PSA

Available now · Remote · UTC−6

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San José, Costa Rica

What I do

Brand & identity
Logos, palettes, typography, brand manuals, templates

Editorial & print
Booklets, destination guides, infographics, stickers, print-ready CMYK

Digital & web
Website design, UI/UX in Figma, WordPress, social campaigns

Video & photo
Filming, editing and post in Premiere Pro, photography, photomontage

Production & events
Casting, shoots, group logistics, vendors, on-site coordination

Client communication
Briefs, presentations, EN–ES interpretation, calm under pressure

Tools

Photoshop · Illustrator · InDesign · Premiere Pro · Figma · Canva · WordPress · GIMP · Gen-AI tools · Google Workspace · MS Office · Salesforce · Zendesk

Pablo Roberto Soto Acevedo

Visual Designer & Audiovisual Producer

Brand · Editorial · Web · Video · Events — bilingual EN/ES, fully remote

> I take projects from a first conversation to final files: brand identities, editorial booklets and guides, websites and video. Under my studio, Animista, I direct the creative concept and design it myself. Fifteen years of bilingual client work in healthcare, language services and international travel taught me to brief well, explain clearly and deliver on deadline across time zones.

Experience

Animista Studio — 2022 – Present

Founder · Visual Designer & Creative Director — remote

- Lead each project from brief to delivery: concept, art direction, design, production files and client presentations.
- Designed the website redesign for **Asociación Obras del Espíritu Santo** (Costa Rica): content structure, visual system, responsive layouts and a full handoff package for the developer. Launch pending.
- Create destination guide booklets, field guides and sticker sets commissioned by a Tauck Tour Director for guests on Patagonia, Norway, East Africa, Peru and Galápagos itineraries.
- Wrote, designed and produced *Constellations & Mythology in the Stars*, an illustrated booklet released in print and web editions.
- Consult for PrestoCash's in-house designer on campaign and brand assets; produce social templates, seasonal pieces and ad voice-overs for small businesses.
- Use AI tools to speed up research, ideation and drafting while keeping final design decisions hand-made.

Language, Healthcare & Client Services — 2007 – 2024

Medical & insurance interpreter · patient services · customer and technical support — remote and on-site

Health Prime · Tebra · Voyce · LanguageLine Solutions · CyraCom · Sendwave · Blackbaud · Amazon · TeleTech

- Interpreted Spanish–English for US patients, providers and insurers in real time, with accuracy, neutrality and strict confidentiality (CyraCom, LanguageLine, Voyce, 2020–2024).
- Verified insurance eligibility and benefits and kept patient records billing-ready for US medical practices (Health Prime, 2023–2024); supported users of a cloud EHR platform (Tebra, 2024).
- Resolved disputes, account issues and technical cases for global platforms, documenting every case clearly (Sendwave, Blackbaud, Amazon).
- What it brings to design work: listening for the real need, turning complex information into plain language, and staying calm with demanding clients.

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Open to

Roles: graphic, brand and content design · video editing · production and events coordination

Setup: full-time, contract or freelance · remote, with on-site days for shoots and events

Hours: overlap with US Central and Eastern time

Credits

Director — "Niña Mía" lyric video, Debi Nova (2016)

On camera — Gollo "#SíAl17" Father's Day commercial

On camera — Alphabetics, "Frutista" music video (2012)

Languages

Spanish · native
English · C2 (EF SET 79/100)
LESCO · basic

How I work

Clear brief first, then concept, then craft.

Files delivered print-ready, web-ready and editable.

Proofread in both languages before anything ships.

Production & Events

2016 – Present

Tour and logistics coordination · audiovisual production · casting

Legatos Mundi (2025 – Present) · Casting El Garage (2016 – 2019) · independent productions

- Assistant Tour Director & Logistics Coordinator for international groups: schedules, vendors, transport and accommodation, and the bilingual point of contact on the ground (Legatos Mundi).
- Supported casting end to end: talent sessions, professional photography, video editing and organized digital libraries for high-volume productions (Casting El Garage).
- Directed a lyric video for Costa Rican artist Debi Nova and worked on camera in commercial and music-video productions.

Selected work

WEB · NON-PROFIT

Obras del Espíritu Santo
Website redesign: structure, visual system, mobile layouts and developer handoff. Launch pending.

EDITORIAL · OWN IP

Constellations & Mythology
Illustrated booklet on the night sky and its myths, in print and web editions.

EDITORIAL · TRAVEL

Patagonia: Fire, Ice & First Peoples
Destination guide for tour guests, plus a companion web edition.

EDITORIAL · TRAVEL

Norway guide series
Guidebooks, an aurora presentation and a phrase guide for travelers.

ILLUSTRATION · PRINT

East Africa set
Wildlife artwork, banners and print-ready sticker sheets for safari guests.

VIDEO · MUSIC

"Niña Mía" — Debi Nova
Direction of the official lyric video (2016).

Education & training

UX Creative Design & Design Thinking — Universidad LCI Veritas	2025
Inteligencia Artificial y ChatGPT en la Creatividad (workshop) — Universidad LCI Veritas	2025
Diseño Publicitario (coursework) — Universidad Fidélitas	Not completed
Producción Audiovisual — ICAT, Universidad Nacional (UNA)	Completed
Community Management — School of Technology, UCR	Completed
Canva for Work · Graphic Design Essentials — Canva	2025
EF SET English Certificate — C2 Proficient, 79/100	2025
Foundations of Project Management — Google / Coursera	In progress

Portfolio: pablosotoacevedo-portafolio-cv.netlify.app · references on request.