Eliel Guimarães

3D & Motion Creative Lead | Senior 3D Generalist | Product Films & Campaigns | Creative Direction to Final Delivery | Lighting, Lookdev & Comp | Cinema 4D, After Effects, Houdini, Nuke

São Paulo, Brazil (GMT-3) · Remote or on-site · Freelance, contract or full-time · Open to relocate
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SUMMARY

I lead 3D and motion projects for products, from the first idea to the final delivery. I work with the brand, the agency and the creative team on the brief, the message and the look, then take it through production and post and keep it on track until it ships. I work in English and Portuguese. Highlights: creative direction, team lead and animation on Mercado Livre; Lead 3D Artist at Sailor Studio 2024 to 2025, leading teams of artists on FOOH campaigns for Paramount, Samsung, Amazon, Fiat and Havaianas; VFX supervisor on the feature O Gênio do Crime; product films for Magbak, Renault (Oroch and Captur), Fiat Titano, Vivo Itaucard, Samsung Galaxy Z Flip5 and Dorflex; lighting, shading and comp on several shots of The Yule Log (HBO, Adult Swim) with Noxus FX; Woman Interrupted with BETC, Silver Lion at Cannes 2016. I still do the hands-on work, and that keeps the coordination honest: I draw keyframes and style frames before the team builds the shots, and I know what a shot takes before it is promised to the client. Lighting, lookdev and comp for full CG and CG in live action, 3D and 2D motion, with generative AI inside the pipeline.

SKILLS

Creative lead and production: Creative Lead, Concept to Final Delivery (end-to-end), Creative Briefs, Creative Direction, Creative Coordination, Project Coordination, Product Films and Campaigns, Dailies and Reviews, Visual Storytelling, Concept and Visual Development, Keyframes and Style Frames, Shot and Sequence Work, Team Leadership and Collaboration, Mentoring Juniors, Client and Agency Communication, Client and Agency Feedback, Notes and Iterations, Problem Solving and Troubleshooting, Multiple Projects and Deadlines, File Organization, Naming Conventions and Delivery Specs.

Core: 3D Generalist, 3D Assets with Variants, Procedural Workflows, Lighting, Look Development, Compositing, Shading, Texturing, Rendering with AOVs, Render Passes and Multipass, Render Optimization, Render Farms (Fox Renderfarm, Drop and Render), Color Management (ACES, OCIO), Match Moving (PFTrack), Rotoscoping, Video Editing, Product Visualization and Launch Films, Stop Motion, Photoreal Computer-Generated Imagery (CGI), CG Integration into Live Action, VFX Supervision, Visual Effects, Motion Graphics and Motion Graphic Design, 3D Animation, 2D Animation, Character Animation, Computer Animation, Object Animation, Animation Direction, Art Direction, Post-Production.

AI tools in the pipeline: Claude Code, ChatGPT, Gemini, Google Flow, Higgsfield, fal; 3D mesh generation with Hunyuan3D, Tripo AI and Rodin.

Software: Houdini (Solaris, Karma, USD), Maya with Arnold, Cinema 4D with Redshift, Substance Painter (PBR), Nuke, Mocha, PFTrack, Boujou, Dragonframe, DaVinci Resolve; Adobe Creative Suite: After Effects, Premiere Pro, Photoshop, Illustrator, Media Encoder.

On set: VFX supervision and data wrangling, HDRI and high dynamic range imaging, LIDAR, chrome and grey balls, color chart, plate and reference capture.

Industries: Advertising and Commercials (online and broadcast TV), Agencies, Automotive, Feature Films, Short Films, Series and TV, Social and Short-Form Video.

Languages: English (full professional), Portuguese (native).

EXPERIENCE

Lead 3D Artist

Sailor Studio · Contract · São Paulo, Brazil · Remote · Jan 2024 - Nov 2025

- Led 3D production and was responsible for every 3D job in the house: visual effects and complex 3D animation, from modeling and texturing to lighting, rendering and final compositing.
- Led teams of two to five artists depending on the project, on short and long productions for TV, online and short films.
- FOOH campaigns for Paramount (IF), Samsung and Vivo (Galaxy Z Flip5), Amazon (Black Friday), Fiat (Titano) and Havaianas (Paris 2024): CG built to sit inside real street plates, with matchmove, HDRI, look development and comp. IF and SLS (Tiger Beer) were done end to end in Maya with Arnold; Havaianas Paris 2024 was built in USD with asset variants.
- On-set VFX supervision for the FOOH campaigns with the team: collected HDRI, plates and references, took them to post and led execution through final compositing in Nuke and After Effects.

