Book 2026

Joaquín Casares

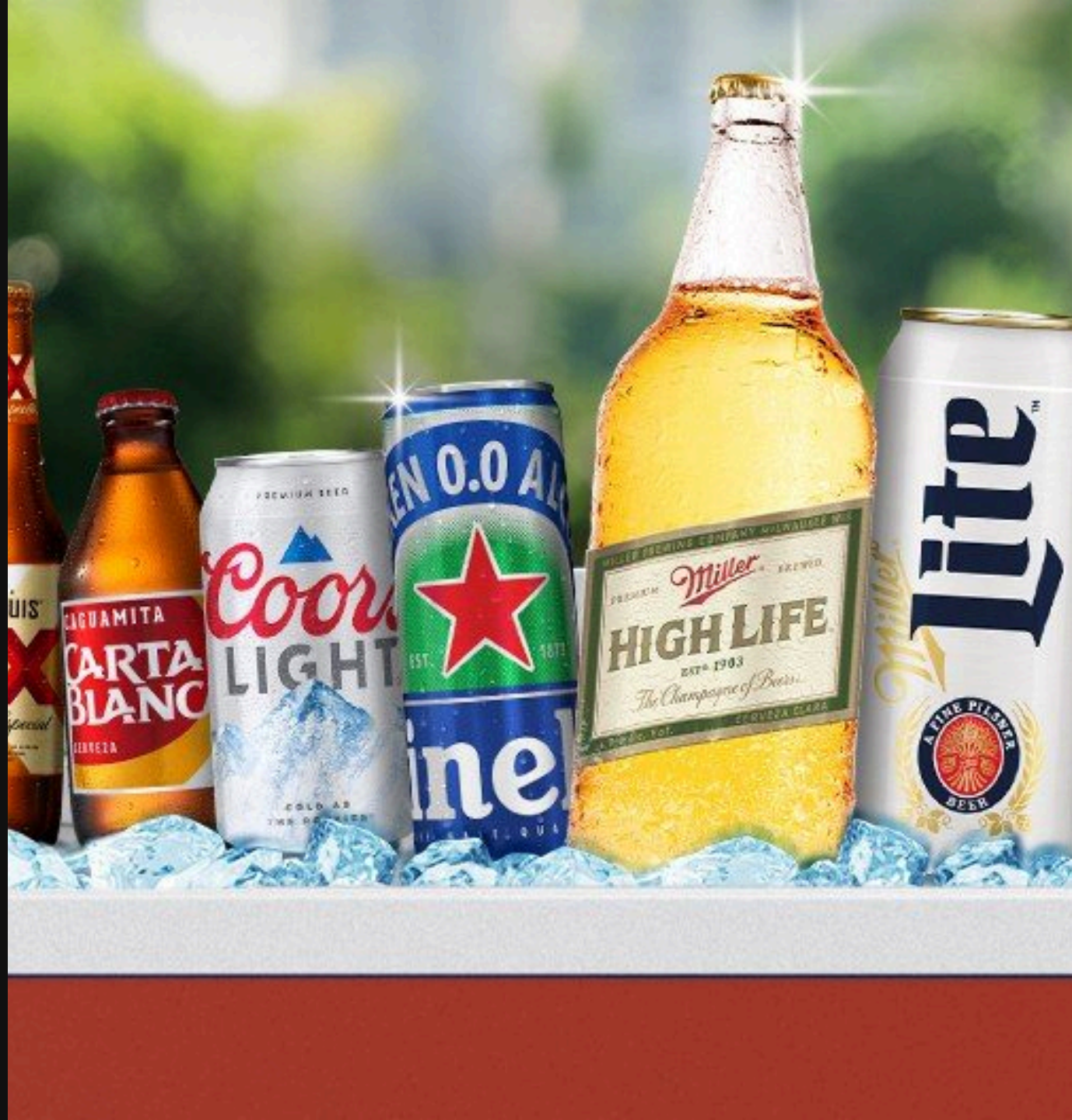
Multidisciplinary Art Director.

Art direction

PHOTO COMPOSITING, 3D AND VIDEO

AI-built digital products

joaquincasares.pages.dev · quimetcasares@gmail.com · Mexico City



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Art direction

brand, events and e-commerce

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Art direction

brand, events and e-commerce

Art direction

Dogtor's Treats

Client	Grupo WUF
Year	2025 to 2026
With	Independent
My role	Packaging, 3D, e-commerce and social media

Mexican brand of dog supplements, formulated by veterinarians. I redesigned the labels of the four products. I modeled and rendered the jar in Blender to get product images without a photo shoot. I also built the brand store on Amazon, and I run their social media.

- Labels for Hip & Joint, Digestive Health, Relax & Calm and Allergy & Immune
- 3D jar with renders for each product
- Banners and brand store on Amazon
- Instagram posts and carousels



Dogtor's Treats

2025 to 2026









Dogtor's Treats

2025 to 2026










MONA
La Mona es hermosísima... pero cuando escucha un ruido extraño no para de ladrar
por eso la ayudamos a estar tranquila

Art direction

Cinépolis, internal communication

Client	Cinépolis
Year	2023
With	Tierra de Ideas
My role	Editorial design and infographics

Pieces for Cinépolis employees. They explain processes and strategy clearly, in the brand's voice.

- Satisfaction tracking manual
- 2025 strategy and its pillars
- Merco Talento, mission and vision
- Mental health support campaign



