

Marco Vinicio Morales Aburto_
Kultnation

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Work Experience

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Creative Director, Escena Design Studio,
Mexico - CDMX / May 2021 - June 2026.

Led the redesign and development of Escena's visual identity across branding, campaigns, academic programs, and communications. Directed a multidisciplinary team of designers, animators, producers, community managers, and copywriters across 2D/3D, print, digital, social media, and motion projects.

Curated student work for the website and demo reels, edited institutional reels and interviews, and developed creative concepts and storytelling for internal communications, events, campaigns, and international collaborations.

- Full and detailed list available upon request.

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Creative Director, Estudio Medellin,
Mexico - CDMX / Jan 2017 - April 2019.

Directed and designed various motion design, branding, graphic design and illustration projects for Common Theory, Tomillo, Shred, Ciao Cometa, Okta, Surrey City and Estudio Medellin.

Directed competitive pitches in collaboration with graphic designers, animators and editors. Designed storyboards, 2D and 3D illustrations, wordmarks, combination marks and emblems for film, TV and print.

- Full and detailed list available upon request.

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Director & Animator, Kultnation,
Mexico - CDMX / June 2007 - Dec 2016.

Designed, directed & animated projects for film and TV for Dixon Baxi, Chanel, Syfy Channel, Chiller TV, Centro, IdN Magazine, and Mexico's Museum of National Art.

Designed various title sequences, network rebranding packages and advertising projects in collaboration with Blur Studio, Shilo, Hush, The Life Long Friendship Society, Transistor Studio, Plenty, & Consulado.

- Full and detailed list available upon request.

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Senior Motion Designer, Prologue Films, Los Angeles - C.A. / Aug 2006 - March 2007.

Designed storyboards for title sequences, network rebranding packages and advertising projects for Spiderman 3, Across the Universe, Blades of Glory, MTV- VMA 2007, Oscars / 79th Annual Academy Awards, American Century Investments, Heineken and Leap Frog.

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Junior Motion Designer / Composer, Ollin Studio, Mexico - CDMX / March - July 2006.

Designed storyboards, styleframes, animated, colour graded and rotoscoped imagery for network rebranding packages and advertising projects for Bimbo, Televisa, TV Azteca, Nestle, Danone, and Pepsi.

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Graphic Designer / Estudio Gabriela Rodriguez, Mexico - CDMX / Jan - May 2004.

Worked on various branding, illustration, print and publishing projects for Conaculta, Tijuana 3a. Generacion, and Fondo de Cultura Economica.

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Graphic Designer, Freelance, Mexico - CDMX / Nov 2001 - Dec 2004.

Worked on various branding, illustration, print and advertising projects for BMG Music, Sony Music, SGAE, Sushi-Itto, J. Walter Thompson, Nescafe, Ministry of Sound.

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Freelance Assistant Photographer, Raul Gonzalez Photography Mexico - CDMX / April 2002 - Dec 2003.

Assisted on model photography, fixed product shots and moving animal shots for advertising campaigns, and front cover magazines for Wiskas, Pedigree, Snickers, and Rolling Stone Magazine.

Teaching Experience

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Design & Animation Instructor,
Universidad Iberoamericana,
Mexico - CDMX / Aug 2014 - Dec 2024.

Maya Modeling – Interactive Design
Program.

Provided students with the skills and tools
to model three dimensional characters,
environments and interior design objects.
Focusing on object topology, attention to
detail and industry workflow consider-
ations and requirements.

Maya Animation – Interactive Design
Program.

Provided students with the skills and tools
to tell stories, animate camera and objects.
Focusing on layout and editorial techniques,
splining, blocking and polishing animation
curves using the graph editor.

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External Industry Mentor,
Vancouver Film School,
Mexico - CDMX / Jan 2012 - 2018.

Graduation Thesis – Digital Design
Program.

Provided guidance and direction to
students during the development of their
graduation thesis project. Focusing on
applying storytelling, design, animation and
communication skills to deliver a cohesive
and flawless motion design project.

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Design Instructor,
Antigua Academia de San Carlos
Mexico - CDMX / Jan 2015 - Dec 2019.

Digital Photo Manipulation – Continuing
Education Program

Provided students the skills to produce
digital imagery by mastering selection
techniques, layer mask compositing,
advanced colour correction, complex user
techniques and challenged them to solve
complex creative problems.

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Animation Instructor,
Centro | Diseño, Cine y Television,
Mexico - CDMX / Jan 2012 - Dec 2016.

Maya Modeling – New Media Design
Program.

Provided students with the skills and tools
to model three dimensional characters,
environments and interior design objects.
Focusing on object topology, attention to
detail and industry workflow consider-
ations and requirements.

