

# Alejandro Ayala Guzman

## Multimedia Graphic Designer



## Professional Experience

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### Graphic Designer

#### *iOva Communications (May 2021 - Present)*

- Collaborated with clients to design engaging logos, websites, business cards, social media posts using Photoshop and Illustrator, revitalizing their brand image.
- Gained proficiency in Figma, HTML, and WordPress to enhance website visual designs for small businesses; increasing engagement and conversions rates for sales.
- Lead the design and production of conference marketing materials, such as badges, banners and PowerPoint presentations to create a cohesive style.
- Established "brand style guides," for reoccurring clients, ensuring consistency for ad hoc design projects.

### Freelance Video Editor and Motion Designer

#### *jPixx LLC - (October 2024 - January 2025)*

- Designed and animated motion graphics for advertisements to be shown to thousands during city parade.
- Translated content from an English script to be shown for a Spanish audience.

### Freelance Video Editor

#### *postPerspective - (September 2022 - December 2024)*

- Edited conference interviews, removing background noise and enhancing audio for quality and clarity.
- Coordinated with clients to schedule video export and publishing to coincide with monthly newsletters.

### Video Editor / Producer

#### *Papi Digital (April 2021 - September 2022)*

- Edited video interviews using Premier Pro, ensuring professional and consistent production quality.
- Animated motion graphic in After Effects to create introductions that contributed to increased viewership.
- Coordinated with the show's host to produce weekly episodes.

## Contact Info

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[www.aag-portfolio.com](http://www.aag-portfolio.com)

[ali.hand.row](mailto:ali.hand.row)

## Education

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B.A.

Multimedia

California Lutheran University

August 2016 - May 2020

Thousand Oaks, CA

## Skills

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Adobe Create Suite

Blender

Figma

Google Office Suite

Mailchimp

Microsoft Office

Worpress

## Languages

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English - Fluent

Spanish - Fluent