



design ideas

## PROFESSIONAL EXPERIENCE

2008 - 2010

- IdLab corporate identity, advertising agency in Valencia.
- Working distance D76 design studio located in Barcelona, Spain. Tasks: Advertising, web design and updating.
- Working distance Juicylime, portuguese producer with clients in Spain, Portugal and Angola. Tasks: Motion graphics for video.
- Responsible for graphic design in Productora de Medios y Soluciones Audiovisuales, galician company belonging to Grupo Zozo (Zozo, PROMESA, Zircobase and Poliedrum). Tasks: Corporate identity development, graphic design, intranet, and web layout for group companies. Brand communication - dossiers, advertising and merchandising. Corporate identity, creativity, art and motion graphics for corporate television projects and digital signage. Web design and page layouting for IP web and interactive kiosks.
- Participation in the Ráfaga contest organized by Miradas Dos for Televisión Española.
- Corporate identity, signage, web, visual, signage, advertising, merchandising, and menu design for the Moon Coruña Hotel and restaurant.
- Corporate image and label design for the winery Adegada da Pinguela.

2007 - 2006

- Graphic design and creative at a galician editorial Grupo Biblo. Graphic design, advertising and external communication of the company. Graphic identity for their products. Creativity, graphic design and book covers. Art and design graphics for some publications. Develop motion graphics for publishing projects.
- Exhibition of motion graphics in the Gallery of the Faculty of Engineering, Universidad Nacional Autónoma de México.
- Redesign of corporate identity and advertising applications for Clinica Medidiet, Ourense, Spain.
- Redesign of corporate identity for Concheiro Laboratory, Santiago de Compostela, Spain.
- Corporate identity for the Mexican photographer Miguel Angel Padilla.

2005

- Latex, Idea y Desarrollo de Proyectos, mexican studio. Participation in different projects whit graphic design and interactive layouts for the Museo de Arte popular de México. Participation on the art book "La Colección" layout, compiled information of the mexican artists, financed by Scotiabank for the Instituto Nacional de Bellas Artes de México.
- Tv identity and motion graphic for the portuguese producer Juicylime.
- Logo design for the research group of sociology at the Universidad Autónoma de Barcelona, "Grup d'Estudis sobre Sentiments, Emocions i Societat".
- Logos and corporate applications for different customers.
- Rejoined the IMM Group. Colaborating with Ubicuo. Tasks: Design and Multimedia Production. Making, editing videos and working aswell the postproduction. Corporate identity, advertising and scenery for corporate events.
- Responsible for graphic design, final art and training at CYAN. Worked with diferent brands such as: Cuervo, Bacardi, Renault, México MTV and VH1.

2004

- Rejoined CNI Canal 40 as a digital designer. CNI is a news and information Corporation, now named Proyecto 40, it's a mexican television channel with nationwide coverage. Tasks: Responsible for screen graphics, entrance and exit motion graphics. Graphic design daily of the "En Rumbo", Elecciones del Estado de México. Infography of CNI Noticias, Realidades and Balón Parado.
- Graphic design and motion graphics for the documentary "Spraysion", short feature film selected for the festival audiovisual, Barcelona Visual Sound, 2005, broadcast by TVE Catalunya and the Centro Bonnemaison Francesca, in the "Ciclo de cine Urban planning and gender" in Barcelona, Spain.
- Logo, infography, entrance and exit motion graphics for the documentary "De Carmen a Carmen", screened at the Caixa Forum Museum Barcelona and later broadcast by BTV, Barcelona Televisió, Spain.

- Graphic design and motion graphics for D76, Barcelona. Tasks: to develop multimedia applications for the web, cd-rom, dvd and video editing. Graphic Design and TV Corporate infography. Among its largest customers, is the English agency, brand consultancy AIS (with accounts such as La Caixa, Banco de Andorra, Gillette, Honda, Carlsberg, Marlboro, Camel and Bacardi), Ecofilms, and Argentine singer-songwriter Lucas Masciano, whose album produced by Filmax Music.

