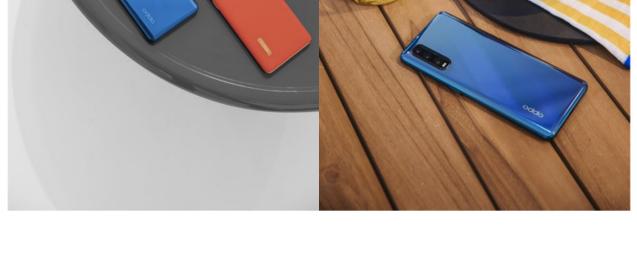
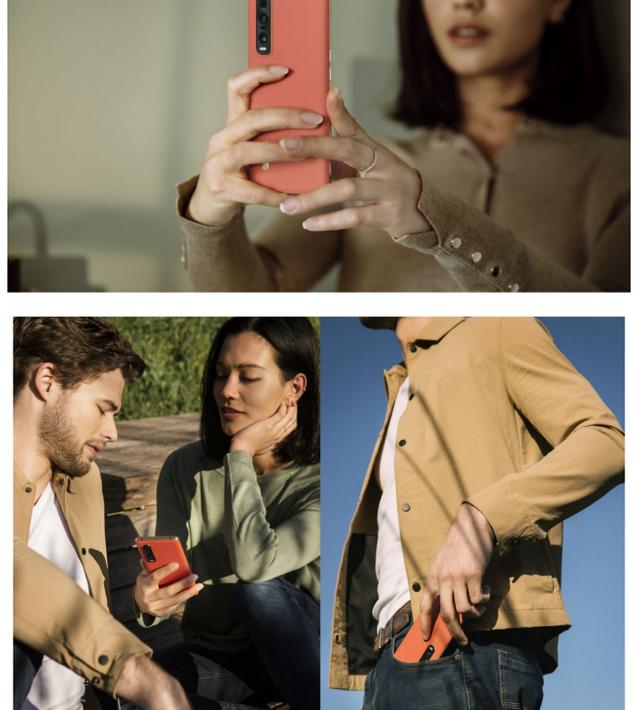
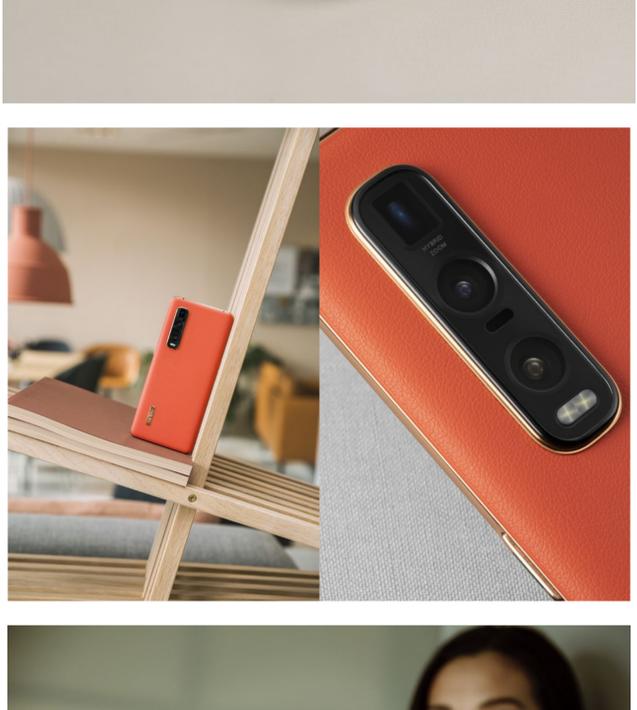
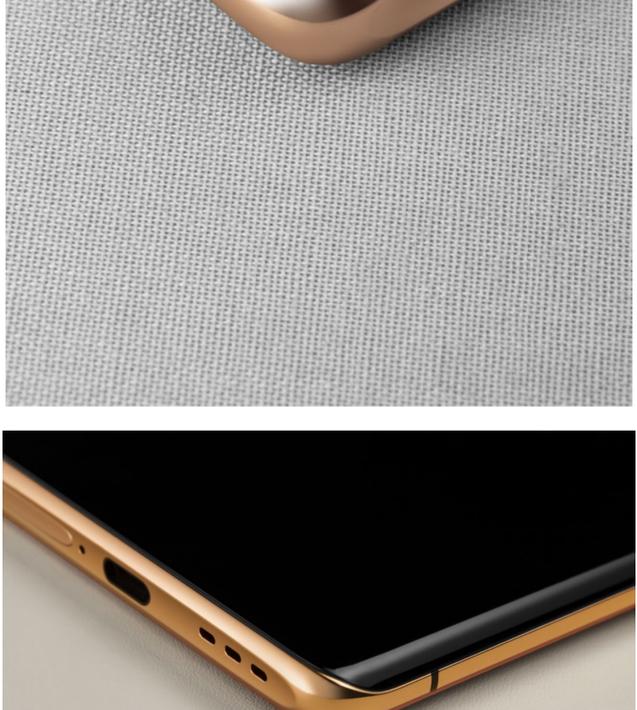
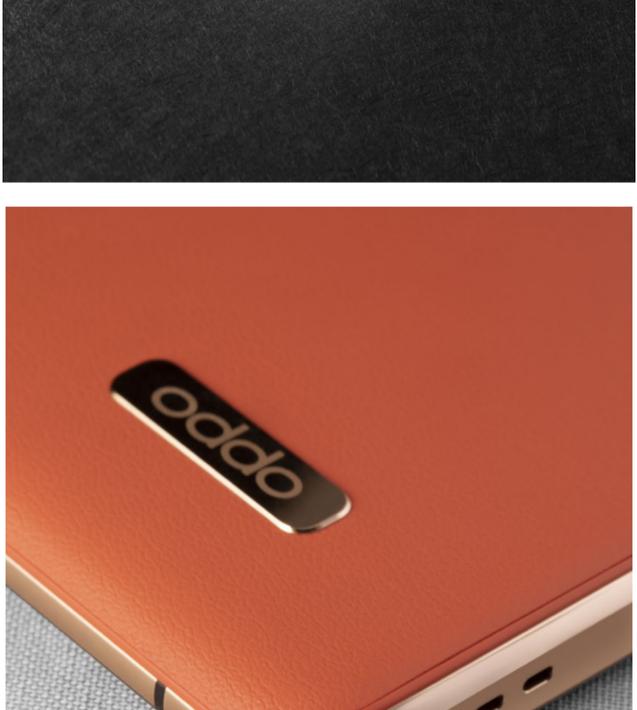
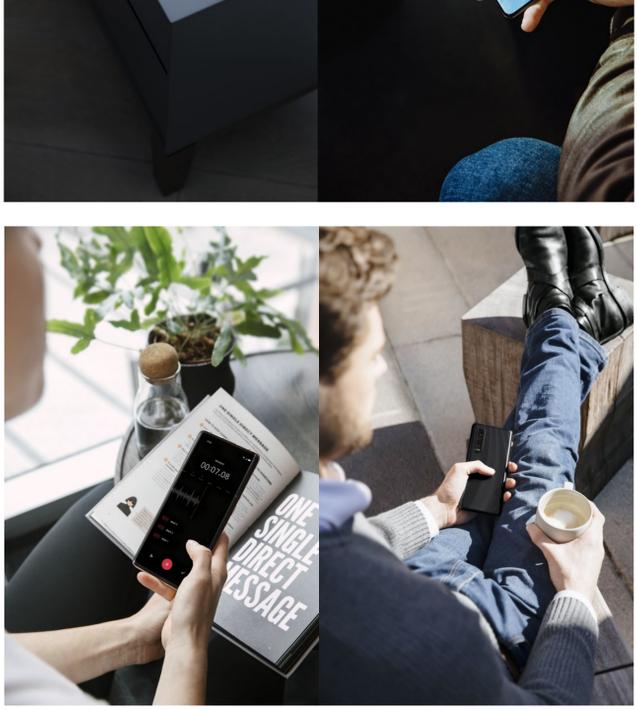
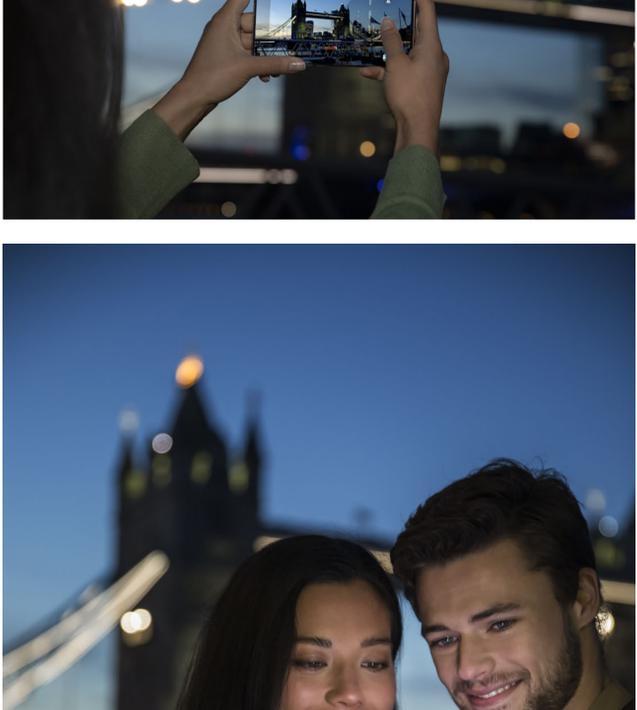




JORGE CALDERON R. [S T A R M A N F U N K]

