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Aptitudes principales

Business Development
Project Management
Residential Real Estate

Certifications

Corporate Governance
DIGITAL MARKETING: NEW
TRENDS AND TECHNOLOGIES
Social Change: How Can Marketing
Help?
Storytelling - Relaunch your Brand
Information Technology
Administration

Carlos Cuauhtémoc

Digital Transformation & E-commerce | Digital Marketing | Frontend
Developer | Graphic and Web Design | Motion Graphics
Panamá

Extracto

As an experienced designer, I understand that providing a quality product or service is not enough; it's also crucial to know how to present and promote it efficiently, modernly, and professionally.

I enjoy working as a strategic partner, leveraging all my experience and resources to contribute to the growth of projects, campaigns, or companies. I provide support in brand activation, corporate image, and visibility.

My daily motivation is to transform technology and communication into effective commercial and social tools, guided by the principles of excellence, innovation, and passion.

With over 20 years of continuous experience, I have remotely provided Digital Design and Marketing support to companies and organizations in Latin America, the Caribbean, the United States, Canada, Thailand, Switzerland, Spain, and the Netherlands.

Among the services I offer to my clients, the following stand out:

- 360-degree Online Advertising Campaign Development: Creating comprehensive campaigns that cover all aspects of online advertising.
- Production, Animation, and Post-production of Corporate Videos and Marketing: Bringing visuals to life with a focus on leaving a lasting impression.
- Creation of Creative Concepts and Targeted Digital Advertising Campaigns: Adapting campaigns specifically for the target audience to effectively increase customer acquisition.

- Advertising Consultations: Providing strategic advice on market penetration strategies, visibility, and corporate image.
- Comprehensive Design and Development of Websites and Social Media: Creating user-centric experiences to generate new prospects.

Additionally, I have expertise as an expert in land acquisition and supply chain operations, merging my design experience with strategic land identification and acquisition, as well as the optimization of supply chain processes. I provide a comprehensive and success-oriented approach to the projects I engage in.

I am dedicated to driving success through thoughtful design, strategic marketing, and innovative solutions. Let's collaborate to take your project to new heights.

Experiencia

Senior Consultant

Senior Consultant: Front End Web Developer | Graphic Designer | Digital Marketing |
septiembre de 2003 - Present (21 años 4 meses)

Bringing over two decades of expertise to the forefront, I've navigated the dynamic intersections of technology, design, and creativity. As a seasoned Senior Consultant, I've played a pivotal role in shaping digital landscapes and crafting compelling brand narratives.

In the realm of Front End Web Development, I've engineered visually striking and functionally robust websites, consistently incorporating the latest trends and technologies. My role as a Graphic Designer has seen me translating concepts into visually arresting designs, creating impactful brand identities, and developing comprehensive marketing collateral.

Digital Marketing has been a key facet of my journey, where I've strategically leveraged online platforms to enhance brand visibility and engagement. My proficiency in Multimedia Design has allowed me to seamlessly integrate various media elements, delivering immersive and memorable experiences.

A strong advocate for User Experience (UX) and User Interface (UI) design, I've worked diligently to create digital interfaces that marry aesthetics with

user-centric functionality. Beyond the digital realm, my passion as a Visual Artist has brought a unique and artistic perspective to my work, infusing creativity into every project.

Operating as a Freelance Senior Consultant, I've provided strategic guidance and innovative solutions to a diverse clientele. This journey has not only refined my technical acumen but has also equipped me with the agility to adapt to the ever-evolving industry landscape. My commitment remains unwavering—to deliver high-quality, tailored solutions that transcend expectations and drive impactful results.

ABBA GLOBAL PROPERTIES LLC

Digital Marketing Manager: U.S. and Latin American Real Estate Markets

julio de 2021 - septiembre de 2024 (3 años 3 meses)

Wyoming, United States

As the Digital Marketing Manager for the U.S. and Latin American real estate markets, I lead strategic digital initiatives that enhance brand visibility and drive lead generation. My focus is on crafting innovative digital strategies that resonate with diverse audiences and meet local market needs.

Key Responsibilities and Achievements:

Market Analysis: Conducted in-depth analysis of digital marketing trends and opportunities within the real estate sector, tailoring strategies to align with local market dynamics.

Content Development: Created engaging content for social media, blogs, and email campaigns, effectively building brand awareness and fostering community engagement.

SEO Optimization: Implemented SEO best practices to enhance online visibility, ensuring our properties are easily discoverable by potential clients.

Social Media Strategy: Executed targeted campaigns across platforms such as Facebook, Instagram, and LinkedIn to increase engagement and drive traffic to our listings.

Performance Tracking: Utilized analytics tools to monitor campaign effectiveness, providing actionable insights for continuous improvement.

Cross-Functional Collaboration: Partnered with sales and compliance teams to align marketing efforts with overarching business objectives.

Lead Generation: Designed and executed campaigns that effectively captured leads, nurturing them through automated workflows to maximize conversion potential.

I am passionate about leveraging digital tools to transform real estate marketing. Open to remote opportunities worldwide, I look forward to collaborating with diverse teams to elevate your marketing strategy!

BEST FORMATION SERVICES LLC

Brand Activation Consultant & Frontend Developer (Remote)

junio de 2023 - julio de 2023 (2 meses)

North Carolina, United States

At BEST FORMATION SERVICES LLC, I combined my expertise in brand activation with frontend development to create an innovative e-commerce platform designed to enhance the company's online presence and cater to non-resident clients seeking incorporation services.

Key Achievements:

E-commerce Development: Led the design and development of a user-friendly platform tailored to the specific needs of BEST FORMATION SERVICES, facilitating a seamless incorporation process.

Cross-Functional Collaboration: Worked with diverse teams to ensure the platform exceeded service standards and effectively resonated with the target audience.

Responsive Interface Design: Created an intuitive interface that simplified the incorporation process, significantly enhancing user engagement.

Frontend Technologies: Utilized HTML, CSS, JavaScript, and modern web frameworks to deliver a seamless and interactive user experience.

Performance Optimization: Focused on optimizing speed, security, and accessibility to ensure the platform's reliability.

Quality Assurance: Conducted thorough testing to identify and resolve frontend issues, ensuring a flawless user experience.

Brand Activation Strategies: Collaborated with clients to develop tailored activation strategies integrated with the e-commerce platform, fostering enhanced engagement.

Market Research: Conducted market research and competitor analysis to identify growth opportunities and inform brand strategies.

Proposal Creation: Crafted compelling proposals that contributed to client acquisitions and valuable partnerships.

Campaign Management: Managed brand activation campaigns, ensuring alignment with client goals and delivering measurable results.

BEST OUTLET

3 años 4 meses

Senior Supply Chain & Logistics Director

noviembre de 2019 - febrero de 2023 (3 años 4 meses)

Panama

As the Senior Supply Chain & Logistics Director, I played a pivotal role in overseeing the end-to-end process of importing products from Asia, holding a leadership position with key responsibilities across various operational and logistical stages.

