

Curriculum VITA



José J. Martí a.k.a JOHNNY inside®

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ZOOM & SCAN
CONTACT INFO



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Alias

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* IF POSSIBLE, USE THE WEB SITE AS THE
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Title of Qualification Obtained

English Language Teaching Graduate

Institution

Pedagogical Institute: Manuel Ascunce Domenech

Postal Address

Carretera a Ceballos Km 1 ½. Ciego de Ávila. C.P: 65 300. Cuba

Date

From September 1994 to July 2000

Extra Academic Education

Self-taught on advanced topics in computer science, programming, photography, video, audio, design and advertising since 1993, when he began to define his current profession.

Acknowledgements

On his working career

Diploma for working in the industry for more than 10 consecutive years.

For GUI design

Quality Award. Software AvilaQuid.
National Informatics Fair 2003
Cuba

For the design and product development

Bojeo Matemático a la Isla de Cuba.
1st National Video Games Event
Cuba

For better conceptual idea

Eni's Young Talent Contest 2011
Advertising agency TBWA-Italy
Italy



Two-dimensional design

98% ::: Corel PhotoPaint 5.0 - 2019
70% ::: Corel Draw versión 5.0 - 2019
30% ::: Adobe Photoshop 5.0 - 2018
50% ::: Adobe Flash/Animate 5.0 - 2018
99% ::: MicroAngelo 2.1 - 5.5
90% ::: AAALogo 2008 - 2009

Three-dimensional design

90% ::: Kinetix 3D Studio 2.0 (MS-DOS)
30% ::: Kinetix 3D Studio MAX 1.0 - 3.0
98% ::: Ulead Cool 3D 2.4 - 3.0
98% ::: Ulead Cool 3D Production Studio 1.0
98% ::: Corel MotionStudio 3D 1.0
96% ::: BluffTitler 9.0 - 13.3
98% ::: Aurora 3D Studio 12.0
90% ::: Google SketchUp 3.0 - 2017
70% ::: MilkShape 3D 1.8
50% ::: Vue D`Esprit/Infinity/Stream 6.0 - 10.0

Anaglyph design

90% ::: Anaglyph Maker 1.0
90% ::: StereoMovie Maker 1.2
90% ::: StereoPhoto Maker 4.3
99% ::: Free 3D Video Maker 1.1
99% ::: 3D Maker 1.0
99% ::: Xilisoft Video Converter 7.7

Audio & Video editing

90% ::: GoldWave 2.3 - 5.6
60% ::: Adobe Premiere 5.0 - 2018
30% ::: Adobe After Effect CS1 - 2018
60% ::: Sony Vegas 4.0 - 15.0
98% ::: ProShow Producer 2.0 - 9.0

Multimedia & Web editing

70% ::: Adobe Dreamweaver 1.0 - 2018
99% ::: Multimedia Builder 3.8 - 4.9

Portfolio



Portfolio. Logos



Portfolio. Logos

NELSON
MADERO

D DAXNIUM

JAMN
JUST ANOTHER MAIL NOTIFIER

Festival
NACIONAL
Artistas Aficionados

Portfolio. Logos

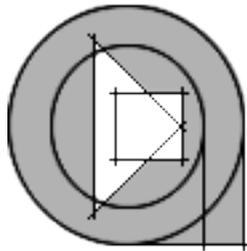


Portfolio. Logos



Portfolio. Logos





Lowercase letter "a": works as the initial letter from the name.



Circle: represents a disc or a dance floor. Also related to those social circles we make to share festive moments.



Angular corner of the circle: lets us represent the letter "a" and at the same time, with certain rotation and abstraction, it simulates a pinpoint on a virtual map, a meeting place to create a party or social activity.



Triangle: icon that represents the "play" function from any audio-video player.



Square: represents the "stop" function from previously mentioned devices.



Speaker: made from the junction of the triangle and the square shapes, incites to think of music and sound. Essential fact for any party.

Client: aParisiar

This show company in the city of Ciego de Ávila needed to renew its old logo.

The brand's concept comes from the English word "party".

Its phonetic derivation " 'pari " created, in the Spanish slang and not accepted by the Real Academia de la Lengua Española (R.A.E) yet, a new verb (parisear); and it was modified to become "aParisiar". Meaning, "Let's party".

Its isotype has several concepts.

* See notes on the sample.

