

CESAR DE MACEDO


SENIOR VISUAL MEDIA ARTIST

ARCHITECTURAL VISUALIZATION


REAL-TIME EXPERIENCES


UNREAL ENGINE 5


AI-ENHANCED WORKFLOWS

 ARCHITECTURAL VISUALIZATION

 UNREAL ENGINE 5

 REAL-TIME EXPERIENCES

 3DS MAX / V-RAY / CORONA

 AI-ENHANCED WORKFLOWS

PROFESSIONAL OVERVIEW

25+ years of experience in architectural visualization, cinematic storytelling, real-time interactive experiences, and AI-enhanced workflows for architecture, real estate, and development projects.

My work combines design sensitivity, technical execution, and emerging technologies to support clear visual communication across architectural, real estate, and large-scale development projects.



SPECIALIZED SKILLS

3ds Max, V-Ray, Corona Renderer, Unreal Engine 5, Photoshop, Premiere Pro, and AI-assisted production tools.



VISUAL STORYTELLING

Photorealistic architectural imagery, cinematic atmosphere, composition, and narrative-driven visual experiences.



REAL-TIME & INTERACTIVE

Extensive experience in Unreal Engine 5 for interactive tours, real-time presentations, and immersive environments.



AI-ENHANCED WORKFLOWS

Integrating AI tools into the visualization pipeline to accelerate ideation, look development, enhancement, and cinematic exploration.

JOURNEY

2000-2015

TRADITIONAL VISUALIZATION

Built a strong foundation in architectural rendering, composition, lighting, and post-production across a wide range of residential and commercial projects.

2015-2023

ADVANCED ARCHVIZ

Delivered high-end stills, animations, and large-scale visualization work with advanced lighting, materials, camera direction, and production workflows.

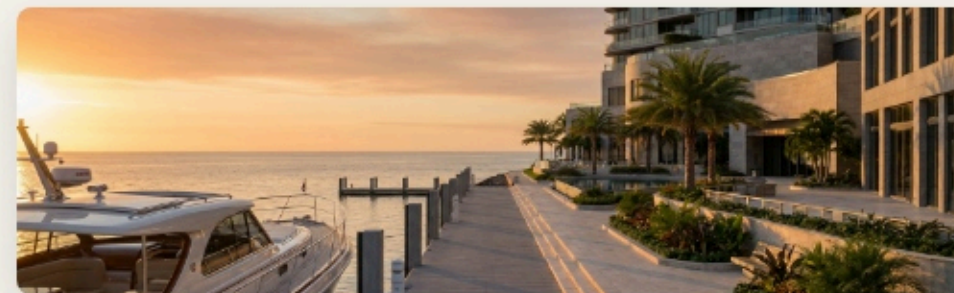
2023-PRESENT

REAL-TIME & AI-ENHANCED EXPERIENCES

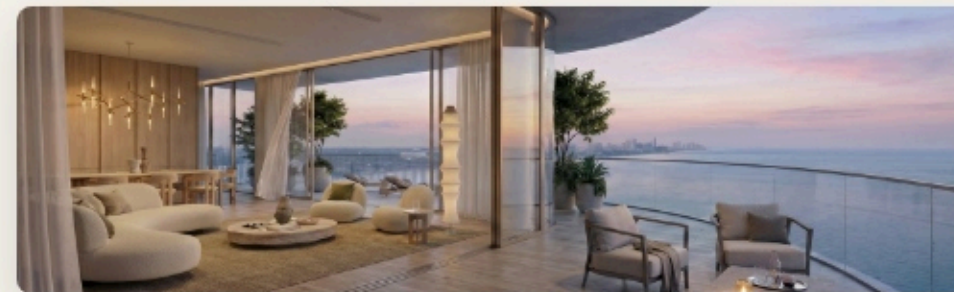
Expanded into Unreal Engine 5, interactive presentations, cinematic workflows, and AI-assisted production for faster iteration and stronger visual storytelling.



