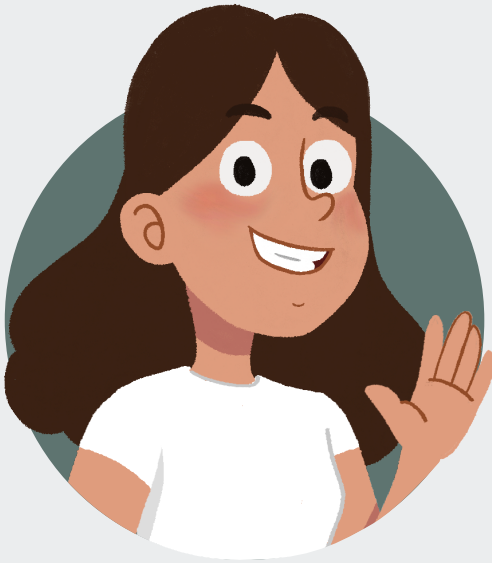


# Rebeca Pacheco Téllez



Illustrator, Designer, 2D Animator  
Graduate in Interactive Design  
[PORTFOLIO LINK](#)

## Hello there!

I'm a Creative Director specializing in 2D Animation and Character Design, based in Mexico City. I love bringing my ideas to life and constantly exploring new ways to express myself and enhance my skills.

I believe the best ideas are born in an environment that encourages curiosity, proactivity, and imagination.

## Abilities



Project Management



Animatic (Storyboarding)



Character Design



2D Animation & Rigging



Leadership



Presentation Design



Infographics



Design

## Skills

### Software

Ai



Ps



Pr



Ae



An



### Soft Skills

Leadership  
Project Management  
Communication  
Attention to Detail  
Teamwork  
Collaboration  
Motivation  
Proactivity

### Languages

English  
Spanish

## Experience

### TADApix

Head of Cartoon and Design July 2023 - Present

I lead a team of animators, assigning projects based on their skills and overseeing their progress to ensure smooth execution and high-quality results that exceed client expectations. Throughout production, I provide creative direction and continuous feedback, guiding animators to refine their work. I also direct projects and coordinate the team, maintaining a cohesive vision from start to finish. Additionally, I regularly meet with clients to ensure the project is aligning with their goals. My expertise lies in character design, animation, rigging, and storyboarding, and design. I encourage a collaborative environment, open dialogue and proactive problem-solving.

Animator and Creative Director March 2021 - July 2023

I directed various projects, ensuring a cohesive vision while coordinating other animators throughout production. Additionally, I oversaw style and design reviews across multiple projects, maintaining consistency and quality while aligning with the clients brand and vision. I also did storyboarding, character samples, rigging, and animation in After Effects.

Jr Animator July 2020 - March 2021

I contributed to the creation of character assets, bringing them to life through fluid animation in After Effects. My role also involved rigging characters. Additionally, I collaborated with the team to maintain visual consistency across projects.

### Alianza ÉNTRALE

Creative Design November 2018 - March 2020

In this role, I was responsible for creating all visual content for social media, videos, infographics, educational materials, banners, posters, newsletters, and other marketing collateral. Additionally, I contributed to the editorial design of a small book that we printed and distributed to our collaborators, ensuring the layout and design aligned with our brand's aesthetic and message.