

# IGNACIO GUILLEN

**Content Creator | Graphic Designer**

+1 672-558-1592



nacho.torres1@gmail.com

Vancouver, BC

A storyteller at heart, I'm currently a UI/UX design student with a decade of experience in journalism, , content creation, graphic design and video editing. Now looking for new opportunities to grow and develope my skills as a professional.

## EXPERIENCE

## SKILLS

### Graphic Design

Figma  
Canva  
Illustrator  
Photoshop

### Audiovisual Production

Video Shooting  
Motion Graphics  
Video Editing  
Sound Design  
Photography  
Scriptwritting  
Adobe Premiere  
Adobe After Effects  
Adobe Lightroom  
Final Cut  
Copywritting

## LANGUAGES

Spanish – Native

English – Professional  
Advanced

### 2019 – 2023

**APPEN GLOBAL**  
**Content Moderator / Search Engine Evaluator**

- Used a web application to support the measurement of the relevance of search data generated by one of the biggest e-commerce companies in the world.
- Reviewed and flagged possible fake news articles for a major social media platform.
- Recorded weekly videos of social interactions and everyday activities to help train artificial intelligence.
- Identified the relevancy of social media ads and provided feedback on how likely they could interest the public.
- Transcribed audio from different sources to help develop speech recognition technology.

### 2017 – 2019

**CONTACTO METROPOLITANO**  
**Graphic Designer / Content Manager**

- Designed the visual identity for the company and its web presence.
- Built a news website from scrap and provided constant maintenance.
- Provided compelling coverage of both anticipated and breaking news.
- Wrote pieces and stories for the website and social media.
- Designed and planned a content strategy. Grew from 1000 to 127,000 visits monthly.
- Video-edited coverage of daily news and interesting stories.
- Directed a web series that interviewed candidates for major in local elections.
- Animated titles and other motion graphics for social media.

# EXPERIENCE

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## EDUCATION

**UI/UX Design Diploma**  
**2023 -NOW**

Cornerstone Community  
College

**Communication Science**  
**Bachelor**

**2015 – 2020**

FCPyS Universad Nacional  
Autónoma de México (online)

**English Communication Skills**  
**Specialization (Course)**

**2020**

Georgia Institute of  
Technology - Coursera

**Digital journalism and fight**  
**against fake news (Course)**

**2020**

Universad Nacional  
Autónoma de México  
- Coursera

## PERSONAL

**Volunteer Staff at Jornadas**  
**Alarconianas Cultural Festival**

Provided photography and general  
help during a week of cultural  
events in the city of  
Taxco, Guerrero, México. (2022)

**Volunteer Photographer and**  
**Videographer at TAFF**

Took photographies, video and  
interviews for the Taxco Film  
Festival 2019 edition.

**2015–2017**

**TLALTIZAPAN'S CITY HALL**

**Press Office Coordinator**

- Coordinated the overall operations of the press office for the local government.
- Organized press conferences and served as a link with the press.
- Redacted press releases in a daily basis for each of the local government activities.
- Took graphic evidence of each activity, such as photographs and video.
- Edited institutional videos for the City Hall social media.
- Managed and created content for all of the local social platforms.

**2012–2015**

**CHANNEL 22**

**Video Editor / Videographer**

- Assembled and edited video stories for TV Newscasts
- Created graphics and animations for live and recorded TV shows.
- Designed graphic packages for television programs
- Assisted in the taping of pre-recorded shows.
- Video recorded footage for pieces and news stories.

**FREELANCE EXPERIENCE**

**Video Editor / Graphic Designer / Writer**

- Designed Posters, Flyers, Billboards, etc for publicity purposes of various clients.
- Produced video ads for local businesses and political campaigns.
- Created corporate animation videos for companies and local governments.
- Wrote mystery and historic articles for "El Chopper de Guanajuato" Magazine, for both printed and online publications.
- Redacted news stories and articles for videogame website "ResetMX"
- Participated as a drone operator in the documentary "Dos Relámpagos al Alba", Produced by Juan Castro Gessner and directed by Coizta Grecko.