

**Francisco Cortes** | 3D Artist & Spatial Designer

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*Summary*

Multidisciplinary 3D Artist & Spatial Designer with 15 years of experience in experiential design, spatial storytelling, and 3D Illustration. Skilled in transforming brand narratives into impactful concepts, from sketching and 3D modelling to technical production and installation. Experienced collaborating with international studios, cultural institutions, and global brands such as SPACE10, Domestika, and UNIT9. Brings a balance of artistic vision and technical expertise across illustration, retail environments, interior spaces, and animation.

*Skills*

Spatial & Experiential Design | Narrative & Conceptual Development

3D Modelling & Rendering: Rhino, Cinema 4D, Vectorworks, V-Ray, Octane, Redshift

Look Development & 3D Art Direction | Technical Drawings & Production Documentation

*Professional Experience*

**3D Spatial Designer (Experiential)**

**Live Union** | London, UK | Aug 2025

- Designed and delivered experiential spaces for National Grid's Future Energy Convention in Boston, shaping three core zones into immersive exhibition and workshop spaces.
- Coordinated layouts, measurements, and visual assets with project teams in a freelance hybrid setup, restructuring 3D models to real-world scale and producing high-quality renders under tight deadlines.

**3D Spatial Designer (Experiential)**

**FRIEZE FRAME (Creative Pitch)** | London, UK | July 2025

- Created a conceptual design for Jo Malone's 100 sqm luxury fragrance lounge at Frieze London, developing the "Scent Garden" narrative with multi-sensory experiential elements.
- Produced floor plan, mood boards, technical drawings, and 3D visualisations to align with Jo Malone's brand identity and Frieze Frame's design standards.

**3D Spatial Designer (Set Design)**

**UNIT9** | London, UK | Apr 2025

- Led spatial design as a freelance designer for Audi's Shanghai Design Week 2025 proposal, covering an immersive booth and a fully transformed hotel suite.
- Produced sketches, 3D models, renders, and animations, developing two distinct booth concepts.

**Senior 3D Designer**

**Klar** | Berlin, Germany (Remote) | Aug 2021 – Present (Ongoing Collaborations)

- Established and evolved Klar's 3D visual system for app and web, delivering category illustrations, branded assets, and hero visuals consistently used across product and campaigns.
- Maintained a long-term collaboration since 2021, commissioned for high-profile briefs such as Money Pots, MSI, Platino, and Lobby Screens, recognised for reliability and creative quality.

**Senior 3D Designer (Environments)**

**Clim Studio / Hornet** | Barcelona, Spain (Remote) | May – Sep 2023

- Designed and delivered eight 3D environments for T-Mobile's 5G campaign, modelling, texturing, and rendering assets while ensuring pipeline consistency across an international production team.

### **BA Lecturer – 3D Design & Modelling**

**CENTRO University** | Mexico City | Aug 2022 – Feb 2023

- Lectured undergraduate course on 3D modelling, rendering, and 3D printing, introducing a personalised, interactive teaching method that earned outstanding student feedback as one of the best BA courses.

### **Senior 3D Designer**

**BBTV (Full-time)** | Vancouver, Canada (Remote) | Apr – Oct 2022

- Sole 3D artist for BBTV's global rebrand, creating characters, icons, props, and brand elements with a distinctive visual style.
- Produced 3D assets, animations, and spatial visualisations for projects including VidCon 2022, Combate Global NFTs, branded displays, and influencer collaborations.

### **Senior 3D Designer (Experiential, Spatial, Environments)**

**UNIT9 (Full-time)** | London, United Kingdom (Remote) | Nov 2021 – May 2022

- Directed 3D environments for *Coca-Cola Dreamworld* (Tomorrowland AR), awarded FWA of the Day, leading visual design within the Silk Road American Team.
- Delivered immersive spaces, metaverse concepts, and installations for brands including Netflix, Amazon, Disney, MasterCard, and The MET, collaborating across global teams from pitch to production.

### **Senior 3D Designer (Visual Identity)**

**SPACE10 / IKEA** | Copenhagen, Denmark (Remote) | Oct 2021 – Mar 2022

- Designed the 3D visual identity for SPACE10 + IKEA's Mexico City Pop-Up, translating the Beyond Human-Centred Design theme into an immersive visual language across large-scale renderings and animations.
- Collaborated with SPACE10's creative team to integrate surreal, poetic 3D compositions into a cohesive multi-sensory brand experience.

### **3D Illustration Teacher**

**Domestika** | Mexico City | Feb 2020 – Mar 2021

- Created and taught *"Creating 3D Compositions"* to 1,100+ students worldwide, covering the full 3D illustration process and developing the "3D Anthology" project to foster personal narrative expression.