Portfolio. Iconography



Client: Desoft

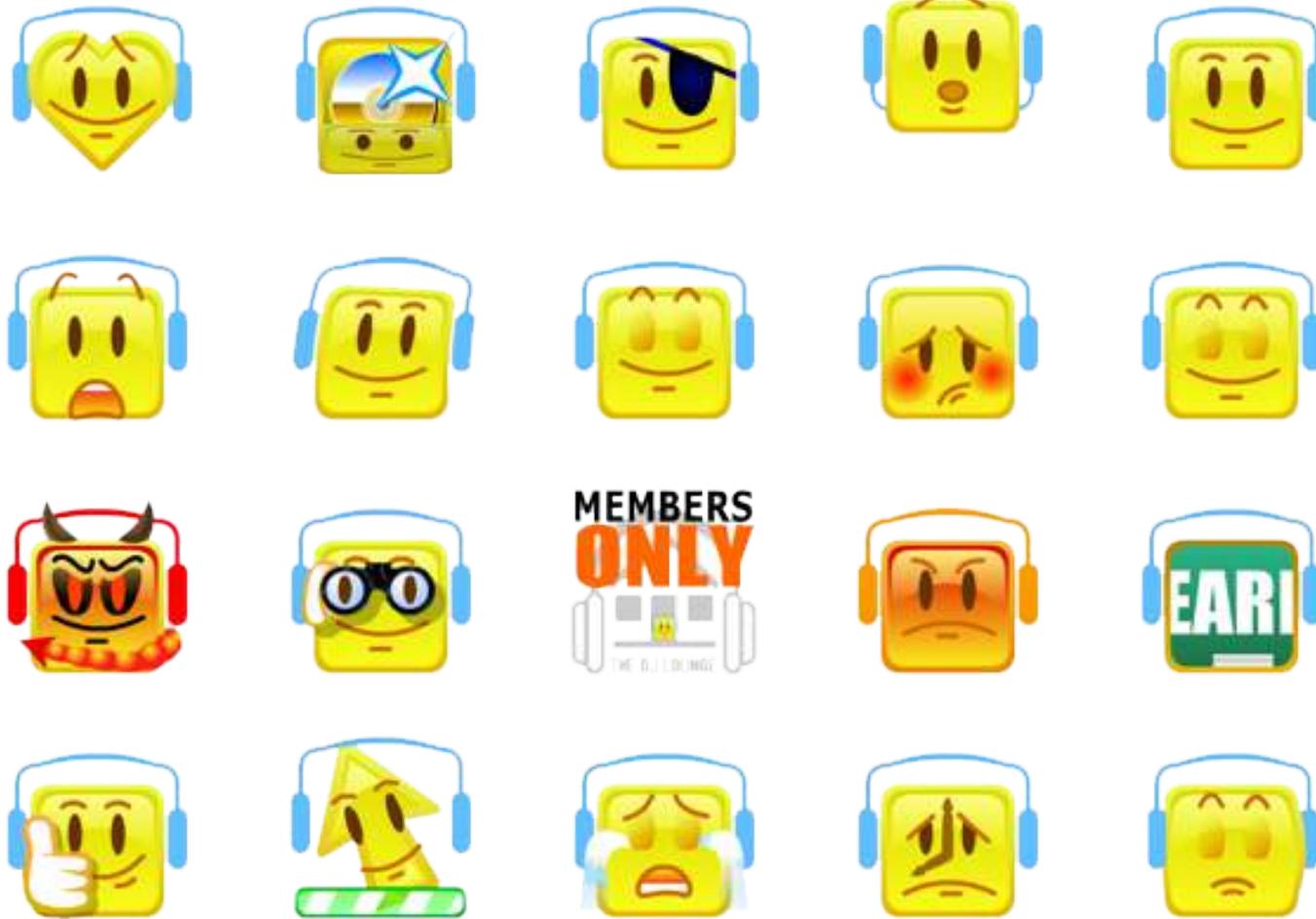
Here we have a pack of icons for the application: AvilaDOC Pro.

As a Web application, their size and format meet certain regulations established by the media.

These icons were in their early stage made of vectors, then they were converted to bitmaps.

The current trend is creating silhouettes only, but they were designed under the concepts of Microsoft Windows XP.

Portfolio. Emoticons



Client: The DJ Lounge

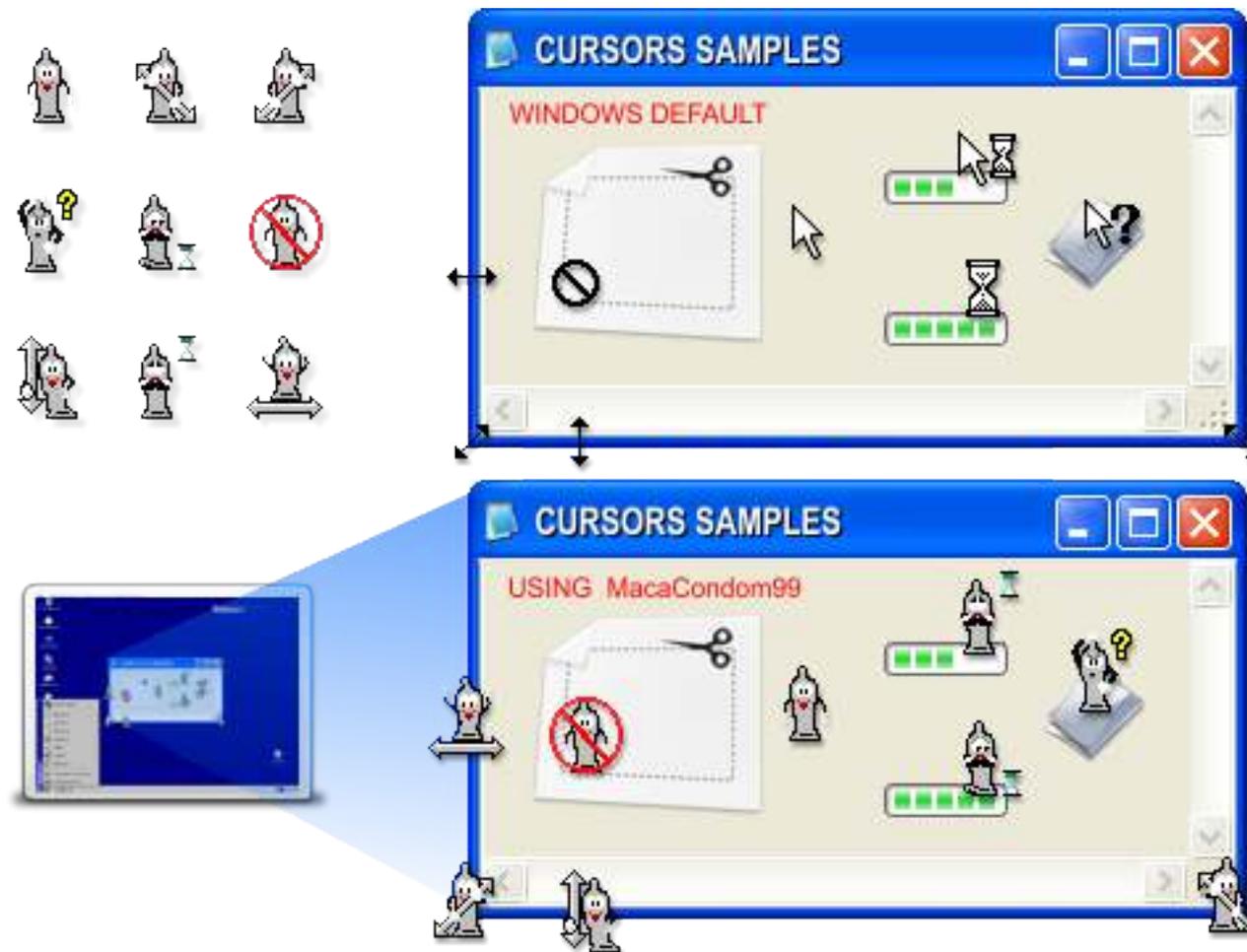
An instant messaging system or a simple forum requires *Emoticons* for their customers to convey their emotions beyond the plain and cold text.

