

Hello, world!

I'm Pablo Colomban, a designer and web developer.

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About

I have worked across multiple disciplines to create insightful and engaging experiences for over 15 years. Design, technology, and their crossroads have always been a passion for me. I find joy in micro-interactions and believe that the way a layout breaks down gracefully from large screens to smaller devices is an art form.

Skills

- Strong eye for visual design, composition, typography, and attention to detail. Expert in Adobe's design suites and prototyping tools like Figma and XD.
- Fluent in most modern web development languages, tools, and libraries like HTML, SASS, Javascript, JQuery, Bootstrap, GitHub, and working knowledge of React.
- Proficient in most email CRM and CMS software, including Hubspot, Pardot, MailChimp, and WordPress, to create emails, templates, and landing pages.
- I love learning new tools and technologies.

Experience

Jan 2023 - Present

The Marketing Practice - Senior Creative Technologist

When The Marketing Practice acquired gooctane, I helped the marketing team migrate content from the old site to the new one. I continue working on multiple clients and global teams, creating campaign concepts, strategies, emails, microsites, and other assets. I managed and mentored junior team members and interns and conducted interviews for freelance developers. Some clients include: Visa, Oracle, Boeing, Dish, Copado, GXO

Nov 2018 - Jan 2023

gooctane - Senior Creative Technologist

I worked across multiple clients on award-winning B2B campaigns, from concept development through design and development. I oversaw the launch and maintained the agency website among multiple client microsites and campaign landing pages. I managed and mentored junior team members and interns and conducted interviews for freelance work. I worked on campaigns that won BMA Colorado, Communicator, and 14ers Gold Awards. Some clients included: Visa, Oracle, Boeing, Forcepoint, OnTrak, Onfido, Trimble

Jan 2007 - Nov 2018

Green Jeans Creative - Digital Art Director

I oversaw the design and launch of the Green Jeans Creative website. I worked with many clients, creating digital brand assets like emails, HTML banner ads, and websites. I designed and developed custom WordPress themes.

Jul 2005 - Jun 2007

Koolhouse Publishing - Art Director

I oversaw the layout/design for two international publications. I spearheaded the launch of a digital magazine and designed and developed two websites. I worked alongside the editor to coordinate updated content and advertisements, including ad creation for magazines and advertisers. I managed all photography/artwork selection and editing, prepress management, proofing, and preparing files for print. I also provided direction at custom photoshoots.

Education

2004

Florida Atlantic University, Boca Raton, FL - B.A. Graphic Design