



I'M
DAYANA
CREATIVE COMMUNICATOR

A creative communicator focused on shaping clear, meaningful stories that connect people, ideas, and brands. My work blends visual thinking with strategic communication to translate complex concepts into messages that are human, accessible, and purposeful.

Working across art direction, messaging, and collaboration to build cohesive communication systems and integrated campaigns across digital, print, and experiential channels. Whether aligning cross-functional teams or shaping narratives that resonate with diverse audiences, the focus is on communication that is intentional, inclusive, and built to last.

Languages: English • Spanish • German | Basic French



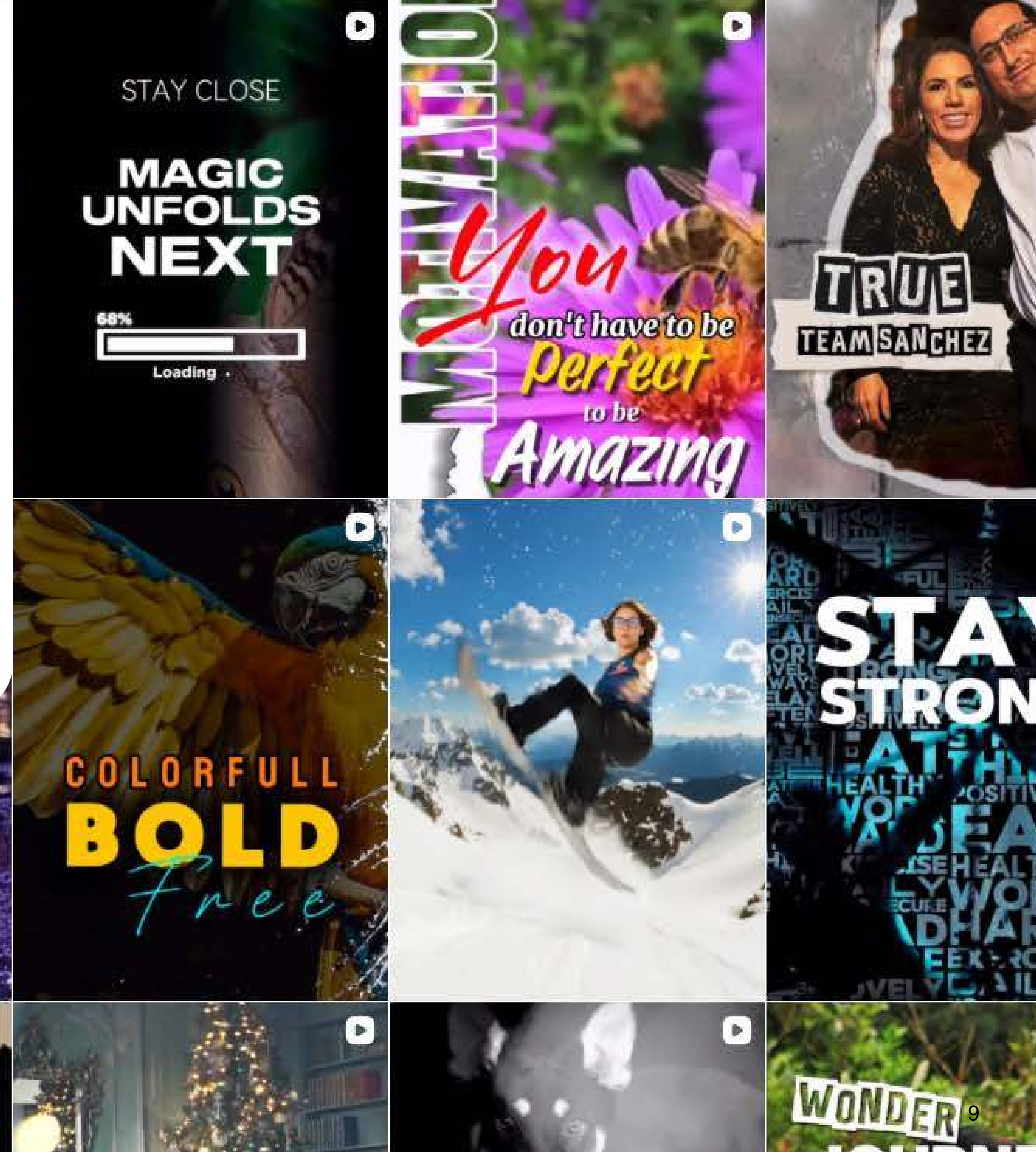
PORTFOLIO

Please visit my website to view
my design and writing portfolios.



PORTFOLIO

Social Media & Technical Skills



TECHNICAL DESIGN SKILLS - Video and Animation

AdobeAfterEffects - AdobePremierPro

MOTION | LIGHTANIMATION | SOCIALASSETS

Motion Light Animations – Social Asset Examples

These visuals are astoryboard showcasingfour differentmotion-light animation concepts.They highlight how light, energy, andatmospheric effects can be used to bring a brand to life in social formats.

About the Logo Used

- Thelogofeatured here belongs to my kids’ small 3D-printing business.
- Iusedtheir logo strictly as a placeholder to demonstrate motion effects, transitions, and animation styles—this is not client work.
- The focus is on showing movement, visual style, and animation approaches, not brand design.

 LINK TO MY INSTAGRAM PAGE

Click any thumbnail to view the reel on Instagram



What These Animations Demonstrate

- Light-based motioneffects(glow,energy rings, fire/light interaction)
- Atmospheric transitions (smoke, sparks, glowing particles)
- Holiday-themed animation (seasonal overlays, color shifts, festive elements)
- Clean graphic animation (line-build, glitch effects, logo reveals)

Technical Highlights

- Eachanimation usesseparate layers, allowing for:
 - Smooth logo reveals
 - Dynamic transitions
 - Color-driven mood changes
 - Scalable layouts for vertical social formats
- These examples show how a brand can use motion to enhance:
 - Reels / TikTok
 - Stories
 - Animated social ads
 - Product intro clips
 - Seasonal promotional content

TECHNICAL DESIGN SKILLS - Video and Animation

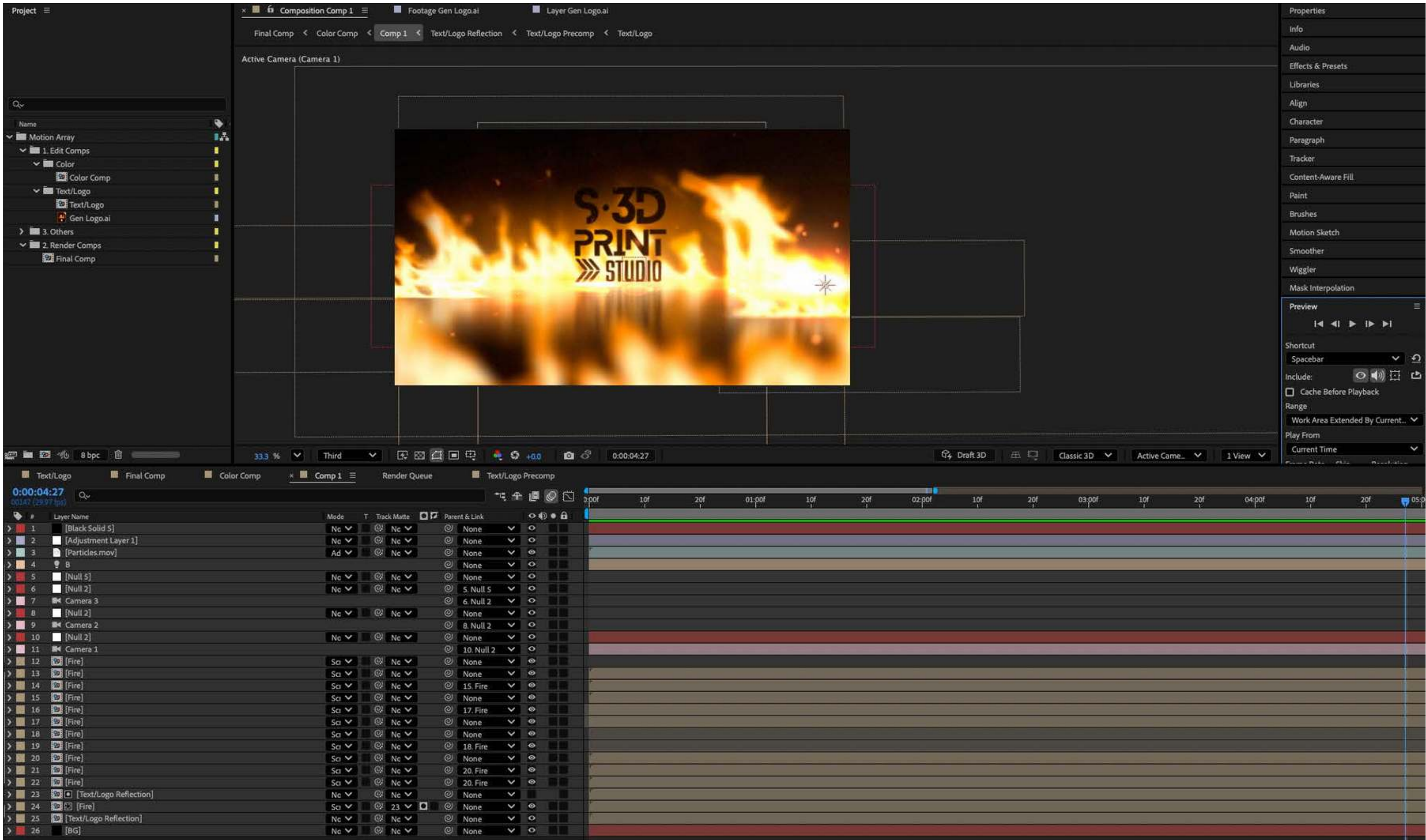
Clean Layers & Organized Workflow

This animation was built with a highly structured layer system in After Effects, ensuring clarity, scalability, and ease of reuse.

