



"More output. Same team."

EMMANUEL DE FEX

*Senior 3D Environment Artist
CG Generalist*

PROFESSIONAL SUMMARY

Design systems and production automation specialist with 15+ years across ten production teams as artist, art director, team manager, and systems designer. Rebuilds source files so the repetitive half runs on its own, giving teams back the half that needs a designer. Experienced in Figma systems, custom plugin development, pipeline automation, and real-time 3D and photorealistic rendering, with a strong focus on file architecture, workflow tooling, and scalable output.

CORE SKILLS

Design Systems: File architecture, component libraries, design tokens, brand systems

Production Automation: Custom Figma plugins, automated exports, AI workflows, custom scripting

Digital Product Design: UI/UX systems, WebGL configurators, interactive prototyping

Collaboration: Pipeline optimisation, cross-team workflows, design documentation

Real-Time & 3D: Unreal Engine 5, Blender, WebGL, VR/AR interfaces

Rendering & Visualisation: Corona Renderer, real-time lighting & materials, ArchViz

Workflows: Photogrammetry, modular asset creation, VR optimisation

Tools: Figma, Photoshop, Illustrator, Procreate, 3ds Max

edefexarts.com

PROFESSIONAL EXPERIENCE

Systems that take the repetitive work off design and marketing teams.

Emmanuel De Fex has worked inside ten production teams since 2009, as artist, art director, and team manager.

**The work was different every time.
The bottleneck rarely was.**

The problem

- Artwork rebuilt by hand for every variant.
- Final files living in one person's folder.
- A campaign held up because the only person who knew how the file was built was on leave.
- Brand drift every time someone was in a hurry.
- Output that could only grow by hiring.

The fix

- One source. Every variant generated from it.
- One place, versioned, that the whole team can reach.
- The file explains itself. Nobody is a single point of failure.
- The brand is held by the file, not by vigilance.
- Output grows without the headcount.

SELECTED WORK

Two production problems, in detail.

Lloyds Auctions

Enterprise design system and automation pipeline

The problem

Demand reached 150 complex assets a week, and the rest of the design team was dropping its own work to keep up. An earlier attempt at automation had failed, because the source files followed no consistent rules.

The work

He took technical custody of the file architecture and rebuilt it from scratch: rigid enough for a machine to generate against, structured enough to keep the brand intact.

The outcome

Output that would have required nine full-time designers now runs through one person. The handoff that had been abandoned shipped.

Game Day Squad

Live-data card system and deployment pipeline

The problem

Hundreds of thousands of cards, each carrying live data across teams, positions, colours, and states. Drawn by hand they could not stay current, and development waited on design.

The work

He made every variable a rule rather than a redraw. Design became a source that developers generate from, at any volume, on demand.

The outcome

Card sets that had taken weeks became ship-ready in minutes, and stay correct on their own as the data changes.

edefexarts.com

Edefex Arts

Freelance Product Designer & Design Systems Consultant

Jul 2026 – Present · Self-employed

- Design systems, Figma plugins, automation and AI workflows.
- Built FlowKeys; developing the bilingual Edefex platform and AstroCraft creative space brand.

Lloyds Auctions

Graphic Designer & UI/UX Workflow Automation

Jul 2022 – Sep 2024 · Full-time

- Automated Figma architecture, handoff and campaign pipelines.
- Produced 150+ complex assets/week, replacing a nine-designer workload.

Axiom Holographics

3D / CG Artist

Mar 2021 – Mar 2022 · Part-time

- Built game-ready assets for Unreal and Unity.
- Created holographic and AR/VR property walkthroughs.

ARQTEK

3D Artist & CAD Workflow Specialist

Feb 2017 – Nov 2017 · Full-time

- Streamlined CAD-to-3D modelling; delivered architectural renders and post-production.

Eventos Efectivos

2D / 3D Artist

2015 · Full-time

- Created brand artwork and ATL/BTL spaces, including work for Adidas and Claro.

Blazing Soft S.A.S

Art Director

Feb 2011 – Feb 2012 · Full-time

- Led mobile-game art direction, concept illustration, 3D asset production and character rigging.

Ignite Labs

Digital Product Designer & WebGL Lead

Sep 2024 – Jul 2026 · Full-time

- Designed web UI/UX systems and interactive tools.
- Delivered WebGL configurators and VR walkthroughs.

Blockstars Technology

Creative Designer (UI/UX & 3D)

Mar 2022 – Jun 2022 · Full-time

- Led app/web UX, design systems and WCAG audits.
- Created NFT car assets and Unreal scenes; automated vehicle rendering.

D-voxel

Senior Arch-Visualizer & Art Team Manager

Jun 2018 – Oct 2019 · Full-time

- Led art, lighting and photoreal ArchViz production.
- Built CAD-to-3D workflows and modular 3ds Max libraries.

TNT Marketing

Graphic Designer

Feb 2016 – Jan 2017 · Full-time

- Designed web templates, digital campaigns and social advertising creative.

D-voxel

3D Artist (Internship to Full-time)

2012 – 2014

- Converted DWG plans into 3D models; rendered and post-produced ArchViz imagery.