

Career Sheet: Computer Scientist and Videogames Graphic Designer



Juan Diego Sánchez Martínez (Computer Scientist and Videogames Graphic Designer)

My name is Juan Diego Sánchez Martínez and I'm the CEO of iLiveries. I studied Computer Science and after several years working in the IT industry, I decided to develop my professional career in the video game industry.



OVERVIEW OF THE JOB

I'm a computer scientist specialized in Graphic Design in the field of real and virtual motorsport. My work consists of designing and developing the identity of racing teams, as well as different materials related to the field of sports competitions, mainly in the world of motorsport. This field is an area of experimentation for engineering development because the latest advances in the motor world are closely linked to technological development. I always try to keep up to date with the latest tendencies in this field because they affect the exterior design of the vehicles.



WHAT INSPIRED YOU

My current work is the natural evolution of my hobby. Since I was very young, I'm interested in the evolution of the world market and technologies. My main inspiration came the day I discovered that there were amateur people doing a better job than professional people in the creation of 3D and 2D content for video games. This made me realize all the possibilities this field offers, especially, by developing self-taught training.



TYPICAL WORKING DAY

Every day I check social media posts and news in the field I work in – results, events calendar, and technological development) to participate in conversations or provide relevant information. I review client requests and I work on the designs I have scheduled for that day. At the end of the day, I prepare everything I need for the next day of work.



STUDY & CAREER PATH

I studied computer engineering. My studies provided me with an overview of how computer science is connected to the videogame industry, as well as the possibilities graphic design offers in the same field. Thanks to my academic background, I have been able to develop the fundamental skills I need for my job. Computer science is a very broad field, and its career opportunities are very versatile. Even if you work as a programmer, each field of application is different and can be adapted to each person's interests.



KEY SKILLS

The main professional and personal skills needed in my daily work are:

Administrative skills: I need to organize my work well to be able to complete the requests for designs that arrive every day.

Business management: It's important to engage with new audiences and to keep up with the new trends and technological developments.

Video production and social media management: These are important skills I need to share and promote my work.

Creativity and flexibility: A creative and flexible mindset is important to engage in new and attractive projects.



CAREER PROSPECT

Graphic design and audiovisual creation are two very powerful fields in which I can develop my professional career. But 3D designs and creation is particularly a field that is becoming more and more important in all kinds of industries.



CHALLENGES

My main challenge is to try to understand the needs and preferences of the people who are going to use my products. It is important to have empathy and know how to recognize what each user wants. It happens, sometimes, that clients don't know very well what they want and they know better what they don't want.



YOUR ADVICE TO STUDENTS

Studying in the STEM field will help you develop professionally in many areas. You'll develop a variety of personal and professional skills that will help you in different situations and solve everyday problems.



YOUR ADVICE TO TEACHERS AND PARENTS

It is important to support our children to study what they like the most, but for that, it is necessary to know their hobbies and to accompany them in this exploration.



LEARN MORE

If you want to know more about Juan Diego's work, check out iLiveries social media channels:

iLiveries Twitter: www.twitter.com/iLiveries

iLiveries Facebook: www.facebook.com/iLiveries

iLiveries Instagram: www.instagram.com/iLiveries

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This career sheet was submitted by Álvaro Molina Ayuso and is among the winners of the STEM Alliance & STE(A)M IT - Professionals Go Back to Schools Competition 2021.