

## LABORAL EXPERIENCE

2012 Current ADJACENTLA Los Angeles, CA

CREATIVE DIRECTOR

EDITOR, PRODUCTION AND POST PRODUCTION, CREATIVE DIRECTION FOR NEW PRODUCT DEVELOPMENT

2010 2012 BLUEFRAMEFX Mexico City, DF

CREATIVE DIRECTOR - MOTION GRAPHICS DESIGNER

EDITOR, PRODUCTION AND POST PRODUCTION, CREATIVE DIRECTION FOR NEW PRODUCT DEVELOPMENT

2008 2010 AVINCI MEDIA, LC Draper, UT

MOTION GRAPHICS DESIGNER / VIDEO

EDITOR, PRODUCTION AND POST PRODUCTION OF VISUAL DEMOS AND PRODUCTS FOR AVINCI'S LINE. SCRIPT AND STORYBOARD DEVELOPMENT



Ford Fusion WebAd



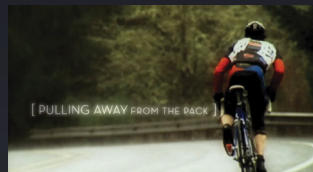
Airport Viz for Architecture Development



Mograph for FIFA Breakaway Contest



Universe 3D animation for Education (Virginia)



Eli Lilly Corporate Video



Subaru TV Ad

2005 UPSTAIRSFX, LLC Miami, FL

MOTION GRAPHICS DESIGNER / VIDEO

MOTION GRAPHICS AND GRAPHIC DESIGNER FOR A NEW COMPANY CORPORATE BRAND.

2004 2008 SIHSA'TUS EC Mexico City, DF

CREATIVE DIRECTOR - POSTPRODUCTION MANAGER

PRODUCT DESIGN, POST-PRODUCTION AND VISUALFX PROCESS, ART DIRECTOR, FINAL CUT PRO, MEDIA CLEANER AND AFTEREFFECTS TRAINER, 3D/2D ANIMATION SUPERVISOR

2001 2003 Ro75 Mexico City, DF

CREATIVE DIRECTOR - POSTPRODUCTION MANAGER

PRODUCT DESIGN, MANAGEMENT OF POST-PRODUCTION AND VISUALFX PROCESS, ART DIRECTOR, FINAL CUT PRO, MEDIA CLEANER AND AFTEREFFECTS TRAINER 3D/2D ANIMATION SUPERVISOR

2005 APPLE, INC Mexico City, DF

APPLE PRO CERTIFICATION

CERTIFIED AS FINAL CUT PRO 5 TRAINER  
CERTIFIED AS FINAL CUT PRO HD USER LEVEL 2

2004 APPLE, INC Santa Monica, CA

APPLE PRO CERTIFICATION

CERTIFIED AS FINAL CUT PRO HD  
TRAINER LEVEL 1

CERTIFIED AS FINAL CUT PRO HD  
USER LEVEL 1

2003 2004 EUNOIA ANIMATION SCHOOL Mexico City, DF

3D ANIMATION AND VISUAL EFFECTS FOR FILM AND TV PROGRAM

EUNOIA ANIMATION SCHOOL MÉXICO  
MEXICO D.F..

ANIMATION AND VFX DEGREE

- ACTING ESSENTIALS
- CLASSIC ANIMATION (2D) ESSENTIALS
- STORYBOARDING
- CHARACTER DESIGN
- MAYA MODELING, POLYGONS, NURBS, SUBDIVISION SURFACES
- MAYA CHARACTER MODELING
- MAYA LIGHTING AND TEXTURING
- MAYA RENDER

## ADDITIONAL SKILLS

MAC&PC

PC(100%) AND MACINTOSH(100%), ADOBE ILLUSTRATOR, ADOBE PHOTOSHOP, ADOBE AFTER EFFECTS, APPLE MOTION, DVD STUDIO PRO, QUICKTIME, VIDEO COMPRESSION, SORENSON, SHAKE, HTML, FLASH, OFFICE(MAC), OFFICE(PC), NETWORKING: MAC OS X SERVER, AND TCP/IP NETWORKING. MENTALRAY NETWORK RENDERING, AUTODESK SMOKE, FINAL CUT PRO X AND AVID COMPOSER.

TECHNICAL SUPPORT: MAC & PC, HARDWARE AND SOFTWARE DIAGNOSIS, PREVENTIVE AND CORRECTIVE MAINTENANCE.

LANGUAGES: SPANISH 100% (NATIVE)  
ENGLISH 80% SPOKEN  
AND WRITTEN



UFC Sherdog WebAd



Disneyland Resorts Promo Video  
Color Correction and MoGraph

## TEACHING EXPERIENCE

2005

AULA VIRTUAL

Mexico City, DF

### MULTIMEDIA WORKSHOP 192HRS

- MULTIMEDIA THEORY
- ADOBE PREMIERE
- ADOBE AFTER EFFECTS
- ALIAS MAYA INTRODUCTION
- MACROMEDIA DIRECTOR

2003

2008

TRAINING CENTERS

Mexico City, DF

### APPLE PRO PRODUCTS

- APPLE DVDSP 100  
VIDEO COMPRESSION FOR INTERNET , CD AND DVD  
DELIVERY FOR CLIENTS LIKE :
- MIA FILMS
  - PERFILES
  - TUSEI STUDIO
  - GOBIERNO DEL ESTADO DE GUANAJUATO
  - EL BAÚL PRODUCCIONES
  - AND MORE THAN 200 STUDENTS.

