



CARLOS LLAÑA

MOTION DESIGNER - ART DIRECTOR

PERFIL PROFESIONAL

A communication scientist specialized in audiovisual language. I create projects with highly cohesive teams that achieve incredible results, creating unique discourses, that give identity to our brand, and life to our projects. I have complemented my training as a communicator with art studies, and object-oriented programming. My orientation is to a LEAN organization, compliance with business goals and maintaining relationships with customers and suppliers.

PERSONAL INFORMATION

Name: Carlos Andrés Llaña Ruz

Date of Birth: 05 - 11 - 1981

Nationality: Chilean

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Website: www.carlosllana.tv

Email: hola@carlosllana.tv.

ACADEMIC TRAINING

POSTGRADUATE

2012 - Instituto Universitario Nacional de las Artes (IUNA) Argentina:
Advanced Programming for the scene.

BACHELOR

2007 - 2014 Universidad de Buenos Aires
Degree in Communication Sciences with orientation in advertising.

2001 - 2005 Universidad de Chile
Degree in Hispanic Language and Literature with a mention in Linguistics

COURSES

2019 - Viz University:
Advanced Graphic Designer at Viz Artist.

2018 - PUC Chile:
Path to Excellence in Project Management

2017 - Pinnacle SP Brasil:
Advanced Operation, Tricaster 8000

2016 - Pinnacle SP Brasil:
Intermediate Operation, Tricaster 8000

2016 - Google, EOL España
e-commerce course,

2014 - ODDCG Argentina
Programming course in Processing

2009 - Underground Argentina
Annual course of creativity and art direction

2008 - Centro de Investigación Cinematográfica
Advanced After Effects Course

2008 - Centro Cultural Ricardo Rojas
Screenplay techniques and tools

2007 - Ricardo Palmieri
In a Nutshell: Website Copywriting

2003 - Universidad Arcis
The role of the humanities in global change

2002 - UMCE Chile
Rhetoric in the literature of ancient Greece

SOFTWARE

SOFTWARE ARCHITECTURE

Windows, Os X, GCloud, Servidores LAMP.

SOFTWARE

Adobe Suite CC, Final Cut Pro 7, Tricaster 8000, Viz Artist, Cinema 4D, Davinci Resolve,.

COMPLEMENTARY SOFTWARE

Processing 3.0, Resolume Arena. Unity.

PROGRAMMING LANGUAGES

Javascript, processing. - html + css

SELECTED WORKS

2020 *Festival Internacional Teatro a mil*

Development team leadership (Scrum Master)

In September 2020 I was proposed the challenge of develop the first Netflix-type platform in Chile.

This process was accompanied by the assistance of lab experience, and in it I directed the development process to achieve a functional platform in less than three months.

We integrate the Vimeo OTT platform with the platforms of Chilean payment. We refresh the identity, we create a system registry and user databases, discounts, promotions and international payments.

REFERENCE:

Juan Ananiía (Product Owner)
juan@fundacionteatroamil.cl

2019 *Conmebol Libertadores*

Augmented Reality Application Development

Application development programmed in C# for windows 10. In this application the kinect sensor detects the skeleton of the human being and positions a 3D model of the Copa Libertadores in the hands of a participant, once detected the skeleton and positioned the cup in the hand of the participant takes a photograph and it is printed in time sending data over the network to another computer and to the printing machine. This project was commissioned by the agency www.xoma.com.ar for the activation of the final of the Copa Libertadores 2019, in it I did the programming, the Assembly and operation supervision in Lima, Peru.

REFERENCE:

Carolina Burnes (Productora)
Carolina.Burnes@gmail.com

2017 *Sport Production Brazil SP2.*

Camera direction and operation

Rio Open Tennis 2017

Responsibilities: Organization, transport, assembly and disassembly of the screen operating equipment. Direction of camera operators during the event. Tricaster cutting table operation and direction. Responsible for the safety and proper use of equipment during operation, as well as checking the equipment taken from the production company and returned post-event.

REFERENCE:

Marcella Tobelem
Marcella@sp2brazil.com.br

2016 *Sport Production Brazil SP2.*

Camera direction and operation

Olimpic Games Rio 2016

Responsibilities: Organization, transport, assembly and disassembly of the screen operating equipment. Direction of camera operators during the event. Tricaster cutting table operation and direction. Responsible for the safety and proper use of equipment during operation, as well as checking the equipment taken from the production company and returned post-event.

REFERENCE:

Marcella Tobelem
Marcella@sp2brazil.com.br

2014 *UNASUR Cine*

VFX supervision, VFX, Colorimetry

"Un concepto sudamericano"

Responsibilities: Visual Effects Supervision, Development of the proposal and application of VFXs, colorimetry and finalization in PCD. . For the Presidency of the Nation. Directed by Florence Kirshner.

