
Jose Gutierrez III, PhD

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SUMMARY

I'm a filmmaker, photographer, user experience (UX) designer-researcher, content strategist, and educator who has a lifelong fascination with the power of images that flow around us. I construct multimedia products that fulfill practical purposes, while keeping a keen eye on the timeless beauty which makes our everyday lives more meaningful. I engage my analytical mind and research skills in understanding how target audiences navigate digital worlds, then I map out user experiences that satisfy and empower.

FILM / MULTIMEDIA PRACTICE

- **Filmmaker, Photographer, User Experience (UX) Designer-Researcher, Content Strategist, and Educator** — [Dr Joni Multimedia, LLC](http://DrJoniMultimedia.LLC), Renton, WA | SERVICES: [1] Directing, Cinematography, & Video Editing; [2] Real Estate, Food, & Product Photography/Videography; [3] Portraiture & Wedding/Event Photo-Videography; [4] Content Strategy & User Experience (UX) Design; [5] Film Education, Research, & Multimedia Consultancy — August 2020 to present
- **Life-world Series Project**, 2016 to present, 24 short films, Joni Gutierrez: director / cinematographer / producer / video editor. Available: jonigutierrez.com/life-world-series.html
- **Film 101**, 2021 to present, educational web series, Joni Gutierrez: host / producer, video editor. Available: jonigutierrez.com/film-101.html
- **Web/Multimedia Designer**, King's Dream Business Consulting, LLC: kingsdreamconsulting.com, Seattle, April 2020 to January 2021
- **Twelve Hundred Miles**, 2015, 44 minutes, Joni Gutierrez: director / cinematographer / producer. Available: jonigutierrez.com/twelve-hundred-miles.html
- **Green**, 2013, 69 minutes, Joni Gutierrez: director / cinematographer / producer / video editor. Available: jonigutierrez.com/green.html
- **Anacbanua / The Child of the Sun**, 2009, 104 minutes, Joni Gutierrez: director of photography (cinematographer). Available: jonigutierrez.com/blog/anacbanua-child-of-the-sun-2009

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- **Photography Exhibitions:** *Slush* (2021); *Botanical Garden in 3 Seasons* (2021); *The Spirit of Things: Seattle* (2018); *Backyard Symphony* (2018); *Home for Now II* (2017); *Home for Now* (2016). Available: jonigutierrez.com/portfolio.html

OPERATIONS / TECH / CUSTOMER SERVICE / MARKETING

- **Blood Collection Specialist (Phlebotomist)** — Bloodworks Northwest, WA, January 2022 - present
- **Small Business Owner** — [Dr Joni Multimedia, LLC](http://DrJoniMultimedia.LLC), Renton, WA, August 2020 - present
- **Aircraft Fueler** — Swissport International, Seattle-Tacoma International Airport (SEA), WA, Aug-Oct 2021
- **Radio Signal Tester** — King County Public Communications Project, AppleOne, Seattle, WA, Jun-Aug 2021
- **Field Organizer** — Mike Bloomberg 2020, Inc. (Presidential Campaign), Seattle, WA, Feb-Mar 2020
- **School Photographer** — Lifetouch, Kent, WA, Aug-Oct 2019
- **Fulfillment Associate** (Seasonal) — Amazon, Kent, WA, Nov 2018 - Jan 2019
- **Creative Assistant (TV & Film)**, ABS-CBN Broadcasting Corporation, Quezon City, Philippines, Sep 2004 - Aug 2005
- **Channel Marketing Specialist** – Product Development & Brand Management, UnionBank of the Philippines, Makati City, May 2001 - May 2003

ACADEMIC BACKGROUND

- **Doctor of Philosophy (Film & Communication)**
Hong Kong Baptist University
2013 - 2018
- **Master of Arts (Film & Media Studies)**
University of the Philippines-Diliman
2002 - 2008
- **Bachelor of Arts (Psychology)**
University of the Philippines-Diliman
1997 - 2001

TEACHING

- **Tutor** — **Film, Photography, Video Production**, Wyzant, Inc.: wyzant.com/Tutors/multimedia_dr, February 2021 to present
- **Film Instructor**, Cornish College of the Arts, Seattle, January to May 2019
- **Photography Instructor**, Bellevue College Continuing Education, Oct-Nov 2018

- **Assistant Professor of Film & Media Studies**

University of the Philippines–Diliman,

November 2010 to August 2013; August 2017 to May 2018

Courses Taught:

Film 100 (Introduction to Film)

Film 102 (History of Philippine Cinema)

Film 103 (History of World Cinema)

Film 106 (National Cinemas)

Film 130 (Film Genres)

Film 131 (Narrative Film)

Film 133 (Experimental Film)

Film 158 (Directing)

Comm 130 (Communication and Media Theories)

Film 200 (Bachelor's Thesis)

Film 220 (Advanced Documentary Film Production)

Media 220 (Media Literacy)