Key highlights include:

- Clean, labeled layers for every effect, element, and transition
- Logical grouping and hierarchy, making the file easy to navigate
- Template-ready structure, allowing quick updates to logos, colors, and animations
- Efficient workflow, reducing rework and enabling faster iteration
- Modular build, so individual components can be reused across future projects

[LINK TO AFTER EFFECTS SOURCE FILES](#)



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TECHNICAL DESIGN SKILLS - Video and Animation

The Many Versions of Me

To avoid licensing limitations, I used myself as the subject for this technical demonstration. Each clip showcases a different production technique, including compositing, motion graphics, character transformation, stylization, digital effects, and environment replacement.

This short reel highlights how one raw video source can be manipulated through multiple advanced workflows, demonstrating my range in video editing, motion design, VFX, character generation, AI-assisted enhancement, and creative compositing.

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 [Link to Reel in Instagram](#)

TECHNICAL DESIGN SKILLS - Video and Animation

Motion Transfer & VFX Exploration

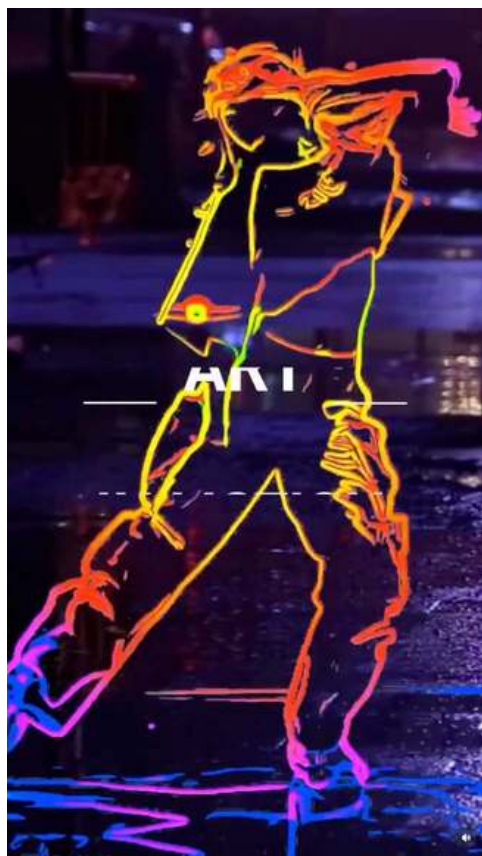
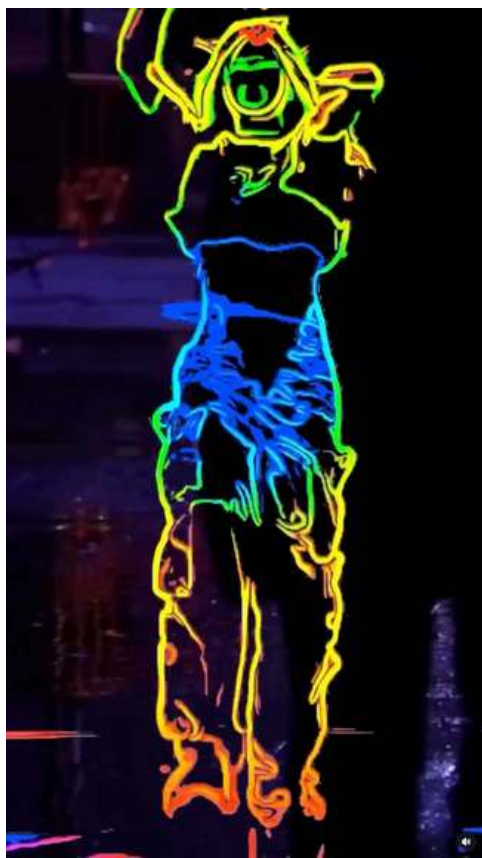
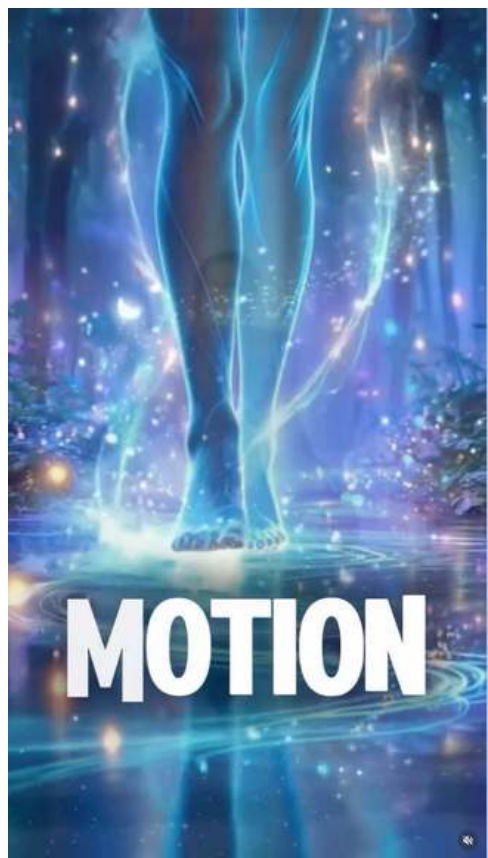
For this set, I used AI motion transfer techniques to apply complex choreography to my own footage — because I definitely can't dance like this in real life.

By blending live-action footage with stylized effects and advanced motion manipulation, these examples highlight my versatility in motion design, VFX, and creative experimentation.

The goal was to demonstrate how movement, effects, and compositing can be combined to create high-impact visual storytelling. This includes:

- AI-driven motion transfer
- Digital rotoscoping and line-art animation
- Electric, glow, and energy effects
- Environmental compositing and atmospheric overlays
- Layered VFX workflows in After Effects

[LINK TO MY INSTAGRAM PAGE](#)
Click any thumbnail to view the reel on Instagram



TECHNICAL DESIGN SKILLS - Video and Animation

Multi-Style Reel Exploration

Each reel in this collection represents a distinct visual workflow, highlighting my ability to adapt techniques based on narrative, emotion, and platform needs. This set includes:

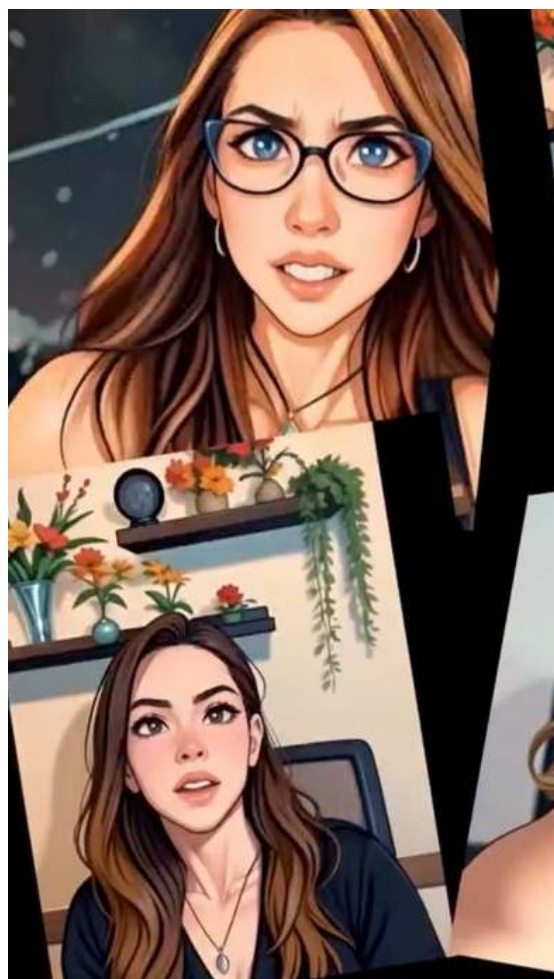
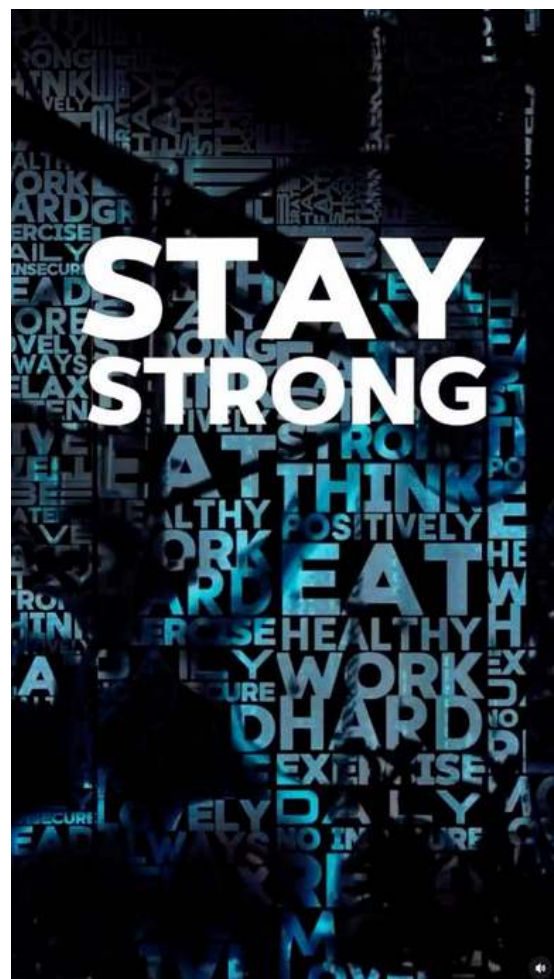
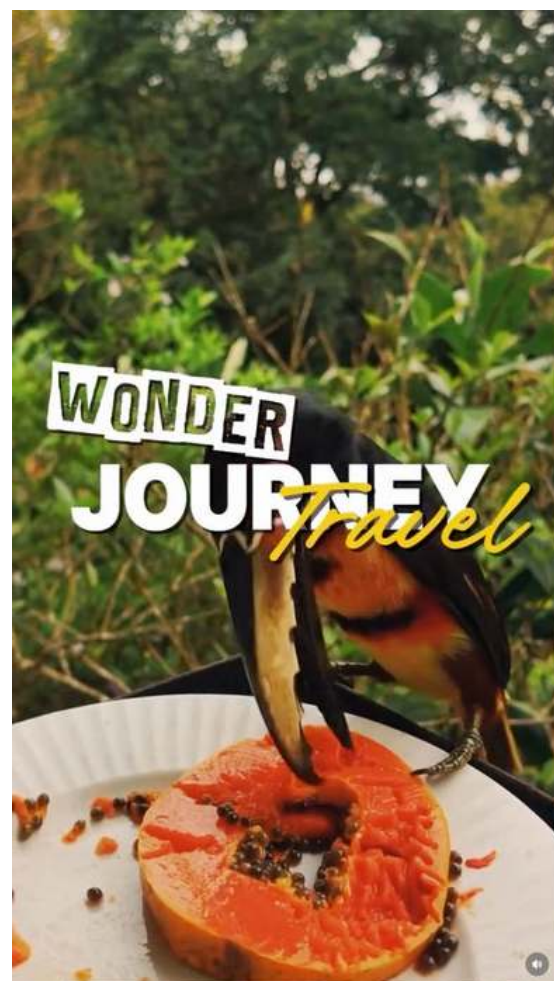
- Advanced motion graphics with kinetic type and animated UI elements
- Mixed-media compositing that blends video, illustration, and photographic layers
 - Cutout and collage animation for bold, editorial-style storytelling
- Cinematic color treatments to shift tone and atmosphere
- Nature footage enhanced with motion overlays and frame-by-frame edits
- AI-assisted stylization and illustration-to-video render workflows
- Holiday and thematic video design, integrating lighting, texture, and seasonal effects