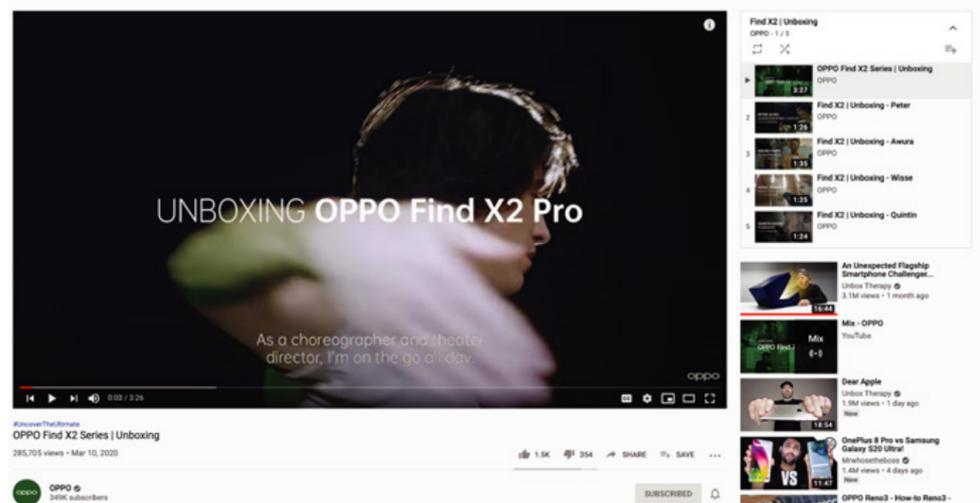
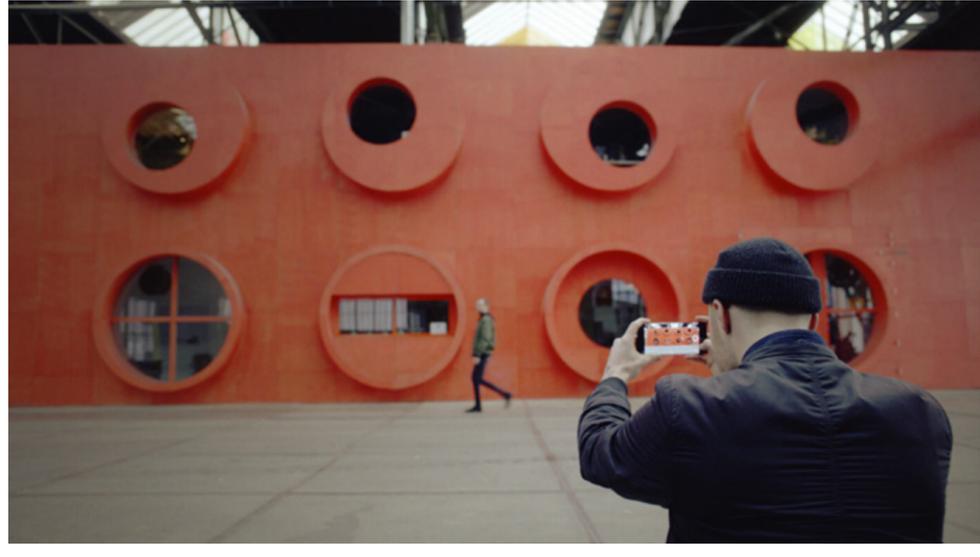
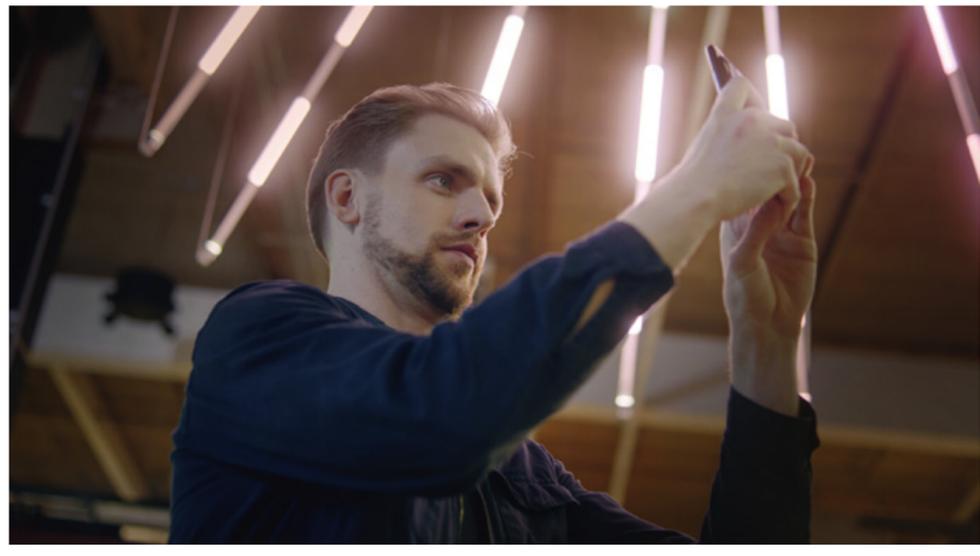
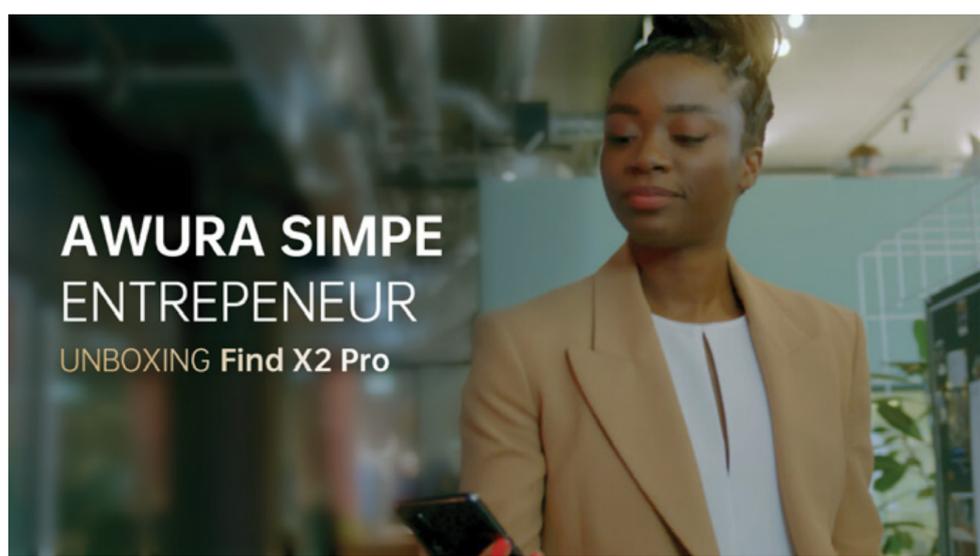
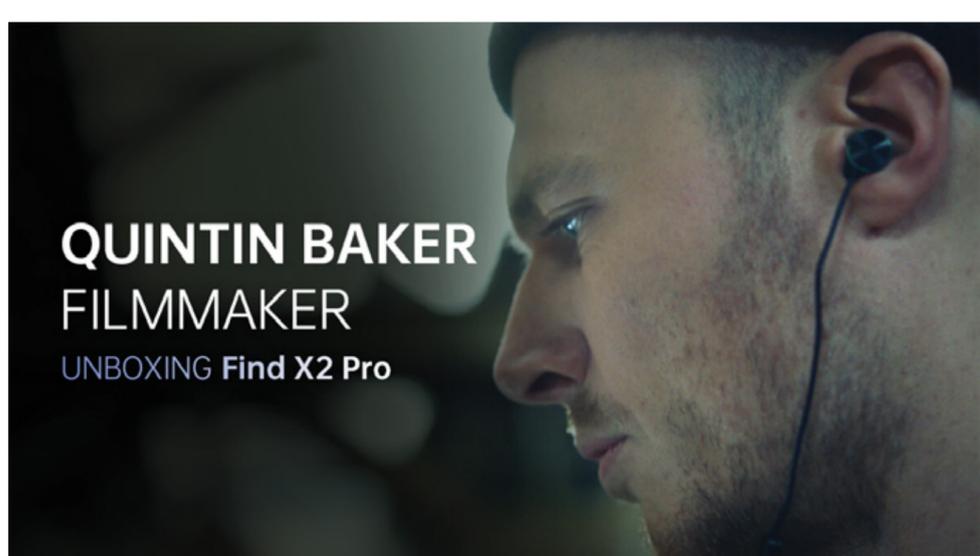
*LEAD DESIGNER - SENIOR DESIGNER - ART DIRECTION.
PORTFOLIO 2020*



OPPO FIND X2 : UNBOXING

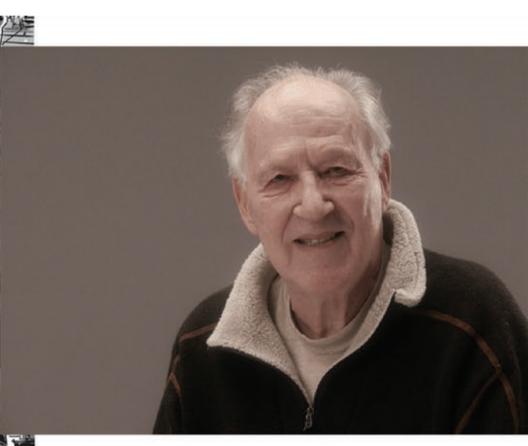
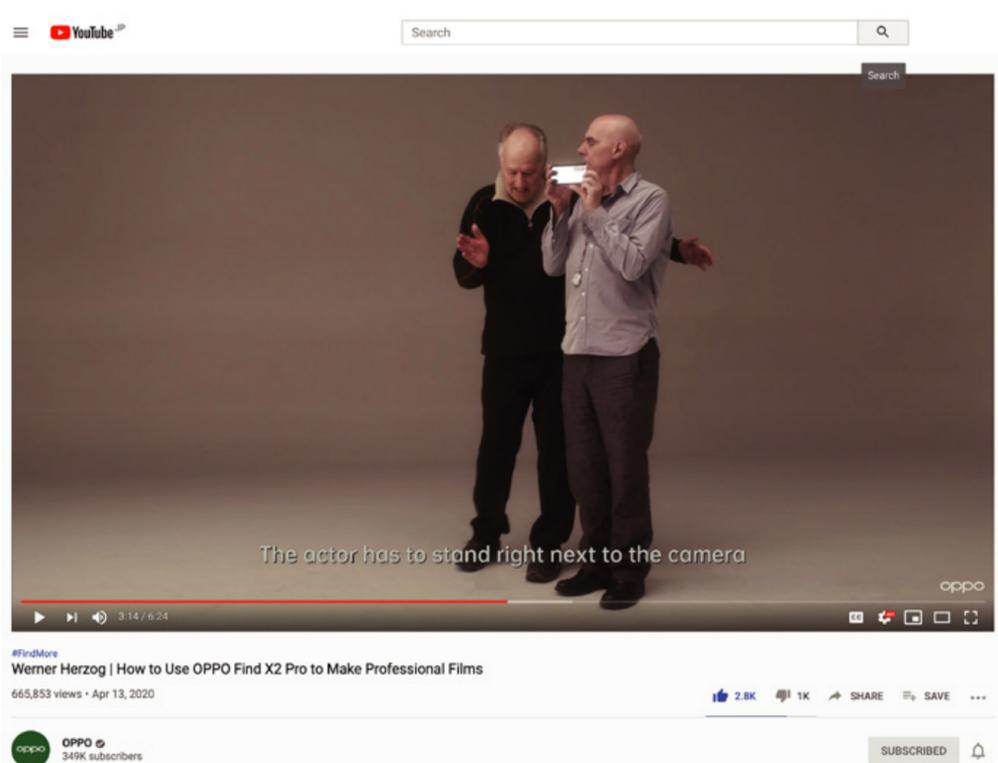
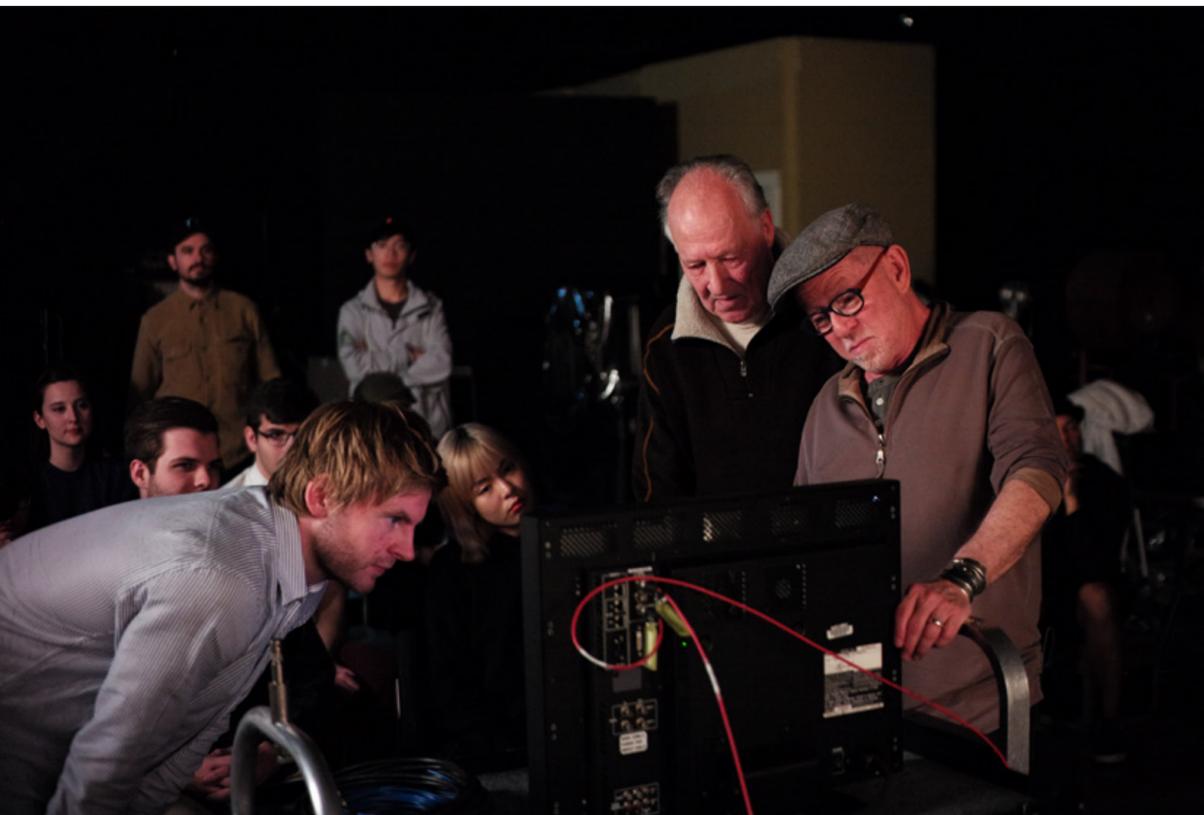
MY ROLE:

ART DIRECTION, ON-SITE PRODUCTION, STORYBOARD, SCRIPTING AND CREATIVE CONCEPT.



OPPO FIND X2: HOW TO

MY ROLE:
ART DIRECTION, STORYBOARD, SCRIPTING, VIDEO EDITING,
INTRO ANIMATION. CREATIVE CONCEPT.



OPPO FC BARCELONA: GO FOR IT SM CAMPAING

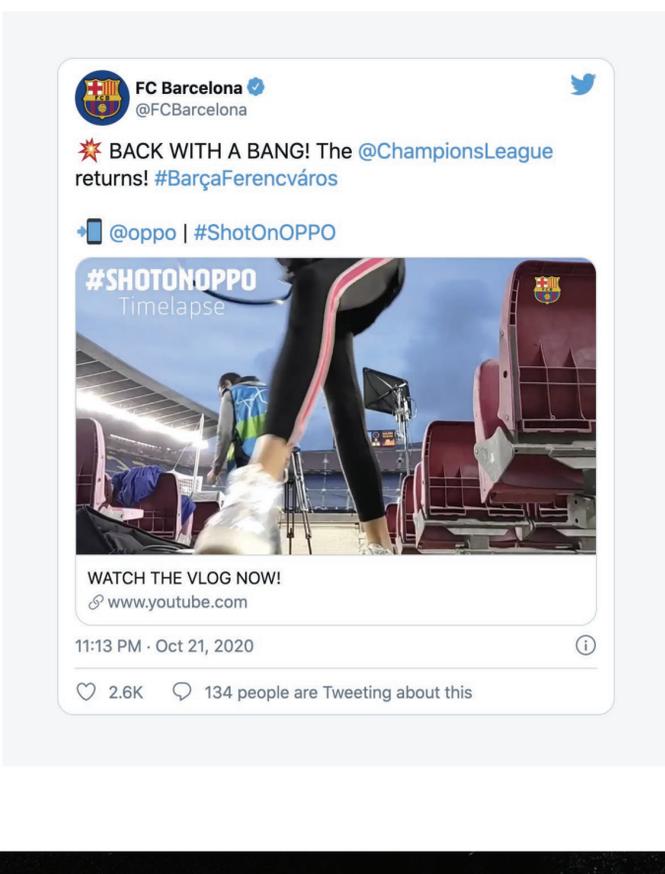
MY ROLE:

MANAGE THE FC BARCELONA PARTNERSHIP, MANAGE THE RIGHTS DURING COVID-19 TO CONNECT FANS AND THE TEAM WITH TECHNOLOGY. PROPOSE ACTIVATION IDEAS - ENSURE PRODUCT PLACEMENT ON EVERY FCB STUDIOS PRODUCTION.

