

Creative Video Editor & Designer

Video Editing · Creative Production · Graphic Design · AI-assisted Content

PROFILE

Bilingual video editor and designer working across short-form video, brand content, menu and campaign design, and AI-assisted production, from brief to final delivery. Lived and studied in San Antonio, Texas for six years; based in Monterrey.

EXPERIENCE

- REDSPOT

Monterrey · Jan–Sep 2026

Marketing, Branding & Design

 - Designed the 9-page food menu and 6-page drinks menu.
 - Adapted the existing REDSPOT R into a circular graphic device.
 - Photographed the restaurant’s chef statue and developed it into the graphic character used in the menu.
 - Led campaign concepts, social assets, promotional copy and digital brand direction.
 - Supervised in-restaurant execution and analyzed sales and operational data.
- UAN MEDIA

Monterrey · Jan 2026–Present

Creative Producer & Brand Systems

 - Designed the logo for an outdoor media company, built on “UAN” read as “one”.
 - Developed an executive brand deck and a modular content system.
 - Planned location-led reels, map-based motion concepts and a repeatable production workflow.
- LA FUNDACIÓN

2024

Content Creation & Social Media Supervisor

 - Created, organized and supervised social media content for the organization’s communication needs.
- CAFÉ REY

Jul–Dec 2019

Restaurant Supervisor & Branding

SKILLS

- Video

Premiere Pro · CapCut · Short-form, reels, shorts and UGC editing
- Design

Adobe Illustrator · Brand identity · Campaigns · Meta ad creative · Social · Printed, digital and QR menus
- AI production

Higgsfield · Seedance · Veo · Runway · Kling · Adobe Firefly
- Web

Lovable · Squarespace · Landing pages

EDUCATION

- Universidad Valle Continental

University studies
- Ronald Reagan High School

San Antonio, Texas
- López Middle School

San Antonio, Texas
- Instituto Irlandés de Monterrey

Junior high

LANGUAGES

Spanish, native · English, native