



I enjoy the creative process and experience design. For more than fifteen years, I have been designing and creating human experiences through strategies that captivate audiences and exceed users' expectations.

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



FREELANCE/CONSULTANT

Creative/UX Strategist & Designer

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 awards and increased our number of clients.

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 advertising campaigns and establish web design standards and guidelines for the entire campus. 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

It was a great experience to be in Silicon Valley and work for a CRM corporation. I was in charge of branding, advertising and collateral design. I also designed UI interfaces for many of our clients' websites. It was an experience that propelled my career to understand user experience and IA.

Multimedia Designer + Webmaster

North Dakota State University - Fargo, ND

February 1996 — June 2000

I was in charge of the campus web infrastructure, design and development. Planned and developed instructional materials for faculty at the University, from animations to CD-ROM and websites.

SKILLS

UX/UI Strategy Design

Guerrilla Research, IA, Wireframes/Prototypes

Operating Systems

Mac OS X, Windows, Unix

Scripting and Programming Languages

XHTML, CSS, Javascript, PHP, MySQL, XML

Software

Adobe Creative Suite, Final Cut Studio, MS Office

EXTRAS

Photography, Video, Presentations, Print and Editorial Process. 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