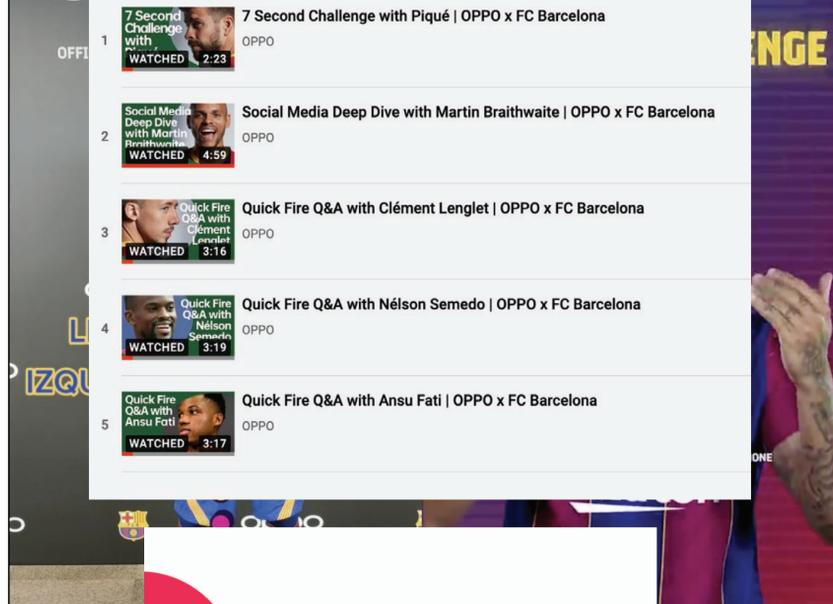
OPPO Reno4 Series 5G



OPPO | FC BARCELONA OFFICIAL MOBILE PHONE OF FC BARCELONA



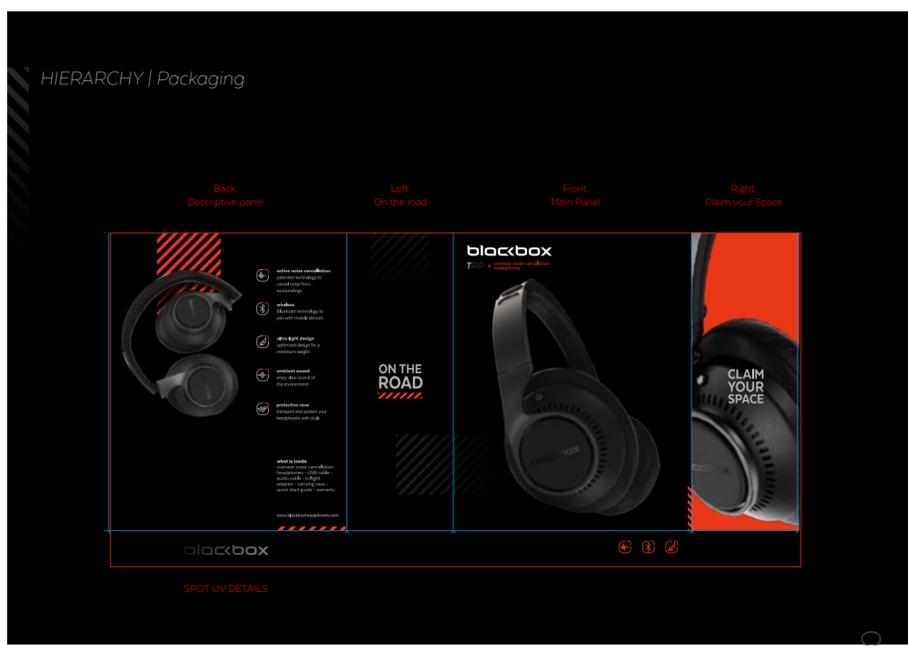
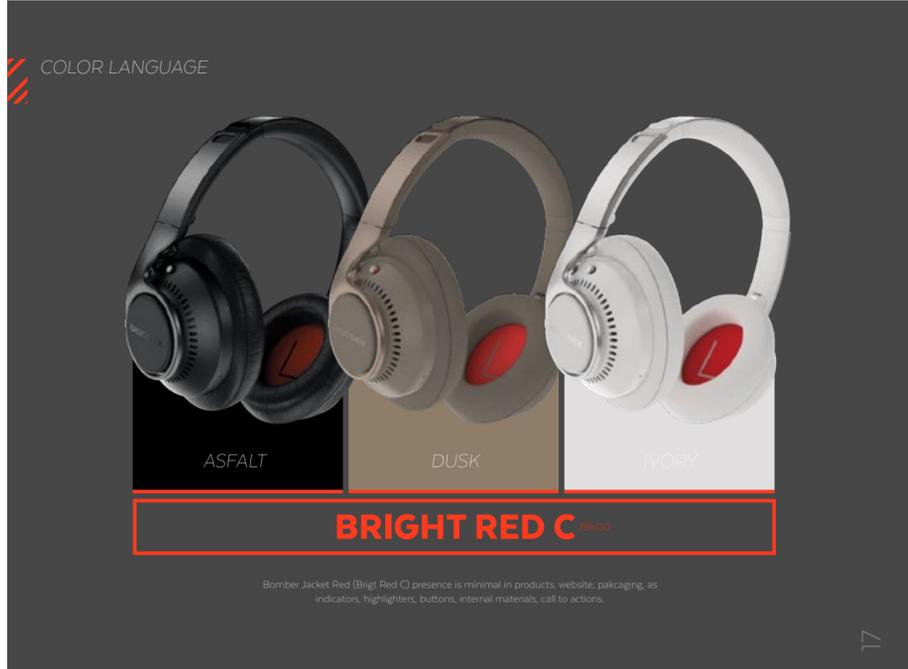
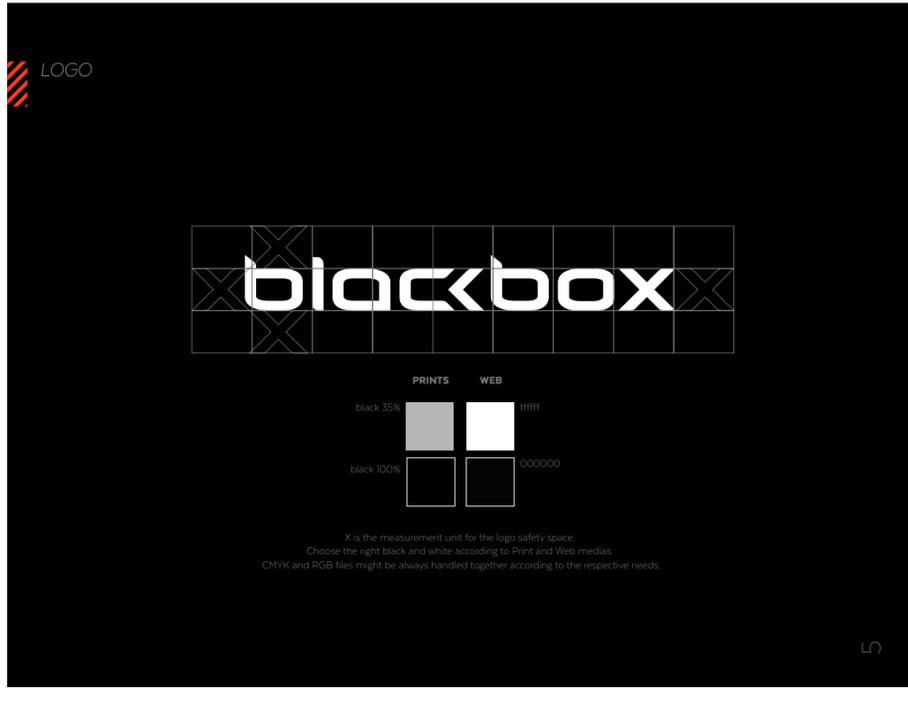
Quick Fire Q&A with Ansu Fati | OPPO x FC Barcelona 117,952 views - Nov 25, 2020



BLACKBOX: BRAND GUIDELINE

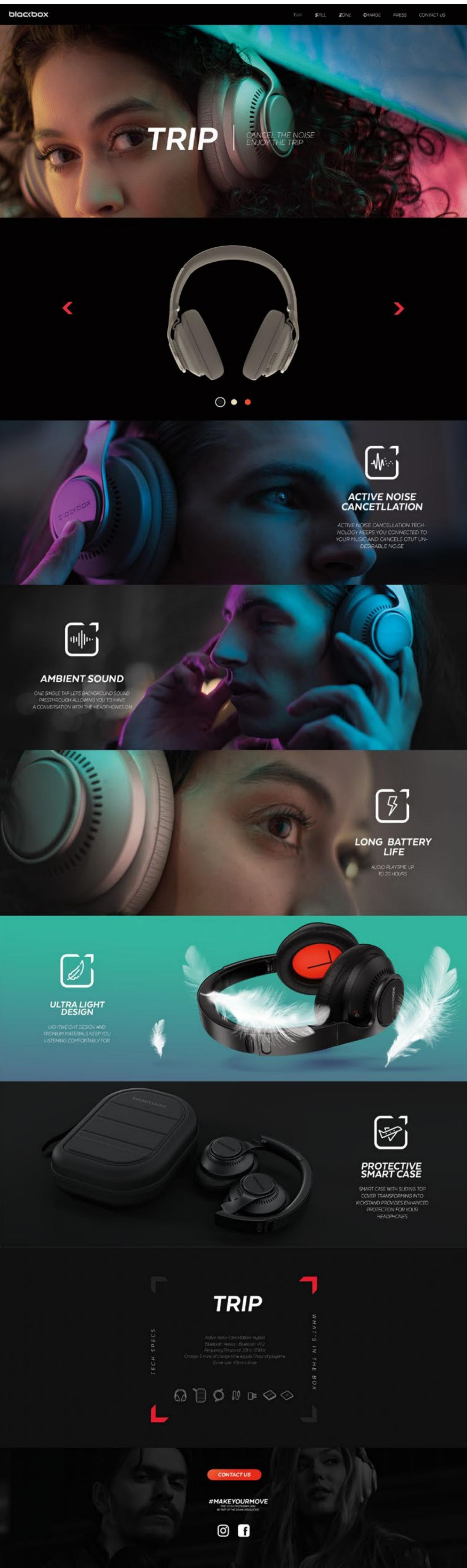
MY ROLE:

ART DIRECTION, DESIGN EXECUTION, PACKAGING DESIGN, WEBSITE PROTOTYPE DESIGN. BRAND GUIDELINE. PRODUCT RENDER VIEW DIRECTION, COLOR CORRECTION, PRINT COLOR MASTERING. KVISUALS, PROMOTIONAL VIDEO ART DIRECTION.



