

Gerardo Valerio

Lead CGI Artist / Creative Technologist

Costa Rica · Open to remote opportunities and relocation

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CG and AI demoreels

CG hypergeneralist and creative technologist with 20+ years of experience in advertising, animation and visual storytelling. Combines hands-on 3D production with art direction and team leadership, using AI image and video generation for visual development and final production.

Develop AI- and CGI-driven pitch visuals for leading agencies and brands, translating early ideas into visual concepts, cinematic imagery and animation.

SELECTED EXPERIENCE

Lead 3D Artist

Harbor Picture Company | Mar 2025 - Present

- Lead CG look development and hands-on production for advertising and branded content, collaborating with VFX, design and post-production teams.
- Create AI-generated imagery and animation for final production, combining generation, compositing and editing to deliver visually consistent finished shots.

Principal CGI Artist

Publicis Groupe | Jan 2023 - Present

- Develop CG and AI-driven visual concepts and previs for advertising pitches; review assets and shots for quality and consistency across production teams.

Lead CGI Artist

Publicis Groupe | Mar 2022 - Dec 2022

- Led CG look development and asset quality review for advertising, collaborating with design and post-production teams.

Senior Visualization Specialist

Gensler | Aug 2020 - Feb 2022

- Created architectural and environmental visualizations with Unreal Engine and Unity, shaping cinematic lighting, composition and presentation imagery.

Art Director

Ogilvy & Mather | Apr 2012 - Feb 2013

- Developed concepts and campaigns for global brands, guiding multidisciplinary teams through ideation, design and production.

Gerardo Valerio

Experience and recognition

ADDITIONAL EXPERIENCE

Senior Contract Modeler/Texture Artist / MarteStudio

Mar 2013 - Present

Lead Character Artist / Tree Interactive

Feb 2020 - Apr 2020

Head of Modeling / p3d.in

Feb 2018 - May 2021

Head of Modeling / Brand3D.com

Mar 2018 - Dec 2019

Art and 3D Supervisor / Herald Entertainment Inc.

Mar 2016 - Feb 2018

SELECTED PROJECTS

Dunkin' Iconic Home VFX and finishing as part of Harbor on the BBH USA campaign. Campaign recognition includes 3 Cannes Lions Gold, 3 One Show Pencils and 3 Clio Bronze awards.

Pepsi Fizz Lead AI Artist and Lead AI Animator for Publicis LATAM, with compositing and video editing. Pitch development, not a released campaign.

PayPal Back to School 3D animation in Cinema 4D as part of Harbor across three films. Final films and animation playblasts are available in the case study.

SELECTED RECOGNITION

Contributed to projects recognized with 30+ international awards.

Earlier recognition includes Cannes Lions Silver and Bronze (2012), two Clio Bronze awards (2013), a Telly Silver (2020), and awards at El Ojo Iberoamérica and Premios Jade.

PRACTICE AND TOOLS

Creative practice

Art direction and CG production across look development, modeling, digital sculpting, texturing, lighting, rendering and 3D animation. Compositing and video editing. AI image and video generation, AI tool development, workflow scripting and team mentorship.

3D production Maya · Blender · Houdini · Cinema 4D · ZBrush

Compositing and editing Nuke · After Effects · DaVinci Resolve

Design and materials Adobe Creative Cloud · Adobe Substance 3D · Figma

Real-time Unreal Engine · Unity

View CG and AI demoreels