PABLO MARÍN

ART DIRECTOR & 3D MOTION DESIGNER

GIJÓN, SPAIN / REMOTE / CET (UTC+1)

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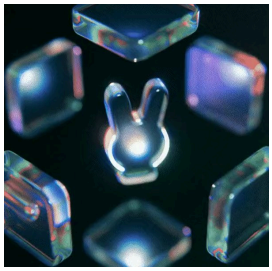
I lead and I make: I set the style, then I build it in Blender, from the first idea to the final frame. Nearly four years remote from Spain for ASM and Futureverse in New Zealand, freelance before and after. Clients include Reebok and FIFA. Looking for a full-time remote role as art director or 3D motion designer.

SELECTED WORK

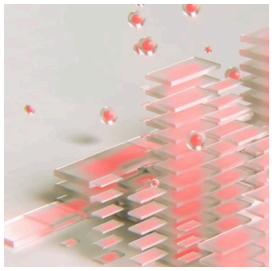
EACH IMAGE LINKS TO ITS CASE STUDY



FIFA AI LEAGUE
2022



FUTUREVERSE REBRAND
2024



SAPIRA
2026



REEBOK IMPACT
2023



AIFA
2022

EXPERIENCE

Freelance

2025 - PRESENT
2018 - 2021
REMOTE

Art Director & 3D Motion Designer

- **Nexties** (Liven Labs, 2025): art direction, 3D and motion for a 3D illustration system of 23 objects, with animations and stickers.
- **Sapira** (2026, with DuoDuo Studio): 3D motion for an 85-second hero film in Blender and Geometry Nodes, under DuoDuo's direction.
- **Castlelab** (2019): illustrations and loops for their website, featured on Behance in Motion Graphics.

Altered State Machine (ASM) / Futureverse

SEP 2021 - MAY 2025
REMOTE, TEAM IN NEW ZEALAND

Art Director & 3D Motion Designer MAY 2023 - MAY 2025

- Created the visual style and directed an external team to follow it, delivering assets for RAICERS, a modular kart-racing spin-off of AIFA.
- **Futureverse Rebrand** (2024): glass icons, loops and product banners for the new identity, all built in Blender.
- **Reebok Impact** (2023): a procedural Blender setup that turns photos into digital sneakers, plus the launch teaser.
- **FC Barcelona**: 3D artist on an official club project.

Senior 3D Artist SEP 2021 - APR 2023

- **FIFA AI League** (2022): art direction and everything but the technical implementation: modular characters, clothing, arenas and icons for AIFA's World Cup spin-off.
- **AIFA** (2022): developed the whole visual style from five base characters by Nguyen Nhut, with full creative freedom, and led a junior artist. Six new primes, 51 variants, lootboxes, 45 arenas and the world map.

LANGUAGES

Spanish, native
English, C1 (Cambridge Advanced)

EDUCATION

Bachelor's degree, Graphic Design. ESAPA, 2014–2018
Bachelor's degree, Psychology. UNED, 2014–2020

SKILLS

Art direction, team direction, 3D motion design, character design, look development, storyboards, procedural setups, animation, motion graphics.

TOOLS

Blender (Cycles, Geometry Nodes), Substance Painter, After Effects, Photoshop, Illustrator, DaVinci Resolve, Figma.