BLACKBOX: WEB DESIGN

MY ROLE:
WEB DESIGN DIRECTION.



blackbox

TRIP | STILL | ZONE | CHARGE | PRESS | CONTACT US

TRIP

CANCEL THE NOISE
ENJOY THE TRIP



ACTIVE NOISE CANCELLATION

ACTIVE NOISE CANCELLATION TECHNOLOGY KEEPS YOU CONNECTED TO YOUR MUSIC AND CANCELS OUT UNDESIRABLE NOISE



AMBIENT SOUND

ONE SINGLE TAP LETS BACKGROUND SOUND PASSTHROUGH ALLOWING YOU TO HAVE A CONVERSATION WITH THE HEADPHONES ON



LONG BATTERY LIFE

AUDIO PLAYTIME UP TO 20 HOURS



ULTRA LIGHT DESIGN

LIGHTWEIGHT DESIGN AND PREMIUM MATERIALS KEEP YOU LISTENING COMFORTABLY FOR



PROTECTIVE SMART CASE

SMART CASE WITH SLIDING TOP COVER TRANSFORMING INTO KICKSTAND PROVIDES ENHANCED PROTECTION FOR YOUR HEADPHONES



TRIP

TECH SPECS

Active Noise Cancellation Hybrid
Bluetooth Version: Bluetooth V4.2
Frequency Response: 20Hz-20KHz
Charge: 5 mins of charge time equals 1 hour of playtime
Driver size: 40mm driver

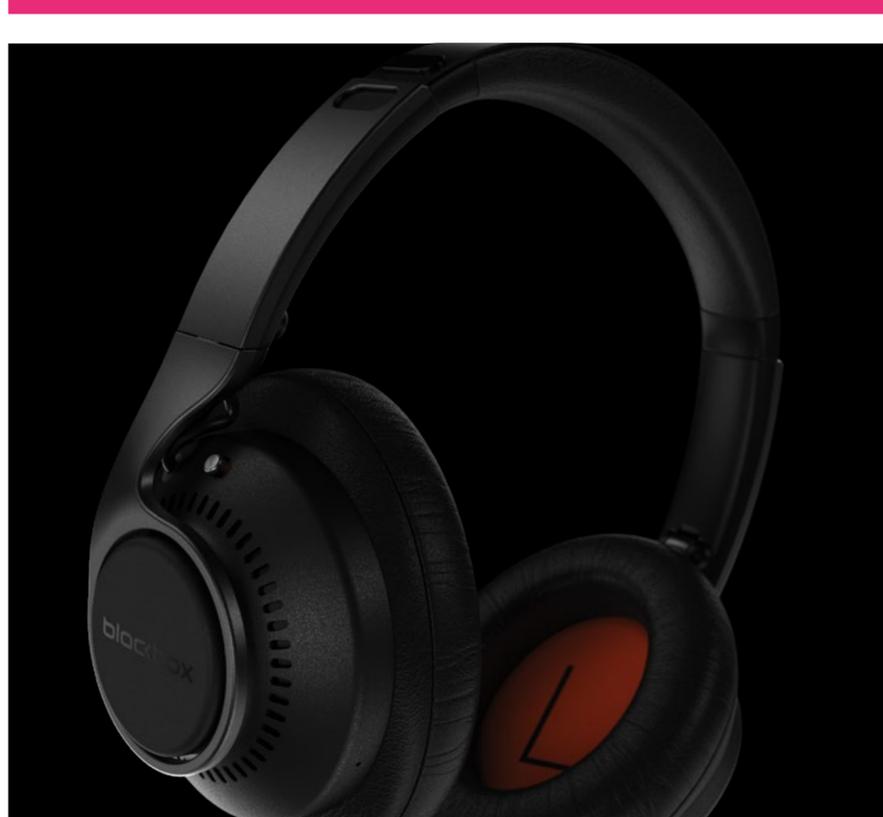
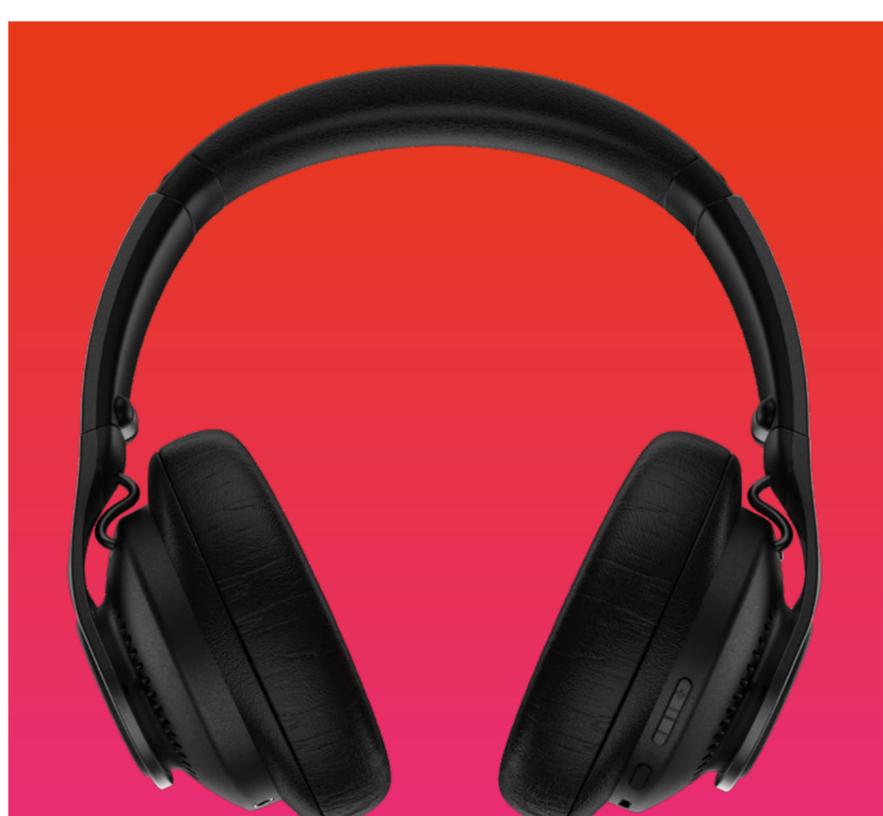
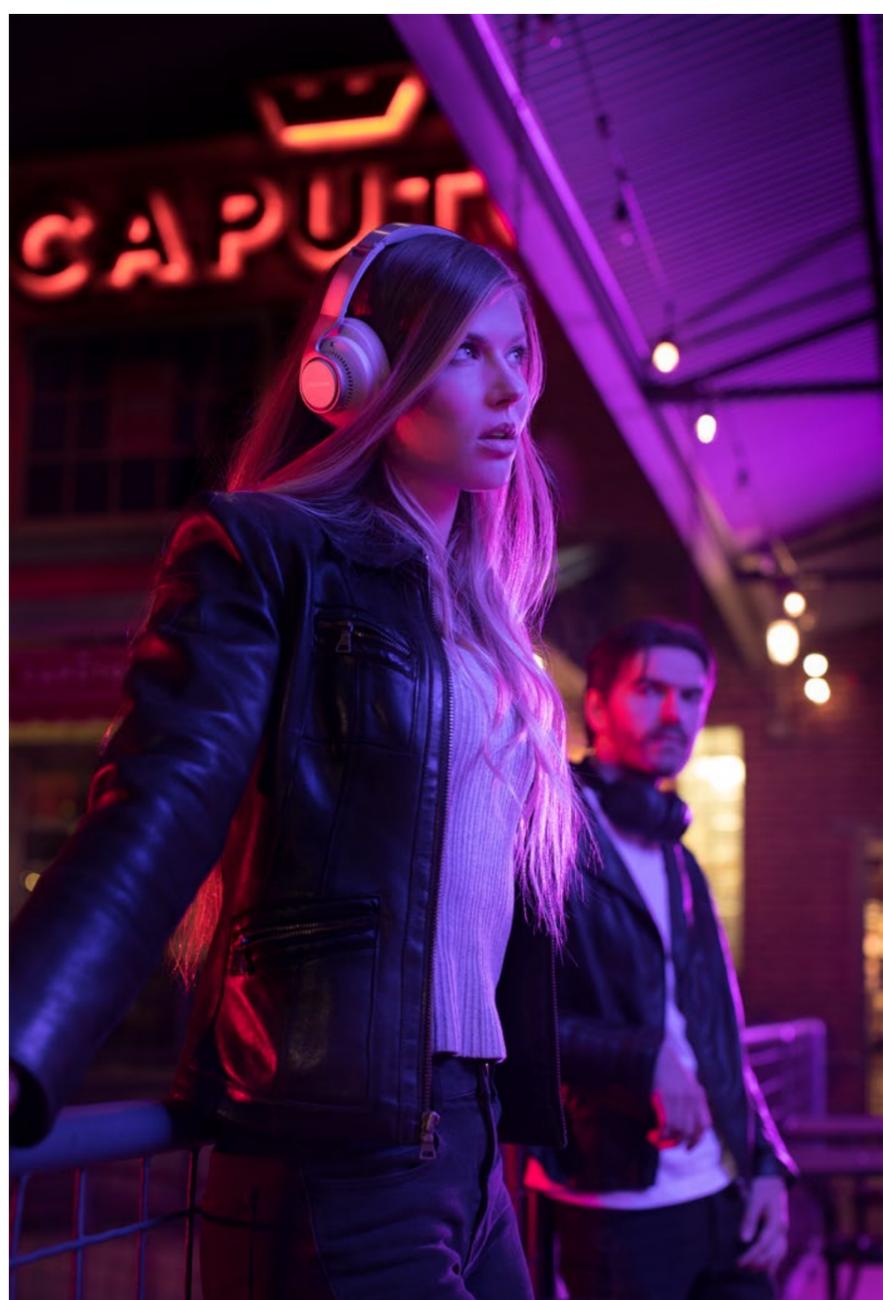
WHAT'S IN THE BOX



CONTACT US

#MAKEYOURMOVE

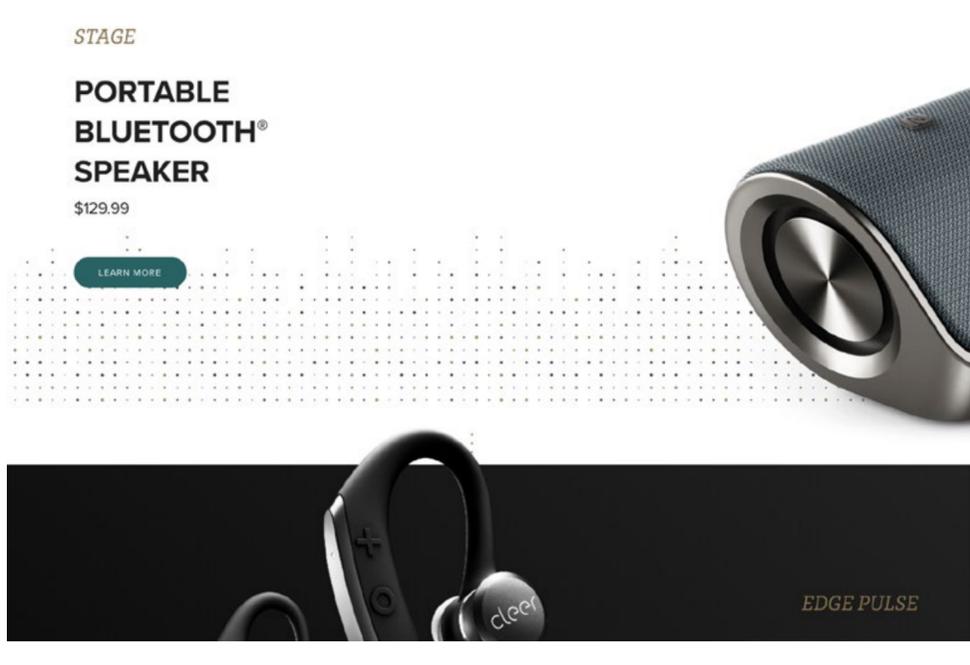
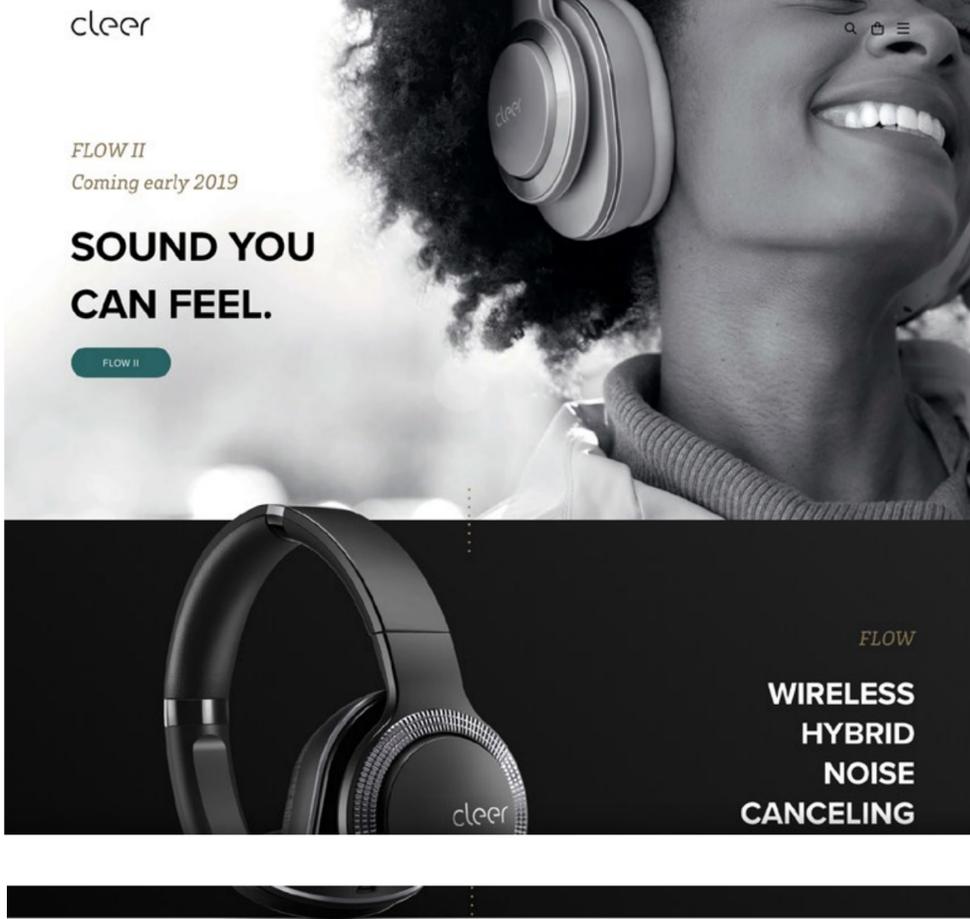