Key Responsibilities and Achievements:

Supplier Selection and Negotiation:

Led the strategic process of selecting Asian suppliers, employing meticulous evaluation to ensure alignment with quality standards and business objectives. Successfully negotiated favorable commercial terms.

Budget Optimization: Central to optimizing budgets for supply chain and logistics operations, ensuring cost-efficiency while maintaining high-quality standards and service levels.

Operational Coordination: Directed and coordinated all operational aspects, fostering cross-functional collaboration to ensure seamless communication and execution throughout the entire supply chain.

Transportation Management: Oversaw transportation logistics, implementing efficient strategies to enhance timeliness and cost-effectiveness in product movements from origin to final destination.

Customs Management: Managed the intricate customs clearance process, ensuring compliance with international regulations and minimizing delays in the importation process.

Final Delivery Oversight: Held responsibility for overseeing the final delivery stages, ensuring products reached their destinations in optimal condition and within agreed timelines.

Throughout my tenure, I actively contributed to developing and implementing strategic initiatives aimed at streamlining the supply chain, enhancing operational efficiency, and mitigating risks. This involved cultivating collaborative relationships with international partners, continually evaluating market trends, and implementing innovative solutions to address evolving challenges in the dynamic realm of global supply chain and logistics.

Digital Marketing Specialist

enero de 2021 - octubre de 2022 (1 año 10 meses)

Panamá, Panama

Digital Marketing Specialist:

Strategically plan and execute results-driven, multi-platform communication strategies aligned with standards and local priorities. Collaborate with the team to develop a comprehensive digital marketing strategy, taking charge of developing, executing, and optimizing cutting-edge digital campaigns.

Key Responsibilities:

- Implement digital marketing activities across diverse channels, including social media (leveraging influencers), industry portals, e-mailing, and paid media, ensuring a holistic approach for maximum reach and impact.

- Provide ongoing, actionable insights into campaign performance to relevant stakeholders, facilitating informed decision-making and continuous improvement.

- Collaborate closely with digital ad publications and agencies, fostering effective partnerships to enhance campaign reach and effectiveness.
- Define, measure, and evaluate relevant media KPIs, coupled with budget forecasting to ensure optimal resource allocation and campaign success.
- Conduct in-depth keyword and website research, ad grouping, and audience targeting to optimize campaign effectiveness and audience engagement.
- Manage the creation of relevant and engaging digital content for publication across various platforms, maintaining a consistent and compelling online presence.
- Analyze digital marketing analytics reports and share insightful findings with the team, collaboratively developing optimization plans for ongoing success.
- Stay abreast of emerging digital tools, platforms, and marketing trends, continually evaluating new technologies, and proactively sharing insights with the team to foster innovation and growth.

In this role, I bring a dynamic and proactive approach to digital marketing, driving impactful campaigns and ensuring the team remains at the forefront of industry trends and technologies.

BEST LAND USA

Remote Front End Web Developer

junio de 2022 - julio de 2022 (2 meses)

Wyoming, United States

Significantly contributed to the development of a dynamic e-commerce platform specializing in online land sales, offering flexible payment options such as cash payments and monthly plans.

Key Achievements and Responsibilities:

Implemented and fine-tuned essential e-commerce components, ensuring seamless transactions and optimal functionality for users.

Overhauled the existing front-end to enhance the website's user experience, making it visually appealing and engaging to a diverse audience.

Streamlined website performance by integrating front-end libraries, improving responsiveness, and enhancing the overall user interface.

Identified and promptly resolved application issues, ensuring uninterrupted and smooth operation of the e-commerce platform.

Designed and implemented custom libraries to enhance website features, catering to specific user requirements effectively.

Collaborated with various templates, ensuring a cohesive and visually appealing design that aligned with the brand identity.

Configured social network settings on platforms like Facebook and Instagram, strategically enhancing the online presence and reach of the brand.

Executed impactful digital marketing campaigns on social networks, significantly contributing to increased brand visibility, user engagement, and acquisition.

Applied graphic design skills to create visually compelling posts across social media platforms, maintaining a consistent and attractive brand image.

Video Marketing Enhancement: Conducted video editing for effective video marketing campaigns, elevating promotional efforts and ensuring a compelling narrative.

Data-Driven Decision-Making: Meticulously analyzed statistics and results, deriving valuable insights for data-driven decision-making, facilitating ongoing improvements and strategic adjustments.

LYNN HAMILTON LLC

Remote Front End Web Developer

mayo de 2022 - junio de 2022 (2 meses)

Indiana, United States

As a Remote Front End Web Developer at LYNN HAMILTON LLC, I played a pivotal role in the development of an e-commerce platform dedicated to the online sale of land, featuring versatile payment options such as cash payments and monthly plans.

Key Contributions:

Implemented and fine-tuned essential ecommerce and CMS components in WordPress, ensuring a robust online platform.

Redesigned the existing front-end using CSS, enhancing the visual appeal and user experience of the website.

- Integrated a front-end library to optimize website performance, providing a seamless and engaging user interface.

- Identified and resolved application problems using JavaScript, ensuring the smooth operation of the platform.

- Designed and implemented custom libraries, enhancing website features and functionality for an improved user experience.

- Collaborated with various templates of WooCommerce, ensuring a dynamic and visually appealing design.

- Conducted database configuration and managed variable products, ensuring a seamless shopping experience for users.

- Implemented SEO strategies to improve website visibility and search engine rankings.

- Configured social network settings on platforms like Facebook and Instagram, enhancing online presence.

- Orchestrated digital marketing campaigns on social networks, contributing to increased brand visibility and user engagement.

- Executed graphic design for posts and conducted video editing for effective video marketing campaigns.

- Conducted comprehensive analysis of statistics and results, deriving actionable insights for ongoing optimization.

ZION LAND LLC

Digital Marketing & Business Development Strategist

enero de 2021 - mayo de 2022 (1 año 5 meses)

Indianapolis, Indiana, United States

As the U.S. Real Estate Strategist and Land Acquisition Lead, I developed a strategic approach that combines market analysis with digital marketing and business transformation initiatives. I have implemented e-commerce strategies and digital business development to maximize growth and profitability.

Key Responsibilities:

Strategic Market Analysis: Conducted in-depth analyses to identify opportunities in the real estate sector, aligning them with digital marketing strategies for enhanced visibility.

Content Development and Campaigns: Created engaging content and digital marketing campaigns that resonate with diverse audiences, boosting online presence and engagement.

E-commerce and Digital Transformation: Implemented e-commerce platforms that improve customer experience and conversion rates. Introduced online payment systems using cryptocurrencies for flexible payment options.

