

# José Manuel Estrada Sánchez

Houdini Motion Artist | Procedural VFX & Live Visuals | Mexico City

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## PROFESSIONAL SUMMARY

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Motion Artist with 15+ years of experience in animation, VFX and motion graphics for concerts, brands and cultural institutions. Specialized in Houdini procedural VFX for the past 5 years — Vellum simulations, COPS texturing, Redshift rendering and VEX — from live visuals at Red Rocks Amphitheatre to procedural character systems for video games. UNAM–ELISAVA Master in Visual Design. Bilingual (English/Spanish), available worldwide.

## PROFESSIONAL EXPERIENCE

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### **Houdini Motion Artist / Sr Motion Designer** — *Freelance 2017 – Present*

Live visuals and broadcast graphics via Darmah Studio:

- *Fire Aid benefit concert, Kia Forum, Los Angeles (Jan 2025)*
- *Billboard Latin Music Awards 2025 · Telemundo, Miami (Oct 2025)*
- *Rock & Roll Hall of Fame Induction Ceremony 2025 · Peacock Theater LA — class including Outkast, The White Stripes, Cyndi Lauper (Nov 2025)*
- *¿Quién es la Máscara? Seasons 6 & 7 · Univision / TelevisaUnivision (2024–2025)*
- *Supernova: Orígenes (Palacio de los Deportes, 2024) & Supernova: Genesis (Arena CDMX, 2025) · Netflix*

Built procedural particle systems and live visuals in Houdini for Rodrigo & Gabriela US Tour 2023 — Red Rocks Amphitheatre (CO) and arena venues

Motion capture cleanup for Killer Klowns from Outer Space: The Game (IllFonic / Teravision, 2024)  
— Maya, MotionBuilder

Motion graphics and VFX for Cocolab + Ocesa — Frida Inmersiva, international immersive exhibition (2021)

Visual identity and motion design for MUXIC, Mexico's first Music Tourism Office — nominated at Music Cities Events Awards 2024

Animation and VFX for SEDENA (Mexico's Ministry of Defense), Mercedes-Benz, Festival Marvin

Graphic packages for Muxic Live & Talks: Interpol, Silvana Estrada, Aurora, Patrick Watson, Elliot Moss

### **Co-Creator - Macrostock** — *GDL Impulsa Labs 2021*

- *Co-designed a 3D model bank for the scientific community — procedural asset pipeline in Houdini*

### **Design & Production Coordinator** — *TV Azteca 2012 – 2017*

- Led a multidisciplinary design team: quality control, delivery timelines and cross-department communication
- Developed internal workflows that reduced production turnaround by 30%

### **Jr. Motion Graphic Designer** — *Elpix 2009 – 2011*

## EDUCATION

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**Master in Visual Design and Communication** — UNAM — ELISAVA (Barcelona) 2022 – 2024

**Creative Code for Animation and Video – Houdini VEX** — CENTRO — Film and Television Design 2019

**Diploma in Video with Virtual Reality in 3D** — UNAM School of Arts and Design 2011 – 2012

**Bachelor of Arts in Visual Design and Communication** — UNAM School of Arts and Design

## TECHNICAL SKILLS

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<b>Core Tools</b>	Houdini (Vellum, FLIP, COPS, VEX, PDG) · Redshift · After Effects · TouchDesigner
<b>3D / VFX</b>	Octane · Cinema 4D · Maya · Substance Painter · MotionBuilder · Unreal Engine
<b>Post / Edit</b>	After Effects · Adobe Premiere Pro · Media Encoder · Photoshop · Illustrator
<b>Code</b>	Python · VEX · Web (HTML, CSS, JS)
<b>Deliverables</b>	4K ProRes · EXR renders · HDA · real-time TouchDesigner patches · HAPQ for live
<b>Languages</b>	Spanish (native) · English (fluent)

## AWARDS & RECOGNITION

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- Pantalla de Cristal Award — Best Visual Effects, documentary "Verdaderamente Durazo" (2011)
- Public Award — ANIMASIVO International Animation Festival (2020)
- Official Selection Short Film — PIXELATL EI Festival (2020)
- Finalist Virtual Category — 2nd Biennial of Illustration (2020)
- 2nd Place Tzompantli — Concurso de Arte Postal "Post Scriptum", UNAM (2007)

## PROFESSIONAL AFFILIATIONS

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- Member — Muxic.tv (live music visual arts collective)
- Member — motiondesignmexico.com