Together, these reels demonstrate a wide range of technical proficiency in motion design, video editing, compositing, and digital enhancement—showing how a single concept can be elevated through different creative and technical approaches. I recommend enabling sound for full experience.



LINK TO MY INSTAGRAM PAGE

Click any thumbnail to view the reel on Instagram



TECHNICAL DESIGN SKILLS - 3D Modeling

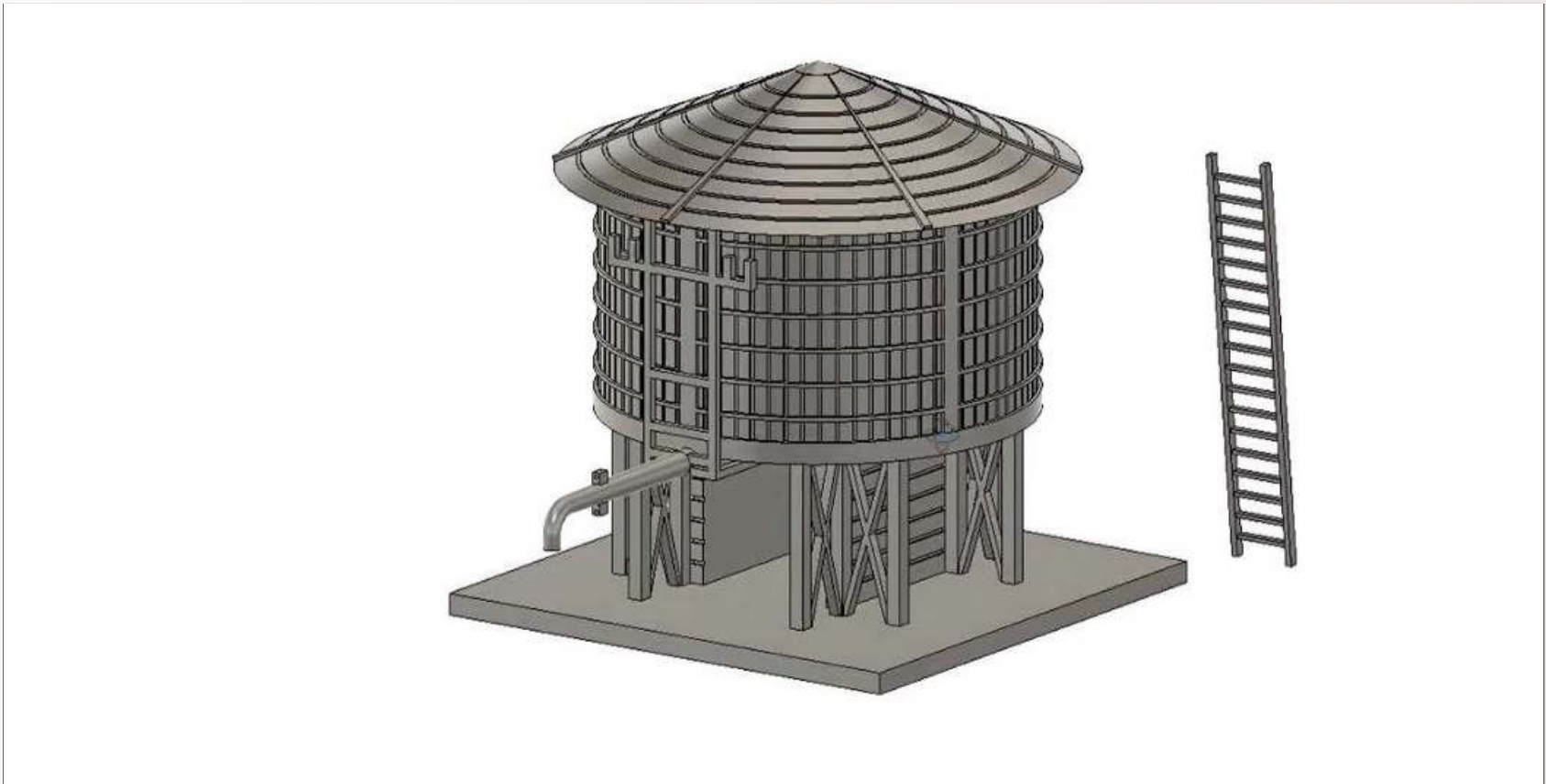
3D MODELING

These 3D models are base renders that show the structural possibilities before any color. The videos shared are simple screen recordings where I'm moving the models with my mouse to demonstrate shape, angles, and depth. These models already contain multiple-layered components, especially the brick house, which makes it possible to animate doors, windows, lighting, and environmental elements independently for a more polished final look.

Click any thumbnail to view the reel on YouTube



WATER TOWER



WATER TOWER



WATER TOWER



BRICK BUILDING



TECHNICAL DESIGN SKILLS

Lightroom – Advanced Color Correction & Image Refinement

This section highlights my technical skills in

Lightroom color correction and tonal refinement.

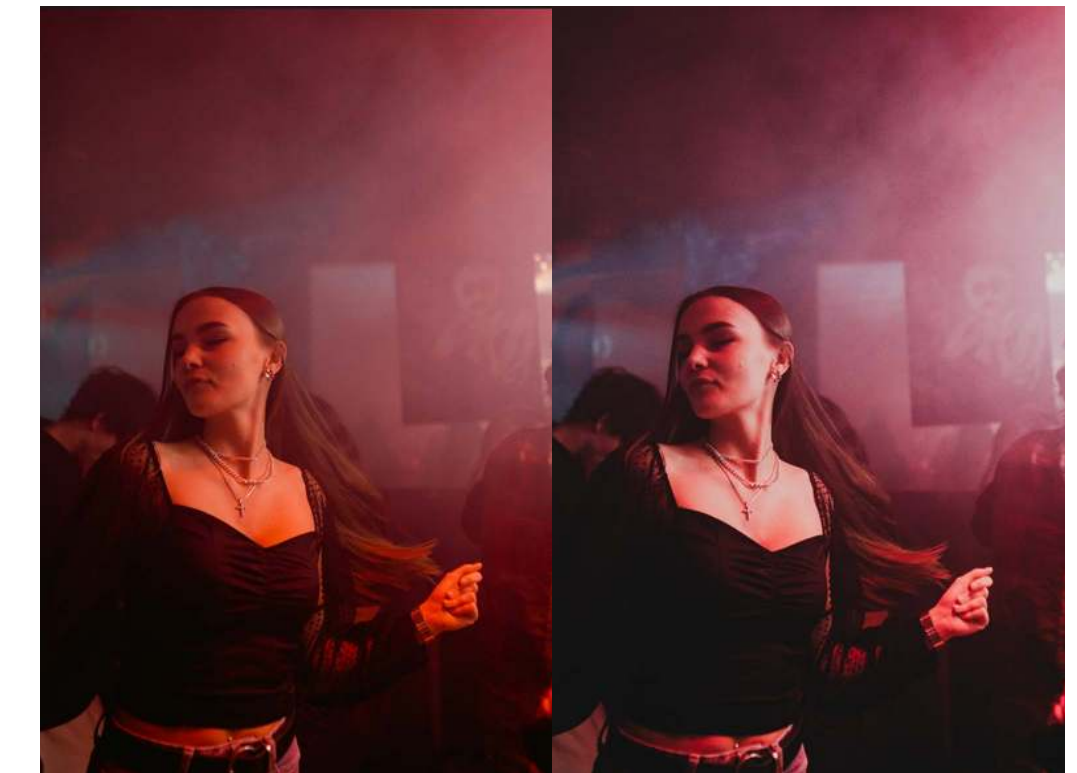
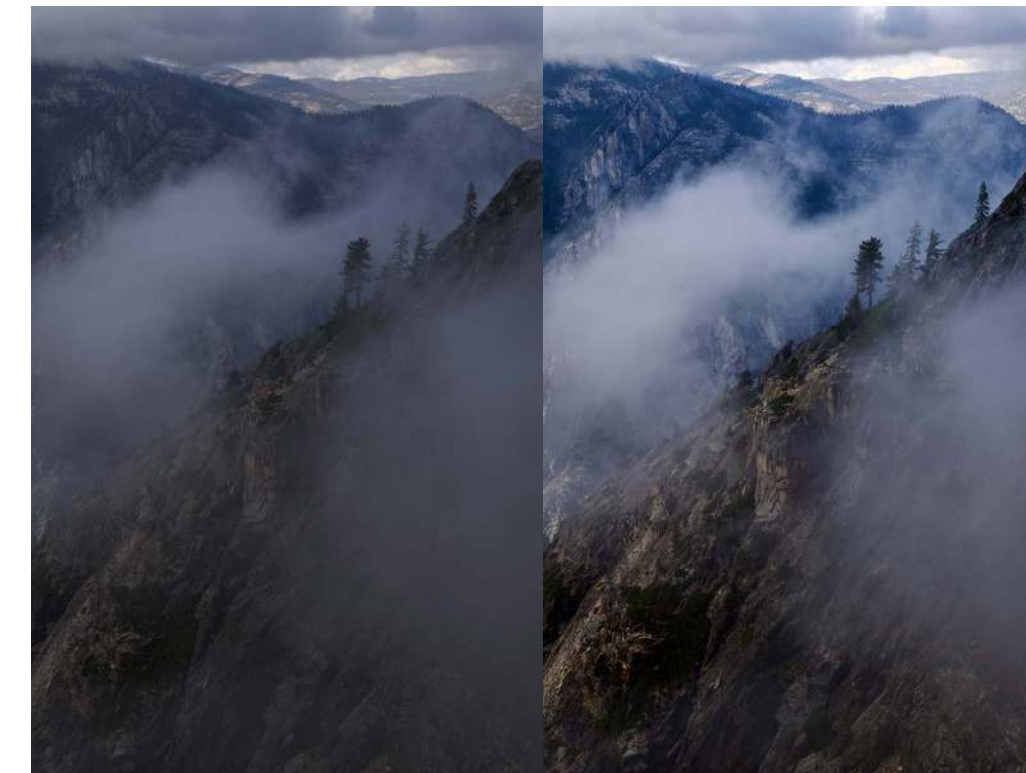
This section highlights my technical capabilities in Lightroom-based color correction, demonstrating how I enhance images through precise tonal and color adjustments. Each before-and-after pair reflects a controlled workflow focused on elevating clarity, focus, and visual impact.

