



**FEDERICO  
SLIVKA  
LEDERER**

Product Designer  
Design Thinker  
Ux-Ui Consultant + Practitioner

 PRINTABLE VERSION ON DEMAND

## COVER LETTER

I am an award-winning designer with more than 14 years of international experience. What sets me apart is my commitment to all design aspects: from the initial stages of idea development to the actual first-hand crafting of my own designs.

These days, I work mostly as a user experience practitioner and consultant, be that by leading a small group of collaborators, by heralding specific projects, or simply by becoming part of a team.

I have collaborated with a variety of enterprises, from small start-ups to large international corporations, providing me with an understanding as to how to help smaller clients establish strong visual branding, while also assisting multinational corporations utilize UX design to further cultivate their brand.

My methodology of work has been based on working remotely. This allows me to work on innovative projects from anywhere in the world, in the most efficient and consistent way possible. Relocating is an option, depending on the company's needs and terms.

I crave new challenges and have a true passion for solving the most complex of problems in the most creative, yet simple way possible.

Should you be interested in my profile, please do not hesitate to contact me.

**THANK YOU!**



## CONTACT INFO

 **PORTFOLIO**  
[HTTP://FEDERICOSLIVKA.FREE.FR/](http://federicoslivka.free.fr/)  
 **EMAIL**  
[FEDERICO\\_SLIVKA@YAHOO.COM](mailto:FEDERICO_SLIVKA@YAHOO.COM)  
 **SKYPE**  
FEDERICO\_SLIVKA

**Bēhance**

VISIT MY ONLINE PORTFOLIO:  
[WWW.BEHANCE.NET/FEDERICOSLIVKA](http://WWW.BEHANCE.NET/FEDERICOSLIVKA)

**Linked in**

CHECK OUT MY EXTENDED RESUME:  
[WWW.LINKEDIN.COM/IN/FEDERICOSLIVKA](http://WWW.LINKEDIN.COM/IN/FEDERICOSLIVKA)

**PORTFOLIO**

UX PORTFOLIO UPON REQUEST



### UX + UI CONSULTANT

INTERAMERICAN DEVELOPMENT BANK GROUP | WASHINGTON | 2013 / PRESENT

Consultancy in charge of the design of knowledge practices and communications strategies and related activities; i.e. conferences, publications, web sites, online communities, policy briefs, etc..

Provides expert advice on: advocacy / outreach to senior decision-makers; traditional media; online communications & social media; events and knowledge management systems.

**WWW.FOMIN.ORG** BID is the largest technical assistance provider in Latin America and the Caribbean, with over US\$100 million per year invested in projects reaching over 4 million small producers and micro entrepreneurs.



### UX SENIOR DESIGNER CONSULTANT | CISCO SYSTEMS | SAN FRANCISCO | 2011-2013

Consultant working alongside the UX team in order to design applications intended for multiple platforms and supports (iOS apps, video devices: WebEx, Quad, TelePresence). From initial wireframes of both low and high fidelity, designing prototypes, to creating final designs with their technical specifications.

**WWW.CISCO.COM** A regular chart-topper in "Fortune's 100 Best Companies to work for", Cisco is an American multinational corporation headquartered in California that designs, manufactures, and sells networking equipment.



### SENIOR UX DESIGNER | ASK.COM | SAN FRANCISCO & LONDON | 2009-2011

Worked collaborating closely with engineering, QA, marketing and product management, bringing projects from concept to realization. Responsible for creating innovative, highly usable and great-looking products that people delight in using. Played a pivotal role in the strategy, conception and design of groundbreaking digital products.

**WWW.ASK.COM** The fourth biggest site on the web for monthly searches, ASK attracts more than 100 million unique users globally.



### ART DIRECTOR | DISCOVERY COMMUNICATIONS | NEW YORK | 2008-2009

Head of the Art & Interactive Design Department for Planet Green and TreeHugger.