Cinépolis, internal communication

2023









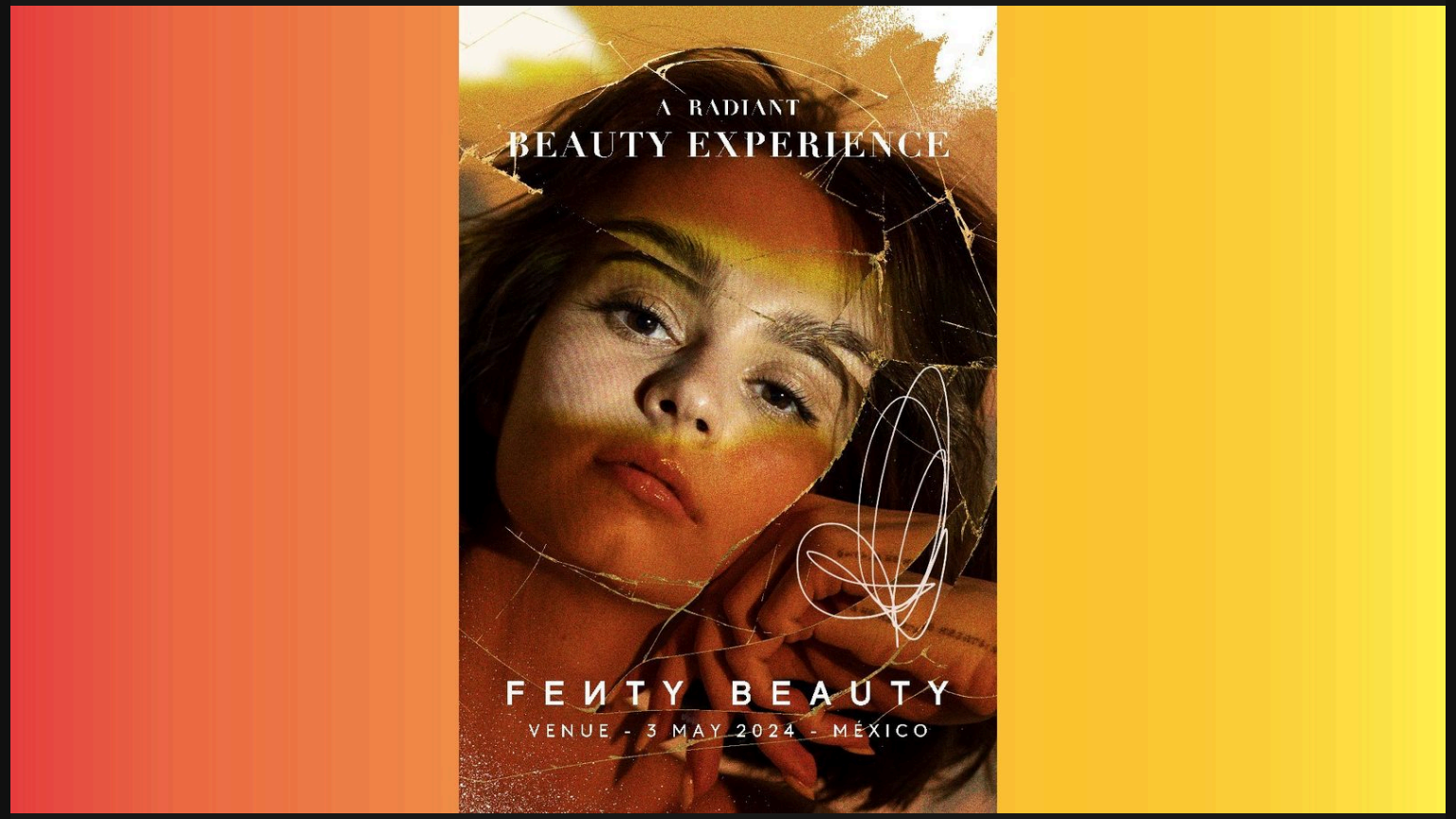

LA EXPOSICIÓN
A LA VIOLENCIA
PUEDE TENER UN IMPACTO
EN NUESTRA SALUD MENTAL.
¿Tienes?
• flashbacks
• insomnio
• ansiedad y depresión.
• dificultad para concentrarse
F#@%
UN PSICÓLOGO
ESTÁ DISPONIBLE
PARA BRINDARTE
APOYO CONFIDENCIAL.
RECUERDA, NO ESTÁS SOLO
Y MERECES CUIDAR DE TU
SALUD MENTAL.
ESCANEA EL QR
Y ENCUENTRA
LA AYUDA QUE NECESITAS.
#CinépolisCuida

Art direction

Fenty Beauty, key visual

Client	Fenty Beauty
Year	2024
With	Tierra de Ideas
My role	Key visual proposal; the activation was not produced

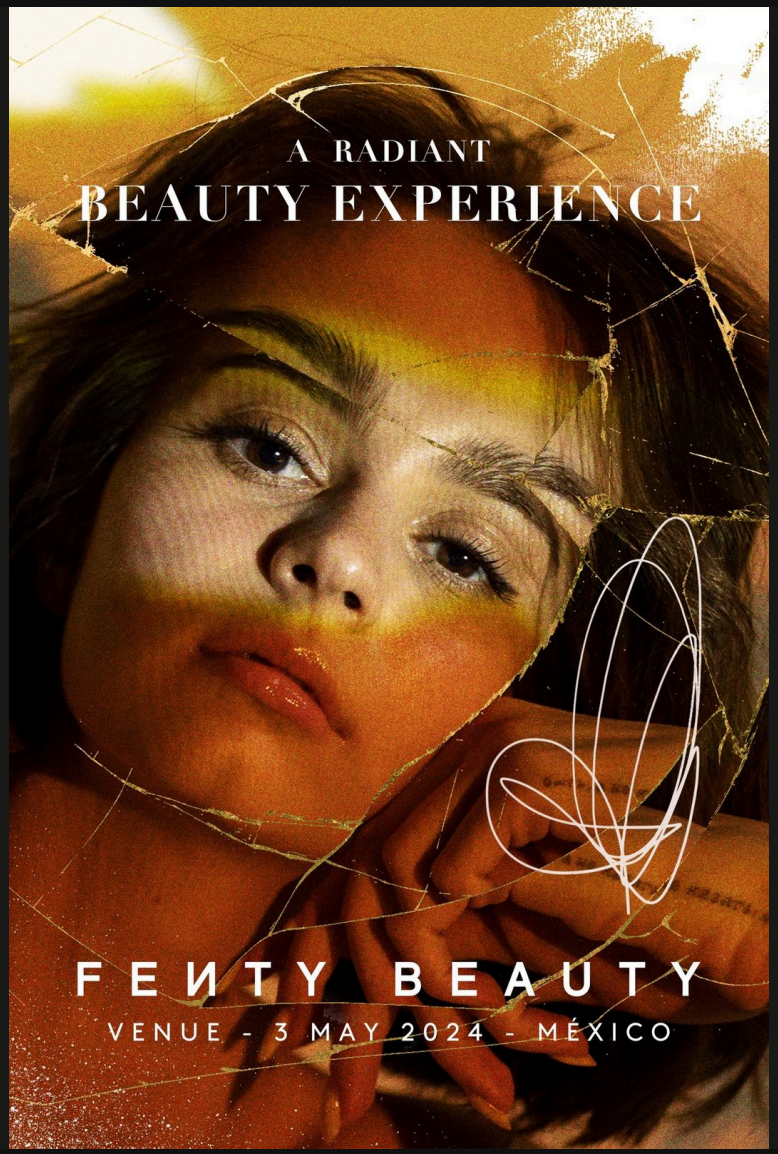
Key visual proposal for the Fenty Beauty launch in Mexico, "A radiant beauty experience". The activation was never produced.



Key visual, with and without background

Fenty Beauty, key visual

2024



Art direction

Red Carpet Cup, Cinépolis and Coca-Cola

Client	Cinépolis and Coca-Cola
Year	2024
With	Tierra de Ideas
My role	Concept and presentation

Presentation of Cinépolis and Coca-Cola as partners of the Red Carpet Cup. I proposed the concept "2 compas, a Mexican journey to success". I designed the deck with the hero's journey as its structure.

"2 compas" visual concept

Presentation design





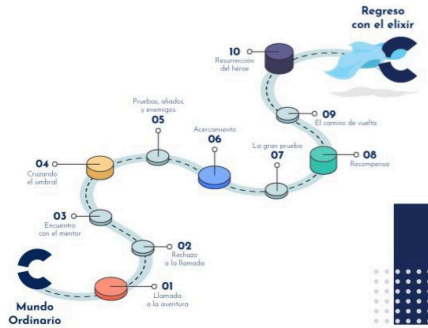
2 compas
A mexican journey to success

2Compas cuenta la historia de estos dos adorables cuates, de quienes conoceremos todas sus aventuras y resultados acompañándolos durante todo su viaje camino a la **Red Carpet Cup 2024**, hasta emocionarnos con su justo éxito. Elegimos este naming porque retrata esta relación tan dinámica y exitosa que **Coca Cola y Cinépolis** siempre han demostrado.



Viaje del héroe

Utilizaremos la estructura del viaje del héroe para **contar la historia** de cómo Cinépolis y Coca Cola México han enfrentado desafíos y superado obstáculos para convertirse en **líderes**, para generar un relato épico, plagado de momentos climáticos, como si de una película se tratase.



Art direction

Tierra de Ideas, new identity

Client	Tierra de Ideas
Year	2024
With	Tierra de Ideas
My role	Brand communication for the agency

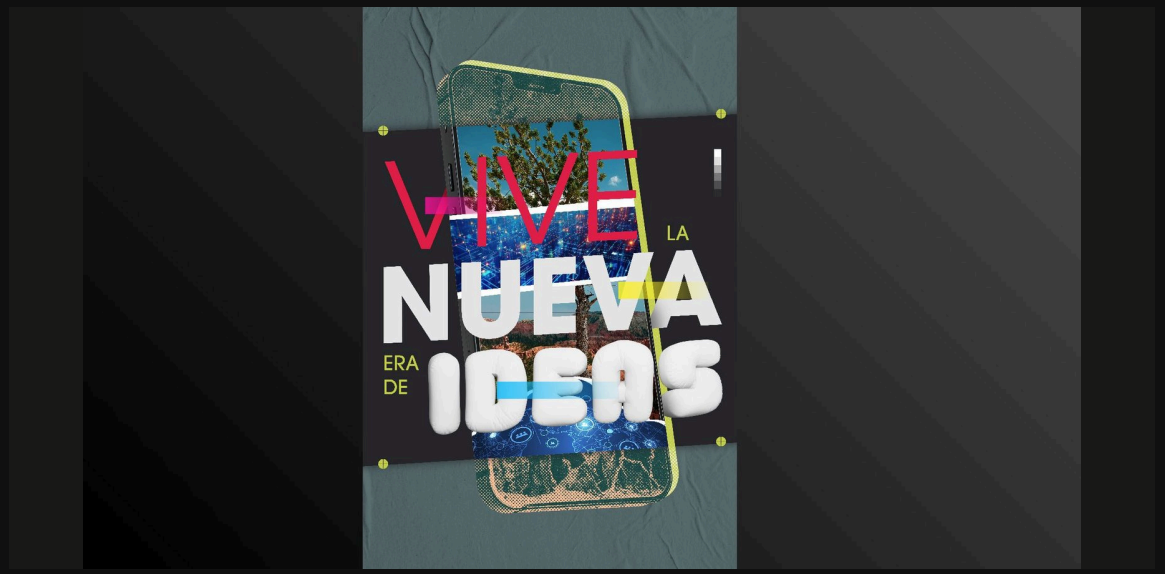
New communication for the agency where I worked. It includes the campaign "Una nueva tierra de ideas" with its social media, the presentation of the new identity and items for the team.

