

# **Alfredo Rocha Ramírez**

**3d Artist**

[freddie.sign@gmail.com](mailto:freddie.sign@gmail.com)

## **Experience:**

### **Arte Solido**

Multimedia Director

March 2012 – April 2017

Branding, motion graphics, character design, label and packaging design, prototype / product modeling, 2d and 3d character animation, video editing, voice acting and illustration.

### **Knotion**

Animation Team Coordinator

October 2015 – January 2017

Logistics for the animation team; time, assets and people.

### **Goose & Hopper**

Senior Designer

February 2014 – September 2014

Brand identity, UI design, web design, motion graphics, video editing and illustration.

### **GoForward**

3d & Motion Artist

October 2011 – March 2012

3d modeling and rendering for Motorola, Nextel and Blackberry's merchandizing material in Latin America.

### **MVS TV**

Motion Graphics Artist

January 2011 – October 2011

3d and motion graphics, video compositing.

### **Grupo W**

3d Artist

April 2008 – December 2010

3d modeling for product shots, virtual sets and interactive 3d content for Rexona, VW, Ciel / Coca-Cola.

### **Digital Invaders**

Teacher – 3d Modeling Module

July 2009 – October 2010

### **CGBOT**

3d Artist

January 2007 – July 2007

3d modeling: props, sets, vehicles.

## **Education**

Universidad Latina de América A.C.  
Lic. Diseño de la Comunicación Gráfica, 2001 – 2006

Instituto Tecnológico de Morelia  
Ingeniería Mecánica  
(Dropped out)

## **Other interests**

I learned the basics of building electric guitars. Last year I started to make 8 guitars and have finished almost all of them.

I design them in Adobe Illustrator and Photoshop, model them in 3d and based on that models, I cut the necessary guides in MDF, with the help of a CNC machine. This process doesn't replace hand carving where its needed, but adds all the quality and continuous precission requiered to build a piece that can be used for decades.

You can look up for Rocha Guitars from Mexico and there you can see what I made.

I'm also a guitar player since 1996 and used to be a bee keeper from 2000 – 2007.