

LORENA BARRERA

CREATIVE | CONTENT MANAGER | DIGITAL ARTIST

GREETINGS!

I'm versatile! I've been a digital artist, 3d generalist, game artist, creative strategist, freelancer, content manager.

My main passions are *storytelling, videogames, psychology, and activism.*

I can create ready-to-use game assets from concept art. High-poly modeling, low poly, uvs unwrapping, bakes, textures. I'm interested in every aspect of game industry, game design, game development, game art, publishing, partnerships, tournaments, Esports, game jams, game events and Indie Games.

I've also made strategies for videogame brands like Clash Royale for their Social Media.

EDUCATION

Universidad del Valle de México, Toluca. Estado de México. 2008-2013

Digital Animation and Interactive Technology.

Casa Lamm. 2018. Diploma. Literature. Science Fiction and Fantasy.

CERTIFICATION

Creative Writing: The Craft of Plot, The Craft of Character, The Craft of Setting.

Introduction to Game Design.

Science Fiction and Fantasy Literature.

EXPERIENCE

Current:

Freelance content manager and freelance artist. SEO and Google Analytics.

Previous:

FCB: Social media and marketing for Supercell's Clash Royale and Brawl Stars on LATAM. Increased LATAM community through YouTube.

Universidad Panamericana: Post Graduate Professor. Advanced 3d Texturing, from UVs to PBR texturing through Substance Painter

CGBot: 3D Game Artist. Game assets from it's concept to ready-to-use 3d asset. High-poly, low-poly, uv unwrapping, baking, texturing, animation, Unity vfx. Several studios like ElectronicArts, OtherSide, Blizzard and GunFire)

McGraw Hill Education: Media Developer. Interactive design and media education- al resources. Video editing and animation and game design. Translation.

Interalia: 3D Generalist, game assets, 3D full development, animation, graphic, and video editing for Kellogg's, Danonino, Coca Cola.

Gamedots: Content Writer. Entertainment blog around geek culture and videogames.



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SOFTWARE

3ds Max

Photoshop

Illustrator

Premiere Pro

After Effects

Unity 3d

Z Brush

Substance Painter

SKILLS

Mobile Games

Social Media

Fast learner

Creative

Curious

Motivated

Determined

LANGUAGES

English

Spanish