Key refinement techniques include:

- Exposure, contrast, and dynamic-range

- balancing to create a clean tonal foundation
- Precision color calibration and white-balance control for accurate, natural hues
- Refining color balance, saturation, and warmth to build consistent, intentional palettes
- Selective adjustments for skin tones and subject isolation, ensuring natural texture and well-defined focal points
- Shadow and highlight recovery to reveal detail without compromising mood
 - Targeted contrast, clarity, and micro-contrast enhancements for added depth and dimension
- Local adjustments and masking to guide viewer focus and enhance composition
- Cohesive visual styling across a series, ensuring alignment of tone, color, and atmosphere
- Mood and storytelling-driven color grading, shaping the emotional resonance of each image

These examples demonstrate how thoughtful, technical corrections transform raw images into polished, visually consistent photography ready for editorial, campaign, or social use.



TECHNICAL DESIGN SKILLS - AI Video Generation – Concept to Final Edit

AI Video Generation – Concept to Final Edit

These videos were created using AI-driven production workflows. I supplied the theme and creative direction, and the AI system generated:

- A complete script
- Curated stock and cinematic footage
- AI voiceover narration
- Auto-generated captions

From there, I refined pacing, transitions, tone, and visual cohesion.

Each piece took only minutes to finalize, demonstrating how AI can accelerate rapid prototyping, content ideation, and short-form storytelling, while still allowing creative control and polish.

Click any thumbnail to view the reel on YouTube

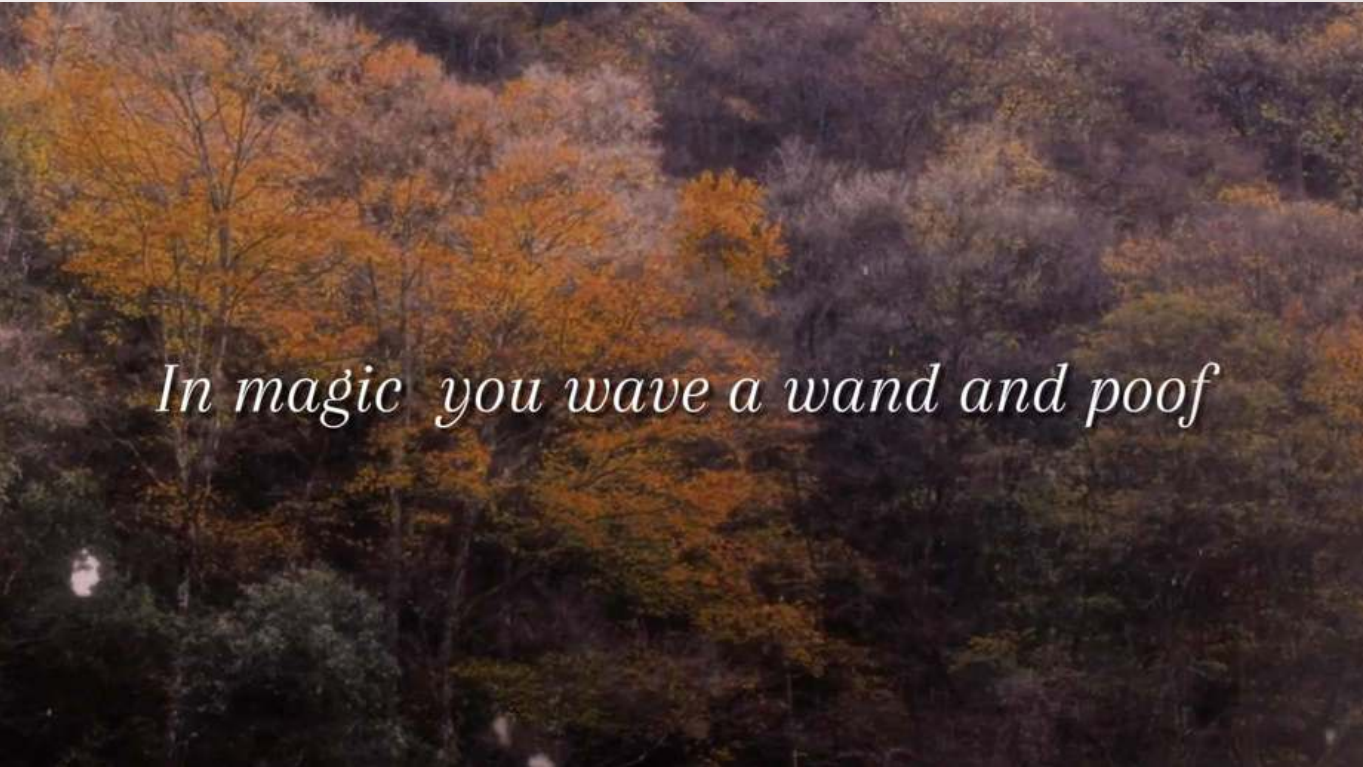


VEGIES ARE PACK WITH AMAZING POWERS



[Click here to see video](#)

CREATE A LITTLE MAGIC OF YOUR OWN



[Click here to see video](#)

