

Jason Cuellar

Guitarist · DJ (Guira King) · Producer · Founder, Texas Gold Records · Austin, TX

SHORT BIO · ~200 WORDS

Jason Cuellar is a first-generation Mexican American guitarist, producer, DJ, and cultural organizer born and raised in Austin, Texas. He grew up between two musical worlds: the Texas sounds of Stevie Ray Vaughan and the Latin influences of Juanes, Santana, Selena, and cumbia. He picked up saxophone at 12 and guitar at 14, then cut his teeth in cumbia bands across Austin's music scene before expanding into songwriting, production, and DJing.

Since 2020 he has performed as Guira King, a name earned by carrying la güira, a metal percussion instrument, into clubs and bars across Austin and getting people dancing. His sets blend cumbia, regional Mexican, Tejano, Latin rock, and modern dance sounds.

In 2023 he founded Texas Gold Records, an Austin label that brings together recorded music, live events, festival concepts, and community initiatives rooted in Latin and Texas music. Its flagship series, Unidos Por La Música, draws 300-plus attendees per event with bilingual programming, fair artist pay, and family-friendly venues.

Jason is a two-time City of Austin music grantee (Live Music Fund, 2023; Elevate Grant, 2025) and an annual SXSW performer, with stages that include Hotel Vegas, The Far Out Lounge, Mexic-Arte Museum, and Zilker Hillside Theatre.

FULL BIO

Origins. Jason Cuellar is a first-generation Mexican American, born and raised in Austin, Texas, and the son of two Mexican immigrants. He grew up between two musical worlds: the Texas sounds of Stevie Ray Vaughan and the Hispanic influences of Juanes, Santana, Selena, and cumbia. He began playing saxophone at 12 and picked up guitar at 14, performing in cumbia bands throughout Austin's diverse music scene before expanding into songwriting, production, and DJing.

The craft. Jason works as a guitarist, producer, and DJ. In 2020 he began DJing as Guira King, a name earned by carrying la güira, a metal percussive instrument, into clubs and bars across Austin and getting people dancing to his cumbia rhythms. His sets blend Latin rhythms, cumbia, regional Mexican, Tejano, rock, and modern dance sounds. On guitar he is rooted in

cumbia, Tejano, and Texas rock; as a producer his work spans event production, artist development, and cultural programming.

Texas Gold Records. As founder of Texas Gold Records (est. 2023), Jason has grown his work beyond performance into event production, artist development, and cultural programming. The label brings together recorded music, live events, festival concepts, and community initiatives under one banner, rooted in Latin and Texas music. He is a two-time City of Austin arts and music grantee, awarded the Live Music Fund in 2023 and the Elevate Grant in 2025, producing projects that spotlight Austin's Latino musicians, creatives, vendors, and cultural workers.

Unidos Por La Música. His flagship series celebrates Latino music and culture while building real opportunities for local artists, putting live bands, DJs, visual artists, food vendors, photographers, and community partners on one bill. Supported by the City of Austin, each event draws 300-plus attendees with bilingual programming focused on cumbia, conjunto, and tejano, fair artist pay, and family-friendly venues. The series has been hosted at Mexic-Arte Museum and Zilker Hillside Theatre.

Stages. Jason performs during SXSW each year and can be found on stages across Austin, including Hotel Vegas on East 6th, The Far Out Lounge in South Austin, Mexic-Arte Museum downtown, and Zilker Hillside Theatre, alongside private and corporate bookings. His mission stays constant: connect people through music, preserve the sounds that shaped him, and create new opportunities for the next generation of Latino artists.

FAST FACTS

BASED IN

Austin, Texas

ROLES

Guitarist, DJ (Guira King), producer, event producer

LABEL

Texas Gold Records, founded 2023

FLAGSHIP SERIES

Unidos Por La Música, 300+ attendees per event

GRANTS

City of Austin Live Music Fund (2023), Elevate Grant (2025)

GENRES

Cumbia, regional Mexican, Tejano, Latin rock, house

FESTIVAL

Annual SXSW performer

STAGES

Hotel Vegas, The Far Out Lounge, Mexic-Arte Museum, Zilker Hillside Theatre

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