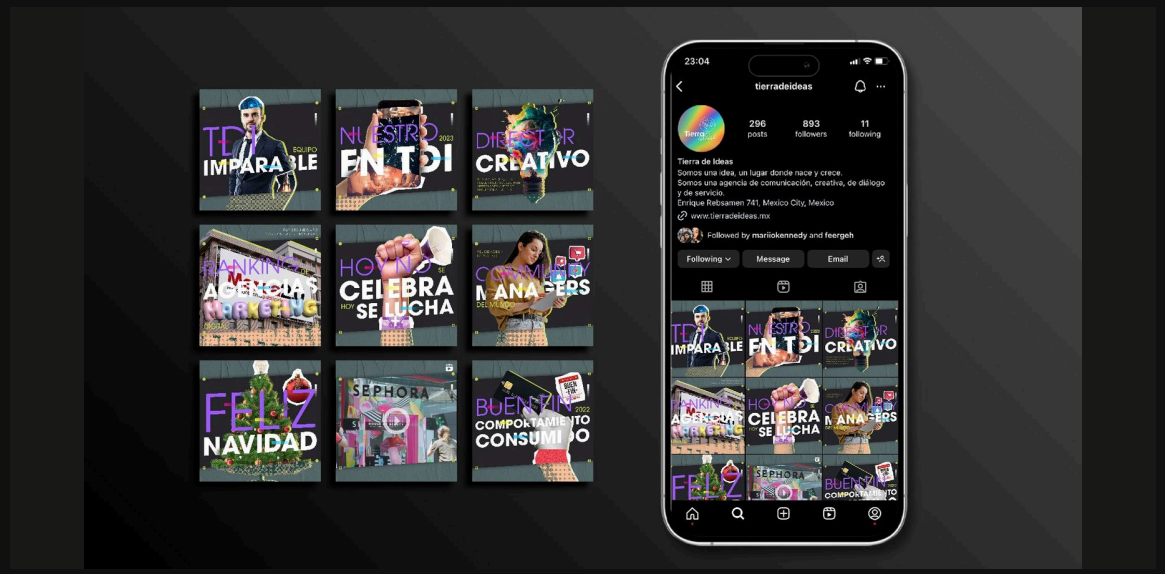
- Campaign posters
- Social media
- New identity presentation
- T-shirts and wristbands



Tierra de Ideas, new identity

2024









Tierra de Ideas, new identity

2024





Art direction

Cambridge, sales event

Client	Cambridge English
Year	2024
With	Tierra de Ideas
My role	Event visual identity and applications

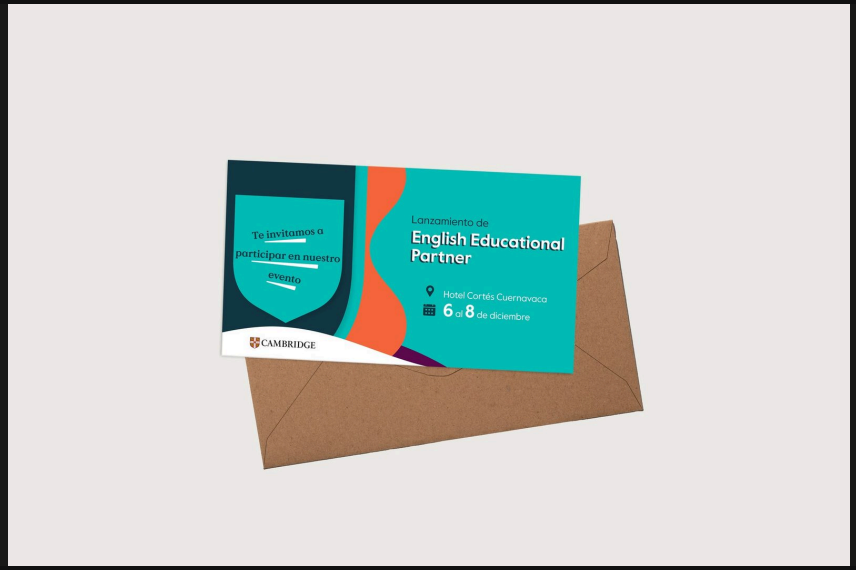
Cambridge sales event with its education partners in Mexico. I designed the visual identity. I carried it to the invitation, the van wrap, the awards and the photo spots.

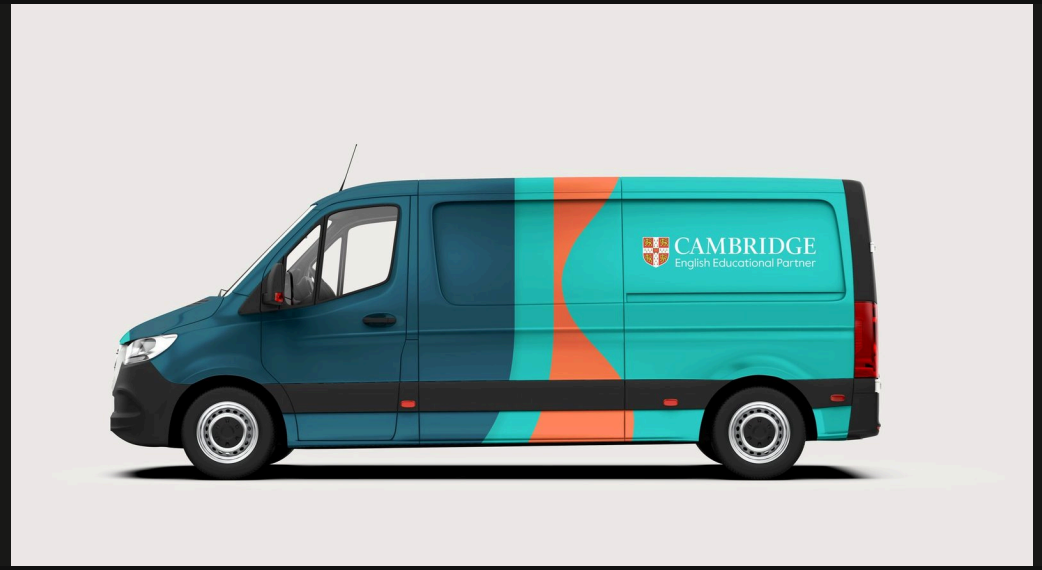
- Event visual identity
- Invitation and awards
- Van wrap
- Photo spots



Cambridge, sales event

2024









Art direction

Heineken Mexico, menus

Client	Heineken México
Year	2022
With	Tierra de Ideas
My role	Menu design on brand templates

Menus for bars and restaurants that work with Heineken Mexico. I made about 45 between August and October 2022, each with its own menu, photos and brands from the portfolio.

About 45 menus in three months

Adapted to each venue's menu and photos



Heineken Mexico, menus

2022









PHOTO COMPOSITING, 3D AND VIDEO

product, scenes and screens

PHOTO COMPOSITING, 3D AND VIDEO

Heineken Mexico, digital retail

Client	Heineken México
Year	2023 to 2025
With	Tierra de Ideas
My role	Art direction and e-commerce photo compositing

At Tierra de Ideas I led and produced the e-commerce art, design and videos on Rappi, DiDi, Amazon, Mercado Libre and WhatsApp. For Heineken Mexico, in summer 2025, I placed the product in coolers and beach scenes. Every piece came out in all desktop and mobile sizes, with or without the logo.

