

RICARDO MARTINEZ ROA

CURRENTLY —

Los Angeles, California

PORTFOLIO —

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CONTACT —

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CAREER TIMELINE

Architecture
Photography
Conceptual Art
Video Editing
Videography
Direction
Creative Direction
Content Creator

CAPABILITIES

Production Development
Treatments & Moodboards
Story Boarding
Camera Operation
Digital / Film Photography
Studio Lighting
Film Video Cameras

SOFTWARE

Adobe Premiere
Adobe Lightroom
Adobe Photoshop
Da Vinci Resolve

LANGUAGES

English, fluent
Spanish, native

SELECT CLIENTS

Anine Bing
Daydreamer
Free People
GCDS
Lee
Nasty Gal
Rails

Rollacoaster
Vogue Mexico
Numero Russia
Harper's Bazaar
Indie Magazine
Jalouse Magazine
Paper Magazine

ABOUT & EDUCATION

I'm a visual artist passionate about Fashion, Beauty and Art. I have over 8 years of experience working in Production, Pre & Post. I specialize in Direction of Photography, Video Editing and Direction.

I have dedicated my life to the creation of images and motion by commissioned work and personal projects.

Tecnologico de Monterrey – Monterrey, NL
Bachelor in Architecture, 2001-2006

WORK EXPERIENCE

Dolls Kill – Los Angeles, CA

Videographer + Video Editor, 2022-2023

– Responsible for all video needs for Social Media. Seasonal and monthly campaigns. Direction, Shooting, Editing, Conceptualizing and Moodboarding.

88rising – New York, NY

Senior Video Editor, 2019

– Responsible of different video editing tasks such as Advertorials, Ads, Music Videos, Teasers, Documentaries, BTS and Recaps. I was in charge of editing the YouTube series "Rappers React". From raw footage to conceptualize each episode under the Direction of Jason Aho.

Now Open – New York, NY

Direction of Photography, Videography & Video Editor, 2018-2019

– Shot and edited content for fashion and social media campaigns for Saks Fifth Ave, South Coast Plaza and Gucci; as well as editorials for Numéro Russia and Vogue.

Weekend Post House – New York, NY

Junior Video Editor, 2017-2018

– Assisting and working as an Offline Editor. Organizing footage, creating stringouts, making selects; and creating rough cuts for fashion projects for companies such as Galeries Lafayette, Zara and Pull & Bear.

AGENT PROVOCATEUR – Fall / Winter Campaign (2023)

Direction of Photography + Post-Production

– Produced the video content featuring Liberty Ross.

Shot and directed motion; and coordinated the post production: Video editing, Sound Design, Color Grading and Digital Retouching.

NASTY GAL – Spring / Summer Campaign (2021)

Direction of Photography + Post-Production

– The goal of this project was to showcase the new products of the Spring-Summer Season 2021.

Shot, directed and coordinated the post production: Video editing, Sound Design, Color Grading and Digital Retouching.

NARS – "Make Up Your Mind" (2020)

Direction of Photography + Post-Production

– The goal of the campaign was to promote the launch of the NARS x ULTA BEAUTY collaboration; which included a face palette, blush, eyeshadow and a bronzing powder.

Responsible for shooting motion and the coordination of the post-production. Working the offline-online editing process, coordinating the motion graphic creation and color grading, under the direction of Yulia Gorbachenko.

GLOSSIER – Monthly Performance (2019)

Direction of Photography + Post-Production

– Aimed to create content and paid ads for social media monthly showcasing Glossier's top-sellers: Prime Moisturizer Rich, Lidstar, Generation G and Milky Jelly Cleanser.

In charge of the post-production workflow, video editing, coordinating the motion graphic design, assembling, finishing and delivering.

SPECIAL PROJECTS