

ANNA PARETAS

ART DIRECTOR / MOTION GRAPHICS DESIGNER

VISUAL FX SUPERVISOR / CONTENT PRODUCER

HELLO!

I'm a creative and motivated digital artist and animator with more than ten years of experience in motion graphics, animation and video production for a broad range of visual content.

Through many years of experience, I have gained an in-depth knowledge of the creative process, production, and output for video and motion.

I have worked on large and challenging projects for clients such as **Google, YouTube, History Channel, Old Spice, Volkswagen...**

MY EXPERIENCE

2013 - 2014 Mexico City.

At Caponeto Inc.

Developed concepts, created branded content, produced shots, supervised editing and special effects processes for **Old Spice** commercials and **History Channel** TV Shows. Produced, acted as a Art Director and Motion Graphics Designer for the **Google Digital Discovery** and **Google Think Talks**.

2012 - 2013 Mexico City.

Freelance for Caponeto Inc. and Plataforma tv.

Led teams of animators acting as an Art Director to create a stadium size 3D Projection Mapping for **YouTube**. Developed and created branded concepts, produced shots, led post-production and animator teams for **Google** commercials.

2011 - 2012 Mexico City / Barcelona, Spain.

Freelance for El Terrat, Plataforma TV and Caponeto Inc.

Creative director of visual content and motion graphics for **Google** commercials and infographics. Supervised teams of designers and illustrators as an Art Director for **Editorial Planeta** book designs.

2010 - 2011 Barcelona, Spain.

Freelance for El Terrat, Zoopa and Dies Tontos, Benecé.

Oversaw post-production teams, created visual content for commercials and TV shows. Non linear video editing, keying, compositing, special effects, titling, color grading and tracking for **Salvados** and **El Convidat**.

2009 - 2010 Barcelona, Spain.

Freelance for El Terrat, Zoopa, Boolab and La iguana.

Conceptual development of motion graphics, Art Director of illustrators and animator teams for **Shakira Oral and Fixation Tour Visuals**, TV shows and commercials.

2008 - 2009 Barcelona, Spain.

Freelance for El Terrat, Zoopa, Electric Park, and Dies Tontos.

Conceptual development of motion graphics, compositing actors into backgrounds, creating environments in compos, creating and editing animated graphics for **Homozapping**, **APM**, **TV3 Broadcast Channel**.

2007 - 2008 Barcelona, Spain.

Freelance for El Terrat, Zoopa, Electric Park and Dies Tontos.

Conceptualized and created motion graphic designs, provided composition, masking, keying, stop motion, 3D animation, lighting, final texture and color grading for **Salvados**, **El Convidat**, **A3 Broadcast Channel National TV**.

2006 - 2007 Barcelona, Spain.

Freelance for El Terrat, La Productora and Videotur.

Motion Graphics Designer.

2002 - 2006 Barcelona, Spain.

Freelance for La Productora, Videotur.

Motion Graphics Designer, Motion Graphics Designer Assistant.

EDUCATION

Escola d'Art La Llotja, 2002
Fine Arts, Design and Technology.

Escola d'Art d'Olot, 1997 - 2001
Studio Art.

CONTACT INFO

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SKILLS

Art Direction
Motion Graphic Design
Visual FX
Content Production
Photography

Software:

After Effects
Illustrator
Photoshop
Premiere
Final Cut
Media Encode
Cinema 4D
Lightroom
Indesign

PERSONAL SKILLS

Personality
Strong work ethic, positive attitude, self confident, effective communicator.

Organization
Meet deadlines, problem-solver skills, ability to act as a team player or leader, strategic.

Social
Empathetic, conscientious, respectful, honest.

LANGUAGES