VISUALIZATION



REAL-TIME



WORKFLOW

03 / REAL-TIME VISUALIZATION

UNREAL ENGINE 5

WATERFRONT STUDY

High-fidelity real-time visualization of waterfront architecture, marina context, roads, palm trees and coastal development scale.

ROLE

Real-time visualization

Waterfront context

Architectural atmosphere

AI-enhanced production



AERIAL WATERFRONT CONTEXT

04 / REAL-TIME VISUALIZATION

STREET-LEVEL ATMOSPHERE

UNREAL ENGINE 5

Real-time street-level visualization showcasing lighting, materials, arrival sequence, cars, people and foreground atmosphere.

ROLE

Street-level storytelling

Lighting and materials

Arrival composition

Real-time presentation



STREET-LEVEL ARRIVAL

05 / LIGHTING & LOOK DEVELOPMENT

ATMOSPHERE STUDIES

A controlled lighting study comparing daylight, golden hour, blue hour and night illumination to define mood, rhythm and cinematic storytelling.

ROLE

Lighting direction

Look development

Atmosphere study

AI-enhanced visualization



DAYLIGHT



GOLDEN HOUR



BLUE HOUR



NIGHT

06 / CONCEPT VISUALIZATION

CONCEPT VISUALIZATION

AI-ENHANCED STUDY

Large-scale coastal development concept study exploring architecture, atmosphere, context and visual storytelling.

ROLE

Large-scale concept study

Coastal development

AI-enhanced visualization

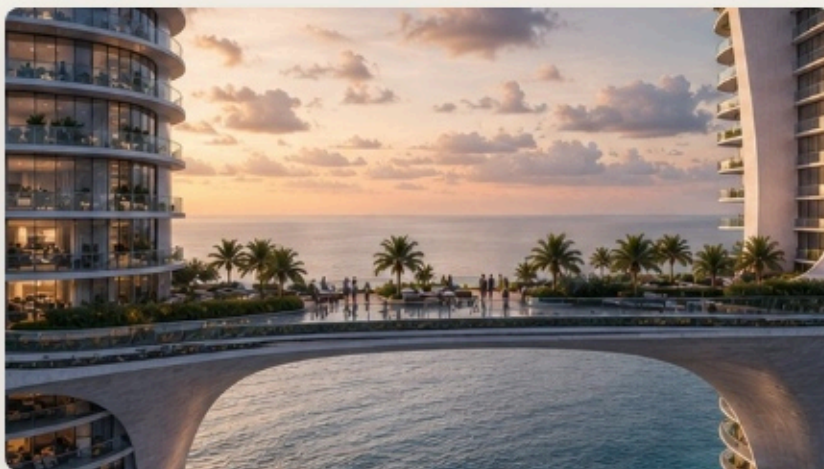
Atmospheric storytelling



SUNSET OCEAN TERRACE



ARRIVAL PROMENADE



SKY BRIDGE



AERIAL CONCEPT

07 / AI-ENHANCED WORKFLOWS

AI-ENHANCED WORKFLOWS

VISUAL DEVELOPMENT

AI integrated into ideation, look development, image enhancement, cinematic exploration and production workflows.

ROLE

Before / after development

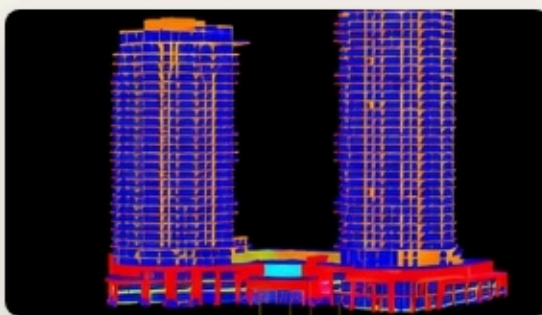
AI-assisted enhancement

Unreal Engine captures

Cinematic visual refinement



WATERFRONT TOWERS



MASSING STUDY



SUNSET INTERIOR



DAYLIGHT INTERIOR

LUXURY RESIDENTIAL TOUR

Interactive residential presentation exploring panoramic environments, user-driven navigation and multi-device real-time project communication.

