Contact

Tijuana, B.C., Mexico
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Skills

Graphic design

Visual identity and logos, illustration, social media design, editorial design (eBooks, brochures,business cards), large-format print (banners and signage).

Brand management

Applying brand guidelines, managing several brands with distinct visual styles at the same time.

Motion graphics

Motion Graphics Design and Animation, animated GIFs, short-form promotional videos.

Video and photography

Video production and editing for social media and YouTube, AI-Powered Video Production & Creative Editing,photography and retouching.

Digital marketing

Landing page design, email campaign design (Mailchimp) and SMS campaigns.

Languages

Spanish	Native
Engish	Proficient

Software

Design and motion

Adobe Illustrator, Photoshop, After Effects.

Video

Adobe Premiere Pro, CapCut

Artificial Intelligence

Firefly Adobe, kittl

Web and marketing

WordPress, Unbounce,Mailchimp

Ian Paulina Corona Durán

Graphic designer, motion designer and video editor
B.A. in Digital Multimedia

Profile

Graphic designer and video editor with 7+ years of experience creating visual identities,- social media content, motion graphics and video for beauty, aesthetics, real estate and hospitality brands.
I handle the full life cycle of a visual piece: concept, design, illustration, animation and final edit. Seeking a Graphic Design and Motion Graphics position where I can apply my creative vision, design skills, and attention to detail to produce compelling visual experiences.
Highly responsible and proactive professional with a strong work ethic, a proactive mind-set, and a serious commitment to delivering high-quality work.

Experience

2024 – 2026

Nail Alliance

Video and Motion Graphics Editor

Group of professional nail care brands with an international presence

- Designed and animated motion graphics for the social media channels.
- Produced 10+ videos per week for multiple brands across the company, ensuring consistent quality and brand alignment.
- Integrated animated graphics and typography into video, combining editing and motion graphics in a single piece.
- Delivered every piece adapted to the formats of each social media platform.

2021 – 2024

Vida Wellness and Beauty clinic

Graphic Designer and Audiovisual Content Creator

Plastic surgery clinic, Tijuana

- Designed logos, illustrations and graphic pieces for the clinic's digital and print communications.
- Animated motion graphics and GIFs for social media and campaigns.
- Developed editorial and marketing materials: eBooks, business cards,campaign emails and landing pages.
- Designed and produced visual graphics and marketing materials for multiple brands, including Vida Plastic Surgery, Medi Spa, Vida Bariatrics, and Gynecology.
- Shot clinical photography.
- Shot and edited videos for YouTube and social media.

Experience

2020 – 2021

Coldwell Banker Americas

Marketing and Audiovisual Content Specialist

Real estate

- Designed large-format print pieces (banners and signage) to promote the brand.
- Created graphic and audiovisual content for social media, keeping visual consistency across digital and print channels.
- Designed email marketing campaigns in Mailchimp, from the visual template to market segmentation.
- Used Mailchimp as a CRM to segment contacts and target each campaign to the right audience.
- Created SMS campaigns to maintain direct communication with clients.
- Shot and edited videos for YouTube and social media, from capture to final edit.
- Shot and edited photographs for marketing materials.

2018 – 2019

Hotel Belo and Hotel Gamma

Content Creator and Video Editor (freelance)

Hospitality

- Shot and edited videos for the social media channels of Hotel Belo and Hotel Gamma.
- Produced promotional visual content for both hotels' social media profiles.
- Adapted the style of each piece to each hotel's identity, working on two distinct brands in parallel.
- Covered each piece end to end: shooting, editing and delivery ready to publish.

Education

2012 – 2016

B.A. in Digital Multimedia

Universidad Montrer

Licensed professional

2016 – 2018

Visual Arts Studies (2 years)

Universidad Michoacana de San Nicolás de Hidalgo