






MATIAS LAROSA

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I have more than 20 years of experience as Graphic Designer and Creative Advertising.

I worked as Art Director and Creative Director in many advertising agencies, such as:

- * Feedback Studio, Co-Founder - (Rosario)
- * Grey Interactive - (Buenos Aires)
- * CeroNegative (Buenos Aires)
- * Elephant Seven (Munich / Barcelona)
- * Flow (SCZ Bolivia)
- * GARRA Digital Agency

I worked for brands such as: Lucky Strike, Budweiser, Renault, Seat (Germany) among others.

My knowledge makes me able to give the client effective and attractive solutions, always under intelligent and functional thinking.

My CV

2015-2018

Creative Director GARRA Digital Agency

www.garraagencia.com

2009-2015

Art Director & Graphic Designer Freelance

2008

Elephant Seven E7 (Advertising) - Barcelona

Art director

Area 22 Cultural Multispace in Barcelona.

Responsible for the coordination area.

Live visuals and animation

Resident Vj Area 22 Cultural Multispace in Barcelona.

2007

Creative director

Cero Negativo (Advertising) - Buenos Aires

Area 22 Cultural Multispace in Barcelona.

Responsible for the coordination area.

2006

Draft (Lowe BTL) - Buenos Aires

Freelance Art Director. Advertising for Renault and Direct TV

2004 - 2006

Grey Interactive - Buenos Aires

Art Director (Internet) for Lucky Strike, Kent, Activia, Warner Brothers, Nokia,

Budweiser, Activia and Playboy.

1999 - 2003

Art Director - Feedback Studio

My CV

STUDIES

- **Creative Advertising - School of Advertising Creatives (Buenos Aires) - 2004**
- **Graphic Design Superior School of Graphic Design (Rosario) - 2002**
- **Fine Arts (incomplete) - Faculty of Fine Arts, UNR (Rosario) - 2000**
- **Photograph (incomplete) - Iset N°18 (Rosario) - 1998**

COURSES

- **Seminar "The speed of art" of digital art Dictated by Eugenio Ampudia, Parque de España Cultural Center. 2003**
- **II Digital Art Seminar: "New Languages of Design". 2003**
- **Orthography course. Dictated by Arq. Dg. Horacio F. Gorodischer. 2002**
- **Image Analysis Course. Dictated by Arq. Ana Maria Rico School of Fine Arts, UNR. 2001**
- **Basic Photography Course. Peña Photographic Rosario. 1998**

Sony developed a mobile app for the control and management of its employees (vendors and merchandisers) Everything is administered from a control panel.

The system allows to know in real time:

- 1) At what time and in what geolocated place the employee starts working.
- 2) In what time and place is the seller throughout the workday.
- 3) How much time is taken to go to eat (at the time of eating does not geolocate the employee).
- 4) Daily sales and objectives.
- 5) Employee Problem Reporting System.
- 6) Usage statistics.
- 7) Gamification: they are personally assigned objectives so that comply depending on the location they are. They are awarded monthly and semiannual prizes, according to the sales made.
- 8) Notification sending system, by group or individual



PROBLEM

The company has vendors throughout the country and mostly places without a Wi-Fi connection, so one of the difficulties it presents is that of being able to access the contents of its online platform, which is nourished by a large amount of information about the crops and their relation with the products that they commercialize.

The second problem that arose was the communication between the office and vendors and the unnecessary amount of emails exchanged.

And as a third point, there is the need to obtain an analysis of what is being done (big data.)

SOLUTION

An internal application was generated for the company. The same has 3 main sections: Crops, Products, Agenda.

The app connected to the database of the AMAUTA online platform. The same when connecting to a Wi-Fi loads all the updates of web content. In this way I could go to places without connection and always with the latest version of the contents.

The agenda has 3 main sections: Clients and Prospects, Meetings and Businesses.

Clients and Prospects have all the information necessary for the seller to need to generate the meeting:

Contact and data of the company, Geographical area, Previous purchases (in the case of customers) and Data to quote.

The information can be entered in 2 ways:

Through the App:

In this way the seller can enter information for personal use, but at the same time this information can be monitored from the office by superiors from the CMS of the online platform.

Through CMS

From here the superiors can enter information for the vendors.

BENEFIT FROM THIS ...

With this system, a large number of mails from both parts of the company is eliminated.

All the information that is entered can then be exported to Excel with dynamic tables for a BigData analysis.



