

Communication Specialist

- + Design
- + Strategy
- + Branding
- + Marketing
- + Publishing
- + Digital Imagery

Sebastian Villar

Personal Info

- + Nationalities: Argentine - Italian
- + Date of birth: 14-Dec-74
- + Residence: Florida-USA

Contact

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Profile

Over 15 years of strong field experience developing effective communication tools, marketing and fundraising strategies; editorial content and infographic design, primarily for international humanitarian and development organizations. Deep understanding of visual languages for both, the private and development sectors and their implementation on institutional or marketing contexts. With expertise in total graphic and digital solutions. Highly familiar with communication policies and approaches in the context of the international cooperation.

Core Competency Summary

Innovation

Played a pivotal role in conceptualizing, strategically planning and managing new communication initiatives adapted to country-specific, post-conflict situations. A reputation for transforming complex information and concepts through data design. Innovative marketing and literacy strategies partnering UNDP with the private sector. Ability to turn new and imaginative ideas into reality; to perceive the world in new ways, to find hidden patterns, to make connections between seemingly unrelated phenomena, and to generate solutions.

Leadership

Demonstrated track record recruiting, training and leading teams. Proven effectiveness in establishing productive relationships and networks to achieve outcomes. Strong people management skills based on a concept of duty, service and self-sacrifice, acquired through my military education. Personal drive and commitment to organizational objectives. Proven experience in leading change.

People Management

Exceptional ability to empower, and instruct working groups, to motivate and coordinate people in order to achieve high level results. Used to find and determine the key people whose willing support is necessary to accomplish the goals. Perfect understanding of the chain of command.

Communication

Ability to synthesize and package complex and new ideas into catchy and simple concepts; to effectively communicate to a varied and broad audience in a simple and concise manner. Ability to listen, adapt, persuade and transform.

I have excelled in implementing new or significantly improved communication products that creates value. Proven track record of ensuring high visibility to UNDP's communication strategies at national, regional and international levels. Conceived original in-country communication tools to make the signature products relevant for specific situations.

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Languages Skills



Spanish



English



French



Portuguese



Technical Skills



Adobe Suite



Final Cut Pro X



MS Office



Icons & Pictograms



Infographics & Maps



Multi-Media



Digital Photography



Professional Experience



UNDP - BPPS
Bureau for Programme and Policy Support

Communication Specialist

05/2014 - Present

Designed communication tools and visual concept for the "3x6 Approach Toolkit". Upcoming this year an innovative communication campaign including online real-time resource kits and animated marketing videos.



Communication Specialist

09/2013 - Present

Designed the [Resilience-based Development Response to the Syria Crisis](#), and the [UNDG Position Paper](#) for the Regional Bureau for Arab States, outlining the resilience-based development approach for responding to the impact of the conflict in Syria on neighbouring countries.

Generated innovative infographics, maps, illustrations and iconography, for local and international audience to raise awareness, for fundraising campaigns and marketing strategy.



Visual Designer and Photographer

02/2012 - Present

Developed visual concepts, communication materials and strategies to support Country Office projects and initiatives, specially the "Youth Economic Empowerment Project" (YEEP). Designed and edited bilingual press kits, fact sheets, brochures, newsletters, maps, posters, infographics and multimedia products.

Coordinated a team of 10 professional photographers deployed by UNDP to key locations in order to cover countrywide the 2012 Presidential Elections. Created a brand-new photo archive specially and exclusively designed to illustrate UNDP projects and publications.

Main Publications:

- [Early Presidential Elections Evaluation Report](#),
- [UNDP Yemen Biannual Progress Report](#),
- [Options for future form of Government and Decentralization in Yemen](#),
- [Sustainable Livelihoods Assessment Report](#),
- [Youth Economic Empowerment Project](#),
- [Resilience Enhancing Programming in Yemen](#).

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Soft Skills

I've been formed to manage people, to organize efficient and competitive teamwork, to develop and lead projects, maintaining focus in demanding working environments, under tight deadlines.

I've learned about team spirit and the value set that makes leaders servants of their followers, since I was on a Military High School. I've been educated in the communications field.

Able to transmit ideas into concrete forms to share with others. I also gained excellent flexibility and adaptability to multicultural environments by working and living abroad for more than 10 years. My avidity for traveling and discovering other cultures led me to live in several countries.

I always have a positive attitude and work ethic. I do accept and learn from criticism.

I'm a self-directed and organized person with remarkable time management skills. I have a personal commitment to continued training and learning.



