

DIGITAL ANIMATOR AND DESIGNER

PASSIONATE | INNOVATIVE | DETAIL-ORIENTED | STRONG WORK ETHICS | CREATIVE

About Me

I am a lively, creative designer and animator with roots in Mexico City but currently exploring the realms of Design and Technology, with a focus on Immersive Storytelling. My passion lies in crafting stories that pop with color and life, blending surrealistic and playful visuals to redefine the boundaries of animation and digital art. Inspired by the world around me—from a good Pinterest board, having a word with my friends, to the inspiration found in nature—I am set out to infuse our tech-centric world with my unique artistic vision, seeking to become a leading force in the animation industry.

AREAS OF EXPERTISE

Creative direction | Animation | Digital and Game Design
UI/UX design Skills | Visual Storytelling | Artistic and organizational Skills
Team collaboration | Research and Development

Cuult - Wellness Center | MEXICO CITY

ANIMATOR/SOCIAL MEDIA ASSET CREATOR, SPRING 2024

- Collaborated with the marketing team to create engaging animations and social media assets promoting wellness services.
- Produced high-quality visuals and videos for Instagram using Adobe Animate, After Effects, and Procreate
- Delivered timely and visually appealing content that increased brand engagement.

SUSTAINABLE SNACKS | NEW YORK, NY

GRAPHIC DESIGN INTERN, SUMMER 2023

- Spearheaded engaging social media campaigns with TikTok reels and compelling Instagram posts to boost brand awareness.
- Utilized creative design for health campaigns by the community in the Bronx with a significant positive impact on increased community engagement.
- Worked on aesthetic redesign of website for better user experience, optimizing for user engagement and satisfaction.
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IMSSS | MEXICO CITY

CREATIVE INTERN, SUMMERS 2018 & 2019

- Organized and executed a successful art fundraiser resulting in the net donation of a large profit to a children's hospital from creative engagement with the community.
- Designed and delivered compelling graphics for events that enhanced the overall attendee experience.

EDUCATION AND CERTIFICATIONS

PARSONS SCHOOL OF DESIGN | **[BACHELOR OF ARTS] IN DESIGN AND TECHNOLOGY, MINOR IN IMMERSIVE STORYTELLING.**
[EST. 2025], 3.97 GPA
INSTITUTO MEXICANO REGINA | **HIGH SCHOOL DIPLOMA**

TOOLS/TECHNICAL SKILLS

Animation & Design: Procreate Dreams, Adobe After Effects, Blender
Development: JavaScript, P5.JS, HTML, CSS, Unity (C#)
Creative: Procreate, Adobe Suite