

# Humberto Mangino Pariente

+52 (55) 52 56 11 10

hmangino@gmail.com

<http://portfolio.humandesignlab.com>

---

Mazatlán 14 - 102, Col. Condesa. C.P. 06140. Mexico City, Mexico.

## SUMMARY

Creative professional with solid background, experience and education in Web design and development, film directing and motion graphics design.

## PROFILE & QUALIFICATIONS

- Advanced knowledge on web design and development.
- Strong expertise on advertising media production, business planning, management and execution of new projects.
- Detail oriented and well organized; comfortable taking the initiative and effective team player with strong interpersonal bilingual communication skills.
- Adept at juggling multiple priorities and working under pressure to meet time-sensitive deadlines.
- Innovative spirit, curious heart and keen eye for design trends and web development standards.
- Extensive knowledge and experience in creating compelling moving images from concept to final animation throughout the creative and production pipeline in Maya, Adobe PhotoShop, Corel Painter, Zbrush, After Effects, Combustion and traditional media.
- Because of my strong pre-visualization, drawing skills, proficiency on any animation software and the understanding of cinematic scene and dramatic structure, I can analyze scenes in written form and translate them into a visual product, expressing story and character through drawings, animatics, and cinematics translating story ideas into visual sequences.

## WORK EXPERIENCE

### Reforma.com, México D.F. México

01/2010 – Present

#### Editorial Board Member

- Advise editors about technologic and social issues that can make a difference in the online news portal reforma.com .

### HumanInteractiveMedia, México D.F. México

01/2008 - Present

#### Interactive Designer

- Designed and developed web sites, apps and web systems for various companies, using the latest programming standards and design trends.

### NonStopBranding. Mexico City, Mexico

01 / 2005 – 01/2006

#### Associate Account Director

- Sold the agency's creative strategy and graphic design services to the clients I prospected for this purposes.

### Freelance. Mexico City, Mexico

#### Producer / Director / First A.D.

02 / 2002 – 01 / 2005

- Designed the shooting schedule and shooting plan. Executed the shooting process based on my visualization and an assigned budget for TV programs, national TV commercial campaign ads. This work was made for major advertising companies and Television Studios such as J. Walter Thomson and Euro RSCG and the following brands: Ford, Kelloggs, SKY, Televisa. Shot in film 35mm, 16mm and Super 16mm, and video: Digital Betacam, DVC Pro, DV Cam.

**Zoom.tv, Argos Comunicación. Mexico City, Mexico**

10 / 2000 – 02 / 2002

**Executive Producer and Director**

- Designed from start up the day to day program schedule model for a new cable TV channel, which contents were extracted from an internet TV channel.
- Designed and developed the programs on line schedule. Optimized human, technologic and creative resources for the production of new shows. Negotiated budgets with third parties, and prepared contracts with the legal department in order to broadcast live TV shows on the internet, from the conception, and start up of the channel until each program was placed on line.
- Supervised and monitored each show audience ratings to attend to production needs, as well for detecting audiences demands in order to make the correct programing desisions.
- Migrated selected half hour shows from the internet TV channel, to be broadcasted on cable TV with the required commercial TV standards. All this following the company's budget policies in order to not elevate costs.

**Televisa. Mexico City, Mexico**

10 / 1996 - 02 / 1999

**Writer, Creative Director.**

- Designed and developed the creative procedures, wrote and supervised the scripts for the first drama-documentary show in Mexico produced live on tape.
- Wrote and supervised the scripts for 1997 and 98 one hour live broadcast of "Teleton".

**TV Azteca. Mexico City, Mexico**

11 / 1994 – 10 / 1996

**Writer, Sitcom New Projects Director's Adviser**

- Advised authors and writers on the creative process and development of scripts and seasonal story lines for potential new sitcom projects based on the New Projects Director creative strategy and vision.
- Wrote and created three game-shows in which comedy was a must.

**Radioactivo 98 1/2. Mexico City, Mexico**

11 / 1993 – 11 / 1994

**Producer**

- Wrote the scripts and produced promotional spots, Spanish rock review shows and morning talk shows targeted to young adult listeners, which stated a landmark on Mexican radio broadcast creativity standards.

**EDUCATION**

**Universidad Iberoamericana. Mexico City, Mexico**

Interactive Design four-years BFA Program.

01/2005 – 12/2009

**Universidad Iberoamericana. Mexico City, Mexico**

Video Game Writing Lecture

08/2008

Teacher: Paul Jenkins

**Centro Cultural de España en México /**

**Universidad del Rey Juan Carlos I**

06/2006

Documetary Film Seminar.

**Universidad Iberoamericana. Mexico City, Mexico**

07 / 2005

The Television Industry Seminar: The Value Chain of Television Business.

Presented my final project, which consisted on a new Television Broadcast Channel Business Plan, to Emilio Azcárraga, José Baston and members of the Executive Committee of Televisa.

**Teacher:** Lic. Alejandro Quintero Iñiguez

Televisa's Corporate Sales & Marketing V.P.

**Universidad Iberoamericana. Mexico City, Mexico**

06 / 2004

The Network Society: Culture and politics in the age of digital networks.

**Teacher:** Anita Chan

Graduate Student of Masachussets Insitute of Technology.

Doctoral Program in the History and Social Study of Sience and Technology.

**New York Film Academy. New York City, NY**

06 / 1999 - 03 / 2000

Total immersion filmmaking workshop.

Advanced Filmmaking: Producing and Directing Program.

Screened my final project, which consisted on a short film, at The New York Independent Film & Video Festival.

**Universidad Nuevo Mundo. Mexico City, Mexico**

01 / 1992 – 05 / 1994

Communication.

**TEACHING**

**Universidad Iberoamericana. Mexico City, Mexico**

01 / 2003 - Present

Communication Faculty Teacher for the following courses:

Media Production II

Media Screenwriting II

**LANGUAGES**

Native Spanish

Advanced English

Basic French

**CG SOFTWARE**

Advanced Photoshop

Advanced Corel Painter

Intermediate - Advanced After Effects

Intermediate - Advanced Maya

Intermediate – Advanced Combustion

Beginner Z-Brush

**WEB DESIGN SOFTWARE**

Advanced Dream Weaver

Advanced Coda

Advanced FTP

Advanced MySQL

Intermediate Console

## **WEB DESIGN LANGUAGES AND TECHNIQUES**

Advanced XHTML

Advanced CSS 2 & 3

Intermediate – Advanced PHP

Intermediate – Advanced AJAX

Intermediate – Advanced AS3

Intermediate – Advanced JQuery

Intermediate – Advanced Java Script