hensel guerra

SENIOR MOTION DESIGNER & ART DIRECTOR

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contact

New York, NY
linkedin.com/in/henselguerra

languages

Spanish · Native

English · Professional working proficiency

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profile

Hensel Guerra is a senior motion designer and art director with 20 years of experience in advertising, entertainment, and brand storytelling. He brings a filmmaker's sense of story, a musician's ear for rhythm, and a VFX artist's precision to motion identities, product films, broadcast graphics, and immersive environments.

His portfolio includes Intel's motion identity, Nickelodeon's broadcast graphics, and AT&T campaigns for Times Square and live events. He combines visual direction with hands-on 2D and 3D animation and compositing, taking projects from storyboard to final frame.

Clients and colleagues value his creative range, technical resourcefulness, and ability to solve complex visual challenges. They describe a reliable, generous collaborator who delivers carefully crafted work, shares his knowledge, and makes the process enjoyable. He is a creative partner they look forward to working with again.

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current collaborations

DXC Technology

Motion Graphics Artist · Freelance
May 2026 - Present

Creates motion graphics, product demos, infographics, social content, and large-format event visuals. Develops storyboards, 2D and 3D animation, AI-generated imagery, sound design, music, and voiceovers through final delivery.

Pistol Studios

3D Artist & Motion Designer · Freelance
Jun 2024 - Present

Develops visuals for cosmetic products from concept through modeling, materials, animation, lighting, rendering, and compositing.

Promise

Motion Graphics Artist · Freelance
Apr 2026 - Present

Designed and animated visual elements and composited imagery for *The Declaration,* presented at UFC Freedom 250 at the White House. Integrated AI-generated imagery and video with motion graphics.

KéexFrame

3D Artist & Motion Designer · Freelance
Jan 2024 - Present

Creates 2D and 3D motion graphics and Unreal Engine environments for virtual production, live events, video, and interactive experiences.

selected work

Nov 2024 - Jul 2025
Nov 2023 - Dec 2023

VMGROUPE

3D Generalist · Full-time

Developed original films and 3D product animations for cosmetics and jewelry, from storyboards and visual concepts through modeling, materials, lighting, rendering, and final delivery.

May 2021 - Nov 2023

VMLY&R

Senior Motion Graphics Artist · Full-time

Developed Intel's motion identity system and animation guidelines. Created sizzle reels, product demos, social content, and event visuals for Intel, Ford, Mazda, Smirnoff, Wendy's, and Coca-Cola.

Sep 2020 - Nov 2020

Nickelodeon

Motion Graphics Designer & Creative Director · Freelance

Designed and animated the complete graphics package for Nickelodeon and TIME's *Kid of the Year,* including the opening sequence, transitions, titles, and lower thirds.

Apr 2017 - Apr 2020

AT&T

Cinema 4D Artist · Full-time

Created animated and print advertising for Times Square, public transit screens, and billboards, as well as commercials for AT&T services. Developed key visuals for *Mr. Mercedes, You Me Her,* and *Loudermilk.* Produced promotional content and live-event screen visuals for AT&T TV Super Saturday Night 2020 featuring Lady Gaga.

2012 - 2017

Time Inc.

Motion Graphics Designer · Full-time

Created videos and show graphics for TIME, Sports Illustrated, People, Money, Fortune, Essence, and Entertainment Weekly. Produced NewFronts presentations and sizzle reels for advertisers and media buyers, as well as video content for the Smithsonian.

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tools

Motion & VFX
After Effects, Autodesk Flame

3D & real-time
Cinema 4D, Unreal Engine

Rendering
OctaneRender, Redshift

Simulation
EmberGen, LiquiGen

Editing & color
Premiere, DaVinci Resolve

Design
Photoshop, Illustrator

Audio
Audition

Generative AI
Magnific, Suno, ElevenLabs

experience

motion + design

Marina Maher Communications

Motion Graphics Artist · Freelance
Mar 2021 - May 2021

Created motion graphics for client projects.

Dashlane

Art Director & Motion Designer · Freelance
Mar 2020 - Mar 2021

Designed and animated social media banners and product demos.

IBM

Motion Graphics Designer · Freelance
Sep 2019 - Mar 2021

Designed and animated infographics.

Hearst

Creative Director & Motion Graphics Artist
Mar 2020 - May 2020

Developed visual concepts and motion graphics for a celebrity news show on Quibi.

The New School

Motion Graphics Designer · Freelance
Apr 2018 - Oct 2018

Created motion graphics for student recruitment.

Cutters

Motion Graphics Designer · Freelance
Mar 2015 - 2016

Created motion graphics for a Burger King promotional video.

iN DEMAND

Motion Graphics Designer · Freelance
2014 - 2016

Created motion graphics for ads promoting entertainment services.

Google

Motion Graphics Designer · Freelance
May 2013 - Jun 2013

Created motion graphics for a product demo.

vfx + finishing

QuietMan

Flame Artist · Freelance
Dec 2014 - 2016

Performed compositing, rotoscoping, beauty retouching, and digital makeup in Autodesk Flame.

ZERO VFX

Flame Artist · Freelance
Feb 2014 - 2016

Performed compositing, rotoscoping, and beauty retouching for television commercials.

The Artery VFX

Flame Artist · Freelance
Oct 2012 - 2016

Performed compositing and beauty retouching in Autodesk Flame for a Beyoncé concert release on Blu-ray.

Lomas Post

Senior Flame Artist · Full-time
Aug 2009 - Aug 2012

Performed retouching, compositing, and visual effects in Autodesk Flame.

Ollin VFX

Senior Flame Artist · Full-time
Feb 2006 - Aug 2009

Performed retouching, compositing, and visual effects in Autodesk Flame.

education

AnimSchool

2021 - 2022

3D Animation Program - Character Animation

FXPHD

2006 - 2011

Specialized Training in Cinema 4D

Instituto Nacional de Arte

1999 - 2003

Maestro de Guitarra y Concertista Profesional