

JAVIER DORQUEZ

Senior Product Visualization & AI Enhanced Design Specialist

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PROFESSIONAL SUMMARY

Award-winning Senior Product Visualization and AI Enhanced Design Specialist with over 20 years of experience creating innovative, visually compelling design solutions across print, digital, 3D, and web platforms. Adept at building cohesive brand identities and crafting product-centered experiences that drive engagement and market recognition. Experienced at leading creative execution, specialized in packaging, 3D visualization, and AI-augmented design workflows. Highly proficient in transforming complex concepts into elegant and functional visuals through a balance of artistic vision and technical precision. Known for forward-thinking design, cross-functional collaboration, and a relentless pursuit of quality.

CORE COMPETENCIES

- Visual Communication & Art Direction
- Brand Identity & Product Packaging
- KeyShot Rendering & 3D Modeling 3DAiStudio
- AI Prompting & Generative Design Tools
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat)
- Affinity Vector and Pixel Platform
- Web Design (WordPress, Shopify platforms)
- Photography (Product, Portrait, Events)
- Industrial/Product Design & Patented Inventions
- Multichannel Campaigns & Promotional Strategy
- Cross-Team Collaboration & Creative Leadership

PROFESSIONAL EXPERIENCE

Lead Senior Product Visualization & Senior Packaging Structure Engineer

Jazwares Creative Services & Packaging Department - Miami, FL | 2018 - 2026

- Led visual development for international toy and entertainment brands including full-package creative from concept sketches to final production.
- Produced photorealistic 3D renders using KeyShot and 3D Ai Studio, significantly reducing photography costs and speeding up time-to-market.
- Integrated AI prompting tools into the design pipeline to increase creative output and experiment with new design languages.
- Collaborated closely with product managers, engineers, and marketing teams to ensure brand consistency across all touchpoints.
- Created compelling visuals for e-commerce, social media, and retailer platforms such as Amazon, Target, and Walmart.

Senior Graphic Designer

Alfa Vitamins Laboratories - Miami, FL | 2008 - 2018

- Designed and maintained packaging across 100+ supplement products sold in Walgreens and CVS.
- Developed bilingual marketing collateral, catalogs, and trade show booth designs for international health expos in China and Dubai.
- Worked with regulatory and compliance teams to align product labels with industry standards.

Graphic Design Manager

Eterna Lighting / Linear Lighting - Miami, FL | 2006 - 2008

- Designed full branding and marketing materials for lighting products including technical sheets, spec books, and packaging.
- Created visuals for showrooms, distributors, and tradeshow environments.

Senior Graphic Designer

Jasma Graphics - Miami, FL | 2005 - 2006

- Developed marketing and advertising assets for a range of local and national clients.
- Prepress supervisor and printing ready materials.

EDUCATION & TRAINING

Bachelor in Graphic Design and Communication

Institute of Industrial Design (ISDI), University of Havana - 1994-1999

- Bauhaus-influenced design curriculum emphasizing functional minimalism and design theory.

Certifications and Courses:

- HTML & Front Page - Faculty of Communications, Havana (2000)
- Image Semiotics - International School of Film and Television (EICTV), Havana (2000)
- Adobe suite Cancún Technical University (UT Cancún) 2003
- Applied Business Science course with a concentration in AI Prompting Florida International University (FIU) 2025

TECHNICAL SKILLS

macOS, Windows

Design Software: Adobe CC Suite (Photoshop, Illustrator, InDesign, Acrobat), Affinity Vector, Pixel & Layout

3D & Visualization: KeyShot, 3D Ai Studio, Meshy AI

Web & Office: WordPress, HTML, Microsoft Office, QuickBooks

AI Specialist &

Generative Tools: ChatGPT, Runway, Gemini (Nano Banana), MidJourney (Prompting expertise)

ACHIEVEMENTS & HIGHLIGHTS

- Delivered over 500 SKUs for international product launches with Jazwares.
- Inventor of multiple patented consumer products listed with the USPTO.
- Played a key role in launching product lines featured in Walmart, Target, and Amazon Prime Day campaigns.
- Consistently recognized for innovation, attention to detail, and cross-departmental leadership.

PORTFOLIO & CONTACT

Visit www.javierdorquez.com for design portfolio, 3D visualization work, and product development case studies.

References available upon request.