Javier Reyes Delpech

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Professional Summary

Art Director and Senior Motion Designer specializing in the intersection of Branding and Motion Design, with over 12+ years of experience turning complex ideas into clear, compelling animation. I think in systems, not just individual executions, which is why I manage the complete production pipeline, including art direction, project management, design, animation, sound design, and delivery, on ad pieces and explainer videos. Equally comfortable joining an existing team to lead a specific phase, whether that's design or animation, when the project calls for it. Based in Edmonton, Alberta, Canada, and available for remote roles.

Skills & Expertise

- 12+ years of experience in visual design, brand design, and motion design across freelance, agency, and in-house roles
- Deep understanding of brand identity systems, design systems, and marketing principles
- Experience working with global brands
- Full ownership of the motion design pipeline, from concept and storyboards to final animatics and delivery, or embedded within a team to lead a specific phase
- Broadcast and digital delivery standards, including Canadian broadcast compliance
- Mentors and coaches junior designers and motion artists
- Integrates AI tools, including image, video, voice generation, and project management, focused currently on ComfyUI
- Currently building expertise in Lottie/Bodymovin, Rive, and UI/UX animation fundamentals

Professional Experience

Multimedia Technician / Senior Graphic Designer, AUPE , Oct 2024 - Aug 2026, Edmonton, Canada
- Produced motion graphics for internal education programs and union initiatives
- Designed print and digital assets for stakeholder communication and social media
- Collaborated with internal teams on voice-over recording and multimedia production

3D Artist (Freelance), Shutterstock Studio, Jan 2023 - Dec 2024, USA
- Collaborated with in-house 3D teams to produce high-end product visualizations for commercial campaigns
- Developed textures, lighting, and layouts to create art-directable 3D assets
- Supported marketing visuals designed to increase product desirability and brand impact

Senior Motion Designer (Freelance), Tiger Lily, Jan2023 - Dec 2024, USA
- Animated and delivered motion graphics for branded and marketing-driven video content
- Contributed to storyboards and concept development during pre-production

Art Director, Producer (Freelance), Elastic, Jan 2023 - Dec 2024, Canada
- Led motion design projects from concept to delivery across multiple clients
- Managed timelines, revisions, and client communication across concurrent productions
- Guided clients through production workflows, improving clarity and delivery efficiency

[Full track of my projects → Creative Log]

Technical Skills

After Effects, Cinema 4D, Redshift, Octane, X-Particles, Blender, Cavalry, Figma, Adobe Creative Suite, Photoshop, Illustrator, InDesign, Lightroom, Premier, Audition, Mirrorless Camera Operation, Video and Audio Post Production, Notion, Frame.io, Dropbox, Figma Weave, ComfyUI, Lottie, Rive.

[Detailed Skills Description → Capabilities Deck]

Selected Highlights

- Judge Logo Design Category - RDG Student Awards 2026
- Guest Speaker at The Design Rescue Show, May 2025
- Selected Artist, DEMO Festival, Jan 2025
- Selected Artist, DEMO Festival, Jan 2022

Certifications

Certified RGD

Education

Bachelor of Arts, Graphic Design and Visual Communication,
Universidad Autónoma De México, Mexico City

- 2005 - 2009
- Received academic honors during all four years of the degree.

Languages

- **English:** Professional / Fluent
- **Spanish:** Professional / Native

Links

- Web and Portfolio → reyesdelpech.com
- Professional Social Proof → LinkedIn
- Experimental Sand Box → Non Daily Render
- Track of all my projects → Creativity Log
- Detailed Skills Description → Capabilities Deck

[References are available upon request]

Art Director & Sr. Motion Designer
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