ALEJANDRO FORERO
Creative Director / Designer / Animator
Miami, FL. US

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With a background in design, animation, and film direction, I specialize in crafting compelling visuals that bridge storytelling and brand strategy. My experience spans from leading creative campaigns and producing motion graphics to developing high-end 3D animations for film and digital platforms. Having collaborated with brands, agencies, and studios worldwide, I thrive in fast-paced environments, bringing innovative ideas to life across web, social media, e-commerce, and entertainment.

WORK EXPERIENCE

Creative Generalist / Motion Designer - Boca Raton, FL. USA. July 2023 - Present
➔ Propose and develop campaign concepts that align with given creative briefs.
➔ Collaborate with the Brand Creative Director while informing on project status, ensuring deadlines, goals and creative direction stays on track.
➔ Creation of design, animation, 3D and video assets for web, social media, paid media, and e-commerce needs.
➔ Implement Ecom and Social Media data to refine and optimize A/B testing and future campaigns.
➔ Coordinate with the studio, social media and DTC teams to ensure alignment with brand strategy and marketing objectives.

3D Animator - MPC Film - Montreal, Canada. June 2022 - Dec 2022. Project based.
➔ Created CG quadruped animation following client and supervisor direction while matching with live action character contact / interaction. Created Roto-animation for intense action scenes. Face animation with FAC system along with Di4d for face replacement. Assisted with fellow teammates and other departments for shot and rig troubleshooting.

3D Generalist - IdeaMachineStudio - Miami, USA . Remote. May 2022. Project based.
➔ Created Toon style look development for a trial animation using Arnold.
➔ Responsible for shot set-up & animation using Maya. Troubleshooted rigs and textures.
➔ Rendered and edited the full project to match the storyboard and follow client's notes.

3D Animator - The Focus (Technicolor) - Miami, USA. Remote. 2021

3D Animator - VFS Final project - "Movie Time" - Vancouver, Canada. On-site & Remote. Nov 2019 – June 2020
➔ https://vimeo.com/441946304
➔ Direction, management & creation of 3D assets & shots for short film. Layout, Modeling, Texturing, Animation, Lighting & Comp.

Designer / Creative Director / Founder - Tucana Studios - Buenos Aires, Argentina. 2014 - 2022
➔ Provided services in design, illustration and animation / motion graphics.
➔ Created and supervised a wide range of brand identities for small and large companies.
➔ Produced communication pieces such as: flyers, banners, primary & secondary packaging, internal & external partner presentations and marketing initiatives.
➔ Collaborated with other studios and manufacturers for various products / developments.
➔ Directed designers, audiovisual artists and ensured the completion of projects in a timely fashion guaranteeing client's satisfaction.

2D Animator After Effects - Kato Producciones - Buenos Aires, Argentina. 2016.

EDUCATION

Diploma, 3D Animation and Visual Effects - Vancouver Film School - Vancouver, Canada. June 2019 – June 2020
➔ Graduated with Honors.
Bachelor 's Degree in Film Direction – Universidad del Cine - Buenos Aires, Argentina. 2009 – 2015.
➔ Experience with life action filming & acting. Camera, layout & story structure.
➔ Won the school prize for shooting in 35mm. Director/Writer. Short Sci-Fi Film. "Sudnum". 35mm. 2011.

SKILLS

➔ Ability to communicate creative and technical thoughts and ideas in a professional and positive manner. Ability to multitask, prioritize and manage time efficiently. Ability to work alone and collaboratively, often with multiple tasks and under deadline pressure. Encourage feedback and new initiatives.
➔ Adobe Illustrator / Photoshop / Premiere / After Effects / Maya / C4D / Blender / Nuke / Substance Painter / Arnold / Redshift / Midjourney / Magnific / Mac / PC / Linux / Shots Grid / GSuite / Teams / Outlook / Monday.
➔ Character Animation / Mocap cleaning / Traditional and Digital Drawing / English-Spanish-Italian.