

Eduardo Moyrón Candela

INTERACTIVE EXPERIENCE & DIGITAL PRODUCT LEAD

Digital Products · Interactive Experiences · Creative Technology · Museums & Education

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PROFESSIONAL PROFILE

Creative technology leader with a track record of taking interactive products, applications, and installations from initial concept through to public implementation and ongoing operation. Currently leading **Coro Digital**, an initiative within Acselco built to expand the company's portfolio into digital signage, multimedia content, and interactive experiences. Brings together product thinking, experience design, cross-functional coordination, communication strategy, and technical judgment to translate educational, cultural, and commercial objectives into functional digital solutions. Delivered projects for museums, cultural institutions, and service organizations. Holds an M.Sc. in Digital Games and an undergraduate background in Finance.

IMPACT HIGHLIGHTS

10+ Years of Experience Designing interactive products and digital experiences.	20+ Interactive Applications & Installations Developed and implemented in museums and cultural institutions.	2x Guest Instructor LEIVA Program · National Center for the Arts (CENART) 2023 · 2026	300+ Students Enrolled in the Complete Game Design Course on Udemy.
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CORE COMPETENCIES

- Interactive experience and digital product leadership

— Experience design and digital product development

— Creative technology and multimedia integration

— Digital signage infrastructure
- End-to-end interactive production

— Museum exhibitions and interactive learning

— Cross-functional team and stakeholder coordination

— Technical prototyping and concept validation

PROFESSIONAL EXPERIENCE

Acselco S.A. de C.V. Mexico City, Mexico | 2022–Present
Coro Digital Lead · Interactive Experiences & Digital Products

Coro Digital is an initiative within Acselco created to expand the company's portfolio into digital signage, multimedia content, and interactive experiences for commercial, institutional, and internal communication.

- Lead the full initiative lifecycle — from opportunity identification and scope definition through experience design, production, technical integration, and on-site implementation.
- Direct end-to-end projects that combine user experience, multimedia content, software, infrastructure, and field operations.
- Designed and delivered over 20 interactive applications and installations for museums and cultural institutions, integrating real-time systems, sensors, projection, digital signage, multi-display setups, lighting, and immersive technologies.
- Coordinate creative, technical, and audiovisual teams, and manage hardware selection and relationships with domestic and international suppliers.
- Lead Acselco's digital marketing and communications strategy, including website, content production, and social media campaigns to position services and generate commercial opportunities.

SELECTED PROJECTS

MUVACA Designed and delivered 12 interactive applications, including timelines, games, multimedia galleries, and projection systems with wireless control.	MUNET Energy learning simulator for five simultaneous participants, integrating stationary bikes, sensors, real-time projection, and DMX lighting for experiential learning.
SOU Real-time control system managing 12 LED screens and a 3D environment, operated wirelessly from a tablet via OSC.	Golf Country Club Paraíso Design and development of a digital platform for the operation and consultation of the menu of five restaurants, optimizing the visitor experience through interactive tablets.

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ADDITIONAL SELECTED PROJECTS

Aloha Vaquero Educational game built for a traveling exhibition that was later integrated into a permanent museum experience in Hawai'i.	Museo de los Ferrocarriles Two interactive experiences designed to explain the mechanics of the steam locomotive and the history of rail in Mexico.
KALAN Interactive game paired with a pre- and post-experience survey system with data export, enabling visitor learning assessment and experience evaluation.	Tamayo Renace Augmented reality proof of concept featuring artwork recognition, spatial audio, and 3D visualization developed for an art exhibition.

INSTITUTIONAL COLLABORATIONS

Wild Immersion Collaborated on the outreach and distribution of immersive educational experiences for schools and informal learning environments.	Universum, UNAM Supported the operation and ongoing update of virtual reality experiences and Living Drawings within an institutional museum context.
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RESEARCH, TEACHING & CONTENT CREATION

- Authored a 180-page e-book on Game Design, synthesizing over 20 foundational references in game studies and interactive design.
- Created the [Complete Game Design Course](#) on Udemy — **320 students enrolled**, rated **4.4/5**.
- The course covers game fundamentals, player experience, iterative design, production pipelines, rapid prototyping, playtesting, and design documentation.
- Guest instructor at the LEIVA program, Centro Nacional de las Artes (2023 and 2026), facilitating workshops and talks on game design, interaction, and exhibition experiences.
- Research and digital reconstruction of Patolli — a pre-Columbian board game — during the M.Sc. in Digital Games, connecting Game Studies, cultural heritage, and interactive media.

EDUCATION

University of Malta M.Sc. in Digital Games	2019–2021
Academic and philosophical focus on Game Studies, ludology, experience design, interactive narrative, and digital reconstruction of the pre-Columbian game Patolli.	
Universidad Iberoamericana B.A. in Finance	2012–2017
Business analysis, budgeting, decision-making, and project feasibility. Complemented during this period by independent work in multimedia production and cultural outreach.	

LANGUAGES

Spanish Native
English Professional Proficiency
German B2 · Lived in Berlin for two years

TECHNICAL TOOLS & CAPABILITIES

REAL-TIME DEVELOPMENT

Unity	C#	Shader Graph
VFX Graph		

IMMERSIVE EXPERIENCES & VISUALIZATION

VR	AR / XR	MadMapper
Projection systems		
Projection mapping		
Image recognition		

INTEGRATION & COMMUNICATION

Arduino	OSC	DMX	Syphon
Spout	Multi-display systems		

DEVELOPMENT CAPABILITIES

Real-time visualization
Multi-user interaction
Rapid prototyping
Modular architectures