This is the main function of these characters, often animated, that we see everyday.

This set of emoticons broke the standard of using the circle as a basis for their technical creation.

The animation was based on keyframes and stop-motion.

Portfolio. Cursors



Client: Salud Pública

As part of a campaign against sexually transmitted diseases, this curious set of animated cursors was developed.

These would replace the default cursors from Microsoft Windows 98 operating system.

To make them more striking, the animation represented a choreography of a hit song by that time.

The song "Macarena" performed by "Hermanos del Río" baptized this pet with the name: "MacaCondom99".

Portfolio. Banners



Client: Cepil

“Cepil”, the Brushes and Plastic Articles Company in town was redesigning its Web site and they planned to have a publicity area at the homepage.

They launched the site with this banner that explained one of the main objectives of the company.

Several styles and contrasting colors were used to call user's attention and fit the banner withing the site's design guidelines.

Portfolio. Banners

BETTIME

SPONSORED BY

TukanCheez THE DJ LOUNGE

www.djtukancheez.com
www.thedjlounge.com

When do you think this CD will be released?

TUKI MIX

THIS COVER IS THE

10th STORY

JANUARY 1

TukanCheez

DESIGNED BY

covers and labels included

Winners will receive the very first link to download it.

Client: DJ Tukancheez

This young megamixes' artist was about to publish on Internet the 10th episode of his saga: "TUKI MIX - 10th Story" and he decided, by means of a survey, to send the first direct download links to the winners.

With a participation of more than 1200 votes, 27 people got access to the mix premiere.

This banner was the tool to publicize this survey.



Client: Doña Elena

The self-employed have noticed the need to establish their brand from the competition.

This renovated cafeteria on busy "Carretera Central" has redesigned its logo and it is now exposed as wallpaper on the monitor used to project messages to their customers.

Portfolio. Stationary



Client: Rancho Grande

This distant **Bar-Restaurant** from the municipality of Ceballos needed an application that would help them print a new menu everyday without having to modify its design or install any graphic software for it.

A new template, to be used on the installed word processor (*Microsoft Word 2010*) was designed and a background image was inserted.

This solution was very useful for the business and its development in the form of self-employment.



Client: Desoft

Calendars are a classic choice for print advertising.

As part of the provincial product fair conducted annually by this organization, the making of calendars for 2014 was requested.

Two formats were made:

- Pocket
- Wall

They were printed on non-standard paper.

Here we show calendars from 2013 and 2014.

OBRAS
LA REVISTA CUBANA DE LA CONSTRUCCIÓN
CENAPRO: No. 0231 | ISSN: 1028-2149 | Números 42 y 43

Viabilidad y Futuro

DIMARQ

DISEÑO Y PROYECTO ARQUITECTÓNICO E INGENIERO.
DISEÑO Y PROYECTO URBANÍSTICO.
DISEÑO Y PROYECTO INGENIERO DE VIALES Y PUENTES.
DISEÑO DE INTERIORES, MOBILIARIO Y PAISAJISMO.
ELABORACIÓN DE MAQUETAS ARQUITECTÓNICAS.
GESTIÓN DE RIESGOS Y VULNERABILIDAD.
SERVICIOS DE INGENIERIA GEODÉSICA Y LEVANTAMIENTOS TOPOGRÁFICOS.
SERVICIO DE DISEÑO GRÁFICO E IDENTIDAD CORPORATIVA.
ESTUDIOS DE FACTIBILIDAD PARA INVERSIONES.
CONTROL DE AUTOR.
ASISTENCIA TÉCNICA.

Edificio 13 (5to piso), Micro C,
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E-mail: comercial@dimarq.co.cu
Teléfonos: (53-33) 201422 / 206961
Fax: 228313

Client: DIMARQ

The serial publications such as magazines and newspapers, offer advertising space for certain sectors.

This company bought an advertising space in the magazine "OBRAS", under the Ministry of Construction, in order to promote their main services and showcase some of the outstanding works that have been planned by DIMARQ.

Portfolio. Print



Client: Fotofama

Photography is an activity that requires examples to motivate and help the prospect to purchase the service.

This project for a self-employed business was supported with a catalog that impacted their readers with an excellent finish and uniformity in presentation.

You can see the cover and just some inner pages from it.

Portfolio. Print



Client: Fotofama

The photomontage makes possible to recreate situations that are often not completely real, although at first glance that is what they seem.

One of the highest quality ones was carried out with very limited resources, however, it worked correctly.

As can be seen in the sample, after photomontage, model Elizabeth Rodríguez was moved to another location.



Cliente: Desoft

Brochures are ideal for promoting a product or service.

In the case of this company, specialized in software, each brochure presented one of their leading products at fairs, trade shows and other events where their promotion was valid.

On the sample you can find both sides of brochures for: AvilaDOC, AvilaLink y AvilaQuid.



Client: The DJ Lounge

This community was made up of disc jockeys at all levels of professionalism and its mission was to contribute to the promotion and teaching of this activity.

The responsibility for drawing covers for this community allowed the creation of very unique covers, as major series entitled:

- The DJ Lounge Megamix
- The DJ Lounge Videomix

And others very personal.



Client: Desoft

At different times in the life of these computer programs developed by this enterprise, it was appropriate to create posters to publicize these products and increase their sales.

