

KALEB ARAYA CASTRO

SENIOR 3D & MOTION GRAPHICS DESIGNER · AI VIDEO SPECIALIST

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PROFILE

Senior 3D and Motion Graphics Designer with 6+ years of professional experience delivering visual content for regional and international brands. Specialized in 3D animation, motion graphics, and AI-generated video production, with hands-on expertise across the full pipeline from concept to final delivery. Proficient in industry-standard tools and actively integrating generative AI video technology into production workflows for paid media and brand campaigns.

WORK EXPERIENCE

3D Generalist & Motion Graphics Designer

BrandBuilders

2024 – Present

- Design and produce 3D animations, motion graphics, and visual assets for paid media campaigns targeting regional and international markets.
- Script, direct, generate, animate, and edit AI video content for paid media using Kling 3.0, Seedance 2.0, Runway, Sora, and Freepik with its full professional toolset, to deliver production-ready assets at scale.
- Act as the team's AI video specialist, staying current with emerging generative tools and integrating them into the production pipeline to improve quality and turnaround speed.
- Develop animated logos, short-form social media content, and 3D icons for brand identity and promotional campaigns.
- Support brand and marketing teams on creative briefs, concept development, and asset delivery.

Digital Designer & 3D Generalist

IMC Medios

2021 – 2024

- Redesigned the brand graphic line using 3D design and animation.
- Produced digital content for outdoor and indoor screens across Costa Rica, Colombia, El Salvador, and Honduras.
- Created institutional spots, festive campaigns, client templates, and promotional flyers.
- Designed complete advertising campaigns for clients including TobiPets and INS.
- Edited and adapted client advertising videos for digital screen distribution.
- Led corporate video production and editing, ensuring brand cohesion and alignment with marketing objectives.

Freelance Designer

Self-employed

2018 – Present

- 3D animations, VFX, product visualization, and motion graphics for a diverse client portfolio.
- Graphic design, brand identity, and digital content for small and medium businesses.

Digital Devices & Alexa Support Associate

Amazon · D2TS Associate VTS

2020 – 2021

SKILLS & TOOLS

3D & Animation:	Blender (Advanced) · SolidWorks · Rhino
Motion Graphics:	Adobe After Effects (Advanced) · Premiere Pro · DaVinci Resolve
AI Video:	Kling 3.0 · Seedance 2.0 · Runway · Sora · Freepik (Pro) · Seedream
Design & UI:	Adobe Illustrator · Photoshop · Figma
Competencies:	Creative direction · Scriptwriting · Visual storytelling · Project management

EDUCATION

Industrial Design Engineering (in progress)	Instituto Tecnológico de Costa Rica
Desarrollo 3D con Blender	UCreativa
Motion Graphics con After Effects	UCreativa
Bachelor's Degree	Colegio Las Americas · 2015

LANGUAGES

Spanish — Native · English — Advanced