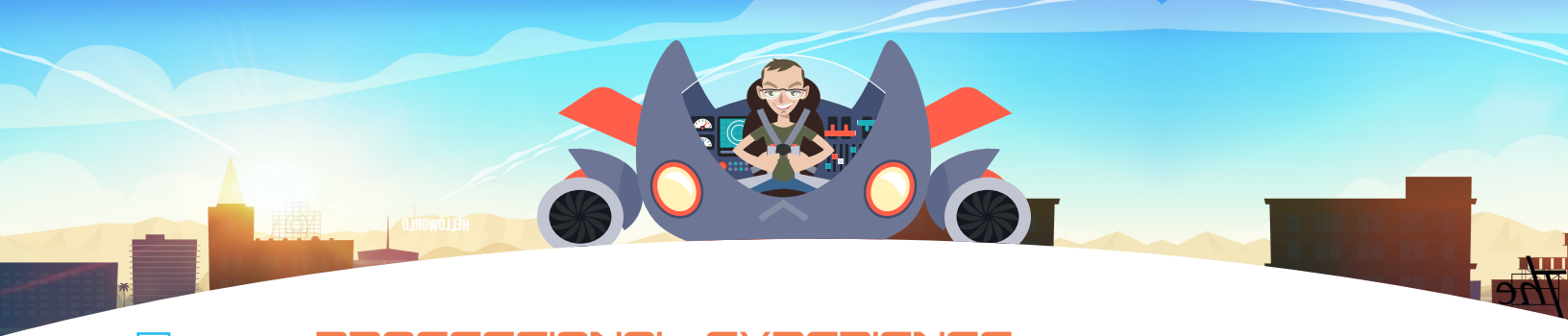




PROFESSIONAL EXPERIENCE

GumGum Inc. (Santa Monica, CA – 2014–2024)

- Senior Graphic Designer and Manager. Responsible for managing and overseeing the recruitment, training, and development of the Mid-West Regional team.
- Responsible for the creation (design, animation, optimization) of hundreds of web-based ads in a wide variety of formats, platforms, and languages.
- Assisted in the creation of several marketing and branding materials, including the company's logo redesign.
- Assisted in the creation of multiple spec-sheet materials for training.

Bento Box Interactive (Los Angeles, CA)

- Senior Graphic & UI Designer. Responsible for the UI, 2D graphics, and marketing materials for the company's products, including Alicia Keys' apps: "The Journals of Mama Mae & LeeLee" and "Mookey."
- Collaborated with a team of producers, creative directors, artists, programmers, and QA testers on the release of several cross-platform story-apps.
- Worked in the creation of pitch packages, business presentations, and animated mockups.

Maya Advertising & Communications (Washington, DC)

- Senior Graphic Designer responsible for the planning and development of a dozen-plus marketing and advertising projects. (Clients included the US Navy, USCIS, Pepco, and Long Beach FAFA.)
- Produced TV animated spots and teaser trailers.
- Graphic designer for dozens of materials, including logos, business presentations, newsletters, catalogs, and websites.

SKILLS

- Advanced experience in 2D graphics: compositing, illustration, and editorial design – Adobe Photoshop, Illustrator, InDesign.
- Advanced experience in motion graphics and video editing – After Effects, Final Cut Pro.
- Storyboarding, concept drawing, and 2D animation.
- Basic AI Prompting for Visual Design (Midjourney, DALL-E, Stable Diffusion)
- Character design.
- Intermediate experience in web design – Webflow, WordPress, HTML, JavaScript, CSS.
- Print design (logo and poster design, newsletters, etc.).
- Experience in writing, development, line producing, and post-production of short films.
- Business presentations – PowerPoint, Keynote, Prezi.
- Experience with project management tools – Jira, Shotgun, Hansoft.
- Fluent in English and Spanish.

ACADEMIC HISTORY

- Producing for Film & TV – New York Film Academy (Los Angeles, CA)
- BA in Graphic Design – Universidad de las Américas Puebla (Puebla, Mexico)
- International Exchange Program – NSCAD University (Halifax, Canada)
- International Exchange Program – Texas Christian University (Fort Worth, Texas)

