

Art Director  
Motion Designer

# Javier Reyes

Capabilities Deck // v1.1





## Introduction

# I'm where branding and motion design meet.

Innovative and diligent art director with over 10 years of experience.  
I specialize in creating outstanding motion design content for marketing and branding projects.

My work puts the user at the center and takes into account the brand and business goals to produce emotional visuals that connect products with their target audiences.



## Biography

# Do you want to know my story?

I had the opportunity to be influenced by professionals from a young age, so deciding to study and dedicate myself to visual communication was not a complex decision.

I graduated from the Metropolitan Autonomous University in Mexico City. A year before finishing my degree, I had the opportunity to work in all sorts of creative organizations.

From internal departments within companies to the digital communication office of the Mexican presidency, passing through to marketing agencies and video production houses.

I started my adventure as a freelancer in 2013 and since then, this way to work has given me the opportunity to fulfill many of my dreams and finance my constant creative and professional development.

As a freelancer, I have been able to help top-level companies in Mexico, and since 2015, with the arrival of remote work in my life, with clients that I never imagined possible to collaborate with on an international scale.

National Geographic, Dell, Spotify, LG are some of them, with projects that allowed me to be part of incredible teams around the world, from which I have learned and enriched my processes as a digital creative.

Currently, I continue to work as a remote freelancer, but now with the great opportunity to do so from another country, Canada. This has given me the opportunity to learn about another culture and, above all, different ways of approaching creative projects.

My plans are to continue developing my skills as a digital creator, to take positions with greater responsibility and challenges of greater scope that take me out of my comfort zone. Moving towards art direction and executive production are the next areas of discovery to explore.



## Featured:

### [Demo Festival](#)

October 2022 - Amsterdam



## Services

# I can help you with:

I see motion design and branding as the opposite ends of the creative spectrum in which I operate. On one hand, motion design requires in-depth technical knowledge and proficiency in several tools that are far from easy to learn. On the other hand, branding is a creative discipline that dwells in the conceptual and abstract realm, prioritizing the ability to think and conceptualize.

Being in contact with these two creative areas has given me the tools to help and solve my clients' visual communication problems with a much broader perspective.

**I'm where branding and motion design meet.**

## Motion Design

- 2D Motion Design
- 3D Motion Design
- Particle Animation
- Style frames / Look Dev
- Art Direction
- Producer Jr
- Mentorship
- Consultancy



Clients:

# Thanks for trusting me!

Remote work has opened the doors to projects and clients I never imagined I could reach.

I have had the opportunity to work for big brands and learn from amazing teams around the world.

But undoubtedly, the most valuable part of this journey has been the people I have met along the way.

I hope to meet you soon!

## Direct Clients



Sony Music

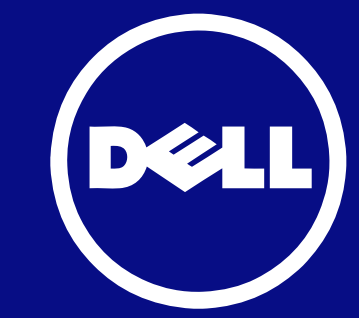


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This could be you :)

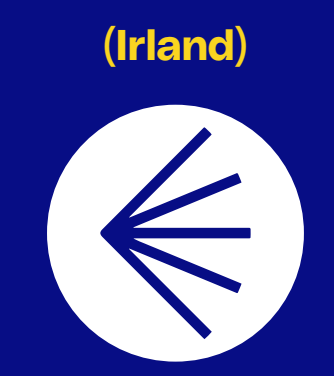
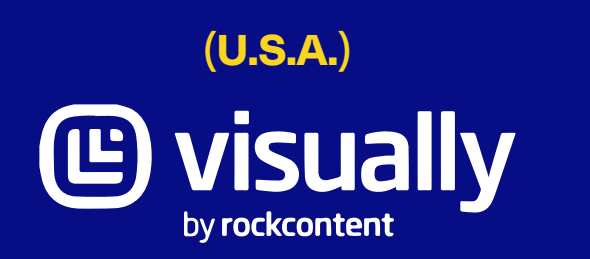


