

DANIEL SNEYDER CONTRERAS PINEDA

MULTIMEDIA DESIGNER | ILLUSTRATOR
| APPAREL & VISUAL DESIGN

📍 Remote / International

✉️ danielcontreras12744@gmail.com

☎️ +57 322 739 0627

🌐 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 specializing in illustration, character design, and apparel graphics, with professional experience creating custom visual solutions for international clients.

Skilled in developing original artwork, branding assets, and apparel collections across digital platforms, combining strong visual storytelling with production-ready design.

Experienced working in fast-paced, client-driven environments, delivering high-quality designs for custom orders, merchandise, and visual campaigns.

EDUCATION

Bachelor's Degree – Illustration and Character Design

Minor in Animation

Alberta University of the Arts, Calgary, Canada

2021–2025

SOFTWARE PROFICIENCY

Proficient in industry-standard software, such as:

- Adobe Illustrator, Photoshop, InDesign
- Procreate & Procreate Dreams
- Google Drive / Dropbox
- Slack

PROFESSIONAL EXPERIENCE

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
- Balanced high-volume design requests while maintaining consistency and quality
- 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

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

CERTIFICATIONS:

Bachelor's in Illustration and Character Design with a Minor in Animation

Alberta University of the Arts, Canada
2021-2025

**Alberta
University
of the
Arts**



ON RECOMMENDATION OF THE FACULTY OF THE
SCHOOL OF COMMUNICATION DESIGN AND IN
CONFORMITY WITH THE STATUTES OF ALBERTA

ALBERTA UNIVERSITY OF THE ARTS
HAS CONFERRED UPON

**DANIEL SNEYDER
CONTRERAS PINEDA**

THE DEGREE OF

BACHELOR OF DESIGN
**VISUAL COMMUNICATIONS
DESIGN**

GIVEN IN THE CITY OF CALGARY, IN THE PROVINCE OF ALBERTA, CANADA
IN THE YEAR TWO-THOUSAND AND TWENTY-FIVE
ON THE SEVENTEENTH DAY OF JANUARY

REGISTRAR

PRESIDENT + CEO

BOARD OF GOVERNORS CHAIR



December 20th, 2024

Contreras Pineda, Daniel

Calle 10 # 13-63 Barrio Guanata
Garagoa, Boyacá, Colombia, 152860
Date of Birth: 30/09/2001

AUArts student ID: 000040226

To Whom It May Concern,

This letter is confirmation that the above-named student has completed all program requirements at AUArts and will be eligible for awarding of their credential at our upcoming convocation ceremony.

Degree: Bachelor of Design

Major / Stream: Visual Communications Design / Illustration and Character Design

Minor: Animation

Official Awarding of the Credential Date: January 31st, 2025

If you have questions, please email registrar@auarts.ca.

Sincerely,

A handwritten signature in black ink, appearing to be "Arif Ansari". The signature is stylized with a large loop at the beginning and a horizontal line extending to the right.

Arif Ansari
Registrar

January 13th, 2025

To whom it may concern,

Daniel Sneyder Contreras Pineda, identified with citizenship ID number 1007135003 issued in Garagoa, Boyaca, worked in our organization from October 1st, 2024, to September 15th, 2025, as a contracted Artist with the RBC Emerging Visual Artist Program at Arts Commons in Calgary, Canada.

During this time, Mr. Daniel Sneyder Contreras Pineda worked on and exhibited an installation of their graphic design and illustration artworks in the Window Galleries and attended professional development and networking events associated to the contracted engagement.

Daniel Sneyder Contreras Pineda contributions as a Graphic Designer and Illustrator to Arts Commons are highly engaging in the galleries and his presence as an artist is very valuable to the organization, please consider this letter as a support document for Daniel Sneyder Contreras Pineda official certification to validate their work with Arts Commons.

Sincerely,



Sanja Lukac

Senior Curator, Visual and Media Arts

slukac@artscommons.ca

403-294-7455

Arts Commons 205 - 8th Avenue SE | Calgary, Alberta T2G 0K9
Box Office 403-294-9494 | Main 403-294-7455 | Fax 403-294-7457



205 8th Avenue SE, Calgary, AB T2G 0K9 | 403-294-7455 | artscommons.ca



Calgary Exhibition & Stampede Limited
1410 Stampede Trail SE
Calgary, AB T2G 2W1
(403)261-0180

WORK CERTIFICATION

In Calgary, on the 17 of January 2025, the undersigned, Camilo Pinzon, identified with Alberta ID number 156413 issued in Calgary, in their capacity as Manager, Logistics & Assets of The Calgary Exhibition & Stampede Limited, certifies that:

Daniel Sneyder Contreras Pineda, identified with citizenship ID number 1007135003 issued in Garagoa, Boyaca, worked in our organization from June 20, 2022, to December 14, 2024, performing the role of Logistics Operator and Logistics Team Lead during our annual Calgary Stampede festival.

During this time, Mr. Daniel Sneyder Contreras Pineda demonstrated organizational and leadership skills, ensuring the coordination of logistics operations. As a Logistics Operator and Team Lead, he consistently displayed a strong commitment to efficiency, accuracy, and teamwork. His ability to manage complex tasks and adapt to changing demands contributed significantly to the success of the team. Daniel's proactive approach, attention to detail, and dedication to maintaining high standards were key in achieving smooth and timely logistics processes.

This certification is issued at the request of the interested party for any purposes they may find convenient.

Sincerely,

Camilo Pinzon

Manager, Logistics & Assets
Calgary Stampede
T 403.261.0550 | C 403.585.1170
CPinzon@calgarystampede.com
1410 Stampede Trail SE
Calgary, AB T2G 2W1