

LUIS PALACIOS

SENIOR INTEGRATED DESIGNER | AI CREATIVE TECHNOLOGIST | MOTION & 3D

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DESIGN → MOTION → 3D → REAL-TIME → AI SYSTEMS

PROFESSIONAL SUMMARY →

Senior hands-on multidisciplinary designer with 10+ years across visual design, motion, multimedia, 3D production and generative AI workflows. Combines professional craft in Photoshop, Illustrator, Cinema 4D and Redshift with working proficiency in After Effects, Figma, Unreal Engine and node-based generative production. Experienced in branding, key visuals, e-commerce assets, retouching, social and multichannel adaptation, creative direction, presentations and English-language collaboration.

CORE STRENGTHS →

Integrated design & key visuals	Motion, animation & compositing	3D, lighting & look development
Generative production systems	E-commerce & social assets	Senior hands-on creative direction
Structured / JSON prompting	Retouching & brand consistency	Fluent professional English

PROFESSIONAL EXPERIENCE →

Motion Designer / AI Creative Specialist

Dec 2024 - Sep 2025

RegexSEO

- Designed AI-assisted workflows for image, video and voice production, including Midjourney, ElevenLabs and video-generation models accessed through third-party creative platforms.
- Built structured and JSON-based prompting frameworks to improve visual consistency, repeatability and creative control.
- Created motion graphics, title sequences and visual content for commercial communication.
- Combined generative exploration, editable 3D production and final motion/compositing in hybrid workflows.

Professor - Digital Design & AI

Aug 2024 - Oct 2025

Universidad Janette Klein

- Designed and delivered courses integrating generative AI into practical creative workflows.
- Mentored students from concept development through human-reviewed AI-assisted production.
- Developed hands-on projects combining design fundamentals, 2D, 3D and emerging technologies.

3D Artist

Jul 2022 - Apr 2024

UNIT9

- Created 3D assets, environments and visual concepts for international campaigns and pitches involving Uber, Meta and Lionsgate.
- Contributed hands-on composition, lighting, materials, look development and visual storytelling within multidisciplinary production teams.
- Introduced early-stage generative exploration for concept development and rapid visual prototyping.

Visual Content Designer

Jan 2022 - Jun 2022

Flink Mexico

- Developed visual concepts and digital content for brand communication and social campaigns while maintaining a consistent visual language.

Multimedia Designer - IT Training

Apr 2019 - Jan 2022

Totalplay

- Translated complex technical concepts into video, motion graphics and infographics for a training program serving more than 5,000 IT employees.

Graphic Designer - Internal Communications
BBVA

Nov 2016 - Jun 2018

- Created digital and print communication assets aligned with BBVA brand standards.

SELECTED WORK →

Aurora - AI Creative Production System

Independent research | Functional R&D prototype | 2026

Designed a human-reviewed production layer that converts campaign strategy and visual rules into reusable structured instructions for image and video generation.

Tools / contribution: OpenAI, ComfyUI, JSON, HTML, JavaScript and Seedance output; prompt architecture, JSON schema design, workflow development and creative direction. Portfolio: luigipalacios.com/work/aurora

RGX Rebrand - Hybrid AI + 3D Visual Development

Commercial hybrid workflow case study | 2025

Combined generative visual exploration with editable 3D reconstruction, repeatable lighting and materials, motion design and AI-assisted final refinement.

Tools / contribution: ComfyUI, Stable Diffusion, Cinema 4D, Redshift, Photoshop and After Effects; visual development, 3D design, motion design and AI workflow development. Portfolio: luigipalacios.com/work/rgx

John Wick: Chapter 4 - Environment Design

UNIT9 / Lionsgate | Winning pitch contribution | 2023

Developed a cinematic environment concept within UNIT9's multidisciplinary pitch team for the official Continental Experience.

Tools / contribution: Cinema 4D and Redshift; environment design, lighting, materials and selected scene development. Portfolio: luigipalacios.com/work/john-wick

TOOLS AND PROFICIENCY →

Professional proficiency	Good working proficiency	Basic / developing
Photoshop, Illustrator, Adobe Firefly, Cinema 4D, Redshift; modeling, lighting, materials, texturing, animation, compositing, retouching; creative direction and presentations.	After Effects, InDesign, Figma, Unreal Engine, look development, Midjourney, ComfyUI, Stable Diffusion, Flux, ElevenLabs, GPTs/agents, APIs, workflow documentation.	Premiere Pro, Blender, Substance Painter, Python/coding, Notion; pitch development, formal people management, budgets and client ownership.

Additional model experience: Experience working with Sora, Kling and Pika models through third-party creative platforms; not presented as native-platform proficiency.

LEADERSHIP AND COLLABORATION →

Senior hands-on creative leadership: professional creative direction, concept presentation, feedback and mentoring while remaining directly involved in execution. Experience is stronger in leading the work and supporting multidisciplinary collaboration than in formal people management, budget ownership or account ownership. Fluent English for daily work, client-facing conversations and professional presentations.

EDUCATION →

Master's Degree in Multimedia Design | Universidad Tecnologica de Mexico | 2016 - 2018

Bachelor's Degree in Graphic Design | Universidad del Valle de Mexico | 2008 - 2011

Design Thinking Certificate | CERTIPROF | 2021

Portfolio links: [Aurora](#) | [RGX](#) | [John Wick](#) | [Roku](#)