

Marcelo Rodríguez López Arriaga

3D Visualizer · Exhibits, Retail & Brand Experiences (Blender)

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Available now · remote contractor · no visa sponsorship needed

SUMMARY

3D designer for trade-show booths, retail displays and brand activations. In two years at Mexico City agencies I visualized 200+ proposals for 90+ brands, and more than 10 of my designs were built, including Heinz, Sabormex and AB Mauri. I deliver renders that get client sign-off and production drawings the workshop can build from.

EXPERIENCE

Jan 2026 –

Sep 2026

3D Designer, MATTR · Mexico City

Design agency working exclusively for the booth fabricator MADE (now closed).

- Designed 40+ booth, bar and brand-space projects in 9 months for Heinz, AB Mauri, Glenfiddich, Kimberly-Clark and Santander.
- Took 7 designs through fabrication: Heinz Hospitality (3×9 m with VIP lounge), AB Mauri and Puratos (Expo Mexipán), Sabormex (Expo ANAM), Tequila Herradura, the TGA event hall and Yomi · Lala.
- Built production packages per fixture for the fabricator (dimensioned sheets, exploded views, build quantities) with MATTR Tools, a Python add-on for Blender I wrote.
- Sped up client decisions with 6 Santander booth variants rendered from the same camera and 10 proposals for Glenfiddich.

May 2024 –

Jan 2026

3D Designer / Visualizer, Craft Marketing Group · Mexico City

Experiential and shopper-marketing agency. Joined as an intern and stayed on as a 3D designer.

- Designed and visualized 160+ projects for 90+ brands (Liverpool, Coppel, PepsiCo, Visa, HSBC): booths, POP displays, endcaps, kiosks and activations.
- Took 3 designs through fabrication: Visit Yucatán (travel fair), Live Aqua (music festival) and Pilgrim's (Walmart events).
- Designed Hey Luk!'s kiosks, carts and displays around the brand character I had created for them as a freelancer.

SKILLS

Booths & retail

Island, peninsula and inline booths · floor displays, endcaps and gondolas · kiosks

Production

Dimensioned shop drawings per fixture · exploded views · build quantities · PDF production packages

3D & rendering

Blender (modeling, materials, lighting, Cycles, EEVEE) · Geometry Nodes · Python

2D

Photoshop · Illustrator · Premiere Pro · Figma

EDUCATION & LANGUAGES

2021 – 2024

Bachelor's in Animation Design — Universidad Latinoamericana (ULA)

Coursework and thesis completed; degree conferral in progress. Thesis: "Deus Vult", a 3D animated short I made in four months.

Languages

Spanish: Native · English: B2 · professional working · Japanese: Beginner (in class)