Digital Contracts and Blockchain: Integrated digital contracts utilizing blockchain technology for secure and transparent transactions, strengthening customer trust.

Negotiation and Strategic Partnerships: Actively participated in negotiations and developed strategic partnerships that enhanced digital business growth.

Due Diligence and Data Analysis: Conducted thorough due diligence to assess risks and opportunities, leveraging data analysis to inform strategic decisions.

Regulatory Compliance: Ensured compliance with local and state regulations across all marketing and e-commerce initiatives, minimizing legal risks.

My approach combines a solid understanding of market dynamics with expertise in marketing and digital transformation. These strategies not only contributed to portfolio growth but also showcased my ability to innovate in a constantly evolving digital environment.

ETERNITY TRADE (LONDON) LIMITED
Director of Strategic Business Development (Remote)

octubre de 2020 - mayo de 2022 (1 año 8 meses)

London, England, United Kingdom

As the Director of Strategic Business Development at ETERNITY TRADE (LONDON) LIMITED, I spearheaded the intricate process of establishing and activating commercial entities in diverse locations across the United Kingdom, encompassing England, Scotland, and Wales. In this pivotal role, spanning from October 2020 to May 2022, I dedicated 1 year and 8 months to optimizing the legal and tax structure, a crucial step in maximizing operational efficiency and ensuring strict compliance with the specific regulatory requirements of each region.

Key Contributions:

- Led the strategic formulation and establishment of commercial entities across the United Kingdom, contributing to the company's expansion and market presence.
- Optimized legal and tax structures to enhance operational efficiency, considering the unique regulatory landscapes of England, Scotland, and Wales.
- Ensured compliance with region-specific regulatory requirements, navigating the complexities of each jurisdiction to guarantee adherence to relevant laws.
- Collaborated with internal teams to streamline processes, aligning business strategies with legal and regulatory frameworks for seamless operations.
- Established and maintained collaborative relationships with legal professionals, government authorities, and industry experts to stay abreast of regulatory changes.
- Provided strategic insights for market penetration and corporate visibility, enhancing the overall brand image and facilitating sustained growth.

This experience not only demanded a deep understanding of legal intricacies but also showcased my strategic acumen in navigating diverse regulatory environments, contributing significantly to the successful establishment and growth of commercial entities in the United Kingdom.

Best Registered Agent Services LLC

Director of Digital Transformation and Business Development

marzo de 2020 - marzo de 2022 (2 años 1 mes)

Virginia, Estados Unidos

As the Director of Digital Transformation and Business Development, I led the creation and implementation of strategies to establish and optimize digital businesses across all 50 U.S. states and Puerto Rico. This role required a deep understanding of regulatory frameworks while maximizing legal and tax benefits.

Key Responsibilities and Achievements:

Digital Strategy Development: Formulated strategies for launching digital businesses, ensuring compliance with local regulations and market needs.

E-commerce Optimization: Enhanced e-commerce platforms to improve user experience and drive sales, focusing on legal compliance.

Regulatory Compliance: Provided guidance on evolving regulations affecting digital businesses, ensuring all activities met legal standards.

Cross-Functional Collaboration: Worked with marketing, finance, and operations teams to streamline processes for successful digital business execution.

Risk Management: Developed strategies to mitigate risks associated with diverse regulatory environments.

Digital Marketing Initiatives: Led targeted campaigns that increased brand visibility and customer engagement across online platforms.

Through this role, I integrated my expertise in digital transformation with a focus on e-commerce and marketing strategies, driving successful outcomes for clients. I am passionate about leveraging technology to create impactful business solutions that foster growth and innovation.

THE BEST MAKEUP

Senior Frontend Developer

agosto de 2021 - septiembre de 2021 (2 meses)

Panama

Led the development of an e-commerce website specializing in makeup sales, featuring versatile payment options including cryptocurrencies, debit cards, credit cards, PayPal, and Payoneer.

Key Responsibilities and Achievements:

Logo and Corporate Brand Design: Developed and designed the logo and corporate brand identity, ensuring a cohesive visual representation aligned with the makeup industry.

E-commerce Implementation: Implemented and fine-tuned essential e-commerce components, facilitating seamless online transactions and ensuring a user-friendly shopping experience.

Front-End Redesign: Successfully redesigned the existing front-end, enhancing the website's visual appeal and optimizing the user interface for improved customer engagement.

Front-End Library Integration: Integrated a front-end library to augment website performance, providing enhanced interactivity and responsiveness.

Application Debugging and Resolution: Skillfully debugged and resolved application issues, ensuring the smooth operation of the website across various payment methods.

Library Design and Implementation: Designed and implemented custom libraries to enhance website functionality, tailoring them to meet the specific needs of the makeup e-commerce platform.

Template Integration: Integrated the website with different templates, diversifying the design options and maintaining a dynamic and visually appealing online presence.

Cryptocurrency Payment Option: Introduced and implemented a payment option in cryptocurrencies, expanding the range of payment methods available to customers.

ABBA GLOBAL PROPERTIES LLC
Remote Front-End Web Developer
febrero de 2021 - marzo de 2021 (2 meses)

United States

Key Achievements:

Enhanced E-commerce Functionalities: Streamlined and optimized e-commerce functionalities, improving overall user experience and facilitating smoother transactions.

Revamped User Interface: Transformed the user interface for the website, elevating its visual appeal and ensuring an enhanced and intuitive user experience.

Front-End Library Integration: Seamlessly integrated a front-end library to boost website performance, enhancing interactivity and overall responsiveness.

Application Issue Resolution: Skillfully addressed and resolved application issues, ensuring the website's seamless operation and user satisfaction.

Custom Libraries Deployment: Crafted and deployed custom libraries to enhance the website's functionality, tailoring it to meet specific user and business requirements.

Diverse Template Integration: Successfully integrated diverse templates, providing a range of design options to diversify the visual presentation of the website.

WordPress and WooCommerce Expertise: Expertly implemented and fine-tuned e-commerce and Content Management System (CMS) components using WordPress and WooCommerce, ensuring a robust online platform.

CSS Overhaul for Visual Appeal: Overhauled the existing front-end using CSS, contributing to an elevated visual appeal and improved user experience.

JavaScript Debugging: Diligently debugged and resolved application issues using JavaScript, enhancing the website's functionality and performance.

Database Configuration and Product Management: Configured databases and managed variable products to ensure a seamless shopping experience for users.

SEO Optimization: Optimized SEO strategies for improved website visibility and higher search engine rankings, contributing to enhanced online presence.

Performance Analysis: Conducted in-depth analysis of statistics and results, refining strategies to continuously improve website performance and user engagement.

Best Outlet Panama

Senior Front End Web Developer

julio de 2020 - septiembre de 2020 (3 meses)

Panama City, Panamá, Panama

Instrumental in the creation of an e-commerce platform specializing in the sale of office furniture, offering versatile payment options including cryptocurrencies, debit cards, credit cards, PayPal, and Payoneer.

