John Villalobos | Senior Graphic & 3D Designer

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Senior Graphic & 3D Visualization Designer with 18+ years of experience, including 8 years managing global brand assets at The Pokémon Company International. Specializes in bridging high-level print production and brand strategy with advanced 3D visualization to create photorealistic marketing assets for global product launches. A process-driven professional skilled in transforming 2D dielines and concepts into compelling 3D mockups and animations that accelerate time-to-market, ensure brand consistency, and prevent costly errors.

Independent Design Projects

Creating high-end 3D animations and visualizations through direct client collaboration. | 2022-Present

Cinematic Product Animation | Cold Waffles Cerveza

- Collaborated directly with the brand owner to develop a full 3D product visualization for a craft beverage concept.

- Modeled the can with precise details from reference and developed custom shaders for photorealistic condensation and ice effects.

- Designed the original product label in Photoshop and directed a 5-second cinematic animation with layered sound design for a multi-sensory reveal.

Brand Logo Animation | Fire Tacos Restaurant

- Partnered with a local restaurant to create a dynamic 3D logo reveal for in-house marketing.

- Redrew and vectorized a low-resolution logo in Illustrator, then modeled it with depth and precise brand colors in Blender.

- Developed and animated custom fire simulation effects to create a dramatic transformation sequence for the logo reveal.

Skills Applied: 3D Modeling (Blender), Photorealistic Rendering, Motion Graphics, Visual Effects (VFX), Logo & Label Design (Photoshop, Illustrator), Client Collaboration, Art Direction.

Professional Experience

Senior Production Graphic Designer
The Pokémon Company International | Bellevue, WA | Apr 2014 – Feb 2022

As the primary designer for global marketing assets, I managed the end-to-end digital production process for major product lines, bridging print localization with advanced 3D visualization to ensure brand consistency and accuracy across six international markets (English, French, Italian, German, Spanish, Portuguese).

Key Responsibilities & Achievements:

- Global Production & Localization: Led the complete print production cycle for high-volume releases (booster packs, box sets, rulebooks, displays). Managed all localization workflows from English masters through five additional languages, collaborating with translation teams, and was the final approver for print-ready proofs, preventing costly errors before mass production.

- 3D Visualization Pipeline Development: Built and maintained the company's 3D asset creation pipeline using Esko Studio, Adobe Creative Suite, and Illustrator dielines. Created photorealistic mockups for all packaging (Elite Trainer Boxes, PCDs, Blisters, Displays) which were used worldwide by retailers like Target, Walmart, and the Pokémon website.

- Process Innovation & Workflow Management: Developed a templated system for efficient asset generation, allowing for rapid swapping of artwork and languages while maintaining visual consistency. This scalable system supported 4-5 major product expansions annually with zero production delays.

- Cross-Functional Collaboration & Training: Served as the central liaison between Creative, Localization, and Production teams. Authored process documentation and trained junior designers on 3D workflows and proofing software, establishing standardized practices for the department.

- Quality Assurance & Asset Creation: Acted as the final quality checkpoint for both 2D and 3D assets, using 3D modeling to identify and correct structural dieline errors. Enhanced all visuals through detailed Photoshop work, including cleaning photography, creating coins with brand-specific effects, and adding realistic shadows and shine.

Senior Graphic Designer
Veriforce | The Woodlands, TX | Jan 2011 – Mar 2014

A versatile designer providing creative support across two key departments, developing visual assets for safety training and marketing that communicated complex industrial concepts and built brand presence.

Key Responsibilities & Achievements:

- Training & e-Learning Development: Collaborated with a team of six instructional designers to create compelling graphics, animations, and video content for safety training modules. Visualized critical concepts like corrosion, pressure hazards, and structural failures through edited photography and motion graphics in Photoshop, Illustrator, and Final Cut Pro.

- Marketing & Brand Development: Led the visual design of the company's entire marketing suite, including brochures, trade show graphics, event handouts, and promotional materials. Established and maintained brand consistency across all touchpoints, from print collateral to early website design.

- Full-Cycle Production Management: Owned the complete production process from concept to delivery. For print, this included asset sourcing, layout in InDesign, technical prepress, press checks, and vendor coordination. For video, this encompassed filming on green screen, editing, motion graphics in After Effects, and final compilation.

- Team Leadership & Process Improvement: Mentored and managed a junior graphic designer, conducting quality reviews and establishing efficient workflow processes that elevated team output for both training and marketing projects.

Technical & Creative Expertise

3D Visualization & Modeling

- Photorealistic Product Rendering & Animation
- Hard-Surface & Packaging Modeling (Blender, Esko Studio)
- Dynamic Simulations & Environmental Lighting
- 3D Pipeline Development & Templated Workflows

Graphic Design & Production

- Global Print Production & Localization (6+ languages)
- Packaging Design & Dieline Integration
- Technical Prepress & Vendor Management
- Brand Identity & Marketing Collateral

Software Proficiency

- 3D & Visualization: Blender, Esko Studio
- Design & Photo: Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Project & Asset Management: Digital Proofing Platforms, File Structure Systems

Core Professional Competencies

- Cross-Functional Team Leadership & Collaboration
- End-to-End Project Management
- Process Development & Technical Training
- Quality Assurance & Strategic Problem-Solving

Education

Bachelor of Arts (B.A.) in Graphic Design
The Art Institute of Houston | Houston, TX