

Leonel Cruz Martinez - UI/UX Designer and 3D Artist

(915) 255 8711

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<http://leonelcruz.wixsite.com/martinez>

EXPERIENCE

UI/UX Designer at RaiseHand – Pleasanton, CA (2023-Present)

- Collaborated with a multidisciplinary team to design RaiseHand, an innovative telehealth platform & mobile app improving communication between providers & patients.
- Conducted on-site usability research at SJ Health clinics in Central California to observe user behavior and refine interface design for better usability.

In-house Designer & Animation Instructor at YoungWonks – Pleasanton, CA (2017-Present)

- Designed print and digital marketing materials (business cards, flyers, brochures) and produced promotional and educational videos for the company's Computer Science curriculum.
- Contributed to the UI/UX design of several web and mobile platforms, including *Vinterview* (video interviewing), *EdOptim* (learning management system), and *College.dev* (career platform for graduates and recruiters in India).
- Supported brand outreach through design and on-site promotional initiatives across the San Francisco Bay Area.
- Instructed students in 3D Modeling & Animation workflows with Blender and TinkerCad, fostering creative and technical skills in STEM education programs.

3D Modeler at Far Fetched Creations (now Embla) – San Francisco, CA (2016-2017)

- Created high-resolution 3D product prototypes for 3D printing using ZBrush and Maya.
- Supported the full manufacturing pipeline, including mold casting, finishing, and packaging of physical products.

Lead 3D Modeler at StudioX – San Francisco, CA (2014-2016)

- Modeled characters and props for several StudioX animated shorts using Maya and ZBrush, ensuring efficient topology and compatibility with rigging and animation pipelines.

SKILLS/SOFTWARE

Maya, ZBrush, Figma, Zeplin, Blender, Photoshop, Substance Painter, Adobe Premiere, After Effects, TinkerCad, Adobe Illustrator.

LANGUAGES:

Spanish & English

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EDUCATION

Academy of Art University – San Francisco, CA (2011-2016)

- BFA in Animation/VFX, emphasis in 3D Modeling

Prepa TEC Santa Catarina – Monterrey, Mexico (2008-2011)

- International Baccalaureate (International high School Program from Switzerland)

ACCOMPLISHMENTS

24 Hours Animation Challenge 2015 (First Runner Up)

- Represented my college by collaborating alongside 4 other artists to create a 30 second 3D animated short in less than a day. Responsible for 3D modeling, texturing, character design and video editing.

President and founder of the Academy of Art's Brickademy Lego Club (2016)

- Hosted inclusive, welcoming Friday-afternoon sessions to discuss all things Lego

Designed and modeled a 3D environment for a music video by singer and performer ZERI

- Music video's name: "MTY" <https://www.youtube.com/watch?v=i3VEafi4Z7E>