



Resume



Jeanett Sanchez Diaz
e-mail: contact@granarbol.com

www.granarbol.com

BA in Graphic Design & MD in Industrial Design(Ergonomics) Specializing in visual communication for Internet solutions

Profile

Results-oriented Graphic Designer with 10 years of expertise in Internet design solutions.

Full immersion as a visual communication designer in the whole cycle of development, Acknowledges the importance of effective communication at interactive systems.

Interested in Human Centered Design methods and Usability evaluation.

Areas of expertise:

Planning

- Involvement in research and analysis of context of use, and user.
- Participate in defining requirements, structure and navigation of interactive applications

Design

- State visual design goals, principals and standards.
- Provide the overall image of the interactive application.
- Create the visual art: visual layout elements and media through an iterative process.
- Create the specification and templates for implementation

Production

- Coding: CSS, HTML, XML, DHTML,
- Full integration of visual arts and coding for simple web applications or templates for integrating higher programming capabilities in the application

Employment history

interalia.net 1998- September 2007

Internet & multimedia solutions
Design Manager

Key projects and selected accomplishments:

- Coca-cola.com.mx web site
- Pre-q treads online store
- CFE's press room site

SICCO Sistemas de Información Contable y Administrativa Computarizados

Web designer
April - December 97

Imaxgraphic

Design agency
Graphic designer
1994-1997

Education

MD Industrial Design - Ergonomics

National Autonomous University of Mexico UNAM
Industrial Design School
2001-2003

Specialization: Hypermedia

Autonomous Metropolitan University UAM
1997-1998

Bachelor in Graphic Design

National Autonomous University of Mexico UNAM
Visual Arts School
1990-1994

Professional development

Design in the XXI century

Richard Buchanan
August 2005
UNAM Mexico

Action script Macromedia Flash

Aula Virtual Mexico
July 2005

DUX Design for User Experience conferences

San Francisco, CA
june 2003

Design & innovation conferences

Industrial Design school UNAM
May 2003

Marca la Diferencia Conferences

Design and business
March 2003

Action script Macromedia Flash

Vénturus Mexico
Julio 2002

Cognitive Ergonomics

UNAM Mexico
October 2001

How Design conferences

Atlanta, Georgia
June 2000

Macromedia Flash

Folder X Mexico
September 1999

Multimedia for the World Wide Web

British Columbia University
Vancouver, Canada
1997

Visual 97 Conference

Speaker
Science school
UNAM Mexico
1997

Skills

English proficiency 85%
Spanish proficiency 95%

Computer skills:

Adobe Maccromedia suite: Dreamweaver, Fireworks,
Flash, Photoshop, Illustrator. Corel Draw, Premiere.

HTML, CSS, Basic Java Script ,DHTML & XML.

Portfolio:

go to: granarbol.com or myloftytree.com

Some on-line samples:

saladeprensa.cfe.gob.mx

galgopreq.info/store

coca-cola.com.mx

galgopreq.info/corporativo

centroeleia.com.mx

diavaz.com