**Luis Francisco Balaguer**

lfbalaguer@gmail.com

**Graphic, Web Design & 3D professional**

Design, 3D, Programming

Experienced graphic and web designer with demonstrated expertise designing, building and maintenance of projects based on new technologies, navigation, usability, static or dynamic. Supporting marketing strategies to accomplish companies goals. Experienced in teaching university students and companies staff about design and technology. *Areas of expertise:*

* Graphic & Web Design
* Web 2.0
* Usability and Web Standards
* Dynamic Web Programming
* Search Engine Optimization
* Project Management
* Training and Support
* Client Relationship
* 3D Modeling, Surfacing and Rigging.
* 2D – 3D animation.

*“In our performance analysis you had more than 95 points, therefore we congratulate you to continue to work as until now to reach the excellence academic goals of our University.”*

Dr. Javier Prado Galán, Academic Vicepresident. Universidad Iberoamericana, México

*“We just finalized the cost transfer for $10,036 for the Olivetti PR J12 Printer tutorial.* ***Great work!*** *I know we went over our deadline and could have potentially billed more for this project, but I'm very glad we've completed two excellent quality tutorials for the FBS group. Your hard work may potentially turn into additional projects.* *Keep up the good work! Your efforts are making a difference.”*

Mike Denney, CCNP Manager, Getronics TAC Training Solutions, United States

**Technical Proficiencies**

**Certifications:**

* Adobe, in Adobe Illustrator CS4
* Adobe, in Adobe Photoshop CS4
* Adobe, in Adobe Flash CS4
* Adobe, in Adobe Dreamweaver CS4
* Active Media, in Photoshop CS4
* Active Media, in Dreamweaver CS4
* Active Media, in Flash CS4

**Tools:**

* Adobe Creative Suite web and design Premium CS5
* Action Script
* Javascript
* PHP
* Wordpress, Joomla, Drupal
* Maya 2011
* Microsoft Expression Studio 3
* Microsoft Sharepoint

**Professional Experience**

**Hart Fertility Center - Canada**

**Project Leader and developer (2010)**

The fertility clinic had problems getting clients and a redesign was made, about layout, information architecture and technology, plus a positioning campaign (SEO). At the end this produced 4 months later revenue of 30% increase of the clinic sales. http://www.hartfertility.ca

**Universidad Iberoamericana - Mexico**

**University Professor (2006 – Present)**

University Professor in the departments of graphic design, industrial design and interactive design with excellent results in real projects for the students such as an interface of a mouse software for Microsoft in Seattle. Universidad Iberoamericana is the best design University in Mexico, and one of the best in latin america, based on studies made by reforma news.

**Quiubole Interactivo – Mexico**

**Project Leader & Developer (2009)**

The creation of a website, design, information architecture, SEO, and support to the print marketing campaign was made. The site is a preview of the book “Quiubole con” to invite the clients to buy it when it releases to the market. Right now this book is consider to be selling 35.000 copies monthly. http://www.quiuboleinteractivo.com.mx

**Ministry of Finance and Public Credit - Mexico**

**Project Leader (2006 – 2009)**

**Graphic Designer (2005 – 2006)**

Project leader for the restructuring of the sites of the ministry and secretariats: http://www.hacienda.gob.mx . Built with the content manager for Microsoft Sharepoint. Plus the design and navigation of the CD of the Expenditure Budget of the Federation from 2006 to 2010 that the President Felipe Calderón Hinojosa gives to the chamber of deputies.

**Cisco Systems – Getronics – United States**

**Adobe Flash instructional developer (2004 – 2005)**

Adobe Flash Developer in charge of building instructional material, such as a Olivetti printer manual in 2D – 3D animation and Cisco IP- Phone with same features, with storyboards sent by a coach in Texas. This substantially increased the profit of Getronics by thousands of dollars.

**Pfizer Consumer Healthcare – Mexico & Latin America**

**Project Leader and developer (2004)**

Design and construction of the Pfizer intranet NOLA to Mexico and Latin America.

**Unefon - Mexico**

**Webmaster (2003 - 2004)**

Design and site management, marketing campaigns and positioning on the Internet.

**Rexcel – United States**

**Project Leader and developer (2003)**

Site creation and interactive CDs, which closed with sales of several thousand dollars in United States.

**Educational Background**

**2010** – Master in Communication with Virtual Media (2.5 years) – Instituto Iconos - México. Advances in materials of MBA in Information Technology (6 months) in Tecnológico de Monterrey - México.

**2002** – Typography and poster workshop with Piotr Kunce (2 weeks) – Poland.

**2000** – Bachelor on Graphic Design (4 years) – Universidad Anáhuac del Sur – México

**Awards:**

**2004** – 2 Honorable Mentions poster design Tapio Wirkkala - Museo Franz Mayer. México

**2003** – National 1st place poster – National Prize of Arts and Sciences - México

**Community Involvement**

Ixe Support Program / Donations to Orphan institutes. México

Teleton / Donations and support in the rehabilitation program. México

UIA donation program / Encouraging students by donations in disaster events. México

Best Buddies program / Being friend with kids with intellectual disabilities. México

**Languages**

Spanish: Native

English: 95%