



jaymehenrique.com
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Transforms the ordinary into extraordinary by merging design, motion, CGI, and AI-driven workflows. Expert in conceptualizing and producing breathtaking visuals that elevate brand narratives and deliver measurable impact across all platforms.

CGI & Visual Effects .

High-end 3d modeling, texturing, lighting, photorealistic rendering, dynamic simulations, and shader development using Cinema 4D with Redshift/Octane Render. Proven expertise in photorealistic product visualization, environmental design, and cinematic storytelling assets.

Motion Design & VFX Integration .

Seamless integration of live-action footage and 3D elements, including tracking, compositing, dynamic simulations, particle effects, and AI-assisted animation for advertising, branded content, and immersive experiences.

AI-Enhanced Creative Production .

Early adopter of AI tools to accelerate ideation, streamline mood-board and visual development, and scale production without compromising quality. Skilled in combining AI-driven text-to-image/video platforms (e.g., Midjourney, DALL-E 3, Runway Gen-2, KREA AI) with traditional pipelines for faster concept iteration and higher-impact final deliverables.

Branding & Creative Direction .

Strategic brand development for agencies and direct clients defining visual identity systems, campaign narratives, digital & social storytelling, and experience-driven branding that enhance audience engagement and perception.

Film, Photography & Craft Production .

Creative direction for lifestyle/product shoots, set design for small- to medium-scale productions, high-end retouching, and color grading. Proficient in integrating stills, motion, and CGI for cohesive multi-format campaigns.

Digital Experience & Interactive Design .

Design and prototyping for responsive websites, product landing pages, app interfaces, UX/UI, 3D web visualization, AR/VR assets, and social/digital ad creatives. Bridges creative vision and technical execution, ensuring brand consistency across all touchpoints.

Print & Physical Media .

Design of branded packaging, labels, brochures, environmental graphics, OOH campaigns, and event collateral, blending digital aesthetics with tactile brand expressions.

Advanced user of the complete Adobe Creative Cloud and Cinema 4D suite with Redshift and Octane Render, specializing in producing photorealistic CGI stills, motion graphics, and visual effects, while seamlessly integrating AI tools throughout the creative process.

Expert in leveraging these technologies to conceptualize, develop, and optimize end-to-end 360° campaigns, delivering cohesive, high-impact assets across both online and offline media, from initial concept to final production.

SOFTWARES & TOOLS	Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Premiere Pro, Adobe Audition, Adobe Animate, Adobe Lightroom, Adobe Indesign, Adobe Dreamweaver, Adobe XD, Figma, Webflow, Sublime, HTML, CSS, Wordpress, Substance 3D Designer, Substance 3D Painter, Substance 3D Modeler, Substance 3D Sampler, Blender, Cinema 4D, Zbrush, Octane Render, Logic Pro X.
	Adobe Firefly, Midjourney, DALL-E 3, Runway Gen-2, KREA AI, Khroma, Typeface, Kaedim.
	Computer (Mac Studio / Studio Display).
	Camera & Lens (Sony a7R III / FE 24mm F1.4 GM Full-frame Wide-angle Prime G Master Lens / FE 50mm F1.8 Full-frame / FE 90mm F2.8 Macro G OSS Full-frame).
	Studio Lights (1x Godox V1 Flash / 1x Godox AD200Pro / 1x Godox AD600Pro).
	Gimbal & Drone (DJI RS 2 Pro / DJI 3s Air).

LANGUAGES	ENGLISH (Advanced)
	PORTUGUESE (Native)
	SPANISH (Conversational)
	ITALIAN (Beginner)

EDUCATION	ANHANGUERA EDUCACIONAL Advertising February 2009 - December 2013 – Taubaté, Brazil
	BELAS ARTES Art Direction March 2013 - March 2013 – São Paulo, Brazil
	BELAS ARTES Branding - Building Strategic Brands February 2013 - February 2013 – São Paulo, Brazil
	BELAS ARTES Study Skills and Memory February 2014 - February 2014 – São Paulo, Brazil
	ELLEVEN TRAINING Odyssey 1 - Personal Leadership May 2013 - May 2013 – São Jose Dos Campos, Brazil
	ELLEVEN TRAINING Odyssey 2 - High Performance Leadership October 2013 - October 2013 – São Jose Dos Campos, Brazil
	ELLEVEN TRAINING NLP (Neuro-linguistic Programming) March 2014 - March 2014 – São Jose Dos Campos, Brazil
	ELLEVEN TRAINING Conversation and Public Speaking October 2013 - October 2013 – São Jose Dos Campos, Brazil
	ENGLISHTOWN English August 2012 - March 2014 – São Paulo, Brazil



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