

# JUAN PABLO BALDERAS GONZALEZ DE BURGOS

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INSTAGRAM -@JUAN.PABLO.BALDERAS

Mexican Creative Director with experience in experimental photography, cinematography, and editorial design. Freelance assistant director and researcher visualizer for publicity, music videos and filmmaking. My coursework focuses on new technologies to broaden the vision of culture and social life through contemporary art, fashion, and audiovisual productions. Skilled in design thinking, creative processes, and semiotic analysis.

## WORK EXPERIENCE

### **Creative direction:**

"FÁBRICA DE MÁSCARAS"

DOCUMENTARY SELF-PORTRAIT VIDEO ART (APR 2025)

Explored identity and performative memory through experimental analog textures and self-portrait cinematography.

"THE LONGEST MIN"

GRAND PRIX XALAPA 2023 (APR 2023)

Paralympics one-minute short selected in the 60-second international film festival.

### **Researcher and visualizer:**

"VXNDRX"

VONDRÉ MUSIC VIDEO (2026).

Visual research and semiotic curation to develop the artistic direction, color theory, and conceptual atmosphere based on the dark shoegaze and new wave styles.

"RUIDO EN CASA"

LA BESTIA MUSIC INC. (2026).

Analyzed urban youth culture trends to pitch a cohesive visual identity for publicity of Mexican music hub La Bestia.

### **Second assistant director:**

"FATHER'S DAY" COMMERCIAL

MERCADO LIBRE LATIN AMERICA - LANDIA MÉXICO (APR 2026).

Coordinated logistics and set operations for a large-scale commercial unit, ensuring precise execution of the technical crew's schedule and the implementation of AI visual effects.

"CONTIGO APRENDÍ" COCA-COLA 100TH-ANNIVERSARY COMMERCIAL

COCA-COLA - STINK MÉXICO (AGU 2025).

Supervised set coordination and breakdown for a global brand's anniversary piece, managing complex scheduling under strict production standards.

## EDUCATION

### **Bachelor's Degree in Communication Studies.**

IMESAD, Torreón

2020 - 2025

## COURSES AND CERTIFICATIONS

### **Diploma in Film Direction.**

Escuela Superior de Cine (ESCINE)

2024

### **Pro Tools Certification 101-110.**

SAE Institute Mexico

2023

## LANGUAGES

### **English (C1)**

IELTS Academic (7.0 of 9.0)

2026