UNDP Burundi

Visual Designer and Photographer

04/2011 – 10/2011

Developed and edited Burundi's "Final Elections Report".

Designed the visual concept for Burundi's [Tourism and Development National Strategy](#).

Designed new communication items for the Burundian National Tourism Office. Designed new visual marketing strategies for the launching of a new international tourism campaign. Created a brand-new nationwide photo archive to be used on further publications. Additionally, supervised production processes by liaising closely with printing companies. Ensured high quality of final products.

Designed a multilanguage visual concept for the [Burundi Vision 2025](#) by assuring visual-balance, combining text, images and infographics on a multiformat design for pedagogical purposes. Created new photographs specially and exclusively designed to illustrate the "Burundi Vision 2025". Participated on the development of alternative communication scenarios for institutional branding. Supervised the making off and printing of the Burundi Vision 2025 items.

Improved and edited artworks, photos, charts and other graphic elements for the Communication Unit.



BINUB Burundi

United Nations Volunteer

Photographer

09/2010 – 03/2011

Photographed and Documented activities for BINUB's different Units and for the UN agencies operating in Burundi. Created and managed a photographic archive and photographic appliances. Made photos available to DPI (UN HQ) and UN agencies operating in Burundi.

Other Relevant Work Experience



ML&C Publicity

Advertising Agency, Madrid

Creative Director and Photographer

04/2007 – 09/2010

Responsible for the creative output of the Agency, with oversight of the creative team and creative processes; the ideation, presentation and execution of client branding and marketing communications campaigns; the profitability and creative quality of client projects, and the operational readiness of the creative team.

Worked collaboratively with partners, participated in company strategizing, and supervised creative team work. Developed and supported clients strategic plans. Made decisions on a daily basis to ensure both, profitability and creative quality. Contributed to the strategic and creative development of the agency's marketing and branding efforts for new business development.

Responsible for the photography department. Shot commercial photography. Photo editing. Multimedia presentations. Photo archive management.

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GOAL Niger Irish NGO

Photographer and Visual Literacy Trainer

08/2006 – 03/2007

Designed a wide photographic production to generate and design new advertising material for the different GOAL's sensitization campaigns. Identified and conducted new photo assignments within the Program's area of operations. Edited and archived photographs for Headquarters. Performed digital post production and photo processing tasks.

Trained Local and International Staff in digital photography. Created multimedia presentations and slideshows for new communication strategy plans. Developed a visual education project for beneficiaries, particularly children, promoting narrative therapy and visual storytelling through photography as a therapeutic mechanism.

Kenya and Tanzania area *Freelance Photographer*

01/2006 – 07/2006

Covered different assignments around Kenya and Tanzania, mostly for international tourism magazines.

Wrote the Script and collaborated in filming with Associated Press an award-winning short documentary about Korogocho Slum Radio Station.

Trained Adventist Development and Relief Agency (ADRA) staff members on a digital photography course.

Travel and documentary photography.

Pullmantur Ships Ltd. Serving onboard the SS Oceanic

Chief Photographer

06/2004 – 08/2005

Managed the Photography Unit, including a team of 5 photographers. Coordinated the setting up of different mobile photo studios and lighting systems. Shot on different indoor and outdoor spots; developed new photographic products to be sold onboard. Coordinated the Photo Lab, serving more than 1500 passengers weekly.

Education

Photojournalism Expertise

2003 Barcelona, Spain. CEV - Escuela Superior de Comunicación, Imagen y Sonido

Commercial Photography

2001-2002 Ft. Lauderdale, USA. Broward Community College - Mac Fatter Institute

Bachelor's Degree in Journalism and new media

1996-1999 Córdoba, Argentina. UBP - Universidad Blas Pascal

Bachelor's Degree in Literature

1993-1996 Córdoba, Argentina. UCC - Universidad Católica de Córdoba

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Portfolio

Compendium on good and innovative practices in the regional response to Syria and Iraq crisis

Nov 15, 2017 UNDP Arab States 254 pages

I've developed the visual concept and graphic design for both Volumes of this publication. For *Volume II*, I've designed its Turkish and Arabic version too. I've also designed a responsive online version of this Compendium, coded in HTML5.

