BAIRON PEÑA

Art Director - Multidisciplinary Designer & Animator

Valley Village, CA 91607
hello@baironpena.com
+1 310 408 6979

PROFILE

16 years experienced Art Director, Motion Designer, GIFluencer and Digital Director locate in California.

Professor of Motion designer, Digital marketing and Digital communication at the UNIBE university at Dominican Republic.

SKILLS

MARKETING – DIGITAL DESIGN

ADOBE PHOTOSHOP CC 2023	99%
ADOBE ILLUSTRATOR CC 2023	99%
ADOBE INDESIGN CC 2023	96%
EMAIL MARKETING PLATFORM	96%
SOCIAL MEDIA DESIGN	98%
SOCIAL MEDIA ADS OPTIMIZATION	99%
SEM	95%

WEB DESIGN

PHP, MYSQL, JAVASCRIPT	89%
HTML 5 – CSS3	96%
CMS WORDPRESS / WIX / SQUARE SPACE	99%
WOOCOMMERCE / SHOPIFY / SQUAREUP	95%
UI / UX	92%
SEO	97%
HOSTING – CORPORATE EMAILS	100%

MOTION DESIGN – VFX – POST PRODUTION

ADOBE PREMIERE CC 2023	100%
ADOBE AFTER EFFECTS CC 2023	100%
ADOBE ENCODER CC 2023	98%
ADOBE AUDITION CC 2023	93%
CINEMA 4D	85%
THIRD PARTY PLUGINS / AE SCTIPTS	92%
STORYTELLING / DESIGN	95%

EDUCATION

December 2019 to November 2022

CERTIFICATE COURSES IN CREHANA ACADEMY

- Social Media Copywriting: Copywriting That Converts
- Introduction to advertising creativity with Humberto Polar
- Content marketing for social networks
- Branding for social networks
- Motion Graphics: From concept to animation
- Effective Communication: Learn to speak in public
- Naming Strategies: Giving your brand a name
- Storytelling: The art of telling stories
- Branding and visual identity for startups
- Creative advertising copywriting
- Inbound Marketing: content strategy
- Digital Marketing for business
- UX & UI Basics
- Introduction to Branding: Logo Design
- Build your personal brand with the Canvas method

September 2019 to October 2019

CERTIFICATE COURSE IN DIGITAL TRANSFORMATION

Escuela de Organización Industrial – EOI
Madrid Centro, Madrid provincia

June 2019 to August 2019

CERTIFICATE COURSE IN DIGITAL COMMUNICATIONS

Escuela de Organización Industrial – EOI
Madrid Centro, Madrid provincia

April 2019

WORKSHOP IN DIGITAL SIGNAGE

Digital Signage Expo – DSE 2019 – Las Vegas, NV

September 2018 to April 2019

EXECUTIVE PROGRAM IN BIG DATA & BUSINESS ANALYTICS

Escuela de Organización Industrial – EOI
Madrid Centro, Madrid provincia

May 2018 to August 2018

WORKSHOP IN WEB PROGRAMMING

Universidad Acción Pro-Educación y Cultura (UNAPEC) –
Santo Domingo

June 2018

INTERNATIONAL WORKSHOP CONFERENCE IN SOCIAL MEDIA

Social Media Week México 2018 – SMWMéxico –
Ciudad de México

May 2011 to October 2014

BACHELOR'S DEGREE IN ADVERTISING

Universidad Acción Pro-Educación y Cultura (UNAPEC) –
Santo Domingo

June to July 2014

LIVE TRAINING COURSE IN DOCUMENTAL PHOTOGRAPHY

School of Design Altos de Chavón – Parson School of Design NY –
La Romana

July to August 2011

LIVE TRAINING COURSE IN WRITING IN TELEVISION AND CINEMATOGRAPHIC

Universidad Complutense, Madrid Centro, Madrid provincia

February 2011

CERTIFIED IN ADOBE CERTIFIED EXPERT (ACE) – AFTER EFFECTS

Adobe learning – San Francisco, CA

January 2011

CERTIFIED IN ADOBE CERTIFIED EXPERT (ACE) – PHOTOSHOP

Adobe learning – San Francisco, CA

July to August 2009

WORKSHOP IN MOTION GRAPHICS: BROADCAST DESIGN

School of Design Altos de Chavón – Parson School of Design NY –
La Romana

September 2006 to April 2010

ASSOCIATE'S DEGREE IN ADVERTISING

Las Americas Institute of Technology – ITLA – La Caleta, Boca Chica

LANGUAGES

- English - Fluent
- Spanish- Native

I'VE WORKED WITH

HONDA · amadita LABORATORIO CLÍNICO · metrogas · POPULAR Siempre a tu lado · Banco Caribe · CEDIMAT Plaza de la Salud · GRUPO VIAMAR · RILIX · SAMSUNG · NISSAN · CONTROL Digital Agency · ORCI · GIPHY · HEIRLOOM LA

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EXPERIENCE

2022 – Present

HEIRLOOM LA – LOS ANGELES, CA

Visual, Motion and Web Designer

DESCRIPTION

Visual, Motion, and Web Designer for the different Social Media Profiles and websites ecosystem.

RESPONSIBILITIES

- Creativity concepts
- Create Social Media ads
- Create websites and landing pages
- SEO & SEM Campaigns
- Hosting and domains setup
- Animations 2D, VFX & Postproduction
- Video Productions
- Photo Productions and Retouch

2020 – 2022

ORCI ADVERTISING – CULVER CITY, CA

Art Director – Motion Designer

DESCRIPTION

Giphy animator and illustrator for 6 Holidays project – Honda and Honda Latino

RESPONSIBILITIES

- Illustrated concepts
- Storytelling
- Motion design and After Effects animations
- Rendering and optimization of formats (GIF)

2016 – Present

CONTROL DIGITAL AGENCY – SANTO DOMINGO DR

Digital Director – Motion Designer

DESCRIPTION

Art Director, Motion Designer and Digital Director, Creator of many campaigns, websites, and social media ads.

RESPONSIBILITIES

- Creativity campaigns
- Create Social Media ads
- Create websites and landing page
- Knowledge of pitch proposal
- SEO & SEM Campaigns
- Hosting and domains setup
- Animations 2D, VFX & Postproduction

2020 – Present

UNIVERSIDAD IBEROAMERICANA UNIBE – SANTO DOMINGO, DR

Professor at the communication, cine, marketing, and administration Schools.

DESCRIPTION

Art Director, Motion Designer and Digital Director, Creator of many campaigns, websites, and social media ads.

RESPONSIBILITIES

- Fourth-year university professor in Marketing, film production, and digital advertising.
- Thesis advisor.