Joaquín Casares García

Multidisciplinary Art Director · Mexico City

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PROFILE

Art director with six years in agencies. Brand, events and digital retail, with realistic photo compositing as my strength; I led and produced the e-commerce art, design and videos on Rappi, DiDi, Amazon, Mercado Libre and WhatsApp. Industrial designer by training: 3D modeling, rendering and video editing. 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)