## Through Agencies



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## Agencies/Studios



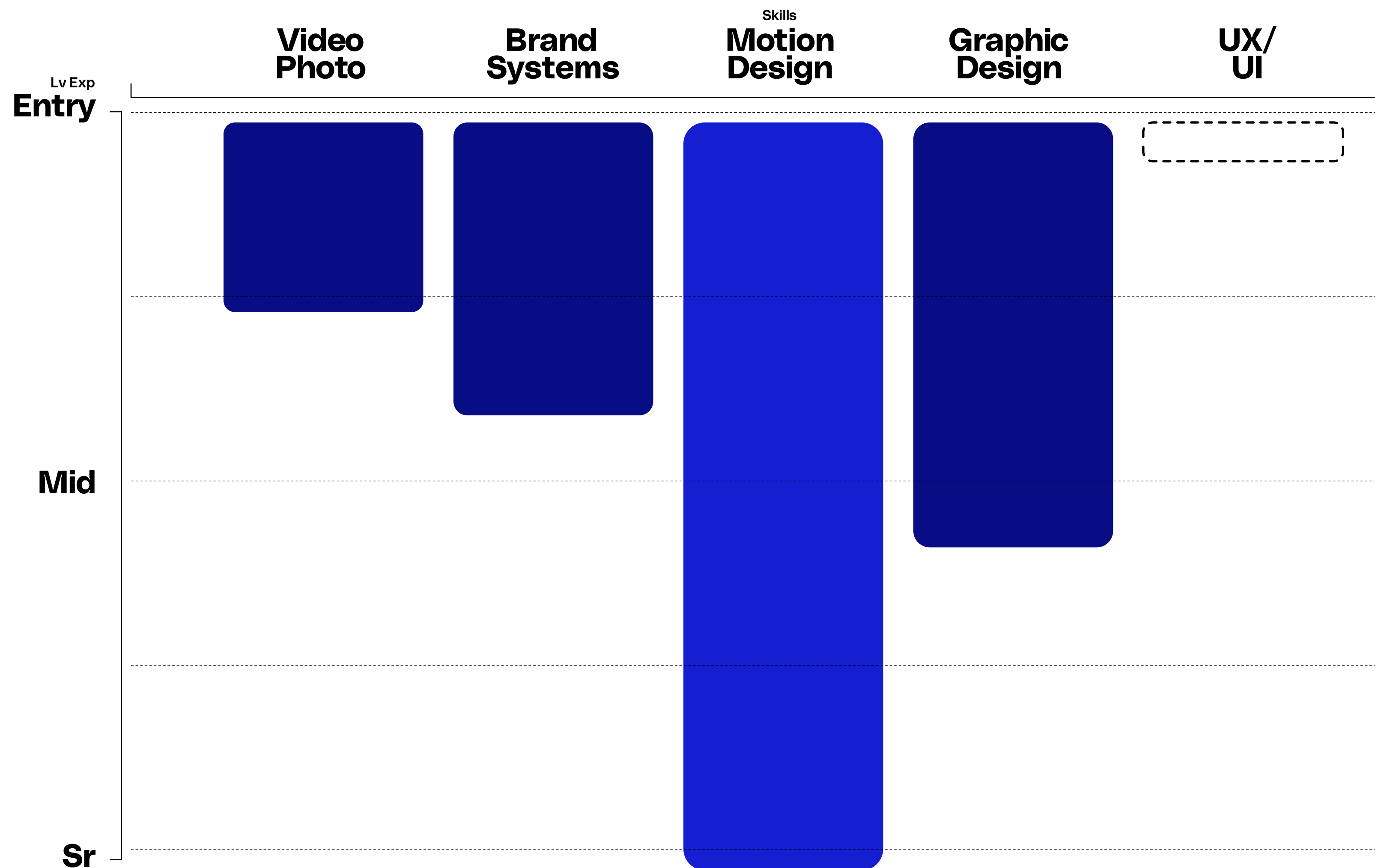
This could be you :)





OK

Want to see my work?  
[Visit my portfolio](#)



## Design Skills

# T-Shape

Opinions seem to be divided over the question of whether it's best to be a generalist or a specialist in a professional field. As someone who values balance, I find a blend of both suits me well.

