

CAREER PATH

NILTON ANDRÉS TORRES PÉREZ

MANAGER GRAPHIC DESIGNER WEB & PRINT



Executive with more than 25 years of experience and more than 50 world journalistic design awards working for The largest media companies in LATAM and the US USA I am a leader with a development-oriented multicultural approach professional in human capital and business transformation, managing areas such as finance, marketing and sales for achieve an accelerated rate of sustainable and profitable growth for current and future companies. With strategic vision and Experience in market analysis, brand positioning, decision making and smart cost reduction efforts.

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NiltonTorres

México CDMX

- TINTA Y PIXEL**, JULY 2017 - FEBRUARY 2019
IT IS A DESIGN FIRM THAT PROVIDES STRATEGIC SOLUTIONS TO TRANSFORM COMMUNICATION MEDIA, BRANDS, PRODUCTS AND SERVICES.
- DESIGN EDITOR**
RESPONSIBLE FOR THE DEVELOPMENT, PLANNING, DESIGN AND EXECUTION OF PRINT AND WEB PROJECTS
 - Develop the design and implement more than 35 newspapers throughout the republic, Coaching and Mentoring programs for work teams in different parts of the Mexican Republic.
 - Development of training and outplacement plans for more than 25 newspapers throughout the Mexican Republic.
 - I structured, designed and implemented the magazine of the Episcopate of Mexico "From the Faith"
 - I incorporated the new image for the commercial supplements of El Sol de México.
 - I participated as a lecturer in the cycle of training talks to the entire editorial staff of the Newspaper El Sol de México.
- LA SILLA ROTA**, JUNE 2016- DECEMBER 2018
PORTAL OF NEWS, ANALYSIS AND INDEPENDENT DIGITAL JOURNALISM ON POLITICS, PUBLIC SPHERE, NATION AND WORLD.
- DESIGN AND TECHNOLOGY ADVISOR**
MANAGEMENT, PLANNING OF GRAPHIC PROJECTS, NEGOTIATION WITH SUPPLIERS AND DESIGN OF GRAPHIC PIECES FOR THE PORTAL
 - Develop the redesign of the different portals of the group.
 - Developed and designed the Banners of the different informational coverage of the portals
 - Negotiate and implement work agendas with different development providers
- DIARIO 24 HORAS**, OCTOBER 2014- OCTOBER 2016
FREE NEWSPAPER OF GENERAL INFORMATION
- DIRECTION OF DESIGN DEPARTMENT OF THE NEWSPAPER. 6 PEOPLE IN CHARGE**
GESTION DE CAMBIO TOTAL PARA EFICIENTAR PROCESOS COSTOS, PLANEACIÓN DEL DIARIO, COACHING Y MENTORING
 - Generate a savings plan for the newspaper of 50% in the department's payroll costs
 - Evaluate and advise on the hiring of the new design team for the newspaper
 - Design a new image for the newspaper
 - Manage to generate and implement processes that helped reduce newspaper delivery times
 - Coaching and Mentoring Programs
- DIARIO EL FINANCIERO**, OCTOBER 2012-OCTOBER 2014
NEWSPAPER SPECIALIZED IN FINANCE, ECONOMY, BUSINESS AND POLITICS IN MEXICO
- COORDINATION OF THE DESIGN AREA, 20 PESORNAS IN CHARGE**
GESTIÓN, PLANEACIÓN DE PROYECTOS GRÁFICOS, PROGRAMAS DE COACHING Y MENTORING
 - Participate in the implementation of the new design of the newspaper in charge of a Barcelona office

UPDATES :

- Big Data 2019 University from Berkeley
 - Multimedia Journalism. ITESM. 2010
- Skill development managerial. Reforma newspaper. 2003
 - Development of infographics. Society for New Design. 1999
 - Design, typography and color for newspapers in Spanish. Institute Poynter, Tampa, Florida.

TRAINING :

Plastic arts National University, Bogotá, Colombia 1990-1994

MANAGER GRAPHIC DESIGNER WEB & PRINT



- DIARIO EL UNIVERSAL**
- , JULY 2017 - FEBRUARY 2019

DESIGN COORDINATOR, 25 PESORNAS IN CHARGE

TIEMPOS DEL MUNDO, JUNE 2006

DESIGN ADVISOR

DIARIO REFORMA, APRIL 2001- MAY 2006

10 PESORNAS A CARGO COORDINADOR GENERAL DE DISEÑO DE ESPECTÁCULOS

DIARIO EL PAÍS, CALI. COLOMBIA AUGUST 1994 TO APRIL 2001

DIRECTION OF THE DESIGN AREA, 45 PEOPLE IN CHARGE

- Redesign the entire image of the newspaper
- We managed to restructure the entire photography department of the newspaper without using economic incentives
- I was in charge of planning strategic news coverage for the newspaper

- ASSERTIVENESS, "AS IF" MENTALITY
- ANALYSIS CAPACITY.
- TEAM COACH / MENTOR

MICROSOFT OFFICE,		70%
ADOBE ILLUSTRATOR,		80%
ADOBE PHOTOSHOP,		80%
ADOBE INDESIGN,		80%
ADOBE PREMIER PRO		60%
ADOBE AFTER EFFECTS.		60%

PHOTOGRAPHIC
PRODUCTION
AND AUDIOVISUAL
PRODUCTION