They also acted as fliers. As computer programs are intangible products, prospects need a lot of information; sometimes impossible to represent graphically in so little space.



MELIÁ HOTELS
INTERNATIONAL
CUBA



Client: Meliá Cayo Guillermo

The general management of Meliá Cayo Guillermo hotel received a notification of a change in the logo of the chain and decided to create a flier that could be used to reopen the facility, after the capital rebuilding it was subjected.

This flier should promote the main attraction: an extensive walkway that takes guests to the dock as well as other value-added services.

This task not only included design, but also involved photography.

DVINCI PANAMA CORP

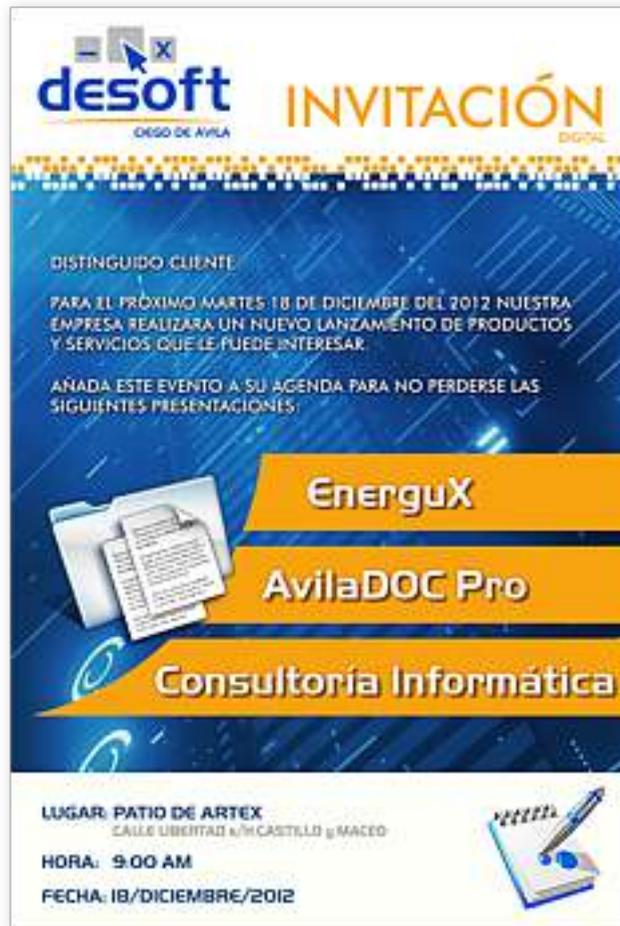


Client: Dvinci Panama Corp

This trading software company in Panama called for the realization of its visual identity and one element of this process was the creation of the business cards.

These are real shortcuts when you want to contact someone back. So the design must be flawless, just like its printing.

But above all, do not forget to keep a close relationship with the image you want to project.



Client: Desoft

Invitations have to be specific and bring a message that will motivate the target audience to participate in the event promoted.

In this case it was an invitation to the launch of two computer programs, as well as a new service that this organization would offer to their customers.

Performed in two formats: for e-mail and printed, it was a complete success.

Portfolio. Editorial design



Client: DIMARQ

Newsletters are an efficient way of communicating with workers as they are reflected in a publication of the institution.

In this case, this issue was created in order to demonstrate that exploiting the possibilities of communication in a design could carry the message in a better way.

Under the name "Aristas (Edges)", this publication is sent via email to their readers.

Portfolio. Packaging



Client: Romani

The packaging design not only protects the product during its transportation, but also serves as an ad for it and it is vital while motivating its purchase.

In this case, it is the packaging design for a bar of ground peanuts, beans and sesame.

The design takes advantage of one side of the packaging for the customer to put on it a dedication.

Portfolio. Promotional set



Client: DIMARQ

The identity of an enterprise has to be treated as a whole. It gives unity and order to the design, plus a solid image that end users will easily recognize.

This set of promotional items was made of: wall, pocket and table calendars, corporate folder and brochure, and a table and stand display for publicity.

The volumetric items were a new challenge that I loved to take.