Key Contributions:

- Implemented and fine-tuned essential e-commerce components to ensure seamless functionality and a secure payment experience.
- Redesigned the existing front-end, enhancing its visual appeal and user interface for an improved shopping experience.
- Integrated a front-end library to optimize website performance and interactivity.
- Diligently debugged and resolved application problems, ensuring smooth and error-free operation.
- Designed and implemented custom libraries, adding functionality and features to enhance the overall user experience.
- Successfully integrated the platform with various templates, contributing to a dynamic and visually diverse design.

This role not only involved technical proficiency in web development but also showcased a keen eye for design and user experience, resulting in a robust and visually appealing e-commerce platform for office furniture.

United Nations Office for Disaster Risk Reduction

14 años 2 meses

Senior Front End Web Developer and Multimedia Designer (Remote)
julio de 2006 - agosto de 2020 (14 años 2 meses)

Over a span of 14 years, I held the position of Senior Front End Web Developer and Multimedia Designer at UNDRR, where my responsibilities spanned a diverse range of tasks aimed at ensuring the optimal functioning of web portals and communication products.

Key Responsibilities:

Web Portal and Communication Product Management: Supported the proper functioning of web portals and communication products, playing a vital role in aligning them with the ongoing communications strategy of the institution.

Web Portal Maintenance: Provided crucial support for the updating and maintenance of web portals, ensuring their relevance, accuracy, and effectiveness.

Promotional Material Design: Designed a variety of promotional materials for workshops and events, including banners, badges, participation certificates, and more, contributing to cohesive and impactful event branding.

Content Management System (CMS) Development: Developed and implemented Content Management Systems (CMS), enhancing the efficiency of content management processes and facilitating seamless updates.

Web Platform and Social Network Maintenance: Conducted regular maintenance of web platforms and social networks, ensuring a dynamic, up-to-date online presence for UNDRR.

Statistical Reporting: Presented monthly information on statistics related to website visits and downloads, offering valuable insights for strategic decision-making and continuous improvement.

Key Skills:

Programming Expertise: Possessed advanced knowledge and practical expertise in programming languages essential for webpage development, including XHTML, HTML, XML, CSS, and JavaScript.

CMS Design and Programming: Demonstrated proficiency in the design and programming of Content Management Systems (CMS), contributing to streamlined content management processes.

Understanding of International Organizations: Exhibited a robust understanding of international organizations, with a particular focus on the United Nations system.

Graphic Designer / Corporate Webmaster (Remote)
julio de 2006 - noviembre de 2015 (9 años 5 meses)

Responsible for conceptualizing and implementing design solutions, I bring a high level of proficiency in design, web, and multimedia software and applications, including Adobe Creative Suite. My expertise extends to designing effective creative campaigns across various projects and mediums, encompassing digital advertising, websites, events, corporate presentations, videos, and other multimedia presentations.

In addition, I ensure the accurate operation of web servers, hardware, and software. My role involves designing specific sections of websites, as well as generating and revising web pages to maintain a cohesive and visually appealing online presence.

Sentosa Office Furniture
Remote Brand Designer / Graphic Designer
junio de 2011 - diciembre de 2019 (8 años 7 meses)

Engaged in end-to-end design projects, from initial brainstorming to final production, ensuring alignment with Sentosa's brand identity. Created compelling visual designs encompassing screen layouts, color palettes, typography, user interface elements, and icons.

Key Responsibilities:

- Generated conceptual ideas and executed detailed designs, effectively communicating design rationale both verbally and visually.
- Produced design specifications, storyboards, scenarios, and design prototypes, contributing to a cohesive and visually appealing brand identity.
- Actively participated as a key contributor to the marketing team, collaborating on various design aspects and projects.

- Applied motion graphics and animation effects in video production, enhancing the visual appeal and engagement of multimedia content.
- Managed multiple projects concurrently, ensuring adherence to timelines and exceeding expectations in design deliverables.
- Played a pivotal role in product and service branding, including generating names and ideating packaging designs, considering shape, size, colors, fonts, and imagery.

Notable Projects and Achievements:

Design Branding of Vehicle Fleet: Led the design process for the branding of Sentosa's vehicle fleet, ensuring a consistent and impactful visual representation.

New Branding for Sentosa: Conceptualized and executed a fresh and modern branding strategy for Sentosa Office Furniture, contributing to an updated and cohesive brand image.

Design of Advertising Campaigns: Successfully designed and implemented advertising campaigns, showcasing versatility in print and digital mediums.

Design of Multimedia Advertising Campaign: Led the design efforts for a multimedia advertising campaign, incorporating dynamic visual elements to enhance engagement.

Design of Social Media Campaign: Contributed to the design and execution of a compelling social media campaign, ensuring alignment with brand aesthetics and communication goals.

Travel by LA Miami

Senior Front End Web Developer and Motion Graphics Designer
(Remote)

febrero de 2018 - octubre de 2019 (1 año 9 meses)

Miami, Florida, Estados Unidos

As a seasoned professional in the dynamic realm of travel and tourism, I served as a Senior Front End Web Developer and Motion Graphics Designer for a leading travel agency. This multifaceted role allowed me to bring a blend of technical expertise and creative innovation to the forefront of the agency's digital presence.

Key Contributions:

- Spearheaded the development and enhancement of the agency's web platforms, ensuring an optimal online experience for users.
- Integrated cutting-edge motion graphics into the website design, creating visually engaging and immersive content for travel enthusiasts.
- Collaborated closely with cross-functional teams to conceptualize and implement interactive features, enriching the overall user journey.
- Crafted compelling visual narratives through the use of motion graphics, effectively communicating the unique offerings and experiences the travel agency provided.
- Implemented responsive design principles to ensure a seamless and user-friendly experience across various devices, enhancing accessibility for a global audience.
- Played a pivotal role in presenting travel destinations dynamically, leveraging motion graphics to evoke a sense of adventure and exploration.

This role not only demanded technical proficiency in front-end development but also required a creative mindset to bring travel experiences to life through captivating motion graphics. My work contributed to an immersive online presence, inspiring travel enthusiasts to embark on exciting journeys with the agency.

Las Anclas Mall

Brand Designer Specialist

enero de 2012 - diciembre de 2018 (7 años)

Panama Oeste, Panama

In the role of Brand Design Specialist at Las Anclas Mall, I actively contribute to a diverse array of design projects, overseeing the entire process from initial brainstorming to final production. My responsibilities encompass creating visually compelling designs that effectively communicate the Las Anclas Mall brand identity. This includes crafting screen layouts, color palettes, typography, user interface elements, and icons.