[See publication](#)

COMPENDIUM ON GOOD AND INNOVATIVE PRACTICES



IN THE REGIONAL RESPONSE TO THE SYRIA AND IRAQ CRISIS: VOLUME II

Regional Joint Secretariat

United Nations High Commissioner for Refugees

United Nations Development Programme



THE SUSTAINABLE DEVELOPMENT GOALS ARE COMING TO LIFE – STORIES OF COUNTRY IMPLEMENTATION AND UN SUPPORT

STORIES OF COUNTRY IMPLEMENTATION AND UN SUPPORT

The Sustainable Development Goals are Coming to Life – Stories of Country Implementation and UN Support

Dec 15, 2016 UNDG New York 52 pages

I've designed this full report for UNDG about the Sustainable Development Goals. These are stories of Country Implementation and UN Support insights into the range of actions and partnerships for the roll-out and implementation of the Sustainable Development Goals at the country level.

[See publication](#)

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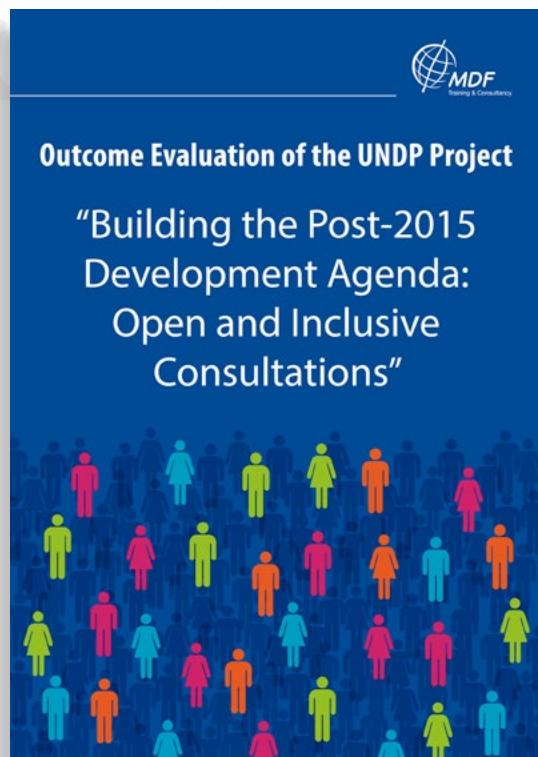
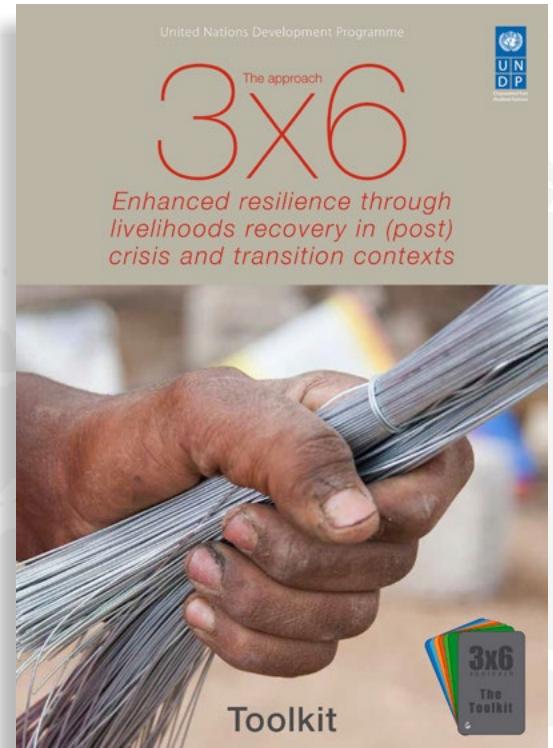
Global Toolkit on the 3x6 approach: Building resilience through jobs and livelihoods

Sep 21, 2016 UNDP New York 80 pages

The request was to design several communication tools and the visual concept for an innovative UNDP Programme to be implemented on several countries: The 3x6 Approach.

Amid this Toolkit, we've also designed an infographic brochure, posters and banners. All the photographs used on these publications were taken by me.

[See publication](#)



Outcome Evaluation | Building the Post-2015 Development Agenda: Open and Inclusive Consultations

Jun 24, 2016 UNDP New York 108 pages

This Report required to focus upon the design of its graphics, which represents different Dilemmas described along the Document. A Summary with key outcomes was required along with this Report. I've also designed an infographic to illustrate the outcomes.

[See publication](#)

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Building Resilience: In response to the Syria Crisis- UNDP Integrated Project Portfolio

Sep 17, 2015 UNDP Arab States 156 pages

For this campaign, we had to visually identify and describe all the projects that required funding in Syria and the neighboring affected countries.

