

JAQUELINE ZAMORA



Emerging Art Director

Storyteller

aka ZAMORE

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EDUCATION

BA International Relations ■ Diploma Animation Studies
Universidad Anáhuac (MX) ■ Reducations (NL)

LANGUAGES

Spanish (Native) ■ English (TOEFL 8.0)
■ Italian (PLIDA B2)

Blending international affairs and animation, I craft research-driven narratives that push storytelling boundaries. As an art director and visual designer, I thrive in 2D/3D animation, VR, and branding, merging compelling aesthetics with strategic impact. Proficient in illustration, graphic design, and video production, I use data-driven insights to create immersive, multicultural narratives that engage diverse audiences across diverse platforms.

EXPERIENCE

- **Art Director - VR Project Tyari Grani** ■ *Co-Production with Khora VR - 2023-2024*
Oversaw visual development for an interactive historical narrative in VR.
Led a creative team across NL and DK, defining the project's art direction and aesthetics.
Storyboard artist and visual narrative developer
Negotiated intellectual property rights for original visual assets.
 - **Art Director - VR Prototype Dreamweaving Within** ■ *Kaboom Festival Residency - 2023*
Developed the visual language, creating a dreamlike atmosphere through color, composition, and spatial design.
Collaborated with designers, developers, and researchers to integrate cultural narratives into immersive environments.
Contributed to the overall creative vision, translating conceptual themes into engaging, interactive visuals.
 - **Graphic Designer** ■ *REDRUM Bureau - 2023*
Designed and produced social media content (Reels, carousels, animations, and infographics) to enhance audience engagement.
Developed poster campaigns and merchandise designs, ensuring strong visual impact and branding
Developed visual elements and branding strategies for in-house projects and private clients, maintaining a consistent tone of voice and identity.
- ## SKILLS
- 🎨 **Design & Art Direction:** Concept Development, Visual Storytelling, World-Building
 - 🖌️ **Software:** Adobe Creative Suite (Photoshop, Illustrator, After Effects), Blender
 - 🎬 **Animation:** 2D & 3D Animation, Character & Environment Design
 - 🎮 **Interactive Media:** VR Art Direction, Narrative-Driven Experiences
 - 🗣️ **Collaboration & Communication:** Team Leadership, Creative Strategy, Client Presentations