

alina morales

MULTIMEDIA DESIGNER

CONTACT INFORMATION

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LANGUAGES

Inglés - C1 (Certificate in Advanced English)

SOFTWARE

- Adobe Suite (Photoshop, Illustrator, InDesign, Dimension, After Effects, Premiere)
- Cinema 4D
- Final Cut
- AI Tools: Firefly, Midjourney, KLING
- Figma, Wix, Canva

EDUCATION

Advanced Specialization Diploma in VFX
Render Farm Studios.
2016.

Diploma in Animation for Film and TV
Facultad de Artes y Diseño,
UNAM
2015.

Bachelor's degree in design and visual communication
Facultad de Artes y Diseño,
UNAM
2010 - 2015.

AWARDS & RECOGNITIONS

- **ASPID* Gold** - Campaign **Stronger Together**, 2023
- **ASPID* Dermatology** - Launching campaign for Staquis, 2023
- **ASPID* Silver** - Campaign **Ideas that Make Noise**, 2023

Ibero-American Creativity and Communication in Health and Pharmacy Awards

EXECUTIVE SUMMARY

Multimedia Graphic Designer with 13+ years of experience working globally for brands in pharma, museography, advertising, and marketing. Skilled in motion graphics, video editing, graphic design, and brand storytelling. I adapt to varied brand identities through diverse graphic styles and bring a dual perspective from working in both in-house teams and creative agencies. I stay ahead in evolving environments by embracing new tools and technologies. Recognized with three ASPID awards for creative excellence, I focus on producing high-quality, engaging content across print and digital platforms.

PROFESSIONAL EXPERIENCE

PFIZER

Feb, 2022 - Jan, 2025

Multimedia Designer (Graphic design, motion graphics)

At Creative Lab, I developed key visuals and master graphics for product launches, summits, and internal campaigns across Europe, LATAM, and the U.S. I adapted designs for print and digital media, created product shots, presentations and produced corporate videos and social media animations aligned with global brand standards.

Accomplishments:

- Created two advertising campaigns in three months for oncology drug and vaccine launches in Europe and LATAM, earning three ASPID awards.
- Designed 20 strategic campaigns in three years, contributing to a 100% ROI for Creative Lab + Ink, strengthening product launches across Europe and LATAM.

Código (Marketing Agency)

Aug, 2019 - Dic, 2021

Motion Graphics Designer

I designed, animated, and edited social media videos, infographics and motion graphics for brands like DHL, Cabify, and BASF. I contributed to market research and audience profiling to support social media campaign design. I also directed video shoots and produced corporate videos for digital platforms.

Accomplishments:

- Managed the production of approximately 200 videos for 8 accounts over two years, increasing engagement and reaching 50K views across digital platforms.
- Contributed to the development of five digital marketing campaigns, helping secure high-value contracts and ensuring the company achieved 100% ROI by year-end.

Museo Memoria y Tolerancia

Jun, 2017 - May, 2019

Multimedia Graphic Designer (Graphic design, motion graphics, video editing)

I curated images and video content, managed negotiations with stock providers, and designed, animated, and edited multimedia assets for the museum's social media and permanent exhibitions. I supported video and photo shoots, handled audio recording and editing, and created corporate videos and infographics.

Accomplishments:

- Produced multimedia content for the renovation of five permanent exhibition halls, which were recognized at the International Festival of Audiovisual and Multimedia F@imp 2.0.
- Designed interactive videos for the exhibition "LGBT+: Identity, Love, and Sexuality", which set a record of 190K visitors in just three months.