

MARCELO AUGUSTO AZARIAS NASCIMENTO

Architect | Architectural Designer | Computational & Digital Media Specialist

Belo Horizonte, Brazil · marceloanascimento@gmail.com · +55 31 99894 8187 · LinkedIn · Behance · Website

PROFILE

Architect and computational designer combining multi-year practice in architectural design, 3D modeling, and real-time visualization with cutting-edge digital technologies. Experienced in bridging physical architecture and interactive digital environments through parametric workflows, immersive spatial experiences (AR/VR/MR), and advanced asset rendering. Proven track record in multidisciplinary project coordination, academic research, digital fabrication, and high-impact visual representation.

CORE COMPETENCIES & TECHNICAL PROFILE

Architectural & Computational Expertise

- Architectural Design & Spatial Planning
- Parametric Modeling & Computational Design
- Architectural Visualization & Real-Time Rendering
- Immersive Media (AR / VR / MR Experience Design)
- Digital Fabrication & Structural Morphology

Software, Tools & Languages

- **3D & CAD:** Rhinoceros, Grasshopper, AutoCAD, Archicad, 3ds Max, Blender and SketchUp
- **Real-Time & Rendering:** Unreal Engine, Unity, Corona Renderer, Blender Cycles, Substance Suite
- **Graphics & UI:** Adobe Creative Suite, Affinity Suite, Figma
- **Development:** C# for Unity, Unreal Blueprints, Procedural Shaders
- **Languages:** Portuguese (Native), English (Full Professional), Spanish (Basic)

SELECTED PROFESSIONAL EXPERIENCE

BOX BEAR DIGITAL — Freelance 3D Artist | Crowthorne, UK | 2026

- Developed high-fidelity 3D assets, anatomical models, and biological animations for interactive medical research and commercial projects.
- Processed and converted medical scan data into optimized 3D geometry and interactive visualization assets for real-time and digital applications.
- Collaborated with international teams on interactive spatial presentations and 3D media production.

KUBUS 4D — Architect & 3D Visualization Specialist | Belo Horizonte, Brazil | 2017–2021 | 2023–2026

- Worked on architectural design development, project coordination, and computational design for residential and real-estate projects.
- Developed architectural designs and translated project concepts into detailed 3D models and technical documentation.
- Worked on design detailing, material specifications, and the coordination of architectural elements to maintain consistency between design intent and construction requirements.
- Applied parametric design workflows using Rhino and Grasshopper to explore and develop architectural solutions.

- Contributed to architectural visualization and presentation materials to communicate design concepts and support project development.
- Coordinated design revisions and technical information throughout different stages of project development.
- Produced high-quality 3D visualization and real-time content for architectural and real-estate projects, translating architectural drawings and design references into accurate visual representations.

STUDIO ZERO — Founder & Lead Architectural Visualization Artist | Belo Horizonte, Brazil | 2021–Present

- Direct end-to-end architectural visualization workflows, generating photorealistic 3D renders, custom materials, dynamic lighting, and immersive presentations for complex design projects.
- Deliver bespoke digital communications solutions for architects and real estate developers, leveraging real-time 3D pipelines to elevate client presentation impact.

TURNOVER / RUN FOR COVER RECORDS — 3D Artist | USA | 2022–2023

- Created 3D animation, visual assets, and Unity interactive environment development for official music videos for the band Turnover (including "Mountains Made of Clouds" and "People That We Know").
- Developed procedural 3D environments, custom shaders, and real-time animation pipelines for international music release visuals.

NEXT — UFMG — Architect, XR Developer & Project Coordinator | Belo Horizonte, Brazil | 2021–2023

- Led multidisciplinary teams in designing and engineering Virtual, Augmented, and Mixed Reality (AR/VR/MR) spatial applications for institutional and educational environments.
- Engineered interactive spatial experiences using Unity, Microsoft HoloLens 2, and MRTK, bridging spatial architectural concepts with emerging spatial computing technologies.

ZOAN — 3D Artist | Helsinki, Finland (Remote) | 2021–2022

- Produced high-fidelity 3D visual content and interactive real-time applications designed to communicate sophisticated manufacturing and design processes for global luxury products.

5×3 ARQUITETURA — Rhinoceros & Grasshopper Instructor | Belo Horizonte, Brazil | 2017

- Taught parametric design logic, 3D surface modeling, and Grasshopper algorithmic workflows to architecture students and practicing professionals.

EDUCATION, AWARDS & PUBLICATIONS

Academic Credentials

- **Software Analysis and Development** | UNA, Brazil (2024–Present)
- **Bachelor of Architecture and Urbanism** | Universidade Federal de Minas Gerais (UFMG), Brazil (2010–2017)
- **Architecture Exchange Program** | University of Kansas, USA (Ciência sem Fronteiras, 2013–2014)

Awards & Publications

- **Urban Design Award:** Placed in national competition for the central area urban redevelopment of Conde, Paraíba (2018).
- **Academic Publication:** Co-authored research on structural morphology and computational fabrication presented at the IASS Annual Symposium 2019 (Barcelona, Spain).