

# CARLOS RIVERA

Design | Video | 3D | Motion Graphics  
Marketing | Production | Animation

## PROFESSIONAL OVERVIEW

I am a Visual Designer with experience producing visual content for agencies, technology companies, startups, and the automotive industry.

My expertise includes event branding and visual identity development, creative design and execution, stakeholder collaboration, project management, and strategic planning. Proficient in 3D design, photography, and video production, I focus on delivering high-quality content that aligns with brand guidelines and enhances event experiences.

I have worked across diverse industries and international environments, speak three languages, bring innovative ideas to businesses, and excel at building cohesive, high-performing design teams.

## WORK EXPERIENCE

### Marketing Visual Producer

Rightware Oy | Automotive and UI/UX Tool | Helsinki, Finland | 06/2023 - 05/2025

**Led** design teams to create compelling event branding and visual identities for marketing, sales, and product departments. | **Ensured brand consistency** across all digital platforms and event materials. | **Developed and implemented** workflows for video, presentation, and 3D content production.

### Marketing Designer

Rightware Oy | Automotive and UI/UX Tool | Helsinki, Finland | 06/2022 - 06/2023

**Designed and produced** print and digital materials, including brochures, event stands, and promotional items for major industry events. | **Coordinated design tasks** and video projects, managing timelines to meet event deadlines. | **Created and updated** sales and proposal presentations, ensuring alignment with brand identity.

### Visual Designer

Venturit, Inc. | Software Development and Agency | Cali, Colombia | 11/2019 - 02/2022

**Collaborated** with product and marketing teams to develop engaging visual assets for events and campaigns. | **Enhanced** website visuals, digital advertisements, product imagery, and sales presentations to support marketing initiatives. | **Produced** 3D and video content to showcase company products at events and on digital platforms.

### Visual Creative Producer

Planet 141 | Entertainment Agency | Cali, Colombia | 01/2017 - 01/2019

**Defined** project scopes and gathered client requirements to ensure efficient and timely completion of event-related projects. | **Researched and implemented** tools and workflows tailored to each production's needs. | **Resolved** challenges within the production pipeline by delivering optimal solutions considering time and budget constraints. | **Managed and mentored** a team of designers and creatives, providing guidance to ensure high-quality work and professional growth. | **Developed** production schedules for all departments involved in event productions.

### Visual Creative Production Supervisor

Planet 141 | Entertainment Agency | Cali, Colombia | 01/2015 - 01/2017

**Collaborated** with leadership to define project milestones, deliverables, and vision for events. | **Organized** teams, established specialized groups, and executed strategies to ensure timely, high-quality event deliverables. | **Guided** team leads to ensure understanding of project scopes and maximized team effectiveness. | **Maintained** a prioritized task backlog for event productions.

## Previous Employment

**3D Generalist** (Cali, Colombia): Planet 141

**Junior 3D Generalist** (Cali, Colombia): Planet 141

**Adjunct Professor** (Cali, Colombia): Autonoma University

**Researcher** (Cali, Colombia): Icesi University

## REFERENCES

### Jyrki Männikkö

Rightware Oy, Marketing Director

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### Liv Meinck

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## CONTACT

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## PORTFOLIO

[cajarima.com](https://cajarima.com)

## ACHIEVEMENTS

**Produced and hosted** Kanzi video tutorials, which received over 400k views on YouTube.

**Directed video content to showcase Rightware's technology**, generating close to 500k YouTube views.

**Established and managed an external network of freelancers** to support content creation and Rightware's marketing team needs.

**Directed Venturit's first animated short film.** This received over 500k views on YouTube.

**Supervised the rendering and composition of the movie Pixie Post** successfully and on time.

**Produced and managed 'Cachimalo Movie Trailer'**, implementing the recently released Eevee real time rendering engine.

## SKILLS

Adaptable  
Problem-Solver  
Team Leader  
Creative Thinker  
Proactive  
Marketing Expert  
Content Creator  
Native Spanish. Fluent English and Portuguese

## EDUCATION

Interactive Media Designer  
Icesi University - 2011

UI / UX Design - 2020  
California Institute of the Arts

Autodesk Certified User - 2017  
Autodesk

