

# LUIS DEL TORO

## EDUCATION

Pto. Vallarta, 2007

**Universidad de Guadalajara**

Bachelor of Multimedia Communication

Multimedia Interactive Interface Design

Vancouver, CND, 2002

**Vancouver Film School**

The Art of Cinematography / Lighting The Set

**Langara University**

Editing a Film.

Guadalajara, 2001

**Centro de Arte AudioVisual**

Associate of Audiovisual Arts

## SOFTWARE SKILLS

**Languages**

HTML / CSS / Javascript / PHP

**Framework**

Bootstrap

**Tools**

Wordpress / WooCommerce / MySQL

**Design and Video**

Illustrator / Photoshop / InDesign / Premiere /

Figma / Brizy

## LANGUAGES

Spanish Native

English Fluent

French Basic

**Front-end Web Developer | Graphic Design / Editorial**

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Tijuana, México

## WORK EXPERIENCE

**pupilo** | 2007 - to date

pupilo.com.mx

**Freelance designer** | Web design / Editorial design / Graphic design

Pupilo is the pseudonym for my freelance work as a multimedia professional.

These works have mainly been on websites; among the most robust have been for the last three editions of the BorDocs, Border documentary show, 2009-2013; as well as graphic support for them and for different audiovisual projects; and editorial edition for books / reports / catalogs. Within all these projects, creative goals and deadlines have been achieved effectively.

**Multitaskr** | Febrero, 2021 - Agosto, 2022

gomultitaskr.com

**Web Designer** | Web design / Editorial design / Graphic design

I was in charge of the main website and its maintenance, as well as landing pages for different campaigns using the Wordpress and different plugins; I worked with the marketing team for the generation of copy, images and connectivity to facilitate the development required for them.

**Centro Cultural Tijuana** | Enero, 2009 - Diciembre, 2020

cecut.gob.mx/exposiciones

**Graphic Designer of Exhibitions** | Graphic design / Web design / Editorial design

At the most important cultural center of the northwestern part of the country I have collaborated with a creative group for the graphic design of the exhibitions; my responsibilities were mainly the generation of graphic material, room sheets, text to wall, postcards, posters; now, focus on generating virtual content for the different users of the website, in addition the design of catalogs. One of the projects that I feel most satisfied is the conception and design of a quarterly digital magazine, titled *Montaje*, which we worked in collaboration with the Arts department students at UABC.