B3

#FFDA29

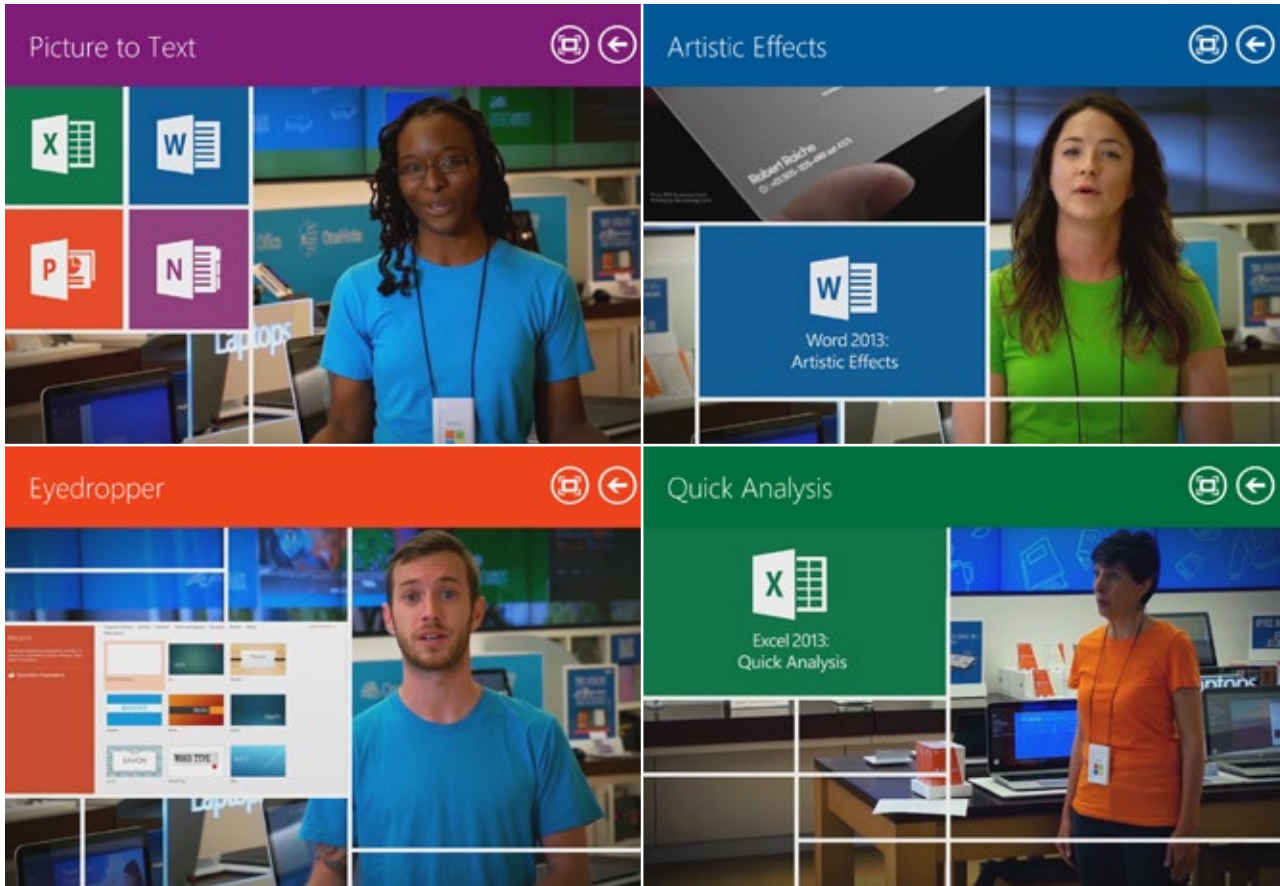


# MICROSOFT



Microsoft asked us to make some video tutorials for their sales team about the new Office 365. We had to make a homepage that launches all the videos and the animations as well.

The visual style was very strict to their extremely long branding guidelines. So, after study all those I made a design that fit their company and we didn't have any change requests from the client.



#005797  
#00703E  
#7F1C77  
#DC3C00



Saks Fifth Avenue wanted to renew all their eLearning program and have more visual appealing to the very simplistic courses they had.

We became with a gamification idea of a walking closet where the learner have to check at all the clothes to complete the learning experience.



#000000

#FFFFFF



T-Mobile needed some eLearning courses where their customer support team could learn more about the features of the new phones.

I had to customize and reuse a flash app already made. So, I based the color scheme to their brand and made an acclaimed homepage by the client.

