

David Cabestany

Visual Designer · Product Developer · Creative Technologist

cabes@davidcabestany.com · 786-506-0232 · Miami, Florida, USA

<https://www.linkedin.com/in/davidcabestany/> · <https://www.davidcabestany.com/>

Summary

Emmy-winning visual designer, creative leader, and product developer with more than 20 years of experience turning complex ideas and workflows into clear, carefully crafted experiences. Creator of commercial tools for After Effects and Premiere Pro, with experience across product definition, development oversight, testing, documentation, branding, and launch. Also experienced in industrial design, prototyping, and product licensing.

Selected Product Work

AeFocus Creator and Product Lead

Cross-platform macOS and Windows utility that hides and restores After Effects floating panels with one keyboard shortcut.

- Defined the product requirements, interaction behavior, preferences, recovery states, and cross-platform workflows; directed development and extensive testing.
- Designed the interface, visual identity, onboarding, documentation, demonstrations, pricing, and launch, including solutions for multiple displays, crashes, and panel restoration.

PPRO Audio Batch Exporter Creator and Product Lead

Premiere Pro extension that automates the preparation and export of multiple audio versions from a single sequence.

- Designed the rules-based track-selection system, naming logic, persistent and rotating track behavior, previews, validation, warnings, and Adobe Media Encoder workflow.
- Directed development, tested complex combinations and failure states, and led the interface, documentation, marketing, and commercial release through aescrpts.

Jump Keyframe Creator and Product Lead

After Effects script that lets users modify animated properties without moving the playhead to the exact time of their corresponding keyframes.

- Conceived the workflow, defined the required behavior, supervised two programmers, tested functionality, and directed revisions through commercial release.
- Created the product documentation and all launch materials; later implemented KBar integration independently for an updated version.

Grape Cutter Inventor, Industrial Designer and Licensor

Kitchen tool that safely slices grapes, cherry tomatoes, and pitted olives into halves or quarters while keeping users' fingers away from the blades.

- Identified the opportunity, designed the product and mechanism, built a functional prototype, refined the concept, and created the materials used to present it to prospective licensees.
- Pitched the product directly to manufacturers and negotiated the licensing agreement that brought it to market and continues to generate royalty income.

Key Skills

- Product: Product definition · Workflow design · Interaction behavior · Requirements development · Rapid prototyping · QA and edge-case testing · Developer collaboration · Documentation and product launch.
- Design: Visual design · Interface design · Information hierarchy · Art direction · Brand systems · Motion and behavioral communication · Industrial design and physical prototyping.
- Technical: AI-assisted ideation, research and debugging · After Effects expressions · Cross-platform macOS and Windows testing · Adobe Creative Cloud · Fusion 360.

Professional Experience

883 INNOVATIONS LLC. Miami, FL. Founder, Industrial Designer and Product Developer. 2018-Present

- Develops and licenses original consumer-product concepts, including a commercially released kitchen product that generates ongoing royalty income.

Fan Creative, Inc. Miami, FL. 2D & 3D motion designer/ animator, editor, and compositor. May 2011 - Present

- Led post-production services for a variety of industries, hiring and supervising teams, collaborating with clients including **Visa, Facebook, Yahoo!, The American Cancer Society**, Voixtek, The Marc Institute, and Modani Furniture.
- Managed complex post-production projects, creating motion graphics, color, and VFX; supervised editors, assistant editors, animators, illustrators, and audio engineers.
- Delivered high-quality video content tailored for digital platforms and broadcast.
- Developed and commercialized the digital products mentioned above.

T-Mobile. Bellevue, WA. Motion graphics specialist (Contractor), June 2023 - December 2025.

- Produced high-end animations for T-Mobile's extensive product line and partnerships, ensuring visual alignment with brand identity.
- Composited multiple shots for T-Mobile's Super Bowl LIX pregame and postgame "[Landscapes](#)" commercial.

Hayden5. Los Angeles, CA, New York, NY. Freelance motion designer and compositor, April 2022 - June 2023.

- Served as lead motion graphics supervisor for the weekly Apple Music show **This Week on Apple Music**, supervising a team of six and consistently delivering under extremely tight deadlines.
- Served as motion graphics supervisor on a **GoGuardian** project and created motion graphics for **Grammarly**.
- Composited green-screen plates for **Kidz Bop**.

Cosmo Street Editorial. Los Angeles, CA. Freelance compositor, January 2022 - March 2022.

- Composited complex plates for **Cutwater's** Super Bowl commercial "[Here's to the Lazy Ones](#)."
- Composited plates for **State Farm's** commercial "Dance."

Earlier Experience

- Art Director and Associate Creative Director roles at JWT, Leo Burnett, and DDB · 2000-2011

Teaching and Mentorship

Miami Ad School / Florida International University. Motion Graphics Instructor and Adjunct Professor
Miami, FL · 2012-2024

- Taught visual systems, motion-design principles, editing, compositing, and technical production methods to postgraduate and senior-level students.
- Translated complex creative and technical concepts into understandable frameworks, demonstrations, critiques, and repeatable working methods.
- Mentored emerging designers in concept development, visual communication, craft, presentation, and professional practice.

Education

- Universidad Intercontinental. Bachelor of Arts in Graphic Design.
- Portuguese Language Certification. Centro de Estudos Brasileiros, Embaixada do Brasil no México.

Credentials and Recognition

- Adobe Community Expert - After Effects
- Emmy Award Winner
- One Show Merit Award
- New York Festivals Bronze Award
- Three-time Cannes Lions Finalist
- Three-time London International Awards Finalist

Languages

- English - Native-level proficiency
- Spanish - Native
- Portuguese - Limited working proficiency

Dual citizen of the United States and Mexico