Client: ASI (Comprehensive Healthcare)

PROBLEM

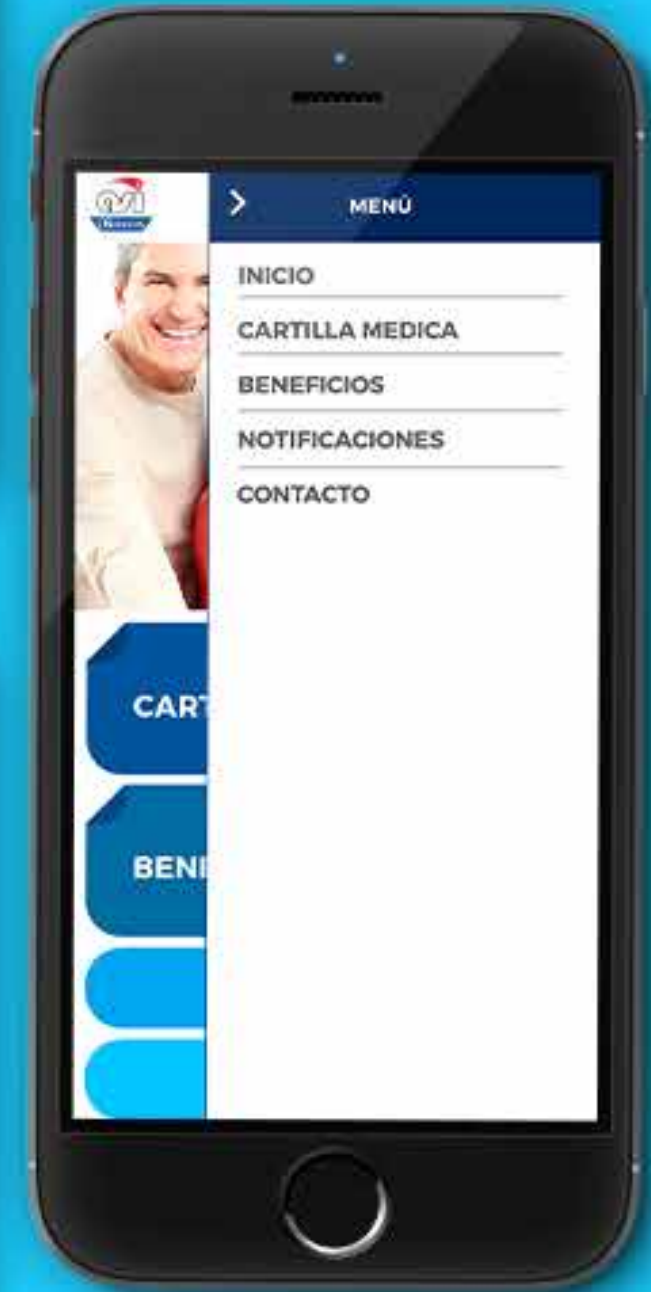
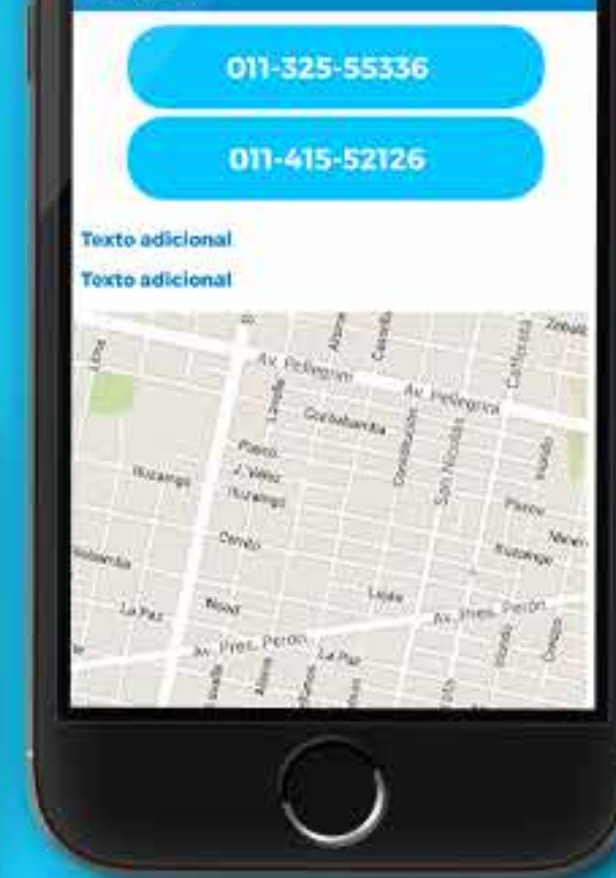
The clients of prepaid like ASI do many formalities in a professional manner and this requires a great logistic of personnel to be able to attend them. At the same time the customer queues for paperwork and carries a lot of information (result of analysis, exámenes, medical history) that they do not always carry with them.

SOLUTION

We create an application where the client can manage all these procedures of their smartphone, being able to do them 24 hours and from anywhere.

You can also access your personal information quickly and easily.

