

David Donoso Garcia

Creative Director · AI Video & Performance Creative · Unreal Engine / VR Developer

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Profile

Creative lead with more than a decade across digital marketing, video and real-time 3D. I've led remote teams and campaigns that raised millions, built award-winning VR training simulators for a global pharmaceutical company, and most recently run AI-assisted ad pipelines for performance marketing. I own a project end to end: strategy, production, finishing and the numbers.

Highlights

- \$2.51M raised in under 7 months as Digital Marketing Consultant on CHIRP's "Homeland Return" campaign (2024).
- Boehringer Ingelheim LatAm Innovation Award 2024 for a VR nurse-training simulator; six medical VR apps deployed across six countries.
- Meta ads as a testing system: \$0.70–1.09 CPC and up to 2.41 ROAS on self-funded DTC tests (2026).
- Led the largest Latino professional organisation's video and social output for 5+ years (ALPFA); Times Square billboards for Most Powerful Latinas.
- Work aired on Shark Tank (Mile High Jewelry sizzle reel).

Experience

Founder & VR Developer · TwinTech XR (Twintech SpA), Santiago · Mar 2024 – present

- Designed and built six medical VR training applications for Boehringer Ingelheim (via eMedical 360) in Unreal Engine for PICO 4 and Meta Quest with full hand tracking, plus country-specific versions for Ecuador, Peru and Colombia; deployed to medical teams in six Latin American countries.
- LatAm Innovation Award 2024 (Boehringer Ingelheim) for the Actilyse 50 mg nursing-application simulator.
- Created a reusable VR framework that ships a new module in 4–8 weeks; 100% repeat business. Full pipeline solo: SDK/IDE setup, 3D modelling and texturing, rigging and grab animations, Blueprints/C++, device testing, client UX maps and video devlogs.
- Selected for CORFO Puente Productivo (2026).

Video Editor — AI performance ads · Ledisa LLC (remote, via Deel) · Aug 2026 – Oct 2026

- Short-form direct-response ads for Meta and AppLovin on an AI-assisted pipeline (image and video generation, voice synthesis, lip-sync), finished in Premiere Pro.
- Built QA and review tooling (approval gates, automated transcript and sync checks, batch generation scripts) that cut revision rounds; documented the workflow as team skills adopted across the editing pod.

Founder / Performance Creative · ShirTCG (own DTC apparel brand) · 2026

- Controlled Meta tests on AI-assisted video and static creative: \$0.99–1.09 CPC with purchases at 1.45–2.10 ROAS on video; catalogue optimisation from \$3.33 to \$0.90 blended CPC, retargeting at \$0.70 CPC and 2.41 ROAS. Shopify storefront; Photoshop, After Effects, Premiere.

Digital Marketing Consultant · CHIRP — California Heritage: Indigenous Research Project (Nevada City Rancheria Nisenan) · Feb 2024 – Aug 2024

- Led planning, visual identity, content and social media for the "Homeland Return" fundraiser: \$2,510,177 raised by August from about \$800k in February; the \$1.5M phase-one goal reached by 4 April.
- Delivered the organisation's highest-engagement content; researched and wrote the historical caption series behind the story arc.

Animator · Inivisible Agency (employed via Deel, Chile) · Sep 2023 – Mar 2024

- Animation and motion design for agency clients.

Digital Consultant · NRPA — National Recreation and Park Association · 2022 – 2023

- Marketing for ticket sales and registrations for the 2022 National Conference; filmed, directed and edited the conference on site; website visual updates and a rebranded Figma mockup; Google Analytics.

Creative Director / Founder · Solid 7 (own studio) · Jul 2021 – Mar 2023

- Lead VFX and environment artist on commercials and music videos in Unreal Engine (Vanjak Vodka, Stem Ciders, Burnauts lyric video, Colorado Spartans, Epiphone 150th renders); UI/UX, 3D modelling, rigging, Niagara VFX, sound design.
- Freelance brand, web and video for LOC Language, Maximum Engineering and Burger Station.

Multimedia Designer · Electromechanical Solutions (EMS Group USA), Chantilly, VA — remote · 2020 – 2023

- 3D asset modelling, materials, rigging and rendering; UI/UX; motion graphics; video editing; design consulting.

Video Editor & Motion Graphics → Digital Strategist · ALPFA, Austin, TX — remote · Mar 2017 – Sep 2022

- Led the YouTube channel and social video output of the largest Latino professional organisation in the US: micro-documentaries, motion graphics, campaign creative.
- Built and ran a Brand Ambassadors team focused on LinkedIn engagement; organic content planned two months ahead with a reactive-comms protocol.
- Visual identity for Most Powerful Latinas (Times Square billboards), Women of ALPFA and the Regional Student Symposiums.

Video Editor & Animator · Girl Scouts of the USA (direct client) · 2018 – 2019

- Edited the Carpool Karaoke series and produced animated program videos, including STEM-education pieces.

Assistant Director & Producer · Video Editor · Laguna Estudios, Santiago · Mar 2015 – 2023

- VFX, motion graphics, commercials and audiovisual productions; real-time editing and colour grading (Mazda Chile Open); AARP explainer series (2017); Mile High Jewelry sizzle reel featured on Shark Tank.

Skills

Video & motion: Premiere Pro, After Effects, Audition, colour grading, sound design and mixing

AI production: Higgsfield (Kling, MiniMax, Veo, Nano Banana Pro), ElevenLabs, Runway, Suno; prompt systems, QA automation, Python/CLI batch tooling, Claude Code agents

Real-time 3D / VR: Unreal Engine 5 (Blueprints, C++, Niagara, Sequencer, LiveLink, MetaHuman), PICO XR SDK, Meta Quest, Blender, Cinema 4D, Houdini, ZBrush, Cascadeur

Design & web: Photoshop, Illustrator, Figma, UI/UX, Shopify, Elementor/Divi, Cloudflare Pages

Marketing: Meta Ads testing and analysis (CPC, ROAS), content strategy, copywriting, social media, Google Analytics, Asana, ClickUp

Audio: Pro Tools, Studio One, Cubase, iZotope RX, Kontakt

Education

2011 – 2016 · Bachelor's in Communications and Visual Arts — Universidad Católica Andrés Bello (UCAB), Caracas

2023 · Unreal Engine 4: How to Develop Your First Two Games — Udemy / Epic Games (Christopher Murphy)

Also

Musician: band charted in MTV's Top 10 (2010), festivals alongside Korn and The Ataris, Pepsi Music Awards nominee.