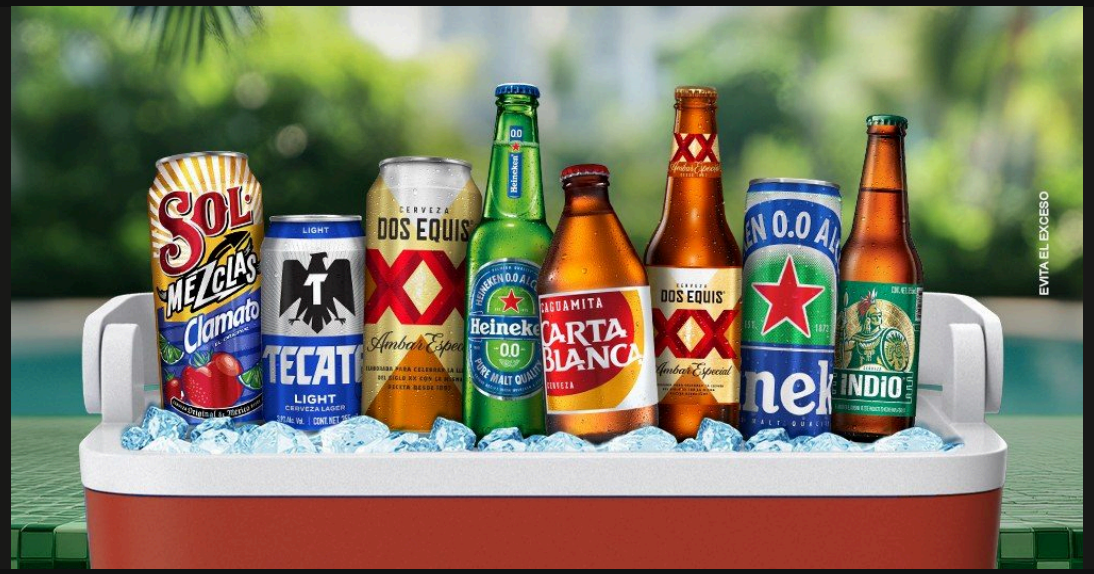
- Product compositing with bottles, cans, ice and scenes
- Summer 2025 campaign, 601 pieces
- Adapted to every Amazon and Mercado Libre format



Heineken Mexico, digital retail

2023 to 2025









Heineken Mexico, digital retail

2023 to 2025



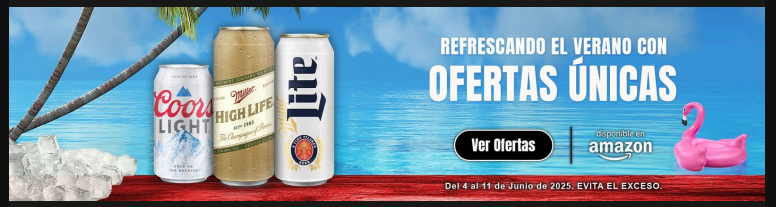




PHOTO COMPOSITING, 3D AND VIDEO

Sephora at Mítikah

Client	Sephora México
Year	2024
With	Tierra de Ideas
My role	3D booth and activation pieces

Sephora activation at the Mítikah mall in Mexico City. I designed the booth in 3D, with makeup booths and photobooths. I also designed the takeover of the space with the message "Somos parte de algo hermoso".

- 3D booth, four versions up to the final one
- Photobooths
- Restroom, elevator and ceiling takeover
- Bags, dividers and stickers



Sephora at Mítikah

2024









Sephora at Mítikah

2024



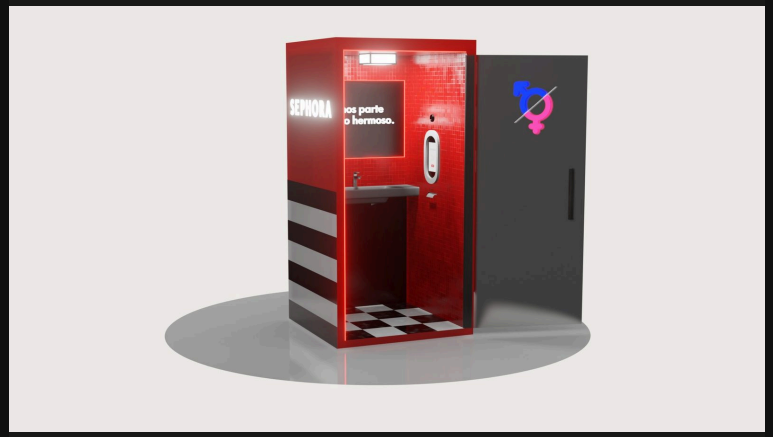




PHOTO COMPOSITING, 3D AND VIDEO

Salicru and Stulz, Energy Experience

Client	Stulz
Year	2026
With	Freelance
My role	LED screen videos; the event's master video is not mine

Salicru and Stulz event in Mexico City. I made the videos for the LED screens. The welcome video runs 57 seconds, and the product range comes in vertical format.

Welcome video for the LED screen

Vertical product video




salicru


salicru
STULZ
SALA
JORDI GIRBAU


Gama de productos SLC ADAPT2
STULZ
SLC-#/2 ADAPT2 18
SLC-#/2 ADAPT2 27
SLC


STULZ
salicru
SLC TWIN
PRO2 T UL
· Tecnología on-line doble conversión con DSP
· Factor de potencia de salida FP=1 (VA=W)
· Certificado UL y FCC para Norteamérica
· ERP, redes corporativas y sistemas críticos

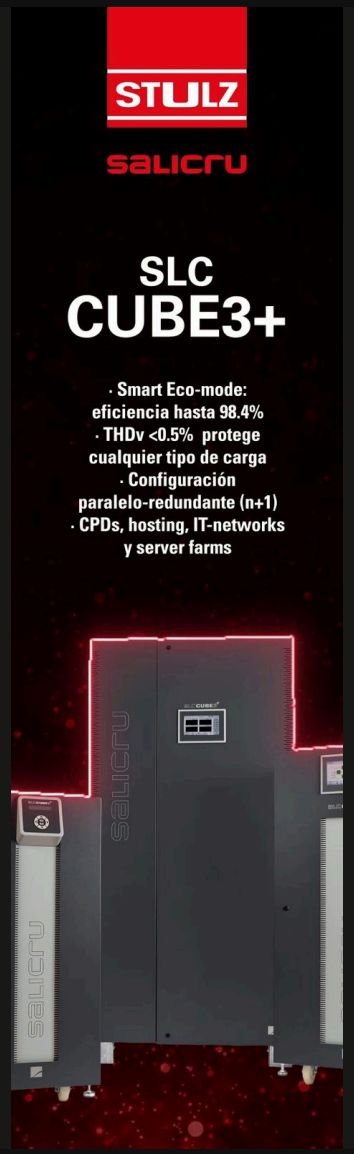

STULZ
salicru
SLC
CUBE3+
· Smart Eco-mode:
eficiencia hasta 98.4%
· THDv <0.5% protege
cualquier tipo de carga
· Configuración
paralelo-redundante (n+1)
· CPDs, hosting, IT-networks
y server farms