ROLE

Panoramic environments

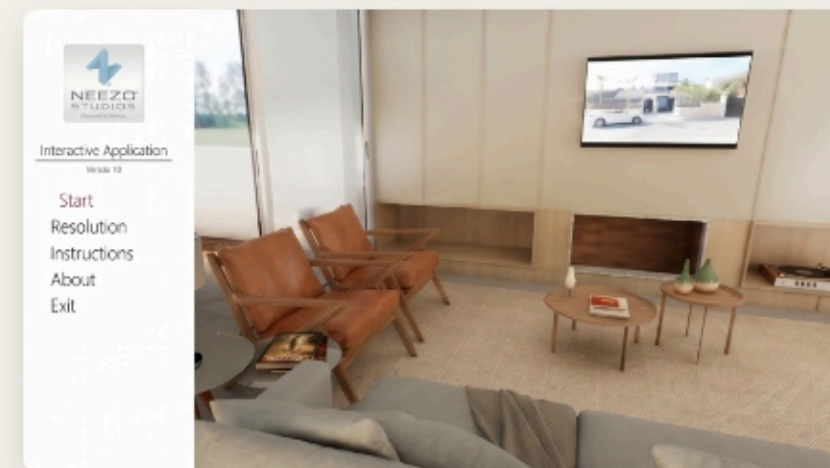
User-driven navigation

Interactive hotspots

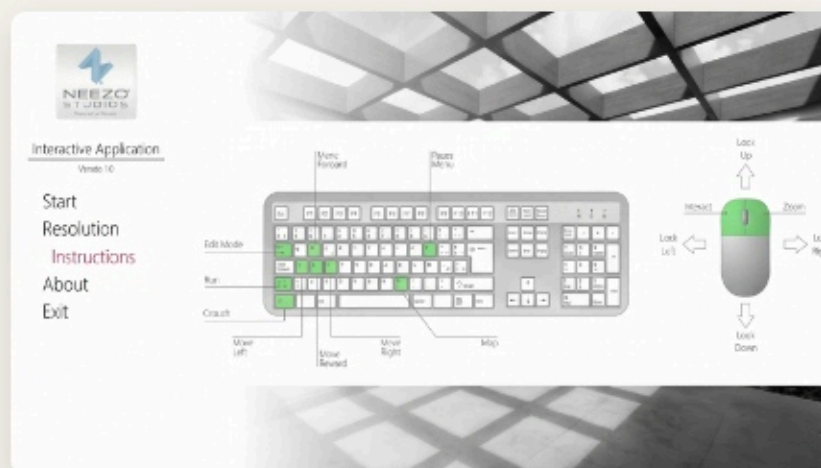
Multi-device experience



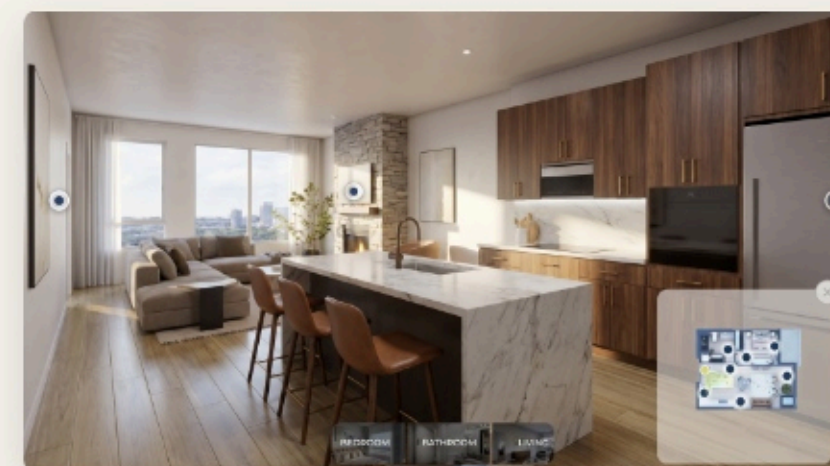
INTERACTIVE HOTSPOTS



MAIN MENU



NAVIGATION INSTRUCTIONS



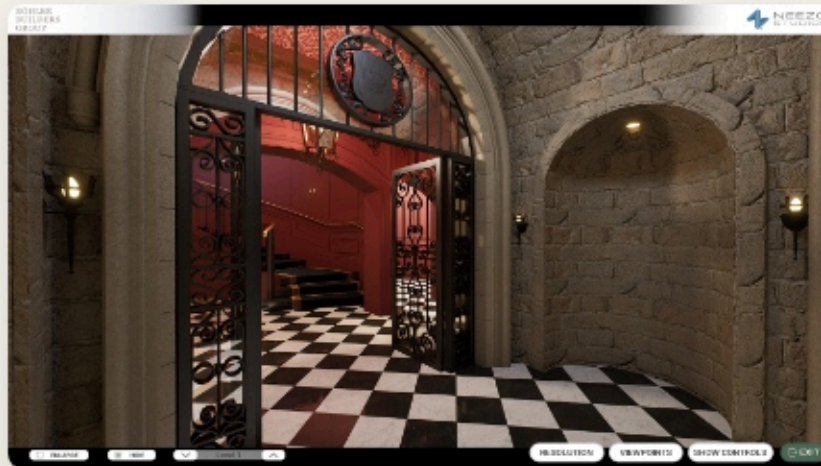
LIVING + FLOOR PLAN