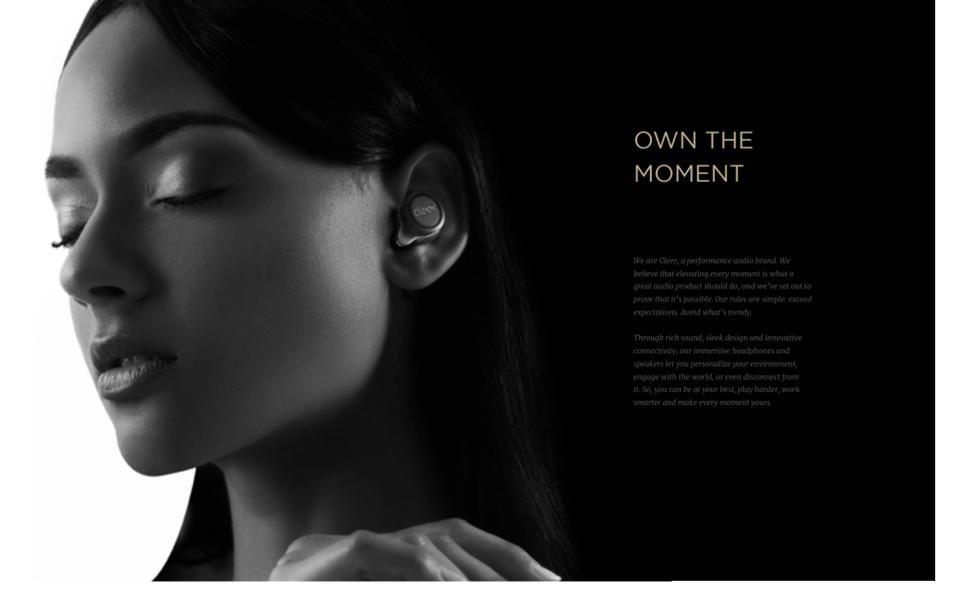
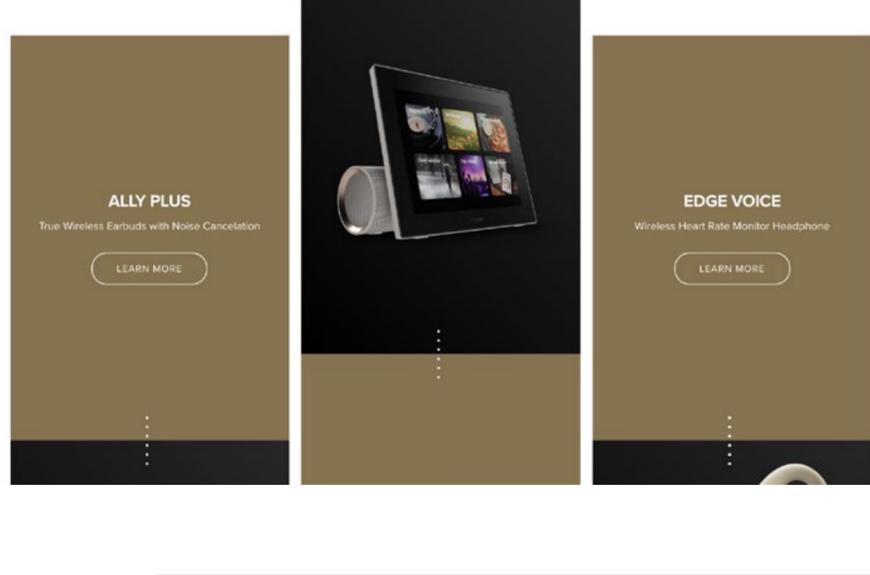
CLEER: BRAND GUIDELINE

MY ROLE:

ART DIRECTION, DESIGN EXECUTION, PACKAGING DESIGN, WEBSITE PROTOTYPE DESIGN. BRAND GUIDELINE. PRODUCT RENDER VIEW DIRECTION.



Coming in 2019
NEW YEAR. NEW CLEER.



ICONS

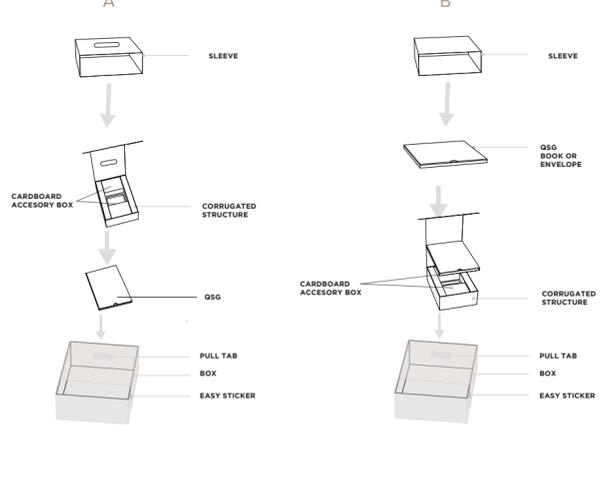


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QSG



OUBE



DIRECTION, CONCEPT, DESIGN AND ILLUSTRATION



SOUNDBOOST

JBL / Motorola collaboration

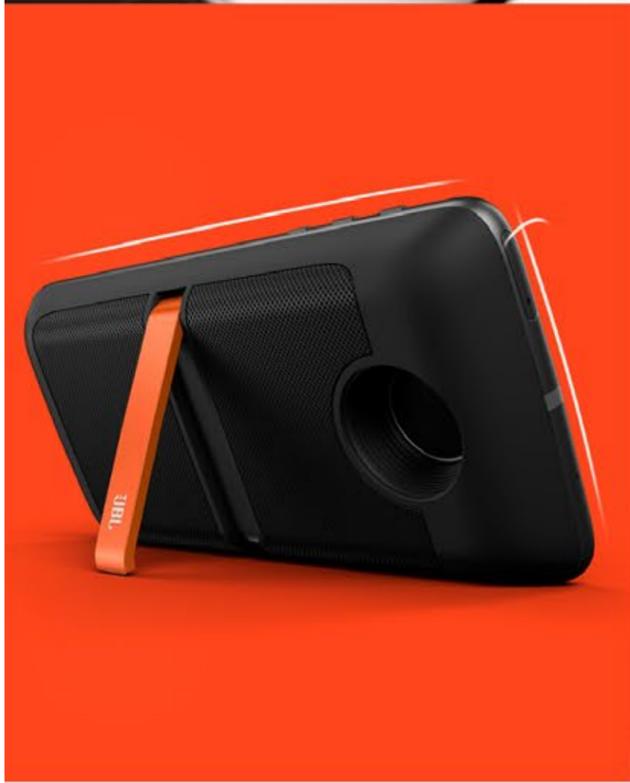
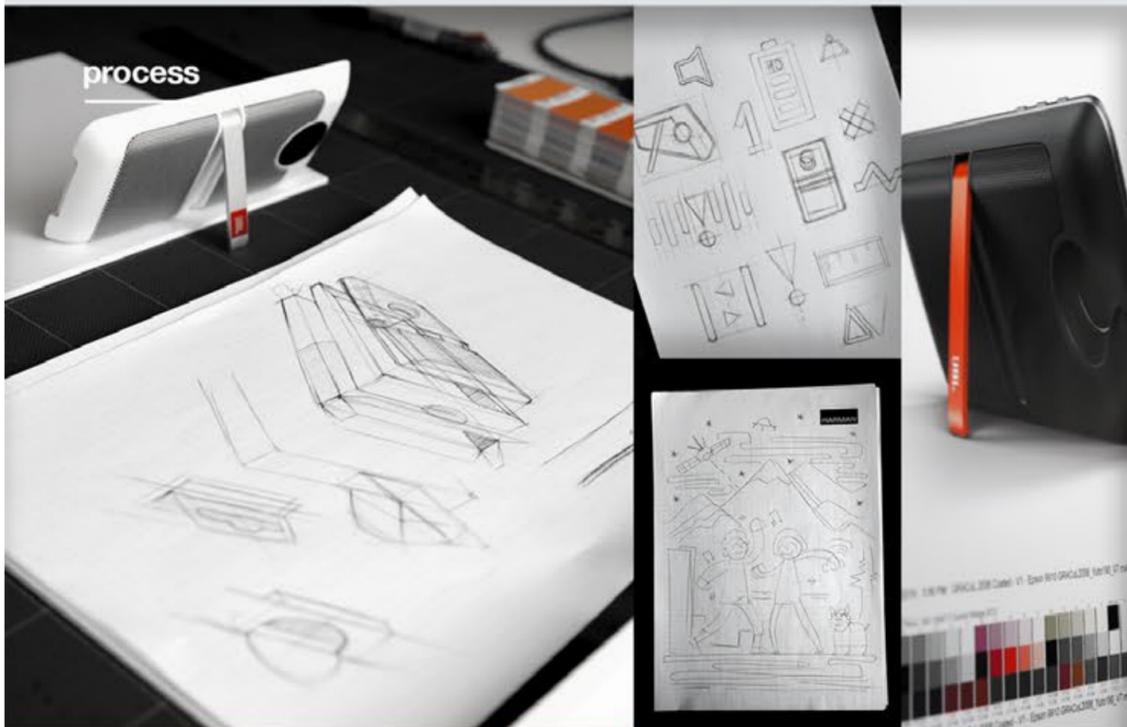
#packagingdesign



Since the few past years JBL has been participating with the world renown brand Motorola in the co-design and development of a new portable adaptable speaker with the legendary JBL sound, expanding the possibilities of bringing the party to new further places that any JBL portable speaker went before in the size of your pocket. JBL Soundboost is offering an advanced sound quality that any producer can offer until now. For these reasons The packaging design department of Harman design center in participation with Motorola designers presented an original graphic solution to communicate the values of the brand and the particular values of the product in the frame of both brand guidelines. Using the most advanced standards of printing quality to preserve 75 years of a brand iconic colors and elements, photo-realistic renders edited and printed with zero discrepancies from the original products in order to show all the design efforts of the design team to all regions worldwide. In the same time protecting and warranting the quality of the product from the production line to the final user with the most efficient and strong packaging structure developed and tested to pass worldwide standards and requirements. In order to communicate the colorful JBL lifestyle in a cool and trendy graphic line present in the front panel as a high quality Chrystal clear UV selective ink with high gloss and textures hidden at first view though always ready to be discovered as an unexpected detail.

Jorge Calderon
Sr Graphic Designer

Wojciech Portnicki
3D Artist

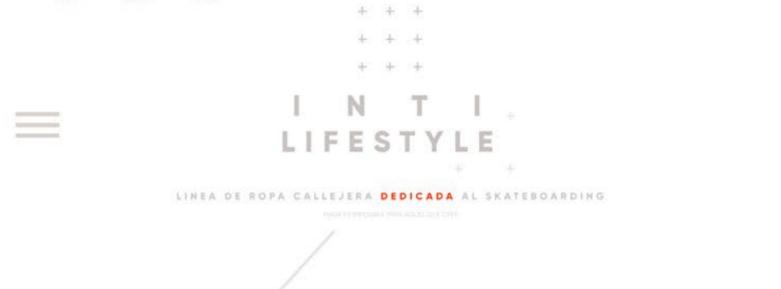
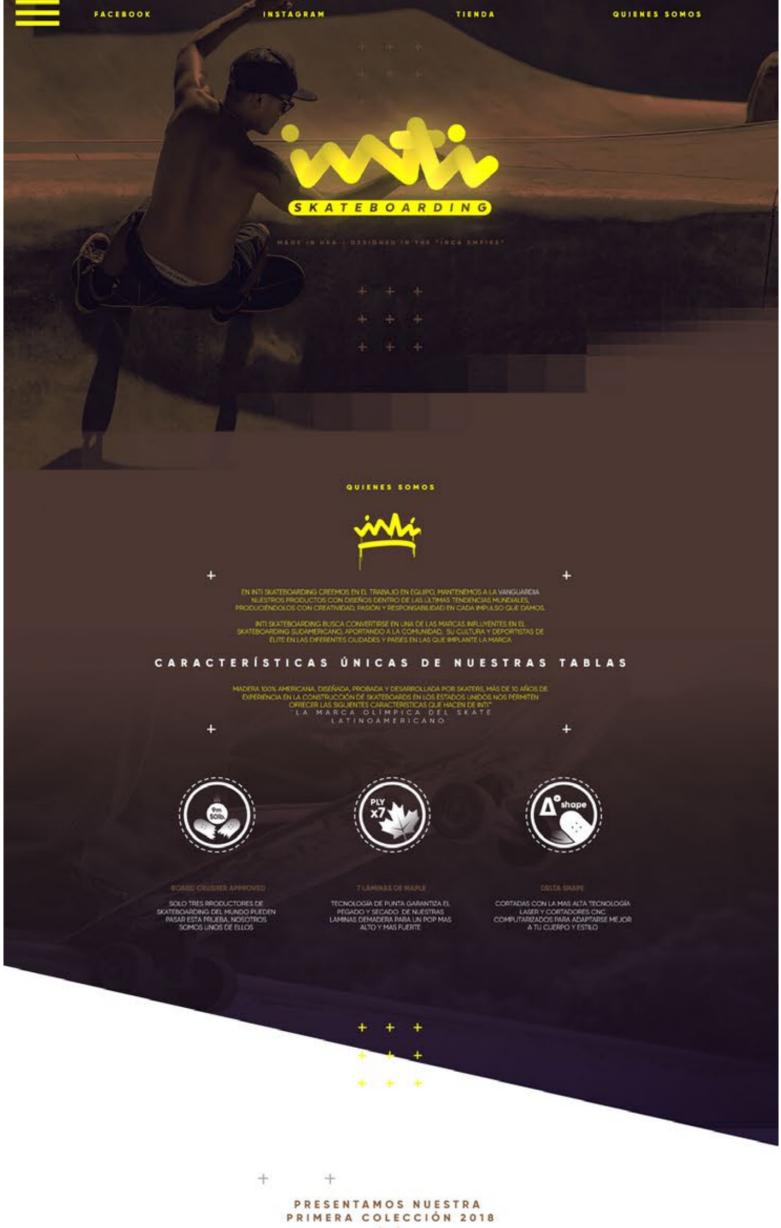


