



JIMENA TORMO

xr creative

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LANGUAGES

Spanish

English

Italian

SOFT SKILLS

Empathy Team Building

Leadership Adaptability

Problem-Solving Creativity

TECHNICAL SKILLS

Creative Leading

Interactive Storytelling

XR Technologies

Immersive Platforms

SOFTWARES



ABOUT

I like to think of myself as an eclectic cocktail with a distinctive Venezuelan accent, hints of Spanish flavor, and strong Italian scents.

Since mixture is part of myself, I feel inspired by disruptive and hybrid projects that allow me to combine storytelling, digital arts, and immersive technologies to amaze people and arouse their curiosity.

EDUCATION

Autonomous University of Barcelona

MA CREATIVE DOCUMENTARY FILMMAKING – BARCELONA, SPAIN 2016

- Score: 9,8/10 pts.
- My Final Project was a 360° documentary film titled The Vampire of El Raval.
- Thanks to my project's success, I participated as a speaker in various music and filmmaking events like Primavera Sound Music Festival.

Andrés Bello Catholic University

BA MASS MEDIA AND COMMUNICATION – CARACAS, VENEZUELA 2014

- Valedictorian with a score of 17,64 over 20 pts.
- Concentration in Audiovisual Arts (Film, TV, and Radio Broadcasting).
- I obtained the highest score in my Bachelor Final Project.
- Active member of the Theater Club for five years.
- Awarded Member of one of the University's MUN Delegations.

EXPERIENCE

IED (European Institute of Design) Barcelona

PROFESSOR

March 2022 - Present

- Teaching of VR Project in the BA in Graphic Design, Pathway in Motion Graphic and Video.
- Teaching of the Art Direction for VR workshop in the MA in Design for Virtual Reality.



PUBLICATIONS



Virtual Reality: A Practical Guide

Samsung and Autonomous University of Barcelona
2016

INTERVIEWS



Metaverse, Proto Metaverses and Virtual Economy

Podcast Futurovers
2021



Fashion and Art in the Metaverse

Podcast Futurovers
2022

TALKS AND EVENTS



360° Film Production - The Vampire of El Raval

Primavera Pro
Barcelona, 2016



Making of The Vampire of El Raval

Curtocircuito Film Festival
Santiago de Compostela, 2016



VR Production - Case Study The Vampire of El Raval

L'Alternativa Film Festival
Barcelona, 2016



Virtual Identity and the MetaversePros and Cons of Being Whoever You Want to Be (Speaker)

Metaversus
Online Conference, 2022



Metaverse Announcements from Mobile World Congress This Week (Speaker)

AWE Nite Barcelona
Online Panel, 2022



TransVRsal Conference about the Metaverse (Moderator)

Laval Virtual Europe
Virtual Conference, 2022

EXPERIENCE

Visyon - Mediapro

XR CREATIVE
May 2020 - Present

- Design and conceptualization of creative proposals in the field of immersive technologies (AR/VR/XR).
- Creative project leading from the initial concept to execution and implementation.
- Copywriting, content writing, and interactive storytelling.
- I've led projects for brands such as the World Bank, Orange, RTVE, CUPRA, SEAT, and ASICS.

Freelance

VR VIDEOGRAPHER
Nov 2016 - May 2017

- Shooting.
- 360° video edition.
- Post production and stitching.
- Among my clients, I worked for Mr. Fogg, an immersive production company based in Barcelona, Spain and for counts like Vueling.

VIDEOGRAPHER

Mar 2015 - Nov 2016

- Shooting and video edition for wedding, advertising, and food companies.

Andrés Bello Catholic University

PROFESSOR (SCHOOL OF MASS MEDIA AND COMMUNICATION)

Mar 2015 - Jul 2015

- Teaching of Performing Arts, Thesis Seminar II, and Media Research.

ASSISTANT PROFESSOR (SCHOOL OF MASS MEDIA AND COMMUNICATION)

Oct 2014 - Feb 2015

- Teaching of Thesis Seminar II and Performing Arts.

Sony Pictures Entertainment Latin America

COPY PRODUCER JR.

Oct 2012 - Mar 2013

- Production of TV promotions for Sony Spin Channel.
- Creation of TV campaign concepts, screenwriting, video edition, and subtitling.

PROJECTS

360° and 2D Films

- The Vampire of El Raval (2016) - 360° Documentary Film (Director).
- Vueling El Camino Lebaniego (2017) - 360° Spot (Screenwriter, Videographer, Editor).
- Window to Our World (2017) - 360° Short Film (Post Producer).



AWARDS



Window to Our World Social Impact Award

VR Awards 2018

Role: Post Producer



Call Confession Best International Short Documentary

Hot Docs 2019

Role: Producer

PROJECTS

360° and 2D Films

- Catalunya Experience (2018) - 360° Spot (Post Producer, Editor).
- Call Confession (2018) - Documentary Film (Producer).
- Human Towers (2018) - 360° Documentary Film (Screenwriter, Assistant Director, Editor).
- Being Me (2019) - 360° Short Film (Assistant Director, Editor).
- ASICS Play the Unplayable (2019) - Case Study (Screenwriter, Videographer).

VR

- eLaLiga (2019) - Virtual Platform (Art Director).
- World Bank ActivAR (2020) - VR Game Training (Screenwriter).

AR

- Orange Network Invaders (2021) - AR Game (Creative Lead, Copywriter).
- Orange Valencia (2021) - AR App for Tourism (Creative Lead, Copywriter).

Virtual Platforms and Events

- CUPRA Master Convention (2020 - 2021) - Virtual Events and Interactiva Platform (Creative Lead, Copywriter).
- METAHYPE (2022) - Custom Platform (Creative, Copywriter).

Interactive Exhibitions

- Sharjah Museum of Islamic Civilization (2019) - Interactive Exhibition with AR, VR, video, touch screen, and mapping Installations (Creative Lead).

PODCAST

Metaversadas

- (2022) Podcast in Spanish about XR technologies and the Metaverse (Creator, Producer, and Host).