



I love stories!
and I think that
pleasing the eye
is the best way
to tell them.

José Blenda

I am a passionate and committed Creative Director based in Mexico City with 13+ years of experience developing design projects focused in print and digital publications, mobile applications, websites, corporate identities and animated videos. I have worked with major clients in the public and private sector and throughout all my career I have won several acknowledgements for my work.

SKILLS:

- / CONCEPTUALIZING PROJECTS
- / COORDINATING MULTIDISCIPLINARY TEAMS
- / MANAGING EDITORIAL WORKFLOW
- / UNDERSTANDING OF NEW TECHNOLOGIES
- / SUPERVISING PRINT AND DIGITAL MEDIA PRODUCTION

Contact details

Phone +5255 3099.7088
jose@blenda.mx

<http://www.blenda.mx>

Education

BA in Graphic Communication Design (2002)
Universidad Autónoma Metropolitana (Unidad Azcapotzalco)

Awards and Acknowledgements

- ★ **First place** in A! Diseño mobile app design contest with "AnimalHechos" App and **merit award** with "Hombre de letras" App.
- ★ **First place** in the poster contest "A city free of tobacco smoke" organized by Mexico's City government.
- ★ **Merit award** for the design of Loop's Magazine feature story "Moving flavors" organized by the SPD (The Society of Publication Designers).
- ★ **Selected finalist** in the Second Design Biennial 2003 with the digital magazine "Discurso Visual".
- ★ **Honorable mention** in the poster contest "Inviting people to read using our wit" organized by the Ministry of Culture.
- ★ **Second place** in the postage stamp contest "World Post Day 2001" organized by SEPOMEX.

Work experience

12/08 - PRESENT

Creative director @ Blenda Studio

Developing and managing design projects for various clients, including:

Ministry of Energy, Ministry of Culture, El Palacio de Hierro, Grupo Expansión, Reader's Digest, Editorial Tecolote, RCI, etc.

12/07 - 12/08

Art director @ Editorial Time-Expansión. **VUELO** and **LOOP** magazines.

Activities: Coordinating a team of 4, graphic content planning and executing.

06/05 - 10/07

Sr. Graphic editor @ Editorial Time-Expansión. **VUELO**, **LOOP** and **Vacaciones** magazines.

Activities: Creating the master design proposal for the launch of **LOOP** magazine.

Layout and conceptualization of articles for various magazines.

05/03 - 05/05

Jr. Graphic editor @ Editorial Expansión. **Balance** magazine.

Activities: Collaborating in the creation process of the master design for magazine's launch.

Layout and conceptualization of articles.

02/03 - 05/03

Designer @ Editorial Juan Pablos.

Activities: Layout and designing covers for several academic books.

05/02 - 01/03

Designer @ Centro Nacional de las Artes. Digital magazine **Discurso Visual**.

Activities: Developing designs for magazine's website.

Tools

Adobe InDesign

Adobe Illustrator

Adobe Photoshop

Adobe After Effects & Premiere

Wordpress CMS

HTML & CSS

Languages

Spanish

English