

Ernesto Molina

CREATIVE PRODUCER,
DIRECTOR & SHOWRUNNER

Profile

I am an experienced animation professional with 8 years of industry expertise in creating, producing, and directing 2D & 3D animated projects (Film & TV) from pitch to screen, leading all the creative and artistic stages. My track record includes multiple official selections at international Animation Festivals such as Pixelatl in Mexico, Ventana Sur in Argentina, and the MIA in Rome. This success is attributed to my original pitches, such as "What the Quest is This" - with a short broadcasted by Cartoon Network - and "My Brother the Monster," my first 26x11, which has become the flagship of my animation career.

My most significant achievement has been co-producing "My Brother the Monster" with Gasolina Studios and Arcana Studios as the first 26x11 original Mexican animated series funded by our government and distributed globally by Jetpack, one of the Top 3 Distribution Companies on the Kidscreen 2023 Hot List.

My versatile skill set encompasses scriptwriting, storyboarding, editing, art direction, animation direction, and post-production. My career has led me into the core of the animation ecosystem, thanks to my constant involvement in international markets like the MIFA Anecy, and B2B meetings with the top broadcasters and studios from Latin America and North America. Creating stories means everything to me; there is not a single second in my life that I am not daydreaming about new characters, settings, and worlds. Also, there isn't a single day in my life when I don't think about the future of our medium and how I want to create a new path for the next generation, leaving something truly remarkable behind when I'm gone.

Work Experience

○ Jan 2023- Present
Gasolina Studios

Sr Creative Producer - Feature Film & Service Work

Support the Executive Producers & Clients to deliver a high quality product from script to screen. Here are some highlights:

- I collaborated for 12 months with the Emmy Winner Mike Owens' animation company "WOMO" to produce a variety of animated shorts directed by different artists. My role involved ensuring their ideas were brought to life in animation as they desired, serving as a bridge between client notes (Apple) and our artistic team. I created creative strategies and workflows to deliver on style and schedule.
- Additionally, I supported a team of story artists on our first feature film, aiming to deliver a full 90-minute animatic in 6 months. I provided them with narrative strategies, workflow insights, and troubleshooted storytelling issues presented by the director, Karen Acosta.
- Furthermore, I took on the role of Art Director for a "Thriller-Like" animated music video clip for the independent film "Spooked" by Nat Rovit.

Role Responsibilities:

- Generate and develop creative concepts and ideas for animated content.
- Present and pitch concepts to Producers, Executives and Clients.
- Write and develop scripts or detailed outlines for animated series or films.
- Oversee the creation of storyboards to visualize scenes and sequences.
- Provide direction and guidance on the visual style and aesthetics of the project.
- Lead and manage cross-functional artistic teams.
- Work closely with clients to understand their vision and incorporate feedback.
- Ensure the final product meets quality standards and creative vision.
- Stay informed about industry trends and audience preferences.
- Build and maintain relationships with industry professionals.
- Address challenges and obstacles that arise during production.

Contact

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Education

Universidad de la Comunicación
Bachelor of Visual Communication
Completed in 2013

Awards & Official Selections

Pixelatl Ideatoon, Mexico.
Finalist - 2015, 2016, 2017

CN & Anima Studios Pilot Program
Winner, Pilot Aired - 2016

Mexico City Game Week
Honorable Mention, Mobile Game Design - 2015

Mexican Cinematography Institute
Animated Series Development Grant - 2017

Ventana Sur Animation, Argentina.
Animated Series Official Selection - 2017

Mexican Cinematography Institute
Animated Series Production Grant - 2018

Anima Studios & Pixelatl, Mexico.
Honorable mention for best Director Take - 2022

MIA MARKET, Rome.
Animated Series Official Selection - 2023



Complimentary Education

Digital School

3D modelling & Animation
2009

Digital School

Video Editing & Postproduction
2009

Pixelatl

Animation Bootcamp
2017 & 2018

Brandhome

Fashion Concept Design
2022



Hard Skills

- Shotgrid
- Google Suite
- Adobe Creative Cloud
- Harmony Toonboom
- Harmony Storyboard Pro
- Character Design
- Editorial
- Scriptwriting
- Animation Direction
- 2D Compositing
- Graphic Design
- Storyboarding
- Visual Development
- Color Design
- Art Direction



Soft Skills

- Pitching - Found partners such as Jetpack Distribution, and extended my professional network globally.
- Market Awareness - I'm also a consumer, I keep in touch with trends, and the licensing ecosystem.
- Strategic Thinking - I'm familiar with the technical aspects of a pipeline, and how all the pieces come together.
- Resilience - I fought against the odds to push forward an original series in Mexico for 7 years and made it happen.
- Leadership - I'm a team player, I listen to the people and create pathways on which everyone can benefit.
- Fast Learner - I love to integrate new tools into my workflow and easily adapt to using them
- Long Term Vision - I know animation is a marathon, but I have the strength to endure to see the fruit of my labor.



References

Available upon request



Sites

www.emolinace.com

○ Feb 2020- Jan 2023

Gasolina Studios

Showrunner, Art & Episodic Director - 26x11 CO Series

Lead the production of the 26x11 original series "My Brother The Monster"

- Served as the Story Editor for the first season, collaborating with Scriptwriter and Executive Producer from Arcana Studios, Sean O'Reilly.
- Additionally, I directed the Visual Development Artist team to achieve the final style of the series.
- Supervised a crew of Character Designers to deliver over 60 character sheets on style and schedule.
- Furthermore, I directed episodes by working closely with the Story Artists and the Animation Director.
- Designed some props, extra characters, camera layouts, all the logos, and all the motion graphics.
- Supervised our vendor, "Digitoonz," on the compositing of the show, providing them with style frames and notes via Shotgrid to achieve the desired look of the series.
- In addition, I supervised the Latin American Spanish dubbing of the series, carefully selecting the right cast for the characters.

○ Oct 2017- Feb 2020

Gasolina Studios

2D Art Generalist & Creative Jr - Service Work & Original Developments

Lead the creation and development of original projects for TV, Advertising, and Film.

- Developed, from pitch to screen, the first 3D musical shorts for the popular toy brand "Distroyer," achieving over 4 million views on YouTube.
- Represented the company's original IP at animation markets such as Pixelatl, Ventana Sur, and MIFA.
- Additionally, I directed the first teaser trailer for my series "My Brother the Monster" and showcased it at festivals.
- Created the pitch and co-directed, alongside Santiago Arellano, the first animated musical video for Pepe Aguilar (a famous Mexican singer) titled "Fue un Placer Conocerle." This involved art direction, background design, and compositing.
- Also, I served as a 2D generalist, creating character designs and backgrounds for various client projects.

○ Mar 2016- May 2019

6Sense Esports

Chief Creative Officer - Entrepreneur Project

Professional Esports Organization. Founded by Alejandro Atlaco, Karen Ortiz, Ernesto Galindo and myself. Our objective was to create a strong brand in the Gaming Industry and be a platform for success for any young talent who wanted to become a professional player or make a career around the content/entertainment side of the Gaming Industry.

○ Jun 2014- Oct 2017

ChipiChape

Creative Jr, Designer Sr

○ Feb 2013- May 2013

Koala Fingerprint Branding

Designer Jr