Created intuitive, transformative user experiences, connecting customers to brands.

**WWW.TREEHUGGER.COM - WWW.PLANETGREEN.DISCOVERY.COM** Discovery Communications is the world's #1 non-fiction media company reaching more than 1.8 billion cumulative subscribers in 209 countries and territories..

## A Q U E N T

### FREE LANCER | HEADHUNTERED BY AQUENT (HR COMPANY) | SPAIN | 2007-2009

Worked for a wide arrange of clients while being part of Aquent's portfolio of talents.

(Full list of clients available upon request)

**WWW.AQUENT.COM** An multinational employment company, with offices throughout North America, Europe, and Asia and business units devoted to marketing tools, consulting and content development.

## EDUCATION

Ph.D - DOCTORAL THESIS TOPIC:  
*Improving the gameplay through ux optimization in augmented reality videogames. doctorate degree in "information & communication science". (Ph.D. expected 2019)*  
*Universitat de Barcelona - Spain.*

BACHELOR'S DEGREE IN GRAPHIC DESIGN - BUENOS AIRES - 1999

*University of Buenos Aires.*

BACHELOR'S DEGREE IN TV DIRECTION AND PRODUCTION - BUENOS AIRES - 1998

*Channel 7's TV & Audio-Visual School.*

MASS MEDIA COMMUNICATIONS TECHNICIAN - BUENOS AIRES - 1993

*O.R.T. II - Technical High School*

## CONTINUING STUDIES

COURSE ON AFTER EFFECTS 6.5

*Prof: Adolfo Rozenfeld*

*Composition & Motion Graphics | 2006*

ANIMATION & GRAPHIC DESIGN FOR TV & FILM - Univ. Buenos Aires | 1997

GENERAL COURSE IN PHOTOGRAPHY:

*B&W Photo-Lab techniques*

A COURSE ON JALEO SOFTWARE

*(Silicon Graphics) for digital postproduction & animation*

## LANGUAGES

SPANISH (fluent)

ENGLISH (proficient)

CATALAN (upper intermediate)

## @treehugger

**ONLINE ART DIRECTOR** | TREEHUGGER.COM | NEW YORK | 2005-2007

Was instrumental in developing the company's look since its inception, designing all the features that have helped it become the most popular blog on-line and the leading media outlet dedicated to driving sustainability into the mainstream. In charge of the site's design till TreeHugger was sold to Discovery Communications.

**WWW.TREEHUGGER.COM** TreeHugger.com has over 5M unique visitors and 15 million page views per month. With 40+ writers in 10+ countries, it has a finger on the pulse of the growing sustainability movement around the world.

## McCANN-ERICKSON

**ART DIRECTOR** | MRM - MCCANN-ERICKSON WORLDWIDE | BARCELONA-MADRID | 2003-04

Brainstormed ideas and designed the layouts of branded content for corporate magazines for the following companies: Coca-Cola, Nordic, Bacardí, Telefónica, BBVA, Lladró, Valentine.

**WWW.MRMWORLDWIDE.COM** With a global network of more than 2,000 employees spread across 31 offices, in 22 countries, MRM is one of the top global digital agencies in the world.

## IconMedialab LBi

**ART DIRECTOR & CONSULTANT** | ICONMEDIALAB-LOST BOYS | MADRID - BARCELONA | 2002

Detected problems and gave advise on online solutions as an internet consultant (both external and internal) to companies such as Camper, Vegasicilia, Telefónica, La Caixa, MAPFRE, Almirall.

**WWW.ICONMEDIALAB.COM** - **WWW.LBI.COM** Lost Boys International is a global marketing and technology agency blending insight, media, creativity and technology to create business value. With over 2,200 experts in 17 countries and 32 offices around the world.

## Aol.

**FREELANCE GRAPHIC DESIGNER** | AOL - AMERICA ONLINE | BUENOS AIRES | 2001

Designed pamphlets, posters, packagings, stands, CD-ROMs, and a variety of promotional tools that were used as part of their advertising campaigns.

