

ROBERTA!

/ DESIGNER

/ CONTACT

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New York

My name is Roberta Werthein; I was born in Buenos Aires, Argentina, on November 3rd, 1994. Following my curiosity, I woke up to different fields, including sports, education, and art-related practices, therefore being able to adapt to different environments in a very adequate and differentiated manner. Consequently, learning how to channel my energetic personality into enriching activities and sports, creating new projects, and being in constant action searching for new ideas. My work and life based on teamwork in many different areas performing with honesty and respect, which I will later explore in detail. I was able to discharge in a wide range of activities and studies with different characters, that at present times, all the experience I gained at such an early age, provided me with tools to manage efficiently in various fields. I now always concentrate all these skills in one discipline that is graphic design and urban planning, to reach the highest level possible.

/ EDUCATION

My formal academic education consists of studies at Saint Andrew's Scots School, focused on Business Management. Hence, studying Graphic Design at the Universidad de Buenos Aires (U.B.A), where I received a Bachelor in Graphic Design -Licenciada en Diseño Grafico-.

• 2020-2022

The New School - Parsons School of Design

Currently undertaking Design and Urban Ecologies Master

Graduation is in May 2022

• 2013-2018

Universidad de Buenos Aires (UBA)

2018 - BA in Graphic Design

• 1997-2012

Saint Andrews Scots School

2012 - International Baccalaureate High School Diploma

- "Business and Management" orientation

/ WORK EXPERIENCE

While my work experience is limited, I realized how passionate I am about working on complex design systems regarding brand identity and community building processes.

• JUNE-AUGUST 2022

Chemistry Agency

Creative intern - Graphic Designer

• 2021-PRESENT

Parsons School of Design - The New School

Research Assistant

• 2018-2020

Experta Seguros

Insurance Company - Lead Graphic Designer in Marketing Department

• 2016-2018

HT Contenidos

Content Agency - Graphic Designer

• 2013-2015

Be Singular

Publicity Agency - Junior Graphic Designer

/ ACADEMIC AND VOLUNTEERING EXPERIENCES

Beyond formal education, I have taken part in different projects and programs that helped me understand and get involved with design studies from a different perspective. Teaching and helping others, in particular, have made me realize how much I am yet to learn in this field.

• 2021-2022

"Los Deliveristas Unidos" - Workers Justice Project Organization

Volunteer work providing my urban and graphic design skills to aid the delivery worker's gain the rights they deserve. Partnership with the organization for my thesis project "*Delivering the Last Mile.*"

• 2019

Selected to be part of the **jury** to evaluate last year's graphic design students on their final project presentation.

Universidad de Buenos Aires (U.B.A)

• 2019

"Modo Río" Project

My Design III assignment at the university, was selected to be presented in "**Repensando Vicente López**" (literally: Rethinking Vicente López - a projected transformation of a coastal neighborhood in Buenos Aires) and was part of an exhibition within the 4th Design Bienal at the Universidad de Buenos Aires (U.B.A). The project award a diploma.

2019 - The project was awarded a diploma.

Highlight: selected by the curators at **Adobe** for the Behance profile of their Illustrator program, where it is showcased.

• 2019

"Frontiers Conference"

Taking place at the Singularity University, Santa Clara, organized by Citi Private Bank about ultimate technologies exponential growth.

2019 - Received a diploma.

• 2012-2019

"Tzedakah Foundation"

Volunteer providing donations and helping the most vulnerable people of the Jewish community of Argentina.

/ ATHLETIC EXPERIENCE

Being a professional field hockey player has been the most formative experience of my life. As a key member of the Argentina National Field Hockey Team, wearing the national colours and sharing the podium with my teammates, I understood that dreams are possible if one is willing to do the hard work.

• 2011-2013

Las Leonas - **Senior Field Hockey Argentine National Team**

-17 years old, youngest player in the team

NOTABLE PERFORMANCES:

GOLD MEDAL 2011 - Four Nations Tournament - Argentina, Buenos Aires

GOLD MEDAL 2012 - Four Nations Tournament - Argentina, Entre Ríos

SILVER MEDAL 2012 - Four Nations Tournament - England, London

GOLD MEDAL 2012 - Championship- Argentina, Santa Fe

Pre London 2012 - Olympics Match - Virginia, Washington DC

Pre London 2012 - Olympics Match - Oakland, New Zeland and Perth, Australia

• 2011-2013

Las Leoncitas - **Under 21, Junior Field Hockey Argentine National Team**

NOTABLE PERFORMANCES:

GOLD MEDAL 2012 - Junior Pan-American Games - Mexico, Guadalajara. (Classified for Junior World Cup)

SILVER MEDAL 2013 - Junior World Cup - Germany, Monchengladbach

• 2010

Under 18- **Buenos Aires Province, Field Hockey Professional Team**

NOTABLE PERFORMANCES:

GOLD MEDAL - Argentina National Championship

• 2009

Under 16 - **Buenos Aires Province, Field Hockey Professional Team**

NOTABLE PERFORMANCES:

SILVER MEDAL - Argentina National Championship

• 2004-2014

Club Nautico Hacoaj - **Professional Field Hockey Player**

/ HOBBIES AND OTHER INTEREST

I play drums since 2010, and music plays a vital role in my life. Skiing is my third passion in life (after field hockey and design). It helps me connect with pure nature and allows me to travel around the world, providing me with inspiration and new experiences.

/ SKILLS

• ADOBE

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Id ■■■■■ Xd ■■■□□

Ae ■■■□□ Pr ■■■□□

• QGIS - Mapping

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• R Studio - Data analysis

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• FIGMA - Web design

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• HTML, CSS, JAVASCRIPT

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• MICROSOFT OFFICE - Word, Excel, PowerPoint

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• Storytelling / Data visualization

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/ LANGUAGES

SPANISH ██████████ ENGLISH ██████████

FRENCH ██████████