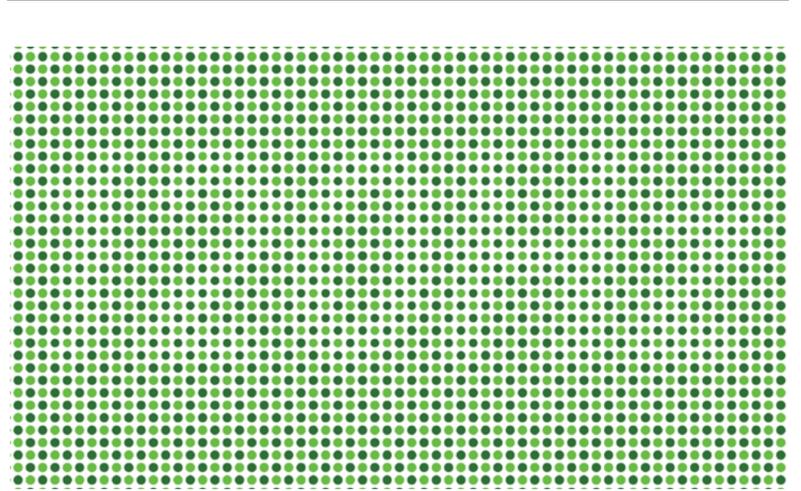
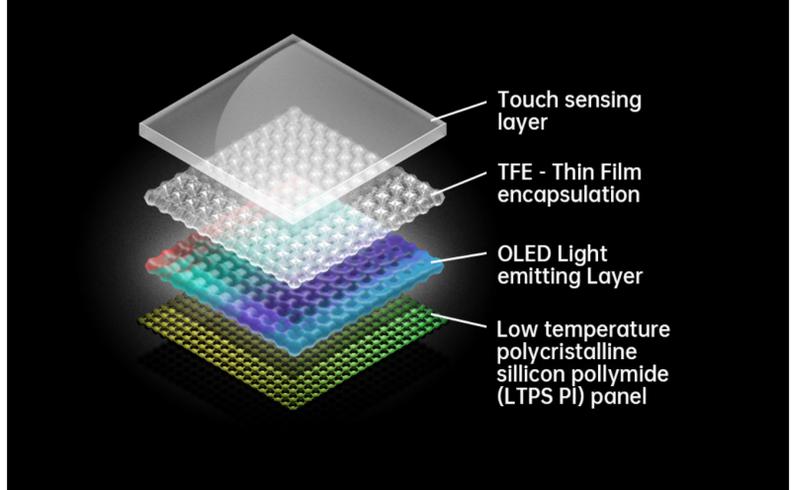
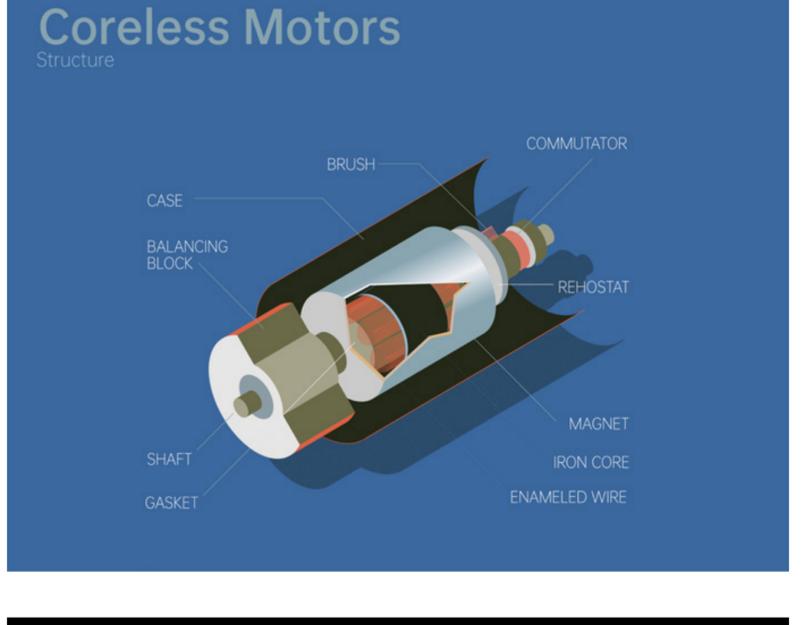
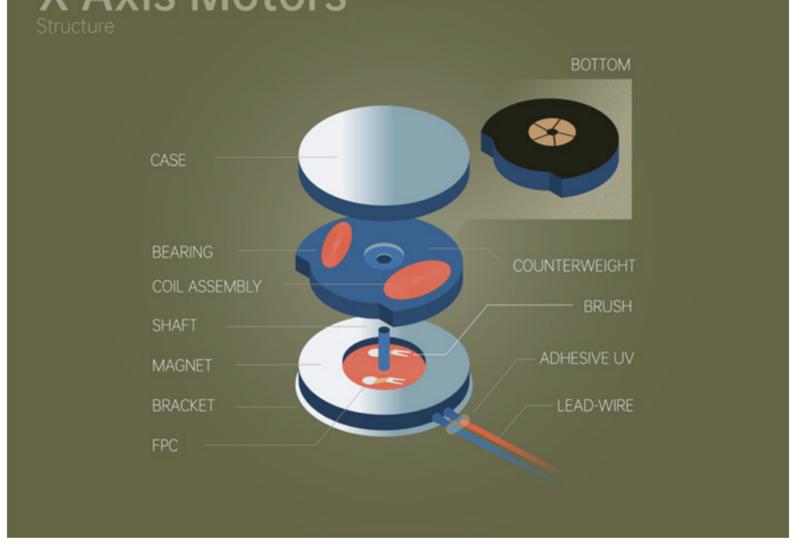
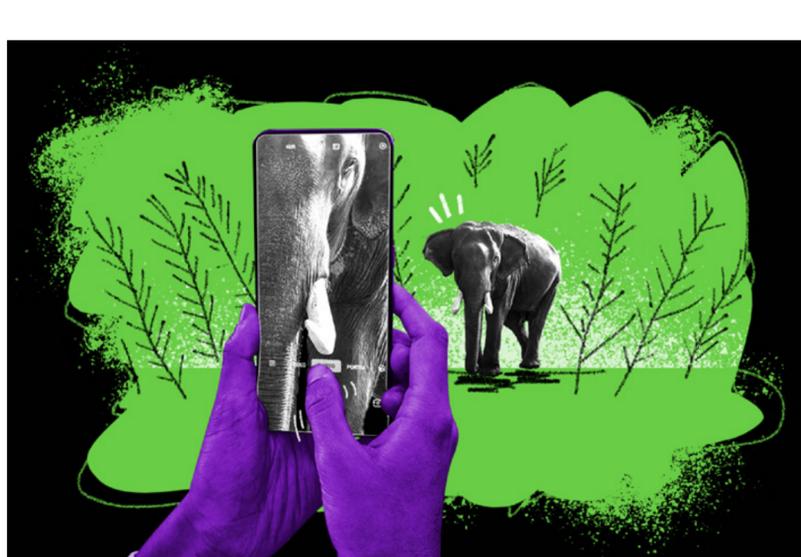
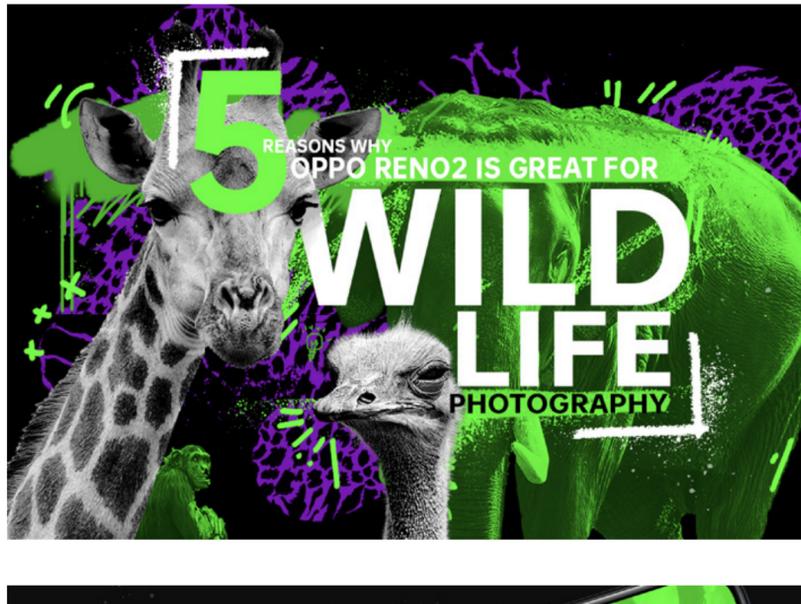