Maya Animation – New Media Design
Program.

Provided students with the skills and tools
to tell stories, animate camera and objects.
Focusing on layout and editorial techniques,
splining, blocking and polishing animation
curves using the graph editor.

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Design Instructor,
Universidad Iberoamericana,
Mexico - CDMX / Aug 2007 - Jan 2014.

Interactive Design V – Interactive Design
Program.

Provided students the fundamental
concepts for designing and animating title
sequences, network rebranding packages
and advertising projects. Focusing on
design presentation, storytelling
techniques, screen composition, and
content creation.

Digital Photo Manipulation – Interactive
Design Program:

Provided students the skills to produce
digital imagery by mastering selection
techniques, layer mask compositing,
advanced colour correction, complex user
techniques and challenged them to solve
complex creative problems.

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Teaching Assistant,
Universidad Iberoamericana,
Mexico - D.F./ Jan - Dec 2000.

Computer - Assisted Colour Photography –
Graphic Design Program.

Assisted on reviewing assignments,
organizing class exercises and coached
students inside and outside the class-
room.

Education

- Vancouver Film School (VFS),
Vancouver - B.C. / 2005.

Diploma in Digital Design with a specialization in Motion Design.

- Universidad Iberoamericana (UIA),
Mexico - CDMX / 2003.

Bachelor in Graphic Design.

Awards & Distinctions

- Excellence in Typography Award,
Type Directors Club, New York, 2012.
- VFS / Computer Arts Scholarship,
London / Vancouver, 2004.

Relevant Skills

- Working Knowledge.

Adobe: Photoshop, Illustrator, After Effects,
Premiere and InDesign. (Proficient)
TvPaint. (Proficient).
Autodesk: Maya. (Proficient)
Maxon: Cinema 4D (Functional)
Pixologic: Zbrush (Proficient)
Rendering Systems: Redshift, Octane,
Arnold, (Proficient)
- Language Skills.

Fluent in Spanish (native language),
Proficient in English.

Selected Publications

- IdN TV v20n2: Titling -
Today's Titans of Titling,
China, Hong Kong, 2013.
- Annual of the Type Directors Club,
Typography 33,
United States, New York, 2012.
- Directory of Mexican Design,
Centro / Pro Mexico,
Mexico, CDMX, 2012.
- Computer Arts Issue 200,
United Kingdom, London, 2012.
- Gestalten's latino-gráfico:
Visual Culture from Latin America,
Germany, Berlin, 2012.
- IdN v17n4: 100th Issue
China, Hong Kong, 2010.
- IdN v16n6: The Colour Issue,
China, Hong Kong, 2010.
- Offf Paris Print Catalogue,
France, Paris, 2010.

Selected Exhibitions

- Group Exhibition,
Abirto de Diseño,
Centro Nacional de las Artes
Mexico, CDMX, 2026
- Group Exhibition, Muerte Lenta,
Centro Cultural del
Mexico Contemporaneo
Mexico, CDMX, 2017
- Group Exhibition,
International Poster Biennial
Mexico, CDMX, 2016
- Group Exhibition,
Type Directors Club 58th
Awards Exhibition
United States, New York, 2012
- Group Exhibition,
VICO, Vidéo-club en Expansion
MAC/VAL, Musée d'Art Contemporain
du Val de Marne,
France, Vitry-sur-Seine, 2011.
- Group Exhibition,
Self-Structure:
Une nouvelle ère de la matière
Lieu du Design,
France, Paris, 2011.
- Official Selection,
Rencontres Cinémas
d'Amérique Latine de Toulouse,
France, Toulouse, 2011.
- Official Selection, Pictoplasma
Characters In Motion Animation Festival
Germany, Berlin, 2006.

Selected Lectures & Panels

- Proyecta Festival.
Featured Artist & Speaker,
Mexico, Oaxaca, 2015
- Offf Mexico Let's Feed the Future.
Featured Artist & Speaker,
Mexico, CDMX, 2014
- Why, not How. Speaker,
Ringling College of Art + Design,
United States, Florida, 2012
- Cromafest Festival.
Featured Artist & Speaker,
Mexico, CDMX, 2012.
- Offf Mexico,
Featured Artist & Speaker,
Mexico, CDMX, 2012.
- Cut&Paste Design Tournament.
Show&Tell Competitor & Speaker,
Mexico, CDMX, 2011.
- Cut&Paste Design Tournament.
Motion Design Judge,
Mexico, CDMX, 2011.
- Offf Barcelona Year Zero.
Featured Artist & Speaker,
Spain, Barcelona, 2011.