



Multidisciplinary creator, photographer and art director specializes in Web and Interactive design with more than 15 years of experience.

I have worked for design studios, advertising agencies, publishers and audiovisual producers companies that has given me a great opportunity to understand processes, workflows and the human talent involved in the audiovisual and communication industry.

My skill set, professional experience and my great passion for the story telling and the new technologies allow me to deliver bold and innovative audiovisual communication solutions.



*My goal is to create valuable and engaging digital experiences that positively impact the community and enhance the dissemination channels for sustainable practices and ideas.*



## WORK EXPERIENCE / Interactive Design

Since 2018  
**Visual Media Consultant.**  
Mexico City, Vienna.

Web, Interactive and Motion designer.  
Commercial Photography (Food, Portrait, Lifestyle).

2015-2018  
**MSN / Microsoft Network / Mexico.**  
Mexico City.

Role: Art Director & Multimedia Senior Designer.  
Tasks and responsibilities:  
Interactive infographic design.  
Editorial content design (Breaking news, special content, info landings).  
Coordination of editorial projects between areas of content, design and development.

2013-2015  
**Roll / Digital Marketing Agency.**  
Mexico City.

Role: Art direction & Web Senior Designer.  
Tasks and responsibilities: Master graphics design, Motiongraphics.  
Design Team Manager.

2009-2013  
**Coyote Productions / Media House.**  
Mexico City.

Role: Senior Designer.  
Web design, Motiongraphics. Pitch design and new proposals.

## WORK EXPERIENCE / Photography

Sports, Product, Lifestyle and Portrait for commercial, editorial and cultural institutions.

July 2021 - December 2024

### Zoom Productions

Fuschl am See, Austria

Photo - video production.

Concept, planning, production and post-production of web and social media assets of global clients such as Schoeffel, Panasonic, Leica and strategic partners as VW Amarok, VW ID-Buzz and X-Alps and Red Bull Illume.

Cooph YouTube channel with + 1,05 M subscribers.

### Editorial

- + The Red Bulletin
- + National Geographic Traveler Latinoamerica
- + Runner's World México
- + Woman's Health México
- + SportsLife Magazine
- + Goethe Institut Mexiko

### Agencies

- + TBWA\CHIAT\DAY
- + Roll
- + Breakfast Media
- + Zoom Productions

### Brands

- + Red Bull
- + VW
- + Schoeffel
- + Petzl
- + Osprey Packs

## EDUCATION

### ● Cinematography and Digital cinema.

RBG School.  
Madrid, Spain. 2024.

### ● Photography. Digital, 35 mm, Medium & Large Format (B).

Escuela Activa de Fotografía.  
Mexico city.




### ● Graphic Communication Design

Universidad Autonoma Metropolitana.  
Mexico city. 1995-2000.

## SKILLS & STRENGTHS

- + Drohnenführerschein A1/A3
- + Midjourney
- + Sony, Nikon, Leica, Canon
- + Bowens, Godox, Broncolor
- + Blackmagic
- + DJI Mavic Pro, GoPro
- + DaVinci Resolve
- + Premiere
- + After Effects
- + Lightroom
- + Photoshop
- + CSS3 and HTML5 Coding
- + Wordpress

## LANGUAGES

- Spanish  Native speaker
- English  B/2 Advanced
- German  B/1 Intermediate