

Tomas Medina.

Edit.Motion. Design.Web.

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Panamá, Ciudad de Panamá

PROFILE

// Highly qualified and efficient **Senior Video Editor**. Expert **Motion Graphics Animator**. With a strong and experienced **Graphic Design** foundation. I specialize in editing, animation, video creation, web design, branding and printed media.

I have recently integrated **artificial intelligence tools** into my workflow, optimizing content creation, graphic design, and animation. These technologies allow me to **streamline processes, enhance visual quality, and explore new creative possibilities** in video editing, web design, and branding. //

EXPERIENCE

- Director**
CanalVirtual
Panama City, Panama (1999 - Present)
Creative Studio. Editing. Motion. Design. Web. Freelance Services.
- Editing & Animation Director**
Voltage Productions
Panama City, Panama (2004 - 2022)
Video editing and graphics animation for high-impact advertising campaigns in the country.
Participation in documentary and film projects.
- Graphic Designer**
BB&M Publicidad
Panama City, Panama (2002 - 2004)
Design for high-impact print advertising campaigns in the country.
- Graphic Designer & Web Master**
The Looking Glass Factory
Roma, Italia (1999 - 2002)
Graphic, web and interactive design.



EDUCATION

Bachelor of Fine Arts

Savannah College of Art & Design (1996 - 1999)
Graphic Design Department.

Certifications

Adobe Creative Cloud - CVTCenter - Panama - 2025
APP Design - NEXTU - Online - 2019
Wordpress - CVTCenter - Panama - 2017
Adobe Creative Cloud - CVTCenter - Panama - 2016
3D Studio Max - NASKA - Bogota, Colombia - 2008

AI Tools for Digital - 2025
Adobe Express with AI Integration - 2025
Instagram Strategies for Brand Development - 2025
Specialization in Graphic Design and Visual Communication - 2025
Brand Identity Design - 2025
Web Design with Elementor and WordPress - 2024
Cinematic Postproduction in DaVinci Resolve - 2024
Mobile App Design - 2023
Expressive Typography in Motion - 2022
Online Stores - 2022
Advanced After Effects - 2022
Color Correction in Premiere Pro - 2022

Domestika - Online

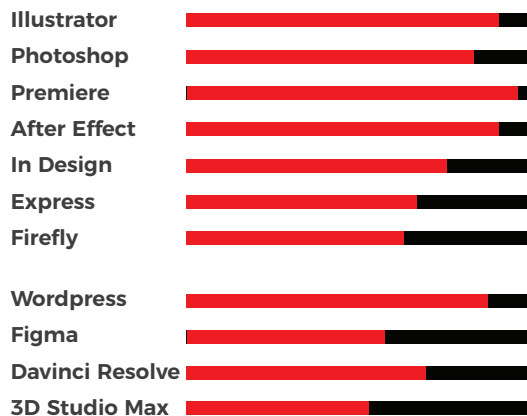
Languages

Spanish, English and Italian.



SOFTWARE

Adobe Creative Cloud



SKILLS & SERVICES

•Outstanding

- Professionalism -Delivery Time
- Fluency -Experience -Order -Quality
- Ability to work together with a creative or production team to understand the needs of the client and translate it into an audiovisual piece
- Ability to work under pressure, prioritize and manage deadlines
- Great knowledge of post-production workflows
- Creative mind and storytelling skills
- High-level experience with digital technology for editing, animation and design (Adobe Creative Cloud)
- Experience working with known directors
- Experience working in advertising
- In constant training of new techniques and trends in the fields of editing, animation and design

•Editing, Animation and Motion Graphics

- Review of scripts, existing video materials and creative briefs to work an edit
- Ensure synchronization of visual and audio
- Working knowledge of contemporary cameras, file formats, codecs and their proper handling in a post workflow
- Editing of Documentaries, Cinema, Corporate Videos, Reels, TV Commercials, Interviews, Testimonials, Behind the Scenes and Music Videos
- Editing of Events, Competitions, TV Shows, Content for Social Media Networks
- Preparation and Conversion of formats for TV, Cinema or Digital Media
- Footage Download and Media Managing
- 2D and 3D animation
- Animation of Printed Campaigns
- Credits and Openers for Movies or Documentaries
- Burned for TV
- Animation of Billboards and Digital Muppies
- Motion Graphics for Titles, Promos and Products
- Management of Templates