Film 290 (Historical & Critical Research Methods in Film)

Film 300 (Master's Thesis)

Film 10 (Art of Film - General Education Course)

Film 12 (Philippine Film Appreciation - GE Course)

- **Film Lecturer**, Hong Kong Baptist University, Oct-Dec 2016
- **Senior Lecturer of Film**, University of the Philippines–Diliman, November 2009 to October 2010
- **Senior Lecturer of Film & Media Studies**, UST Angelicum College, Philippines, June to October 2009
- **Assistant Professor of Film & Media Studies**, San Beda College, Philippines, June to October 2008
- **Film Lecturer**, De La Salle–College of Saint Benilde, Manila, May 2007 to September 2008
- **Film & Art Appreciation Instructor**, Philippine Women's University, June to October 2006
- **Psychology Lecturer**, De La Salle University, Manila, September to December 2003; Ateneo de Manila University & University of the City of Manila, November 2003 to May 2004

RESEARCH

- Doctoral Dissertation, “[Investigating Kracauerian Cinematic Realism through Film Practice and Criticism: Life-world Series \(2017\) and Selected Films of Lino Brocka.](#)” 2013-2018.
- Research & Teaching Assistant for various projects and courses at the Academy of Film and School of Communication, Hong Kong Baptist University – part of the postgraduate studentship. 2013-2016.
- Research Assistant, Book Project: *Post-1990 Documentary: Reconfiguring Independence* (2015), edited by Camille Deprez and Judith Pernin. 2013-2014.
- Research as Faculty Member at the University of the Philippines Film Institute: On Philippine global migration published in 2013; on sustainability of Filipino independent filmmaking published in 2011. 2009-2011
- Master’s Thesis, “[Images of the Mother in Lino Brocka Films: 1970- 1991.](#)” 2005-2008.
- List of Publications: <https://jonigutierrez.com/educator-researcher.html>

TRAINING COURSES COMPLETED VIA LinkedIn LEARNING

- **Building an Integrated Online Marketing Plan** — Course completed on Nov 19, 2022
- **Social Media Marketing with Facebook and Twitter** — Course completed on Oct 22, 2022
- **Creating an Editorial Calendar** — Course completed on Dec 04, 2022
- **Content Marketing Foundations** — Course completed on Sep 11, 2022
- **Photoshop 2022 Essential Training** — Course completed on Aug 20, 2022; 9 hr, 7m
- **Canva: Web and Digital Design Projects** — Course completed on Aug 16, 2022
- **Content Creation: Strategy and Tools** — Course completed on Jul 10, 2022
- **Advance Your Skills as a User Experience Researcher** — Learning Path completed on Jun 27, 2022, 3 hours 24 min.
- **Become a User Experience Designer** — Learning Path completed on Mar 17, 2019, 8 hours 30 min. List of UX Design and User Research Certificates: <https://jonigutierrez.com/blog/courses-taken-via-linkedin-learning/>
- **Improve Your UX Design Skills** — Learning Path completed on Apr 16, 2019, 6 hours 50 min. Top skill covered: Interaction Design. **Learning Food and Drink Photography** — Course completed on Jul 17, 2022
- **On-the-Spot Business Headshots** — Course completed on Jul 11, 2022
- **Learning Real Estate Photography** — Course completed on May 30, 2022
- **Real Estate Photography: Marketing Pricing and Client Relations** — Course completed on Jul 03, 2022
- **Learning Wedding Photography** — Course completed on May 01, 2022
- **Wedding Photography: Bridal Portraits** — Course completed on May 01, 2022

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- **Lighting for Photographers: Flash Exposure** — Course completed on Nov 04, 2022
 - **Photography Foundations: Flash** — Course completed on Jul 12, 2022
 - **Learning Premiere Elements 2022** — Course completed on Feb 10, 2022
 - **GIMP Essential Training** — Course completed on Mar 27, 2022, 5 hours 10 min
 - **Shopify Essential Training** – May 2020, License # E96B9C
 - **Squarespace Essential Training: Ecommerce** – May 2020, License # 974A18
 - **WordPress 5 Essential Training** – May 2020 License # B30507
 - **Learning Wix** – Apr 2020, License # F8E517
 - **Google Analytics Essential Training** – Jun 2019, License # 68D912
 - **SEO Foundations** – Jun 2019, License # CA1CB2
 - **HTML Essential Training** – Apr 2019, License # 2EE67E
 - **Introduction to CSS** – Apr 2019, License # 9B7B5D
 - **Agile Foundations** – Apr 2019, License # FA8244
 - **Illustrator CC 2019 Essential Training** – Mar 2019, License # 895E30
 - **After Effects CC 2019 Essential Training: The Basics** – Jun 2019, License # F150F0
 - **Final Cut Pro X 10.4.4 Essential Training** – Jun 2019, License # 163AB5
 - **Premiere Pro CC 2019 Essential Training: The Basics** – Jun 2019, License # D5BC63