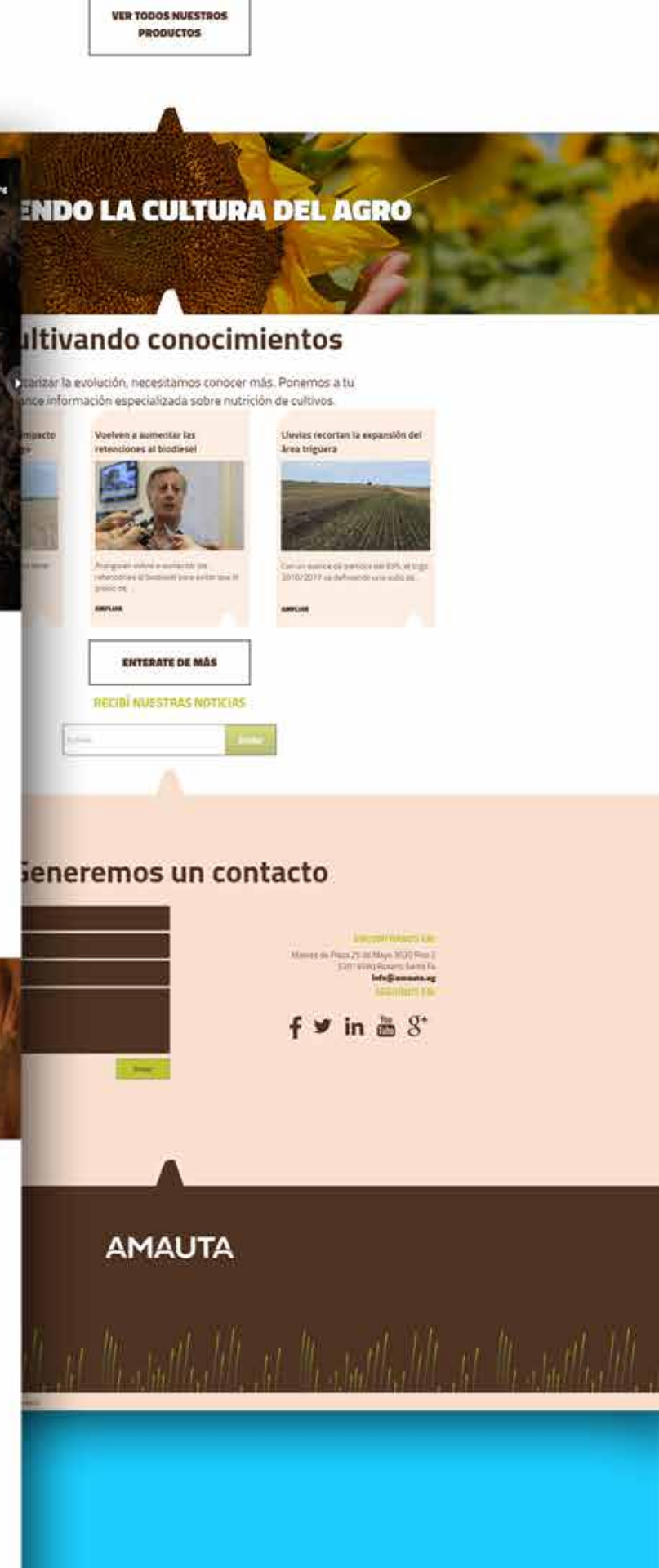
This generated a saving of time and efforts both on the side of the client and the employees of the company, and may have less demand in person, improving customer service.



Client: AMAUTA

AMAUTA is a Premium agrochemical company whose philosophy is in constant learning. For this an online platform was created where not only can you know information about the company and its products, but also has sections that provide the user with information on each of the crops for which they have products.

One way of learning is to share information, so a huge amount of trials of all the crops was collected. Within this section, the user can search through filters for the information they need for free and easily. The filter mode gives the user the possibility to reach the information they are looking for in many different ways.



We develop the platform of online loans and brand image and campaign that accompanied the concept that we created of LOANS EASY For this purpose, a series of characters was created in 3D oriented to the target proposed the client's business strategy. Under the campaign concept of "Gastala in whatever you want" was developed a humorous campaign that portrays different situations of what would be to do that.

INGRESÁ | REGISTRATE AYUDA

Y VOS... ¿CUÁNTO NECESITAS?

MONTO: \$4.000

PLAZO: 40 dias

CUOTAS: 4

Préstamo	\$4000
Plazo	40 dias
Cuota 1 - 6-5-2019	\$1327
Cuota 2 - 15-5-2019	\$1327
Cuota 3 - 27-5-2019	\$1327
Cuota 4 - 4-6-2019	\$1327
Monto total a devolver	\$5307

Tasa Nominal Anual: 45% | Tasa Efectiva Anual: 57% | Tasa de servicios: 0,55% por día, mínimo \$ 200.-, incluye impuestos, gastos y seguro de vida

¡PEDILO!

