




# JUANCARLOS ROSALEJOS

## VISUALIZER 3D ARTIST

-  [jcrosalejos@gmail.com](mailto:jcrosalejos@gmail.com)
-  +639174131770
-  [linkedin.com/in/jcrosalejos](https://www.linkedin.com/in/jcrosalejos)
-  <https://t.ly/4folio>

Experienced 3D Artist with over a decade of expertise spanning archviz, consumer goods, furniture visualization, and e-commerce. Proficient in 3D Studio Max, V-Ray, and Unreal Engine, specializing in crafting detailed and realistic 3D models and visualizations. Proven ability to deliver high-quality 3D assets on time, meeting client expectations. Demonstrates a keen eye for detail and aesthetics while adeptly managing multiple concurrent projects and fostering seamless collaboration across diverse teams. My extensive project-based experience has cultivated a commitment to constant learning, embracing current and emerging technologies to enhance skills and expertise.

3D Studio Max V-Ray  
Corona ArchiCAD  
Lumion Sketchup Autocad  
Photoshop Illustrator  
Premiere After Effects  
Unreal Engine  
Substance Painter IC3D

- 2023.09-2024.06**     **Senior 3D Artist / Technical QA Manager**  
**ALL3D.AI (Permanent Remote WFH)**
- Created detailed 3D models of customer furniture and developed textures using client-provided references.
  - Designed custom light rigs to enhance visual quality and realism of 3D assets.
  - Conducted QA on 3D models to ensure compliance with client standards and technical requirements.
  - Provided feedback to improve efficiency and quality of 3D asset creation.
  - Liaised between clients and artists to manage feedback and meet project expectations.
  - Ensured adherence to client guidelines, focusing on Physically Based Rendering (PBR) assets.
  - Assisted designers in troubleshooting and optimizing 3D models within the scene creator platform.
  - Retouched renderings for final visual polish and project requirements.

- 2023.05-2023.12**     **Freelance 3D Artist (contract)**  
**Confidential Digital Twins Startup, Singapore**
- Created 3D assets for digital twin implementation.
  - Utilized 3D photogrammetry scans to create accurate and detailed 3D models.
  - Developed different file format versions of the main 3D assets to ensure compatibility across platforms.
  - Created scenes in Unreal Engine for visualizing and integrating 3D assets.
  - Designed assets specifically for AI imaging validation purposes.
  - Contracted to develop 3D models and renderings for various projects
  - Contract position focusing on 3D modeling and rendering.

- 2021.09-2023.03**     **Senior 3D Artist**  
**SGK Inc, PH [Permanent WFH to Penang,Malaysia]**
- Create photorealistic renders from CAD data.
  - Provide client liaison and technical/design support.
  - Conduct post-production for product packshots and line-ups.
  - Create and maintain 3D model libraries.
  - Visualize packaging concepts from 2D to 3D.

- 2019.07-2020.03**     **Team Manger / Lead 3D Artist**  
**RipeConcepts Inc., PH [Wayfair Account]**
- Create 3D models and texture maps from client SKUs.
  - Assess 3D artist skills and assign tasks to meet targets.
  - Provide coaching and mentoring to improve workflow and production quality.
  - Assess SKUs to ensure adherence to established metrics.
  - Communicate with other team leads and production managers for coordination.
  - Assign and track 3D asset production to ensure KPIs are met.
  - Developed 40 fresh hires with no prior 3D knowledge into capable 3D artists.

- 2016.04-2019.06**     **Senior 3D Artist**  
**Ricardo Designs & Associates, PH [Outsourced partner for Harborretail.com]**
- Create 3D models and textures of products and retail furniture.
  - Set up lighting and rendering for retail interiors and virtual photo studios.
  - Assist and train junior 3D artists.
  - Create assembly/disassembly animations of retail fixtures and exhibit booths.
  - Render interiors, exteriors, and product presentation decks.
  - Spearhead the learning of new visualization and 3D production tools.
  - Collaborate with overseas teams for efficient production from sketch to final render.

- 2007.05-2015.07**     **3D Visualizer**  
**Demax Design Pte Ltd, SG**
- Generate 3D models of corporate and commercial interiors from 2D drawings.
  - Create 3D models of furniture as specified by clients or the Lead Designer.
  - Produce 3D renderings for presentation packages and design proposals.
  - Calibrate large format printer to ensure color accuracy.
  - Assist Lead Designer in creating material boards and mood images.
  - Contribute to design fit-out and space planning.
  - Organize digital files and 3D assets for projects at various stages.
  - Capture and edit photos of finished projects for marketing.



# PORTFOLIO jcrossalejos@gmail.com

## JUANCARLOS 3DARTIST SAMPLES

<https://t.ly/4folio>



I create high-quality 3D models, textures, and materials are essential as they enhance realism, visual appeal, and overall fidelity in digital visualizations, ensuring accurate representation and compelling presentations that look good across different media whether in web or print.





# PORTFOLIO jcrossalejos@gmail.com

## JUANCARLOS 3DARTIST SAMPLES

<https://t.ly/4folio>



real-time 3D models used for AR/VR



3D rendered images used in e-commerce.







# PORTFOLIO jcrossalejos@gmail.com

## JUANCARLOS 3DARTIST SAMPLES

<https://t.ly/4folio>



### Crafting Photorealistic 3D Models for E-commerce and Catalogs

Harnessing the power of 3D Studio Max, V-Ray, and Substance Painter, I specialize in transforming product concepts into stunning photorealistic 3D models. These visuals, meticulously textured and rendered, bring products to life in dynamic lifestyle scenes, enhancing their appeal and driving engagement on e-commerce platforms and in catalogs. By seamlessly blending technical expertise with creative vision, I deliver high-quality images that captivate audiences and boost sales.