While I devote a significant portion of my energy, time, and focus to the field of motion design, I also have the opportunity to develop other skills that enhance my creativity.

I greatly value the theoretical and fundamental education I received at my university about what it means to be a designer. Using a design/problem-solving lens, regardless of the field, can yield great results.

Learning the tools, nowadays, is just a matter of spending a few weeks watching tutorials.

As Massimo Vignelli said:

**“If you can design one thing, you can design everything.”**

## Skills

# How I can bring value

Mastery comes with constant repetition and exposure to similar problems. I have had the opportunity to help and participate in a very wide variety of projects, however, over time I have been able to identify in which type I have felt more comfortable and free to explore. Sometimes I say that I chose creative styles, techniques and tools, but the truth is that they chose me.

### Softwares

## Motion Design

- Cinema 4D
- RedShift
- Octane
- X particles
- Blender
- After Effects
- Premier
- Audition

## Creative

- Photoshop
- Illustrator
- InDesign
- Lightroom
- Figma

## Management

- Google Workspace
- Notion
- Slack
- Dropbox

### Visual

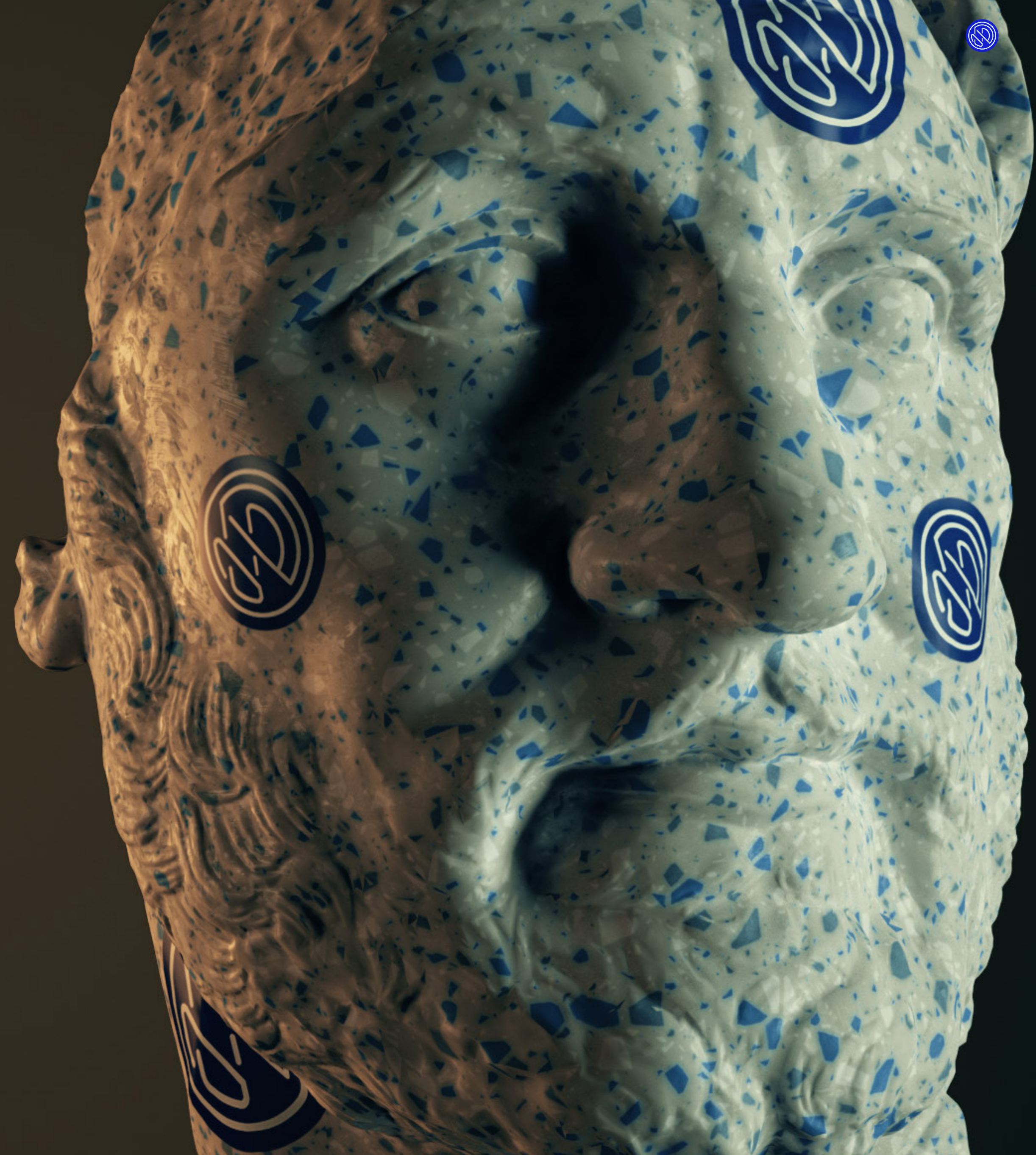
## Styles

- Typographic
- Abstract 3D
- Particle Animation
- Product Visualization

### Other:

## Languages

- English (Fluent / Professional)
- Spanish (Native)
- French (In Progress)





# Enthusiast in UX/UI

I have made the decision to extend my area of expertise as an Art Director to the field of UX/UI for three main reasons. However, does this mean that I will be exclusively designing websites and apps in the coming years? Not exactly.

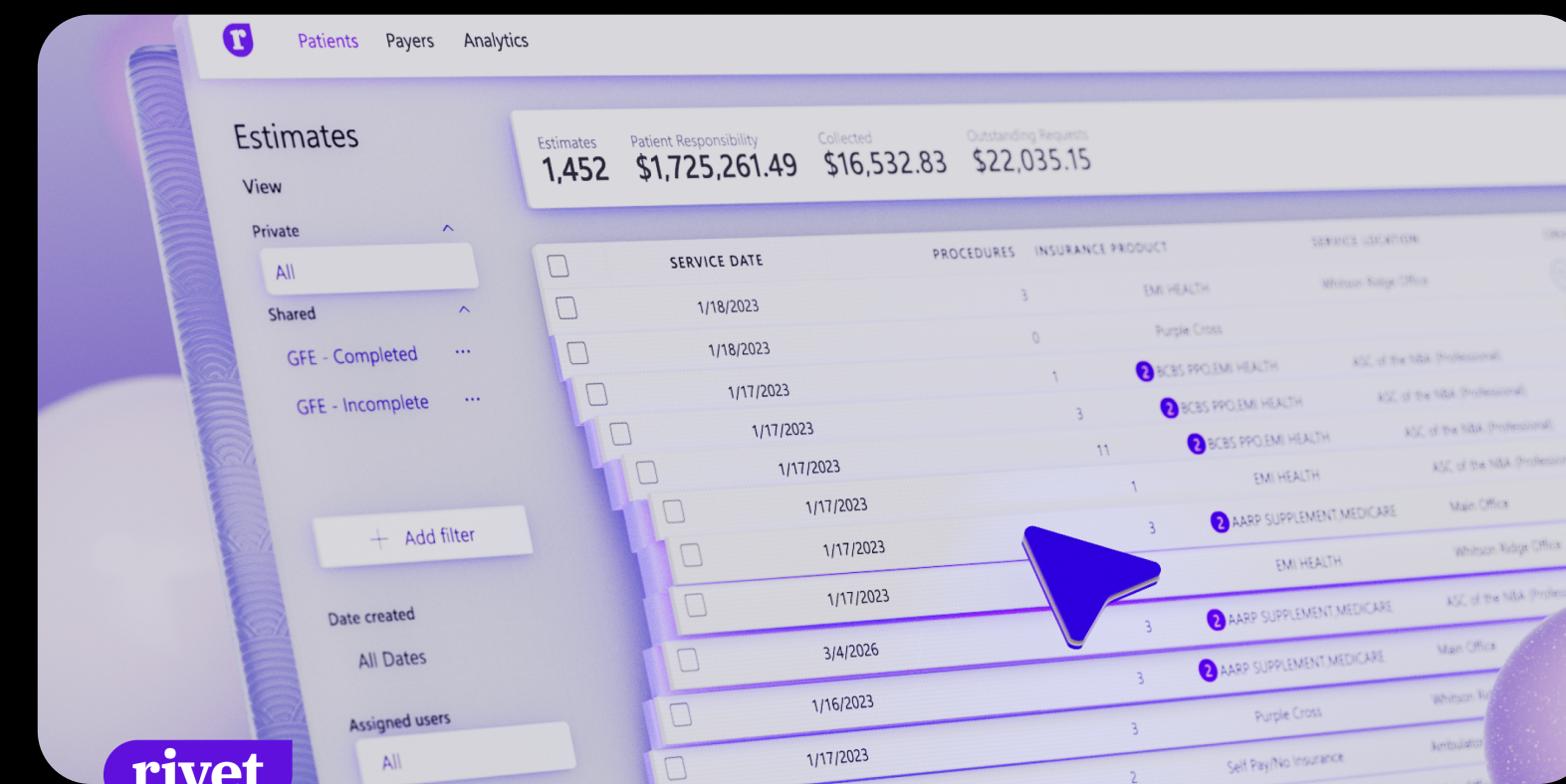
Nevertheless, I am confident that by doing so, I will be able to learn the principles faster.