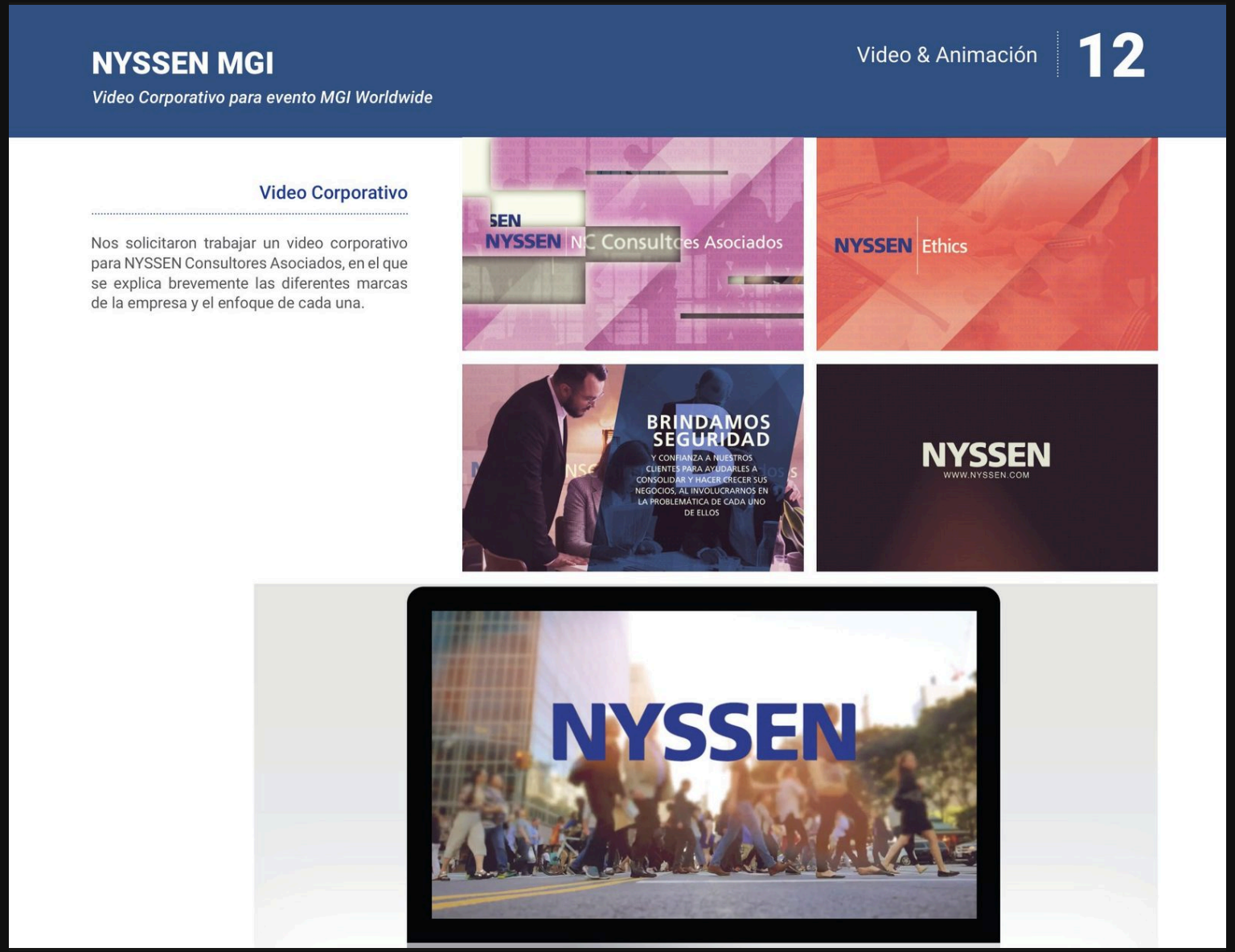
PHOTO COMPOSITING, 3D AND VIDEO

Nyssen MGI, corporate video

Client	Nyssen MGI
Year	2022
With	Diseña Cat
My role	Video and graphics

Corporate video for Nyssen MGI, an audit firm, made for Diseña Cat, my family's studio.

Editing and motion graphics



AI-built digital products

apps and sites I design and build

AI-built digital products

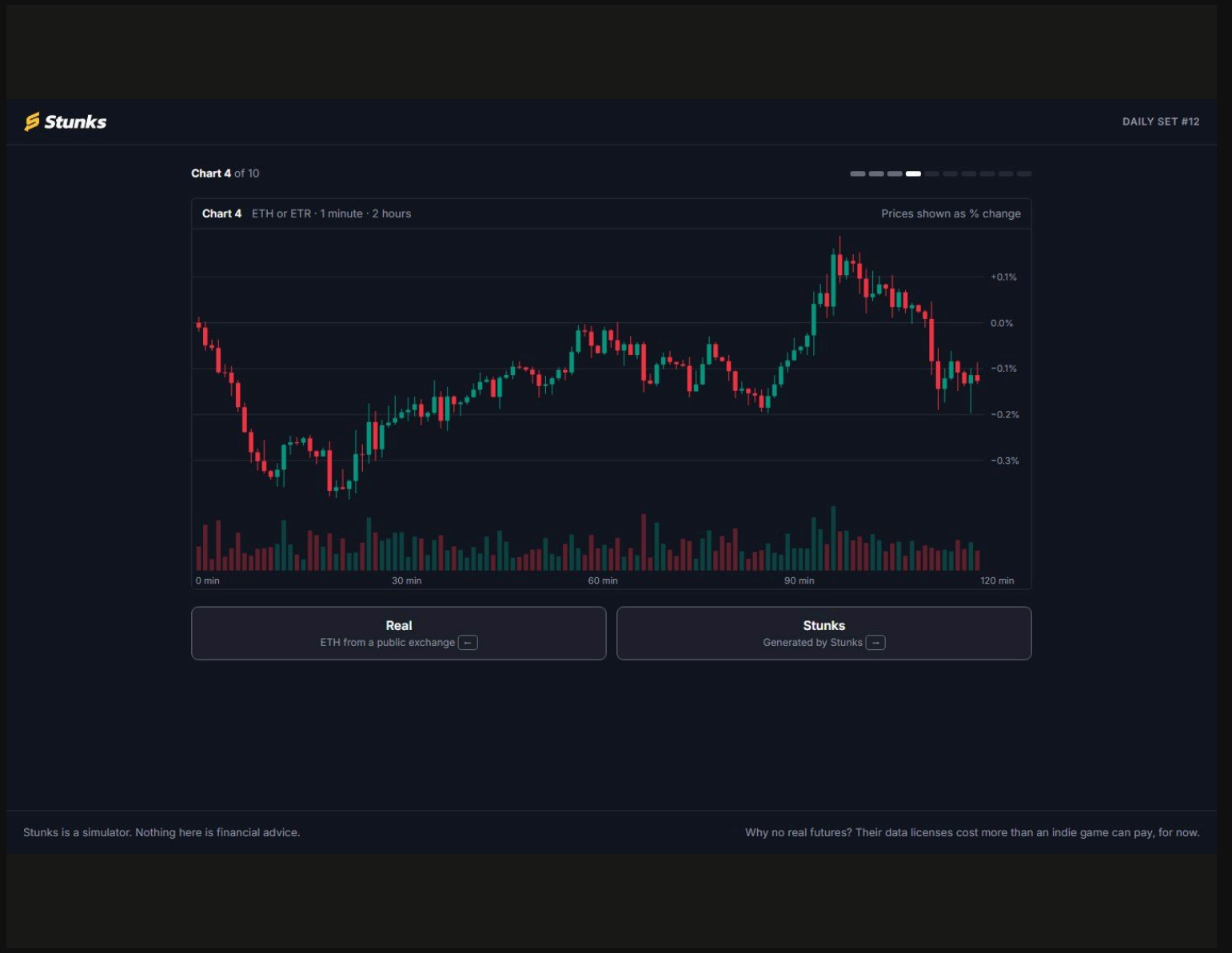
Stunks

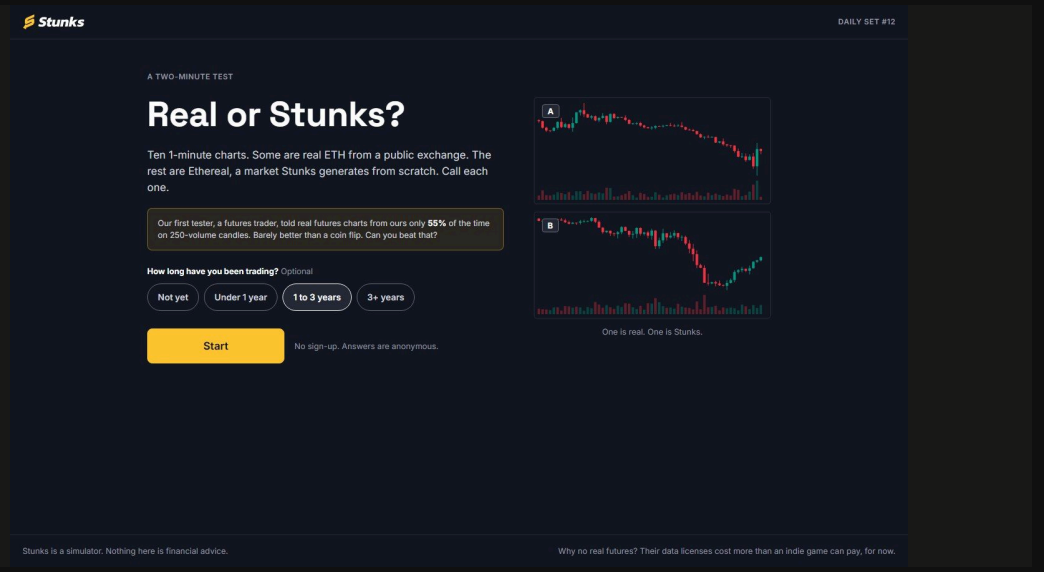
Client	Personal project
Year	2026
With	Personal
My role	Product, design and development with Claude Code

A trader life simulator with an exchange of invented markets. It's in English and Spanish, and it works on phone and desktop.

