Luis Ernesto Toledo Castro

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Education

MA in Visual and Multimedia Arts 🔗

2015 – 2019

Universidad Politécnica de Valencia, Spain

- Supported by Mexican Fine Arts Institute scholarship (CONACYT-FINBA)
- Master thesis: "Playing the Interface, the UI as a Playable and a Narrative Element in Video Games" link
- Graduation score: 9.4 + honorable mention

ERASMUS in MA Interface Cultures 🔗

2017

Kunstuniversität Linz, Austria

BS in IT and Telecom Engineering

2000 - 2004

Universidad Anáhuac de Oaxaca, Mexico

- Focus on software development, information architecture and communication protocols
- Graduation score: 8.0

Professional experience

Product and Project Manager

December 2019 - June 2023 | Bunsan | Remote

Building a virtual classroom digital product, designed for teachers in mind

- Coordination of design, development and testing teams along the product vision
- Responsible for product strategy through backlog and version managements
- Accountable to project sponsors and stakeholders

Project Manager and Designer

November 2017 - May 2019 | Bunsan | Remote

Building an MVP virtual classroom, based on Elixir and webRTC

- Research and definition of the MVP
- Project management using custom agile workflow
- UX and UI research and design
- Functional testing and bug tracking

Product Manager
May 2013 - June 2015 | Diverza | Hybrid
- Coordination of multidisciplinary teams to participate in the discovery, prioritization and delivery of the company's product and services
- Defining user and system requirements, as well as create and lead product vision
- UX and UI design and documentation
- Roadmap planning regarding customer needs and market needs

Project Manager and Software Designer
May 2011 - May 2013 | Raku | Mexico City
Trough different clients and projects I was in charge of:
- UX and UI design for iOS applications using goal centered design
- Project management using agile frameworks
- Relevant projects:
    - Actionscript video game about healthy nutrition
    - Point of sale and billing system

Technical Test Leader
May 2006 - May 2011 | CrossHorizons + Hildebrando | Mexico City
- Analysis, design and execution of functional manual and automated tests
- Consultancy on performance testing, automation testing and quality assurance tools
- Trainer of testing fundamentals and automation tools

Exhibitions (selection)

PAM19! 🔗
April 2019 | Universidad Politécnica de Valencia
Work: WIP.txt
Collaboration with artists Susana PG and Diego Navarro
- Interactive installation around a sensible automatic writing machine
- Build with p5js, FFT and openCV custom library, running on a Raspberry Pi 3B+

MediaEstruch 🔗 🔗
January 2019 | l'Estruch Fàbrica de Creació, MediaEstruch Catalunya
Work: Itzalean
Collaboration with artist Iosune Sarasate
- Interactive installation that builds spatial divisions, arbitrary lines prone to be crossed
- Project made with artist Iosune Sarasate, during her Digital Arts Residency at MediaEstruch Catalunya 2018-2019
- Build with Processing and custom OpenCV library, running on a Raspberry Pi 3B+

Ars Electronica 🔗
April 2017 | Campus Exhibition. Linz, Austria
Work: Echo Chamber
- Interactive installation consisting of a twitter bot tweeting made up opinions, based on the exhibition audience voting on diverse news topics
- Built with Python, HTML and Leap Motion

Workshops and seminars

Attendance to:
- 🔗 Workshop: *La construcción de sentidos en el arte computacional: composición de lenguajes creativos,* by Karen Palacio, 2022 WIP Online
- 🔗 Workshop: *Habitar la web: Introducción a la espacialidad 3D con A-Frame y Blender* by Wilmer Rodríguez, 2021 WIP Online
- 🔗 Seminar: *Post-web: de la utopía a la distopía,* by Victor Gabriel García Castañeda, 2021 CUNA Online
- 🔗 Workshop: Introducción a la literatura electrónica, by Nohelia Meza and Mónica Nepote, 2020 Centro de cultura digital Online
- 🔗🔗 Workshop: *One Terabyte of Kilobyte Age,* by Olia Lialina, 2019 The Influencers Barcelona

Relevant Skills

- Technical skills:
  - Passionate experimenting with:
    - P5js and Processing for creative development and artistic projects
    - Pico8 and love2d game development (lua-based frameworks)
    - Interaction design, either *static* wireframing or functional prototyping
    - UX design and research for digital products
  - Comfortable working with:
    - Unity3D for small games and interactions
    - Arduino programming and electronics
    - 3D modeling with Blender for game dev, virtual environments and 3d printing
    - Web design, preferable using plain HTML5 CSS JS, or light frameworks
    - Figma, Sketch, Penpot as I prefer Adobe Suite alternatives
    - Adobe Premiere Pro for video editing and other source alternatives
    - REST and websockets APIs, Cloud databases and linux servers
  - Enjoy learning and exploring:
    - A-Frame and Three.js for 3D web development and VR experiments
    - Terminal CLI and TUI tools & toys using Bash and Python libraries
    - PureData for sound experimentation
    - Reaper for audio manipulation and music composing
- Office tools:
  - Proficient in word processing and spreadsheet tools
  - Gantt diagrams for project planning, kanban boards and other agile artifacts
- Soft skills:
  - Leadership, relying on strategic thinking and coaching
  - Interdisciplinary teamwork, by promoting accountability and collaboration
  - Problem-solving driving, as I involved in team's needs and project objectives
  - Open to try out and learn from different technologies, tools and frameworks
  - Intercultural experience
- Languages:
  - Native Spanish speaker
  - Fluent in English