

John Villalobos | Senior 3D Visualization Artist | Product & Packaging

Watch My Quick Self-Introduction → [[HERE](#)]

Portfolio: johnlobos.com | Email: johnloboswork@gmail.com

Creative professional with 18+ years of experience, including 8 years at The Pokémon Company International, now specializing in high-fidelity 3D product visualization and hard-surface modeling. Expert in transforming conceptual designs and 2D dielines into compelling, photorealistic 3D assets, animations, and interactive mockups for global marketing. A versatile 3D generalist with a proven ability to bridge creative vision with technical execution, leveraging modern tools like Blender to create assets that drive engagement and sales.

Work Experience

Senior Production Graphic Designer

The Pokémon Company International | Bellevue, WA | Apr 2014 – Feb 2022

- Led the development of the company's 3D visualization pipeline, creating interactive 3D mockups from 2D dielines for global marketing and sales, which prevented costly errors and accelerated time-to-market.
- Managed the end-to-end localization of print assets (product packaging, rulebooks, promotional materials) for 5+ languages, ensuring brand consistency and technical accuracy for global markets.
- Collaborated directly with sourcing and product development teams to interpret dieline and thermoform specifications, ensuring all 3D assets were structurally accurate.
- Pioneered the use of 3D mockups within the company; trained and supported cross-functional teams on Esko software, establishing new workflows for digital asset creation.

Senior Graphic Designer

Veriforce | The Woodlands, TX | Jan 2011 – Mar 2014

- Designed and produced safety training module assets and marketing materials for major clients in the oil and gas industry, adhering to strict brand guidelines.
- Managed the full prepress process, performing quality checks to ensure all files were print-ready.
- Mentored and quality-checked the work of a junior graphic designer, elevating team output and maintaining brand standards across all deliverables.

Skills

3D Design & Visualization: Hard-Surface Modeling, Photorealistic Rendering, Lighting, Animation (Turntables, Reveals), Dynamic Simulations, Product Visualization

Product & Packaging Expertise: 3D Packaging Mockups, Dieline Integration, Structural Artwork, Localization, Print Production, Prepress

Software: Blender, Esko 3D, Adobe Photoshop, Adobe Illustrator, Adobe InDesign

Core Competencies: Art Direction, Creative Brainstorming, Cross-Functional Collaboration, Technical Problem-Solving, Project Management

Education

Bachelor of Arts (B.A.) in Graphic Design

The Art Institute of Houston | Houston, TX