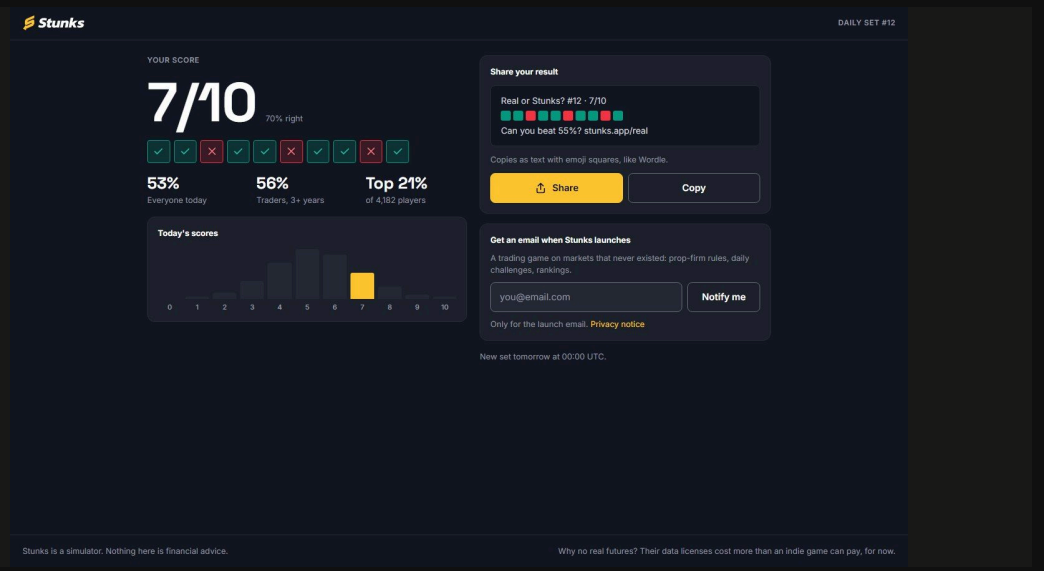
- Product concept and design
- Identity and interface
- Development directed with Claude Code

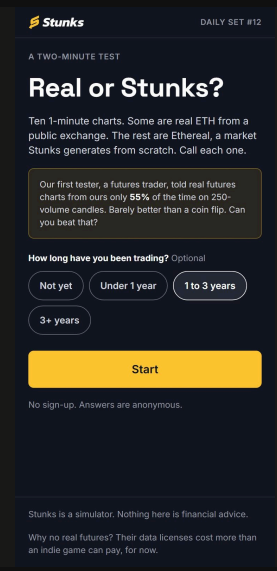
stunks.app




Stunks
DAILY SET #12
A TWO-MINUTE TEST
Real or Stunks?
Ten 1-minute charts. Some are real ETH from a public exchange. The rest are Ethereal, a market Stunks generates from scratch. Call each one.
Our first tester, a futures trader, told real futures charts from ours only 55% of the time on 250-volume candles. Barely better than a coin flip. Can you beat that?
How long have you been trading? Optional
Not yet
Under 1 year
1 to 3 years
3+ years
Start
No sign-up. Answers are anonymous.
A
B
One is real. One is Stunks.
Stunks is a simulator. Nothing here is financial advice.
Why no real futures? Their data licenses cost more than an indie game can pay, for now.


Stunks
DAILY SET #12
Chart 4 of 10
Chart 4 ETH or ETR · 1 minute · 2 hours
+0.1%
0.0%
−0.1%
−0.2%
−0.3%
0 min
30 min
60 min
90 min
120 min
Real
ETH, public exchange
Stunks
Made by Stunks


Stunks
DAILY SET #12
YOUR SCORE
7/10
70% right
53%
Everyone today
56%
Traders, 3+ years
Top 21%
of 4,182 players
Today's scores
0 1 2 3 4 5 6 7 8 9 10
Share your result
Real or Stunks? #12 · 7/10
Can you beat 55%? stunks.app/real
Copies as text with emoji squares, like Wordle.
Share
Copy
Get an email when Stunks launches
A trading game on markets that never existed: prop-firm rules, daily challenges, rankings.
you@email.com
Notify me
Only for the launch email. Privacy notice
New set tomorrow at 00:00 UTC.
Stunks is a simulator. Nothing here is financial advice.
Why no real futures? Their data licenses cost more than an indie game can pay, for now.


Stunks
DAILY SET #12
A TWO-MINUTE TEST
Real or Stunks?
Ten 1-minute charts. Some are real ETH from a public exchange. The rest are Ethereal, a market Stunks generates from scratch. Call each one.
Our first tester, a futures trader, told real futures charts from ours only 55% of the time on 250-volume candles. Barely better than a coin flip. Can you beat that?
How long have you been trading? Optional
Not yet
Under 1 year
1 to 3 years
3+ years
Start
No sign-up. Answers are anonymous.
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Stunks
Stunks

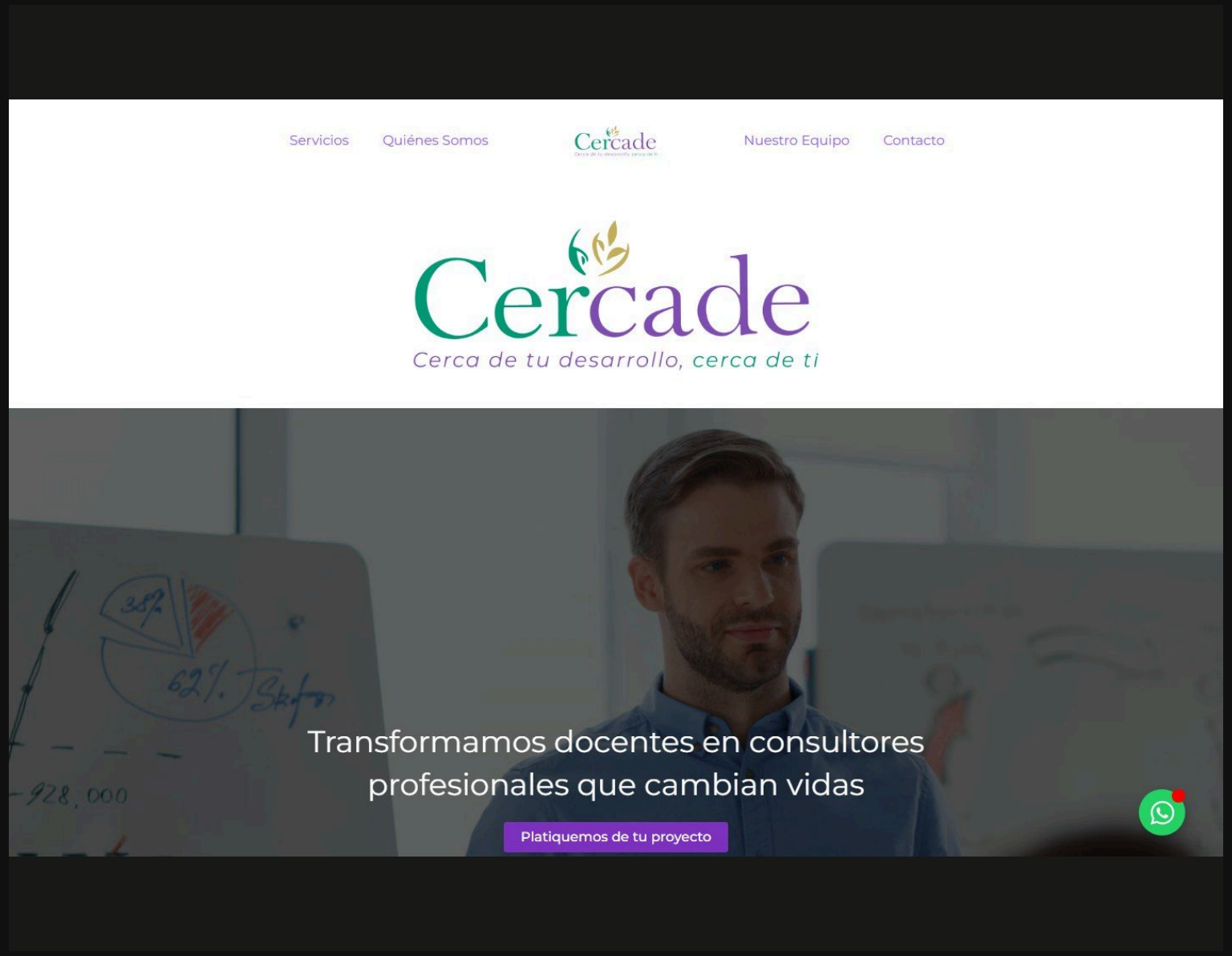
Cercade

Client	Cercade Universidades
Year	2026
With	Independent
My role	Logo, structure and website

A consultancy that trains teachers as education consultants, with 30 years of experience. I made their logo, sitemap, wireframes and WordPress website.