FUNCIONA

podes pedir plata de manera fácil y rápida. Sólo tenés que decirnos cuánto y cómo lo vas a devolver, así te damos el valor de e vamos a hacer preguntas acerca el uso que le vas a dar. GASTALA EN LO QUE QUIERAS!!

Para: DigitalVision
 Cliente: DESPEGAR

La necesidad de conocer a los empleados de la empresa llevo a la gente de JUNTOS HR Despegar a convocar plantear este problema. De manera online, se creó una plataforma interna donde el departamento de recursos humanos pueda plantear determinadas situaciones y analizar los perfiles de los sus empleados para saber de manera más certera que potenciales y expectativas tienen.

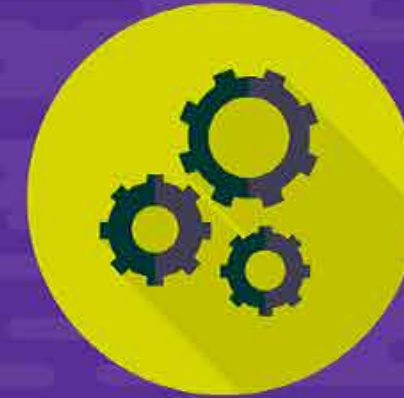
De manera amigable y lúdica generamos un diseño de interfase que genere un interes en los usuarios para realizar los cuestionarios.

Mi perfil

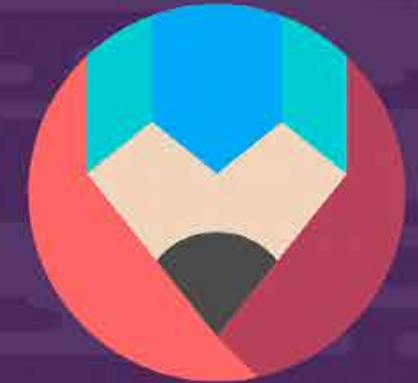


Mi registro

Puntos de partida | Historia | Ancla de carrera | FODA | Motivaciones



Mi plan de acción



Asigne a cada uno de los 40 items, un puntaje de 1 a 6 según cuán verdadera es esa afirmación para Ud.

- No es verdadero para mí en ningún caso **1**
- 4-5** Es verdadero frecuentemente
- Es verdadero ocasionalmente **2-3**
- 6** Es siempre verdadero

- Me gustaría ser tan bueno en lo que hago que la gente me pida continuamente consejos y sugerencias 5
- Me encuentro más satisfecho/realizado con mi trabajo cuando puedo integrar y gestionar los esfuerzos de los demás. 5
- Me gustaría tener una carrera que me permita la libertad de trabajar independientemente y con planificación propia 5

Mi registro

Desafíos

Selecciona cuáles serían tus dos motivaciones principales

LOGRO	CONSTRUCTORES	CUIDADO	RECOMPENSA	PENSADORES
Desafío	Desarrollo	Empatía	Dinero	Autonomía
Excelencia	Amistad	Familia	Prestigio	Creatividad
Sentirse dueño	Propósito	Diversión	Reconocimiento	Entusiasmo
Presión	Servicio			Impacto
Resolución de problemas	Responsabilidad civil			Aprendizaje
	Trabajo en equipo			Variación

¿Por qué las eliges como destacadas? ¿en qué situaciones o comportamientos cotidianos las ves reflejadas?

Dentro de cada eje seleccionado, ¿cuáles serían las sub-motivaciones más importantes?

Client: ASEGURANDOTE

ASEGURANDOTE is the first platform for contracting all types of insurance completely online.'

The platform is connected through APIs with the most important insurance companies in the country.

immediate so that the user can make the contract.



ASEGURANDOTE

ASEGURANDOTE

INGRESAR

ASEGURATE
EN CUALQUIER LADO

Conocé la mejor forma de
asegurar tu vida.

CONOCE MÁS

En que podemos
asegurarte?



DOWN
TOWN

Revolution

The image features a stylized logo for 'Revolution'. The word 'Revolution' is written in a highly decorative, black calligraphic script. The letters are thick and feature elaborate flourishes, including loops and swirls. The 'R' has a large, ornate tail that extends under the 'e'. The 'o's and 'l' have decorative dots above them. The 't' has a circular flourish with a diamond pattern inside. The 'i' has a small dot above it. The 'o' at the end has a flourish that loops back under the 'n'. Above the 'D' and 'O' of 'DOWN TOWN' is a black, shield-shaped badge with the words 'DOWN TOWN' in white, sans-serif, uppercase letters. The entire logo is set against a light gray background.