

# PILAR GÓMEZ RUIZ

Multimedia Content Creator & Creative Technologist

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529 5th Street, Brooklyn, New York, USA | +1 (917) 605 66-36 | [pilargomezruiz.com](http://pilargomezruiz.com) | [hola@pilargomezruiz.com](mailto:hola@pilargomezruiz.com) | [linkedin.com/in/pilargomezruiz/en](https://www.linkedin.com/in/pilargomezruiz/en)

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## PROFILE

Communications Professional with four years of experience developing editorial ventures, designing content strategy, and launching websites. Founder of Odd Catrina, a web publication for young Hispanophone women interested in culture, art, and literature. Fulbright Grantee and MPS Candidate at the Interactive Telecommunications Program at NYU's Tisch School of the Arts. Seasoned community platform builder towards sustained engagement with digital rhetoric, representation, and behavioral patterns.

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## SKILLS, SOFTWARE & PROGRAMMING LANGUAGES

[ Circuitry Prototyping and Assembly ] [ Surface Mount Soldering ] [ Programming Microcontrollers (Arduino/C++, Espruino/Javascript) ] [ AutoCAD Eagle PCB/Schematic Design ] [ Wi-Fi & Bluetooth Low Energy device connectivity ] [ Front-end Web Implementation (HTML, CSS, Javascript) ] [ Node JS and Express ] [ Terminal/Git/Github Workflow ] [ Mapbox & Mapbox GL JS P5.js ] [ Processing ] [ UX and Editorial Design ] [ Adobe Suite (Photoshop, Illustrator, Lightroom, InDesign, After Effects, Premiere) ] [ Sketch ] [ Photography & Video Capture ] [ Fabrication (drills, bandsaws, sanders, laser cutters) ]

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## PROFESSIONAL EXPERIENCE

### *REFRESH Biennial with artist/educator Heather Dewey-Hagborg*

AN INCLUSIVE AND POLITICALLY ENGAGED FESTIVAL AT THE INTERSECTION OF ARTS AND TECHNOLOGY

Jan.-May 2017

**Intern.** Collaborated to establish concept and brand identity for REFRESH ahead of its first Biennial in 2018. Co-designed brand assets and owned brand guidelines, coded the festival's website and designed the dossier.

### *Jalisco Cómo Vamos, Citizen Observatory on Quality of Life in Guadalajara, Mexico*

A CIVIC ORGANIZATION AFFILIATED WITH THE LATIN AMERICAN NETWORK FOR FAIR, DEMOCRATIC AND SUSTAINABLE CITIES

Jul. 2014-May 2016

**Communications Manager.** Spearheaded media relations, social media presence, and full-suite communications strategies. Coordinated a production team of designers and photographers to produce multimedia assets supporting periodic deliverables and reportage.

- Redesigned and launched the organization's website in 2014
- Led the design of the 2015 publication of the annual Quality of Life survey, supervising production from initial concept through final printing
- Directed a short film to portray the average Guadalajara citizen, incorporating JCV's statistics for a broad and untapped audience
- Addressed the 5th OECD World Forum on Statistics, Knowledge, and Policy (October 2015) on the organization's findings on perception of insecurity in the Guadalajara Metropolitan Area

### *Press Office at the State Government of the State of Jalisco, México*

Apr. 2013-Jun. 2014

**Writer/Reporter.** Authored press releases for the Governor of Jalisco and produced daily briefs for the Director of Communications, monitoring media for relevant clips to ensure an informed stance rooted in journalistic integrity. Travelled frequently throughout the state to better understand the pressing needs of rural and urban populations.

## EDUCATION

### *New York University, Tisch School of the Arts*

Sep. 2016- Present      Master of Professional Studies—Interactive Telecommunications Program  
(expected graduation May 2018)

### *Universidad Panamericana, Guadalajara Campus*

Aug. 2009-Jun. 2014      Bachelor's in Communications—Specialization in Social Media and Digital Advertising

Mar.–July 2012      Semester abroad at the Universidad de los Andes, Santiago de Chile

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## AWARDS AND AFFILIATIONS

*Recipient, Fulbright-García Robles Scholarship*— Awarded on May 2015  
Bureau of Educational and Cultural Affairs of the U.S. Department of State

*Recipient, Conacyt Scholarship for Graduate Studies*— Awarded on May 2016  
National Council of Science and Technology (Conacyt) of the Mexican Government

*Recipient, Diploma in Fashion Marketing*— September–October 2015  
Mercedes Benz Fashion Week México

*Workshop attendant, TechCamp*— June 2015  
A TECHNOLOGY WORKSHOP FOR ACTIVISTS AND JOURNALISTS  
Embassy of the United States of America, Mexico City

*Founder, Odd Catrina*— March 2013–Present  
ONLINE PUBLICATION FOR YOUNG, HISPANOPHONE WOMEN. 70+ CONTRIBUTORS, 5K AVERAGE UNIQUE MONTHLY VISITORS  
Founder/Director. Developed and launched a web platform for robust, thought-provoking content addressing issues from gender to fashion. Odd Catrina has collaborated with Penguin Random House, Forever 21, and Express as well as many local restaurants and clothing brands.

*Instructor, Jalisco State Institute for the Education of Adults*— August 2010–December 2011  
Taught a weekly literacy course to a group of ten women at the Colonia Ferrocarrilera, an informal settlement in the Guadalajara Metropolitan Area.