

PAUL JAIR RAMÍREZ FLORES

Motion Designer · Broadcast Sports & Live Entertainment

Mexico City, MX · Open to Remote (US/EU), Hybrid, or Relocation · +52 56 3126 2749 · paul65159f@gmail.com

LinkedIn: [linkedin.com/in/paulramirez3](https://www.linkedin.com/in/paulramirez3) · Portfolio: [behance.net/PaulRF2](https://www.behance.net/PaulRF2) · Reel: vimeo.com/user227101473

PROFESSIONAL SUMMARY

Motion Designer with 6+ years of experience in broadcast sports, live entertainment, and brand content for TV, streaming, cinema, and digital platforms. After Effects expert with a strong graphic design foundation (typography, composition, color, grid). Proven record of high-volume production under tight deadlines for Fox Sports, beIN Sports USA, Adidas, Nike, and HBO Max. Bilingual Spanish/English. Open to remote (US/EU), hybrid, or on-site roles.

KEY ACHIEVEMENTS

- **~24 on-air deliverables per show day** at beIN Sports USA / XtraTime (14 videowall loops + 10 full-screen on-air graphics).
- **Reached 11M+ viewers** through visuals shown in Cinépolis theaters, streaming platforms, and arena concerts.
- **Designed for international tours** — Marco Antonio Solís and Los Bukis World Tour 2024 (USA/LATAM).
- **Production for tier-1 brands:** Adidas, Nike, HBO Max, TNT Sports, FedEx, Gillette, Tecate, Gamesa, Puma.
- **Motion graphics for sports media with 14M+ followers** (Juanfutbol, Fridapop, Juanbeisbol, Bolavip).

CORE SKILLS

Motion & Broadcast: After Effects (expert), broadcast graphics, lower thirds, score bugs, openers, bumpers, full-screens, transitions, modular template systems, ES/EN versioning, Arena/Resolume, video wall.

Graphic Design: Photoshop (expert), Illustrator (advanced), InDesign (intermediate), typography, composition, branding, key visuals, social media, digital campaigns, multi-format (9:16, 1:1, 16:9).

3D & VFX: Blender (advanced), Houdini (intermediate — particles, vellum, dynamics), Cinema 4D, Maya, ZBrush, Substance Painter, Unreal Engine 5, Nuke (compositing).

Editing / Other: Premiere Pro (advanced), Figma (intermediate), short-form content (TikTok/Reels/Shorts), captions/subtitles, H.264/MP4 master delivery, asset organization and versioning.

PROFESSIONAL EXPERIENCE

Motion Graphics Designer & Graphic Designer — Mediapro

Jan 2025 – Oct 2025

- Designed and animated on-air graphics for Fox Sports and beIN Sports USA (XtraTime), maintaining visual consistency and live legibility under strict brand guidelines.
- Assembled ~24 deliverables per show day: 14 videowall loops (Arena/Resolume) + 10 full-screen/on-air graphics, with tight 1–2 revision cycles before broadcast.
- Bilingual (ES/EN) production for international competitions: WAFCON, Ligue 1, Ligue 2, UEFA Champions League, F1, Copa Libertadores and Sudamericana.
- Built reusable graphics systems and After Effects templates from scratch to speed up delivery and maintain consistency across segments and studio environments.
- Direct coordination with producers, editors, and directors to deliver air-ready content.

Visual Designer / Graphic Designer (Freelance) — Supernova — Palacio de los Deportes / Cinépolis / Streaming

Jun 2025 – Aug 2025

- Large-scale concert visuals optimized for giant LED screens and playback workflows, reaching an estimated 11M+ viewers across cinemas and streaming.
- Procedural animations and simulations (Houdini + After Effects) for sequences projected in Cinépolis theaters.
- Aligned visual style with creative direction; multi-resolution deliverables and quality control before release.

Concert Visual Designer (Freelance) — Marco Antonio Solís World Tour / Los Bukis World Tour

Jul 2024 - Oct 2024

- Designed and animated main visuals for international tours (USA and Latin America), adapted for multi-screen touring configurations.
- Created 2D/3D sequences emphasizing rhythm, atmosphere, and narrative coherence per song.
- Coordinated asset delivery with technical teams for rehearsals and live performances.

Junior VFX Artist (Freelance) — Javich & Co.

Aug 2024 - Sep 2024

- Houdini simulations (particles, vellum, physics dynamics) following supervisor notes.
- Supported lighting, scene prep for render, and asset file organization for compositing pipeline.

Motion Graphics Designer & Graphic Designer — Fútbol Sites / Tikitaka

Aug 2021 - May 2023

- Motion graphics and design pieces for sports media with 14M+ followers across Latin America (Juanfutbol, Fridapop, Juanbeisbol, Bolavip).
- Campaigns for brands: HBO Max, Adidas, Nike, Puma, TNT Sports, FedEx, Gillette, Tecate, and Gamesa.
- Designed key visuals, typographic compositions, and multi-format social adaptations (post/story/video) with brand consistency.
- Collaborated with creative teams across Mexico and Latin America on editorial calendar and iterative feedback.

EDUCATION

Engineering in Interactive Technology and Digital Animation · Universidad del Valle de México (UVM) · 2018 - 2021

CONTINUING EDUCATION

- Intro to Houdini FX — Rebelway (2023)
- Houdini FX for Beginners — Wingfox (2022)
- AAA Character Creation ZBrush: The Boxing Bunny — Wingfox (2021)
- Character Creation with ZBrush and Cinema 4D — Domestika (2021)

LANGUAGES

Spanish (native) · English (B2 — professional working) · French (B1)