



Paola Guerrero

MULTIMEDIA DESIGNER



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Niños Héroes 102-406C
Delegación Benito Juárez

I maintain a professional approach in the development of specific goals, plans and deadlines to prioritize, organize and carry out my job. I have a very good eye for details and colors. With the experience I have gained in design, web design, multimedia, events, e-learning and digital marketing; I am the integral solution for the needs of your Company.



Education

1994-1998 **Escuela Nacional de Artes Plásticas UNAM.**
Bachelor's Degree in Graphic Design
Professional License: 4599812



Languages

Spanish | First language
English | B1 Level
French | A2 Level



Work Experience

- 2018- Today ● **Richmond ELT Mexico**
Multimedia & E-Learning
eLearning. Author Avallain platform with HTML5 & CSS3. Design and animation of e-books, flashcards, posters and interactive karaokes for English language teaching books. Management of CMS and AWS platforms.
- 2020-2021 ● **Virtual Latinos**
Digital y Multimedia - Part time
Corporate design. Design of digital material for social networks -infographics, videos, animations-. Video edition and animation for tutorials and trainings. Presentations.
- 2006-2017 ● **Cambridge University Press**
Design
Design and administration of the website. Design of minisites, landing pages, newsletter. Social media ads, graphics and videos. Promotional videos. Design of posters, promotional, flyers, banners and printed advertising in general. PowerPoint templates. Coordination of events and national tours of foreign authors to promote our materials.
- 2005 ● **COMA InterActive**
Proyect Manager
Design, development and coordination of animation, e-learning and interactive projects.
- 2003-2004 ● **CACTO, Arte e Ideas**
Multimedia & Web Designer
Design and development of web pages, animations and interactive projects.
- 2000-2003 ● **Producciones Virtuales/Funktion Technologies**
Multimedia Designer
Design and development of web pages, animations and miniseries online.



Software

Web, Multimedia & Graphic Design

Photoshop, Illustrator, After Effects, Premiere Pro, InDesign, Flash/Animate, Acrobat Professional, Dreamweaver, Office, Camtasia Studio, Plataforms: Author Avallain, Trello, AWS, CMS, WordPress, Wix.

Programming languages

HTML5, CSS3

Operative System

MacOS, Windows.



Extra Curricular Education

- ★ Introducción al Desarrollo Web Responsive con HTML y CSS | Domestika
- ★ Creación de una web profesional con WordPress | Domestika
- ★ Layout web con CSS Grid, Flexbox y otras técnicas modernas | Domestika
- ★ CSS Grid: First Look | Lynda.com
- ★ CSS: Animations | Lynda.com
- ★ Gráficos vectoriales SVG: ilustrar y animar con código | Domestika
- ★ Creating a Responsive HTML Email | Lynda.com
- ★ HTML5, CSS3, and jQuery with Adobe Dreamweaver | Learn by Video
- ★ Introducción a la programación en JavaScript | Domestika
- ★ UI & Web Design using Adobe Illustrator CC | Skillshare.com
- ★ Diseño UX: experiencia de usuario UX / UI + Figma | Udemy
- ★ De la animación al código | Vénturus
- ★ Diseño de páginas web | FOLDER X
- ★ Adobe Illustrator CC - Advanced Training | Skillshare.com
- ★ Introducción a After Effects | Domestika
- ★ Adobe After Effects CC - Animated Infographic Video & Data Visualisation | Skillshare.com
- ★ Diseño de contenido gráfico para redes sociales | Domestika
- ★ Introducción al community management | Domestika
- ★ Creación y edición de contenido para Instagram Stories | Domestika