**WWW.AOL.COM.AR** A brand company, committed to continuously innovating, growing, and investing in brands and experiences that inform, entertain, and connect the world. Their products allow more than 250 million visitors around the world to access the best content on the web.

## UOL

**WEB DESIGNER** | UOL.COM INTERNACIONAL | LATIN AMERICA | 2001

Designed, outlined, produced and managed the contents of the entertainment section of the renowned web portal. (Argentina, US, Spain, Venezuela, Mexico, Colombia and Chile).



**MOTION DESIGNER** | ANGELS I SANTS (SERIE TV) | BARCELONA | 2005

Designed the title sequence and closing credits for the popular TV Show, which was broadcast by TV3 and produced by FairPlay Films.

**WWW.CCMA.CAT/TV3/ANGELS-I-SANTS/FITXA-PROGRAMA/198563003/**

## TEACHING EXPERIENCE

**MENTOR / PROFESSOR**

**BAU (VIC University) 2015-2017**

*Offering guidance to students who are going through their last year of studies; helping them bridge the gap between their present academic lives and the current job market.*

**WWW.BAUED.ES**

**USABILITY & UX PROFESSOR**

**ENTI (University of Barcelona) 2015-2017**

*Teaching methodologies and design processes in order to build more usable, friendlier products. Is the first University degree in Applied Games + Video Games + Serious Games in Barcelona.*

**WWW.ENTI.CAT**

**PROFESSOR OF WEB + APP DESIGN**

**BAU (VIC University) 2015-2017**

*Allowing those who are developing their ideas analogically, to start thinking digitally. The goal is to develop products that will focus on offering a satisfactory user experience..*

**WWW.BAUED.ES**

**PROFESSOR OF UX DESIGN**

**CIFO (Centres d'Innovació i Formació Ocupacional - Barcelona) 2012-2013**

*Created a specific and intensive User Experience course dedicated to the unemployed.*

**WWW.CIFO.ORG**

**PROFESSOR - BARCELONA FILM SCHOOL**

**Escola Superior de Cinema i**

**Audiovisuals de Catalunya**

**(University of Barcelona) 2003-2012**

*Taught two subjects: Digital Fine Arts, the basics of graphic design applied to audiovisual mediums and Animation Techniques using Flash Software.*

**WWW.ESCAC.ES**



**E-LANCER / FREELANCER | EVERYWHERE | 1999 / PRESENT**

Visual Designer, Art Director, Graphic Designer, Creative Director, Interface Designer, UX Designer for a wide array clients in Spain, France, The Netherlands, Latam and the U.S.:

**ZINC-GROUP** [WWW.ZINC-GROUP.COM](http://WWW.ZINC-GROUP.COM)

**NRDC** [WWW.NRDC.ORG](http://WWW.NRDC.ORG)

**VOLTAIC SYSTEMS** [WWW.VOLTAICSYSTEMS.COM](http://WWW.VOLTAICSYSTEMS.COM)

**MONCUR ASSOCIATES** [WWW.MONCURASSOCIATES.COM](http://WWW.MONCURASSOCIATES.COM)

**GREEN TEA DESIGN** [WWW.GREENTEADESIGN.COM](http://WWW.GREENTEADESIGN.COM)

**TV3 TELEVISIÓ DE CATALUNYA** [WWW.TV3.CAT](http://WWW.TV3.CAT)

**ACTIVA MULTIMEDIA** [WWW.ACTIVAMULTIMEDIA.COM](http://WWW.ACTIVAMULTIMEDIA.COM)

**CRAZYLABS / NURUN** [WWW.CRAZYLABS.COM](http://WWW.CRAZYLABS.COM)

**CHÂTEAU D'ANGLÈS WINERY** [WWW.CHATEAUDANGLES.COM](http://WWW.CHATEAUDANGLES.COM)

**IPANEMA COMUNICACIÓ** [WWW.IPANEMACOMUNICACION.COM](http://WWW.IPANEMACOMUNICACION.COM)

**LA MOSCA CITYGAMES** [WWW.LAMOSCA.NL](http://WWW.LAMOSCA.NL)

**DIRECTOR COMMUNICATION DEPT. | INT. JEWISH FILM FESTIVAL | BARCELONA | 2003-2008**

Working as a volunteer, outlining their marketing strategies and also developing logos and other designs in order to establish their corporate identity.

[WWW.FCJBARCELONA.ORG](http://WWW.FCJBARCELONA.ORG) The Barcelona Jewish Film festival arose out of the vocation to make known and disseminate jewish culture, so closely linked to the history of both Barcelona and Spain.

**MOTION DESIGNER | NINES RUSSES (TV MOVIE – TV3) | BARCELONA | 2003**

Designed the opening and closing credits for this feature film, produced by FairPlay Films.

[WWW.FIARPLAYFILMS.COM](http://WWW.FIARPLAYFILMS.COM)

**WEB DESIGNER | INFOTREK.COM INTERACTIVE AGENCY | BUENOS AIRES | 2000**

Web design and development of multimedia products and websites.

**WEB DESIGNER | CONTENIDOS.COM | BUENOS AIRES | 1999-2000**

Developed and designed the site's web pages. Contenidos is Latin America's foremost educational website.

**GRAPHIC DESIGNER | EG3 ARGENTINA (OIL COMPANY) | ARGENTINA | 2000**

Designed an Employee Manual for Local Marketing (in a digital format) to be used by all employees at every single gas station across the nation.

**ART DIRECTOR | ADWORKS ADVERTISING AGENCY | ARGENTINA | 2000**

Worked developing ideas for their advertisements and delineating the aesthetics of their campaigns.

**GRAPHIC DESIGNER | RECTORATE OF UNIVERSIDAD BUENOS AIRES | ARGENTINA | 1999**

Designed and developed advertising campaigns for the University's Mass Media Press Department.

## TEACHING EXPERIENCE

### ASSOCIATE PROFESSOR

*University of Buenos Aires 1997-2001*

*Graphic Design. Undergraduated:*

- *Morphology I*

- *Morphology II*

- *Design III*

[WWW.FADU.UBA.AR](http://WWW.FADU.UBA.AR)

### JUDGE IN ARTS & MULTIMEDIA DESIGN

*Escuela Universitaria Artes del Diseño*

*Multimedia. Participated as judge*

*for the students' final thesis.*

[WWW.ESCUELA-TAI.COM](http://WWW.ESCUELA-TAI.COM)

## SOFTWARE

### PROTOTYPING

*Sketch, Invision, Zeplin, Marvel,*

*Proto.io, UxPin, Principle.*

### DESIGN

*XD, Creative Suitcase, PhotoShop,*

*Illustrator, InDesign, FreeHand,*

*PageMaker, QuarkXpress, Office.*

### WEB DESIGN

*Axure, Omnigraffle, Dreamweaver, Flash,*

*Fireworks, Balsamic, ImageReady,*

*Acrobat, Visio, Allaire Homesite.*

### WEB PROGRAMMING

*HTML, DHTML, JavaScript, CSS.*

### MOTION GRAPHICS

*Basic skills in After Effects and Jaleo.*

## RECOMMENDATIONS

*"Fed was fast and smart in all our interactions - turning around art projects, sometimes at the last minute and never missing a beat. His eye for detail is impeccable and his design skills are top of the line."*