VFX & 3D Artist

Eliel Guimarães · Freelance · São Paulo, Brazil · Hybrid · Jan 2013 - Present

Freelance VFX and 3D work for agencies, production companies, VFX studios and brands. Lighting, look development, shading and compositing for full CG and for CG integrated into live-action plates, plus on-set HDRI and reference capture, 3D animation and motion design. Generative AI tools are part of the pipeline.

- Noxus FX: invited to lead lighting and shading on The Yule Log for HBO and Adult Swim, a 34-shot sequence credited as VFX lighting; lighting and look development for Park Global and CX1; Dove and Magnum in Houdini Solaris with Karma.
- UP Studio: the opening of Mundo Mistério for Netflix (3D animation).
- VFX supervisor on the feature film O Gênio do Crime.
- Neon Growth: product films for Magbak (DUO and iPhone 18) and Quizlet, giant headphones on a university dome (CG in live action).
- BETC: Woman Interrupted (Silver Lion, Cannes 2016). Dentsu: Oreo, "É bolacha ou biscoito?". O2 Filmes: Vivo Fibras. Barry Company: Bradesco and OLX.
- Warriors FX and Gabinete: Sadia Christmas 2023 (HDR acquisition and on-set supervision).
- Hardcore: Formula 1, motion graphics in After Effects. Cinema 4D and Redshift: Hasbro (lead), Lego, Father's Day and the Mundo Mistério opening.
- Renault: animated launch films for the brand's large events, Captur and Oroch.
- Chá das 5: Salão do Automóvel. Full House: video mapping. Böson Post: motion design, full time and by project.

Senior Motion Designer

Superside · Full-time · Remote · Dec 2020 - Nov 2021

- Senior motion designer on Superside's international remote team, working closely with the creative director and art directors on video animation for client campaigns, from concept to final frame, on tight timelines and high-volume digital work.

Motion Designer Lead

Great Studio · Full-time · São Paulo, Brazil · Jun 2017 - Feb 2019

- Senior 2D and 3D motion graphics designer and finisher. Led the post-production team in motion design on 2D and 3D animation, stop motion and visual effects. Work includes Mercado Livre (Atributos, stop motion): creative direction, team lead and animation.

Motion Designer & Finisher

BETC São Paulo · Full-time · Jun 2016 - May 2017

- Motion graphics and animation pieces for the agency's campaigns. Worked on Woman Interrupted, which won a Silver Lion at Cannes in 2016.

Motion Designer

DM9DDB · Sep 2013 - Sep 2014

- Responsible for the agency's motion graphics and animation films, working directly with its RTV department on campaigns and pitches for major clients, producing in-house pieces for each account.

Motion Designer & Finisher

MIXER · São Caetano, Brazil · Aug 2012 - Aug 2013

- Motion and VFX finishing in the After Effects team producing the Via Varejo campaigns for Casas Bahia and Ponto Frio. Delivered several films a day through a tight pipeline between editors and animators, with day and night teams covering 24 hours.

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Motion Designer

Puzzle Filmes · São Paulo, Brazil · Jan 2011 - Aug 2012

- Responsible for the production company's animation and compositing. Handled the main free-to-air TV retail campaign for Decolar.com, producing all of its travel package commercials for TV and online, from on-set capture through editing, post-production, effects, animation and delivery.

Motion Designer, Editor & Finisher

Mega Kingdom · Full-time · São Paulo, Brazil · Jun 2006 - Feb 2010

- Started as an editing intern, then became an editor, working with animation and film finishing. Edited on linear systems and took part in the move to digital editing and HD, cutting retail programs for free-to-air and cable TV channels. Moved into 2D animation with After Effects and became the company's lead and senior editor.

SELECTED CREDITS

- **Advertising and FOOH:** IF (Paramount) · Galaxy Z Flip5 (Samsung, Vivo) · Black Friday (Amazon) · Titano (Fiat) · SLS (Tiger) · Rock in Rio (Ipiranga) · Paris 2024 (Havaianas) · TIM · Zé Delivery Giant Cooler · Petrobras · Seara Gourmet 470 years of São Paulo · Woman Interrupted (BETC).
- **Personal:** The Consumption of the Flesh · The Dielectric Robot · The Ring of the Moon · Desert Storm's Dawn · The Silent Hinterland · Shark of the Skies · The Inflate Invasion · Terrakin · The Unstoppable Magne-tots · Soler Runner · The Curse of the Heirloom Pumpkin.

EDUCATION

- Postgraduate Specialization in Film, TV and Video · Belas Artes University, São Paulo · 2017
- Associate Degree (Technologist) in Animation · Senac University, São Paulo · 2015

COURSES AND LINKS

- Courses: Digital Video; Motion Graphics
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