

ALVARO GUERRERO

Motion Graphics Designer

HelloAlvaro.com

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(Reel on my website)

I am a 10-year experienced Motion Graphics Designer focused on creating motion graphics for television, advertisements, and social media platforms. Latin-America-based working at a marketing and advertising company where I've had the opportunity to connect and collaborate with project managers successfully, graphic designers, directors, and other creative professionals throughout the years as an Innovation Creator, Senior Graphic Designer, and currently, Audio-Visual Director.

As part of a creative team, I've been a jack of all trades; from designing motion graphics for a client's social media strategy plan to building a Virtual Reality game simulator for an event, which has led me to be adept at my field and to stay constantly learning about all new technologies and strategies.

WORK EXPERIENCE

Innovation Director at Bold Digital Agency | Miami, FL

Jul 2017 - Present

- Engaged with team members, customers, and clients to manage the decision-making process for multiple projects.
- Identified and constantly implemented new creative strategies and technologies for social media campaigns and live events.
- Constantly supervised innovation strategies within the company to improve performance and progress in the creative field.

Audio-Visual Director at Bold Digital Agency | Miami, FL

Feb 2014 - Present

- Executed unique motion graphic ideas for clients in Central America and the United States.
- Cross-collaborated with Art Directors, Graphic Designers, and other creative professionals to successfully complete projects.
- Effectively provided new creation of engaging video and motion content for clients' online platforms like social media and websites.
- Professionally utilized a complex combination of 2D and 3D software products like Adobe After Effects, Adobe Premiere Pro, Photoshop, and Illustrator, among others to create both motion and still graphics for clients' projects.
- Conducted video editing and production, including capturing, organizing, and assembling raw footage, applying visual effects, transitions, and color grading to enhance the overall quality of the videos.
- Stayed updated with the latest trends and advancements in video editing and production techniques to continuously enhance the agency's video capabilities.
- Worked alongside creative, administrative, and business professionals in a fast-paced environment with the ability to adapt to changes and meet deadlines efficiently.

Graphic Designer at Bold Digital Agency | Miami, FL

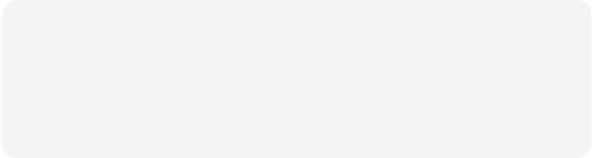
Jan 2012 - Feb 2014

- Proficiently assisted in the preparation of graphics for clients' social media platforms, supporting their vision and graphic quality as a company.
- Utilized 2D and 3D computer software products including the Adobe Creative Suite with Adobe Photoshop, Adobe Illustrator, and After Effects.
- Provided support to all creative departments through the company's graphics projects.

Social Media Director at Viajes Premier | Managua

Jun 2011 - Jan 2012

- Developed updated social media marketing plans and strategies that aligned with our client Viajes Premier, a travel agency based in Nicaragua.
- Fluently communicated with all creative team members to develop a strong social media presence, managing a monthly content calendar including visual, audio, text, and multimedia formats.
- Monitored social media trends and technologies to later develop an accurate and effective plan that leads to more traffic and brand positioning.



Production Assistant at T.T.D.I.D Creative Group Gainesville, FL

2010 - May 2011

- Effectively assisted Producers and Directors as a camera operator in the creation of promotional material for music videos and promotional TV Commercials.
- Produced graphics and visual arts for promotional campaigns.
- Managed technical and creative tasks with team members with creative thinking and problem-solving ability.

EDUCATION

A.S. degree in Digital Media Technology / Graphic Design at Santa Fe College

Gainesville, Florida | 2010 - 2011

A.S. degree in Digital Media Technology / Interactive Media Production at Santa Fe College

Gainesville, Florida | 2008 - 2010

LANGUAGES

English

Native



Spanish

Native



SKILLS

Strong knowledge of Complex Animation Software.



Proficiency in Adobe Creative Suite Programs- Adobe Illustrator, Photoshop, Premiere Pro and After Effects.



Excellent collaboration skills.



Active listening and effective conflict and problem-solving.



Time management and working under pressure.



Knowledge in computer software products for Augmented Reality and Renderings like Meta Spark AR, Unity and Blender.



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