Key Responsibilities:

- Develop design specifications, storyboards, scenarios, and design prototypes to ensure a cohesive and visually appealing brand representation.
- Play a crucial role as a contributor to the marketing team, providing valuable insights and design expertise for various initiatives.
- Utilize motion graphics and animation techniques to enhance video marketing efforts for social media, creating engaging content for the target audience.
- Successfully manage multiple projects simultaneously, ensuring adherence to timelines and exceeding expectations in design deliverables.
- Generate creative names for new and existing products and services, contributing innovative ideas for packaging designs, including considerations for shape, size, colors, fonts, and imagery.

Notable Achievements:

Video-Marketing for Social Media: Led the creation of impactful video marketing content for social media platforms, enhancing brand visibility and engagement.

Design of Las Anclas Mall Website: Played a key role in the design and development of the Las Anclas Mall website, ensuring a user-friendly and visually appealing online presence.

Design of Products for Event Visibility: Crafted visually appealing products for events, enhancing the visibility and recognition of Las Anclas Mall in various settings.

New Visual Products for Company Identity: Spearheaded the design of new visual products, contributing to the evolving identity and brand image of the company.

Kore Guided Training Panama

Senior Brand Designer

junio de 2017 - septiembre de 2018 (1 año 4 meses)

Panamá

Responsibilities:

Create, concept and design incredibly polished work that represents the Kore Guided Training brand through storytelling, presentations, art direction, visual direction, UX, 2D and visual comps.

Turning concept into reality - generating and developing ideas that are consistent with the vision and strategy of multiple streams of work.

Strengthen user experience and interface design decisions through research and in collaboration with cross-functional teams while advocating for thoughtful design.

Inspire new ways of thinking and explore the unknown using fresh and unique approaches to design problems.

Working with cross-functional teams, external agencies and executive leadership.

Execute end-to-end marketing design strategy for multiple touch points based on brand guidelines that you help evolve.

Develop visual designs that effectively communicate product function and brand identity, web layouts, social ads, presentations, e-books, etc.

Collaborate with the Marketing Team to develop and execute ongoing experiments and push the creative approach.

Work cross-functionally with other creative team members, developers, and project leads to deliver quality designs.

Florencia Intercomercial

Graphic and Web Designer

febrero de 2012 - mayo de 2018 (6 años 4 meses)

Develop marketing concepts that successfully bring our brand to life, convey key messages and extend across multiple touch points.

Design for web, mobile, social, email, print, packaging, editorial, environmental, product launches, brand campaigns, etc.

Uphold and refine our established brand identity system, designing within the parameters and at the same time feeling compelled to continually push the direction forward. Oversee outsourced content creation (photography and videography) and in some situations, produce content for both the Website and mobile applications.

Products or achievements:

Packaging design for different products.

Design nationwide campaign in supermarkets.

Design nationwide campaign for different products of food and drinks.

UNAIDS

Remote Graphic Designer and Fron-end Web Developer
abril de 2015 - junio de 2017 (2 años 3 meses)

Design of Website for LAC Office Launch: Successfully designed and launched the website for the LAC Office, featured on Alejandra Oraa at CNN, ensuring a visually engaging and informative online platform. In my role at UNAIDS, I served as a dynamic Graphic Designer and Front-End Web Developer, contributing to the organization's digital presence with a focus on creativity, functionality, and adherence to branding standards.

Key Responsibilities:

- Conceptualized and developed creative ideas for various design projects, ensuring alignment with organizational objectives.
- Tested and improved the design of the website, incorporating user feedback and industry best practices.
- Established design guidelines, standards, and best practices to maintain a consistent and visually appealing online presence.
- Enforced content standards to ensure the cohesive appearance of websites and adherence to branding guidelines.
- Designed visual imagery for websites, aligning them seamlessly with the branding requirements of clients.
- Collaborated with different content management systems to effectively implement design changes and updates.

- Communicated design ideas through the creation of user flows, process flows, site maps, and wireframes.
- Integrated functionalities and features into websites to enhance user experience and overall performance.
- Designed sample pages, including careful consideration of colors and fonts, to create visually compelling web layouts.

Notable Achievements:

Design Products for World AIDS Day: Led the design efforts for impactful products commemorating World AIDS Day, contributing to global awareness and advocacy.

Design Products for Event Visibility: Created visually appealing products for events, enhancing the visibility and recognition of UNAIDS in various settings. Conceptualized and executed designs for the Zero Discrimination Campaign, contributing to advocacy efforts and promoting inclusivity.

World Health Organization

Remote Video Producer

octubre de 2015 - diciembre de 2015 (3 meses)

Washington, Estados Unidos

In my role as a Video Producer at the World Health Organization, I managed a spectrum of responsibilities to ensure the seamless execution of audiovisual elements for events. This encompassed meticulous attention to details, creative conception, and strategic management of production-related aspects.

Key Responsibilities:

- Oversaw the management of audio/visual equipment, labor allocation, staging logistics, creative elements, speaker support, scripts, production schedules, and budgets.
- Conceptualized and managed the creative aspects of visual graphics and media to enhance and support the overall event experience.

- Took charge of selecting and supervising external production companies and vendors, ensuring alignment with the event's vision and objectives.
- Provided executive and talent coaching to optimize on-stage performances, fostering an engaging and impactful presentation.
- Negotiated A/V pricing and contracts essential for the successful completion of video and media production work.
- Engaged in budgeting activities, estimating and reconciling all production-related charges to maintain financial accountability.
- Identified and suggested process or procedural changes within events to enhance overall outcomes and improve efficiency.

In this pivotal role, I played a key part in ensuring the success of events by seamlessly managing the intricate details of video and media production. My strategic approach and attention to detail contributed to the overall success and impact of the World Health Organization's events.

UNICEF América Latina y el Caribe
 Remote Webmaster and Web Developer
 enero de 2010 - diciembre de 2015 (6 años)

In my role for UNICEF América Latina y el Caribe, I spearheaded the design, development, and maintenance of a website tailored for the DIPECHO program funded by the European Commission. As a Webmaster, my key responsibilities encompassed:

Webmaster Responsibilities:

Design and Programming of Website: Orchestrating the overall design and programming of the website, ensuring a visually appealing and user-friendly interface.

Content Management System (CMS) Development: Pioneering the development of a robust CMS, empowering non-technical users to effortlessly manage and update website content.

Programming Templates: Crafting and implementing diverse programming templates for different sections of the website, serving as the structural foundation for various pages and sections.

Content Insertion: Seamlessly integrating provided content into internal sections of the website, ensuring a cohesive and organized presentation.

Customization: Tailoring the website to align with the corporate image, meticulously ensuring design, color scheme, and overall aesthetic adhere to the branding guidelines of UNICEF América Latina y el Caribe.

Support and Maintenance: Delivering ongoing support and maintenance, troubleshooting issues, addressing bugs, and ensuring the website remains operational and up-to-date.