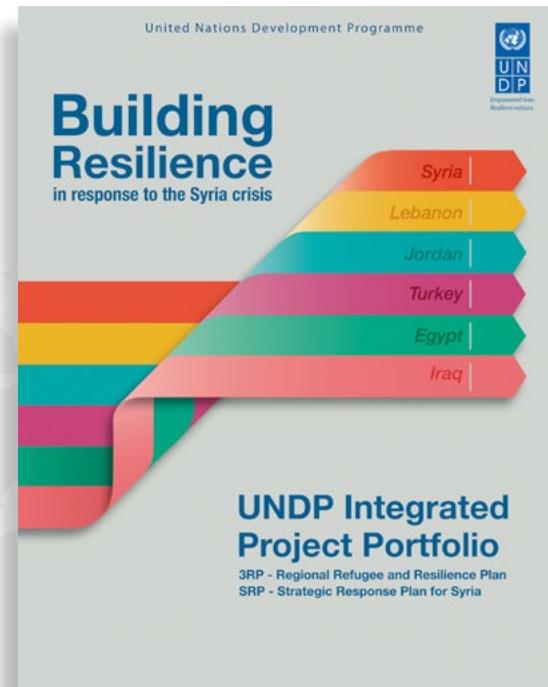
We developed a full printed report that could be easily detached by country; designed a series of infographic maps for each affected country of the Syria Crisis; developed a full responsive online version (<http://www.undp.org/content/dam/undp/buildingresilience/index.html#/home>) and implemented a campaign to collect e-mail addresses in each downloaded item.

[See publication](#)

Jan 9, 2014 UNDP Arab States 3 minutes

I've directed, produced and mounted this infographic video about the Syria Crisis and affected neighboring countries.

[Watch video](#)



Fostering RESILIENCE in times of CHANGE
2012 towards 2014 - Progress Report



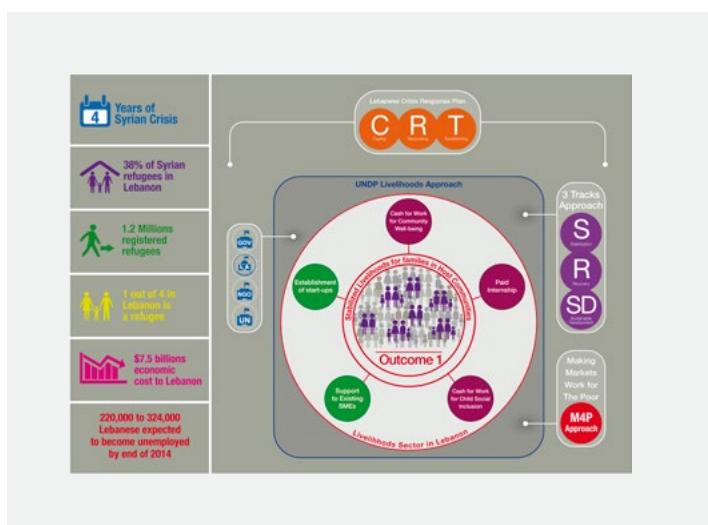
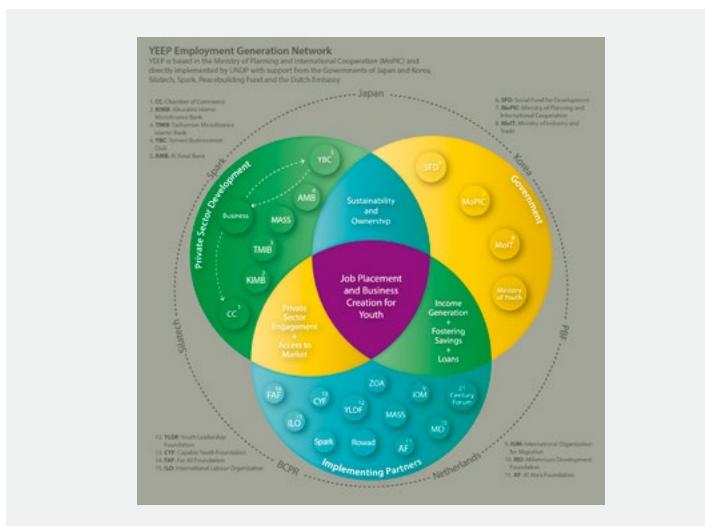
Fostering RESILIENCE in times of CHANGE

Dec 17, 2013 UNDP Yemen 104 pages

I've designed this Progress Report for UNDP Yemen, in the times of political transition from 2012 towards 2014. Amid other communications tools, I've designed posters and an infographic timeline.

[See publication](#)

Some infographics for UNDP



Some brochures for UNDP

