



CV - Alfredo Rocha Ramírez

2001 – Canal 13 de Michoacán. Local TV Station at Morelia, Michoacán. I started as a production assistant and moved to motion graphics and editor in less than a year.

2002 – MD Global Consulting. Learned how to apply graphics design and 3d graphics to brand identity work.

2003 – Freelance work

2006 – 2007 – CG Bot. Video game agency that works as an outsorcer for bigger video game companies. Worked at the BlackSite Xbox 360 demo, Sim's Castaway 1 and 2 furniture and some other visualization 3d models.

January 2008 – December 2010 – GrupoW. Working as a Lead 3d Artist / Modeler, also coordinating a 4 artists team and working with the Compositing dept. 3 years of experience doing stuff for Rexona, VW, Coca-Cola, Nike, HP, Ciel, Bonafont, and others. We had the honor to win the first Cannes Lion for Digital Advertising (Silver) with a project I worked at: Rexona's Where the \$%&# is Fermín! and an "Ojo de Iberoamérica" with Rexona Invisible: Detective Stripes.

2010 – MVS TV. Working as a Motion Graphics Artist. Doing projects for Johnson's, Dish, EXA, MVS TV / 52MX productions like Almohadazo and Motel Diablito.

2010 – 2011 – Working as a Multimedia Graphics Artist doing work for Blackberry, Nextel, Motorola.

2011 – 2012 – Freelance. Outsourcing the re design of a TV station at Campeche, Campeche. Telemar got entirely re designed with a fresh new look.

2013 – Freelance. Nike, Nestle, Dodge, Nissan.

2013 – 2016 – Knotion. Founder of the Animation Team at Varmond's educational agency called Knotion. Coordinated a 5 artists team for the creation of educational content.

2016 – 2017 – Freelance. GrupoW, Nissan, Opel España, Fiore.

2018 – 2019 – Digital Concept Artist for RN Motion, working at Morelia as one of the satelites of the company. Doing work for brands like Head&Shoulders, Duracell, Tide, Gillette, Metamucil, PeptoBismo, Braun, Colgate, Crest, Oral-B, Nestlé.

2020-2021 - Freelancing for Nissan, Dodge / GrupoW, Nike Headwear, Kia Motors, etc.



Academic:

Majoring in Graphic Design Communication - Universidad Latina de América
can Style Tarot to be published at the first third of 2022.

I have given conferences at:

2008 - Universidad Latina de América, Morelia, Michoacán.

2009 - Universidad de Querétaro, Querétaro, Querétaro.

2013 - Universidad Autónoma de Campeche, Campeche, Campeche.

2018 - CECYT 11 Senguio, Michoacán.

I have given classes at:

2015 - Universidad Vasco de Quiroga - Public relations 7th semester. Digital Animation 9th semester.

Others interests:

I'm learning how to be a better luthier so I can build better electric guitars. I've done over 13 electric guitars now. I'm also writing a novel and another book with short stories that have come out of that same energy. I'm also a Tarot cards reader and a graphic artist, so I'm drawing a Mexican Style Tarot to be published at the first third of 2022.