

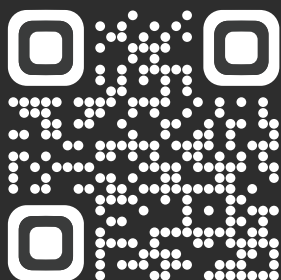


CONTACT

EU | LATAM

IT (+39) 345 840 2807
AR (+54) 9 223 447 3451

javierhasbani@icloud.com
<https://javhapro.com>
[linkedin.com/in/javierhasbani](https://www.linkedin.com/in/javierhasbani)



JAVIER SIMON HASBANI

CREATIVE & SONIC DIRECTOR

SOUND STRATEGY AND AUDIO BRANDING CONSULTANT

► PROFESSIONAL PROFILE

Creative Director & Audio Branding Specialist with more than 20 years of experience shaping sound identities and audiovisual narratives for media and brands. I combine sound design, original music, storytelling and clean visual aesthetics to create emotionally engaging content across digital platforms and broadcast environments.

► WORK EXPERIENCE

NUBE, Música Infinita — Co-Founder & Head of Strategy

2025 - Present | Argentina / Global Remote | MdP

I lead the creative, sonic, and brand strategy for NUBE, a radio platform created to deliver a contemporary, elegant, and emotionally driven listening experience. My work spans brand development, sound identity, music curation, content creation, audio design, and innovation across digital broadcasting technologies.

At NUBE, we combine artistic vision, refined music curation, and modern technology to build a new kind of radio experience — one designed to accompany, inspire, and connect through sound.

LAB3350 — Co-Founder & Creative Director

2025 - Present | Global

Creative laboratory focused on short-form cinematic storytelling, sound identity and high-end vertical content for brands and media.

As Co-Founder & Creative Director, I define the overall vision, sonic identity and narrative direction of each project, overseeing concept development, original music, sound design, filming, editing and final delivery.

LAB3350 blends emotional storytelling with precision, creating visually clean and sonically distinctive pieces designed for digital platforms and broadcast environments.

JavHaPRO — Creative & Sonic Director / Studio Manager

2010 - 2025 | Argentina / Global Remote

Independent creative consultancy and production studio specialized in sound strategy, audio branding and broadcast-ready content.

I led creative direction, sonic identity design and technical workflows for radio stations, media brands and digital platforms, combining strategic thinking with hands-on production across audio, video and streaming environments.

AVM BROADCAST — Program Manager / Creative Lead (Remote)

2023 – 2026 | Florida, USA (Remote)

Lead of programming, sonic identity and creative content strategy for Caribbean Power Radio.

I oversee music curation, narrative flow, imaging, digital presence and audience engagement.

Responsibilities:

- Programming direction and editorial strategy
- Sonic identity, radio imaging & brand sound
- Continuous optimization of streaming architecture
- Creative production for promotional audiovisuals
- Quality control of music rotation, flow and metadata
- Website design, branding and graphic content

BIZZ2BIZZ — Multimedia Designer

2018 – 2020 | Argentina

Multimedia designer working across graphic design, audiovisual content, branding and UI/UX.

Scope:

- Audio & video editing
- Motion graphics
- Corporate content design
- Web development (WordPress & HTML/CSS)

VIACOM / TELEFE — Sound Operator & AV Editor

2014 – 2016 | Argentina

Live sound operation and audiovisual editing for national television programming, including news, live shows and LED screen content.

Key Tasks:

- Live sound mixing
- Video editing for broadcast
- LED wall operation for live events
- Technical coordination for newsroom content

Foundational Broadcast Experience (2004 – 2014)

(Consolidated summary — senior, clean, professional)

Roles across FM radio, television and digital media with emphasis on:

- Sound identity & radio imaging
- Programming direction & on-air coordination
- Music curation & playlist design
- Audiovisual editing for broadcast
- Creative content development
- Technical operations in real broadcast environments

This foundational decade shaped my expertise in sound, narrative, programming, aesthetics and media craft, leading naturally into my current creative direction roles.