

PATRICIO BUENROSTRO GILHUYS

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EXPERIENCE

Creative Futurist / Consultant

Jan 2012 – Present
MEXICO CITY, MEXICO

Clients:

- **Institute for the Future:** Maker City Initiative Lead for Mexico City Research, development and event Coordinator.
- **Mexico City's Innovation Lab (Laboratorio para la Ciudad) / MIT Media Lab / IDEO:** Workshop Co-Organizer, Press Relations, logistics and liaison with US Embassy.
- **Instituto Politécnico Nacional (IPN):** Advisor to Institution Director and Co-Organizer of *Apptualizate* hackathon.
- **Editorial Santillana:** Content creator and consultant to IneveryCrea, an online teacher's community.

CENTRO Diseño, Cine y Television / Professor

Jan 2013 – Dec 2014
MEXICO CITY, MEXICO

Classes:

- **Content for Digital Media,** Professor for all majors
- **Hypertextual Narratives** for Interaction & Digital Media major
- **Design Thinking** for Continuing Education
- **Professor of Creativity & Innovation Workshop** for Directors, Faculty and Staff

Curriculum Co-Designer of post Bachelors program: Specialization in Design of Tomorrow: Scenarios, Solutions (Especialización en Diseño del Mañana: Escenarios, Soluciones)

CEDIM / Program Director (Director de Carrera)

Mar 2011 – Dec 2012
MONTERREY, MEXICO

Digital Arts & Multimedia Business + Animation Program Director

- Led the academic and administrative vision of a highly-competitive, globally recognized learning community.
- Brought world-renowned industry leaders to train and educate students one-on-one, coordinated and organized conferences, festivals, workshops and events.
- Mentored students selected for the 2011 Cannes Film Festival and the 2011 European Media Art Festival.

EXPERIENCE

UAD / ANIMATION PROGRAM DIRECTOR (Director de Carrera)

Oct 2008 – Aug 2010
GUADALAJARA, MEXICO

- Guided and oversaw the academic and administrative vision of an emerging academic program and learning community.
- Doubled student population in 10 mon. period, Nov 2008 t Sep 2009.
- Identified fundraising opportunities and saw them to fruition.
- Acted as an effective liaison between UAD and the film, videogame, advertising, TV, and animation industries—resulting in the hiring of program students at Metacube and Gyroskopik Studios.

DDD LAB / Co Founder & Creative Director

Feb 2005 – May 2012
MEXICO CITY, MEX & MIAMI, USA

- Producer and creator of digital media experiences for corporate/public organizations including: Volkswagen, Philip Morris, Coca-Cola, Telmex, America Móvil, Banamex, IPN, Bacardi, Vale Euro RSCG and Magen David/Habima.

“Imaginante” Televisa – Imaginantes

September to December 2007
MEXICO CITY, MEXICO

- Developed one minute short films for tv, cinema and web for the largest Spanish Speaking TV Network in the Planet: Televisa.

Caterva Imagen /Production Assistant/Editor March 1998-December 1999

MEXICO CITY, MEXICO

- - Logistics of 20 capsules for Conalep in multiple cities in Mexico.
- - Editor for Conalep content.
- - Learned 3D modeling and animation

STARTUPS

10 Billion Futures / Founder

- Empathetic **Virtual & Augmented Reality** startup to meet the UN Sustainable Development Goals: www.10billionfutures.com

Genius Badges / Co-Founder

- Finalist in the European Open Education Challenge 2014
Selected and mentored by Startup Next Google for Entrepreneurs.

EDUCATION

Academy of Art University (AAU) Bachelor in Fine Arts, Animation

2006
SAN FRANCISCO, USA

- Project Leader: Interactive Content for AAU and Organic Cotton Association Collaborative Project, creating a cultural shift towards organic cotton awareness and increasing demand for it.

Lifelong Learning

2010-CONT'ING

- U.Lab: Transforming Business, Society and Self, MITx/Edx, 2015
- Introduction to Game Design, MITx/Edx, Verified, 2014
- Development of Educational Technology. MITxEdx, Verified, 2014
- Fachhochschule Postdam/iversity, Future of Storytelling, 2013
- University of Pennsylvania/Coursera, Certified, Gamification, 2012
- World Bank Institute/Urgent Evoke, Certificate, Social Innovation, 2010 (One of the 20 projects chosen out of +19,000 projects)

SKILLS

Computer Skills: Maya, 3ds Max, Unity Engine, Unreal Engine, Adobe Creative Suit- (Photoshop, Premiere Pro, After Effects), Balsamiq (UX/UI), Asana, 3d printing, Virtual & Augmented Reality and Microsoft Suite.

FESTIVALS

Animation: Chalma-Director: Official selection in festivals in Germany, Spain, USA and Mexico. Award recipient with animation short-film in the Experimental category at Kinoki Film Festival 2006. Imaginante: Imaginantes was a winner at the New York Film Festival 2009 and Promax and Animacor in 2008.