

PROFESSIONAL SUMMARY

UI Designer, adept in CSS, After Effects, and Figma, and possessing a strong background in system engineering and business intelligence. Proficient in leveraging UI design tools to create intuitive and engaging user interfaces, enhancing user experience and system functionality. Committed to continuous learning and applying innovative solutions to design challenges.

EMPLOYMENT HISTORY

2009-2010

System Engineer, Hewlett Packard Enterprise

- Led SQL server installations and upgrades, enhancing system performance
- Collaborated with team to maintain MSSQL server health
- Innovatively handled data transfer and replication
- Achieved significant improvements in server performance through rigorous tuning

2008-2009

DBA & Business Intelligence, Nasoft USA

- Spearheaded the analysis, design, and implementation of QlikView dashboards and reports
- Exhibited mastery in SQL
- Applied DBA and Business Intelligence skills

2007-2008

Consultant Business Intelligence, GPStrategy

- Led the design and implementation of on-site and remote models for clients
- Delivered professional QlikView training to enterprise clients
- Successfully implemented QlikView Server, Publisher, Professional, Enterprise, and Analyzer
- Provided technical support, resolving critical issues
- Improved customer experience through innovative problem-solving

2004-2007

DBA and Developer Senior, Softtek

- Spearheaded business analysis to define functional requirements
- Devised innovative solutions aligning with business needs
- Estimated project costs and timelines with detail-focused precision

EDUCATION

JAN 2023- JUN 2024

Interactive Media Design, Durham College, Ontario

College Honours in the Faculty of Media, Art & Design with GPA of 4.20

2006- 2010

Bachelor's degree in Systems Engineering, Instituto Politecnico Nacional

ADDITIONAL INFORMATION

Objective

Seeking a position as a UI Designer within a creative team, where I can apply my robust system engineering background and skills in multimedia tools such as Adobe Creative Suite, motion graphics, prototyping, and responsive design to elevate digital interfaces and user experiences.

SKILLS

CSS

HTML5

GSAP

UI Design Tools

Motion Graphics

After Effects

Premiere Pro

Audition

Marketing Digital

Figma

SQL

Java Script

Blender

React

Canva

LANGUAGES

English

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Spanish

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LINKS

auragonzalezbravo.com

SKILLS

- **UI/UX Design Proficiency:** Highly skilled in leveraging design tools and web technologies including JavaScript, CSS, HTML5, GSAP, and jQuery to create intuitive and visually appealing user interfaces.
- **Social Media and Communication Skills:** Skilled at creating engaging videos, motion graphics, and interactive posts for Twitter, YouTube, Instagram, TikTok, LinkedIn, and Facebook that engage diverse audiences.
- **Multimedia and Storytelling Expertise:** Experienced in crafting engaging narratives through advanced video editing with After Effects, Premiere Pro, and Audition, enhancing multimedia content with motion graphics and visual storytelling.
- **Database and System Engineering Knowledge:** Over a decade of expertise in managing MSSQL servers, focusing on health monitoring and performance tuning to ensure robust backend support for seamless front-end experiences.

INTERNSHIPS

APRIL 2024- MAY 2024

Internship, Tallships Media, Ontario

My role is to launch a comprehensive digital marketing campaign aimed at boosting brand visibility and promoting new services. Key responsibilities included:

- **Social Media Strategy and Execution:** Developed and implemented a targeted social media campaign across platforms including Instagram, Facebook, LinkedIn, and Twitter. Created engaging content that included static posts, stories, and interactive elements to enhance user engagement.
- **Video Production:** Contributed to the production of various promotional videos, including brand awareness teasers and detailed videos for YouTube.
- **Email Marketing:** Designed and developed a customizable email newsletter template to streamline communication and enhance outreach efforts. Ensured the design was both attractive and functional, improving open rates and engagement.
- **Website and Graphic Design:** Assisted in the updating of the company's website and the creation of new graphic elements. Focused on improving user experience and aesthetics to better reflect the brand's modern services.

This placement not only enhanced my skills in digital marketing and multimedia production but also deepened my understanding of strategic brand promotion in the finance sector.