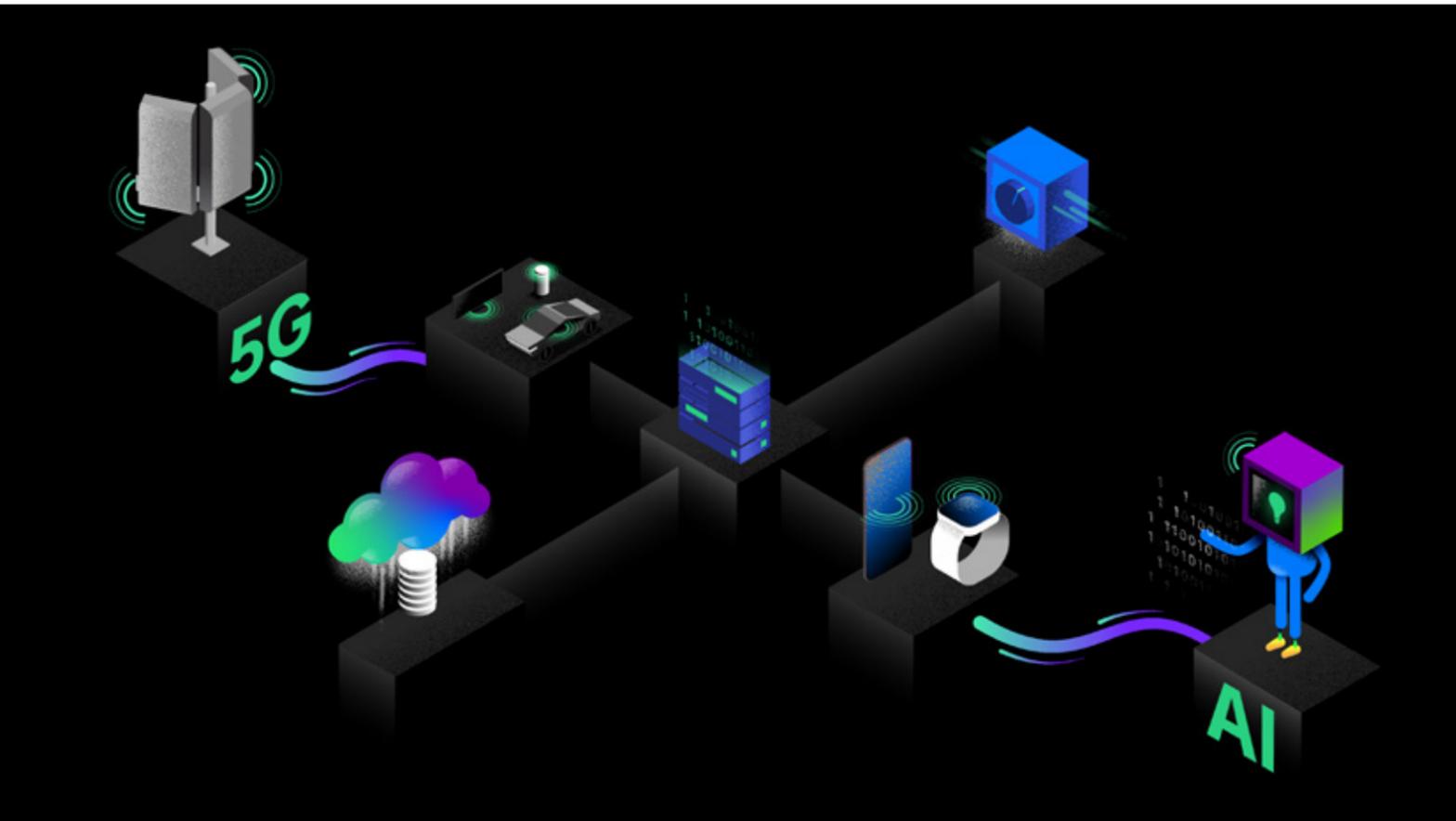
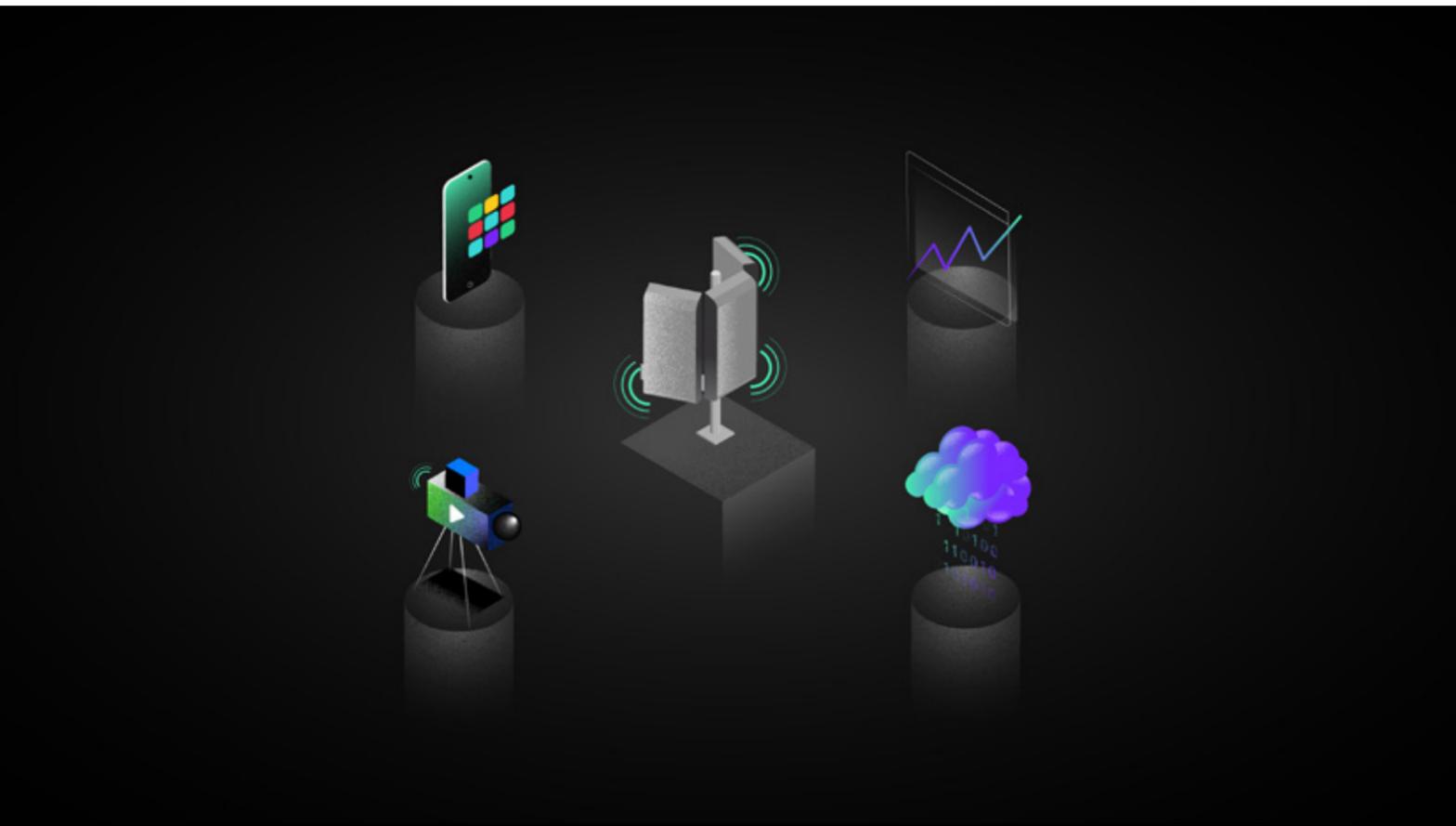
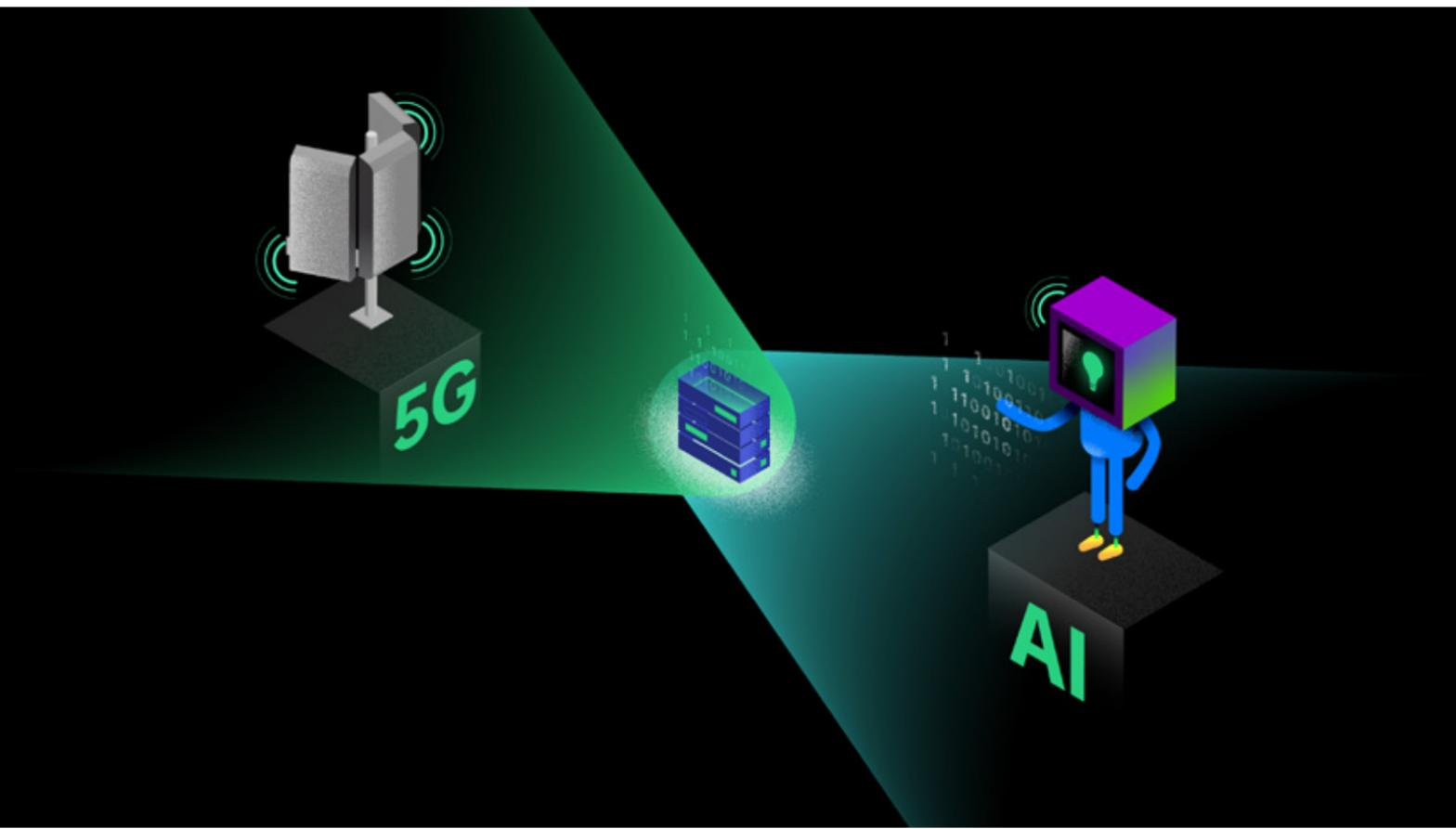
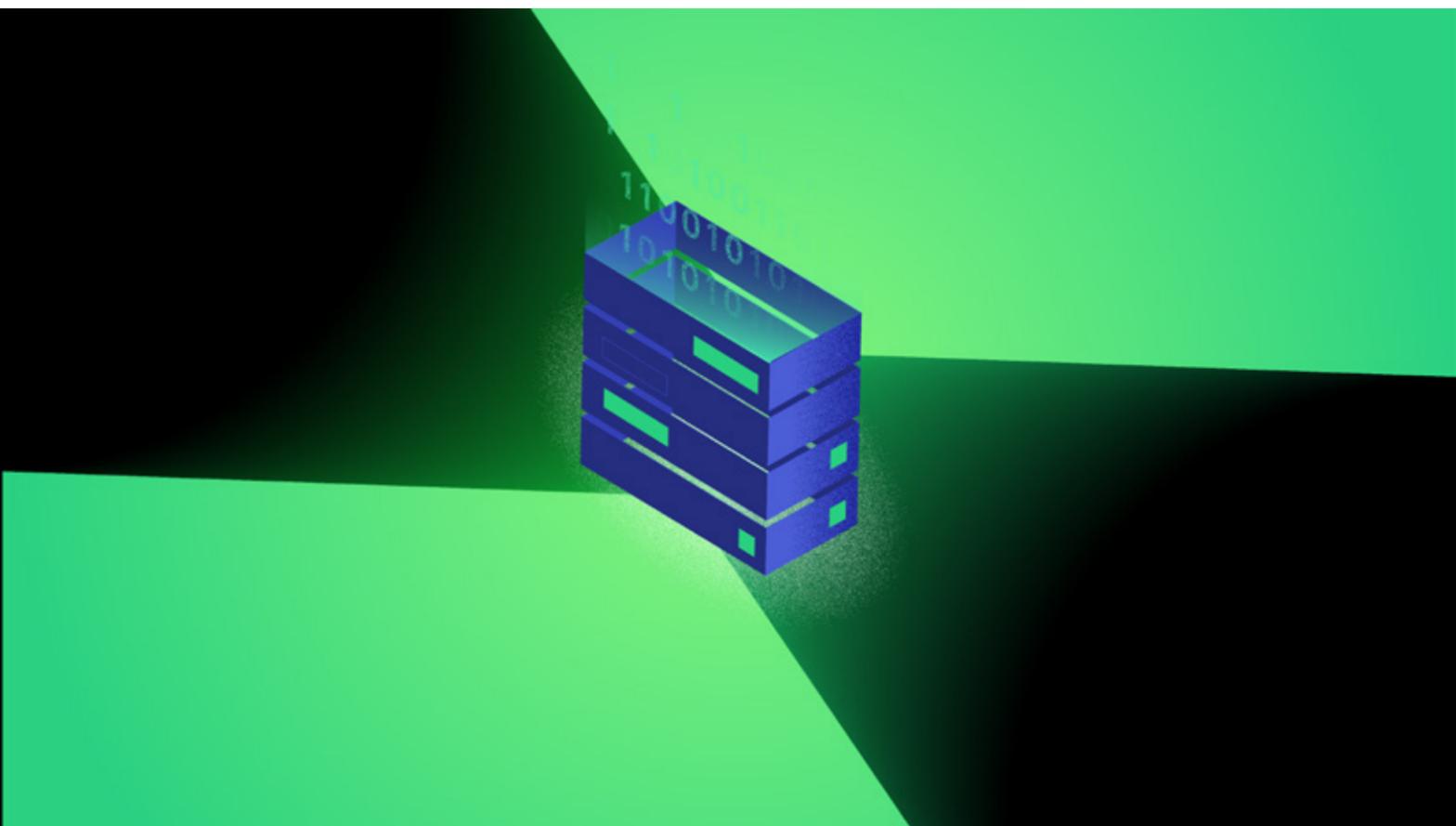
CUSTOMIZED ICON LIBRARY

WE'RE CONSTANTLY UPDATING OUR ICONS LIBRARY WITH NEW ONES, THAT REFLECT NEW FEATURES ADDED TO OUR PRODUCTS. ALL OF THEM ARE FOLLOWING THE DESIGN STYLE AND GRID, THAT HELPS US KEEP THE SAME FAMILY LOOK ACROSS ALL JBL BOXES.









