

Design | Marketing | Front-End | AI & Automation
approximatepresent.com | approximatepresent@gmail.com

Professional Experience

Branding Department

Aventus | Current Role | Feb 2023 - Sept 2024

Scope:

- **Social Media:** Content creation for YouTube, Instagram, LinkedIn, and Meta; editing/producing testimonials/event videos; ad campaigns and analytics.
- **Website:** Front-End, SEO, Analytics, Repo, Copywriting.
- **Marketing:** Developing presentation decks, creating printable/digital materials, producing video ads and event assets, managing Hubspot email communications.
- **Internal:** Developing guides and SOPs, HR and employee engagement materials, creating recruitment templates, maintaining automation processes.

UI Designer

Zionx Dev | 2021 - 2022

- Designed user experiences for software applications, created design systems, wireframed interfaces, and produced developer-ready designs.

Branding Consultant

Heelum | 2014 - 2019

- Worked with startup founders on branding strategy, creative direction, naming, identity design, and advertising design.

Education

BSc. Computer Science

BUAP · 2011 (partial)

- Focus: Analytical Approach, Data Structures, Algorithmic Modeling, Logic

BSc. Communication Sciences

Benemérita Universidad Autónoma de Puebla (BUAP) · 2017

- Focus: Social Psychology, Marketing, Audiovisual Production, UI, Branding, Design Systems

Certificates and Specializations

- **Code in Place** (*Programming Foundations & Python*) - Stanford University · 2024
- **Front-End Engineer** - Codecademy (*HTML, CSS, JavaScript, React*) · 2024
- **No Code AI and Machine Learning: Building Data Science Solutions** - MIT · 2023
- **Digital Marketing and E-commerce** - Google · 2022
- **Nonlinear Dynamics: Mathematical and Computational Approaches** - Santa Fe Institute · 2021
- **Herramientas de Inteligencia Colectiva** - Laboratorio Nacional de Políticas Públicas · 2021

Softwares

Adobe (Illustrator, Photoshop, After Effects, Premiere, Lightroom), Google Suite (Workspace, Analytics, Ads, Tag Manager), GitHub, Blender, VS Code, Zapier, Hubspot