

# Wilfredo Herrera

www.fredo.world  
fredo25w@gmail.com  
Brooklyn, NY

## SKILLS

Fluent in English  
and Spanish

- Adobe CC Suite  
(Illustrator, Photoshop,  
Premiere, After Effects)
- Figma
- TouchDesigner
- Front-End Web Dev  
(HTML, CSS, Javascript)
- Knowledgeable on 8mm  
film, tape, & DSLR  
cameras

## EDUCATION

University of  
Rhode Island:

Bachelors of Arts in  
Film Media with  
concentrations on video  
editing and  
cinematography

## EXPERIENCE

### visual design work (freelance)

- Create short-form video edits of client content for CoUrbanize, an online community engagement platform connecting real estate developers and municipalities with residents.
- Collaborated on the development of the redesigned website for ArtBath, a monthly immersive performance series in New York City.
- Served as cinematographer for the short film Sexy Bitch, currently in post-production.
- Directed and edited the music video for the song *Thunder* by the Boston-based band Pyramid Thieves. Additionally, created the VFX.

### machine learning data associate ii (amazon inc. 2017-2022)

- Spearheaded proof-of-concept Machine Learning projects driven by quality benchmarks.
- Worked closely with customers to draft conventions for production processing and establish necessary parameters for a successful delivery of outputs.
- Provided individual guidance and working sessions to the production team to ensure the desired quality output.
- Presented project updates to leadership and stakeholders at daily or weekly team syncs.
- Worked as part of the production processing team providing support to external and internal customer projects.

### quality control technician (lensprotogo / rule boston camera)

- Performed inspections and testing procedures on camera, lighting and support equipment returned by member customers.
- Kept track of inventory units.
- Made gear purchase deliveries & pick ups for external clients.