### **3D Spatial Designer (Experiential)**

**Be Group** | Mexico City | Sep 2018 – Apr 2022

- Designed 3D visualisations, layouts, and technical drawings for luxury brand events and booths, from concept development and venue scouting to client presentations.
  - Delivered high-profile experiential spaces for fashion, beauty, and lifestyle brands, including Swarovski <sup>FW19</sup> and Jean Paul Gaultier's Day of the Dead (Anahuacalli Museum), featured in media.
- Clients: Swarovski, Lancôme, Yves Saint Laurent, Jean Paul Gaultier, Dolce & Gabbana.

### **Founder (Retail, Experiential, 3D Illustration)**

**ficscortes STUDIO (Long-term Freelance Studio)** | Mexico – UK – Global | Apr 2014 – Present

- Designed and delivered retail, experiential, and cultural projects for clients including Moët Hennessy, Amazon, Facebook, Heineken, Coca-Cola, Levis, Mattel, 98Coast, DHL, Penelope Knit, and Prediré Paris (Liverpool flagship, Saks Fifth Avenue).
- Collaborated with agencies and collectives (Makken, P&P, MASSIVart, BusinessCase, Kokua, Mucho Gusto, DCI) on brand experiences, hospitality, and education spaces, leading 3D design from concept to technical drawings and production.
- Expanded into 3D art and illustration, publishing internationally (Letras Libres, Ni:M Korea, Tec Review,

Expansion, Forbes) and creating independent conceptual series.

### **Industrial & Experiential Designer**

**Makken** (Full-time) | Mexico City, Mexico | Feb 2012 – Apr 2014

- Designed and modelled experiential spaces, brand booths, activations, and event environments for major clients (Coca-Cola, Absolut, Netflix, Nissan, and Sony), delivering 3D models, renders, and production drawings for pitches and live events.

### **Junior Industrial & Spatial Designer**

**Kano y Compania** (Full-time) | Mexico City | Mar – Dec 2011 (Freelance until 2015)

- Produced 3D models, renders, and CNC drawings for bespoke furniture, interiors, and retail spaces, contributing to projects such as Blast entertainment venue, Sylumis showroom, and Liverpool store stand proposals.

### **Design Intern (Summer Placement)**

**ARESCRIS** (Full-time) | Mexico City | Jun – Aug 2009

- Produced CAD drawings and CNC cut layouts for glass furniture and facades using Saint-Gobain materials, and supported on-site installations including panel placement at SIDERTUL foundry.

### **Education**

MA Illustration and Visual Media – University of the Arts London (Distinction, 2024)

Postgraduate Degree in Illustration – National Autonomous University of Mexico (2017)

BA Industrial Design – Monterrey Institute of Technology (2011)

International Exchange Program – Swinburne University of Technology, Australia (2010)

Classical Piano Studies – National Institute of Fine Arts, Mexico (1999)

### **Awards & Achievements**

FONCA Scholarship Abroad (2023); Domestika Top 10 Projects (2018); Secretary of Culture Catalogue of Illustrators – Selection (2017); Elena Garro Cultural Centre Book & Rose Day – 1st Place (2017); Reason Play Playground Design – 2nd Place (2012).

### **Publications**

Ni:M, Korea – 12 Covers (2021–23); Letras Libres, Spain – Cover (2021); Expansion, Mexico – Cover (2021); Entrepreneur, Mexico – Cover (2020); Domestika, Spain – Homepage Feature (2020); Murmullo de Paloma, Mexico – Feature (2019); Tec Review, Mexico – 2 Covers (2019); Forbes Online, Mexico – Feature (2018).

### **Exhibitions**

CSM & LCC, London – Moveable Fest / WIP (2024); Gallery Klyuch, Tokyo – Moveable Fest (2024); LOOT / Di Radio, Mexico – 7 Illustrators, 7 Photographers (2023); Elena Garro CC, Mexico – JJ Arreola Bestiary (2018); CCEMX & Bicentennial Park, Mexico – XXVII Catalogue of Illustrators (2017–18); FAD, Mexico – Human Figure Drawing (2016); Franz Mayer Museum, Mexico – Industrial Design (2009).

### **Interviews**

MINUS37, Sydney – The Poetry of 3D Illustration (2020); Inspiration Grid – Music Typography (2020); Ibero, Mexico – Design Forum (2022); Society6 – Artist Feature (2020); Langweile Dich, Germany – Alphabet as Instruments (2020); Univ. Boyacá, Colombia – INDICREA Forum (2021).

**Languages:** Spanish (Native), English (C1 IELTS)