PAMELA FLORES

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MULTIMEDIA DESIGNER

PERSONAL **INFO**

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Mexico City
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EDUCATION

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Master's in Narrative and Digital Production
PANAMERICAN UNIVERSITY
Mexico City
2012 - 2014

Engineering in Digital Animation
PANAMERICAN UNIVERSITY
Mexico City
2008 - 2012

ABOUT **ME**

I am a Web Designer and HTLM/CSS Developer.
I had the opportunity to work on audiovisual production, video editing, and other digital content such as manuals, images and infographics. Also, I have experience with web design and HTML/CSS development for different brands in digital marketing agencies.
Will need TN Visa sponsorship to work in the U.S

WORK **EXPERIENCE**

WEB DESIGNER | BNN   Sept 2016 - Present

Good Care	Creation of a static and animated master graphics. The static master graphic was for a campaign to make users sign up from the website and the animated one was for another campaign that was going to communicate the new branding of Good Care Optipro Supreme®
Nutrir	Newsletter design. The first newsletter was to communicate Nutrir presence at the 3th International Congress of Educational Leaders in Guanajuato. The second one was to invite the people to check out the website for more information.
Más Fondos	Newsletter design and HTML/CSS development. Banners and landing page design for the website **http://masfondos.mx/**.
Nescafé	Website maintenance. Images for new products and machines and design of new sections for the website **http://nescafe.com.mx/**.
Finamex	Editorial design for digital magazines published by Finamex.
V8	Banner design for digital advertising campaign.

EXPERTISE

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Web Design

HTML/CSS Development

Video Editing

Gif Animation

Social Media Design

Editorial Design

SKILLS

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Photoshop

Illustrator

After Effects

Indesign

Final Cut

HTML 5

CSS

WEB DESIGNER | BNN   Sept 2016 - Present

Recetas Nestlé   Creation of monthly cookbooks.

Responsibilities:

• Communicate with multiple teams to gather or complete requirements

• Work with different brands at the same time

• Create animated gifs, web design and HTML/CSS development

HTML/CSS DEVELOPER | WUNDERMAN   Feb 2016 - Sept 2016

Movistar   Movistar is a website developed on top of Liferay (CMS). My job was to develop the mark up and styles for banners, landing pages and newsletters. **http://www.movistar.com.mx/**

Nido   Markup and styles development for the website. **https://www.nido.com.mx/**

Responsibilities:

• Lead HTML/CSS developer

• Communicate with multiple teams to gather or complete requirements

• Constant maintenance of the Movistar website

MULTIMEDIA DESIGNER | LUMIA   Sept 2015 - Feb 2016

Sí Vale   Sí Vale is a company that specializes on issuing vouchers and cards for the control and dispersal of financial resources, including social security, work tools, incentive plans and gift cards. I was in charge of the newsletter, landing page design and HTML/CSS development. **https://www.sivale.mx/**

Grupo Map   Social media design for facebook.

Carbonell   Social media design for twitter, instagram and facebook.

MULTIMEDIA DESIGNER | LUMIA Sept 2015 - Feb 2016

Responsibilities:
• Communicate with multiple teams to gather or complete requirements
• Constant maintenance of the Sí Vale website
• Sending email campaigns
• Creation of visual concepts for social media

WEB PRODUCER | MACMILLAN March 2015 - Aug 2015

Ediciones Castillo I worked in Editorial Castillo's team, this division was in charge of all the Spanish content. As a multimedia designer my duties included styling interactive books with CSS, landing pages and banner design, and video editing.

Responsibilities:
• Interactive books development
• Creation of visual concepts

MULTIMEDIA DESIGNER | UNOi May 2014 - March 2015

Professional Learning Platform The objective of the Professional Learning Platform is for teachers all over the country learn how the "UNO Internacional" system is based, so they can find new ways to teach the kids and share experiences between them. For this particular project, I created infographics and multimedia content.
Also, we had to travel around Mexico to record and produce videos of success stories with "UNO Internacional" System, later the job consisted of sound and image editing to produce the final video.
 Finally, I was in charge of the web design and UX for UNO International website.

Responsibilities:
• Creation of multimedia elements
• Video production and editing
• Work closely with the IT team