

DANIEL SNEYDER CONTRERAS PINEDA

MULTIMEDIA DESIGNER | ILLUSTRATOR
| APPAREL & VISUAL DESIGN

📍 Remote / International

✉️ danielcontreras12744@gmail.com

🌐 Bilingual: Spanish (Native), English (Native)

🌐 **Portfolio:** <https://www.dscpart.com/>



SKILLS

- Character Design & Turnarounds
- Poster & Editorial Illustration
- Mural Design & Layout
- Apparel Graphics & Streetwear Design
- Branding & Logo Design
- Visual Storytelling
- Client-Based Custom Work
- Fast Turnaround Workflows

OTHER EXPERIENCE

Team Leader – Logistics
The Calgary Stampede | 2022–2024

Demonstrated leadership, communication, and time management in a fast-paced, public-facing role.

PROFESSIONAL PROFILE

Multimedia Designer and Illustrator specializing in illustration, character design, graphic design, apparel graphics, and visual storytelling. Experienced in developing original artwork, branded visual assets, apparel collections, and marketing materials for professional and commercial clients.

Skilled in taking creative concepts from initial development through final production, with strong capabilities in digital illustration, graphic design, character development, and production-ready artwork.

Highly proficient in remote work and experienced collaborating effectively with distributed teams, managing projects independently, meeting deadlines, and maintaining clear communication throughout the creative process. Combines strong drawing and design fundamentals with a professional understanding of creative production, visual communication, and brand consistency.

EDUCATION

Bachelor's Degree – Illustration and Character Design / Minor in Animation

Alberta University of the Arts, Calgary, Canada 2021–2025

PROFESSIONAL EXPERIENCE

Freelance Illustrator & Series Designer – Werklund Centre

Classic Albums Live 2026–27 Season | Calgary, AB | 2026

- Designed a four-piece illustrated visual series for Werklund Centre's 2026–27 Classic Albums Live season.
- Created original artwork for four album-inspired productions: The Immaculate Collection by Madonna, 1984 by Van Halen, Rumours by Fleetwood Mac, and Highway to Hell by AC/DC.
- Collaborated directly with Werklund Centre's design team to refine visual concepts and ensure consistency across the full series.

Apparel & Graphic Designer

Stadium | Remote | 2025 -2026

- Designed custom apparel graphics and logos for international clients across multiple industries
- Developed complete clothing collections tailored to client branding and target audiences
- Created made-to-order designs for events, campaigns, and personalized merchandise
- Collaborated with teams to deliver production-ready assets for printing and digital storefronts
- Delivered designs under tight deadlines in a high-demand production environment

Freelance Illustrator & Designer

Remote | Ongoing

- Created character lineups, poster illustrations, and merchandise graphics for independent clients.
- Designed mural compositions for public-facing projects using strong visual hierarchy and storytelling.
- Delivered polished digital illustrations and logos under tight deadlines while maintaining consistent style and quality.

Featured Artist – Arts Commons Window Galleries

Calgary, Alberta | Dec 2024 – Apr 2025

- Exhibited personal visual work in a curated, public-facing art installation.
- Focused on narrative illustration and urban-inspired character concepts.

VERIFIABLE WORK REFERENCES

Nicole Swanson

Senior Manager, Marketing & Sales

Email nswanson@werklundcentre.ca

Ciara Stacey

People Operations Lead Stadium

Email ciara.stacey@snackmagic.com

Sanja Lukac

Senior Curator, Visual & Media ARTS Arts Commons

Email slukac@artscommons.ca

Phone: 403-294-7484

Camilo Pinzon

Logostics Manager Calgary Stampede

Email CPinzon@calgarystampede.com

Phone: 403-585-1170

PERSONAL REFERENCES

Wilman Pineda

Dean, Duitama Campus Faculty

Universidad Pedagogica Y Tecnologica de Colombia

Email wilman.pineda@uptc.edu.co

Phone: +57 3208574710

Tivadar Bote

Design Professor Alberta University of the Arts

Email tivadar.bote@auarts.ca

Phone: +1 403 703 9683

SOFTWARE
PROFICIENCY

DESIGN SOFTWARE

Adobe Photoshop • Illustrator • InDesign • Procreate • Procreate Dreams

WORKFLOW & COLLABORATION

Google Drive • Dropbox • Slack