

ALONSO ESCALANTE LOPEZ

CREATIVE LEAD

Personal Info

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Phone

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E-mail

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Date of birth

1987-07-27

LinkedIn

linkedin.com/in/alonsoescalante

Portfolio

designael.com

References

Upon Request

Canadian Permanent Resident

Skills

Problem Solving | Improved workflow to increase productivity

Leadership | Managed a team of designers and video production crew

Project Management | Efficient on the use of tools like Wrike, Asana, and Slack

Adaptability | Capable of jumping from project to project, always achieving deadlines and goals

Video Production | Skilled in every area of video production

Adobe Creative Suite | Expert knowledge of the entire design and video suite

Microsoft Office and Google Suite | Proficient on the entire suite

3D Rendering (Keyshot) | Proficient creating realistic product renders

Spanish | Fluent

Experience

CREATIVE LEAD | 2013-07 / 2019-09
Kanto Living | <http://kantoliving.com>

Responsibilities

- Revamped the entire branding of the company which has now provided recognition in the market
- Produced 100+ videos, from installation videos to marketing commercials that have provided trust and incredible 5-star reviews in every channel the company sells at
- Trusted with high budgets for photoshoots and commercials, resulting in great results that are now showcased in all of our video and imagery online and print
- 3D renders for all of our products
- All in-store, marketing and sales collateral designs for the company
- In charge of the creative team

Achievements

- Produced full 3D render mockups for in-store merchandisers which opened the doors to big channels like BestBuy, BrandSource, TheBrick, which ended in huge accounts for the company
- By rendering all the products in-house I was able to save the company thousands of dollars in the whole photography process
- Trained 3 designers that are now key and essential people for the team and the company. Each one of them working in their own strengths, creating the best possible outcome for the projects required by the company

FREELANCE ARTIST | 2012-01 / Present
Designael | <http://designael.com>

Responsibilities

- Produced animations for different clients including UBC, Vancouver Economic Commission, City of Vancouver, etc
- Corporate online video production from concept to delivery
- Brand guidelines, Business Cards, Collateral
- Creative Development & Production of 2D Animations and Illustrations

Achievements

- Key event producer for Mexico Fest with an attendance of 10,000+ people and recognized international artists

ENTREPRENEUR & OWNER | 2006-10 / 2011-10
Akbal Group Xalapa

Responsibilities

- Managed 2 separate locations, a fusion restaurant with hookah bar and a nightclub
- Designed a full marketing plan and promotions for both places
- Handled all ordering and stocking for liquor, wine, barback, coffee, supplies
- Developed relationships with vendors and suppliers that resulted in an 18% cost savings
- Managed 13 waitresses and bartenders between both places.
- Hired and trained entry-level staff

Achievements

- First electronic music bar in the state with live Dj's playing every day
- The bar was positively reviewed by the travel guide of the New York Times <https://www.nytimes.com/2007/11/18/travel/tmagazine/14talk-xalapa-t.html>
- We were able to produce private events for people with disabilities and create a safe environment for them to enjoy

Education

British Columbia Institute of Technology, Vancouver | 2011-04 / 2012-05
New Media Design & Web Development