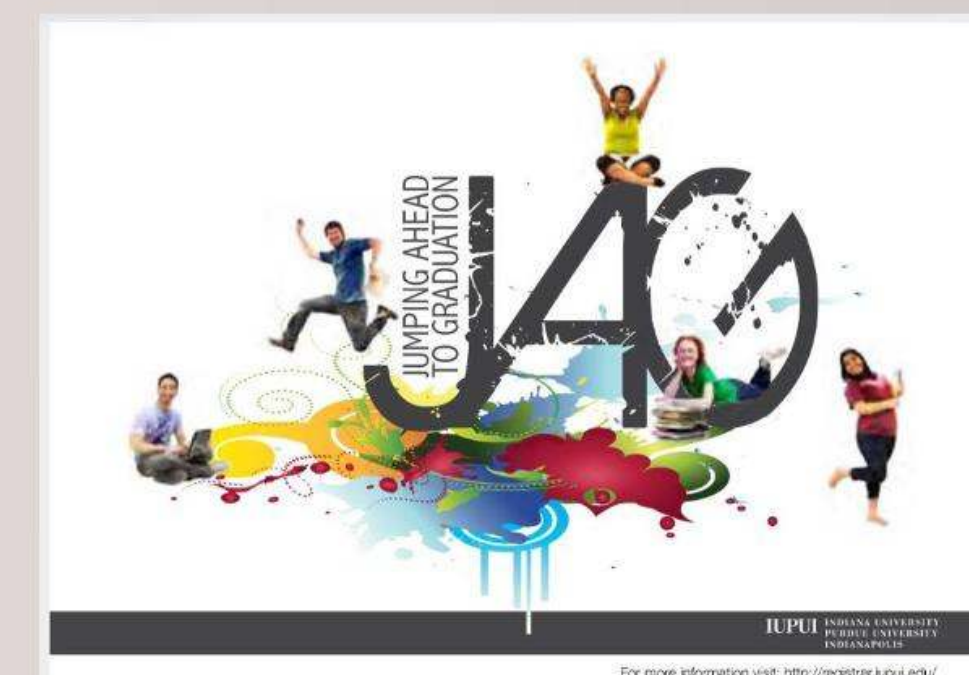
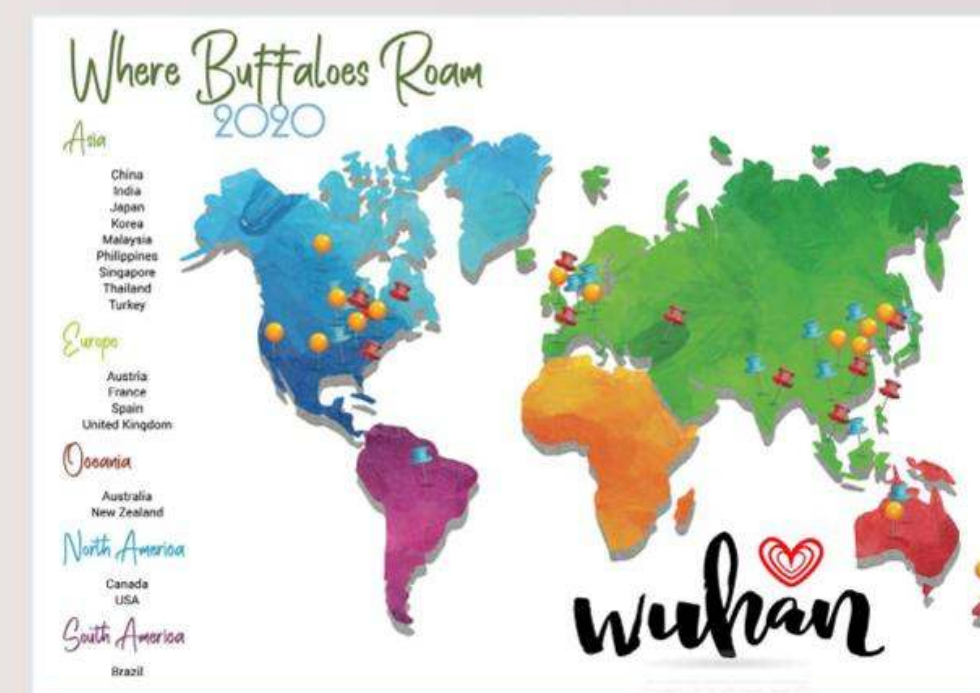
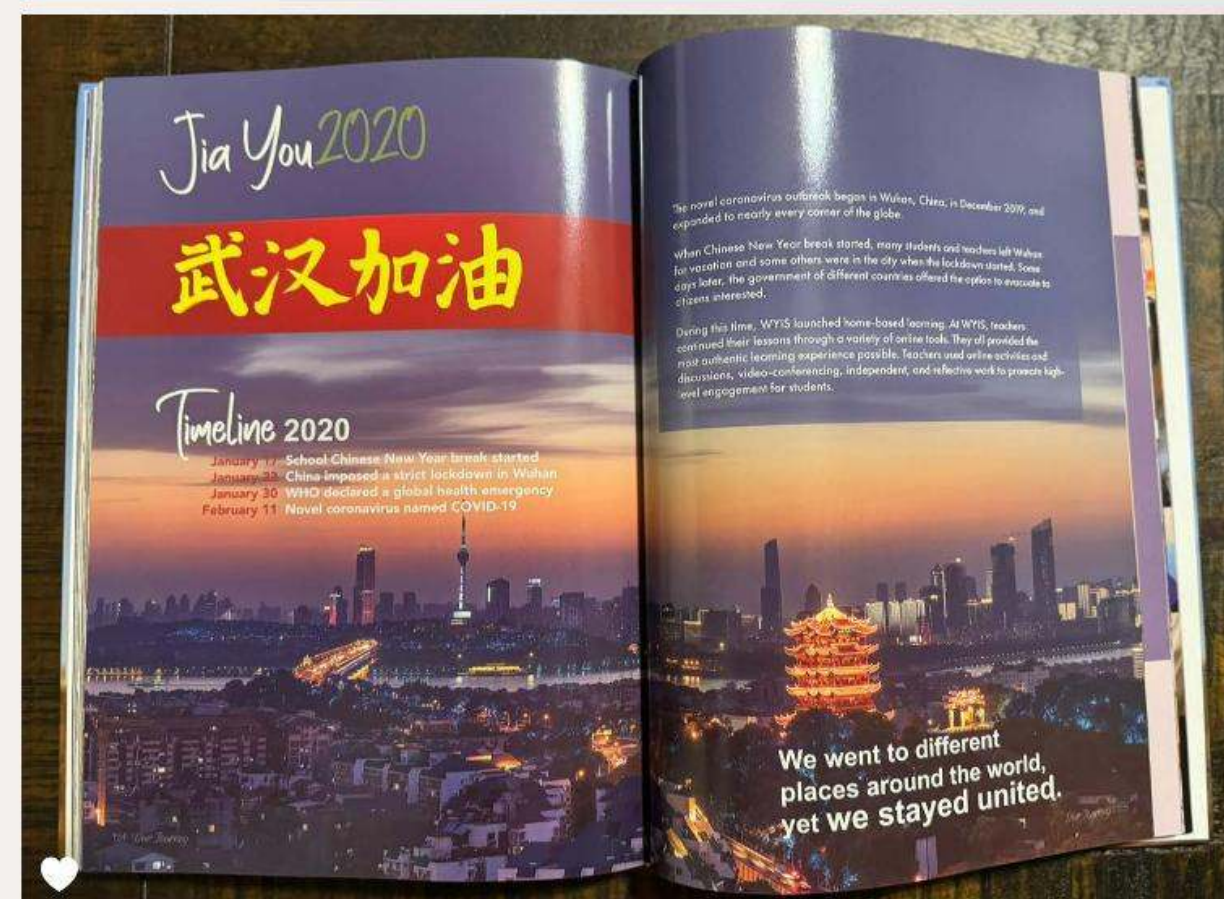
JAMMIN AS A CONVERSATION



[Click here to see video](#)



武汉加油



TECHNICAL DESIGN SKILLS - Adobe Figma and XD

Adobe Figma and XD

I also bring hands-on experience in Figma and Adobe XD, using both platforms for wireframing, interface design, and high-fidelity prototyping. My UX work spans user flows, interactive component design, and behavior-driven prototyping, along with usability testing, user feedback analysis, and translating insights into clear design improvements.

Figma's real-time collaboration features also allow me to interact seamlessly with designers, writers, and cross-functional partners, ensuring faster alignment and more efficient iteration. Here is the link to my UX Design Process portfolio, which highlights how I prototype applications with Figma, test interaction patterns, run usability evaluations, and report results to guide strategic design decisions:

 [Link to UX Design Process](#)

UX DESIGN
PROCESS
PORTFOLIO

Dayana Sanchez

 [Link to UX Design Process](#)

Prototyping and UX Feedback

STEP FIVE

- Paper Prototype
- Interactive Medium-Fidelity Prototype (attached: [DS_MidFiInteractive](#))
- Heuristic Evaluation on Prototype
- Interactive High-Fidelity Prototype ([Click here for Figma Prototype](#))

INTERACTIVE HIGH-FIDELITY PROTOTYPE

Project screens:
https://www.figma.com/file/u6E6sKnEwI2AFkyZ9qcYIJ/CIS305_DayanaSanchez?node-id=0%3A1

Play:
[Page 1 - CIS305_DayanaSanchez \(figma.com\)](#)



Evaluating Usability

STEP SIX

- Create a usability test plan
- Develop the usability testing script
- Run usability test and report on results

[Click here for Figma Prototype](#)

RUN USABILITY TEST

Task 1



Task 2



Task 3



Evaluating Usability

STEP SIX

- Create a usability test plan
- Develop the usability testing script
- Run usability test and report on results

RUN USABILITY TEST

Task 3



Task 4



Evaluating Usability

STEP SIX

- Create a usability test plan
- Develop the usability testing script
- Run usability test and report on results

RUN USABILITY TEST

Task 5





TECHNICAL DESIGN SKILLS

Print Design – Yearbook Layout & Production

This section features the yearbook I designed for Saints Francis & Clare Catholic School, which won 3rd place in a national competition this year. I created the full visual system for the book, including the layout structure, typography, color direction, and overall page design. The cover artwork was provided by a student, and I integrated it into a cohesive design that established the visual tone for the entire publication. Because this project was produced using the school's on-site equipment, I no longer have the complete digital file. I do, however, have the digital cover and photos of the printed book to showcase:

- Full-page layout and composition
- Use of color, texture, and hierarchy
- Page-to-page consistency

Cohesive visual storytelling across the publication
These images demonstrate the design approach and final production quality of the yearbook.



TECHNICAL DESIGN SKILLS - Web, Social & Responsive Layouts

Digital Asset Production – Web, Social & Responsive Layouts

This section showcases examples from my kid’s business website I designed and built. Because the company network doesn’t allow access to external sites, I captured screenshots and a mobile screen recording to demonstrate the live experience. The site is fully responsive and includes:

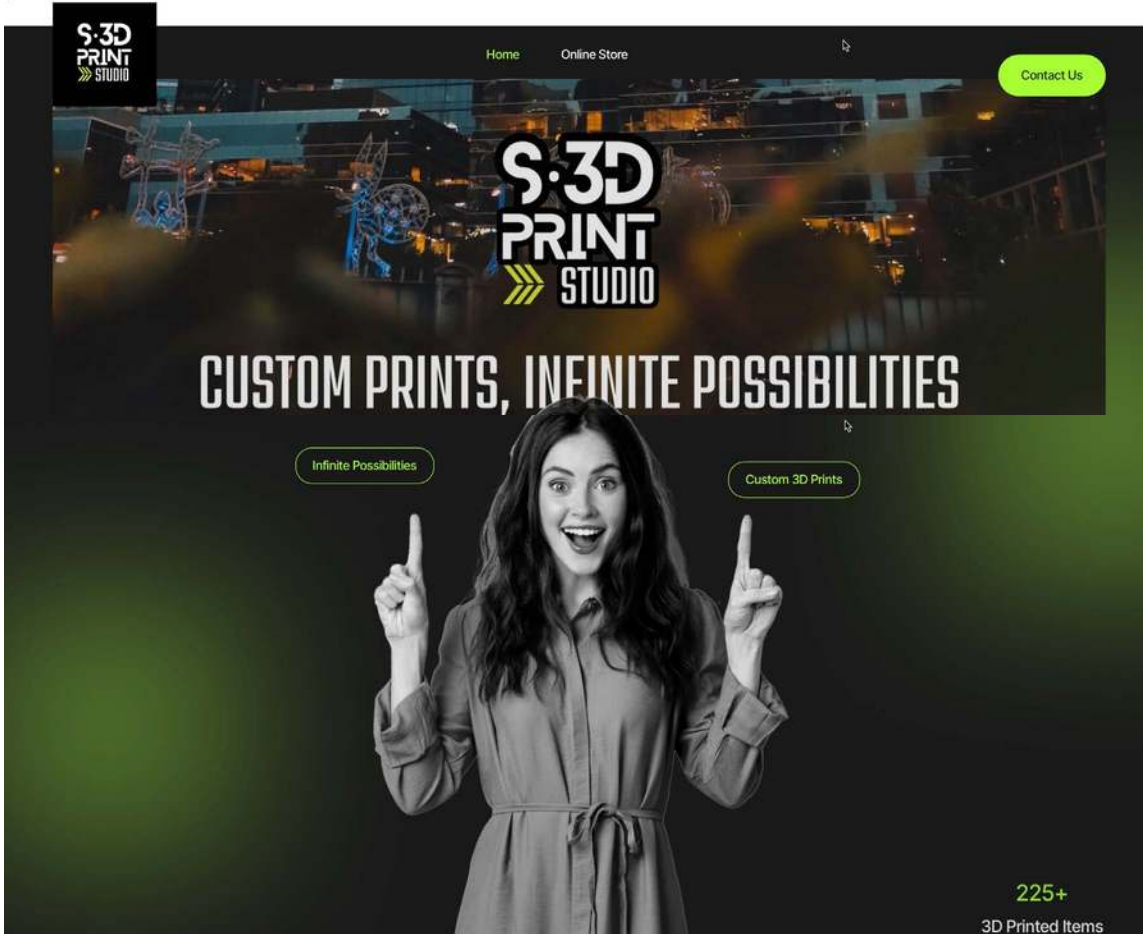
- Dynamic homepage elements
- Interactive product galleries
- Modular sections built for scalability
- Clean visual hierarchy and UX structure
- Consistent brand application across web and social formats

To highlight motion and user interactions, I recorded the site on my phone and uploaded a short reel to Instagram.

