



ROBERT KEVIN RIVAS

BRAND • DIGITAL • MOTION • INTERACTIVE

20+ YEARS OF CREATIVITY

CONTACT

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CORE EXPERTISE

- Creative & Art Direction
- Brand Identity & Graphic Design
- 3D Modeling & Animation
- WordPress / Web Design
- Motion Graphics & Video Editing
- UX/UI & Wireframing

TECHNOLOGY

ADOBE CREATIVE CLOUD

Photoshop, Illustrator, InDesign, After Effects, Premiere, Express, XD

3D DESIGN

3ds Max, Maya, Blender

INTERACTIVE

Unity, Unreal, Figma, Canva

WEB

WordPress, HTML, Java

AI / MODELS

Flow, Firefly, MidJourney, ChatGPT
Veo, Imagen, Gemini, Nano Banana

EDUCATION

**Bachelor of Arts
in Multimedia & Animation**
The Art Institute of Dallas

PROFILE

Versatile creative leader with 20+ years of experience shaping brand identities, digital experiences, motion content, and real-time 3D assets. Combines strategic art direction with hands-on production expertise across Adobe Creative Cloud, Autodesk tools, WordPress, UX/UI, and Interactive Platforms. Known for translating complex goals into polished, audience-focused work and guiding multidisciplinary teams from concept through launch.

EXPERIENCE

CREATIVE DIRECTOR

Dallas Logo Design Co. / Flower Mound, TX

- Lead designers and developers in creating brand systems, websites, motion graphics, and digital marketing assets for diverse client engagements.
- Direct the creative life cycle from discovery and concept development through production, review, and final delivery, maintaining visual consistency and quality.
- Build and maintain client relationships that support repeat business and referrals across branding, web design, and digital marketing.
- Provide art direction, production guidance, and actionable feedback to creative contributors.

ART DIRECTOR

Red Knight Learning Systems / Richardson, TX

- Directed visual development for mobile applications and immersive learning products, including a virtual reality training experience created with 3ds Max and Unity.
- Led designers and copywriters in translating learning objectives into cohesive visual concepts and production-ready assets.
- Partnered with UX/UI designers on wire frames and intuitive interfaces while balancing concurrent schedules, budgets, and quality requirements.

SENIOR 3D ARTIST / DESIGN DIRECTOR

Playnet Inc. / Bedford, TX

- Created optimized 3D models, textures, materials, lighting, shaders, rigs, animations, and effects for a real-time MMORPG (WW2 Online).
- Collaborated with team leads, designers, and programmers to turn game play and visual requirements into production-ready assets.
- Integrated assets into Unity and optimized them for real-time performance without compromising visual quality.

3D ARTIST / ANIMATOR

Flight Safety International / Arlington, TX

- Produced detailed 3D models, materials, lighting, and rendered scenes for training applications and pre-visualization.
- Designed interfaces for aircraft walk-around tools and virtual flight checklists.
- Collaborated with UX developers and programmers to integrate visual assets into virtual platforms.