REFERENCE:

Valeria Meneguzzi, Coordinadora.
vmeneguzzi@cultura.gob.ar

2014 *UNASUR Cine*

Realization of the corporate image for the section Unasur Cine-TV.

Responsibilities: Creation of the corporate image; logo, and applications, printed and Audiovisual. Post Production and Motion Graphics of the Official presentation (trailer).

REFERENCE:

Valeria Meneguzzi, Coordinadora.
vmeneguzzi@cultura.gob.ar

2014 *Baraka Cine*

Conforming, Color.

"El retorno de las naves".

Documentary selected for 30 views. RESPONSIBILITIES: Offline editing, finishing and Color: for the documentary. Evaluate the possibility of using digital effects, image treatment to improve the quality of the material archive

REFERENCE:

Marcelo Schapsec , Productor delegado
produccion@sbarakacine.com

2012 Tomahawk Producciones.

Post Producción, Cámara.

"**Movistar Invierno 2012**". Winter campaign
Movistar Las Leñas 2012

Responsibilities: realization of the project and the proposal audiovisual delivered to Movistar:
Edition, VFX, and color of the capsules delivered to the company during the winter campaign. Camera shots to support to the Official cameraman and ensure an optimal result thanks to teamwork.

REFERENCE:

Olivia Mihanovich, Directora General Tomahawks
olivia@mihanovich.net.

2010 Ministerio de Cultura, Presidencia de la Nación Argentina.

Post Producción - Branding

"Nation Culture Signal Project". Image Development Corporate and Project trailer.

Responsibilities: realization of the project and the proposal audiovisual delivered to the Presidency of the Nation. Corporate image, VFX, and Trailer color. The project was approved and culminated in the creation of the Center for Audiovisual Production and Research (CEPIA).

REFERENCE:

Guillermo Palacios (Primer director de Proyecto)
palaciosgj@Cultura.gob.ar

WORK EXPERIENCE

2018 - 2022 Channel 13
GRAPHIC ARTIST

2015 - 2017 naGloria Rio
CREATIVE DIRECTOR

2010 - 2014 Ministry of Culture of the Argentine Nation
POST PRODUCER SR.

2010 - 2010 Global Mind 360
ART DIRECTOR

2009 - 2010 Sz Studios
SR. DESIGNER

2008 - 2009 Aligned global
WEBMASTER

2008 - 2008 The leader team
WEBMASTER

2006 - 2007 Free Lance
GRAPHIC DESIGNER FOR PHOTOGRAPHER RODOLFO LÉRTORA

2005 - 2007 Indymedia Chile
PUBLISHER

LANGUAGES

Spanish ● ● ● ● ●

English ● ● ● ● ○

Portugués ● ● ● ● ●

RECOGNITION

Short story, "Filas".
Finalist for the Itaú Digital Story Award, general category. 2020

Short Story, "Words"
Selection 1er International Short Story Contest of the Hispano-American Book Fair: Mexico City, 2009.
Edition in the anthology of new Latin American writers "Voces con vida". Ed Benma. 2012 edition.

Short Story, "Ella".
Selection and publication in the anthology "Porciones del alma".

Video art, "Visual Poetry"
Selection at Art Futura 2011. Exhibition at "MALBA" and "Tecnópolis", selection for the "Buenos Aires Underground Film Festival 2012"

Painting "Zapata Lives"
Memory and Human Rights Space (former ES MA).
Selection to make a mural in the "Urban Art and Memory Meeting 2013".

REFERENCES

Gianni Giovinne

President 2010-2014,

Leo Burnett Turin:

I did various freelance jobs for Leo Burnett, at its headquarters in Torino and in Argentina. This led me to set a very strong relationship of camaraderie with the account directors, and even with one of the regional directors of this Advertising agency.
babbogiovine@gmail.com

Marcella Torbelen

Executive Director and Founder

Sport Production Brazil:

Together with this production company I carried out some of the events of greater responsibility that have been entrusted to me. teamwork, prior preparation, added to an incredible human relationship, were decisive when facing unforeseen events, thanks to them I managed to always do an excellent job and be known as "The Chilean who hacked the Tricaster",

marcella@sp2brazil.com.br

Valeria Meneguzzi

coordinator

Audiovisual Production and Research Center (CEPIA)

Argentine Ministry of Culture:

After the project was approved, I was invited to work at the Audiovisual Production and Research Center of the Ministry of Culture. For almost five years we have formed relationships of loyalty, transparency, camaraderie and total trust with the team.
valeriameneguzzi@gmail.com