2001

2003

TRAINING CENTERS

### CONFERENCES AND PROGRAMS

UNIVERSIDAD DEL VALLE DE MÉXICO,  
QRO.QRO. MÉXICO  
LECTURER AT THE "VAMONOS COMUNICANDO"  
CONGRESS  
APRIL 2003

- RO75 TRAINING CENTER MEXICO. MÉXICO CITY
- DEVELOPMENT AND TEACHING OF FINAL CUT PRO TRAINING PROGRAMS.
  - TEACHING TO MORE THAN 120 STUDENTS IN 2 YEARS
  - CO-DEVELOPER IN CANON DIGITAL VIDEO WORKSHOP

## RECOMMENDATIONS

"Beto is an amazing talent. He has a very strong work ethic and every time I challenge him he hits it out of the park. I have had numerous compliments on both his work and his personality. He is a very powerful asset to any company."

*-Bryan Basham, Creative Content Producer,  
Bryan was a consultant or contractor to Alberto at Adjacent LA*

"Beto is a fantastic teammate. The coolest thing was that I could count on him to be focused and professional even in the face of high stress. And his technical savvy, creative vision, and solid work ethic made him a huge asset to our work. I would jump at the opportunity to work with him again."

*Kim Kruse, Creative at AdjacentLA  
Kim worked directly with Alberto at Adjacent LA*

"Alberto is a very talented and on task designer. He has amazing creative talents with which he supports corporate goals while still having the confidence to express his personal opinions. A wonderful person to work with!"

*Mark Petersen, VP, Sales, aVinci Media  
managed Alberto indirectly at Avinci Media, LC*

"Alberto has amazing talent and is highly creative! He is able to take direction well, work under pressure, manage his time effectively, respond well to critiques of his work and produce amazing results within these parameters. He works well within a team, has a friendly personality and a good sense of humor. I would highly recommend Alberto!"

*Tamara Pluth, Product Manager/Creative Manager, aVinci  
Media. managed Alberto at Avinci Media, LC*

"Alberto is a very talented and creative video designer. He manages his time well and is able to complete projects in astonishing speed. He takes great pride in his work, delivering exactly what is requested and adding his own flare to it. Alberto is very motivated and works well with others. He is a joy to work with and has a lot of integrity and loyalty. As his manager, I can always rely on him to complete his assigned tasks on time and at the highest quality. When needed, he is always willing to work extra hours without being asked. I give him my absolute highest recommendation."

*Cody Dingus, Marketing Communications Manager /  
Product Manager, Avinci Media Corporation  
managed Alberto at Avinci Media, LC*

"I highly recommend Alberto due to his high level knowledge in the field of Post-Production. I find him every time we work together a key element in the follow through of our projects."

Top qualities: Great Results, Expert, High Integrity

*Rodolfo Gallegos, hired Alberto as a Business Consultant  
in 2005, and hired Alberto more than once*



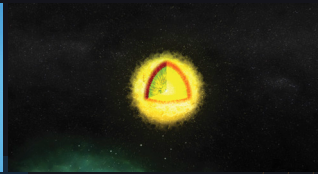
"Mal y de Malas"  
3D/2D Short film



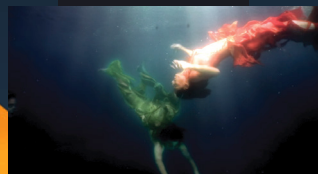
"Solitario"  
3D Short film



Banamex(Citigroup)  
3D animation



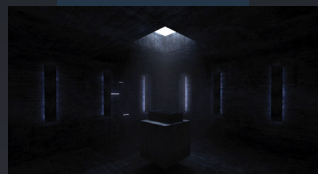
"Sun Layers" Educational  
3D Animation (Virginia)



"Entre Paredes de Agua"  
Medium Length Film,  
2D Composition and VFX



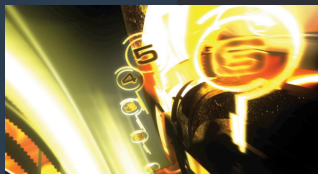
CoAlign 3D Animation Viz



Stage design for 3D Short Film  
(3D, lighting and Render)



Avinci's logo Spin up



Custom ESPN DVD bumpers&MoGraph  
for Avinc's DVD producer



RedBull "Memo Rojas"  
Documentary for Speed Channel



Nissan Tiida(Versa) TV Ad



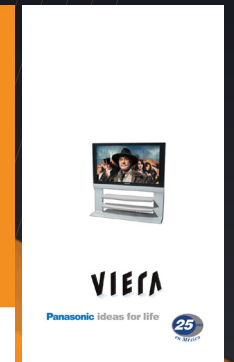
Custom ESPN DVD bumpers&MoGraph  
for Avinc's DVD producer



Philips Digital Signing



Del Valle Corporate Video



Panasonic Digital Signing

## CONTACT INFO

Name: Alberto López Ruiz  
e-Mail: albertolruiz@msn.com