Portfolio. Three-dimensional photography



Client: Fotofama

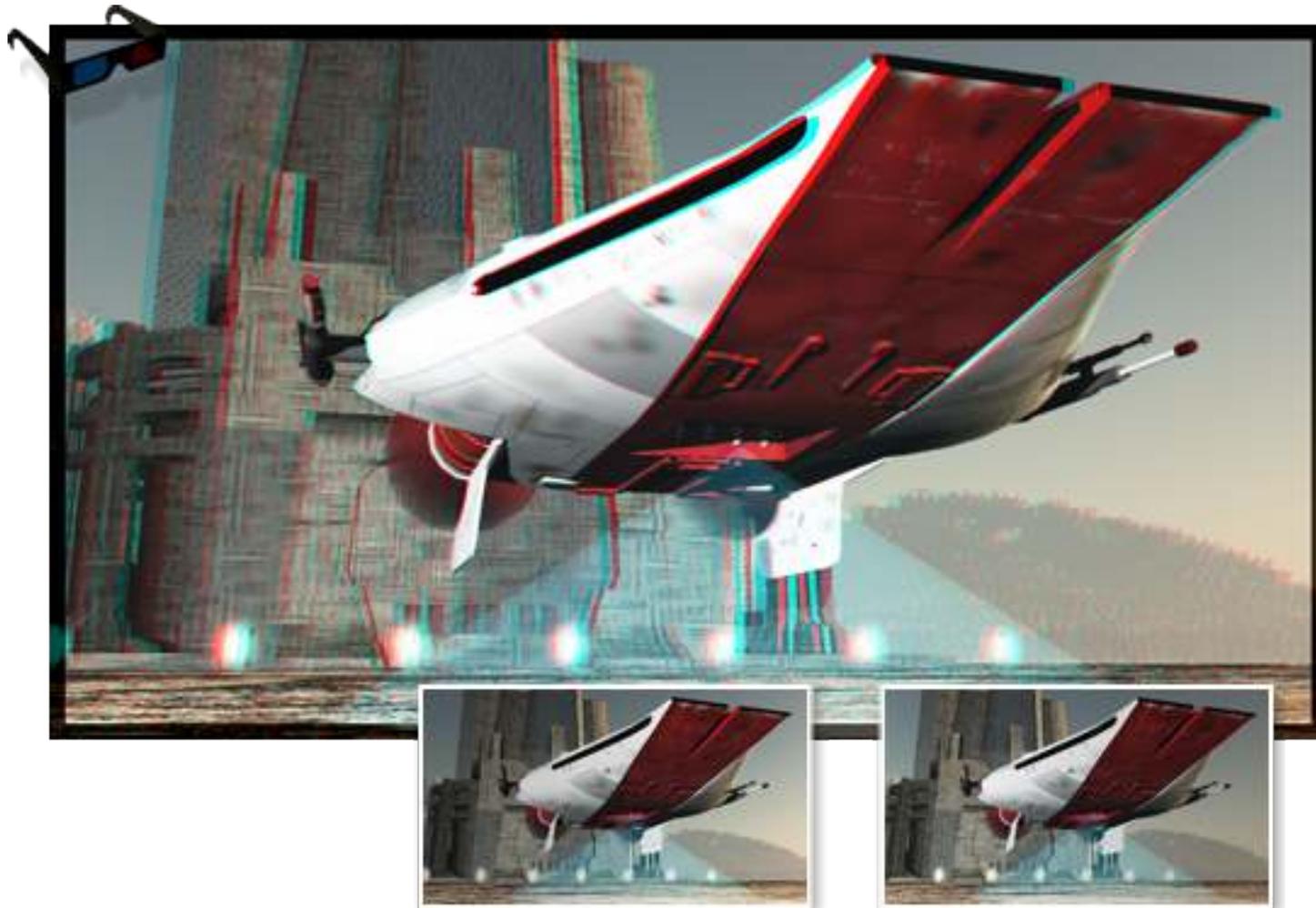
The eminent rise of the third dimension has its beginnings in a technology, so to speak, which is not far from the present.

After all, both are governed by the principles of the human stereoscopic vision.

Sometimes we forget that simple color filters made possible to display three-dimensional images in 1833, thanks to physicist Charles Wheatstone.

This photo needs lens filters in red and cyan colors to see its depth.

Portfolio. Three-dimensional design



Cliente: Fotofama

With the use of software we can also generate anaglyphs like this scene.

In the example a spacecraft is shown in a futuristic atmosphere that, when viewed with red and cyan glasses, it seems to come out of the screen.

The effect comes by forming the diagonal axis. And although it is what attracts us from 3D, this effect is not much used because of the visual effort made by the eye to see this kind of magic.

