

Creative Communication Graphic Designer




Roberto
López de Cárdenas B.


Experience in Design Digital media production in advertising and communication.

Specialised in creative audiovisual production and post-production Motion graphics.

Art and Creative and art direction.

Contact:

 Retorno 50 N. 7 Col. Avante
Coyoacan CDMX

 044 55 20 68 22 97

 lcc.roberto@gmail.com



Objetives

Direct and manage creative teams, contributing with ideas creating motivating functional concepts that fulfill the needs of communication. Leading and delivering innovative creative designs tied to strategic business results.



Skills and knowledge



Communication, Advertising, Art Design Creativity:

- Creative concepts and design.
- Creative and Art direction.
- Advertising strategies, script-writing and copy-writer.
- Briefing of products and services.
- Internal communication campaigns.
- Corporate image design.
- Digital design.
- Print Design.
- Brand design.
- Audiovisual production and post-Production.
- Video motion graphics.
- Infographics images.
- Photography.
- Script-writing and Story board.
- Multimedia production.
- Music production and sound arts.



Software MAC & PC

- Adobe Creative Suite 2020
- Photoshop
- Illustrator
- Flash
- Indesign
- After effects
- Acrobat
- Premier
- Apple Motion
- Apple Final Cut X
- Apple Logic Pro
- Avid Pro tools
- Avid Media Composer
- Color Davinci Resolve
- Iworks, Pages, Knot, Numbers
- Microsoft Office
- Power Point, Word, Excel



Academic studies



Bachelor's degree

Communication.

University Valley of Mexico
UVM Campus Tlalpan Mexico city.
Degree and Certificate
(1997-2002)



languages

English

The Anglo
International exams center.
IELTS 60pts

Spanish

Native language



Diplomaed

Creative Strategies in Advertising

CADEC y UVM Tlalpan Mx
Diploma
(2002-2003)



Training

Video edition AVID Media Composer

ARTEC
Art Tecnology Center Mx
Diploma (2002-2002)

Book and Demo reel:



<https://vimeo.com/397116940>




<https://drive.google.com/open?id=1ra9HFTRCmmbDztH6MTmr5atEKnXCAp5p>


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Work experience

Brand design coordinator Creative audiovisual and media design.

SURA ASSET MANAGEMENT

Finantial spin
Best HR

Mensajes con Imagen s.c
www.mensajesconimagen.mx
Communication and advertising spin.
(2017 - 2020)

Main duties:

Responsible for design creative concepts and execute strategic brand communication for SURA Asset.
Design and development creative advertising concepts.
Art and creative direction.
Brand designer.
Creative audiovisual communication.
Design corporate communication image
Design for PyMes Startups.
Digital marketing.
Graphic design on digital media projects.
Accounts: Advanced engineering center CIA UNAM, Gpo. Gestalt Mexico, Happy Businesses Startups, Monsanto DELTAPINE Line, Mavari agricultural producers, Cronomedic health, Federico Hoth Cultural Foundation. PT Labor Party. SmartMedia Digital.

Creative director and audiovisual producer.

SMARTMEDIA Digital Mx
Integral intelligence in
Communication
www.smartmediadigital.com
Communication and advertising spin.
Contact:
CEO: Francisco Montero Gastélum
Mexico: (52 55) 5682 2201 / 02
Spain: +34911 430 336
(June 2006 - September 2015)

Main duties:

Creative audiovisual production coordinator, digital design, motion graphics.
Design and development creative advertising concepts, Copy-writes and analysis Briefs.
Creative communication strategies, Art direction in advertising and internal communication.
Digital Creativity for corporate events.
Graphic design and digital interactive media.
Corporate video and multimedia presentations.
Advertising production and art director of photography.
Audiovisual production and coordinator at corporate events.
All this experience and knowledge I've worked for national and international Brands in Smartmedia agency.
Accounts: BBVA Spain, BBVA Bancomer Mexico, BBVA Compass USA, VitaMedica, Endesa Spain, Ferrovial Spain, Foundation Vamos a Dar.

Designer video editor.

EP Producciones
Audio & Video SA. CV.
ZIMICE
Audio and video Production spin.
(May 2005 - June 2006)

Main duties:

Graphic design and Video post-producer,
Corporate video and multimedia presentations.
Script-writing.
Web design, and community manager.
Accounts: Prospectiva Mx
<http://www.prospectiva.com.mx/>

Internal Communication Designer.

BANCOMEXT
National Foreign Trade Bank
Government bank
www.bancomext.com/en
Financial spin.
(February 2003 - March 2005)

Main duties:

Creative copy-writer in Internal Communication and Social Communication.
Design and management of Institutional Intranet of the bank.
Graphic design and control of internal media, such as bulletin boards, mass mailings, newsletters, photography and institutional internal videos.
Graphic Communication for areas inside the bank such as HR, Marketing, PR.
Development of quality processes for certification (ISO) of the Internal Communication.
Managing the internal online magazine of the bank. (Bancomext Online)
Managing and design of outdoor advertising.

Book and Demo reel:



<https://vimeo.com/397116940>



<https://drive.google.com/open?id=1ra9HFTRcmmbDztH6MTmr5atEKnXCAp5p>