CASTLE WALKTHROUGH

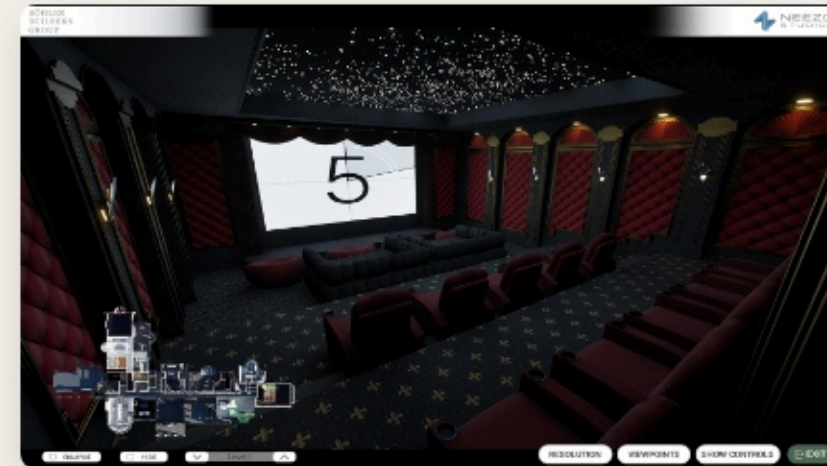
Large-scale interactive walkthrough experience developed in Unreal Engine, combining real-time navigation, cinematic atmosphere and detailed environment storytelling.

ROLE

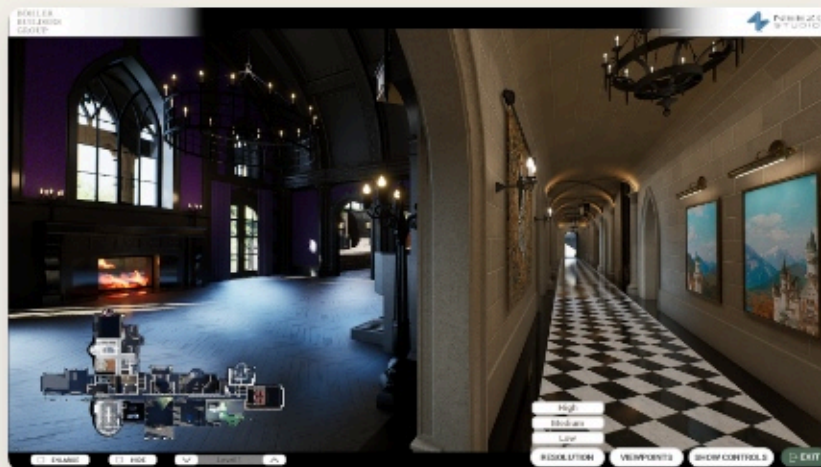
Real-time navigation
Cinematic atmosphere
Detailed environments
Immersive storytelling