Simultaneously, as a Web Developer, I collaborated closely with the Webmaster, focusing on the technical aspects:

Web Developer Responsibilities:

Web Interface Programming: Collaborating to program the web interface, employing coding languages such as HTML, CSS, JavaScript, etc., to create interactive elements and an aesthetically pleasing layout.

Collaboration with CMS Development: Developing the Content Management System, ensuring seamless integration with the website's programming for efficient content management.

Template Development: Creating diverse programming templates for various sections of the website.

Pan American Health Organization

Remote Video Producer

agosto de 2015 - octubre de 2015 (3 meses)

Nueva York y alrededores, Estados Unidos

As a Video Producer with the Pan American Health Organization, I've had the privilege of working remotely from New York, overseeing various facets of the video production process. In this dynamic role, my responsibilities include:

Monitor Post-Production Processes: Oversee post-production processes with meticulous attention to detail, ensuring accurate and high-quality completion of all aspects.

- Management Activities: Execute crucial management activities, encompassing budgeting, scheduling, planning, and marketing initiatives to streamline the production workflow.

Production Planning: Determine the production size, content, and budget, establishing comprehensive details such as production schedules and effective management policies.

- Script Composition and Editing: Utilize creative skills to compose and edit scripts, contributing to the storytelling process. Provide screenwriters with detailed story outlines to guide script development.

- Progress Meetings: Conduct regular meetings with the production team to discuss progress, address challenges, and ensure alignment with production objectives.

This role has not only honed my skills in video production but has also allowed me to thrive in a remote work environment, demonstrating my ability to manage projects effectively and ensure the seamless execution of creative visions. I'm excited about the opportunity to continue contributing to impactful video productions in a dynamic and collaborative setting.

Mecanizados de Precisión S. A.

Graphic and Web Designer

mayo de 2010 - mayo de 2015 (5 años 1 mes)

Create illustrations, layouts, map overlays, posters, graphs and charts

Produce computer-generated graphics

Draw cartoons for filmstrips and animation for films

Work with television and film producers to design backdrops and props for film sets

Designs and conceptualizes promotional and informational print material for the College.

Planning jobs, progress up-dates, recommendations and information.

Assists creative team in marketing and as needed on special events and projects.

Ideate and implement enterprise- and division-level branding, marketing, and communication programs and projects across multimedia channels

Products or achievements:

Design of the new visual identity of the company
Design of the corporate Website
Advertising video production

BDO

Graphic and Web Designer

noviembre de 2012 - noviembre de 2013 (1 año 1 mes)

Development Web strategies, emerging technologies, and the ability to simplify complex content into user-friendly experiences.

Communicate and present a clear vision of concepts to clients and account teams

Create and formulate a visual and emotional expression to the target audience

Writing and editing content

Designing webpage layout

Determining technical requirements

Develop the design aspect within project teams with minimal oversight

Updating website design

Self-manage deliverables to ensure deadlines are met and design quality is excellent

Participate in brainstorming sessions with team members or with client to define visual design direction

Creating back up files

Solving code problems

UNOPS

Remote Graphic Design Specialist

agosto de 2013 - octubre de 2013 (3 meses)

Bangkok Metropolitan Area, Thailand

Meet with clients or the art director to determine the scope of a project

Advise clients on strategies to reach a particular audience

Determine the message the design should portray

Create images that identify a product or convey a message

Develop graphics for product illustrations, logos, and websites

Select colors, images, text style, and layout

Present the design to clients or the art director

Incorporate changes recommended by the partners into the final design

UNICEF Nederland

Graphic Designer and Layout Editor (Remote)

enero de 2013 - junio de 2013 (6 meses)

Complete initial designs based on knowledge of industry standards, design best practices, and current design styles and trends.

Develop materials for, and participate in, regular design reviews with Design Manager.

Demonstrate ability to consistently produce a high volume of quality work under pressure and tight deadlines.

Demonstrate ability to multi-task.

Manipulate design properties, such as type size, font style, spacing, column width and placement, using software that allows them to view each page as it would appear in print.

After a publication is finished, they may be required to deliver it to the printer.

Since most publications are also available

online, layout editors are often responsible for transferring material to the Internet using Web publishing software.

Special Olympics

4 años 8 meses

Remote Web and Multimedia Designer

agosto de 2011 - mayo de 2013 (1 año 10 meses)

Panamá

Create print designs, concepts, story boarding and sample layouts based on knowledge of layout principles and esthetic design concepts.

Develop graphic themes for internal and external campaigns executed through print, social, and digital media.

Create layouts for internal documents, infographics, etc.

Creative collaboration with the communication team members to enhance organization image through graphical presentation of our brand through presentation of products, point of sale materials, website and other advertising materials.

Collaborate with staff to protect the brand through guideline adherence and proofing all visual designs associated with the special olympics..

Incorporate data driven direction into visual design. Design images that communicate the theme or idea which supports the overall corporate identity and strategy.

Keep technical skills up-to-date on software and the design industry to apply new knowledge to your job.

Consistently analyze cost, how we do things and be a leader when it comes to improvements.

Design and development CMS.

Products or achievements:

Design and develop Regional Website of The Latin American and Caribbean Launch of Social Media

Web and Graphic Designer

octubre de 2008 - diciembre de 2011 (3 años 3 meses)

Create print designs, concepts, story boarding and sample layouts based on knowledge of layout principles and esthetic design concepts.

Develop graphic themes for internal and external campaigns executed through print, social, and digital media.

Create layouts for internal documents, infographics, etc.

Creative collaboration with the communication team members to enhance organization image through graphical presentation of our brand through presentation of products, point of sale materials, website and other advertising materials.

Collaborate with staff to protect the brand through guideline adherence and proofing all visual designs associated with the special olympics..

Incorporate data driven direction into visual design. Design images that communicate the theme or idea which supports the overall corporate identity and strategy.

Keep technical skills up-to-date on software and the design industry to apply new knowledge to your job.

Consistently analyze cost, how we do things and be a leader when it comes to improvements.

Design and development CMS.

Products or achievements:

Design and development of regional website and templates each Special Olympics Country Offices in Latin America

DG European Commission Humanitarian Aid Office - ECHO

Webmaster and Graphic Designer for DIPECHO Projects (Remote)

febrero de 2008 - diciembre de 2012 (4 años 11 meses)

Description of Duties:

Responsible for conceptualization and implementation of design of solutions that meet marketing strategies from concept to completion.

High level of proficiency in design, web and multimedia software and applications, such as Adobe Creative Suite.

Design effective creative campaigns across a wide range of projects and mediums — digital advertising, website, events, corporate presentations, video and other multimedia presentations.

Effectively manage project scope, schedule, and deliverables in a fast-paced environment

Improve the brand's visual story by evaluating and re-designing processes

Ensure all creative, marketing, and corporate materials conform to brand standards for consistency in visual identity

Products or achievements:

Campaign Design of DIPECHO Project: Strengthening of local risk and disaster management in the education sector in Central America

Design of logo Disaster Reduction begins in school. Reproduced throughout Latin America and the Caribbean.