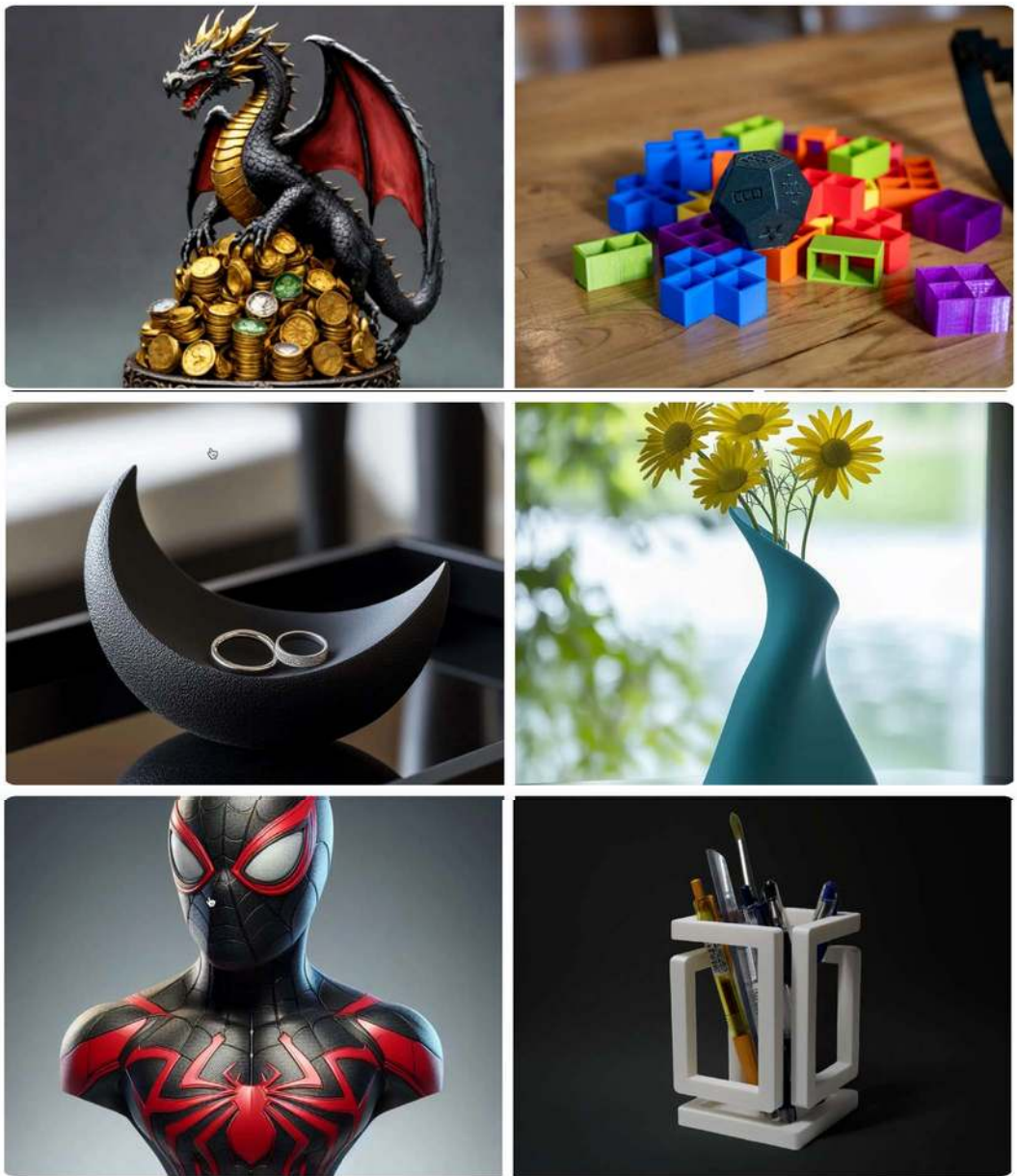
Click any thumbnail to view the reel on Instagram.

 [LINK TO MY INSTAGRAM PAGE](#)

Click any thumbnail to view the screen recording on Instagram

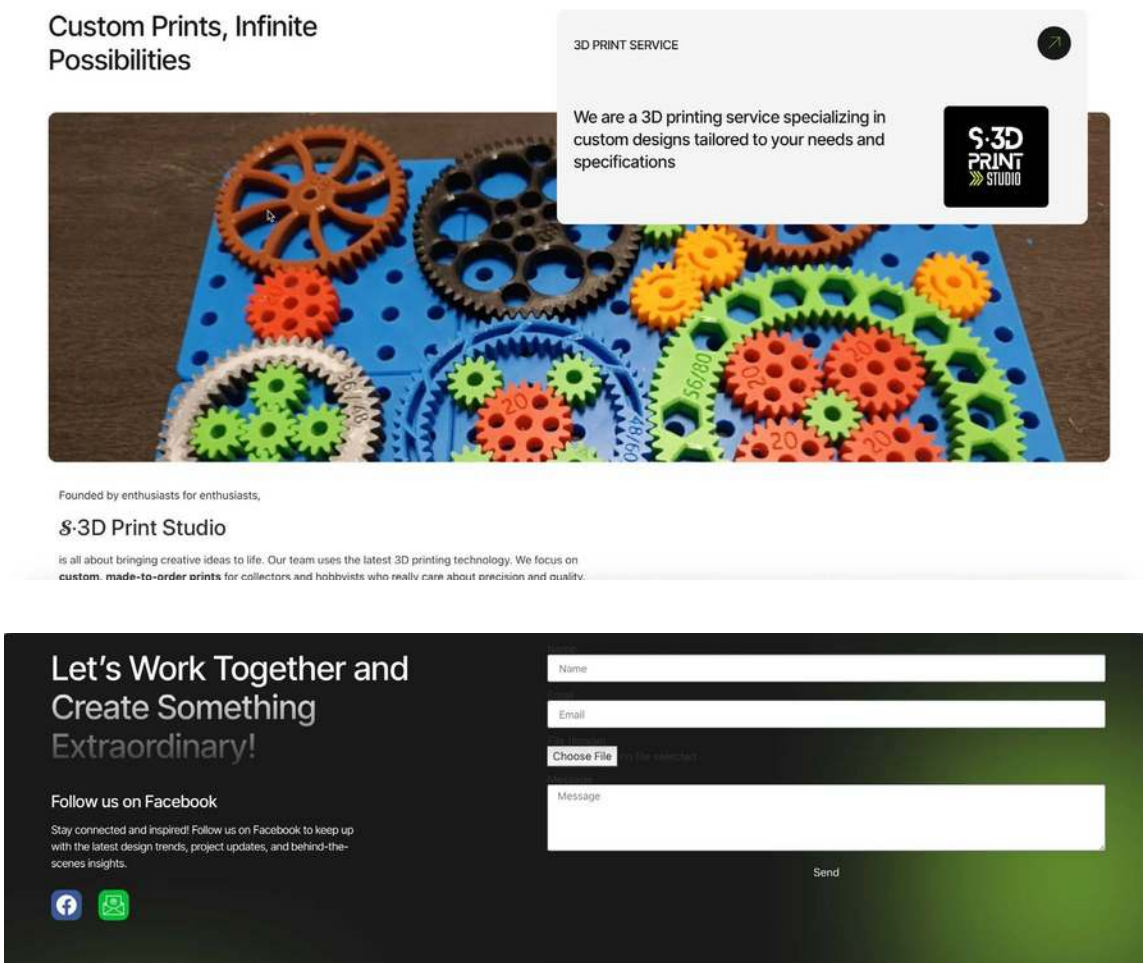
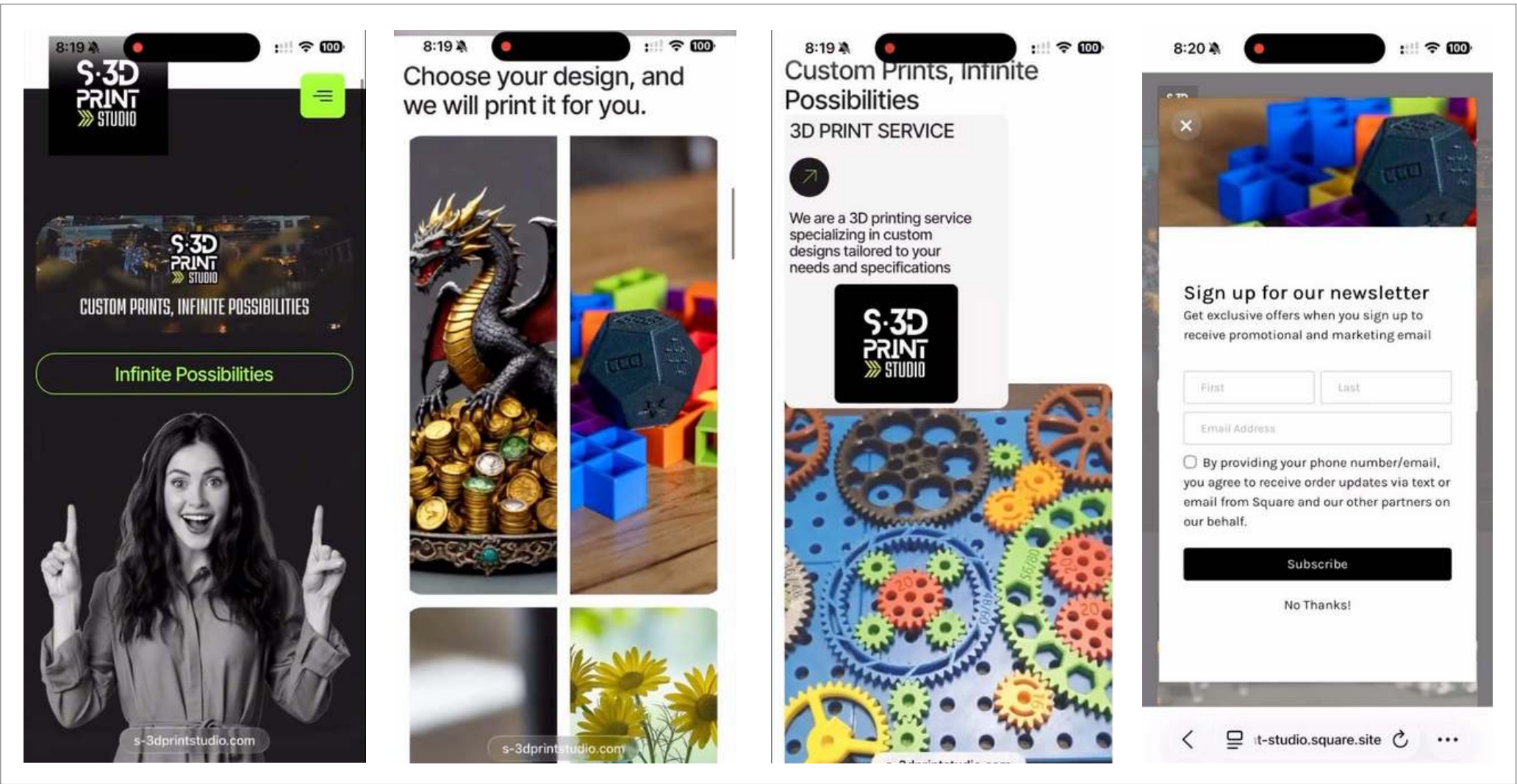


