

JONAS RODRIGUES

AI CREATIVE DIRECTOR · VFX LEAD

Leading the next frontier of visual storytelling.

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STACK

GENERATIVE AI PIPELINE

- ComfyUI
- Seedance
- Kling
- Veo
- MidJourney
- Nano Banana
- Claude
- Gemini

3D · CGI

- Blender
- Maya
- 3ds Max
- Unreal Engine
- Twinmotion
- Substance Painter

POST-PRODUCTION · MOTION

- After Effects
- Premiere
- DaVinci Resolve
- Photoshop
- Illustrator

PROJECT & AGILE

- Figma
- Notion
- ClickUp
- Miro

EDUCATION

Animation Design
Meliès College · 2025

Filmmaking & Cinema
Hollywood Film Academy · 2019

SPEAKING

Generative AI & Visual Production

Hype Incorporadora · 2025. Technical and strategic talk for 100+ specialists.

I'm an AI Creative Director and VFX artist with **10 years** in cinematography and visual effects. I build pipelines that bring **generative AI, 3D and VFX** together to deliver cinematic quality at scale, whether for projection-mapping shows, advertising campaigns or grant-funded cultural projects. I come from the film set, and I carry that into AI work: **the story comes first, and the technology works for the direction.**

EXPERIENCE

AI Creative Director & Project Lead, TempoArte Since 2025
Lead creative direction and the AI and 3D pipeline on projection-mapping shows and government-funded cultural projects, from technical strategy through to final delivery.

Filmmaker / Motion Designer, Lema Films 2018-2025
Film and VFX production for the Agribusiness, Healthcare and Technology sectors. I worked across the whole process, from the shooting set to post.

Motion / VFX Artist, Nano Content 2022-2025
Motion design and visual effects for advertising and brand digital content.

Video Editor, Aliança Empreendedora 2016-2018
Editing and finishing of institutional and campaign content.

SELECTED WORK

- **Projection mapping, holiday show** **DIRECTION · AI + VFX**
Led TempoArte's production on a **35 m-tall façade**. I built a pipeline where the building's 3D model anchored the AI generations, keeping the **architectural geometry locked and the randomness out** at scale.
- **Pinocchio & Muiraquitã, video mapping** **CULTURAL GRANTS**
Cinematic animation made with **Kling / ComfyUI** and a **Claude → Seedance** flow, keeping the character consistent from start to finish (character sheets). Delivered in **48 h**.
- **Van Dutch Beer, product visualization** **HYBRID CGI + AI PIPELINE**
Labels generated with AI and applied via **UV mapping** onto a high-fidelity Blender model, with physical lighting for a premium commercial finish.
- **Mella Agency, TR1 Supplement 360° campaign** **ADVERTISING PRODUCTION**
A campaign made **entirely with generative AI**, from concept to final motion, with a premium fitness-lifestyle look and no traditional physical production at all.

10 YEARS' EXPERIENCE	35m FAÇADE MAPPED	48h DELIVERY	100% AI PIPELINE
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CLIENTS & BRANDS

Mercado Livre · Philco · PUCPR / HotMilk · Cargill · SUS · Federal Government · Melt · Chef Vergé · Royal Face · Barbearias Colombo · Van Dutch · Mella Agency

LET'S CREATE WHAT'S NEXT?

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