Development of interactive kids corner section that teaches virtually the rights of children.

Identity design for the projects campaign

Design of books:

-Safe schools in safe territories.

-Disasters reduction begins in schools: strengthening of local risk and disaster management in the education sector in Central America.

-El Derecho a la Educación en situaciones de emergencia

-La Gestión del Riesgo en el Ámbito Educativo

-Educación en situaciones de emergencia y desastres: Guía de preparativos para el sector educación.

Design and development of animations and cartoons.

Design of interactive toolkit for elementary school teachers

Design of DIPECHO catalog Tools

The World Bank

Remote Web Designer / Developer

junio de 2008 - mayo de 2012 (4 años)

Nueva York, Estados Unidos

Design and development of Website CAPRA (Probabilistic Risk Assessment) Platform

Responsible for the design and development, layout and coding of a website. Responsible the technical and graphical aspects of a website - how the site works and how it looks.

Responsible to development and maintenance and update of an existing site.

Write the programming code, either from scratch or by adapting existing website software and graphics packages to meet business requirements.

Test the website and identify any technical problems.

Javascript development

E-Learning Platform development

Application development

Graphic Design, online and print

Video editing, motion graphics, Webisode creation

United Nations

Graphic Designer / Multimedia Designer

julio de 2011 - diciembre de 2011 (6 meses)

Creating multimedia product in partnership with UNISDR staff

Creating digital images for the purpose of animation

Transferring audio/video files to be edited and manipulated digitally

Landscapes and illustrations for the production Radionovelas

United Nations OCHA

Remote Graphic Designer / Multimedia Designer

enero de 2011 - diciembre de 2011 (1 año)

Talk with users to find out about their training needs

Work with tutors, trainers or development teams to create online learning materials

Create interactive multimedia like video clips – webcasts; or audio clips – podcasts

Make sure security measures are in place to control access

Write training support materials for users

Deliver learning products on time and to budget

Stay up-to-date with latest design methods and technologies.

After developing a e-learnign Website, you may be employed to maintain it. Tasks could include: managing user accounts, access permissions and learner records; overseeing message boards and forums; updating content and developing new

training materials.

UNICEF

Multimedia Designer

febrero de 2009 - diciembre de 2011 (2 años 11 meses)

Planning and executing video and audio editing/production, motion graphics, and animation

Communicating ideas verbally and visually

Executing field production techniques, technically and aesthetically

Editing for continuity and for affect

Using studio video, audio, and photography equipment

Delivering final cuts through post-production editing

Quickly and efficiently design books.

UNDP

Remote Senior Web Application Developer

octubre de 2007 - diciembre de 2011 (4 años 3 meses)

Responsible for designing, coding and modifying websites, from layout to function and according to a client's specifications.

Involved in and contribute regularly to the development of CMS

Determine appropriate architecture, and other technical solutions, and make relevant recommendations to the project.

Program, test and debug all web applications.

Design, develop, test and deploy web applications.

Code pages, files, test, debug and deploy.

Develop appropriate code structures to solve specific tasks.

Coordinate with other designers and programmers to develop web projects.

Collaborate with staff and teams to develop, format and deploy content.

Assist and support in the upkeep and maintenance of web sites.

Products or achievements:

Design and Development CMS for project Children and Governance. UNICEF – PNUD.

Design and Development CMS for Regional Service Center “Workspace”

Cobre Panamá

Graphic and Multimedia Design Specialist

abril de 2010 - abril de 2011 (1 año 1 mes)

Create illustrations, layouts, map overlays, posters, graphs and charts

Produce computer-generated graphics

Draw cartoons for filmstrips and animation for films

Work with television and film producers to design backdrops and props for film sets

Designs and conceptualizes promotional and informational print material for the College.

Planning jobs, progress up-dates, recommendations and information.

Assists creative team in marketing and as needed on special events and projects.

Ideate and implement enterprise- and division-level branding, marketing, and communication programs and projects across multimedia channels.

Products or achievements:

Cartoon series about the mining process

Corporate presentation

Design of the new visual products for identity of the company

Water For People

Graphic Designer

abril de 2009 - abril de 2011 (2 años 1 mes)

Honduras

Development and Design of tools for the visibility campaign “Water and Sanitation in Schools”

UNHCR, the UN Refugee Agency

Senior Webmaster

enero de 2009 - enero de 2011 (2 años 1 mes)

Design and programming of website

Programming the Web interface with new content

Development of CMS

Different programming templates that make up the Web Site

Insert the content provided in Sections Internal

Customize the website according to the corporate image

Products or achievements:

Design, development and support of Website of the Centro de Asistencia Legal Popular – CEALP Panamá

Metro 2

TV producer

julio de 2009 - diciembre de 2010 (1 año 6 meses)

Decide which projects to produce, or create programme ideas yourself
read scripts
Secure the rights for books or screenplays, or negotiate with writers to produce new screenplays
Identify sources of funding and raise finances for projects
Work out what resources are needed
Check and approve locations
Pitch to television broadcasters to commission your programme
Plan filming schedules
Hire the necessary technical resources and support services
Make sure that the production stays on schedule and within budget
Work with marketing companies and distributors to get your production shown

Products or achievements:

Producer of TV Real state Show M2

Pan-American Disaster Response Units

Graphic designer and Webmaster

junio de 2007 - marzo de 2010 (2 años 10 meses)

Handles the day-to-day maintenance and operation of the corporate website, including incorporating new technologies, regularly update the content, ongoing enhancements.

Coordinates web functions, monitors web activities and performs regular analysis and website analytics.

Works collaboratively with staff to edit and post online content.

Creates appropriate imagery for web updates.

Design of corporate collateral material ensuring all graphic design work meets corporate guidelines.

Collateral may include brochures, data sheets, posters, presentation material, multimedia, illustration, exhibit material, print ads and banners.

Identifying and designing appropriate icons, images and other graphic elements to be included in various marketing materials

Working with the team on ad campaign development and execution, collateral design, event material and more as directed.

Products or achievements:

Design and development Website for Regional Intervention Team

Development of intranet for PADRU office

Development of e-learning Website for Regional Intervention Team
Design of corporate products menos

OEA (ORGANIZAÇÃO DOS ESTADOS AMERICANOS)

Remote Graphic Design Specialist

julio de 2009 - diciembre de 2009 (6 meses)

Design of books spanish and english:

Policy Paper – Applying Information and Communication Technologies for
Disaster Mitigation in Central America and the
Dominican Republic

Hosannavision

3 años

Freelance Graphic Web Designer

enero de 2007 - diciembre de 2009 (3 años)

Description of Duties:

Responsible for designing, coding and modifying websites, from layout to
function and according to specifications.

