

## **Moisés de la Peña Sánchez**

### **CV. Summary**

#### **Birth:**

February 28 of 1956

#### **Study level:**

Bachelor of Graphic Design & Digital Animation.

Universidad Autónoma de Tamaulipas. México. 2020.

Visual arts. Universidad Autónoma de México. Not titled.

1975 - 1979

#### **Other studies:**

Autodidact in: Graphic Design, Photography, Video, WEB design and Multimedia development.

1979 - 2010

#### **Skills in Software:**

Expert: Photoshop, Adobe Premier, Animate, Dreamweaver, Lightroom, Pano2VR

High level: 3Ds Max, After Effects, Illustrator, Sound Forge, Audition.

Basic level: InDesign, Microsoft Office.

#### **Communication activities:**

Several communication products for 3 political campaigns in Saltillo and Zacatecas. Mexico.

1981 - 1986

Co-founder and co-director of "Multiple", a political, economic and cultural magazine in Saltillo, Coahuila, Mexico.

1980

Communication senior in Peasant Training Center of Zacatecas, Mexico. (Graphic and editorial design, video and other communications activities)

1984-1988

Communication Director in Policy and Agreement sub secretariat of Agricultural Secretariat. (Design of procedure manual for this new communication area - The principal activities were: Editorial production, Press communicates, Document of policies redaction, Events and conventions coordination, Dialog events between the president and peasants.)

1988 - 1991

Founder, president and director of 2 communication companies: Varia Multimedia S.A de C.V. and Idea digital S.A. de C.V. extinct both.

1991 - 2001

Marketing & Communication senior manager of Mazars in México.

2007 - 2010

**Media production activities:**

Video

Cultural TV shows producer, director, editor and post-producer, and corporate, institutional and documentary videos.

1991-2012

Graphic designer

Public institutions and private companies' identity design. Book and DVD covers, posters, logos, WEB pages, etc.

1991 - 2020

**Teaching:**

History of Art at Universidad Autonoma del Noreste and Art Workshops at Cultural Houses in Saltillo, Coahuila, Mexico.

1980 - 1983

Photoshop teacher at Escuela Activa de Fotografía in Mexico City. 2003 - 2005

Individual workshops of Photoshop, Adobe Premier and Flash, in Mexico City.

2000 – 2008

Teacher of Photoshop, Dreamweaver, Animate and Premiere at Universidad Autonoma del Noreste, Saltillo, Coahuila, Mexico. 2011-2020

**Personal activity:**

Digital graphics and animation, photography, editorial design, scientific divulgation and poetry.

**As Painter:**

16 Collective painting exhibitions since 1974 to 2000.

8 personal painting exhibitions since 1977 to 1986.

**WEB sites:**

Personal: [www.idideadigital.com](http://www.idideadigital.com)

Popular Science, Astronomy: <http://sisv.idideadigital.com/>

Art Gallery: <http://domo.idideadigital.com>