

ALEJANDRA LOZANO ESPARZA

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Baltimore, MD

EDUCATION

- IED Istituto Europeo di Design** **SPAIN**
10/14 – 07/15 **Master's in Motion Graphics**
Relevant Courses: Fundamentals of Motion Design, Visualization Support. Typography
- University of Idaho** **UNITED STATES**
08/10 – 05/14 **Bachelor's in Art and Design**
Relevant Courses: Graphic Design, Integrated Design Process, Drawing for Design Thinking, Typography, Photography, Integrated Art & Design Communication
- 04/14 – 05/14 **Digital Marketing Online Course – Shaw Academy** **IRELAND**
25/11/20 **Digital Marketing Seminar** **MÉXICO**

WORK EXPERIENCE

- 10/17 – Present **Graphic & Motion Freelancer** **WORLDWIDE**
Graphic Design – Motion Graphics – Branding Design – Video Editing – Web Design
Social Media Manager – Production and Post production.
- 07/19 – 10/19 **Endcode ; Technology Law Firm** **SOUTH AFRICA**
Developed the branding identity, website, reports design layout and promotional videos for the company.
- 01/19 – 07/19 **AD TRICK** **PORTUGAL**
Developed the branding identity for Portuguese restaurant O Puro in Lisbon, as well as creating promotional videos for Luxury Ritz Carlton Portuguese hotel chains Penha Longa Resort in Sintra,
- 01/17– 10/17 **OPCOM Media Group** **MEXICO**
Graphic and Motion Designer, Video editing and Post-production animation.
- 01/15 – 06/15 **Artesolar LED Lighting Company** **SPAIN**
In charged of. all the packaging design, news letters and web banners design, managed advertising media products for the company as well as developed catalog design for season 2015-2016.
- 06/12 – 10/15 **The Meadow Club of Southampton | Summer Marketing Designer Internship** **UNITED STATES**
Marketing designer for the Tennis Shop. Main advisor/designer for tournament posters.
Photographer at the tournaments and events at the club. Decorator designer for events at the club.

CERTIFICATIONS

- 03/16 Using the Disney Model for Customer Service Experience Seminars and Business Training S.C.
- 05/16 **CPD Certified** by the Shaw Academy Dublin, Ireland in Digital Marketing.
PTR (Professional Tennis Registry)

COMPUTER SKILLS

- Adobe Creative Suit** Level – Advanced
Final Cut Pro Level – Advanced
Cinema 4D Level – Intermediate

LANGUAGE SKILLS

- Spanish** Level - Native
English Level – Bilingual
French Level- Beginner

EXTRACURRICULAR

- Idaho Vandals Tennis** Team member of the University of Idaho, Women's Tennis Team
Tennis NCAA NCAA Division 1: Full Athletic Scholarship
- Idaho SAAC** Led several fund-raising events as one of the leaders of the SAAC (Student Athletic Advisory Committee)