Involved in and contribute regularly to the development of CMS

Determine appropriate architecture, and other technical solutions, and make
relevant recommendations to the project.

Program, test and debug all web applications.

Design, develop, test and deploy web applications.

Code pages, files, test, debug and deploy.

Develop appropriate code structures to solve specific tasks.

Coordinate with other designers and programmers to develop web projects.

Collaborate with staff and teams to develop, format and deploy content.

Assist and support in the upkeep and maintenance of web sites.

Products or achievements:

Design and development of the corporate identity of the company.

Design and development of the Website of the company

Design and development of the TV online and Radio online

Design and development of the Website for Radio Station

Editor and post producer

enero de 2007 - diciembre de 2007 (1 año)

Receiving a brief, and maybe an outline of footage and/or a shot list, script, or
screenplay;

Make intros, bumpers and animations.

Assembling all raw footage, with camera shots either recorded or transferred onto video tape in preparation for inputting into the computer;

Inputting uncut rushes and sound, and synchronising and storing them into files on the computer;

Digitally cutting the files to put together the sequence of the film and deciding what is usable;

Creating a 'rough cut' (or assembly edit) of the programme/film and determining the exact cutting for the next and final stages;

Reordering and tweaking the content to ensure the logical sequencing and smooth running of the film/video.

Overseeing the quality and progress of audio and video engineering and editing;

Experimenting with styles and techniques including the design of graphic elements;

Writing voiceover/commentary;

Suggesting or selecting music.

Products or achievements:

Design and produce identity for Hosanna Vision TV channel and the TV Shows: La fuerza que Marca, No te rindas, Conexión and Tiempo Sport

United Nations OCHA

Video Producer and Webmaster

enero de 2008 - septiembre de 2009 (1 año 9 meses)

Description of Duties:

Create, edit and arrange the text, video, audio, images and other materials that may be included on a website. Define and maintain the character of a interactive DVD.

Facilitating a project and are involved in every stage, film or video, overseeing the project from beginning to end on location

Products or achievements:

Design and development of DVD Panorama de la tendencia de la gestión del riesgo de desastre en Centroamérica.

Interviews with the directors of the following organizations:

Centro del Agua del Trópico Húmedo para América Latina y el Caribe (CATHALAC)

Comisión Económica para América Latina y el Caribe (CEPAL)

Buró de Prevención de Crisis y Recuperación (BCPR) del Programa de las Naciones Unidas para el Desarrollo (PNUD)
Estrategia Internacional para la Reducción de Desastres (EIRD)
Federación Internacional de Sociedades de la Cruz Roja y de la Media Luna Roja (FIRC)
Fondo de las Naciones Unidas para la Infancia (UNICEF)
Oficina de Coordinación de Asuntos Humanitarios (OCHA) Organización Internacional de las Migraciones (OIM)
Organización Panamericana de la Salud (OPS)
Plan Internacional (PLAN)
Programa Mundial de Alimentos de las Naciones Unidas (PMA)
Programa de las Naciones Unidas para el Medio Ambiente (PNUMA)
Programa de Naciones Unidas para los Asentamientos Humanos (UN-HABITAT)
Sistema de Indicadores para América Latina y el Caribe (DevInfoLAC)

World Health Organization

Graphic Design Specialist

julio de 2009 - agosto de 2009 (2 meses)

Complete initial designs based on knowledge of industry standards, design best practices, and current design styles and trends.

Develop materials for, and participate in, regular design reviews with Communication Staff.

Demonstrate ability to consistently produce a high volume of quality work under pressure and tight deadlines.

Demonstrate ability to multi-task.

Manipulate design properties, such as type size, font style, spacing, column width and placement, using software that allows them to view each page as it would appear in print.

After a publication is finished, they may be required to deliver it to the printer.

Since most publications are also available

online, layout editors are often responsible for transferring material to the Internet using Web publishing software.

World Food Programme

Web Developer

junio de 2008 - diciembre de 2008 (7 meses)

Participate in medium- to large-scale projects

- Write, refactor, test, and debug object-oriented PHP 5 and JavaScript code
- Contribute automated acceptance, regression, and unit tests

- Apply knowledge of emerging and established technologies (HTML5, CSS3, Mobile, OAuth)
- Participate in code reviews, software peer reviews and meetings with other developers
- Understand and work around common issues like browser security issues

Centro Regional sobre Desastres América Latina y El Caribe
Contract Graphic Designer
junio de 2008 - septiembre de 2008 (4 meses)

Centro Regional sobre Desastres América Latina y El Caribe
Contract Graphic Designer
octubre de 2007 - diciembre de 2007 (3 meses)

UNAIDS

Graphic Designer
julio de 2007 - diciembre de 2007 (6 meses)

Description of Duties:

Participate in the communication process from start to finish. They are responsible for both developing and producing creative brand designs. Oversee all communication initiatives to ensure that images and messages appropriately contribute to brand identity.

Review marketing materials for accuracy and continuity and, in some cases, proofread documents.

Products or achievements:

Design of regional corporate identity

Design of regional corporate identity products

UNICEF

Senior Illustrator
junio de 2007 - diciembre de 2007 (7 meses)

Analysing a brief's specification and the text to be illustrated as well as researching sources.

Thinking creatively and using imagination to produce new ideas.

Creating images and designs by using the traditional hand skills of drawing and painting, alongside other techniques, to meet design briefs.

Using computer-aided design (ADOBE) packages to scan images and change size, colours and other elements;

Providing roughs for approval.

Redefining a brief through further consultation with the comucation staff to include new ideas or text as appropriate.

Products or achievements:

Illustrations and redesign of basic sanitation manual for teachers of elementary school

International Federation of Red Cross and Red Crescent Societies - IFRC

Graphic Designer

marzo de 2007 - diciembre de 2007 (10 meses)

Developing interactive design;

Determine the message the design should portray

Create images that identify a product or convey a message

Develop graphics and visual or audio images for product illustrations, logos, and websites

Create designs either by hand or using computer software packages

Select colors, images, text style, and layout

Products or achievements:

Design Campaign for Central America of DIPECHO V Project "Armonizando Materiales, Métodos y Herramientas de Reducción de Riesgo a Desastres a Nivel Comunitario y Organizacional"

Centro Regional sobre Desastres América Latina y El Caribe

Contract Graphic Designer

octubre de 2006 - diciembre de 2006 (3 meses)

Costa Rica

Educación

Parsons School of Design - The New School

Executive Education Programme in Business Innovation and Digital Disruption

Imperial College London

Specialization in Creative Thinking: Leadership, Liderazgo empresarial

Universidad de Palermo

Executive Programme: Leadership, Motivation, and Human Resources
Management, Organizational Leadership

Universidad Nacional Autónoma de México

Senior Management Program in Corporate Governance

Universidad de Palermo

Advanced Management Program in Business Direction and
Management, Business Administration and Management, General