Here are the reasons why I have chosen to pursue UX/UI:

Visual trends are now heavily influenced by UX/UI designer tools such as Design Systems, Brand Systems, and the Digital Space.



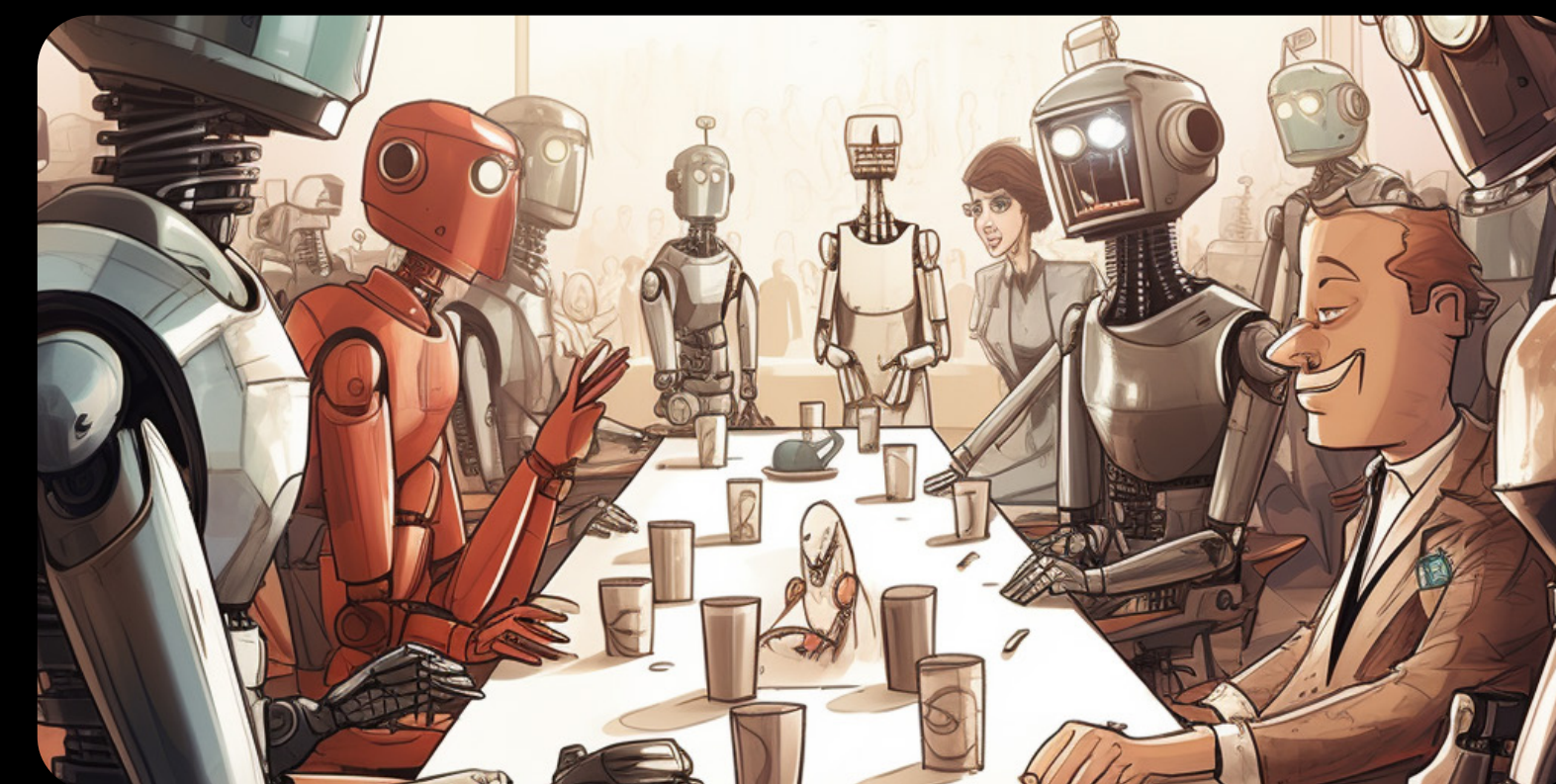
There is a convergence between Motion Design and UI. I want to be a part of this intersection.

