



daniel **topia**

Multimedia designer · BTL art direction

profile

Multimedia designer focused on BTL art direction and experiential marketing. I take ideas beyond flat formats to transform physical space: activations, immersive installations and projection mapping, with experience in audiovisual production, motion graphics, branding and 3D composition.

experience

Multimedia Design Intern · mabe Global

January 2026 – present · Mexico City

- Adapted campaign master graphics into multi-format pieces for social media, point of sale and print (Photoshop).
- Edited, reformatted and animated motion graphics for digital ad campaigns (After Effects).
- Integrated products (SKUs) into realistic settings for promotional and commercial content.
- Laid out catalogs and technical documents aligned with each collection's identity.

Freelance Multimedia Designer · Instituto Pedagógico Bertha von Glümer

2024 – 2026

- Creative direction and execution of the school's visual communication as an external consultant.
- Refreshed the institutional visual identity for consistency across every touchpoint with the school community.

Recreative Attractions Cast Member · Walt Disney World Resort

2024 · Florida, USA

- Took care of guests at the pool and arcade, making sure they had everything they needed.
- Created activities to bring the pool area to life.

education

Bachelor's in Multimedia Design · Universidad Anáhuac Norte

2022 – 2026 (graduating 2026)

Diploma in Art and Lighting Technology · Vancouver Film School

2025

selected projects

Energy Totem · Red Bull (concept proposal) 360° sampling activation for festivals.

The City Is Your Console · PlayStation (concept proposal) Interactive projection mapping on Museo Soumaya.

Quis Quis (Expo Diseño Anáhuac) Augmented reality app and 3D collectibles.

Campaign Adaptation · mabe (client work) Print, digital and video pieces.

3D Islands (personal project) Low poly dioramas modeled and rendered in Blender.

contact

tapiad2001@gmail.com

danieltapia.vercel.app

Instagram @danieltapiav_

LinkedIn · Daniel Tapia

Mexico City

focus

- BTL art direction
- Spatial design
- Immersive experiences

tools

- | | |
|-------------------------|-----------------------|
| Ps Photoshop | Ai Illustrator |
| Ae After Effects | B Blender |
| F Figma | U Unity |
| C# C# | * Claude |

languages

Spanish · native

English · advanced



Full portfolio
danieltapia.vercel.app