Portfolio. Web sites

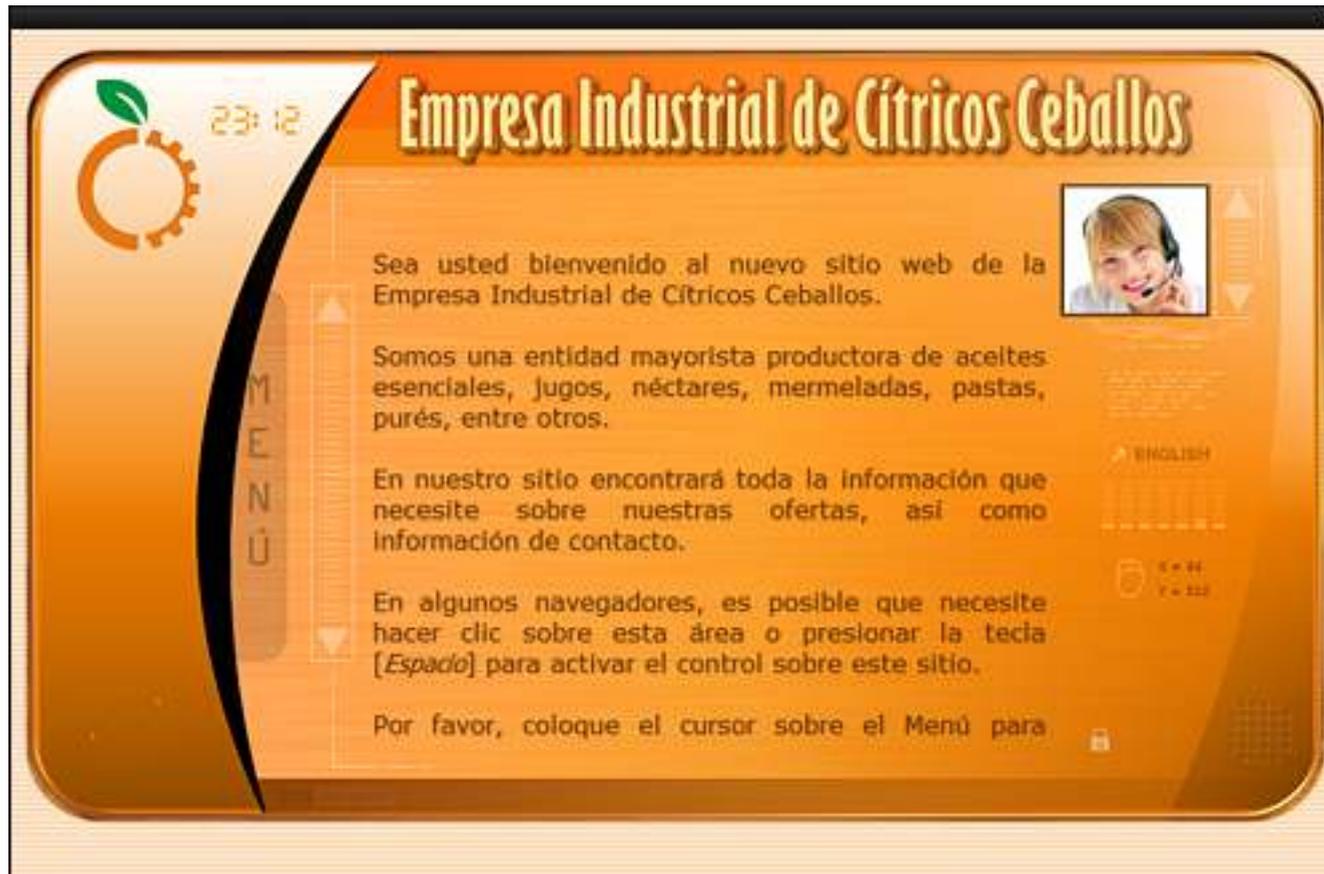


Client: The DJ Lounge

Static website designed using HTML 4.0 and PHP to achieve a dynamic area of the lower left corner. This is known as the "shout box" and its function was to allow users to leave their comments in the form of chat.

The right column showed the latest albums available for download, that were created by registered users.

Its fluid design fit the surfer's display perfectly.



Client: Cítricos Ceballos

Bilingual website created with Flash technology mixing Javascript, PHP and HTML.

Its content would be generated by a Web or standalone application that would be created by programmers of this enterprise.

Among its most important features are: the inclusion of audio to support browsing, creating a progress bar for the customer to know how much he still had to find on the site and an alternate submenu.



Cliente: DJ Tukancheez

Trilingual website created using Flash technology and HTML only.

This site had a lot of animation, sound effects and multimedia actions to provide a great look for that time.

Its owner, the rising megamixes' star DJ Tukancheez, was congratulated on several occasions for such an original website.

Portfolio. Web sites



Client: Maykel Blanco

The popular and internationally recognized Cuban orchestra "Maykel Blanco and Salsa Mayor" needed to remodel its web site to get closer to their target audience.

The remodeling was done using Adobe Flash technology called Flex (now Adobe Flash Builder).

Its design was inspired by photos of a virtual set wherein the subsequent screens feature as the main menu for the site.

Portfolio. Web sites



Client: Nelson Madero

This outstanding Cuban plastic artist was interested in taking his art internationally through a website.

The solution was to create this bilingual site where his works, dynamically presented, had the possibility of voting for the popularity of each painting and their acquisition by means of the online payment gateway called Paypal.

Portfolio. Web sites



Cliente: Gestión Habitación

The possibility of collecting information from the Web is the fundamental strength of this site.

Its mission is to provide the opportunity to search, free of charge, for places to stay worldwide.

It is a very simple site thus design had to fulfill its simplicity of use.

Portfolio. Web sites



Client: Instituto de Filosofía

In order to facilitate access to the literature available in this Cuban Institute, a Web application was created and can be accessed from any Web browser.

Some cataloged it as the Philosophical Cuban Google for its great tools and simple interface.

Definitely, the application "Virtual Library of Philosophy" was a challenge with a minimalist solution.