Choose your design, and we will print it for you.



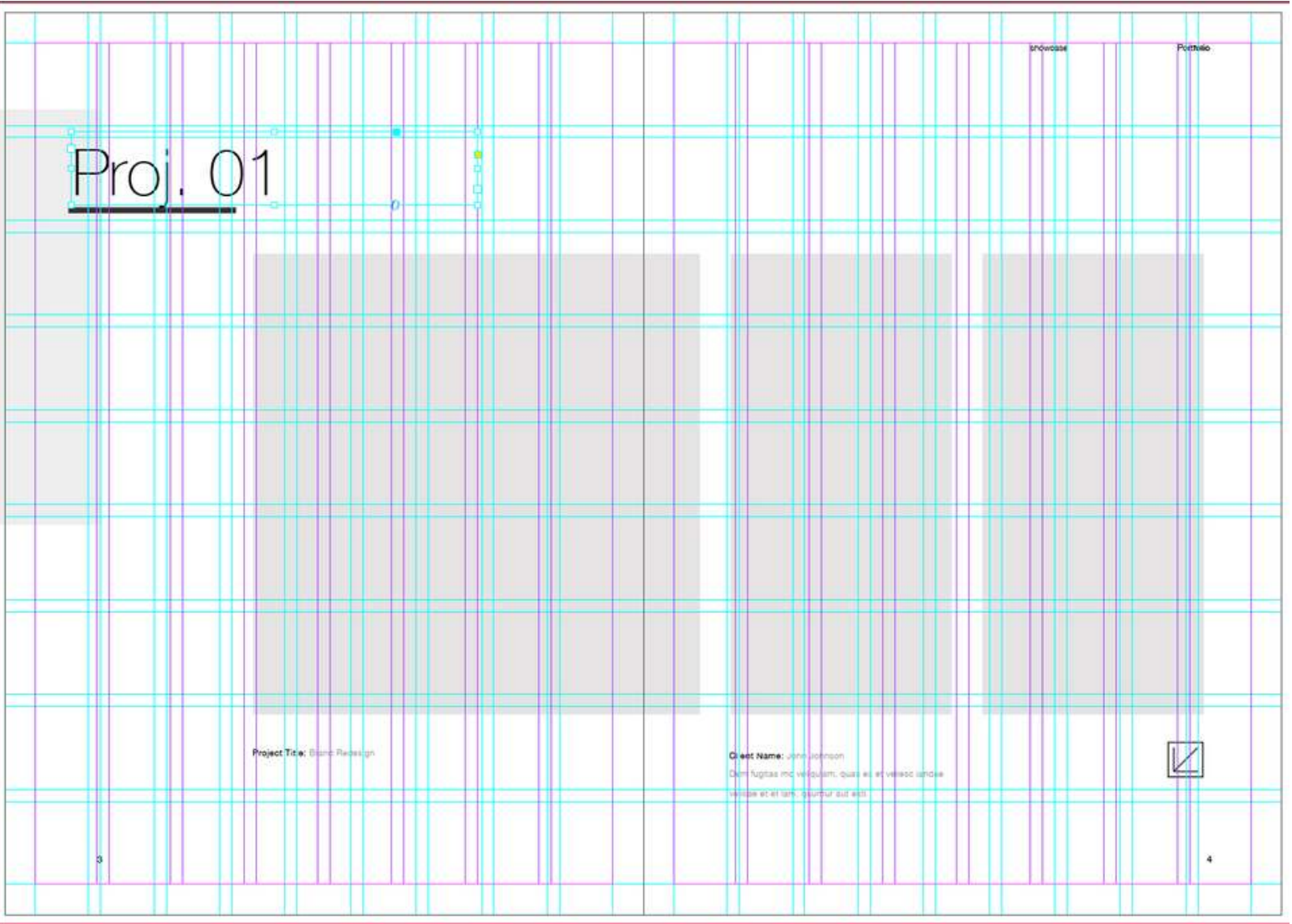
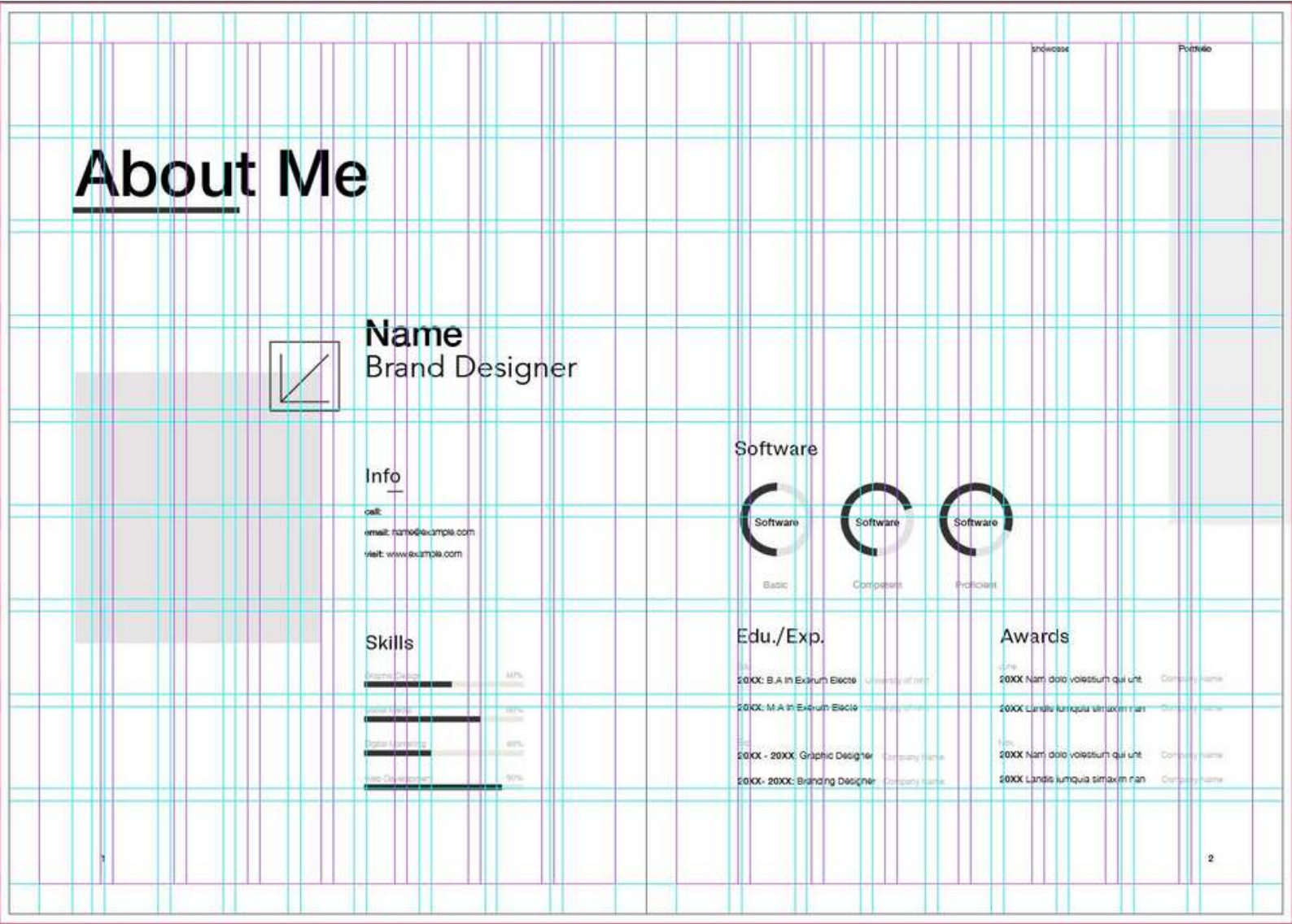
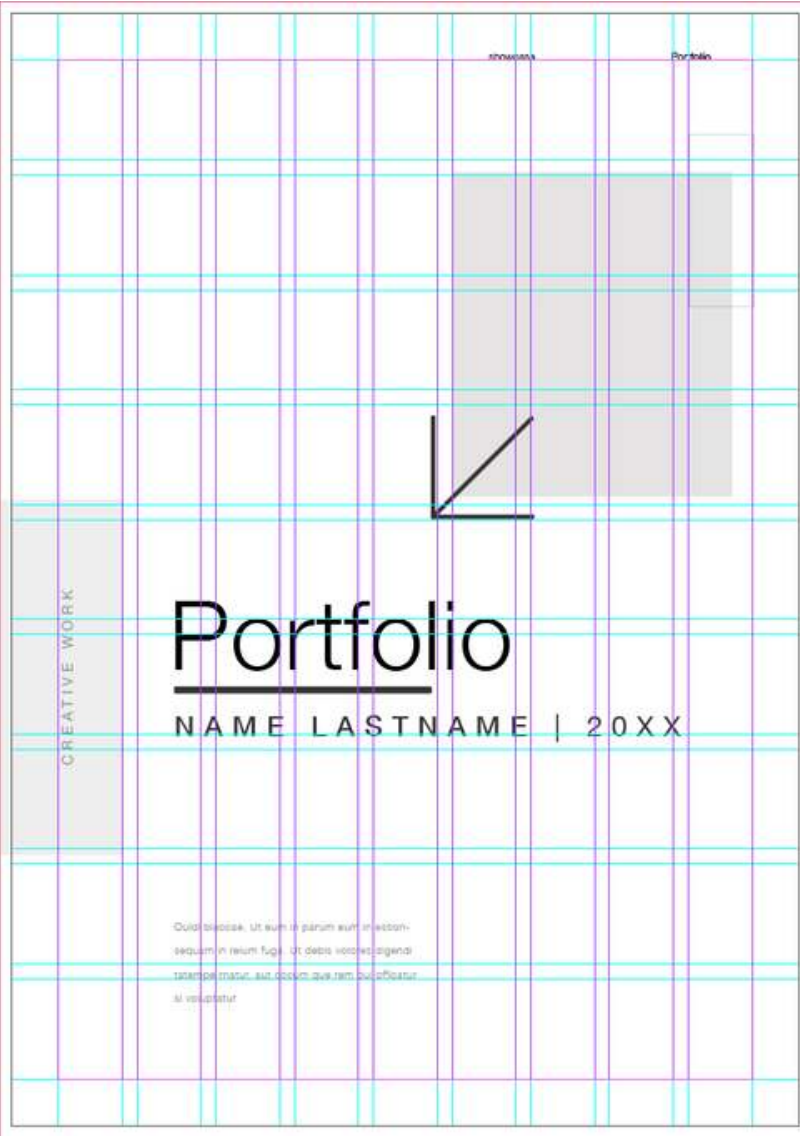
Answers to your Questions

