Federico Godoy

Graphic and Audiovisual Designer · Motion Graphics and Video · Web Design · AI Consultant

Buenos Aires, Argentina · fedegodoy@gmail.com
Portfolio: fedegodoy.com.ar · linkedin.com/in/fede-godoy · behance.net/fede-godoy

SUMMARY

Graphic and audiovisual designer with more than ten years in public and private sector communication. I work on visual identity, social media content, motion graphics, video editing, websites and AI-based systems for brands, institutions and events. Past roles include Agencia Super, the Ministry of Science, Technology and Innovation, and the Buenos Aires City Legislature. I currently work as a designer and AI advisor at the Ministry of Environment of the Province of Buenos Aires, and I take on freelance projects.

EXPERIENCE

Graphic and Audiovisual Designer · AI Advisor — Jan 2026 – Present
Ministry of Environment, Province of Buenos Aires · La Plata, Argentina

- Campaigns, reels, social media posts and presentations for the Ministry.
- End-to-end communication for the Latin American Environmental Agenda 2026, an international conference in La Plata: registration website, QR page with the live program, moderation panel and self-running screens in every room.
- For the conference: 49 videos for the rooms, 25 flyers (one per panel), print, merchandise and 1,447 automated certificates.
- Advise the team on using artificial intelligence to produce more and better work.

AI Consultant — Jan 2026 – Present
Self-employed · Buenos Aires

- Help teams and organizations bring AI into their work: automations, assistants that answer with the business's own information, and design and video production workflows.
- La Central: a custom management system for agencies, with an AI concierge.

Freelance Graphic and Audiovisual Designer — May 2024 – Present
Self-employed · Buenos Aires

- Identity, social media content, reels, websites, activations and campaigns, working directly with each client from idea to delivery.
- Laboratorio de Ciudades (VX): editing and post-production of a documentary series; animated brand, openers, graphics, end cards and trailers.
- Caudillo Bar: identity built around its own character, website with local SEO, posters, menus and social media.
- Websites with SEO and GEO for CETRe, Cuero, Licha Pérez and Ecos Sonoterapia.
- Clients: VX (Laboratorio de Ciudades, Caudillos, VxD, Es Posible), Caudillo Bar, CETRe, Cuero, Licha Pérez, Ecos Sonoterapia, Casillero Vacío, CiudadanIA (Municipality of Escobar), Fundación River, Índigo, Hera and Branca.

Graphic Designer and Community Manager — Apr 2024 – May 2024
Municipal primary election campaign · Santiago, Chile

- Social media content, visual strategy for the campaign and on-the-ground photography.

Graphic Designer and Video Editor — 2022 – 2024
Ministry of Science, Technology and Innovation · Argentina

- Graphic design and video editing for the TEC television channel.
- Social media manager: developed and implemented the institutional social media strategy.

Mid-level Graphic Designer
2021 – 2024

Agencia Super · Advertising agency

- Multichannel campaigns for leading brands: adaptations for out-of-home, social media, email and app.
- High-volume production and coordination with regional teams.

Graphic Designer and Communications Advisor
2013 – 2021

Buenos Aires City Legislature

- Campaigns, social media, print and audiovisual pieces for legislative teams.
- Coordinated creative teams.

Institutional Communications Advisor
2017 – 2019

School of Social Sciences, University of Buenos Aires (UBA)

- Coordinated the website redesign, internal campaigns, logo animation, videos and materials for academic events.

Entrepreneur
2016 – 2019

Tropical Mecánica, graphic apparel brand

- Design, production and sales; social media, branding and commercial partnerships.

Administrative Secretary
2006 – 2013

Public Services Regulatory Authority, City of Buenos Aires (Ente Único Regulador de Servicios Públicos)

Event organization, case file tracking and executive support for the transportation area.

SKILLS

Design: visual identity and branding, art direction, multichannel campaigns, social media content, editorial design, presentations, print and out-of-home.

Video: motion graphics, video editing, post-production, brand animation, reels and trailers.

Web: website design and development, interface design, SEO and GEO (visibility in search engines and AI assistants).

Artificial intelligence: generative AI for image and video (Nano Banana, Kling, Veo), Claude and Gemini, process automation, assistants that answer with business data, custom management systems.

Communication: institutional and political communication, social media and community management, communication for events and conferences.

Tools: Adobe Photoshop, Illustrator, InDesign, Premiere Pro and After Effects, WordPress, Meta Business Suite, Notion, Google Workspace.

EDUCATION

Graphic Design, University of Buenos Aires (UBA). Studies not completed.

Ongoing self-directed training in design, video editing and generative AI.

LANGUAGES

Spanish: native · **English:** upper intermediate (fluent reading, functional conversation)