## 2003 – 2000

- Partner of Ubiuos, design studio and multimedia production, part of IMM Group (mexican agency avocated to create communication strategies and corporate events). Graphic design, corporate image, advertising and merchandising, corporate video editing, infography and motion graphics, scenery.
- Visual Designs exhibited during the concerts of the Festival Internacional Cervantino 2001, Canal 22, CONACULTA.
- Participation in the editorial design of the first edition of the mexican journal The Journalism.
- Textil design at Quetzalli at Designers, design business dedicated to textile design and production. Quetzalli designs pieces with sets and iconography of Mexican pre-Hispanic culture.
- Digital design and motion graphics for a period of five years for CNI Canal 40, Corporación de Noticias e Información, Mexico. Responsible for the graphic identity for several television programs: Noticiero de la Tarde, el Pozo, Ciudad con Sexo, Caricuentas, en Rumbo a las Elecciones del Estado de México. Tasks: to develop scenography, TV identity, spots and motion graphics. Program management: Stillstore, the Paint Box Fat, graphic design and editing the graphics in real time for live shows: Noticiero de la noche, el mundial Korea Japón 2002, El Pulso del Papa, A Balón Parado set pieces, among others.
- Infography and motion graphics for corporate video (1 hour lasting), mexican phone company Pegaso. The design objective was to promote, communicate and promote the brand and its distributors stores.
- Participation with Saracibar Asociados in the monitoring and training of the photographic archive of "XVL Entrega de los Arieles" at Bellas Artes, México. Also worked on the web design for the Academia Mexicana de Artes y Ciencias Cinematográficas (2000).
- Member of the Organizing Committee at the Universidad Autónoma Metropolitana, México. Depto. Imagen y Difusión, CDM, of Segunda Bial Internacional de Diseño Industrial. Sede: Saint - Ettiene, Francia, 2000.
- Member of the Comité de Proveedores y Logística for the Décimo Encuentro Nacional de Escuelas de Diseño Gráfico. Universidad Autónoma Metropolitana, Mexico, 1999.
- Participation and donate a graphic to the Museo de la Memoria, Tlaxcala, Tlaxcala. México.
- Participation in the collective exhibition of graphic works / monumentales, Imaginero '99.
- Venue: Casa de la Cultura "Jaime Sabines", Instituto Nacional de Bellas Artes, Mexico.

## ACADEMIC EXPERIENCE

**2008-2009:** Creative Strategy Advertising course, Art Direction course and Web Animation with Flash course. Training Tadel.

**2003-2004:** Master in Teoría y Práctica del Documental Creativo. Universidad Autónoma de Barcelona, Spain.

**2002:** Diploma in "Discapacidad y Entorno Construido" Universidad Autónoma Metropolitana, Mexico. It emphasizes the importance of urban design, architecture, industrial design and graphic design in research and development of prevention programs, and medical and social rehabilitation of persons with disabilities.

**2001:** Designing interfaces for WWW Pages. EduWare, Mexico.

**1999 - 2000:** Diploma "El Cine, Arte y Comunicación". Cinemania, Mexico.

**1999:** Social Service at the Workshop on Interactive Multimedia, Centro Multimedia del Centro Nacional de las Artes, Mexico. This organization supports research, development and communicate the new artistic and cultural projects nationally and internationally. Graphic design of the "Lotería Multimedia Mexicana" interactive project produced by the American photographer and visual artist Jill Hartley.

**1999:** Attendance at thematic conferences and lectures, and the workshop Argumentación en Retórica at the Décimo Encuentro Nacional de Escuelas de Diseño Gráfico. Universidad Autónoma Metropolitana, Mexico.

**1999:** Attendance to the conference Research in Graphic Design, Universidad Intercontinental, Mexico.

**1998:** Graphic Design for Digital Media at the Apple Training Center. Mac Train. Mexico.

**1997 - 2000:** Bachelor in Design in Graphic Communication, Universidad Autónoma Metropolitana, Mexico.

**1994 - 1996:** Sixth quarter. Degree in architecture at the Universidad Autónoma Metropolitana, Mexico.

## OTHER

**Languages:** Intermediate level of English. Understanding of gallego.

**Computer:** Fluent in Adobe Photoshop, Illustrator and After Effects. Office, Open Office and iWork. Middle Level: Adobe InDesign and Adobe Premiere. Knowledge of Keynote, Final Cut, Motion, Illusion, Flash, Dreamweaver and Wordpress.