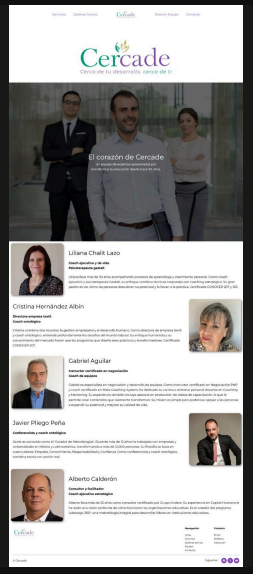
- Logo
- Sitemap and wireframes
- WordPress site with Elementor

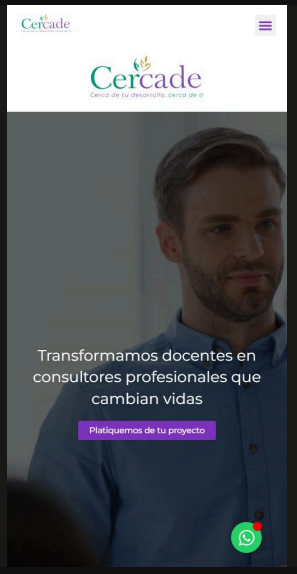
cercade.com.mx



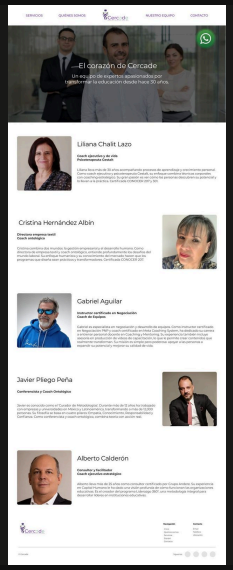
Cercade

2026









Cercade

2026



AI-built digital products

Diseña Cat

Client	Diseña Cat
Year	2026
With	Independent
My role	Web design and development

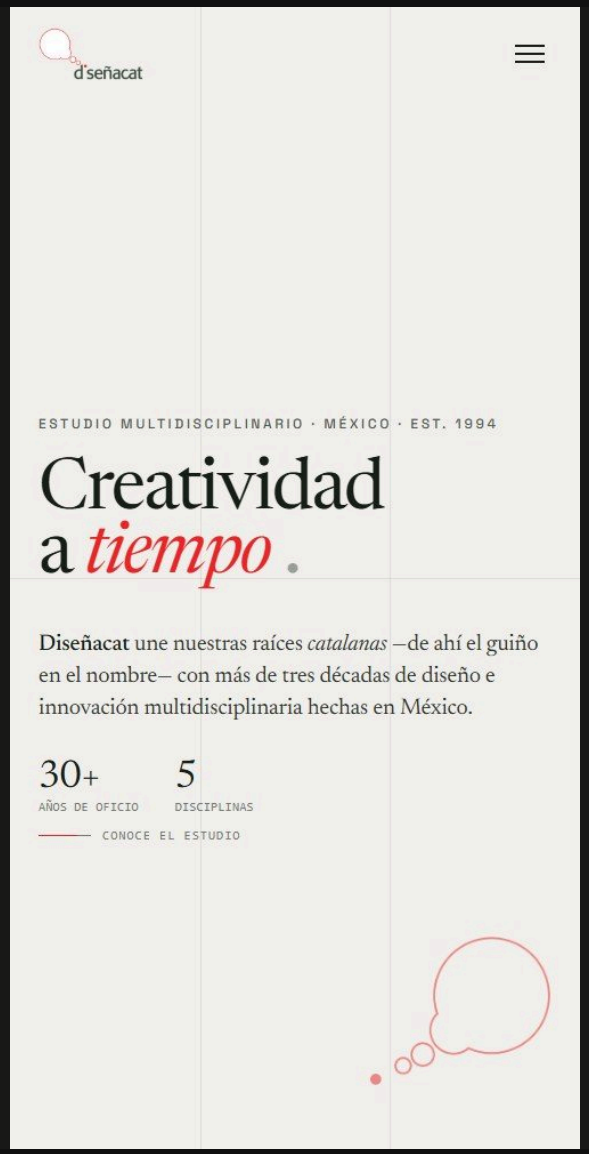
Website for Diseña Cat, my family's multidisciplinary studio, with more than thirty years of craft in Mexico. The name comes from "Diseña, creatividad a tiempo", with a nod to Catalonia, where we are from. I designed and coded it.

Editorial design of the site

Development

disenacat.com




d'señacat
ESTUDIO MULTIDISCIPLINARIO · MÉXICO · EST. 1994
Creatividad a tiempo.
Diseñacat une nuestras raíces catalanas —de ahí el guiño en el nombre— con más de tres décadas de diseño e innovación multidisciplinaria hechas en México.
30+
AÑOS DE OFICIO
5
DISCIPLINAS
CONOCE EL ESTUDIO


Esta idea aún no existe.
La página que buscas no está aquí, pero seguro encuentras algo que te inspire.
Volver al inicio

AI-built digital products

2026 World Cup pool

Client	Personal project
Year	2026
With	Personal
My role	Product, design and development with AI

A pool app for the 2026 World Cup. My friends predict the matches, form groups and compete in a ranking. I built it with AI.

