



Ezequiel Moraña

Senior Graphic Designer | Specialist in Art Direction and Audiovisual Content

With 25 years of experience in newsrooms and TV sets, I've learned that design isn't just about aesthetics, but about telling captivating stories. I'm a professional trained in the design methodology of the University of Buenos Aires (UBA), with a foundation in strategic thinking that allows me to master any tool. My experience ranges from the technical rigor of the publishing world to the digital precision of today's media.

INFORMATION AND CONTACT

- Buenos Aires - Argentina
- +54 9 11 6894-0534
- ezequielmorana@gmail.com
- www.youtube.com/@ezequielmoraña
- www.linkedin.com/in/ezequielmoraña
- behance.net/ezequielmoraa
- ezequielmoraña.com

EDUCATION

Graphic Designer Degree
University of Buenos Aires (UBA)
Graduated 2011

Technical Degree in Electrical Engineering
Raggio Municipal Technical School
Graduated 1998

TECHNICAL SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Adobe Premiere
Adobe XD
Adobe After Effects

LANGUAGES

Spanish - Native
English - Advanced
Portuguese - Intermediate

SKILLS

Management of multidisciplinary teams.
Resource and time optimization.
Adaptability in dynamic environments.
Strategic presentation of ideas.

PROFESSIONAL PROFILE

Senior Graphic Designer (UBA) with comprehensive expertise in Art Direction, Editorial Design, and Audiovisual Post-Production. Specialist in leading complex workflows and multidisciplinary teams in large-scale media outlets such as Editorial Perfil and NET TV. Expert in the transition of print products to digital platforms and high-impact video content, with advanced proficiency in Adobe Creative Cloud and AI implementation.

WORK EXPERIENCE

2020 - 2024 | Video editor: RePerfilAr / Periodismo Puro

NET TV

- Comprehensive leadership of the video editing workflow for news and current affairs programs.
- Oversight of visual and narrative quality standards for high-volume content.
- Technical and creative management from project inception to completion by the end of 2024.

2010 - 2020 | Senior Editorial Designer: Caras / Moda / Deco Magazines

EDITORIAL PERFIL

- Art direction and design for leading publications in the Argentinian and Uruguayan markets.
- Development and launch of the visual concept for the new edition of Caras Decoración.
- Coordination of editorial aesthetics to solidify the brand's position as a benchmark in the sector.

2007 - 2010 | Newspaper PERFIL

EDITORIAL PERFIL

- Design and layout of the print edition, adapted for digital formats.
- Member of the relaunch team, defining the aesthetics and graphic flow under daily deadlines.

2006 - 2007 | Web pages - Caras, Noticias, Parabrisas

EDITORIAL PERFIL

- Responsible for the transition and adaptation of iconic editorial products to the web environment.
- Optimizing the user experience while maintaining the visual identity of each brand.

2004 - 2006 | Editorial Jr - Fútbol Historia & Estadísticas

EDITORIAL PERFIL

- Design and development of derivative products and special editions of historical content.
- Adaptation of archival materials with a coherent and modern visual presentation.

TECHNICAL EXPERTISE AND GRAPHIC ARTS

- Print Management: Proficiency in offset, screen printing, and specialty media.
- Quality Control: Supervision of color proofs, color proofs, and digital printing.
- Prepress: Advanced technical preparation of files (overprinting, bleeds, and color).
- Editorial and Digital Management: Supervision of final print runs, layout, and strategic adaptation for the web.