NICHOLAS ASTER,  
CTO/Media Architect, TreeHugger.com

## ACCLAIM & PRESS

### TREEHUGGER.COM | NEW YORK | 2006-2007

2006 Nominated for Weblog of the Year & Best Topical Weblog in Bloggies Awards Of The Year.  
HTTP://2006.BLOGGIES.COM

2006 Nominates for the Blogculture/personal in WebbyAwards y Winner in 2007.  
WWW.WEBBYAWARDS.COM

2006 Designated as one of the Top 10 Blogs according Flavorpill.  
HTTP://FLAVORPILL.COM

### JOSH SPEAR (ONLINE DESIGN MAGAZINE) | UNITED STATES | 2007

Interviewed by Mr. Spear, one of most prestigious gurus on internet design issues.  
WWW.JOSHSPPEAR.COM/BLOG/SPEARTALKS-FREDERICO-SLIVKA/

### LOGO TREEHUGGER.COM | LOGO DESIGN LOVE AWARDS | 2008

Favorite logo designs from environmental blogs. "This environmental logo stood out as unique among its peers as, although it is using a simple symbol representation, the high level of technical execution has made it a very powerful branding tool. It shows precision and simplicity in a snapshot, which is very refreshing...brilliant!" *David Pache*  
WWW.LOGODESIGNLOVE.COM/LOGO-AWARDS-ENVIRONMENTAL-BLOGS

### UP MAGAZINE (MCCANN GROUP) | BARCELONA | 2002

Featured in the third volume of the MADE IN SPAIN series (dedicated to Editorial Design), as one of the best editorial designs by Spanish designers for national clients (ISBN: 84-89994-61-7).

### NORDIC (THE COCA-COLA COMPANY) | BARCELONA | 2002

Featured in the third volume of the MADE IN SPAIN series (dedicated to Editorial Design), as one of the best editorial designs by Spanish designers for national clients (ISBN: 84-89994-61-7).

### VEGASICILIA SITE (ICONMEDIALAB) | BARCELONA & MADRID | 2002

Awarded the Bronze Medal by International Design Magazine's Interactive Media Design Review. (I.D. Magazine's November issue).

### BIENNAL 1994 - BUENOS ARTES JOVEN | BUENOS AIRES | 1994

Award of Recognition for the best Corporate Identity Logo for A Film & TV Center (a selection from all the works on exhibition).

### BRAND CONTEST | BUENOS AIRES | 1994

Awarded Best Logo Design by the Drawing Department of the University of Buenos Aires.

## SKILLS

User Experience Design	Art & Creative Direction	Branding
User Centered Design	Interactive Design	Motion Graphics
GUI Design	Usability & Architecture	Marketing
Pixel Perfection	Human Factors	Photography
UI Design	Wireframing	Creative Suitecase Ninja
Visual Design	Persona Profile / Scenarios	Professor & Lecturer

## RECOMMENDATIONS

*"When it comes to technical skill and sparkling execution, Federico is a standout on any creative team. As a designer, he strikes the delicate balance between elegance and function that is often so elusive, especially in web-based projects. As a thinker, Federico sees to the heart of the concept, the core of the problem, and crafts solutions that are pragmatic without compromising esthetics. Most importantly, however, Federico is a doer: He get things done, has a good time doing them, and always inspires colleagues to share in his enjoyment and enthusiasm. I recommend Federico highly and hope to have the chance to enjoy his company again some day."*

MILES ORKIN,  
Director, Interface Projects, IconMedialab

*"Federico has been a very efficient and committed teacher. He has been in charge of a group of 60 pupils of the Graphic Design Carrer, developoing his tasks with ample knowledge of academic subjects, and adding creativity, dedication and responsibility."*

DIEGO GARCÍA DÍAZ,  
Professor, Universidad de Buenos Aires

*"We were lucky to find someone as Federico. He has the ability of create simple solutions for big troubles. Also, he made an excellent work with the design of an entertainment channels as "Rincón Otaku (Anime art)" or "Music" for UOL, where this generate excellent revenue for the company in terms of advertisement."*

RODOLFO GUARDIA,  
Head of Marketing Department, UOL.com