



ARANTZA BARRERAS LÓPEZ

DIGITAL ANIMATOR & MULTIMEDIA DESIGNER

CONTACT: [Portfolio](#) blarantza@gmail.com [+525543770748](tel:+525543770748)

Highly adaptable Digital Animator and Multimedia Designer with a strong willingness to learn, leading to the delivery of high-quality designs and audiovisual content. Enjoys innovative and collaborative projects.

EDUCATION

Lic. Animación y Arte Digital
TECNOLÓGICO DE MONTERREY
2017-2021

Education in 2D and 3D animation, Motion Graphics, Stop Motion, cinematography, rigging, lighting, and 3D modeling.

SKILLS

Software: Adobe Suite, Canva, Figma, Davinci, GMetri, Adobe Briefly (AI), Time Sites, Maya, Z-brush, Blender, Story Board Pro, Toon Boom Harmony, Powerpoint.

Strengths: Motion Graphics Animation, Illustration, 3D Modeling, Background Design, Graphic Design, Microsites.

SOFT SKILLS

Offering solutions and improvements. Willingness to help colleagues. Project execution follow-up. Quick adaptation to new scenarios. Constant brainstorming.

LANGUAGES

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|------------|-----------|
| English | ● ● ● ● ● |
| Spanish | ● ● ● ● ● |
| Portuguese | ● ● ● ● ● |
| French | ● ● ● ● ● |

RELEVANT COURSES

SAP 2023 End to End Storytelling Workshop.
Eurodiomas 2024 Intensive Portuguese.

EXPERIENCE

Freelance Multimedia Designer | 2024

- Managed projects including video editing, Motion Graphics, social media design, branding, sublimation, illustration, printing, social media management, product sales, and merchandise design.

Digital Multimedia Designer for Pre-sales LATAM

SAP | 2022-2024

- Content Management Leader: Strategic and organized distribution of multimedia content for LATAM teams.
- Responsible for graphic design for communications, internal web design, PowerPoint presentations, logo design, 61 microsites, and leading the branding strategy for the LATAM design team.
- Created **Motion Graphics** videos and **video editing** for clients and the organization (including scripting, planning, and animation).
- Delivered **training on digital tools** for LATAM pre-sales.

3D Generalist & Animation Director

Inovacor | August 2021 – January 2022

- Produced 3D commercials with Motion Graphics, including all phases from storyboarding to **3D production** (modeling, animation, texturing, and rendering).

Art Director for Independent Short Film "Xocolatl"

Tecnológico de Monterrey | February – August 2021

- Directed art and executed 2D and 3D animation tasks.

ACHIEVEMENTS

- SAP Recognitions:** RDAC Role Model Asset Creation Q4 2023 | LAC Asset Creator Q4 2023 | Digital Hub LAC Ambassador Role Model 2024.
- 3D production from scratch for the short film "Xocolatl" and advertisements for Inovacor.
- Built a centralized content library of over **1200 audiovisual resources** for SAP LATAM pre-sales.
- Developed the **winning Concept Art proposal** for the pilot of a children's series for "La Habichuela Mágica" studio | 2020.