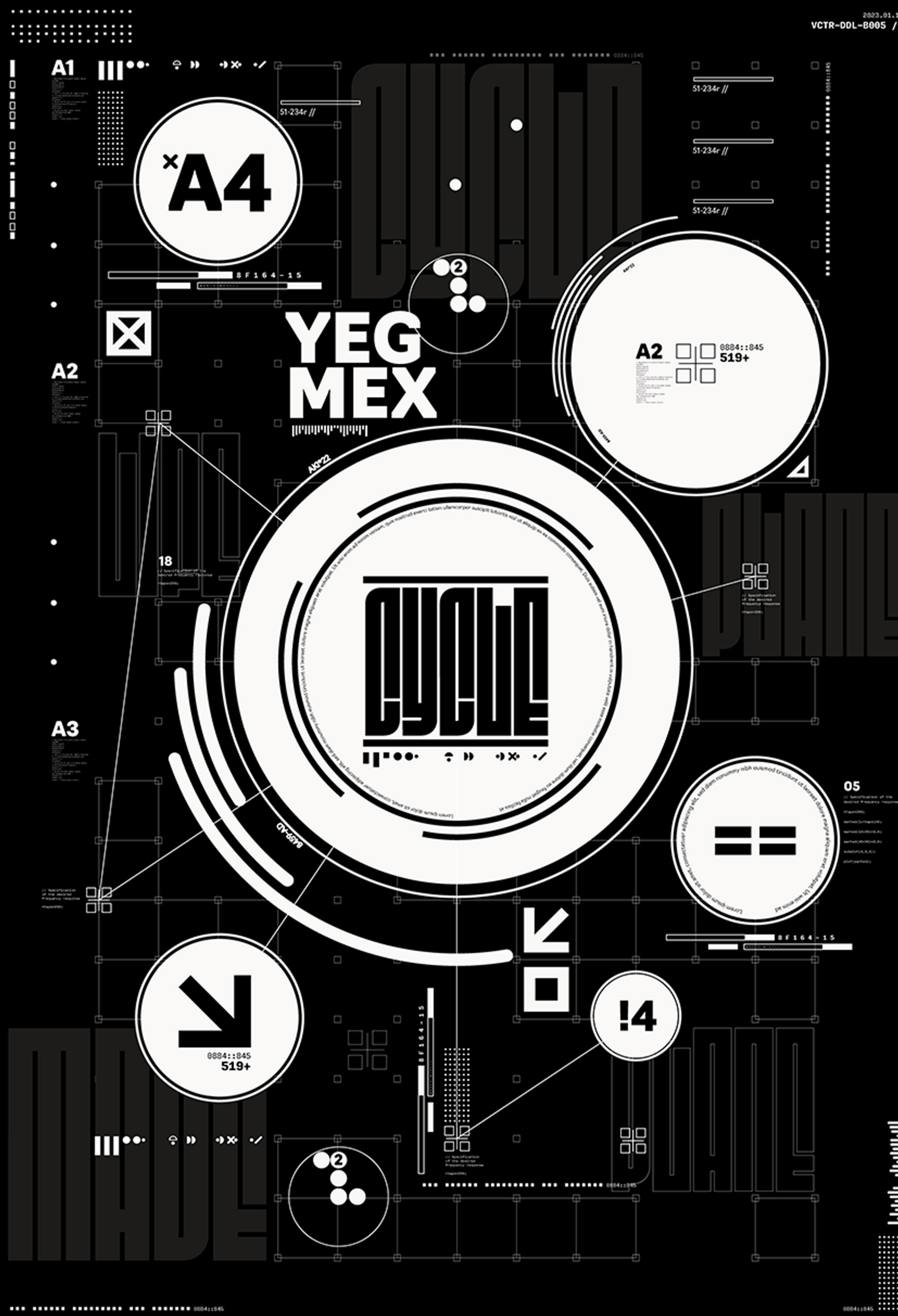


Engaging in UX/UI will help me further improve my skills as a graphic designer, particularly in areas such as typography and composition.



It also provides me with an excellent opportunity to connect with a new network of talented individuals. :





Hire me

# How we can work?

There are different ways in which we can start our professional relationship, but if none of the ones mentioned below work for you, do not hesitate to contact me.

## Freelancer

Currently, I am working as a full-time freelancer for any where in the world. How I can help you?

## Full-time

Always open to listening to offers. If you think I can be a valuable asset to your team.

## Regions

I have the ability to work in-person in Mexico and Canada, and remotely for the rest of the world.

If you want to know about my rates, [give me a shout!](#)



## Extras

# Still curious?

My work has great priority in my life, but at the same time, a purpose: give me a platform that allows me to explore other passions in my life: electronic music and the exploration of the human mind. That is why if you identify with any of the points mentioned below, I would definitely like to connect with you.

Following my passions:

## Electronic Music Scene

If you are an established EDM Label, a Festival, or an Emerging Artist, I would love to connect with you.

## Photography

Photography and videography have always been something that accompanies me wherever I go. They are definitely amazing tools for telling stories and meeting incredible people.

Side Hustles

## Entrepreneurship

As a freelancer, I have been fortunate enough to earn the trust of many clients. As such, I have had to request help from other talented artists and creatives more than once.

Together, under the name PCHStudio, we've been able to help clients on a scale that I could never have achieved alone.

## Content Creation

Recently, I have been active as a content creator sharing free and paid classes and advice for motion designers who want to take their career to the next level.

## Hobbies

I am what people call: a restless creative person. When I'm not generating images for my clients, I do it for myself. I like to continue generating emotions through salsa dance, drawing, and electronic music.





↙ Contact  
▣ **Let's  
connect**

Opportunities are born in conversations,  
If you want to explore projects or just chat,  
I'll be very happy to meet you.

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