Portfolio. Web sites



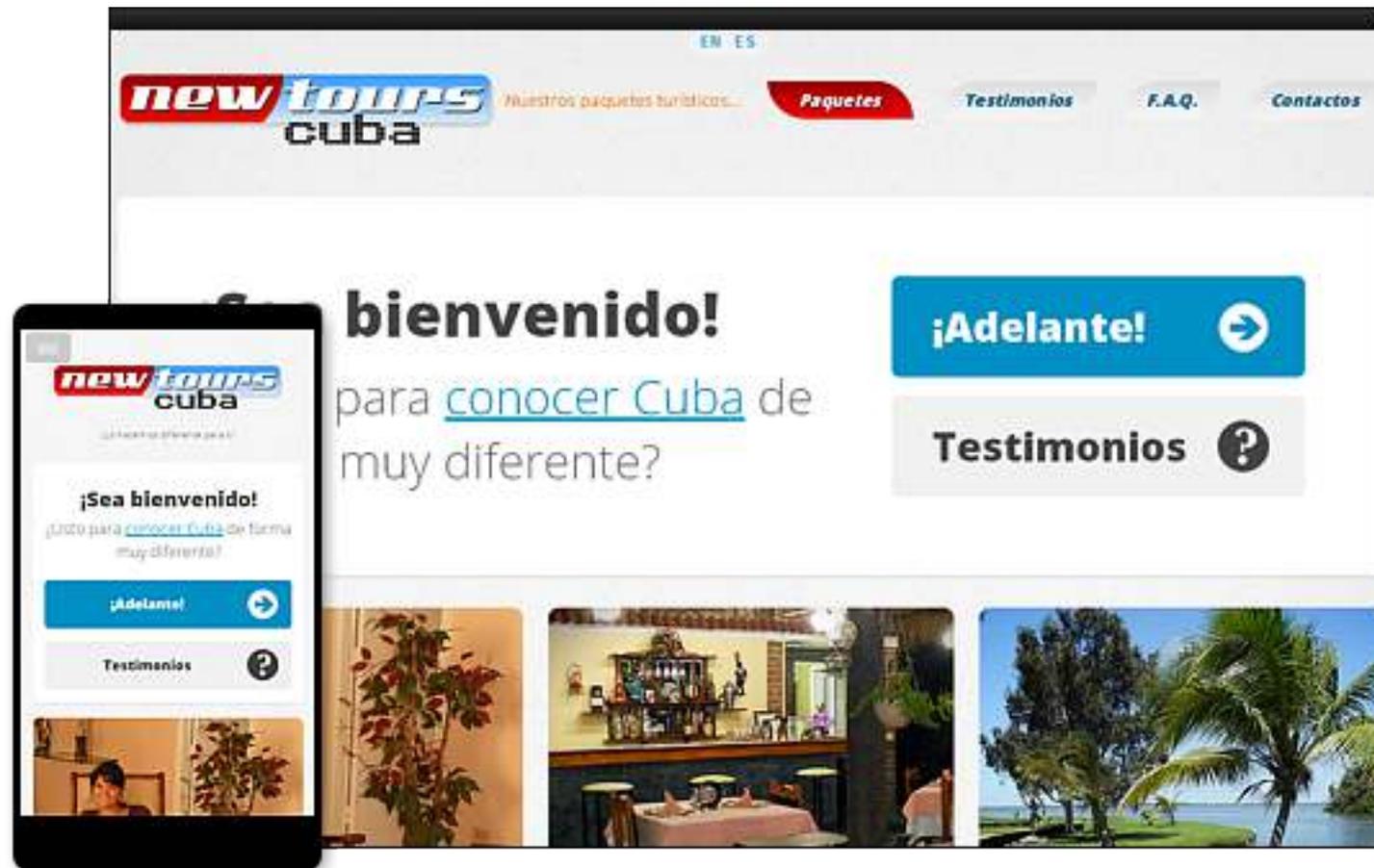
Client: Desoft

The division in Ciego de Ávila of this company needed to have web presence to promote their products and services.

The provided solution was achieved by designing a template for the content manager titled "Drupal".

As an added value a standalone application named "Chatty" was created and helped the support personnel attending the chat for clients.

Portfolio. Web sites



Client: NewToursCuba

Bilingual website developed in HTML 5.0, CSS 3.0 and PHP with a design that adapts to mobile devices using style sheets and Javascript.

Applying multiple styles to the same site is being developed under the name "responsive design".

This web site uses the 5Grid libraries, similar to growing competitors like Bootstrap and Foundation for this purpose.

Portfolio. Web sites



Client: SEA Dental Academy

The SEA Academy, based in California, aims its efforts to teach the most advanced dental surgeries techniques in a theoretical and practical way.

Its web site needed a new look to enroll more clients.

The site included e-commerce, content download, user's profiles and everything would be done using responsive design, which is a must for every site nowadays.

Portfolio. Web sites



Client: self-improvement

Since 2016, Google forced the development of responsive Web sites as the most effective way to bring a necessary change to the Worldwide Web.

Then, I decided to renew my own site with a design far from those which appeared on the net by that time.

Influenced by the colors of the Caribbean, the concept of this site was a color swatch acting as the main menu, together with a minimal design.



Portfolio. Presentations



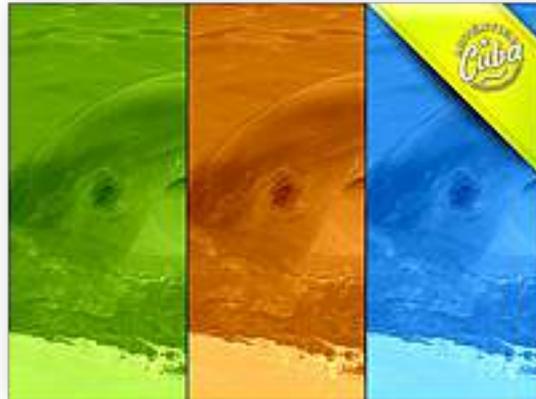
Client: Ministry of Tourism

The representatives of Air Canada Vacations were asked to expose the strengths and weaknesses of Jardines del Rey destination in an international meeting in Canada.

To reinforce the content of the exhibition, their representatives ordered to create a Microsoft PowerPoint compatible presentation.

The combination of pre-made graphics with the program's transitions allowed to carry the message in a clear and entertaining way.

Portfolio. Presentations



Client: Ministry of Tourism

The provincial delegation of the Ministry of Tourism had to introduce the touristic destination Jardines del Rey at the International Fair of the sector held in Havana, Cuba; as well as in other cities worldwide.

Through a presentation in Microsoft PowerPoint they showed all the features of the destination with a very nice visual completion including two promotional videos.



Client: MINED

The math teacher Reina Piñero Echavarría created a series of exercises for students with difficulty in calculating decimal expressions and proposed to develop a board game about it.

This idea became a videogame and was presented, among other events, in the 1st Festival of Videogames of Cuba, where it was the winner in the category "educational game".

Its use spread to all Computer Clubs in the country, as well as in several schools.

Portfolio. Multimedia



Client: Ministry of Tourism

The information office for tourism (Infotur) requested the creation of a multimedia application for the celebration of the twentieth anniversary of the Jardines del Rey destination.

They established a rule, that the design had to maintain relationship with the one used in their website, to achieve greater uniformity in its advertising campaign.

We had to suggest how the information will be shown. It was inspired by the interface of MS Windows XP.

Portfolio. Multimedia

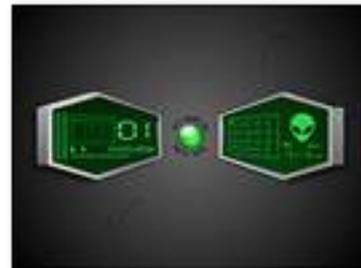
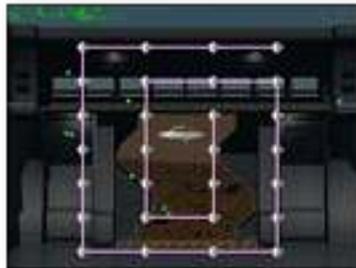


Client: MINED

Yudeisy Ramos developed the script for a multimedia application where parents and educators would find answers to those questions that children ask about sex education in general.

After a long working time, this solution is presented. It included animation, video, an audio player and a useful dictionary.

End users were very pleased with this product.



