

JULIO ARELLANO

Digital Designer / Content Production

Creative content designer, photographer and art director specializing in web, motion, and interactive design.

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.

PORTFOLIO

Photo & Video Production: www.julioarellano.com
Digital design: www.julioarellano.com/design
OnLine CV: www.julioarellano.com/design/cv.html

WORK EXPERIENCE / Digital 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 proporsal.

WORK EXPERIENCE / Content Production

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
- + La Sportiva
- + 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 Fotografia.
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
- + FIGMA, CSS3 and HTML5
- + Wordpress

LANGUAGES