RUGGED RIDE

product video for Clip 2

#animation



Clip 2 is an ultra portable wireless speaker that offers best in class sound with new clipping system to make it fit to any outdoor activity. Clip 2 can be taken to the extremes with its rugged design and waterproof IPX7 standard. This is why the video needed to clearly communicate outdoor usage, and highlight the durability and sturdiness of the product. The video is also a part of the consistent visual storytelling style for the whole JBL portables family, so it needed to follow specific guides on what it should look and feel like. Considering all that, Clip 2 was put in a small "rock island" environment, communicating outdoor activity, with clear visual cues connecting it with rock climbing and hiking. Having this elements allowed playing with the carabiner which is built in the product, since it could be clipped around and attached to different parts of the scene. Speaker was animated in such a way to emphasize its lightness and ability to be carried with ease. One of the main challenges was camera rotation timing and speaker animation, since the action needed to happen in the frame seen by camera which is constantly rotating and the rope needed to react on speaker's movements. The rock formation was hand sculpted and textured to provide overall cartoonish look but at the same time really detailed mesh which can be perceived as real. Final animation was complimented by color grade and 2D motion graphics, to provide dynamic and interesting flow that keeps attention.



Bratislav Vidanovic
Visual Artist

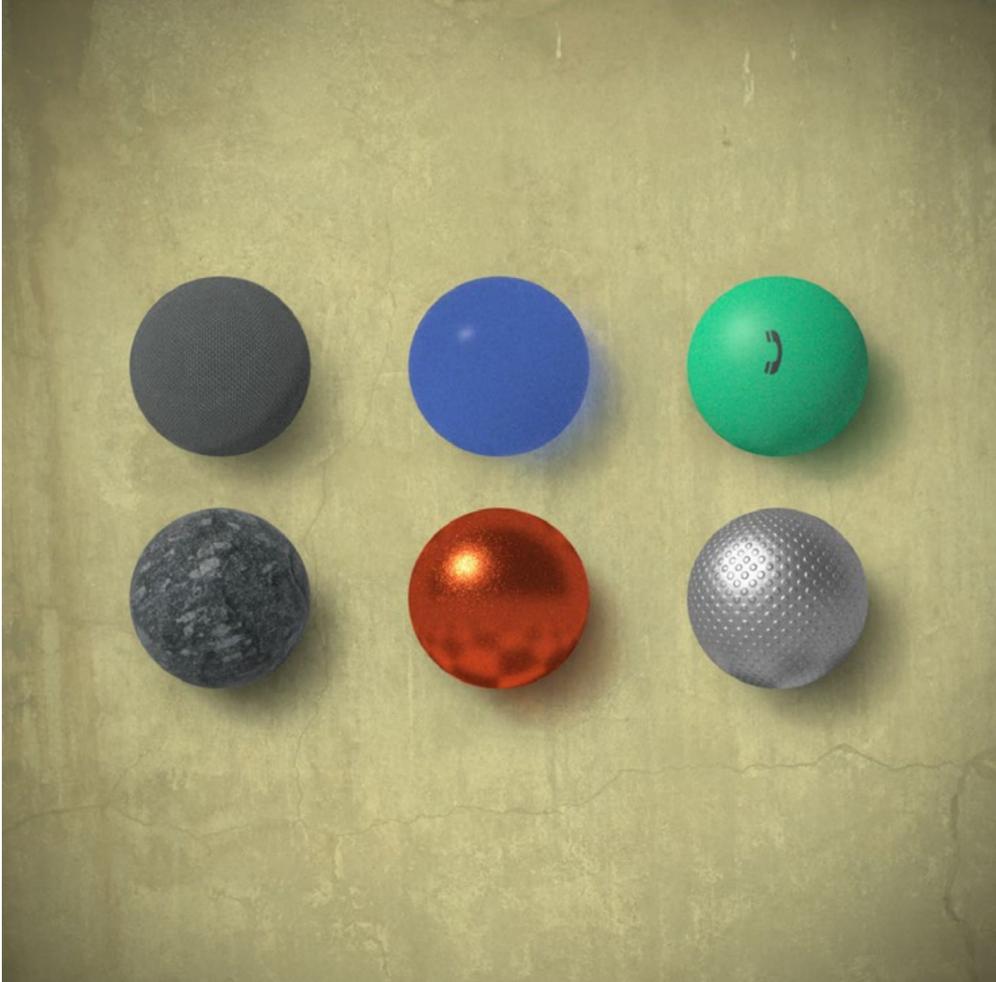
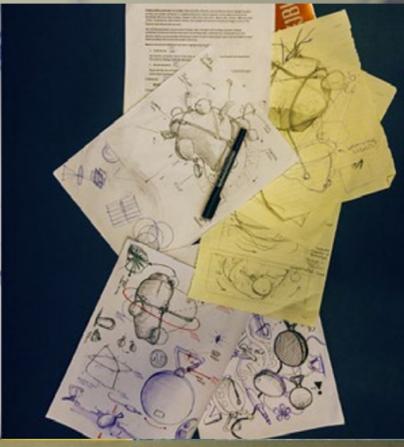
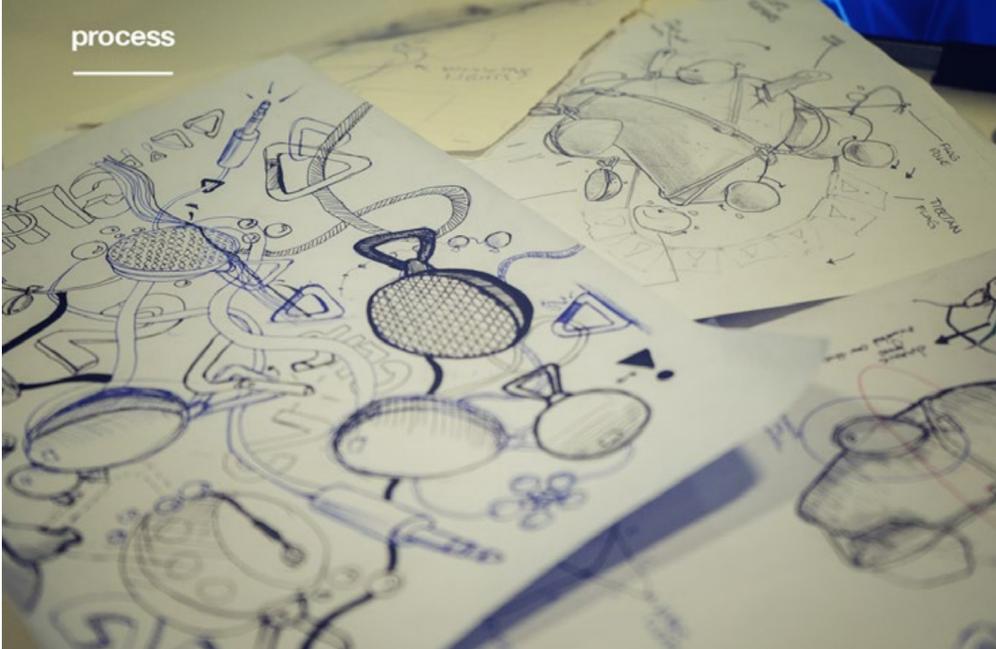


Alexander Efimov
Principal UI Designer

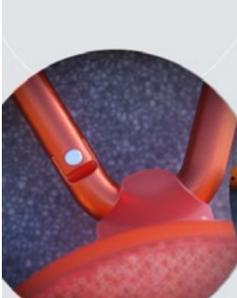


Jorge Calderon
Sr Graphic Designer

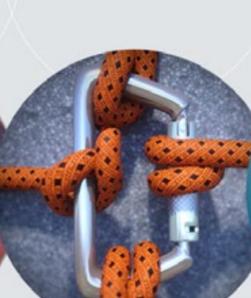
process



details



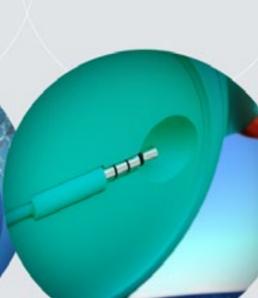
Every part of the speaker is shaded with physically correct material to clearly communicate different properties and get the realistic look of the speaker.



Different small assets are modeled and textured in order to provide recognizable and unique setting and make connection with possible use cases.



Simulated water splashes, underwater refraction and bubbles are used to communicate IPX7 waterproof standard.



Every small detail on the speaker is carefully shaded in order to provide unlimited rotations, movements and camera positions.

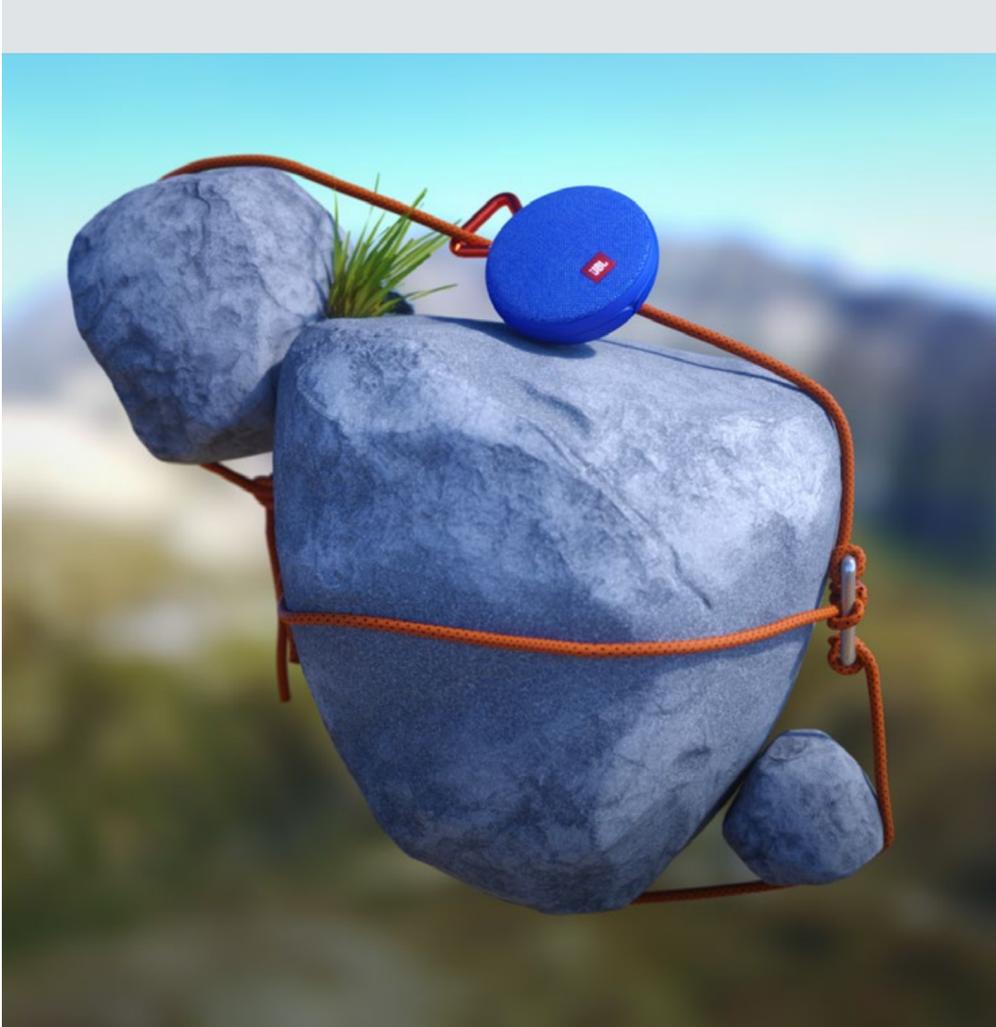


FIGURE
DESIGN

2017 - ANDREW COOPER STUDIO / BARRAGAN

EQUIPORT

2016 - EQUIPORT ANDREW COOPER / BARRAGAN

POPNOISE

2017 - ANDREW COOPER STUDIO / BARRAGAN



2017 - MADE IN THE COM ANDREW COOPER / BARRAGAN

1822
ETT

2017 - ANDREW COOPER PROFESSIONAL DESIGN TEAM / BARRAGAN



2016 - ANDREW COOPER ANDREW COOPER / BARRAGAN



2016 - ANDREW COOPER STUDIO / BARRAGAN



2016 - JESSIE WEE ANDREW COOPER / BARRAGAN



2016 - ANDREW COOPER ANDREW COOPER / BARRAGAN

elegance
BY HISTORIE

2016 - ANDREW COOPER ANDREW COOPER / BARRAGAN

AWARD

2017 - JESSIE WEE ANDREW COOPER / BARRAGAN

i&d.

2016 - ANDREW COOPER ANDREW COOPER / BARRAGAN

Dare
to Listen

2017 - ANDREW COOPER ANDREW COOPER / BARRAGAN



2016 - ANDREW COOPER ANDREW COOPER / BARRAGAN



2017 - ANDREW COOPER ANDREW COOPER / BARRAGAN

THE
CITY
CHALLENGE
budgetplaces.com

2016 - ANDREW COOPER ANDREW COOPER / BARRAGAN



2017 - ANDREW COOPER ANDREW COOPER / BARRAGAN



2016 - ANDREW COOPER ANDREW COOPER / BARRAGAN

КРА КЕМ

2017 - ANDREW COOPER ANDREW COOPER / BARRAGAN

mti
SKATEBOARDING

2016 - ANDREW COOPER ANDREW COOPER / BARRAGAN



2017 - ANDREW COOPER ANDREW COOPER / BARRAGAN

Paty
Rodriguez

2016 - ANDREW COOPER ANDREW COOPER / BARRAGAN