

PILAR GÓMEZ RUIZ

Content Architect, Visual Strategist & Multimedia Crafter

529 5th Street, Apt. 3R, Brooklyn, NY, 11215, USA | +1 (917) 605-6636 | pilargomezruiz.com | hola@pilargomezruiz.com

OBJECTIVE

Communications Professional with four years' experience launching editorial products, including full-suite design/content strategy for digital and print as well as brand asset development and implementation looking to merge these skills with experience design. 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.

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

SKILLS, SOFTWARE & PROGRAMMING LANGUAGES

- Sketch
- Adobe Suite (InDesign, Illustrator, Lightroom, Photoshop, After Effects, Premiere)
- Photography & Video Capture
- Template Customization & Content Management Workflow in Wordpress
- Dragonframe & Stop Motion Animation
- Front-end Web Implementation (HTML, CSS, Javascript)
- Terminal/Git/Github Workflow
- P5.js
- Processing

PROFESSIONAL EXPERIENCE

REFRESH Biennial with artist/educator Heather Dewey-Hagborg

AN INCLUSIVE AND POLITICALLY ENGAGED FESTIVAL AT THE INTERSECTION OF ART, SCIENCE AND TECHNOLOGY

Jan. – May 2017 **Designer.** Collaborated to establish brand identity for REFRESH ahead of its first Biennial in 2018. Co-designed brand assets and developed 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, Mexico

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.

AWARDS AND AFFILIATIONS

Recipient, Fulbright-García Robles Scholarship — May 2015

Bureau of Educational and Cultural Affairs of the U.S. Department of State

Recipient, Conacyt Scholarship for Graduate Studies — May 2016

National Council of Science and Technology (Conacyt) of the Mexican Government

Founder, Odd Catrina — February 2014 – Present

Developed and launched an online publication for robust, thought-provoking content addressing issues from gender to fashion directed at young hispanophone women. Odd Catrina has collaborated with Penguin Random House, Forever 21, and Express as well as many local restaurants and clothing brands.

Recipient, Honors in Bachelor's Degree — December 2014

Universidad Panamericana, Guadalajara Campus

Recipient, Diploma in Fashion Marketing — October 2015

Mercedes Benz Fashion Week Mexico, Mexico City

Workshop Attendant, TechCamp — June 2015

Embassy of the United States of America, Mexico City

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 Guadalajara, Mexico.