

CURRICULUM VITAE

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PROFESSIONAL PROFILE: Graphic artist specialising in VISUAL COMMUNICATION in the areas of: web design, web developments, multimedia productions, e-marketing collaterals (banners, e-shots), image manipulation, video editing, video effects, printing (DTP), branding, corporate image, visual positioning, artistic direction, advertising, mass communication and marketing strategies.

SKILLS and QUALITIES:

- Creativity and ability to conceptualise any idea in visual codes.
- Understanding of the communicational process within a multicultural context.
- Excellent understanding and implementation of advertising & marketing principles in the practice of ICT (e-marketing).
- Ability to work independently or as a team member, deal with pressure and meet deadlines.
- Good organisational skills and ability to prioritise work schedules.
- Ability to take on responsibilities as well as to manage and coordinate.
- Aptitude to share knowledge with others (learn/teach).
- Enjoy being part of a creative and challenging team oriented to goal achievement.
- Good practice in the use of W3C/WAI accessibility standards.
- Implementation of MMM-Mobile Media Mode for PDA and mobile devices.
- Understanding of pedagogic principles in the use of technologies for teaching and learning (e.g. e-learning and "edutainment").
- Fluency in English, Spanish and Italian.
- Thorough knowledge of Hardware and **Software:**

<ul style="list-style-type: none">• MS OFFICE (Word, Excel, PowerPoint, Access, Outlook, Publisher, InfoPath)• HTML, CSS, PHP, Javascript• ADOBE CREATIVE SUITE - CS 2 (Illustrator, Photoshop, Image Ready, In-Design)• MACROMEDIA STUDIO MX (Dreamweaver, Fireworks, Flash, Director, FreeHand)• ADOBE ACROBAT• ADOBE PREMIERE PRO• ADOBE AFTER EFFECTS• ADOBE AUDITION• ADOBE ENCORE DVD	<ul style="list-style-type: none">• MACROMEDIA AUTHORWARE• Discreet Media CLEANER XL• NERO• QUARK X PRESS• Swift 3D• Maxon CINEMA 4D XL 8.0 (3D Modeller and animator)• Alias MAYA 6 (3D Modeller and animator)• Apple FINAL CUT Pro• Apple Operating Systems• Open Source Software (Open Office, GIMP, Inkscape, NVU, ZD soft Screen Recorder 1.5, Firefox, Opera)
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WORK EXPERIENCE:

- 2006 Cranford Community College.
<http://www.cranford.hounslow.sch.uk/>
Job title: Free-lance Graphic Designer
Responsibilities: Create, Design and implement graphic solutions for a new web project and some external publications of the school (Cranford Review, Cranford World 2007,...)
- 2003-2006 SIMPLYWORKS.co.uk (Kingston Upon Thames, London, UK)
www.simplyworks.co.uk
Job title: Free-lance Graphic Designer and Art Director for web developments.
Responsibilities: Create graphics, produce leaflets, brochures and graphic design for printing materials, produce layouts for websites, develop and maintain websites, help and teach marginalised people in the use of graphic software and web design as part of a Social Inclusion Programme run by the Kaleidoscope Project.
- 2000 E.D.M. - Entertainment Disc Media (El Monte, Greater LA, Los Angeles, CA, USA)
Job title: Digital video editor and graphic designer
Responsibilities: Create/Produce flash-animations and digital videos for websites and multimedia developments (CD-Roms)
- 1999 KEPHER - Multimedia Production Centre (Pescara, Italy)
Job title: Assistant in graphic design
Responsibilities: Collaborate and assist in the process of multimedia productions and graphic design.
- 1996-1998 MUSEO DE CIENCIAS - Museum of Sciences (Caracas, Venezuela)
<http://www.museo-de-ciencias.org.ve>
Job title: Coordinator of multimedia department
Responsibilities: Manage the computer room where educational software was running, train people in the correct use of the software. Coordinate and direct a production team for the development of multimedia "kiosks" of information integral to the exhibitions (museography). Implement the use of new technologies for the improvement of the presentation of the information to the museum audiences.
- 1992-1995 CENAMEC - National Centre for the Improvement of Science Teaching (Caracas, Vzla)
<http://www.cenamec.org.ve/html/index.htm>
Job title: Coordinator of graphic design department
Responsibilities: Coordinate and direct a team of graphic designers to produce, in association with a multidisciplinary team (system engineers, programmers, teachers, instructional designers and musicians) a series of educative games and software ("Edutainment") for young people. Advise about the use of new technologies for the improvement of the teaching and learning processes. Train the new entrants to the team in the use of graphic packages.
- 1990-1991 PUBLICIDAD GENIAL - PUBLIGEN - Genial Advertising (Caracas, Venezuela)
Job title: Graphic Designer and Art Director of printed advertisements
Responsibilities: Create and produce final artworks for printed advertisements.

- 1989-1991 CAMARA FERRETERA - National Chamber of Commerce for the Iron Industry
<http://www.camaraferretera.org.ve>
 Job title: Graphic Designer and Publisher of a bi-monthly corporate magazine.
 Responsibilities: Create and produce a new concept layout (re-branding) for a 38 pages corporate magazine called "Ferretería" in partnership with Saddy & Associates Corporate Communications.
- 1987-1989 MEGAIDEA - Graphic Design Studio (Caracas, Venezuela)
 Job title: Graphic Designer assistant
 Responsibilities: Assist in the daily duties of a commercial studio of graphic design
- 1985-1987 U.C.A.B. THEATRE - University Theatre Group (Caracas, Venezuela)
<http://www.ucab.edu.ve/ucabnuevo/index.php?load=teatro.htm&seccion=148>
 Job title: Volunteer Graphic designer and advertiser
 Responsibilities: Create the advertising campaign and produce the publicity to promote the cultural events of the university theatre group.

EDUCATION and TRAINING:

- 2003 Intensive short course in Video Drama Production
 (Open College Network – Level 2)
 (Episodes Video Project, CREATE, Kaleidoscope Project, 40-46 Cromwell Road, Kingston upon Thames, Surrey, KT2 6RN, London, UK)
- 2003 Intensive short training course in Web Design (HTML and CSS)
 (City & Guilds Diploma for IT users – Level 2)
 (Surf Shack Training Unit, Kaleidoscope Project, 40-46 Cromwell Road, Kingston upon Thames, Surrey, KT2 6RN, London, UK)
- 2002 Course of Digital Video Editing with "Final Cut Pro"
 (South Thames College, Wandsworth, SW18 2PP, London, UK)
- 1992-98 Degree in MASS COMMUNICATION / ADVERTISING
 Final thesis: "Visual Communication: The cognitive role in visual perception"
 ("Andrés Bello" Catholic University, U.C.A.B., Caracas, Venezuela)
- 1990-92 Courses in painting and illustration techniques (Caracas, Vzla.)
- 1986 Course in Movie Production ("Academia de Ciencias /Artes del Cine/TV", Caracas, Vzla)
- 1984 High School Diploma in Humanities ("Colegio El Alba", Caracas, Venezuela)

References: Available on request.