-Specialized Compositing Techniques:

- Tracks, Key's, Rig, Strings, Masks
- Specialized Animating Techniques:
Stop Motion, Rampings, Ink & Paint, Animation Curves
- Special Effects
- Colorization
- Complex edits with over 1000 footage clips

Websites

- Design and Programming in Wordpress, (content management system), Elementor and Figma
- HTML/CSS
- Online Store, WooCommerce
- Connection to Social Media Networks
- Configuration of Domains and Servers
- Maintenance of existing websites
- Database Management, MySQL, Apache, PHP, FTP's
- More than 200 websites built

•Branding Design

- Logos -Stationery -Business Cards -Invoices -Signs -Promotional Products -Offices/Facades

•Print Design

- Labels -Calendars -Book Covers - Press Ads, Magazines, Billboards, Posters, Flyers, Brochures, Packaging, Album Covers, Menus, Catalogs

•Digital Design

- Design and Content Creation with Artificial Intelligence
- Facebook, Instagram, YouTube
- Arts for Billboards, Muppies and Digital Screens
- Power Point and KeyNote presentations
- Digital Event Invitations
- Management of MailChimp
- Photo Retouching
- Virtual Sets

VIDEO & DESIGN PORTFOLIO (click on links to watch)

VIDEO

Youtube Playlist:

- www.canalvirtual.com/video-portfolio/
- www.canalvirtual.com/motion-design-portfolio/

Advertising Campaigns

Autoridad de Turismo de Panamá - Visit Panama

- www.voltage-panama.com/project/autoridad-de-turismo/

Documentary

Hidden - Un País, Una Pasión, Una familia

- <https://vimeo.com/212920877>

Red Bull - Surfing Guna Yala with Carissa Moore

- <https://youtu.be/3cpma73DQy0>

Corporate

Vitae - Institucional - Tu Aliado de Salud en casa

- <https://youtu.be/XaPf8nqZycU>

International School of Panama - There's no place like ISP

- <https://youtu.be/wXDeYbYxMak>

Panamá Pacífico - Hub Competitividad Global China

- <https://youtu.be/9fbVvkzOyK30>

Buenaventura - Institucional

- <https://vimeo.com/79215898>

Music Videos

Copa Airlines - Sube la Marea

- <https://youtu.be/InCOC5t3BBE>

I Nesta - Amor del Bueno

- <https://youtu.be/e1aQFWR-D>

TV / Digital

El Machetazo - A la Escuela Voy Rodando

- <https://youtu.be/VSzBJQFIRJ8>

Megapolis Hotel Panama - Un grandioso día, todos los días

- <https://youtu.be/0922dRpu2Wo>

MOCA - Salvando a Panamá

- <https://youtu.be/2Df3eOV0uIl>

Delta - Nueva Máxima Plus, Es lo Máximo

- https://youtu.be/mxbJbmm8_Y0

Estrella Azul - Leches Edge - Leche con Style

- <https://youtu.be/58HCFQ0IC-M>

Multibank - Fiestas Patrias

- <https://youtu.be/xzTgu0nHyUE>

Mutü - Chorizos Artesanales - Variedad Productos

- <https://youtu.be/wzfuZS06ImU>

Cable&Wireless - 20años - Institucional

- <https://youtu.be/HUKz9KqwKG8>

Cerveza Panamá - Contagia Lo Nuestro

- <https://youtu.be/rI9BsKq-OEM>

Nissan - Sueños

- <https://youtu.be/GdiHX4v6QQg>

Panama Ports Company - Director's Cut

- <https://youtu.be/DNptTvo0OsE>

DESIGN

- IG:** www.instagram.com/canalvirtual_/

- Website:** www.canalvirtual.com

PHOTOGRAPHY

- IG:** www.instagram.com/tamedina_iphonephotography/

Sincerely,