

# César González Franco

3D Generalist | VFX Artist | Post-Producer | Data Scientist | Analytics |  
Machine Learning | Python | Statistical Modeling

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## ABOUT

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Creative designer with 15 years of experience and a strong background in data science. I combine design skills with analytics, machine learning, and data visualization to solve problems and uncover insights. Currently working in data science and audiovisual post-production, I'm passionate about innovation, learning, and creating meaningful impact through technology and design.

## EMPLOYMENT HISTORY

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**nqub.** | Atlanta, USA

**3D + Motion Lead + Data Scientist** | 2023 – Present

- Lead cross-functional teams creating interactive media for games and marketing campaigns
- Designed 3D assets and animations for Sakrete and other clients, overseeing art direction and execution
- Created analytics tools to measure and improve audience engagement across platforms
- Guided creative teams to develop visuals tailored to specific target audiences
- Combined data science with design strategy to optimize content performance

**Henry** | Buenos Aires, Argentina

**Data Scientist - Data Engineering** | 2022 – Present

- Built end-to-end data pipelines and analytics workflows for large-scale datasets
- Developed predictive models using Python, scikit-learn, and industry best practices
- Created dashboards in Tableau/Power BI to deliver insights to stakeholders
- Translated complex data into actionable recommendations

**Freelance** | Remote, USA, Europe

**Data Visualization | 3D Modeler | Animator | Motion graphics** | 2017 – Present

- Delivered data visualizations using Blender, After Effects, and Python
- Managed multiple international clients and simultaneous deadlines
- Produced compelling visual content and animations for education, fashion, and tech industries
- Clients include: New Balance NY, Santana, Mambo Estudio, among others

**Freelance** | Upwork.com & Personal Referrals | Remote (USA, Europe)

**3D & Motion Designer | Data Visualization Specialist** | 2021 – Present

- Built and managed relationships with international clients including New Balance NY, Santana, and Mambo Estudio
- Delivered a wide range of animated and visual content tailored to diverse industries
- Created compelling visual stories and data-driven content across multiple platforms
- Managed concurrent projects with tight deadlines and high creative standards

**A PASS Education** | Union Lake, MI, USA :

**2D Animator | Motion graphics | Video editor** | 2020 – 2022

- Developed engaging educational content through motion graphics and storytelling
- Mentored junior animators and provided creative feedback to improve team performance

**Mambo Studios** | Remote

**2D Animator | Motiongraphics & VFX Compositor** | 2020 – 2022

- Delivered high-quality animations under tight deadlines
- Communicated ideas effectively across remote teams
- Explored innovative storytelling techniques blending art and technology

**Asylum** | Colombia, Cali

**UI & IX Designer | Contractor** | 2013 - 2014

- Conducted user research to guide UI/UX decisions
- Collaborated with developers and PMs to ensure seamless integration

**Avaya Creative Services** | Bogotá, Colombia

**3D Modeler | Animator | Data Visualization Specialist** | 2015 - 2016

- Created dashboards and visual reports for internal and client-facing projects
- Presented insights to non-technical stakeholders to support decision-making

## EDUCATION

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- **Universidad Complutense de Madrid** | Madrid, *España*  
*Master's Degree – Big Data & Data Science* – 2025
- **Henry Boot-camp** | Buenos Aires, *Argentina*  
*Continuing Education* - Data Science, Data Analyst, Data Engineering, 2023
- **Pontificia Universidad Javeriana** | Cali, *Colombia*  
*Continuing Education* – Administrative Management, 2019
- **UPC Universitat Politècnica de Catalunya** | Barcelona, *Spain*  
*Master's Degree* - Post-Production, Motion graphics and Visual Effects, 2018
- **Universidad ICESI** | Cali, *Colombia*  
*Bachelor's Degree* – Interactive Media Designer – **Computer Science**. 2013

## LANGUAGES

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**English:** Fluent - Native

**Spanish:** Native

**French:** Basic - Intermediate

**Japanese:** Basic - Intermediate

## TECH SKILLS

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### Design & Creative Software

Adobe Creative Suite (After Effects, Illustrator, Photoshop, Premiere Pro, InDesign), Blender, Octane Render, Houdini, DaVinci Resolve, Substance Painter, Krita, GIMP

### 3D & Motion Graphics

Cinema 4D, Unreal Engine (basic to intermediate), Mixamo, Marvelous Designer, Unity (basic prototyping)

### Data Science & Visualization

Python (Pandas, scikit-learn, NumPy, Matplotlib, Seaborn), Power BI, Tableau, Jupyter Notebook

### Development & Workflow Tools

Git, Notion, Trello, Slack, Figma, VS Code, Google Colab