1. I have a specific model in mind, or I need a little help finding one—what should I do?
It's simple! Whether you've already picked out your ideal model or you're looking for a bit of guidance, just drop us a message or give us a call with your ideas, sketches, or reference photos. We're here to help you find the perfect match or even design a custom model that fits your vision exactly. You can also find ideas at [printables.com](#), [thingiverse.com](#) or any other website dedicated to the sharing of user-created digital design files.
2. How do I place an order?
3. What materials do you use?
4. How long is the turnaround time for a custom order?

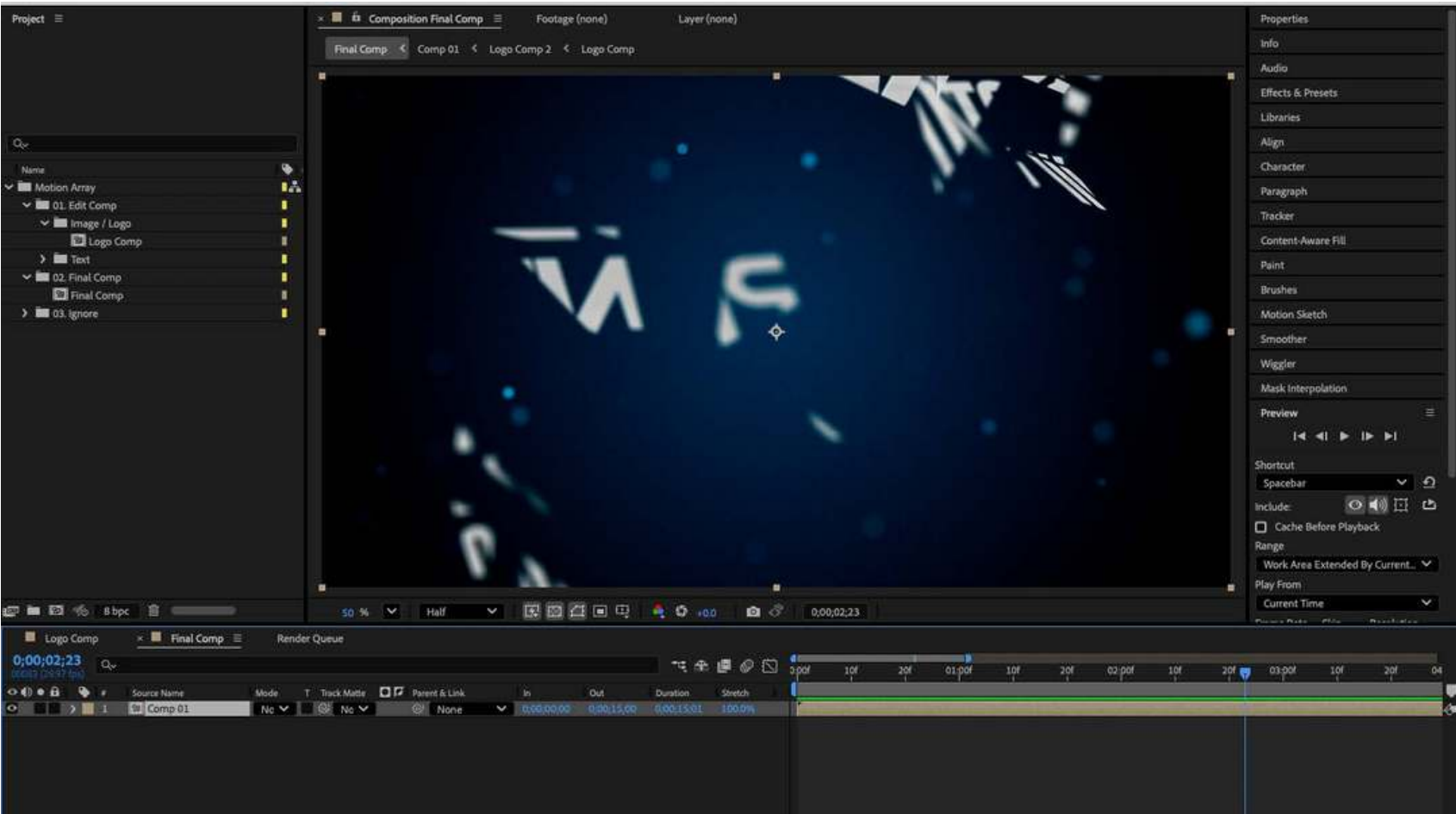
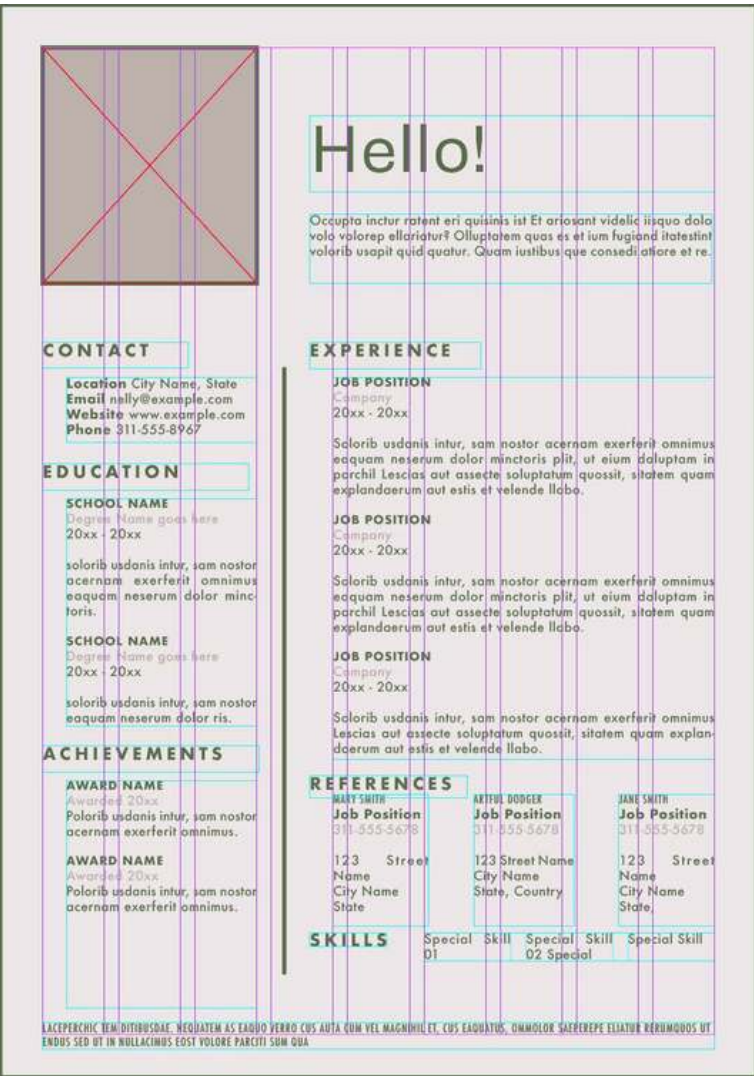


TECHNICAL DESIGN SKILLS - Templates and Microsoft Office Experience

Templates



Video and Animation Templates



PowerPoint Presentations



