

MIGUEL ESTRADA

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OBJECTIVE

To secure a position in an organization where New Media skills with a strong focus on design and development would be utilized, also where IT management implementation practices would be valued and project management, marketing and leadership skills are required as well.

WORK EXPERIENCE

Job Roles

Since 1991 have performed the following job roles:

- Web Designer / Developer / Programmer.
- New Media Designer / Developer / Programmer.
- Cross Media Designer / Developer / Programmer.
- Flash Designer / Developer/ Programmer.
- Multimedia Designer / Developer / Programmer.
- Interface Designer/ Developer / Programmer.
- Project Manager.
- Printed Media Designer.
- Graphic Designer.

Companies

Since 1994 to Today Have developed and designed over two hundred websites for many companies and business sectors, from simple pages to complex e-commerce portals, content management, and other internet systems.

Since 1991 to Today Have designed over a thousand printed materials for different business sectors and companies, mainly: high-tech, IT, real estate, construction, chemical, agropecuarian, advertising, graphic arts, medical, food, clothing, retailing, furniture, manufacturing, tourism, cultural, academic, financial and governments at all levels.

SKILLS

New Media (+ 10 years experience)

- Development and management of New Media projects with strong attention to detail.
- Eye catchy web design and development with HTML, PHP/MySQL, JavaScript, CSS, XML and AJAX.
- Interactive Flash animation design and development.
- Business Intelligence Dashboard development with XCELSIUS.
- Digital image production and retouching with Photoshop and Fireworks.
- Creative and original business presentation design for PowerPoint, Flash and PDF.
- Interface design with usability, functionality, accessibility and ergonomics in mind.
- Capture, editing and web streaming of digital video and audio.
- E-commerce website implementation, administration and product logistics.
- Ability to design and articulate methodologies for gathering user data through online forms with database integration, interpreting the results, and translating them into solutions.
- Server administration on Linux web hosting networks with Plesk and Cpanel.
- On line customer's tech support through help desks, chat, ticket systems and knowledgebases.
- Content management systems administration.
- Newsletter design and information flow management for new media publications.
- Cross-browser / cross-platform quality control for website development.
- Ability to adapt printed media design and contents to new media standards.
- Wide knowledge of MS Office suite: Excel, Word, Outlook, PowerPoint.
- Technical writing for tech support documentation.
- Copywriting and creative writing for websites content.
- Translation of contents, to and from: English, Spanish and French.
- Concept design for new products and services.
- Analytical mindset and creative approach to problem-solving.
- Ability to communicate complex ideas in an organized, logical and practical way.

Management (+ 10 years experience)

- Ability to manage large teams of creative producers, writers, designers, developers and other job roles from different business sectors as a one team, aligned with the company's leadership values, aiming for the correct implementation of design, functionality, usability, projected cost, timeline, scope and quality.
- Budget planning and management for commercial exhibitions and promotional events with full media advertising campaigns.
- International payments and multicurrency cash flow management.

Printed Media (+ 15 years experience)

- Information gathering and creative graphic design for annual reports, brochures, catalogs, books, magazines, datasheets and other collaterals with strong experience using PageMaker, FreeHand, Illustrator and CorelDraw, as well as Quark and InDesign.
- Information flow management and layout design for printed publications.
- High resolution digital imaging and photo retouching for printed media.
- Creative commercial illustration with Corel Draw, Illustrator and FreeHand.
- Logos and Corporate Identity design.
- Package and Product design.
- Ability to adapt new media design and contents to printed media standards.
- Cross platform conversions of desktop publishing formats.
- Pre-press document preparation, pre-fly and proofing.
- On site color quality control for offset processes, screen printing and digital production.

LANGUAGES

- English: Fluent – Wide Knowledge
- French: Conversational
- Spanish: Fluent – Full Knowledge

EDUCATION

1990-1994 Bachelor in Business Administration.
Universidad Autónoma del Noreste
Saltillo, Coah., Mexico.

CERTIFICATIONS

- Certificat Élémentaire de Langue Française - Fédération des Alliances Françaises du Mexique.

INTERESTS

- Internet, Photography, Olympic weightlifting, Movies.

REFERENCES

- Upon request.