

ANTÔNIO ROGÉRIO BIÉ DE MOURA

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Multimedia journalist and immersive media artist with 8+ years bridging narrative storytelling and social impact. Documentary filmmaker and social media creator working in VR/AR/MR, Gaussian splatting, volumetric capture, and 360° video, with a focus on environmental justice. Pursuing an MA in Emerging Media and Narrative Design at Arizona State University (December 2026). Built and led communication operations reaching +1M students/professors across public education, and delivered 5,700+ mentorships through a youth network of 150+ social-impact initiatives.

EDUCATION

M.A. Narrative and Emerging Media

Aug 2025 – Dec 2026

Arizona State University, California Center — Los Angeles, CA • GPA 4.00

- Immersive storytelling across VR, AR, MR, 360° video, Gaussian splatting, virtual production, and interactive games. Supervised by Prof. Nonny de la Peña, PhD.
- Capstone: The Sound of a Sacrifice Zone — VR/XR documentary on environmental injustice and space exploration.

B.A. Journalism

Feb 2019 – Dec 2023

Federal University of Ceará (UFC) — Fortaleza, Brazil • Final grade 10/10

- Thesis documentary Children of the Wind — wind energy and socio-environmental impact in the Cumbe Quilombo; selected by Cine Ceará from 100+ submissions and screened to +1,000 people / +15k views.

Content Creators Academy — Intensive Program

Aug 2026

USC Annenberg School for Communication and Journalism — Los Angeles, CA

- Advanced digital content production, multi-platform storytelling, and audience-growth strategy; produced a business plan and multimedia series reaching +15k people.

EXPERIENCE

Graduate Teaching & Research Assistant

Aug 2025 – Present

Arizona State University, California Center — Los Angeles, CA

ACADEMIA / RESEARCH • IMMERSIVE MEDIA • TEACHING • VIRTUAL PRODUCTION

- Support +20 students per semester in AR/VR/XR storytelling, running labs on Unreal/Unity, virtual production, motion capture, volumetric and 360° capture, and Gaussian splatting.
- Project manager for the ASU × Los Angeles Public Library XR pilot: curated 10 award-winning XR titles across 5 branches and trained library staff to run public sessions.
- Co-produced the “Out of the Ashes” immersive exhibition at the Music Center (Jan 2026).
- Built the 3D asset library for Reclamation, a WebXR experience letting fire survivors preview native-plant landscaping for their rebuilt homes — 30–50 SoCal species, optimized to GLB/GLTF in Blender under a 14k-triangle spec; automated the conversion and optimization pipeline with Claude and the Blender MCP.

Associate Producer — Reality Looks Back

Jan 2026 – Present

SXSW 2026 XR Experience Spotlight — Austin, TX

XR EXHIBITION • FESTIVAL OPERATIONS • IMMERSIVE MEDIA • TEAM COORDINATION

- Coordinated the SXSW festival presentation of Reality Looks Back, a 21-minute immersive documentary selected for the XR Experience Spotlight — 1 of 13 Spotlight projects within a 31-project XR program.
- Led a 4-person team across 2 countries and 3 time zones through 3 months of pre-festival preparation covering technical setup, logistics, and on-site exhibition planning.
- Ran 5 consecutive days of public exhibition across 5–7 concurrent headsets, delivering 400+ individual viewings.

Organizer of General Communications & Digital Marketing '26

2025 – 2026

Brazil Conference at Harvard & MIT — Boston, MA

COMMUNICATIONS • VIDEO EDITING • GRAPHIC DESIGN • SOCIAL STRATEGY

- Supported the communication and digital strategy for a 12-year-old institution featuring 50+ speakers and 1,200 attendees.
- Handled video editing and graphic design production in-house for campaign, speaker, and event content across all platforms.
- Helped manage 6 departments — Digital Marketing, Design, Website, App, Press, and Tech & Data — across 2 countries and time zones.
- Drove 6.2M total views and 111.3K content interactions (+78.9%) in 7 months, reaching 5.2 million accounts.

Exhibition Docent — Immersive Pavilion

Jul 2026

SIGGRAPH 2026 — Los Angeles, CA

LIVE INSTALLATION • UNREAL ENGINE • MOTION CAPTURE • PUBLIC DEMO

- Ran Impulse: Dawn of the Digital Dance Studio (Pulse & Pixel) — an Unreal Engine mocap installation for real-time choreography — guiding +6,000 visitors over 4 days and keeping it running 100% of exhibit hours.
- Supported REfract in the Spatial Storytelling program, a hybrid live performance of dancer and avatars driven by motion capture and real-time rendering.

Social Media Manager, Video Maker, Photographer & Designer

Jan 2023 – Dec 2025

Department of Education, State of Ceará — Fortaleza, Brazil

PUBLIC SECTOR · MULTI-PLATFORM CAMPAIGNS · VIDEO · PODCAST · MEDIA LITERACY

- Led communication for a state school system serving 350,000+ high school students across 750+ schools, producing +20 campaigns and +90 videos per year.
- Recruited and trained a 50-student youth media team covering the G20 agenda in Brazil, publishing +20 pieces that reached +500k people.
- Built media literacy programming delivered in +460 schools to +137k students.

Social Projects & Mentorship Coordinator

Jun 2018 – Dec 2025

ImpactaJovem Brasil — Brazil

NGO · PROGRAM DESIGN · MENTORSHIP · VOLUNTEER MANAGEMENT

- Delivered 5,700+ free high school mentorships across 7 subject areas, coordinating a national volunteer network of 1,000+ young people from every Brazilian state.
- Ran the Delegates Program supporting 150+ social-impact initiatives that reached 20,000+ people, funded by a USBEA / U.S. Embassy social-entrepreneurship grant.

SELECTED GRANTS & AWARDS

Opportunity Funds Program — EducationUSA, U.S. Department of State

2024 – 2025

- 1 of 11 recipients nationwide from ~400 applicants; full funding for graduate application, testing, and advising.

Cine Ceará — Ibero-American Film Festival

Oct 2024

- 1 of 3 feature-length films chosen for the “Olhar do Ceará” exhibition from 100+ submissions.

Gandhi Communication Award

Dec 2023

- 1st of 10 in Student Electronic Media for “Ceará on Screen”; 2nd of 10 in Student Radio for the “Absences” podcast.

Internet Governance School — Brazilian Internet Steering Committee (CGI.br)

Jul 2022

- Youngest of 30 professionals selected nationally.

Full list of grants and awards available on request or via portfolio.

SKILLS

Immersive media: VR / AR / MR, 360° video, Gaussian splatting, volumetric capture, virtual production, Unreal Engine, and Unity.

Journalism: Documentary production, reporting and interviewing, podcast production, media literacy curriculum, science and environmental communication.

Production tools: Adobe Premiere Pro, Photoshop, DaVinci Resolve, CapCut, Canva, Google Workspace, Microsoft Office.

Capture & hardware: Cameras, 360 rigs, LiDAR / scanning apps, Meta Quest, Vision Pro, LED stage.

AI & automation: Multi-model LLM workflows and prompt engineering applied to creative software; pipeline automation with Claude and MCP integrations (Blender MCP); AI-assisted asset conversion, optimization and QA.

Languages: Portuguese (native), English (fluent, TOEFL 105 / DET 140), Spanish (intermediate), French (basic).

REFERENCES

Nonny de la Peña

Program Director, Narrative and Emerging Media; Professor of Practice, Arizona State University · anonny@asu.edu

Amara Aguilar

Professor of Professional Practice of Journalism, USC Annenberg · asaguila@usc.edu

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Allan J. Lopez

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