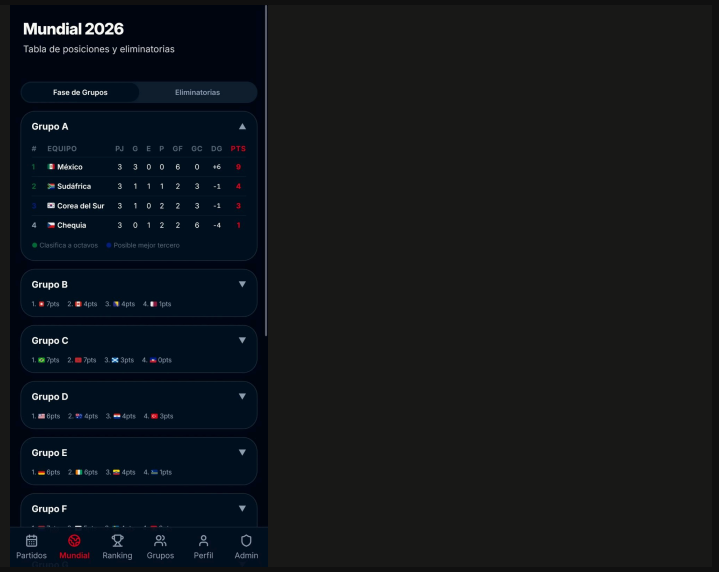
App design

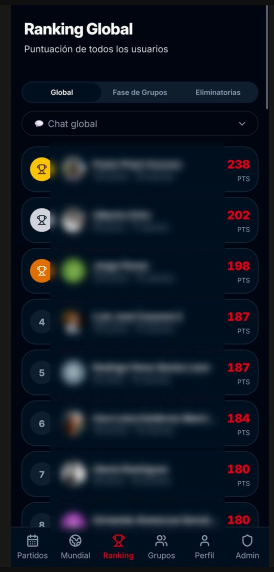
Development with AI, React and Supabase

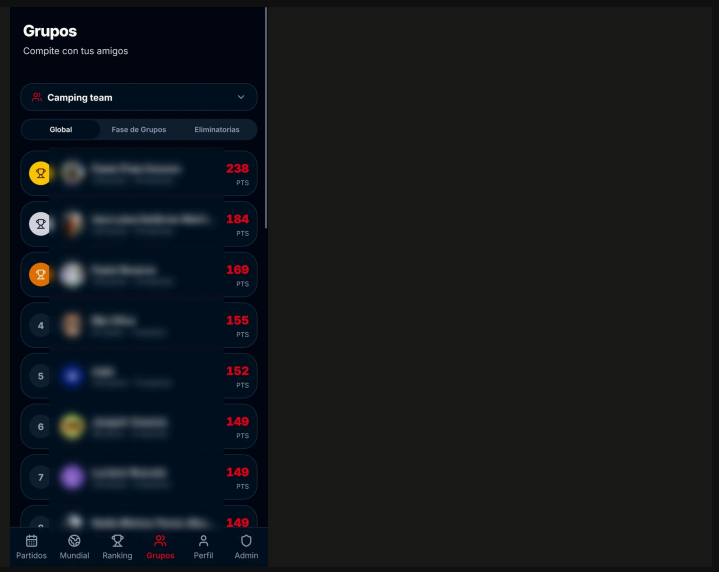


2026 World Cup pool

2026









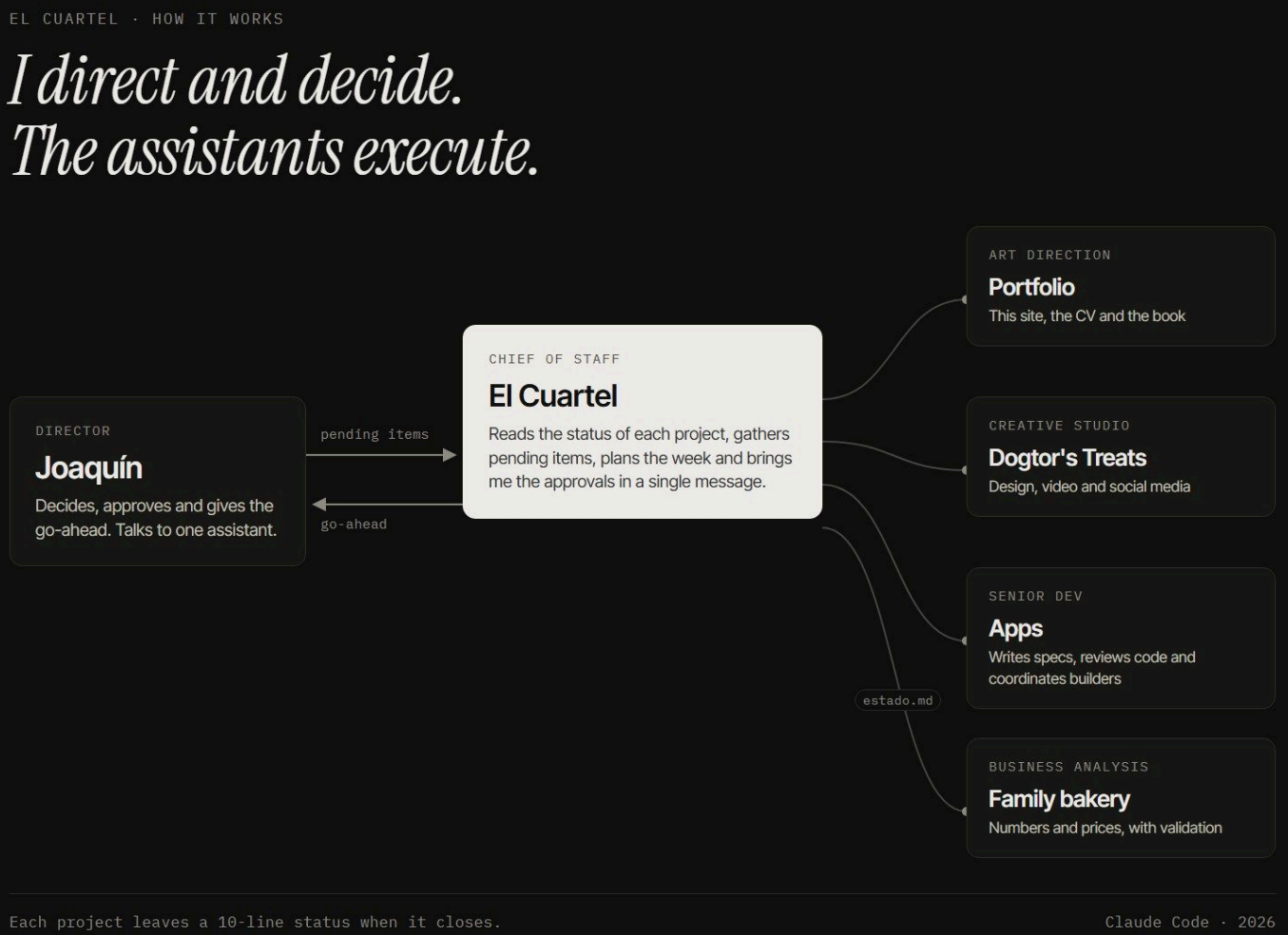
AI-built digital products

El Cuartel

Client	Personal project
Year	2026
With	Personal
My role	System design and direction, with Claude Code

El Cuartel is my headquarters, a system of assistants in Claude Code that runs my projects. I direct and decide. Each project has an assistant with a role, and they all report to El Cuartel. It gathers the pending items and brings me the approvals in a single message. Nothing goes out without my go-ahead. This portfolio was made that way.

- The architecture, with a central assistant and one per project, each with its own role
- The rules for what they do alone, what they ask me and what they never do
- A 10-line status per project and a daily summary
- Custom tools to post on social media and notify my phone



EL CUARTEL · RULES

What they do alone and what they ask me.

GREEN

They do it alone

- Research and write drafts
- Propose low-res designs
- Organize files and docs
- Code in separate branches and test

YELLOW

They ask for my go-ahead

- Publish anything
- Send emails or messages
- Spend money or credits
- Merge code and delete files

RED

Never

- Publish without a go-ahead: *silence is not approval*
- Share passwords or personal data
- Promise prices or deliveries
- Touch folders outside their scope

The rules live in a manual and in each project's instructions.

Claude Code · 2026

EL CUARTEL · AN APPROVAL

Nothing goes out without a go-ahead.

[APPROVE] Portfolio · Publish the site

What	Site, CV and book on joaquincasares.pages.dev
Preview	Phone and desktop screenshots
Why	All 15 projects have the go-ahead
Reply	go / changes: ... / no

ESTADO.MD · PORTFOLIO

project: Portfolio
phase: 4: published
done: site, CV and book online
next: El Cuartel case
waiting_ok: 0
blockers: none

si — Joaquín

Approvals arrive together, in a single message, with thumbnails.

Claude Code · 2026

Joaquín Casares García

Multidisciplinary Art Director · Mexico City

quimetcasares@gmail.com
joaquincasares.pages.dev
linkedin.com/in/quimetcg

PROFILE

Art director with more than six years in agencies. I work on brand, events and digital retail, and my strength is realistic photo compositing. I led and produced the e-commerce art, design and videos on Rappi, DiDi, Amazon, Mercado Libre and WhatsApp. I trained as an industrial designer at Universidad Iberoamericana, so I also model and render in 3D, and I edit video. Beyond that, I design and build websites and apps with AI.

EXPERIENCE

Independent designer Mexico City — 2025 to present

- Dogtor's Treats: label redesign for 4 products, 3D bottle renders in Blender, Amazon brand store and social media.
- Cercade: logo, sitemap, wireframes and WordPress website (cercade.com.mx).
- Diseña Cat (family studio): disenacat.com website and corporate videos for Nyssen (2022) and Arycia (2026).
- Stulz and Salicru (freelance): LED screen videos for the Energy Experience event (2026).

Senior Designer Tierra de Ideas · Mexico City — Aug 2022 to Feb 2026

Events and communication agency. Besides events and internal communication, I led and produced the e-commerce art, design and videos on Rappi, DiDi, Amazon, Mercado Libre and WhatsApp.

- Heineken Mexico: product compositing for Amazon and Mercado Libre across all formats; bar menus (2022) and presentation templates (2025).
- Sephora: 3D booth and brand activation at Mítikah mall (2024).
- Cinépolis: internal communication (satisfaction tracking manual, 2025 strategy, Merco Talento), concessions adaptations and, with Coca-Cola, the Red Carpet Cup presentation.
- Fenty Beauty: key visual proposal for the Mexico launch (2024).
- Cambridge (sales event), Bayer (convention) and the new Tierra de Ideas brand image.

Account Executive Alvarado Molina · Mexico City — Feb 2020 to Aug 2022

- Project and team coordination between clients and the creative team.
- Coordination of web projects and an app for a consumer brand event.

PERSONAL AI PROJECTS (2026)

- Stunks (stunks.app): trader life simulator with its own exchange of invented markets.
- World Cup 2026 pool: app with groups, rankings and predictions, used by friends.
- Costara: costing app for small bakeries (in development).
- El Cuartel: an assistant system in Claude Code that runs my projects.

EDUCATION

- Industrial Design · Universidad Iberoamericana · 2018
- Digital Marketing Diploma · Universidad de la Comunicación · 2019

TOOLS

Photoshop (compositing and retouching), Illustrator, InDesign, After Effects, Premiere and Media Encoder · Blender and Cinema 4D · WordPress and Elementor · Claude Code, React, Supabase and Cloudflare.

LANGUAGES

Spanish (native) · English (advanced)

Let's talk.

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