



I am a Graphic Designer, Visual Artist and Creative Director. With 9 years of experience working with Visual Communication across medias. I have worked in diverse areas such as Creative Direction, Graphic Design, Marketing, Interaction, Animation, Video & Printing media.

I have designed and developed many different concepts, from car rimes, furniture, housing, interior design, brand identities, websites, interaction projects, marketing campaigns just to mention a few. I've never stopped learning and questioning how design can improve our lives.

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## EXPERIENCE

### 2013 - PRESENT **ESKALANTE - FREELANCE DESIGNER** (Copenhagen, Denmark - México City - México)

Main activities / responsibilities: Design & production of diverse digital and printed visual communication material, brand identities, web design, interaction projects and video production.

### 2010 - 2013 **BLACK POP - ART GALLERY - CHIEF DESIGNER** (Copenhagen, Denmark)

Main activities / responsibilities: Brand management, design & production of all digital and printed communication and marketing material. Web & social manager.

### 2007 - 2009 **RTS FOOD - BRAND MANAGER** (Copenhagen, Denmark - Barcelona, Spain)

Main activities / responsibilities: Brand management, design & production of all digital and printed communication and marketing material. Web & social manager.

### 2004-2007 **ESKALANTEMEDIA - FREELANCE DESIGNER** (Copenhagen, Denmark - México City - México)

Main activities / responsibilities: Design & production of diverse digital and printed visual communication material, brand identities, web design, interaction projects and video production.

### 2003 - 2004 **DESIGN SUCCESS - INTERNSHIP** (Copenhagen, Denmark)

Main activities / responsibilities: Branding design, web design , production of digital and printed communication material. Video production.

## CLIENTS

- The Netherlands Embassy | Copenhagen - Denmark
- Papirgros | Hvidrø - Denmark
- Puma | México City - México
- TV2 | Copenhagen - Denmark
- Style Counsel | Copenhagen - Denmark
- Dansk Magazine | Copenhagen - Denmark
- Bayer | México City - México
- Distortion Festival | Copenhagen - Denmark
- EMI Records | Barcelona - Spain
- Squadra Técnica | Novelda - Spain
- Midsommer Festival | Lucern - Switzerland
- Tutti Amici Restaurant | Paris - France
- Transmat Records | Detroit - USA
- Black Pop Gallery | Copenhagen - Denmark
- Biscaya Restaurant | Copenhagen - Denmark
- Il Peccato Restaurant | Copenhagen - Denmark
- Gordion Restaurant | Lyngby - Denmark
- Paludan Café | Copenhagen - Denmark
- The Ivy Gallery | Copenhagen - Denmark
- Eva Solo | Copenhagen - Denmark
- Lateral Marketing | México City - México
- Bar 7 | Copenhagen - Denmark
- Tender Restaurant | Copenhagen - Denmark
- Foro Shakespeare | México City - México

**EDUCATION**

- 2004 - 2006 AALBORG UNIVERSITY** - (Copenhagen, Denmark)  
(BA) Bachelor in Mediology - Computer science (Art & Tecnology)  
The bachelor's programme links together many areas within film and media science, animation, design, sound design, computer science and psychology together to have understanding of new applications and to develop technology and program design.
- 2002 - 2004 KEA KØBENHAVNS ERHVERVSAKADEMI** - (Copenhagen, Denmark)  
(AP) Academic Professional - Multimediadesign & communication  
The program is oriented towards design, multimedia, interaction design, communication, marketing, user experience and user testing, team work and collaborative medium.
- 1990 - 1995 LA SALLE - NATIONAL SCHOOL OF DESIGN AND ARCHITECTURE** - (México City, Mèxico)  
(BA) Bachelor in Architecture  
The architecture program is an ensemble of four subject matters: technology, theory and history, design and communication methods, and professional practice, all of which must be articulated and integrated as appropriate to each level of the architectural studio sequence.
- 1994 UNIVERISTY OF ARIZONA - ARCHITECTURE & DESIGN PROGRAM** - (Tucson, USA)  
Exchange student

**PERSONAL ATTRIBUTES**

Excellent interpersonal skills – good communicator, natural leadership, high integrity.  
Seek new responsibilities and use initiative, self-sufficient.  
Reliable and dependable – high personal standards and attention to detail.  
Decisive and results driven; creative problem - solver.  
Concept starter – enthusiastic in innovating and finding opportunities.  
Creative and entrepreneurial networker – effective project director.

**COMMUNICATION - VISUAL COMMUNICATION**

Dealing with customers – internal and external.  
Developing, coaching and mentoring others.  
Designed and developed material across medias (Internet, brochures, magazines, videos, interactive media)  
Identity design and brand management.  
Idea and concept communicator, meeting leader.

**MARKETING & STRATEGY**

Concept, design and production of several different marketing & social media strategies.  
Identity Design for diverse companies.  
Above and Below the line Marketing.

**LOGISTICS - PLANNING**

Planning and managing multimedia-projects.  
Creativity manager.  
Budget manager of several multimedia projects.  
Coordination and planning of conferences, presentations and meetings.

**LEADERSHIP**

Project and Art Director of many different projects. (Architecture, Multimedia, Marketing, Strategy, Art).  
Leader of various multimedia-projects. (Off - line, On - line, Interaction, Video)  
Decision-maker. Responsible of 30 people.

**OTHERS**

Visual Installations, Space designer, Interior designer.  
Photographer for various projects.  
Furniture Design.  
Video Jockey (Mix Visuals live).

**IT - SKILLS**

DTP – InDesign, Photoshop, Illustrator.  
Microsoft Office – Word, Excel, PowerPoint.  
Flash (Design + Animation).  
I movie, Premiere, After effects, IstopMotion.  
Armatic, Arkaos, Modul 8.  
Keynote, Pages.

**LANGUAGES**

Spanish: Native  
English: Bussiness Level  
Danish: Fluent