



José Manuel Estrada Sánchez  
03 / 12 / 1985  
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Web links to example work: - REEL - BEHANCE -

## EDUCATION

Design and Visual Communications Major  
School of Arts and Design  
The National Autonomous University of Mexico  
Universidad Nacional Autónoma de Mexico (UNAM).

## SUMMARY

I am a creative visual designer and leader. I enjoy learning new skills quickly and applying knowledge gained from years of experience. I insist on excellence from myself, and my team, to ensure the best creative solutions. I am capable of working independently, as a member of a team and as a team leader.  
As a corporate collaborator, I work to understand the core values of the business and look for ways to incorporate its mission and vision into the design products.

## WORK HISTORY

**2017-present**

**Freelance: Manuel Estrada.**

**Independent**

Currently, I manage several design and animation projects. My duties involve direct communication with clients, direction, and production of visual products from conception to delivery. I have completed projects with: Mercedes-Benz, Royal Holiday, GI Pharmacies, MUNAL, Tupperware, among others.

**2014-present**

**Freelance: Affix**

**Art director**

Affix is a multidisciplinary collective, supporting projects in an altruistic way, by producing web pages, music video clips, animated gifs, among others.

**2014-2017**

**Promo Espacio, a unit of TV Azteca**

**Coordinator of design and production**

Coordination and administration of multidisciplinary teams. My job focused on carrying out projects from conception to the delivery of final products such as: Creative concepts, storyboards, animation - motion graphics 2d - 3d, digital dummies, preproduction, video production, and postproduction, temporary curtains, channel identities, flyer design, POP material, logos, corporate identity, web pages, interactive, augmented reality, 360 videos, development, and implementation of campaigns for television - digital signage.



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## WORK HISTORY

- 2013-2014**                      **Promo Espacio, a unit of TV Azteca**  
**Senior motion graphics designer**  
I was in charge of the development of animations, stationery of the company, video, and postproduction.
- 2011-2012**                      **Freelance: Manuel Estrada.**  
**Independent**  
My role was in the area of developing animation and videos for mapping a project for the HBO Channel. I also developed the webpage for "GGYA Editors" and created illustrations for the book "Aguascalientes" SEP.
- 2009-2011**                      **Elpix**  
**Jr. Motion graphic designer.**  
Preproduction, production, and postproduction of projection mapping for the restaurant "Dulce Patria" by Martha Ortíz. Animations for digital signage screens "Hardcandy" (Madonna). Postproduction of the documentary "Verdaderamente Durazo" by Mauricio Katz.

## EDUCATION

- 2019** Creative code for animation and video - Houdini VEX -processing.  
CENTRO - Diseño Cine Televisión
- 2014 -2017** Digital tutors - Pluralsight Management, Cinema 4d, Xpresso, HTML5-css3, Usability, UX/UI, Maya 2017, among others.
- 2012** Diplomat "Video with virtual reality in 3D" by Kelsen Gómez.  
School of Arts and Design, UNAM.
- 2010** Workshop "Production, diffusion and development of alternative communication projects", a workshop from the group "Señales" by Magdalena González Gámez.
- 2010** Workshop "How to build a recording studio at home" by Luis Murillo / "Bishop" in "Discoteca" electronic music training and dissemination center.
- 2009** From the sensitive to the sensitive body ", "Digital Illustration" and "Creativity" series  
School of Arts and Design, UNAM.
- 2006 - 2008** Propaedeutic of music in the School of Artistic Initiation 2, National Institute of Fine Arts a.k.a. Instituto Nacional de Bellas Artes.
- 2004 - 2009** Visual design and communication major, School of Arts and Design, The National Autonomous University of Mexico a.k.a Universidad Nacional Autónoma de Mexico (UNAM).



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## SKILLS

**Operating Systems :** Mac and Windows

**Programming Languages :** AS3, JS, Html - css3, VEX

**Compositing:** Nuke.

**Graphics Animation:** Photoshop, Illustrator, Toonboom, After Effects

**Web UX/UI:** Dreamweaver, Flash, Adobe XD

**Video:** Premier

**3D Modeling :** Maya, Cinema 4D, Topogun, ZBrush, Houdini

**Audio :** Adobe Audition

**Mapping projection :** Resolume Arena, vvvv, Watchout, Touch designer, Processing

## LANGUAGES

Spanish (native)

English (fluent)

## TEACHING EXPERIENCE

**2017-2018** Course Instructor: 3D animation and projection mapping  
ARCITE School of Art and Technology, Mexico City.

## ACHIEVEMENTS AND AWARDS

**2017** ARDY Award 2017 Best Sales training program - Royal Holiday

**2011** Pantalla de Cristal Award for the best visual effects in the documentary  
"Verdaderamente Durazo" Produced by: Canana / Makina / Once TV México

**2007** 2nd place in the "Post Scriptum", University Postal Art Contest, UNAM  
"Tzompantli a José Guadalupe Posada"