

“I enjoy the creative process, visual design, communication and new media. For more than fifteen years, I have been designing and creating human experiences and strategies that captivate audiences and exceed clients' expectations.

I believe in creating experiences that evoke emotions. We should let the audience rejoice with visual stimuli. It is all about the experience. I want to make it an exciting one.”



Freelance

June 1997 — Present

I enjoy freelancing because it gives me an opportunity to explore new ideas and to design for various industries. I like the client relationship this venue generates. To see a campaign or any other project succeed is a very rewarding experience.

Employment

Director of New Media
Publication Services of America, Inc.
February 2006 — January 2009 - Fargo, ND

My work involved the direction of all new media and user experience strategies and initiatives. From planning the information architecture to managing web editors, web developers, content editors, and writers. I lead and designed very successful marketing campaigns that won ADDY awards and increased our number of clients and ROI.

Senior New Media Designer + Instructor
North Dakota State University - Fargo, ND
June 2001 — January 2006

As senior new media designer my work was to keep the University's website updated. I launched several recruitment campaigns and establish web design standards and guidelines for the entire university. As an instructor, I taught several classes on photography, web design and multimedia.

Senior New Media Designer
Velosel Corporation - Mountain View, CA
July 2000 — June 2001

Being at the center of Silicon Valley and working for a CRM corporation, I was in charge of all branding and collateral design, as well as designing many websites for all the vendors the corporation had. It was an experience that propelled my career to understand user experience and information architecture.

Multimedia Designer + Webmaster
North Dakota State University - Fargo, ND
February 1996 — June 2000

Planning and developing instructional material for professors at the University and publishing the classes companion websites. Took the management and development of the Campus website.

Skills

UX/UI Strategy Design

Guerrilla Research, IA, Wireframes/Prototypes

Operating Systems

Mac OS X, Windows, Unix

Scripting and Programming Languages

XHTML, CSS, PHP, MySQL, XML, Actionscript

Software

Adobe Creative Suite, Final Cut Studio, MS Office

Extras

Photography, Video, Presentations, Print Processes.

Fluent in English and Spanish.

Awards

Best of show, gold and silver Addy's. WebAwards.

Education

Tecnológico de Monterrey

August 1989 — December 1995 - Monterrey, MX

B.S., Mass Communications - GPA: 3.72

Activities and Societies:

-FEITESM Marketing Communications Director
(Campus Student Federation)

-Secretary of Mass Comm Student Society