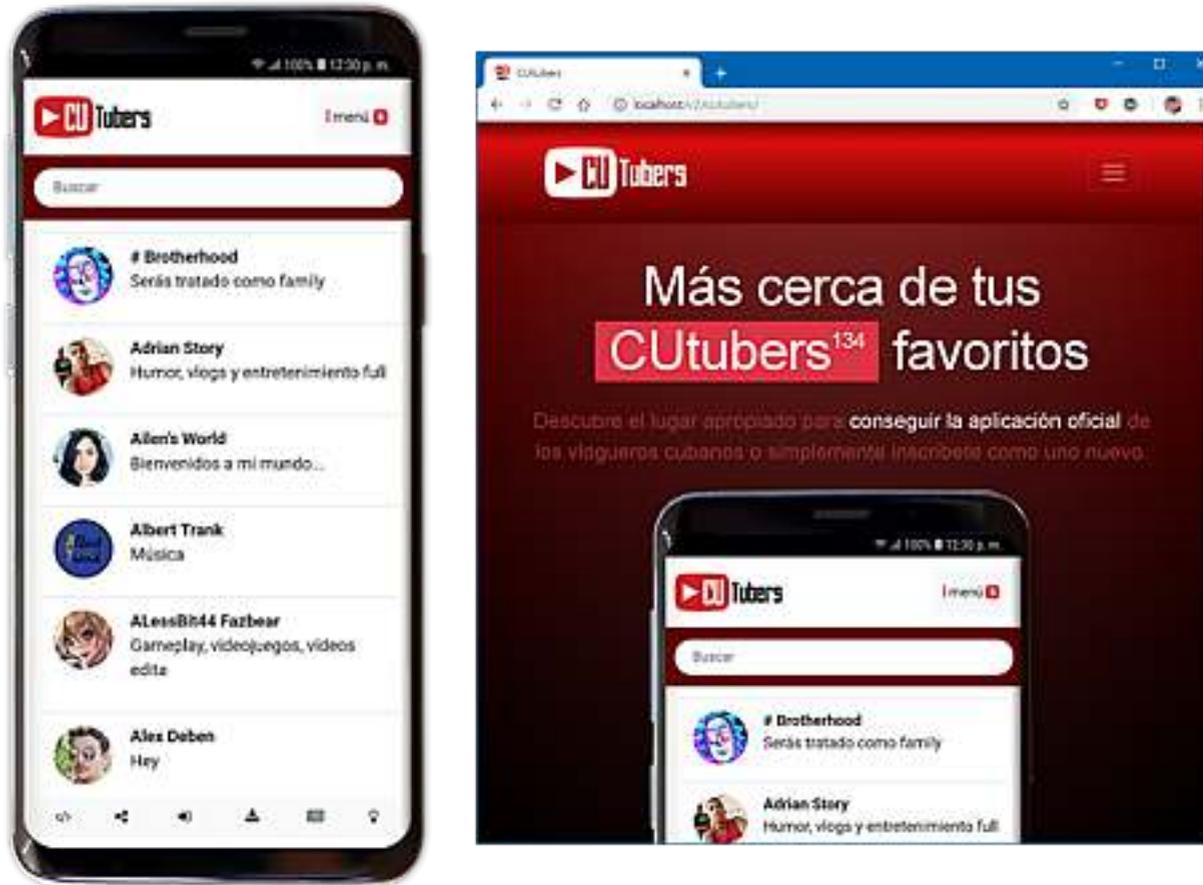
Client: Self-improvement

Longing to make a game whose main purpose is not educational but fun, the idea of creating a video game called "Daxnium" emerged.

It was a real challenge as it was done in less than 50 days and needed knowledge in almost all areas included on the creation of this type of application.

I am very proud of this product because it contains a bit of everything I can do.

Portfolio. Mobile apps



Client: Self-improvement

I made myself a question once:
Do Cuban YouTubers exist?

The answer to my question was the creation of this mobile app, that came with a list of profiles from the suscribed YouTubers. Besides, it offered news from the community and several advices for the personal improvement of these CUtubers.

The app was initially available for Android 4.1 or higher.



Client: Self-improvement

People in Cuba are computing all day long. In 2019, Cuba had 3 active currencies, creating a real mess when paying.

I decided to compile these operations into just one single mobile app that could make this task as simple as possible.

That's how CalCuba was born.

The app was initially available for Android 4.1 or higher.

Portfolio. Audiovisual



Client: Fotofama

The realization of this audiovisual was marked by an interesting mix of 3D animation and visual effects produced by "frame by frame" animation.

This animation allowed the creation of visual effects different to those that usually come as templates in software that specialize in this type of work.

The conceptual idea encompasses the photographic panorama to which this entity was engaged, emphasizing their logo.

Portfolio. Audiovisual



Client: ROMA videos

Among the approved activities for self-employment in Cuba was the disc sale.

This company owner wanted to place an intro video to the audiovisual content of each disc they sell.

In the sample we have random screenshots of the little 3D film, with animated background effects, that was created.

Although it is simple, it has a very nice finish.



Client: MINED

It is common to present thesis using slide presentation, but they are generally static and boring.

The speaker of this thesis, Miss. Isabel Cristina Pérez Verona, made from her exposition something totally different.

She presented a compelling video inserted into the PowerPoint slideshow.

This video was approaching high definition and was created using 2D frame by frame animation.

Portfolio. Audiovisual



Client: For individual

A couple requested to cover their wedding on video and to make a memorial day out of it, they also wanted to create a music video with their favorite song performed by the singer Osmani García - La Voz.

The shooting had a tight budget, actors were not professionals and the video equipment were scarce.

It became the first music video filmed with an iPhone in Cuba.

Portfolio. Audiovisual



Client: DIMARQ

The board of directors from the Design and Engineering Company in Ciego de Ávila, Cuba, required a corporate video.

Even when it did not followed the ordinary length for this kind of video, they were really pleased with the work done.

Filmed in full HD, with the use of 3D content and some visual effects at the intro.

Portfolio. Stand



Client: BFC

FIART is an international fair that takes place in Havana every year, but in 2012 the province of Ciego de Ávila was its guest of honor.

Then, the "Cuban Fund of Cultural Assets" commissioned a design for their stand.

In this stand the most important works of our local artists would be exposed.

"The City of Portals" was the motif conceptualizing its design.



Insert the disc into a DVD-ROM drive to enjoy
some pieces included in this Curriculum Vitae

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