Cesar Vallarta Lopez

Bachelor in Design & Visual Communicator
Hypermedia and Audiovisual

Contact

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Education

Universidad Nacional Autónoma de México (2019-2024)
Facultad de Artes y Diseño

Universidad de Buenos Aires (2022)
Diseño de Imagen y Sonido

Instituto Tecnológico de Monterrey
Campus Ciudad de México

Languages

English
TOEFL iBT grade C (advanced)

French
DELF A1 Certificate (basic)

Spanish
Mother language

Software

Pr Ps Ai Id Figma Blender

Professional Summary

I am a multidisciplinary visual designer with a background in UX/UI, front-end development, and audiovisual media. I bring a user-centered mindset, creative problem solving, and strong communication skills to every project I work on.

With experience designing responsive websites, visual identities, and interactive content, I strive to create clear, engaging, and meaningful digital experiences. I'm fluent in English, adaptable to international teams, and passionate about continuous learning.

My goal is to contribute to projects that combine creativity, functionality, and human-centered design — and to grow professionally by collaborating across cultures and disciplines.

Experience

Magia Xplora Tours. Web design and development. Freelance (2025)
Designed and developed the official website for Magia Xplora Tours, a tour operator based in Michoacán, Mexico. The project involved creating a responsive, visually engaging site. Key tasks included UI/UX design, front-end development, and content integration focused on showcasing destinations, and tour-guided experiences.

Professional Internship. Ministry of Finance, Investment, and Administration (2023)
Development of content proposals, design, information dissemination, file management and control in the Dissemination, Design, and Visual Communication program of the Human Development Area. Completed remotely.

International Academic Exchange. UBA(2022)
Scholarship and competition winner for a semester at the University of Buenos Aires, Argentina; where I created low-budget short films, practiced cinematography, and learned 3D animation in Blender.

Photography Workshop (2020)
Photography practice in uncontrolled environments, mentored by Mauricio Ramos (National Geographic, Red Bull)

Courses & Diplomas

Diploma in Web Design and Development. Universidad Nacional Autónoma de México (2024)
Brief creation, design, layout, and development in HTML5, CSS, and JavaScript.

Professional Certificate of User Experience Design (UX) by Google (In progress)

Complementary Creative Experience

In addition to my background in design and front-end development, I've actively participated in diverse creative and public-facing projects such as acting, event coordination, and brand "activations". These complementary experiences have strengthened my storytelling skills, empathy, adaptability, and ability to connect with different audiences. They've also allowed me to develop key soft skills such as teamwork, customer service, and communication; valuable assets that I bring into every design and media project with a human-centered perspective.

Digital Campaign Talent. OXXO, Trigol, Electra, Chilis (2023—2025)
Participated as on-camera talent in digital ad campaigns for major retail and food brands. Roles included leading and supporting characters in social media shorts and promotional content.

Film & Commercial Extra. Various Productions (2023)
Participated as an extra and character actor in over 50 film and commercial shoots, gaining substantial hands-on experience in diverse audiovisual production environments and enhancing my understanding of production processes and collaborative skills.

Event Brand Ambassador. Various Brands (2023—2024)
Represented brands in product activations, client engagement, and live promotional events. Developed strong public communication and adaptability in diverse event settings.

Acting Workshops — Estudio Ortos Soyuz (2024)
Completed acting training and character development workshops. Enhanced skills in improvisation, empathy, and non-verbal communication.

Technical Skills

- UX/UI Design
- Responsive Web Design
- Front-end Development
- Visual Storytelling
- Content Integration
- 3D Modeling
- HTML5
- CSS3
- Adobe Creative Suite
- Figma
- Blender

Soft Skills

- Curiosity
- Leadership
- Fast learning
- Team Collaboration
- Analytical
- Communication
- Working under pressure
- Social
- Self-management
- Empathy
- Adaptablility

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