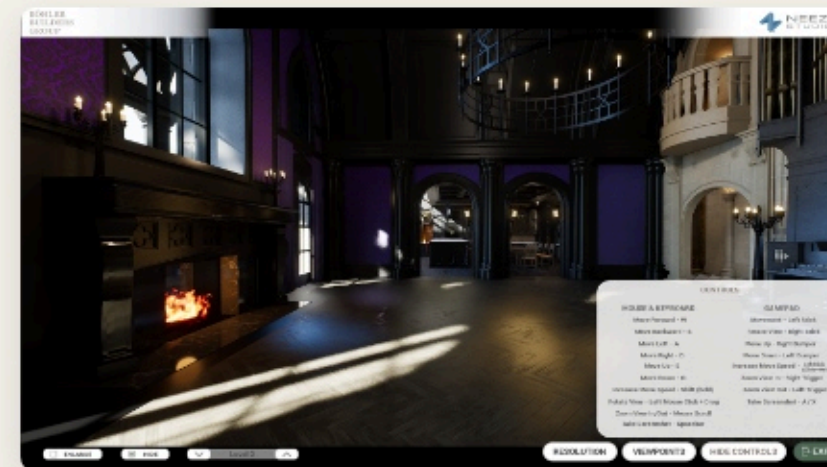
CASTLE ENTRANCE



PRIVATE THEATER



INTERIOR CORRIDOR



NAVIGATION CONTROLS

10 / ARCHITECTURAL VISUALIZATION

ARCHVIZ VISUALIZATION

V-RAY RENDERER

High-end architectural visualization
with refined lighting, composition,
material realism and interior
atmosphere.

ROLE

Interior visualization

Material realism

Lighting composition

Photoreal detail



OPEN KITCHEN



LUXURY LIVING



MATERIAL PALETTE



FORMAL DINING

11 / CINEMATIC VISUALIZATION

CINEMATIC VISUALIZATION

AD RESIDENCE

Cinematic residential sequence created to convey atmosphere, mood, lifestyle and emotional connection through architectural storytelling.

ROLE

Cinematic mood

Luxury residential storytelling

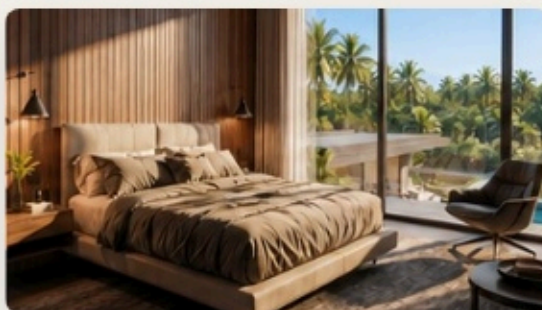
AI-enhanced visuals

Camera-driven composition

ORIGINAL PROJECT/DESIGN: SDH_STUDIO
ARCHITECTURE + DESIGN
VISUALIZATION STUDY: CESAR DE MACEDO



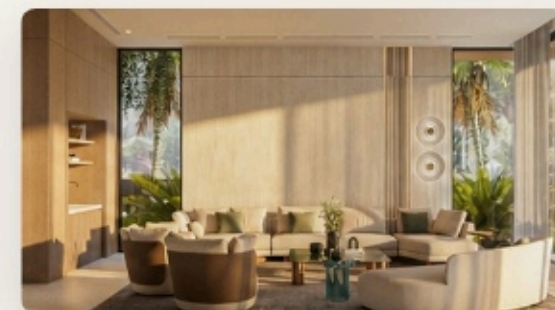
EXTERIOR ATMOSPHERE



BEDROOM



BATHROOM



LIVING

LET'S CREATE EXTRAORDINARY EXPERIENCES.

**EMAIL**

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**STATUS**

Available for senior visual media, real-time visualization, and architectural experience design opportunities.

